



SEO report

www.phillipislandmarine.com.au

AUG-01 2026 - AUG-31 2026



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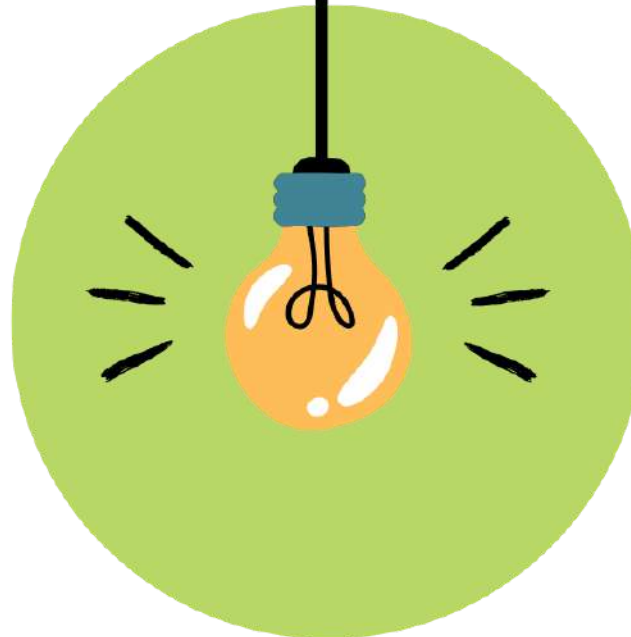
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KEYRANKING METRICS



SEARCH VISIBILITY

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

TRAFFIC FORECAST

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

AVERAGE POSITION

The arithmetic mean of ranking positions of all keywords of 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 62 ▲ 3	Search visibility 9.1% ▲ 1.4%	Traffic forecast 1484 ▲ 506	Keywords in SERP 21
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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	211	2	1 ▲ 1
boat detailer	238	1	1
boat detailing	233	1	1
boat dealer	159	1	1
boat hire phillip island	112	1	1
stacer dealers	140	2	3 ▼ 1
boat dealers	159	4	3 ▲ 1
arvor for sale	178	4	4
easy tow boat trailer for sale	174	7	4 ▲ 3
marine shop	213	3	4 ▼ 1
arvor boats	106	5	6 ▼ 1
boat maintenance victoria	122	1	8 ▼ 7
caribbean boats	108	8	9 ▼ 1
caribbean boat for sale	122	14	13 ▲ 1
boat motors and parts	205	44	20 ▲ 24
new outboard motors for sale	182	32	22 ▲ 10

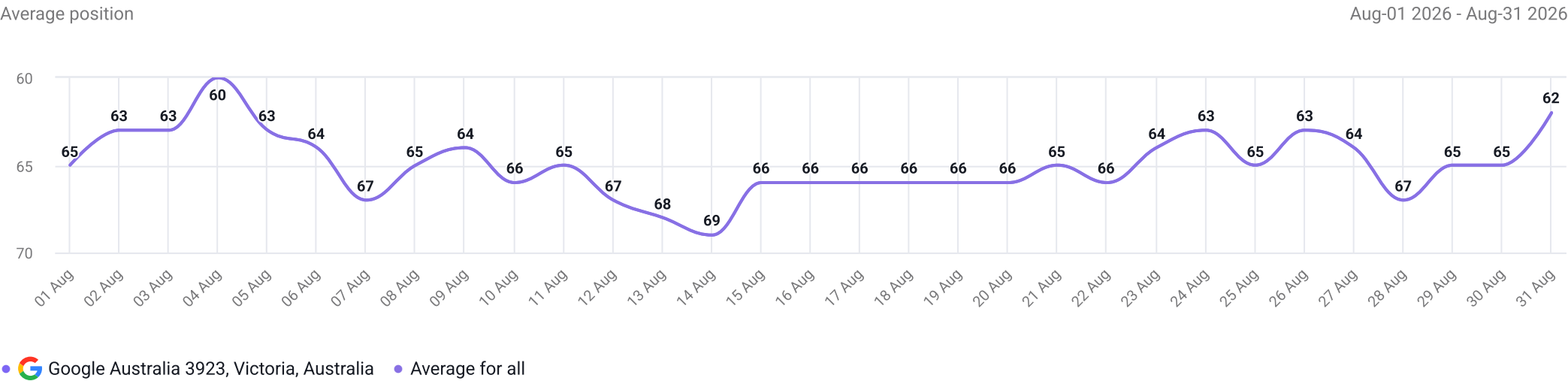
Keyword	Results	Month ago ▲	Current rankings
mercury boat finacing	117	22	24 ▼ 2
dunbier boat trailer for sale	175	31	25 ▲ 6
stacer aluminium boats	174	23	30 ▼ 7
stacer boat for sale	179	-	-
boat for sale	220	-	-
new boat for sale	251	-	-
used boat for sale	218	-	-
move boat trailer for sale	180	-	-
boat trailer for sale	208	-	-
new boat trailer for sale	220	-	-
used boat trailer for sale	205	-	-
mercury outboard for sale	195	-	-
outboard for sale	187	-	-
used outboard for sale	185	-	-
used boat engine for sale	180	-	-
boat accessories for sale	180	-	-
second hand outboard motors for sale	183	-	-
boat on sale	221	-	-
new tinnies for sale	191	-	-
fishing accessories for sale	188	-	-
marine boat insurance	113	-	-
boat servicing victoria	123	1	-
boat finacing	126	-	-
mercury outboard	205	42	-
mercury engine for sale	201	-	-
outboard motors for sale	183	-	-
stacer boats	172	-	-
new boats	212	-	-
new boats for sale	236	-	-
seamaster	199	-	-
fishing boat sales	224	-	-

Keyword	Results	Month ago ▲	Current rankings
mercury boat dealer	159	-	-
cruiser	208	-	-
offshore boat	202	-	-

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	5	7	8	6	0	29	62
 General	50	5	7	8	6	-	29	62

Average Position Trend



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

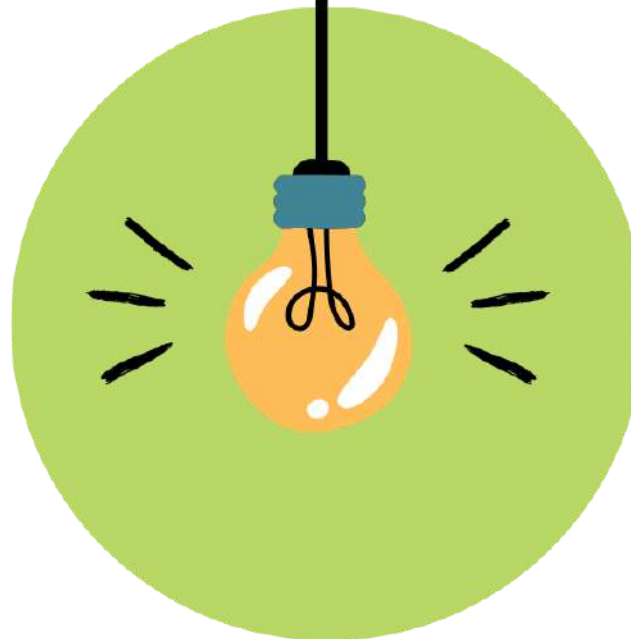
Number of times users triggered a conversion event or goals

ENGAGEMENT RATE

Ratio of engaged sessions to total sessions

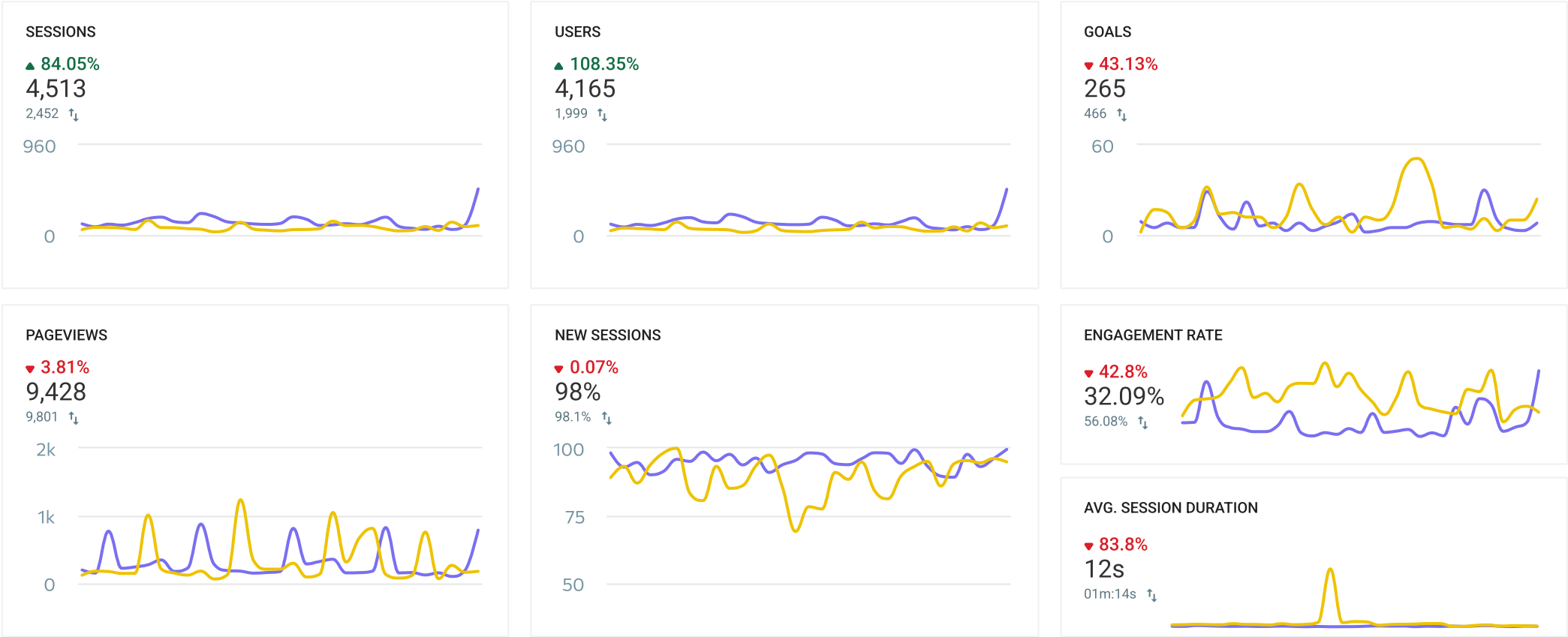
AVG. ENGAGEMENT TIME

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



Audience GOOGLE ANALYTICS

Aug-01 2026 - Aug-31 2026



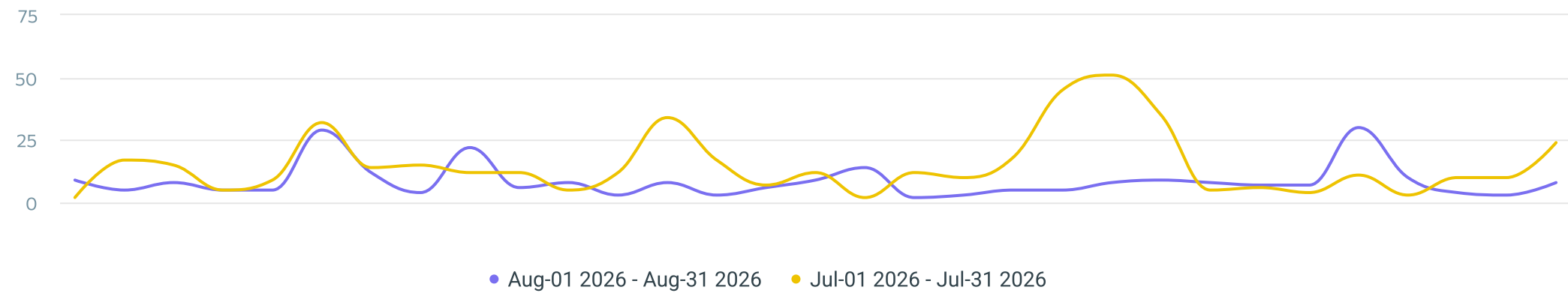
● Aug-01 2026 - Aug-31 2026 ● Jul-01 2026 - Jul-31 2026

Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	Aug-01 2026 - Aug-31 2026	927	91.47%	832	1.3K	13s	63.43%	29
2	/general/contact							
	Aug-01 2026 - Aug-31 2026	143	53.96%	139	278	15s	84.62%	16
3	/boats-in-stock/UsedBoats							
	Aug-01 2026 - Aug-31 2026	142	6.56%	122	208	13s	90.85%	5
4	/other-services/boat-hire							
	Aug-01 2026 - Aug-31 2026	93	75.95%	79	103	11s	70.97%	1
5	/boats-in-stock/NewBoats							
	Aug-01 2026 - Aug-31 2026	82	5.13%	78	104	14s	98.78%	4
6	/boats-in-stock/NewBoats/offshore-nz							
	Aug-01 2026 - Aug-31 2026	66	8.06%	62	79	05s	93.94%	2
7	/boats-in-stock/Newboats/stacer							
	Aug-01 2026 - Aug-31 2026	49	23.4%	47	64	12s	93.88%	3

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
8	/boats-in-stock/NewBoats/220ss							
	Aug-01 2026 - Aug-31 2026	48	4.44%	45	48	22s	97.92%	0
9	/services/bookaservice							
	Aug-01 2026 - Aug-31 2026	46	77.78%	45	46	02s	100%	144
10	/boats-in-stock/usedboats							
	Aug-01 2026 - Aug-31 2026	42	50%	36	62	10s	83.33%	1

Goals



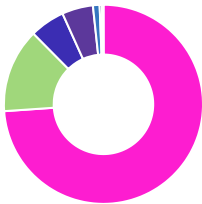
No.	Goal	Goals	Goal value
1	book_a_service		
	Aug-01 2026 - Aug-31 2026	147	0
	Jul-01 2026 - Jul-31 2026	220	0
	% Change	▼ 33.2%	
2	form_start		
	Aug-01 2026 - Aug-31 2026	56	0
	Jul-01 2026 - Jul-31 2026	171	0
	% Change	▼ 67.3%	

No.	Goal	Goals	Goal value
3	form_submit		
	Aug-01 2026 - Aug-31 2026	51	0
	Jul-01 2026 - Jul-31 2026	50	0
	% Change	▲ 2%	
4	click_telephone		
	Aug-01 2026 - Aug-31 2026	6	0
	Jul-01 2026 - Jul-31 2026	10	0
	% Change	▼ 40%	
5	Click_location_button		
	Aug-01 2026 - Aug-31 2026	4	0
	Jul-01 2026 - Jul-31 2026	7	0
	% Change	▼ 42.9%	
6	file_download		
	Aug-01 2026 - Aug-31 2026	1	0
	Jul-01 2026 - Jul-31 2026	8	0
	% Change	▼ 87.5%	

Overview: Sessions

Last month (Aug-01 - Aug-31 2026) ↑ Previous period (Jul-01 - Jul-31 2026)

Last month (Aug-01 - Aug-31 2026)

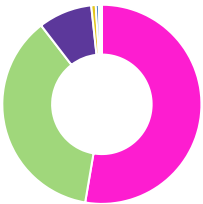


4513 ▲ 84.05%

- Direct
- Organic Search
- Paid Social
- Organic Social
- Unassigned
- AI Assistant
- Referral
- Paid Other

3309 73.3%
612 13.6%
254 5.6%
226 5.0%
49 1.1%
17 0.4%
8 0.2%
2 0.0%

Previous period (Jul-01 - Jul-31 2026)



2452

- Direct
- Organic Search
- Organic Social
- Referral
- Unassigned
- AI Assistant
- Paid Social
- Paid Other

1291 52.7%
903 36.8%
214 8.7%
18 0.7%
12 0.5%
8 0.3%
4 0.2%
0 0.0%

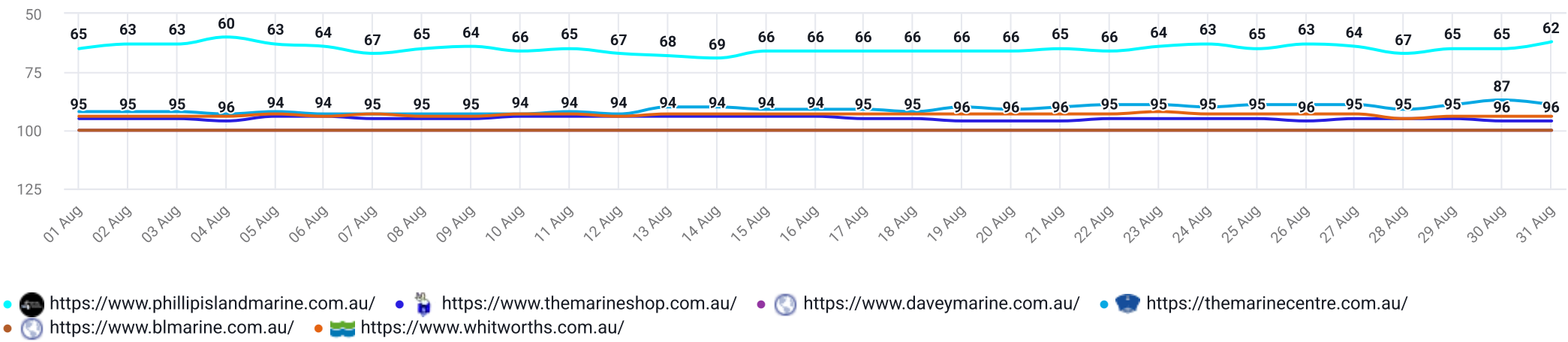
Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Direct								
Aug-01 2026 - Aug-31 2026	3.3K	756	3.2K	22.85%	100.06%	133	5.06 sec	6.1K
Jul-01 2026 - Jul-31 2026	1.3K	571	1.1K	44.23%	100.35%	234	85.22 sec	6.1K
% Change	▲ 156.3%	▲ 32.4%	▲ 178.4%	▼ -48.3%	▼ -0.3%	▼ -43.2%	▼ -94.1%	▲ 0.9%
2 Organic Search								
Aug-01 2026 - Aug-31 2026	612	445	479	72.71%	93.32%	101	45.88 sec	2.3K
Jul-01 2026 - Jul-31 2026	903	632	637	69.99%	94.98%	165	67.37 sec	3.1K
% Change	▼ -32.2%	▼ -29.6%	▼ -24.8%	▲ 3.9%	▼ -1.7%	▼ -38.8%	▼ -31.9%	▼ -27.4%
3 Paid Social								
Aug-01 2026 - Aug-31 2026	254	63	244	24.8%	99.59%	1	8.69 sec	333
Jul-01 2026 - Jul-31 2026	4	2	4	50%	100%	0	0 sec	4
% Change	▲ 6.3K%	▲ 3.1K%	▲ 6K%	▼ -50.4%	▼ -0.4%	▼ 0%	▼ 0%	▲ 8.2K%

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
4 Organic Social								
Aug-01 2026 - Aug-31 2026	226	169	215	74.78%	96.28%	14	25.93 sec	596
Jul-01 2026 - Jul-31 2026	214	151	198	70.56%	98.48%	26	41.91 sec	536
% Change	▲ 5.6%	▲ 11.9%	▲ 8.6%	▲ 6.0%	▼ -2.2%	▼ -46.2%	▼ -38.1%	▲ 11.2%
5 Unassigned								
Aug-01 2026 - Aug-31 2026	49	0	49	0%	0%	2	0.08 sec	53
Jul-01 2026 - Jul-31 2026	12	1	12	8.33%	8.33%	1	18.42 sec	5
% Change	▲ 308.3%	▼ -100%	▲ 308.3%	▼ -100%	▼ -100%	▲ 100%	▼ -99.6%	▲ 960%
6 AI Assistant								
Aug-01 2026 - Aug-31 2026	17	5	13	29.41%	92.31%	0	6.88 sec	23
Jul-01 2026 - Jul-31 2026	8	3	7	37.5%	71.43%	1	7 sec	10
% Change	▲ 112.5%	▲ 66.7%	▲ 85.7%	▼ -21.6%	▲ 29.2%	▼ -100%	▼ -1.7%	▲ 130%
7 Referral								
Aug-01 2026 - Aug-31 2026	8	8	4	100%	50%	14	19.75 sec	21
Jul-01 2026 - Jul-31 2026	18	14	11	77.78%	81.82%	39	44.39 sec	47
% Change	▼ -55.6%	▼ -42.9%	▼ -63.6%	▲ 28.6%	▼ -38.9%	▼ -64.1%	▼ -55.5%	▼ -55.3%
8 Paid Other								
Aug-01 2026 - Aug-31 2026	2	0	2	0%	100%	0	0 sec	2
Jul-01 2026 - Jul-31 2026	-	-	-	-	-	-	-	-
% Change	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%

Competitors Average Position Trend

Average position

Aug-01 2026 - Aug-31 2026



HEALTH SCORE



