



SEO report

www.phillipislandmarine.com.au

APR-01 2026 - APR-30 2026



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KEYRANKING METRICS

SEARCH VISIBILITY

Share of impressions a website gets in a given search engine for a given search query.

AVERAGE POSITION

The arithmetic mean of ranking positions of all keywords of a website.

TRAFFIC FORECAST

The potential volume of traffic that keywords can attract to a website.

KEYWORD IN SERP

The number of keywords for which a website is ranking at the top (100 or 200) of the search results.



Key Ranking Metrics

Average position	Search visibility	Traffic forecast	Keywords in SERP
60 ▲ 5	8.2% ▲ 2.9%	1479 ▲ 636	22

Keywords Ranking

● Entered Top 10 ● Left Top 10 ● In Top 10 ● Entered Top 100

 Google Australia 3923, Victoria, Australia

Keyword	Results	Month ago ▲	Current rankings
General			
boat shop	648M	-	1 ▲ 99
marine shop	478M	1	1
boat detailer	1.6M	1	1
boat maintenance victoria	54M	1	1
boat servicing victoria	125M	1	1
boat detailing	33M	1	1
boat dealer	114M	1	1
boat hire phillip island	103	1	1
stacer dealers	51K	2	2
easy tow boat trailer for sale	9.6M	3	3
arvor for sale	495K	3	4 ▼ 1
offshore boat	71M	4	4
dunbier boat trailer for sale	220K	13	6 ▲ 7
arvor boats	468K	6	6
stacer boats	593K	15	7 ▲ 8
stacer aluminium boats	241K	36	8 ▲ 28

Keyword	Results	Month ago ▲	Current rankings
mercury boat finacing	7.1M	2	9 ▼ 7
caribbean boats	67M	45	9 ▲ 36
caribbean boat for sale	52M	11	11
boat dealers	69M	7	27 ▼ 20
boat motors and parts	45M	-	35 ▲ 65
mercury outboard	63M	-	59 ▲ 41
stacer boat for sale	545K	-	-
boat for sale	648M	-	-
new boat for sale	612M	-	-
used boat for sale	201	-	-
move boat trailer for sale	46M	-	-
boat trailer for sale	192	-	-
new boat trailer for sale	104M	-	-
used boat trailer for sale	70M	-	-
mercury outboard for sale	5.7M	-	-
outboard for sale	21M	-	-
used outboard for sale	17M	-	-
used boat engine for sale	72M	-	-
boat accessories for sale	517M	-	-
second hand outboard motors for sale	2.4M	-	-
boat on sale	648M	-	-
new tinnies for sale	475K	-	-
fishing accessories for sale	95M	-	-
marine boat insurance	45M	-	-
boat finacing	69M	-	-
new outboard motors for sale	11M	-	-
mercury engine for sale	52M	-	-
outboard motors for sale	179	-	-
new boats	343M	-	-

Keyword	Results	Month ago ▲	Current rankings
new boats for sale	190M	-	-
seamaster	8.7M	-	-
fishing boat sales	64M	-	-
mercury boat dealer	123	-	-
cruiser	394M	-	-

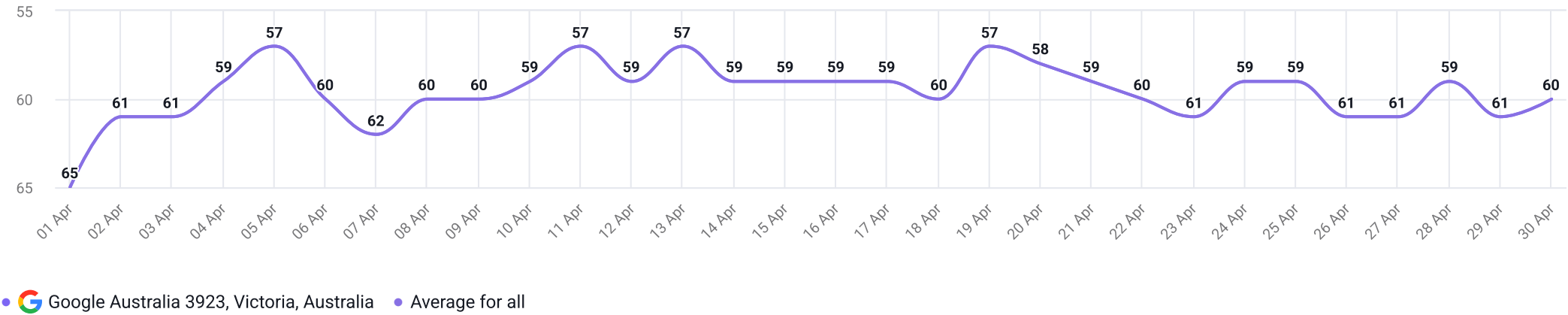
Distribution of Keywords

Search Engines	Total Keywords	Top 1	Top 3	Top 4..10	Top 11..30	Top 100	Out of SERP	Avg. Position
 Google Australia 3923, Victoria, Australia	50	8	10	7	4	1	28	60
 General	50	8	10	7	4	1	28	60

Average Position Trend

Average position

Apr-01 2026 - Apr-30 2026



TRAFFIC METRICS

SESSIONS

Total number of sessions in the selected period

USERS

Total number of users who initiated at least one session in the selected period

NEW USERS

New unique users that logged in for the first time

PAGEVIEWS

Total number of web pages users visited during the selected period

GOALS

Number of times users triggered a conversion event or goals

ENGAGEMENT RATE

Ratio of engaged sessions to total sessions

AVG. ENGAGEMENT TIME

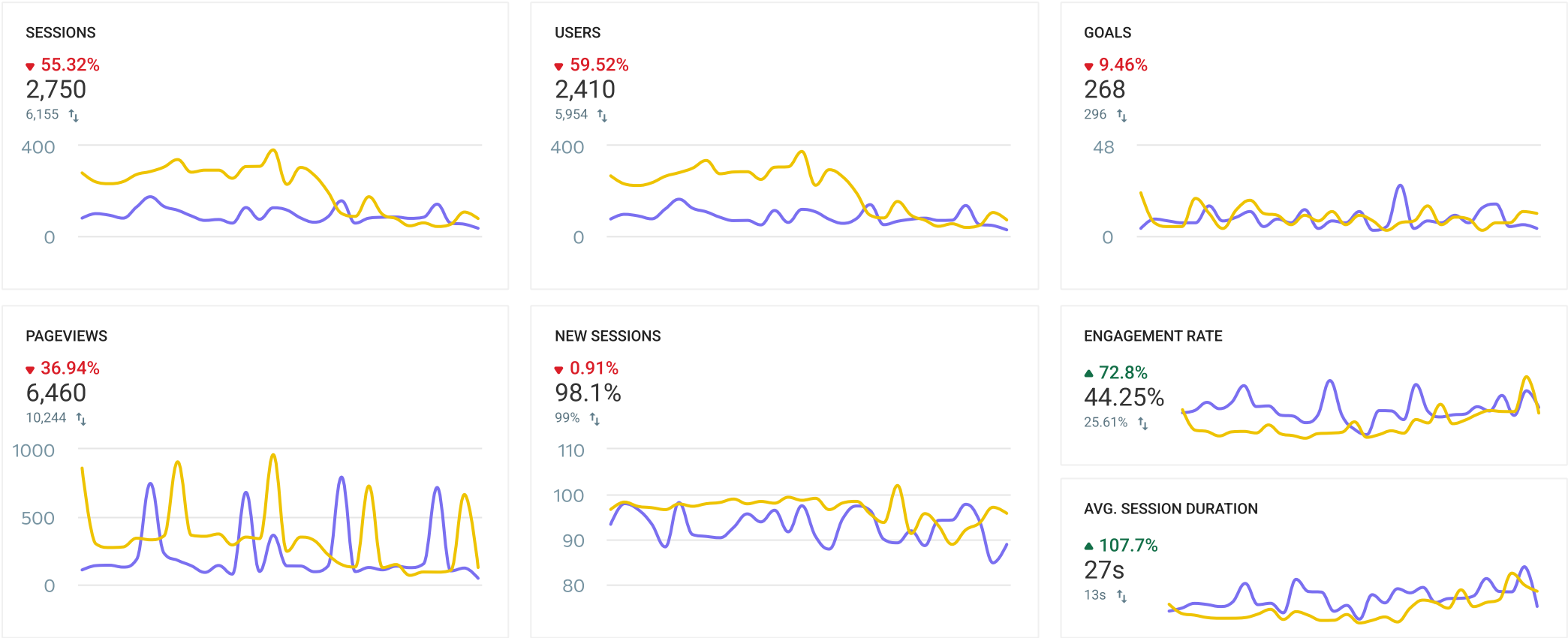
Average length of time that the website had focus in the browser



Traffic Overview

Audience GOOGLE ANALYTICS

Apr-01 2026 - Apr-30 2026



● Apr-01 2026 - Apr-30 2026 ● Mar-02 2026 - Mar-31 2026

Pages

All pages GOOGLE ANALYTICS

Apr-01 2026 - Apr-30 2026

Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	Apr-01 2026 - Apr-30 2026	403	84.59%	344	518	21s	70.97%	2
2	/boatranges/newboats/offshore							
	Apr-01 2026 - Apr-30 2026	191	87.65%	162	267	36s	76.44%	21
3	/other-services/boat-hire							
	Apr-01 2026 - Apr-30 2026	147	74.6%	126	180	32s	65.31%	0
4	/BoatRanges/UsedBoats/arvor-20							
	Apr-01 2026 - Apr-30 2026	126	56.52%	46	186	18s	46.83%	1
5	/BoatRanges/UsedBoats							
	Apr-01 2026 - Apr-30 2026	97	3.9%	77	138	52s	93.81%	19
6	/boatranges/stacer/downloadsspecs							
	Apr-01 2026 - Apr-30 2026	82	85.37%	82	454	08s	90.24%	0
7	/BoatRanges/NewBoats							

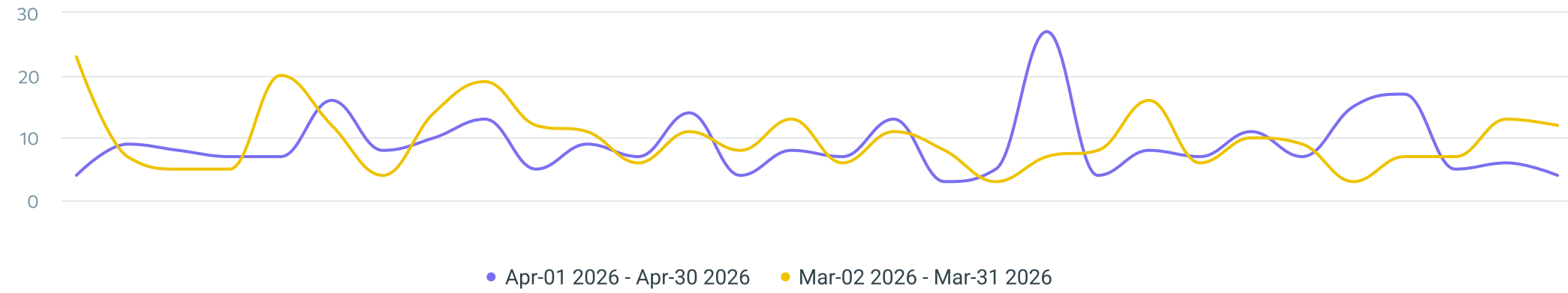
No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
	Apr-01 2026 - Apr-30 2026	71	3.7%	54	99	53s	92.96%	13
8	/BoatRanges/NewBoats/offshore-nz-750ht-2025-750ht							
	Apr-01 2026 - Apr-30 2026	65	1.89%	53	65	30s	87.69%	0
9	/boatranges/caribbean							
	Apr-01 2026 - Apr-30 2026	48	84.44%	45	84	24s	72.92%	0
10	/boatranges/newboats/stacer							
	Apr-01 2026 - Apr-30 2026	47	32.56%	43	58	46s	95.74%	13

Conversions

Goals GOOGLE ANALYTICS

Apr-01 2026 - Apr-30 2026

Goals



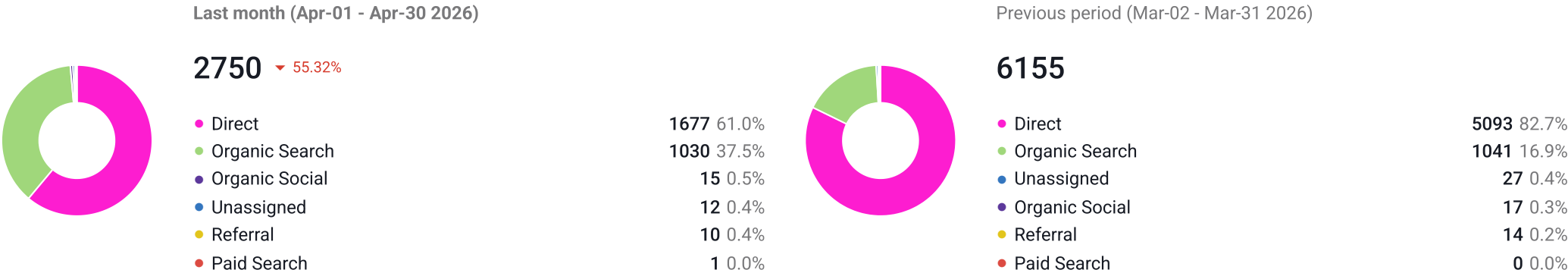
No.	Goal	Goals	Goal value
1	book_a_service		
	Apr-01 2026 - Apr-30 2026	156	0
	Mar-02 2026 - Mar-31 2026	144	0
	% Change	▲ 8.3%	
2	form_start		
	Apr-01 2026 - Apr-30 2026	99	0
	Mar-02 2026 - Mar-31 2026	129	0

No.	Goal	Goals	Goal value
	% Change	▼ 23.3%	
3	form_submit		
	Apr-01 2026 - Apr-30 2026	12	0
	Mar-02 2026 - Mar-31 2026	22	0
	% Change	▼ 45.5%	
4	file_download		
	Apr-01 2026 - Apr-30 2026	1	0
	Mar-02 2026 - Mar-31 2026	1	0
	% Change		

Traffic Source

Overview: Sessions

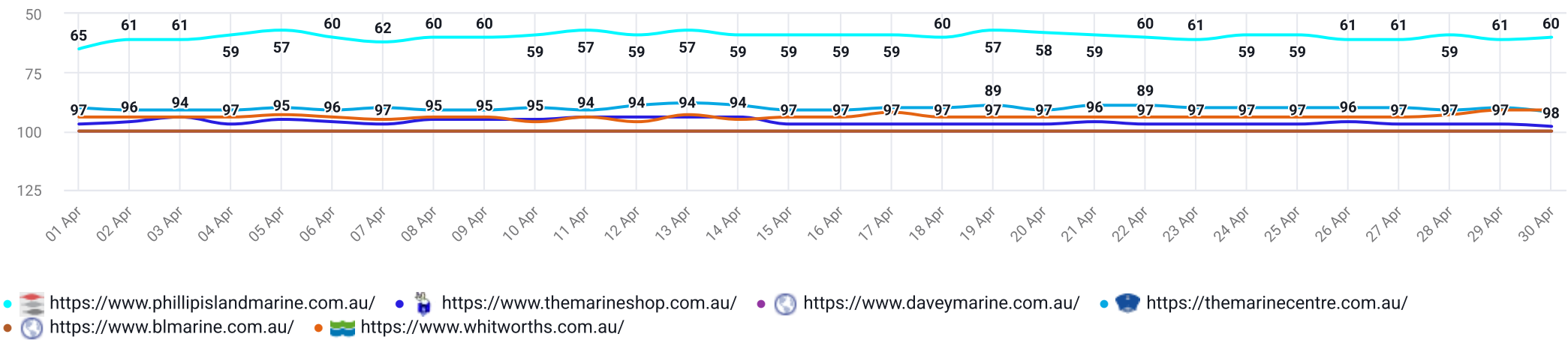
Last month (Apr-01 - Apr-30 2026) ↑ Previous period (Mar-02 - Mar-31 2026)



Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
4 Unassigned								
Apr-01 2026 - Apr-30 2026	12	3	11	25%	54.55%	0	19.08 sec	23
Mar-02 2026 - Mar-31 2026	27	6	25	22.22%	64%	0	14.63 sec	23
% Change	▼ -55.6%	▼ -50%	▼ -56.0%	▲ 12.5%	▼ -14.8%	▼ 0%	▲ 30.4%	▼ 0%
5 Referral								
Apr-01 2026 - Apr-30 2026	10	8	10	80%	90%	0	46.3 sec	26
Mar-02 2026 - Mar-31 2026	14	9	12	64.29%	83.33%	0	64.5 sec	30
% Change	▼ -28.6%	▼ -11.1%	▼ -16.7%	▲ 24.4%	▲ 8.0%	▼ 0%	▼ -28.2%	▼ -13.3%
6 Paid Search								
Apr-01 2026 - Apr-30 2026	1	0	1	0%	100%	0	0 sec	1
Mar-02 2026 - Mar-31 2026	-	-	-	-	-	-	-	-
% Change	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%

Competitors Average Position Trend

Average position Apr-01 2026 - Apr-30 2026



HEALTH SCORE



Backlinks

