



SEO report

www.phillipislandmarine.com.au

JAN-01 2026 - JAN-31 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

 www.phillipislandmarine.com.au

Average position 67 ▼ 4	Search visibility 4.6% ▼ -4.9%	Traffic forecast 585 ▼ 992	Keywords in SERP 20
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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 detailer	1.8M	1	1
boat detailing	31M	1	1
boat dealer	113M	1	1
boat hire phillip island	1.8M	1	1
mercury boat finacing	9.9M	2	2
stacer dealers	495K	2	2
offshore boat	74M	3	2 ▲ 1
arvor for sale	733K	8	3 ▲ 5
easy tow boat trailer for sale	7.7M	4	3 ▲ 1
marine shop	454M	3	3
boat shop	665M	1	4 ▼ 3
stacer boats	582K	6	4 ▲ 2
boat dealers	68M	1	6 ▼ 5
arvor boats	431K	4	6 ▼ 2
caribbean boats	84M	10	10

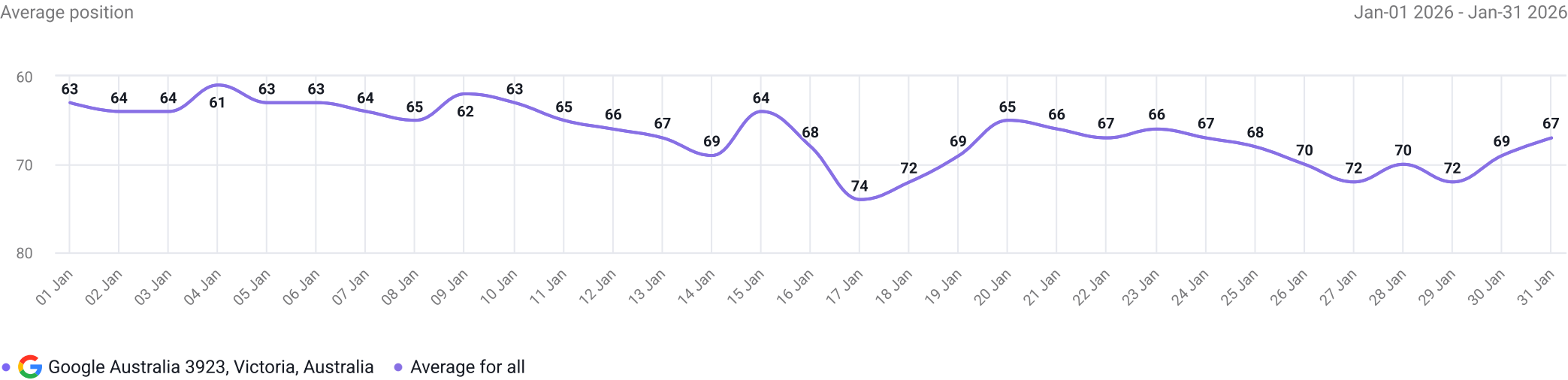
Keyword	Results	Month ago ▲	Current rankings
caribbean boat for sale	58M	13	17 ▼ 4
boat motors and parts	28M	-	33 ▲ 67
boat servicing victoria	57M	72	33 ▲ 39
stacer aluminium boats	79K	40	35 ▲ 5
boat maintenance victoria	26M	35	36 ▼ 1
dunbier boat trailer for sale	104K	51	52 ▼ 1
mercury outboard	61M	59	72 ▼ 13
stacer boat for sale	584K	-	-
boat for sale	617M	-	-
new boat for sale	582M	-	-
used boat for sale	401M	-	-
move boat trailer for sale	18M	83	-
boat trailer for sale	98M	-	-
new boat trailer for sale	101M	-	-
used boat trailer for sale	66M	-	-
mercury outboard for sale	5.1M	-	-
outboard for sale	19M	-	-
used outboard for sale	15M	-	-
used boat engine for sale	69M	-	-
boat accessories for sale	524M	-	-
second hand outboard motors for sale	2.4M	-	-
boat on sale	614M	-	-
new tinnies for sale	572K	-	-
fishing accessories for sale	114M	-	-
marine boat insurance	49M	-	-
boat finacing	66M	-	-
new outboard motors for sale	8.7M	-	-
mercury engine for sale	45M	-	-
outboard motors for sale	8.7M	-	-

Keyword	Results	Month ago ▲	Current rankings
new boats	358M	-	-
new boats for sale	200M	-	-
seamaster	11M	-	-
fishing boat sales	67M	-	-
mercury boat dealer	4.8M	-	-
cruiser	474M	-	-

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	3	6	6	2	6	30	67
 General	50	3	6	6	2	6	30	67

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

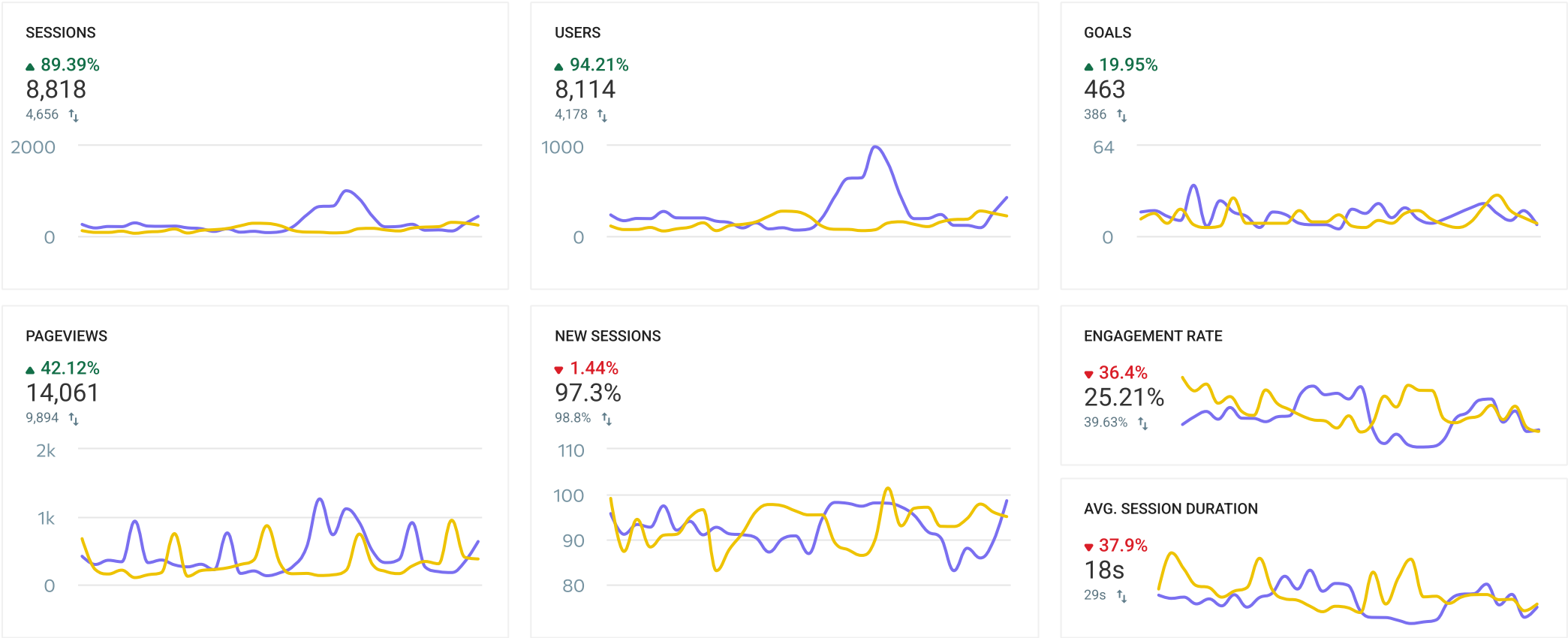
Average length of time that the website had focus in the browser



Traffic Overview

Audience GOOGLE ANALYTICS

Jan-01 2026 - Jan-31 2026



● Jan-01 2026 - Jan-31 2026 ● Dec-01 2025 - Dec-31 2025

Pages

All pages GOOGLE ANALYTICS

Jan-01 2026 - Jan-31 2026

Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	Jan-01 2026 - Jan-31 2026	903	86.19%	746	1.2K	24s	73.98%	10
2	/other-services/boat-hire							
	Jan-01 2026 - Jan-31 2026	458	74.93%	359	588	26s	67.25%	0
3	/boatranges/newboats/offshore							
	Jan-01 2026 - Jan-31 2026	379	90.18%	326	497	32s	69.92%	33
4	/BoatRanges/UsedBoats							
	Jan-01 2026 - Jan-31 2026	208	2.87%	174	296	40s	92.31%	19
5	/BoatRanges/UsedBoats/arvor-20							
	Jan-01 2026 - Jan-31 2026	159	64.17%	120	210	27s	66.04%	0
6	/BoatRanges/NewBoats							
	Jan-01 2026 - Jan-31 2026	155	0.81%	123	229	59s	89.68%	12
7	/boatranges/usedboats							

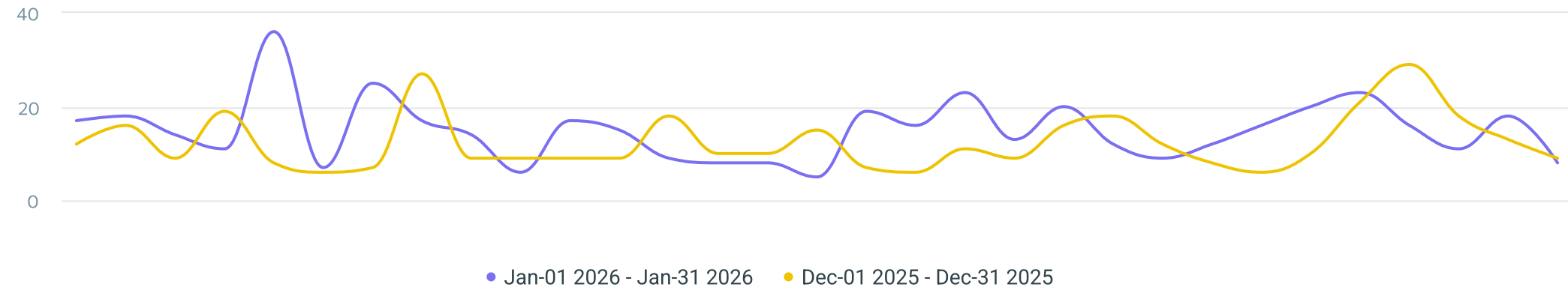
No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
	Jan-01 2026 - Jan-31 2026	108	73.86%	88	131	37s	79.63%	9
8	/general/contact							
	Jan-01 2026 - Jan-31 2026	108	23.66%	93	119	20s	72.22%	17
9	/boatranges/newboats/stacer							
	Jan-01 2026 - Jan-31 2026	107	32%	100	154	43s	90.65%	24
10	/boatranges/newboats/arvor							
	Jan-01 2026 - Jan-31 2026	82	78.26%	69	141	38s	84.15%	25

Conversions

Goals GOOGLE ANALYTICS

Jan-01 2026 - Jan-31 2026

Goals



No.	Goal	Goals	Goal value
1	book_a_service		
	Jan-01 2026 - Jan-31 2026	235	0
	Dec-01 2025 - Dec-31 2025	210	0
	% Change	▲ 11.9%	
2	form_start		
	Jan-01 2026 - Jan-31 2026	176	0
	Dec-01 2025 - Dec-31 2025	135	0

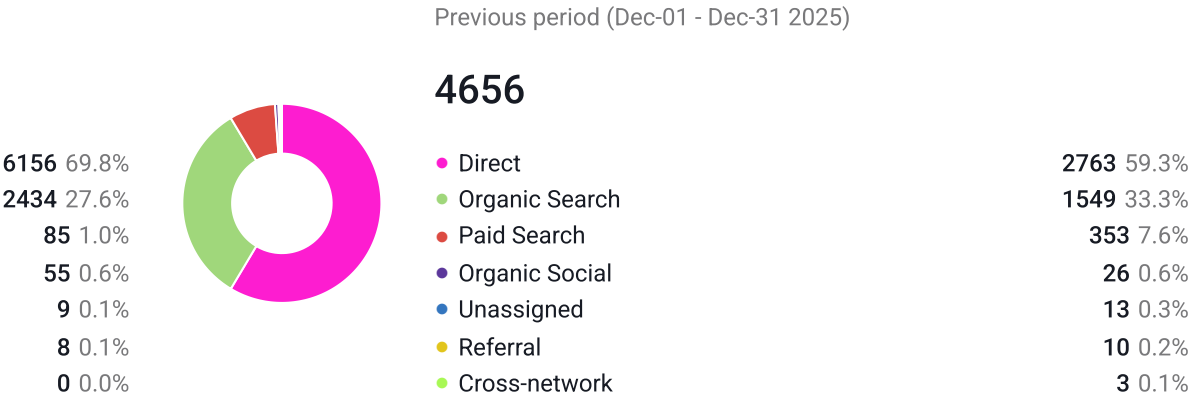
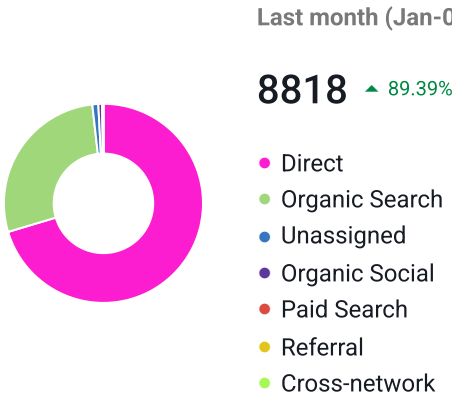
No.	Goal	Goals	Goal value
	% Change	▲ 30.4%	
3	form_submit		
	Jan-01 2026 - Jan-31 2026	45	0
	Dec-01 2025 - Dec-31 2025	40	0
	% Change	▲ 12.5%	
4	click_telephone		
	Jan-01 2026 - Jan-31 2026	4	0
	Dec-01 2025 - Dec-31 2025	0	0
	% Change		
5	Click_location_button		
	Jan-01 2026 - Jan-31 2026	2	0
	Dec-01 2025 - Dec-31 2025	0	0
	% Change		
6	file_download		
	Jan-01 2026 - Jan-31 2026	1	0
	Dec-01 2025 - Dec-31 2025	1	0

No.	Goal	Goals	Goal value
	% Change		

Traffic Source

Overview: Sessions

Last month (Jan-01 - Jan-31 2026) ↑ Previous period (Dec-01 - Dec-31 2025)

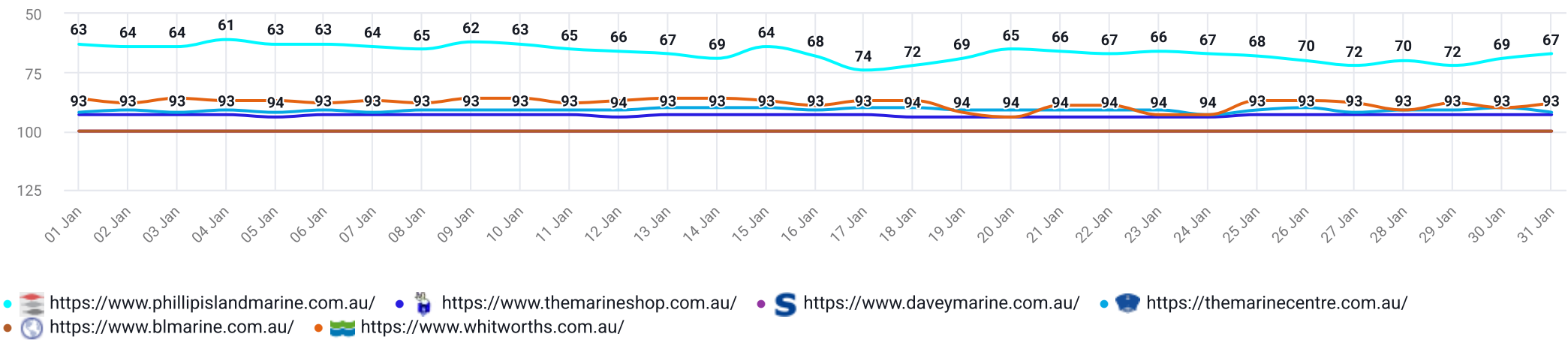


Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Direct								
Jan-01 2026 - Jan-31 2026	6.2K	587	6.1K	9.54%	99.36%	184	3.23 sec	8.5K
Dec-01 2025 - Dec-31 2025	2.8K	571	2.7K	20.67%	100.48%	174	7.24 sec	5.5K
% Change	▲ 122.8%	▲ 2.8%	▲ 127.8%	▼ -53.8%	▼ -1.1%	▲ 5.7%	▼ -55.4%	▲ 55.0%
2 Organic Search								
Jan-01 2026 - Jan-31 2026	2.4K	1.6K	1.8K	65.49%	94.63%	265	54.1 sec	5.3K
Dec-01 2025 - Dec-31 2025	1.5K	1K	1.2K	64.75%	95.21%	170	54.22 sec	3.2K
% Change	▲ 57.1%	▲ 58.9%	▲ 54.8%	▲ 1.1%	▼ -0.6%	▲ 55.9%	▼ -0.2%	▲ 65.7%
3 Unassigned								
Jan-01 2026 - Jan-31 2026	85	4	85	4.71%	8.24%	0	3.19 sec	11
Dec-01 2025 - Dec-31 2025	13	2	12	15.38%	25%	0	4.77 sec	13

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
% Change	▲ 553.8%	▲ 100%	▲ 608.3%	▼ -69.4%	▼ -67.0%	▼ 0%	▼ -33.1%	▼ -15.4%
4 Organic Social								
Jan-01 2026 - Jan-31 2026	55	24	51	43.64%	100%	6	45.04 sec	132
Dec-01 2025 - Dec-31 2025	26	6	26	23.08%	100%	0	30.54 sec	58
% Change	▲ 111.5%	▲ 300%	▲ 96.2%	▲ 89.1%	▼ 0%	▼ 0%	▲ 47.5%	▲ 127.6%
5 Paid Search								
Jan-01 2026 - Jan-31 2026	9	3	3	33.33%	0%	0	40.56 sec	20
Dec-01 2025 - Dec-31 2025	353	253	280	71.67%	89.64%	42	81.58 sec	1.1K
% Change	▼ -97.5%	▼ -98.8%	▼ -98.9%	▼ -53.5%	▼ -100%	▼ -100%	▼ -50.3%	▼ -98.1%
6 Referral								
Jan-01 2026 - Jan-31 2026	8	8	6	100%	66.67%	8	37.38 sec	14
Dec-01 2025 - Dec-31 2025	10	7	6	70%	83.33%	0	34.5 sec	16
% Change	▼ -20%	▲ 14.3%	▼ 0%	▲ 42.9%	▼ -20.0%	▼ 0%	▲ 8.3%	▼ -12.5%
7 Cross-network								
Jan-01 2026 - Jan-31 2026	-	-	-	-	-	-	-	-
Dec-01 2025 - Dec-31 2025	3	3	3	100%	100%	0	62.33 sec	10
% Change	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%

Competitors Average Position Trend

Average position Jan-01 2026 - Jan-31 2026



HEALTH SCORE



Backlinks

