



SEO report

www.phillipislandmarine.com.au

JUL-01 2026 - JUL-31 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

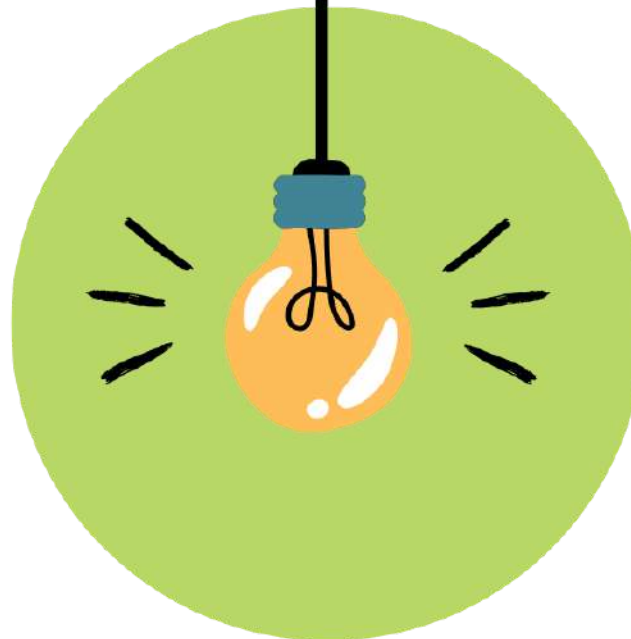
Traffic Source 14

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.

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 63 ▲ 2	Search visibility 8.9% ▲ 4.3%	Traffic forecast 970 ▲ 399	Keywords in SERP 21
---	---	--	------------------------

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 detailer	235	1	1
boat maintenance victoria	120	1	1
boat servicing victoria	117	1	1
boat detailing	229	1	1
boat hire phillip island	113	1	1
boat shop	237	2	2
stacer dealers	135	8	2 ▲ 6
boat dealer	178	3	2 ▲ 1
marine shop	228	3	3
arvor for sale	193	5	4 ▲ 1
arvor boats	109	8	4 ▲ 4
boat dealers	180	7	5 ▲ 2
easy tow boat trailer for sale	173	5	7 ▼ 2
caribbean boats	135	8	8
stacer boats	176	17	8 ▲ 9
caribbean boat for sale	123	12	12
mercury boat finacing	118	8	21 ▼ 13

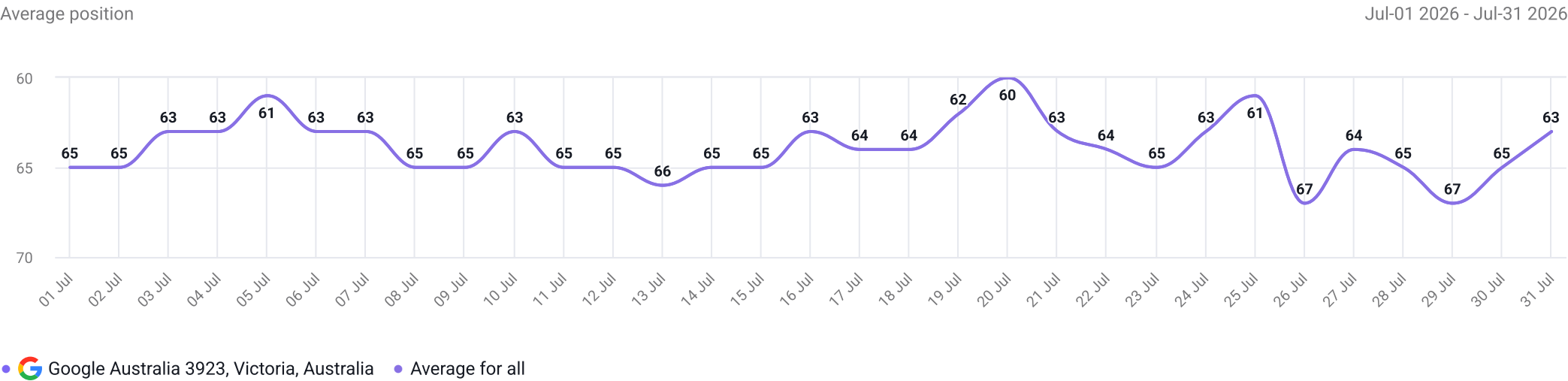
Keyword	Results	Month ago ▲	Current rankings
used boat engine for sale	180	-	30 ▲ 70
new outboard motors for sale	191	35	30 ▲ 5
dunbier boat trailer for sale	167	31	31
move boat trailer for sale	180	-	34 ▲ 66
mercury outboard	206	-	43 ▲ 57
boat motors and parts	199	-	51 ▲ 49
stacer boat for sale	175	-	-
boat for sale	233	-	-
new boat for sale	228	-	-
used boat for sale	226	-	-
boat trailer for sale	209	-	-
new boat trailer for sale	221	-	-
used boat trailer for sale	206	-	-
mercury outboard for sale	183	-	-
outboard for sale	194	-	-
used outboard for sale	185	-	-
boat accessories for sale	211	-	-
second hand outboard motors for sale	189	-	-
boat on sale	244	-	-
new tinnies for sale	194	-	-
fishing accessories for sale	186	-	-
marine boat insurance	123	-	-
boat finacing	127	-	-
mercury engine for sale	189	-	-
outboard motors for sale	179	-	-
new boats	216	-	-
new boats for sale	244	-	-
stacer aluminium boats	173	8	-
seamaster	197	-	-
fishing boat sales	245	-	-
mercury boat dealer	158	-	-

Keyword	Results	Month ago ▲	Current rankings
cruiser	202	-	-
offshore boat	193	4	-

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	4	9	5	4	3	29	63
 General	50	4	9	5	4	3	29	63

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

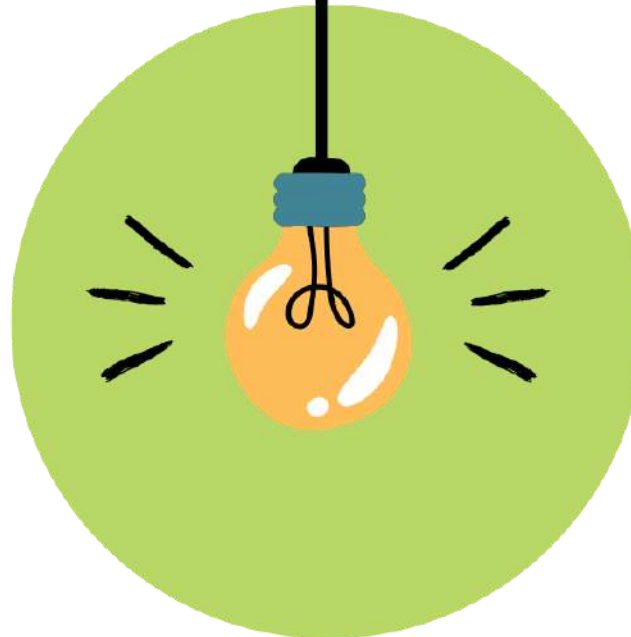
Number of times users triggered a conversion event or goals

ENGAGEMENT RATE

Ratio of engaged sessions to total sessions

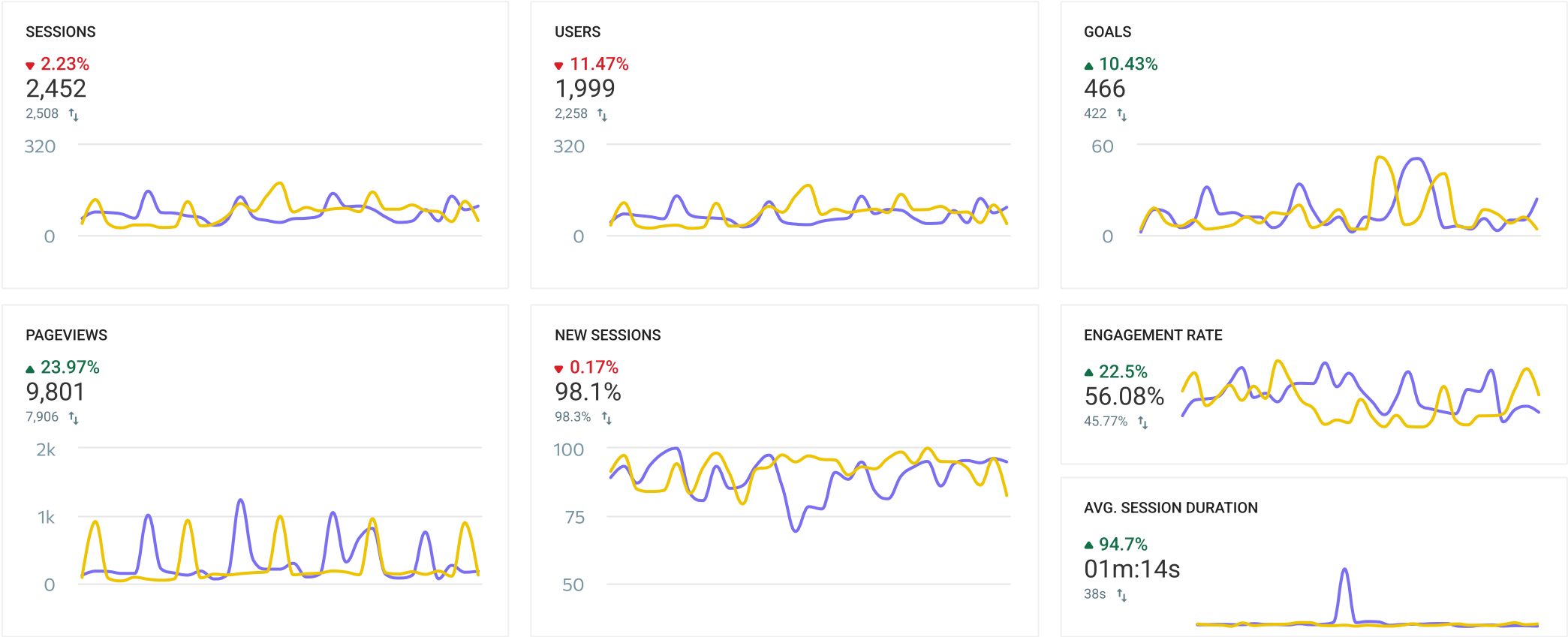
AVG. ENGAGEMENT TIME

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



Audience GOOGLE ANALYTICS

Jul-01 2026 - Jul-31 2026



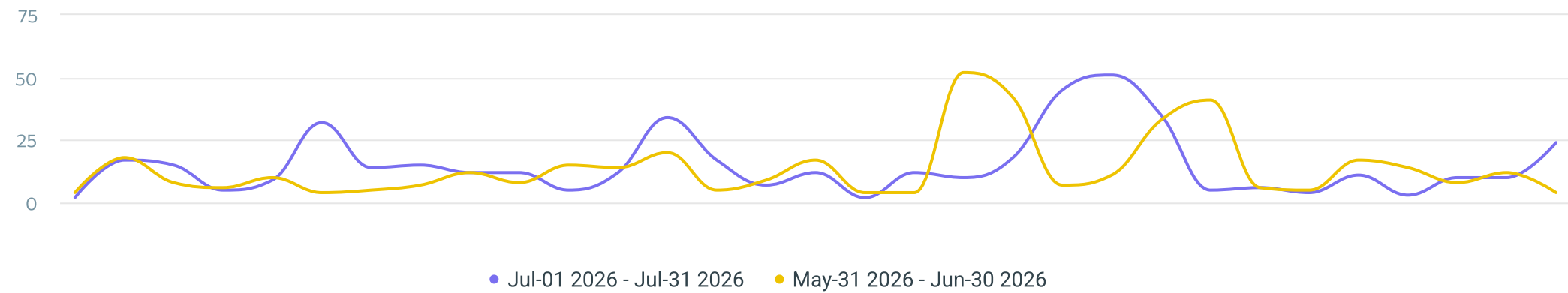
● Jul-01 2026 - Jul-31 2026 ● May-31 2026 - Jun-30 2026

Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	Jul-01 2026 - Jul-31 2026	838	90.05%	613	1.2K	21s	75.18%	21
2	/other-services/boat-hire							
	Jul-01 2026 - Jul-31 2026	145	73.98%	123	174	17s	68.28%	1
3	/BoatRanges/NewBoats							
	Jul-01 2026 - Jul-31 2026	120	10.34%	87	165	38s	95.83%	25
4	/boatranges/stacer/downloadsspecs							
	Jul-01 2026 - Jul-31 2026	113	90.27%	113	704	06s	89.38%	0
5	/boatranges/newboats/offshore							
	Jul-01 2026 - Jul-31 2026	112	80.81%	99	158	32s	70.54%	15
6	/BoatRanges/UsedBoats							
	Jul-01 2026 - Jul-31 2026	90	5.06%	79	145	49s	95.56%	15
7	/general/contact							
	Jul-01 2026 - Jul-31 2026	78	16.67%	66	139	20s	89.74%	37

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
8	/BoatRanges/NewBoats/offshore-nz-750ht-2025-750ht							
	Jul-01 2026 - Jul-31 2026	57	7.69%	52	62	46s	91.23%	4
9	/boatranges/newboats/stacer							
	Jul-01 2026 - Jul-31 2026	56	24.53%	53	72	38s	89.29%	20
10	/boats-in-stock/UsedBoats							
	Jul-01 2026 - Jul-31 2026	55	12.24%	49	91	14s	94.55%	1

Goals

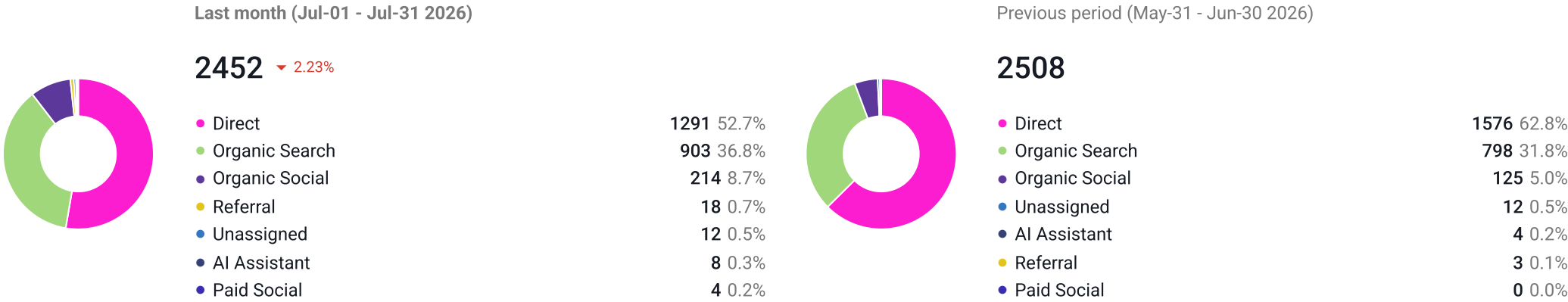


No.	Goal	Goals	Goal value
1	book_a_service		
	Jul-01 2026 - Jul-31 2026	220	0
	May-31 2026 - Jun-30 2026	161	0
	% Change	▲ 36.6%	
2	form_start		
	Jul-01 2026 - Jul-31 2026	171	0
	May-31 2026 - Jun-30 2026	168	0
	% Change	▲ 1.8%	

No.	Goal	Goals	Goal value
3	form_submit		
	Jul-01 2026 - Jul-31 2026	50	0
	May-31 2026 - Jun-30 2026	92	0
	% Change	▼ 45.7%	
4	click_telephone		
	Jul-01 2026 - Jul-31 2026	10	0
	May-31 2026 - Jun-30 2026	0	0
	% Change		
5	file_download		
	Jul-01 2026 - Jul-31 2026	8	0
	May-31 2026 - Jun-30 2026	1	0
	% Change	▲ 700%	
6	Click_location_button		
	Jul-01 2026 - Jul-31 2026	7	0
	May-31 2026 - Jun-30 2026	0	0
	% Change		

Overview: Sessions

Last month (Jul-01 - Jul-31 2026) ↑ Previous period (May-31 - Jun-30 2026)



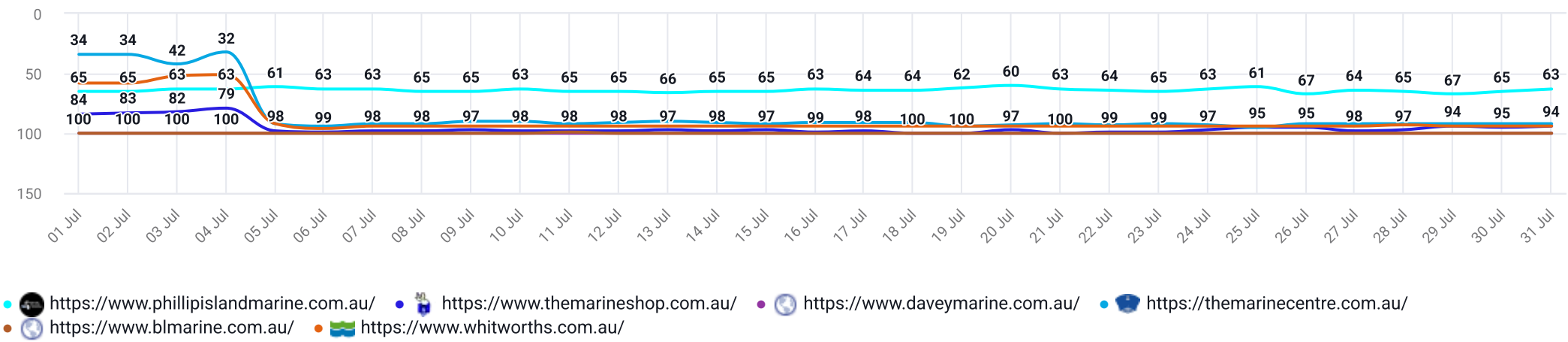
Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Direct								
Jul-01 2026 - Jul-31 2026	1.3K	571	1.1K	44.23%	100.35%	234	85.22 sec	6.1K
May-31 2026 - Jun-30 2026	1.6K	543	1.5K	34.45%	100.07%	153	15.3 sec	5.5K
% Change	▼ -18.1%	▲ 5.2%	▼ -25.8%	▲ 28.4%	▲ 0.3%	▲ 52.9%	▲ 457.0%	▲ 10.8%
2 Organic Search								
Jul-01 2026 - Jul-31 2026	903	632	637	69.99%	94.98%	165	67.37 sec	3.1K
May-31 2026 - Jun-30 2026	798	538	589	67.42%	95.08%	263	81.91 sec	2.1K
% Change	▲ 13.2%	▲ 17.5%	▲ 8.1%	▲ 3.8%	▼ -0.1%	▼ -37.3%	▼ -17.8%	▲ 45.2%
3 Organic Social								
Jul-01 2026 - Jul-31 2026	214	151	198	70.56%	98.48%	26	41.91 sec	536
May-31 2026 - Jun-30 2026	125	68	122	54.4%	98.36%	6	40.72 sec	261
% Change	▲ 71.2%	▲ 122.1%	▲ 62.3%	▲ 29.7%	▲ 0.1%	▲ 333.3%	▲ 2.9%	▲ 105.4%
4 Referral								

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
Jul-01 2026 - Jul-31 2026	18	14	11	77.78%	81.82%	39	44.39 sec	47
May-31 2026 - Jun-30 2026	3	3	3	100%	100%	0	32.33 sec	4
% Change	▲ 500%	▲ 366.7%	▲ 266.7%	▼ -22.2%	▼ -18.2%	▼ 0%	▲ 37.3%	▲ 1.1K%
5 Unassigned								
Jul-01 2026 - Jul-31 2026	12	1	12	8.33%	8.33%	1	18.42 sec	5
May-31 2026 - Jun-30 2026	12	0	12	0%	0%	0	4.58 sec	1
% Change	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▲ 302.2%	▲ 400%
6 AI Assistant								
Jul-01 2026 - Jul-31 2026	8	3	7	37.5%	71.43%	1	7 sec	10
May-31 2026 - Jun-30 2026	4	1	3	25%	66.67%	0	0 sec	5
% Change	▲ 100%	▲ 200%	▲ 133.3%	▲ 50%	▲ 7.1%	▼ 0%	▼ 0%	▲ 100%
7 Paid Social								
Jul-01 2026 - Jul-31 2026	4	2	4	50%	100%	0	0 sec	4
May-31 2026 - Jun-30 2026	-	-	-	-	-	-	-	-
% Change	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%

Competitors Average Position Trend

Average position

Jul-01 2026 - Jul-31 2026



HEALTH SCORE



