



SEO report

www.phillipislandmarine.com.au

JUN-01 2026 - JUN-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

 www.phillipislandmarine.com.au

Average position 61 ▲ 4	Search visibility 6.2% ▼ -1.7%	Traffic forecast 1120 ▼ 206	Keywords in SERP 21
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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	218	1	1
boat maintenance victoria	120	1	1
boat servicing victoria	111	1	1
boat detailing	229	1	1
boat hire phillip island	109	1	1
arvor for sale	199	4	3 ▲ 1
boat dealer	180	2	3 ▼ 1
offshore boat	183	3	4 ▼ 1
easy tow boat trailer for sale	158	4	5 ▼ 1
marine shop	217	2	6 ▼ 4
arvor boats	110	6	6
mercury boat finacing	112	16	8 ▲ 8
caribbean boats	136	10	8 ▲ 2
stacer dealers	142	2	8 ▼ 6
caribbean boat for sale	115	13	11 ▲ 2

Keyword	Results	Month ago ▲	Current rankings
stacer boats	167	-	12 ▲ 88
stacer aluminium boats	167	-	12 ▲ 88
new outboard motors for sale	181	37	15 ▲ 22
dunbier boat trailer for sale	164	43	27 ▲ 16
stacer boat for sale	193	-	-
boat for sale	218	-	-
new boat for sale	210	-	-
used boat for sale	210	-	-
move boat trailer for sale	174	-	-
boat trailer for sale	198	-	-
new boat trailer for sale	211	-	-
used boat trailer for sale	184	-	-
mercury outboard for sale	171	-	-
outboard for sale	186	-	-
used outboard for sale	180	-	-
used boat engine for sale	73M	-	-
boat accessories for sale	197	-	-
boat shop	216	1	-
second hand outboard motors for sale	172	-	-
boat on sale	231	-	-
new tinnies for sale	184	-	-
fishing accessories for sale	179	-	-
boat motors and parts	203	-	-
marine boat insurance	124	-	-
boat finacing	138	-	-
mercury outboard	198	22	-
mercury engine for sale	169	-	-
outboard motors for sale	176	-	-
boat dealers	158	-	-

Keyword	Results	Month ago ▲	Current rankings
new boats	209	-	-
new boats for sale	187M	-	-
seamaster	192	-	-
fishing boat sales	238	-	-
mercury boat dealer	154	-	-
cruiser	193	-	-

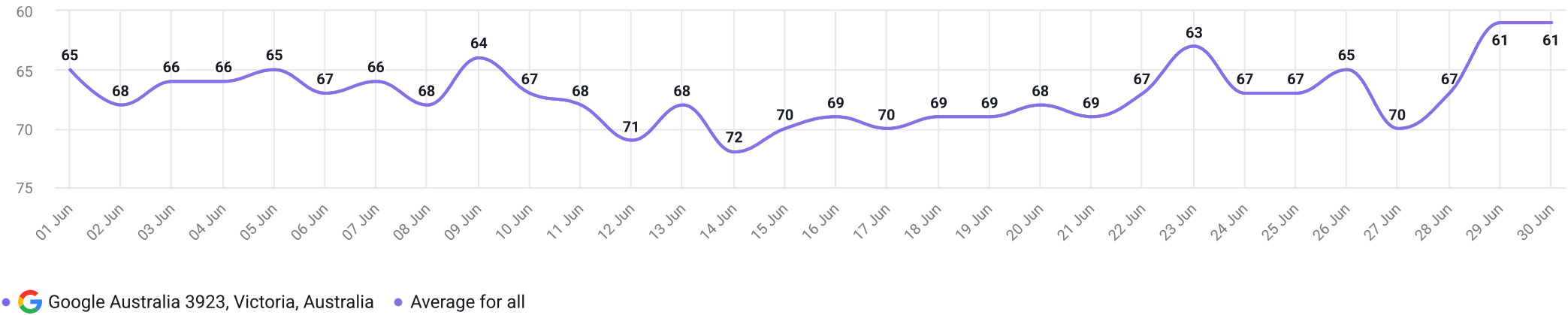
Distribution of Keywords

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	6	6	8	7	0	29	61
 General	50	6	6	8	7	-	29	61

Average Position Trend

Average position

Jun-01 2026 - Jun-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

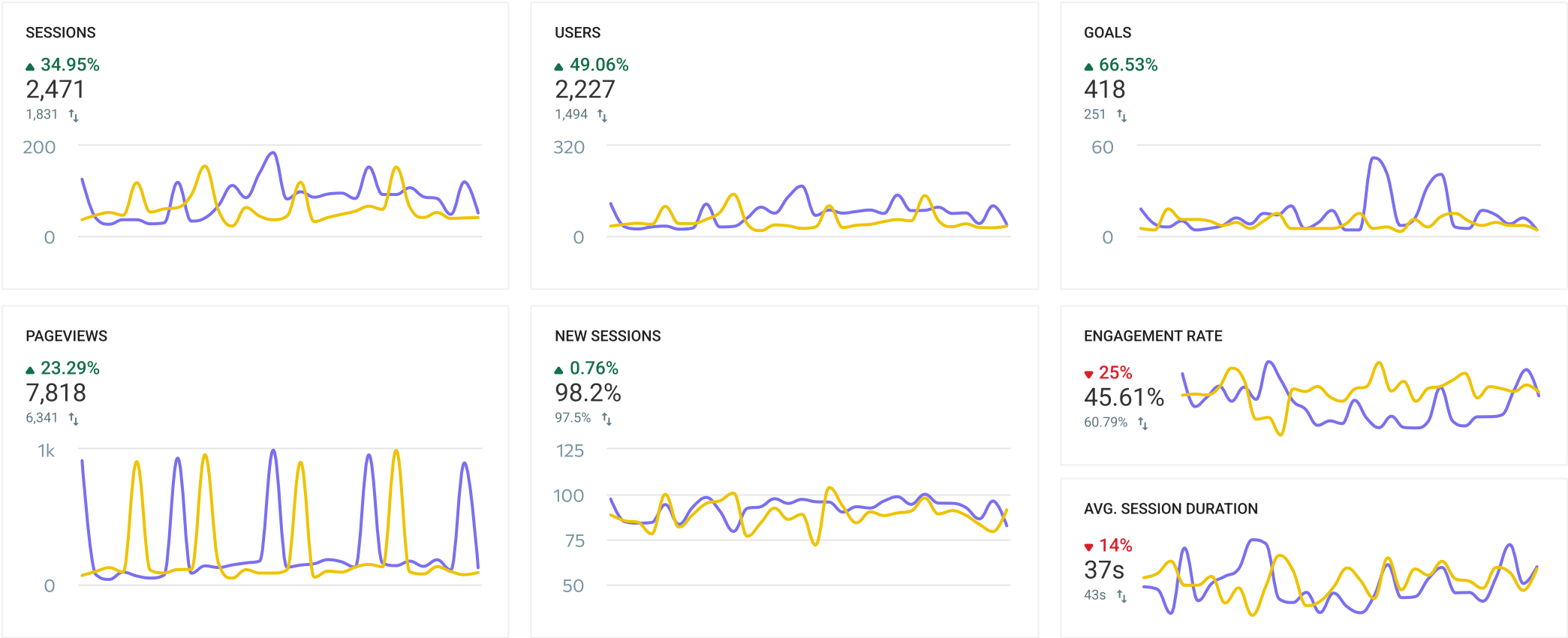
Average length of time that the website had focus in the browser



Traffic Overview

Audience GOOGLE ANALYTICS

Jun-01 2026 - Jun-30 2026



● Jun-01 2026 - Jun-30 2026 ● May-02 2026 - May-31 2026

Pages

All pages GOOGLE ANALYTICS

Jun-01 2026 - Jun-30 2026

Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	Jun-01 2026 - Jun-30 2026	452	89.68%	378	573	20s	67.26%	5
2	/boatranges/stacer/downloadsspecs							
	Jun-01 2026 - Jun-30 2026	176	88.57%	175	1.2K	07s	93.75%	0
3	/BoatRanges/UsedBoats							
	Jun-01 2026 - Jun-30 2026	124	6.54%	107	222	59s	95.16%	30
4	/boatranges/newboats/offshore							
	Jun-01 2026 - Jun-30 2026	116	86.41%	103	163	37s	73.28%	8
5	/other-services/boat-hire							
	Jun-01 2026 - Jun-30 2026	101	70.59%	85	132	25s	71.29%	0
6	/BoatRanges/NewBoats							
	Jun-01 2026 - Jun-30 2026	76	4.76%	63	102	48s	93.42%	13
7	/BoatRanges/UsedBoats/arvor-20							

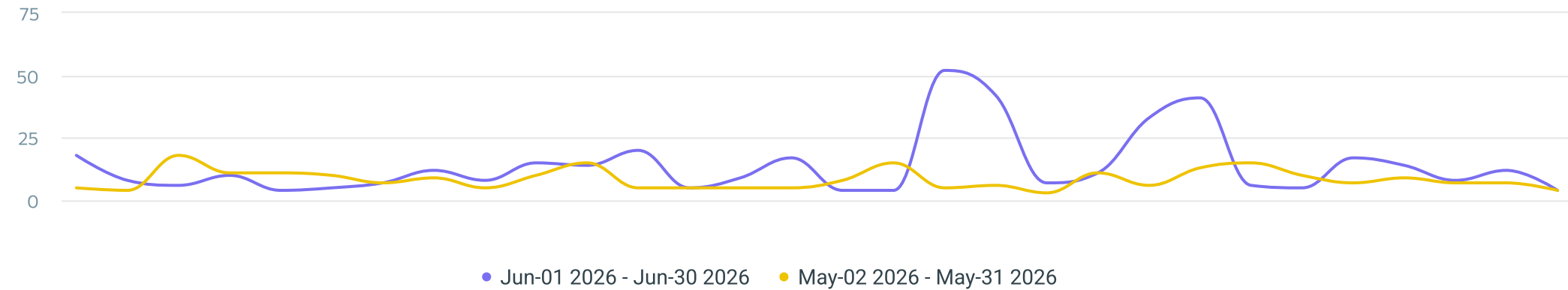
No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
	Jun-01 2026 - Jun-30 2026	62	72.34%	47	80	21s	54.84%	0
8	/BoatRanges/UsedBoats/arvor-705-sportfish-2022-705bk							
	Jun-01 2026 - Jun-30 2026	55	73.58%	53	61	20s	50.91%	0
9	/boatranges/newboats/stacer							
	Jun-01 2026 - Jun-30 2026	51	20.45%	44	67	41s	94.12%	8
10	/boatranges/usedboats							
	Jun-01 2026 - Jun-30 2026	48	51.11%	45	66	59s	89.58%	9

Conversions

Goals GOOGLE ANALYTICS

Jun-01 2026 - Jun-30 2026

Goals



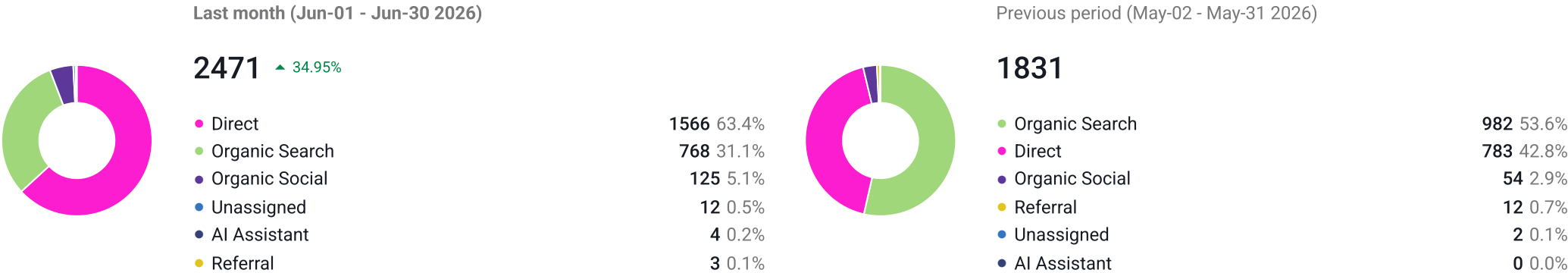
No.	Goal	Goals	Goal value
1	form_start		
	Jun-01 2026 - Jun-30 2026	167	0
	May-02 2026 - May-31 2026	114	0
	% Change	▲ 46.5%	
2	book_a_service		
	Jun-01 2026 - Jun-30 2026	158	0
	May-02 2026 - May-31 2026	111	0

No.	Goal	Goals	Goal value
	% Change	▲ 42.3%	
3	form_submit		
	Jun-01 2026 - Jun-30 2026	92	0
	May-02 2026 - May-31 2026	25	0
	% Change	▲ 268%	
4	file_download		
	Jun-01 2026 - Jun-30 2026	1	0
	May-02 2026 - May-31 2026	1	0
	% Change		

Traffic Source

Overview: Sessions

Last month (Jun-01 - Jun-30 2026) ↑ Previous period (May-02 - May-31 2026)



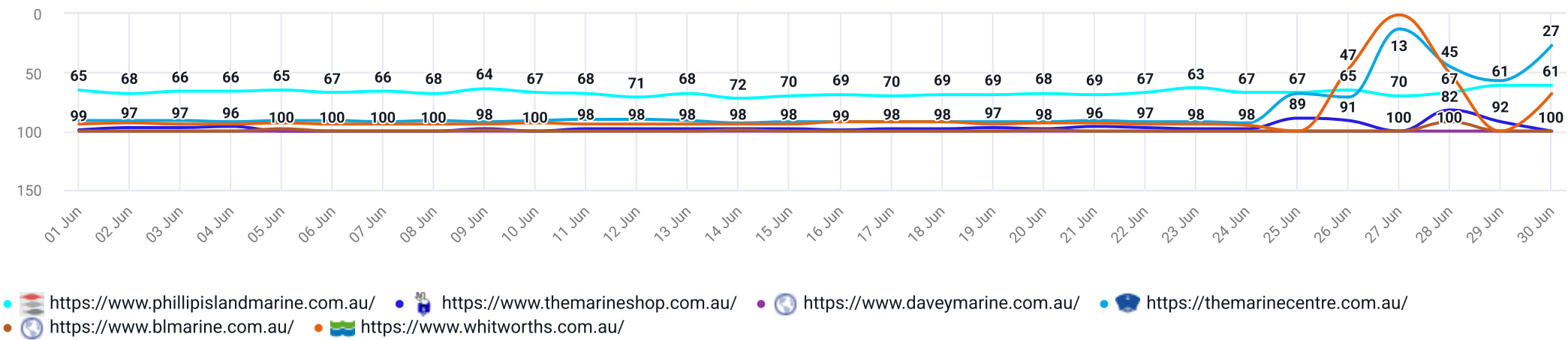
Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Direct								
Jun-01 2026 - Jun-30 2026	1.6K	540	1.5K	34.48%	100.07%	150	15.39 sec	5.5K
May-02 2026 - May-31 2026	783	422	748	53.9%	101.2%	129	24.62 sec	4K
% Change	▲ 100%	▲ 28.0%	▲ 103.6%	▼ -36.0%	▼ -1.1%	▲ 16.3%	▼ -37.5%	▲ 38.4%
2 Organic Search								
Jun-01 2026 - Jun-30 2026	768	518	568	67.45%	94.72%	262	82.2 sec	2.1K
May-02 2026 - May-31 2026	982	654	688	66.6%	93.17%	117	57.66 sec	2.3K
% Change	▼ -21.8%	▼ -20.8%	▼ -17.4%	▲ 1.3%	▲ 1.7%	▲ 123.9%	▲ 42.6%	▼ -8.2%
3 Organic Social								
Jun-01 2026 - Jun-30 2026	125	68	122	54.4%	98.36%	6	40.72 sec	261
May-02 2026 - May-31 2026	54	33	52	61.11%	98.08%	5	32.78 sec	104
% Change	▲ 131.5%	▲ 106.1%	▲ 134.6%	▼ -11.0%	▲ 0.3%	▲ 20%	▲ 24.2%	▲ 151.0%

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
4 Unassigned								
Jun-01 2026 - Jun-30 2026	12	0	12	0%	0%	0	4.58 sec	1
May-02 2026 - May-31 2026	2	0	2	0%	50%	0	32 sec	4
% Change	▲ 500%	▼ 0%	▲ 500%	▼ 0%	▼ -100%	▼ 0%	▼ -85.7%	▼ -75%
5 AI Assistant								
Jun-01 2026 - Jun-30 2026	4	1	3	25%	66.67%	0	0 sec	5
May-02 2026 - May-31 2026	-	-	-	-	-	-	-	-
% Change	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%
6 Referral								
Jun-01 2026 - Jun-30 2026	3	3	3	100%	100%	0	32.33 sec	4
May-02 2026 - May-31 2026	12	6	8	50%	75%	0	33.17 sec	22
% Change	▼ -75%	▼ -50%	▼ -62.5%	▲ 100%	▲ 33.3%	▼ 0%	▼ -2.5%	▼ -81.8%

Competitors Average Position Trend

Average position

Jun-01 2026 - Jun-30 2026



HEALTH SCORE



Backlinks

