



SEO report

www.phillipislandmarine.com.au

FEB-01 2026 - FEB-28 2026



Table of Contents

Key Ranking Metrics 4

Keywords Ranking 4

Distribution of Keywords 7

Average Position Trend 7

Traffic Overview 9

Pages 10

Conversions 12

Traffic Source 14

Competitors Average Position Trend 16

Audit overview 17

Backlinks 18

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

 www.phillipislandmarine.com.au

Average position	Search visibility	Traffic forecast	Keywords in SERP
51 ▲ 18	11% ▲ 6.6%	1739 ▲ 1162	27

Keywords Ranking

 www.phillipislandmarine.com.au

● 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	436M	-	1 ▲ 99
marine shop	313M	10	1 ▲ 9
boat detailer	1.5M	1	1
boat maintenance victoria	19M	41	1 ▲ 40
boat servicing victoria	39M	65	1 ▲ 64
boat dealer	71M	-	1 ▲ 99
boat hire phillip island	1.4M	1	1
mercury boat finacing	8.8M	2	2
boat detailing	29M	1	2 ▼ 1
stacer dealers	428K	3	2 ▲ 1
boat dealers	42M	5	2 ▲ 3
mercury boat dealer	3.8M	-	2 ▲ 98
offshore boat	60M	2	2
arvor for sale	598K	4	3 ▲ 1
easy tow boat trailer for sale	7M	3	3

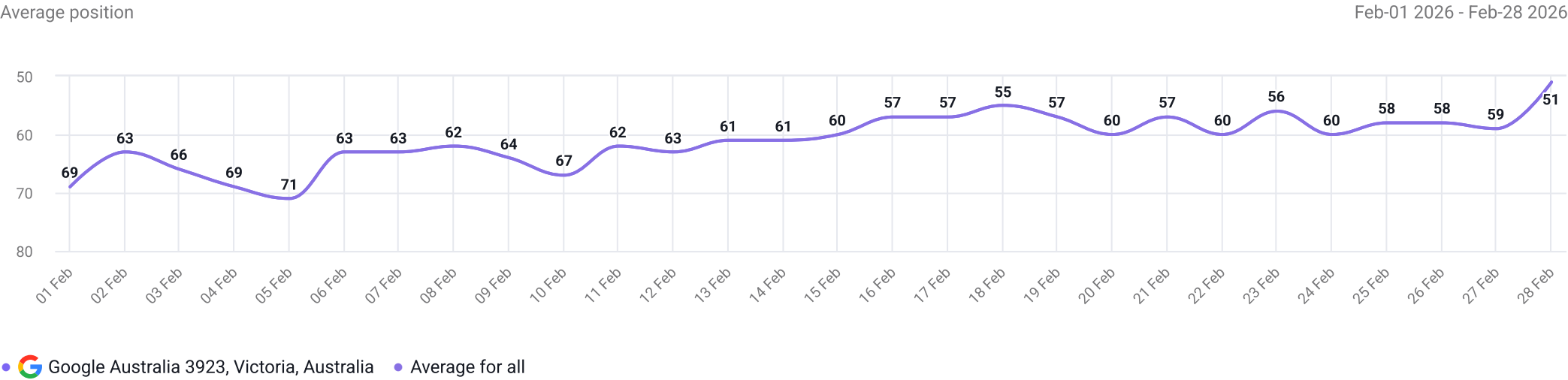
Keyword	Results	Month ago ▲	Current rankings
new boats for sale	144M	-	3 ▲ 97
arvor boats	414K	6	4 ▲ 2
boat motors and parts	24M	-	7 ▲ 93
move boat trailer for sale	13M	-	9 ▲ 91
caribbean boats	59M	12	9 ▲ 3
used boat engine for sale	46M	-	10 ▲ 90
dunbier boat trailer for sale	154K	47	13 ▲ 34
caribbean boat for sale	41M	16	14 ▲ 2
mercury outboard	50M	46	55 ▼ 9
stacer boat for sale	617K	-	-
boat for sale	406M	-	-
new boat for sale	370M	-	-
used boat for sale	240M	-	-
boat trailer for sale	63M	-	-
new boat trailer for sale	64M	-	-
used boat trailer for sale	40M	-	-
mercury outboard for sale	4.1M	-	-
outboard for sale	15M	-	-
used outboard for sale	12M	-	-
boat accessories for sale	344M	-	-
second hand outboard motors for sale	1.8M	-	-
boat on sale	407M	-	-
new tinnies for sale	519K	-	-
fishing accessories for sale	86M	-	-
marine boat insurance	32M	-	-
boat finacing	54M	-	-
new outboard motors for sale	6.5M	-	-
mercury engine for sale	30M	-	-

Keyword	Results	Month ago ▲	Current rankings
outboard motors for sale	6.7M	-	-
stacer boats	615K	5	-
new boats	330M	-	-
stacer aluminium boats	106K	-	-
seamaster	9.5M	-	-
fishing boat sales	49M	-	-
cruiser	372M	-	-

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	13	10	2	2	23	51
 General	50	8	13	10	2	2	23	51

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

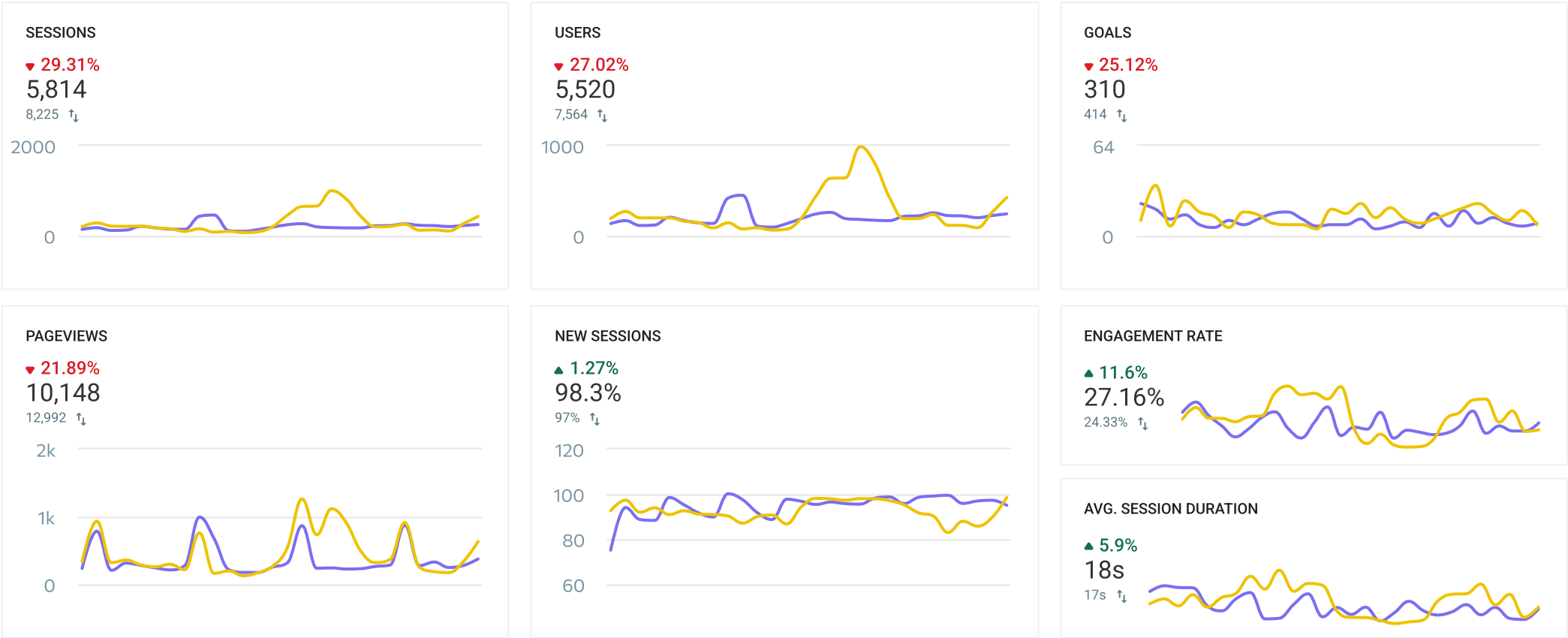
Average length of time that the website had focus in the browser



Traffic Overview

Audience GOOGLE ANALYTICS

Feb-01 2026 - Feb-28 2026



● Feb-01 2026 - Feb-28 2026 ● Jan-04 2026 - Jan-31 2026

Pages

All pages GOOGLE ANALYTICS

Feb-01 2026 - Feb-28 2026

Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	Feb-01 2026 - Feb-28 2026	477	85.03%	394	609	19s	75.05%	2
2	/boatranges/newboats/offshore							
	Feb-01 2026 - Feb-28 2026	231	90.36%	197	329	39s	73.16%	23
3	/other-services/boat-hire							
	Feb-01 2026 - Feb-28 2026	180	66.67%	147	240	27s	69.44%	0
4	/BoatRanges/UsedBoats							
	Feb-01 2026 - Feb-28 2026	131	3.96%	101	202	40s	93.89%	9
5	/BoatRanges/UsedBoats/arvor-20							
	Feb-01 2026 - Feb-28 2026	102	60.98%	82	126	41s	71.57%	4
6	/BoatRanges/NewBoats							
	Feb-01 2026 - Feb-28 2026	90	4%	75	144	01m:07s	95.56%	7
7	/boatranges/stacer/downloadsspecs							

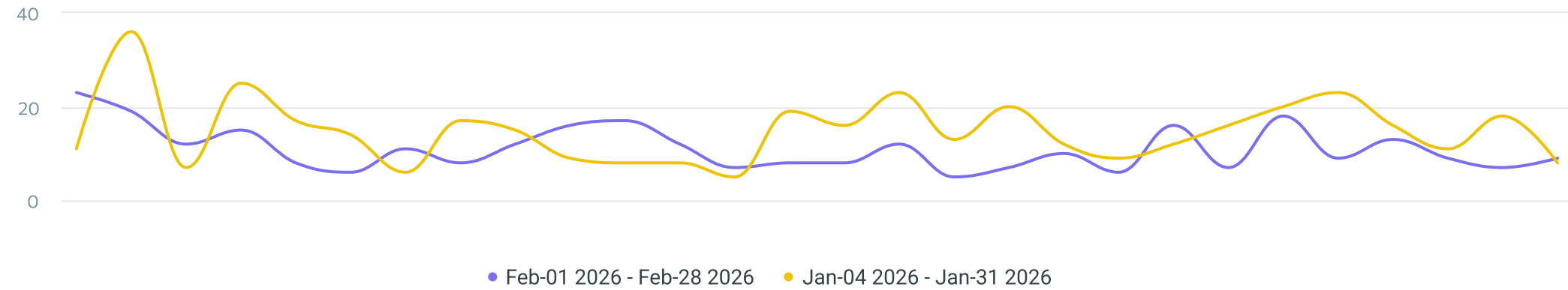
No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
	Feb-01 2026 - Feb-28 2026	69	86.96%	69	404	04s	89.86%	0
8	/boatranges/newboats/arvor							
	Feb-01 2026 - Feb-28 2026	65	54.9%	51	103	30s	89.23%	12
9	/boatranges/usedboats							
	Feb-01 2026 - Feb-28 2026	61	62.96%	54	91	01m:02s	78.69%	13
10	/general/contact							
	Feb-01 2026 - Feb-28 2026	55	15.91%	44	63	37s	81.82%	10

Conversions

Goals GOOGLE ANALYTICS

Feb-01 2026 - Feb-28 2026

Goals



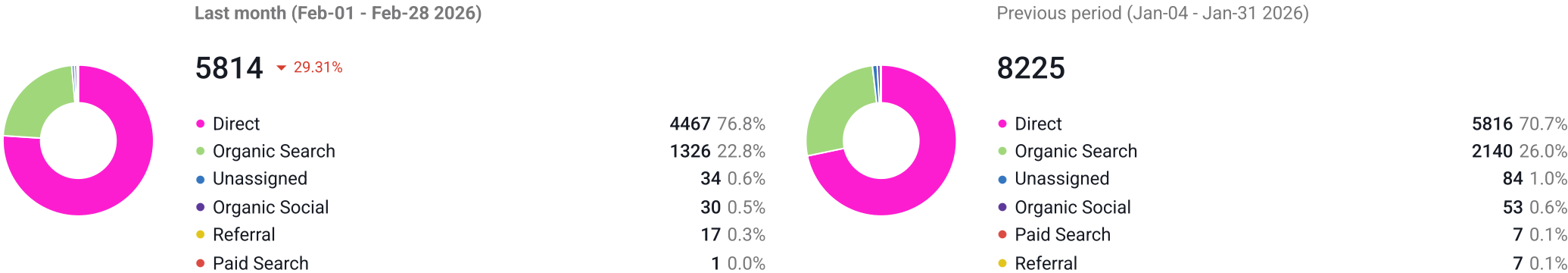
No.	Goal	Goals	Goal value
1	book_a_service		
	Feb-01 2026 - Feb-28 2026	159	0
	Jan-04 2026 - Jan-31 2026	208	0
	% Change	▼ 23.6%	
2	form_start		
	Feb-01 2026 - Feb-28 2026	115	0
	Jan-04 2026 - Jan-31 2026	157	0

No.	Goal	Goals	Goal value
	% Change	▼ 26.8%	
3	form_submit		
	Feb-01 2026 - Feb-28 2026	33	0
	Jan-04 2026 - Jan-31 2026	42	0
	% Change	▼ 21.4%	
4	file_download		
	Feb-01 2026 - Feb-28 2026	2	0
	Jan-04 2026 - Jan-31 2026	1	0
	% Change	▲ 100%	
5	Click_location_button		
	Feb-01 2026 - Feb-28 2026	1	0
	Jan-04 2026 - Jan-31 2026	2	0
	% Change	▼ 50%	

Traffic Source

Overview: Sessions

Last month (Feb-01 - Feb-28 2026) ↑ Previous period (Jan-04 - Jan-31 2026)

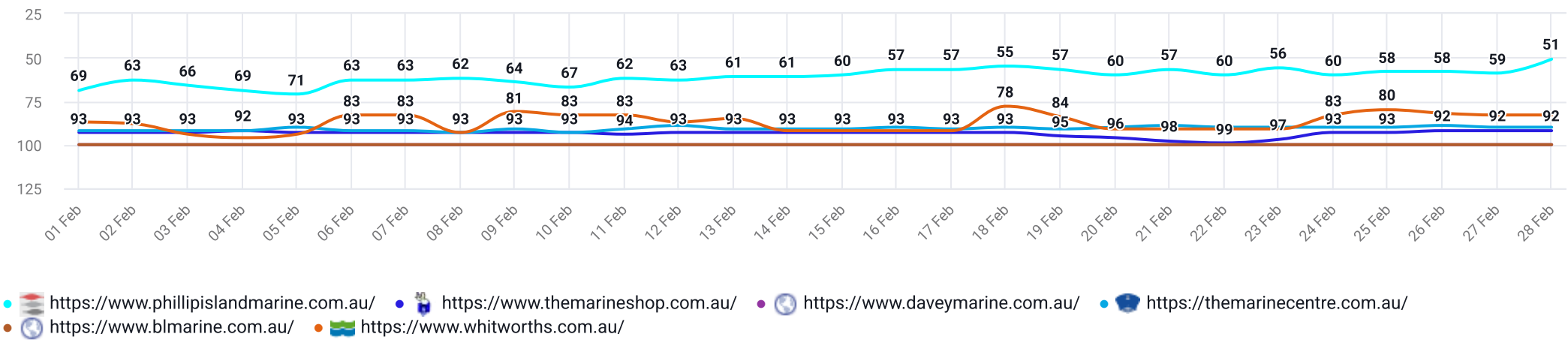


Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Direct								
Feb-01 2026 - Feb-28 2026	4.5K	651	4.4K	14.57%	100.25%	140	3.58 sec	6.8K
Jan-04 2026 - Jan-31 2026	5.8K	568	5.8K	9.77%	99.97%	171	3.24 sec	8.2K
% Change	▼ -23.2%	▲ 14.6%	▼ -22.9%	▲ 49.1%	▲ 0.3%	▼ -18.1%	▲ 10.5%	▼ -16.2%
2 Organic Search								
Feb-01 2026 - Feb-28 2026	1.3K	894	1K	67.42%	92.36%	162	63.56 sec	3K
Jan-04 2026 - Jan-31 2026	2.1K	1.4K	1.6K	65.14%	94.16%	229	53.4 sec	4.7K
% Change	▼ -38.0%	▼ -35.9%	▼ -37.2%	▲ 3.5%	▼ -1.9%	▼ -29.3%	▲ 19.0%	▼ -34.5%
3 Unassigned								
Feb-01 2026 - Feb-28 2026	34	2	34	5.88%	8.82%	2	20.15 sec	39
Jan-04 2026 - Jan-31 2026	84	3	84	3.57%	7.14%	0	3.06 sec	10
% Change	▼ -59.5%	▼ -33.3%	▼ -59.5%	▲ 64.7%	▲ 23.5%	▼ 0%	▲ 558.5%	▲ 290%

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
4 Organic Social								
Feb-01 2026 - Feb-28 2026	30	20	28	66.67%	100%	1	20.73 sec	51
Jan-04 2026 - Jan-31 2026	53	23	49	43.4%	100%	6	45.75 sec	130
% Change	▼ -43.4%	▼ -13.0%	▼ -42.9%	▲ 53.6%	▼ 0%	▼ -83.3%	▼ -54.7%	▼ -60.8%
5 Referral								
Feb-01 2026 - Feb-28 2026	17	14	5	82.35%	80%	5	101.94 sec	161
Jan-04 2026 - Jan-31 2026	7	7	5	100%	60%	8	28.86 sec	12
% Change	▲ 142.9%	▲ 100%	▼ 0%	▼ -17.7%	▲ 33.3%	▼ -37.5%	▲ 253.2%	▲ 1.2K%
6 Paid Search								
Feb-01 2026 - Feb-28 2026	1	0	1	0%	100%	0	0 sec	1
Jan-04 2026 - Jan-31 2026	7	3	2	42.86%	0%	0	52.14 sec	18
% Change	▼ -85.7%	▼ -100%	▼ -50%	▼ -100%	▼ 0%	▼ 0%	▼ -100%	▼ -94.4%

Competitors Average Position Trend

Average position Feb-01 2026 - Feb-28 2026



HEALTH SCORE



Backlinks

