



SEO report

www.phillipislandmarine.com.au

MAR-01 2026 - MAR-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	Search visibility	Traffic forecast	Keywords in SERP
65 ▼ 11	6.8% ▼ -4.2%	1182 ▼ 706	19

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	220	-	1 ▲ 99
marine shop	223	1	1
boat detailer	1.7M	1	1
boat maintenance victoria	53M	1	1
boat servicing victoria	121	1	1
boat detailing	233	6	1 ▲ 5
boat dealer	153	1	1
offshore boat	228	1	1
boat hire phillip island	108	1	1
mercury boat finacing	7.5M	2	2
stacer dealers	130	2	2
arvor for sale	167	3	3
easy tow boat trailer for sale	9.1M	3	3
arvor boats	155	3	5 ▼ 2
boat dealers	70M	8	8
caribbean boats	153	6	9 ▼ 3

Keyword	Results	Month ago ▲	Current rankings
caribbean boat for sale	57M	-	11 ▲ 89
stacer boats	588K	5	13 ▼ 8
stacer aluminium boats	203	-	30 ▲ 70
dunbier boat trailer for sale	239K	10	41 ▼ 31
mercury outboard	201	46	46
stacer boat for sale	201	-	-
boat for sale	224	-	-
new boat for sale	604M	6	-
used boat for sale	193	-	-
move boat trailer for sale	40M	9	-
boat trailer for sale	109M	-	-
new boat trailer for sale	231	-	-
used boat trailer for sale	71M	-	-
mercury outboard for sale	197	-	-
outboard for sale	182	-	-
used outboard for sale	197	-	-
used boat engine for sale	176	-	-
boat accessories for sale	530M	-	-
second hand outboard motors for sale	653	-	-
boat on sale	220	-	-
new tinnies for sale	514K	-	-
fishing accessories for sale	101M	-	-
boat motors and parts	222	16	-
marine boat insurance	140	-	-
boat finacing	138	-	-
new outboard motors for sale	9M	-	-
mercury engine for sale	53M	-	-
outboard motors for sale	180	-	-
new boats	254	-	-

Keyword	Results	Month ago ▲	Current rankings
new boats for sale	204M	1	-
seamaster	192	-	-
fishing boat sales	66M	-	-
mercury boat dealer	138	-	-
cruiser	225	-	-

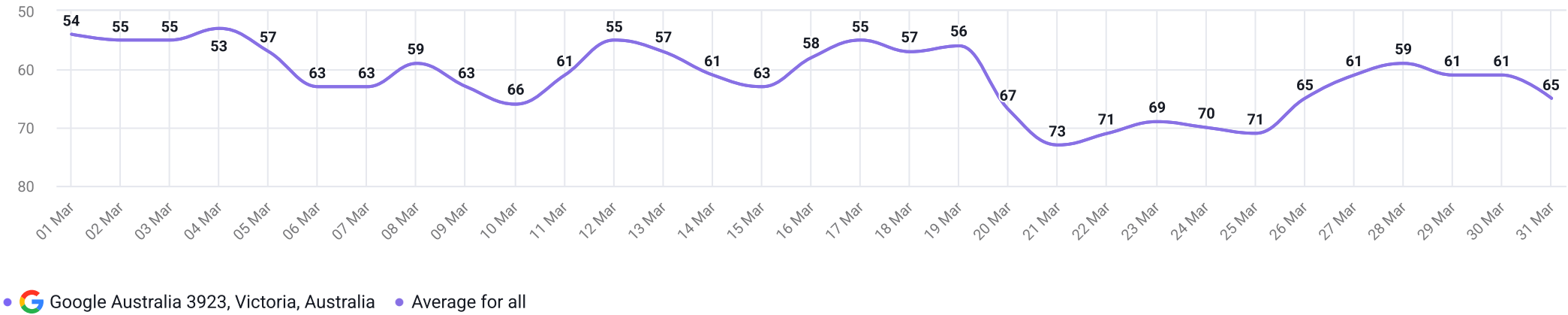
Distribution of Keywords

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	7	12	2	3	2	31	65
 General	50	7	12	2	3	2	31	65

Average Position Trend

Average position

Mar-01 2026 - Mar-31 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

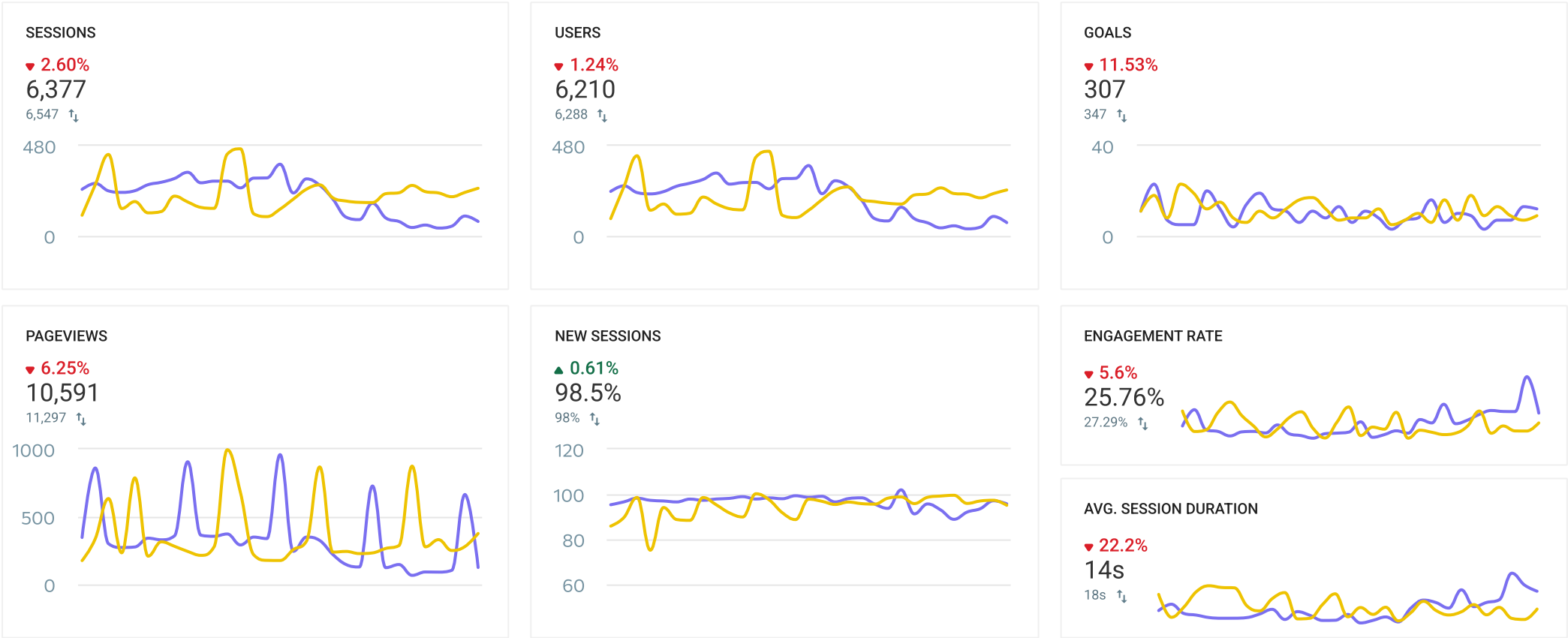
Average length of time that the website had focus in the browser



Traffic Overview

Audience GOOGLE ANALYTICS

Mar-01 2026 - Mar-31 2026



● Mar-01 2026 - Mar-31 2026 ● Jan-29 2026 - Feb-28 2026

Pages

All pages GOOGLE ANALYTICS

Mar-01 2026 - Mar-31 2026

Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	Mar-01 2026 - Mar-31 2026	478	87.41%	429	580	19s	62.55%	4
2	/boatranges/newboats/offshore							
	Mar-01 2026 - Mar-31 2026	270	88.98%	236	385	41s	77.04%	31
3	/other-services/boat-hire							
	Mar-01 2026 - Mar-31 2026	195	74.21%	159	242	32s	66.67%	0
4	/BoatRanges/UsedBoats							
	Mar-01 2026 - Mar-31 2026	117	3.16%	95	161	42s	89.74%	21
5	/boatranges/stacer/downloadsspecs							
	Mar-01 2026 - Mar-31 2026	95	83.16%	95	505	04s	88.42%	0
6	/BoatRanges/NewBoats/offshore-nz-750ht-2025-750ht							
	Mar-01 2026 - Mar-31 2026	94	1.22%	82	98	38s	94.68%	0
7	/BoatRanges/NewBoats							

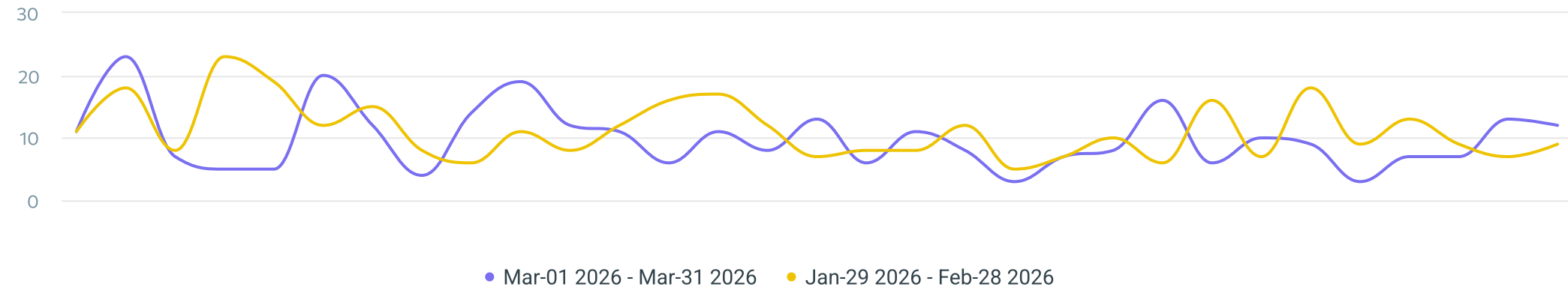
No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
	Mar-01 2026 - Mar-31 2026	81	3.13%	64	106	57s	86.42%	22
8	/boatranges/newboats/arvor							
	Mar-01 2026 - Mar-31 2026	75	71.21%	66	100	25s	78.67%	12
9	/BoatRanges/UsedBoats/arvor-20							
	Mar-01 2026 - Mar-31 2026	71	63.93%	61	92	28s	76.06%	2
10	/boatranges/usedboats							
	Mar-01 2026 - Mar-31 2026	56	65.22%	46	79	44s	78.57%	9

Conversions

Goals GOOGLE ANALYTICS

Mar-01 2026 - Mar-31 2026

Goals



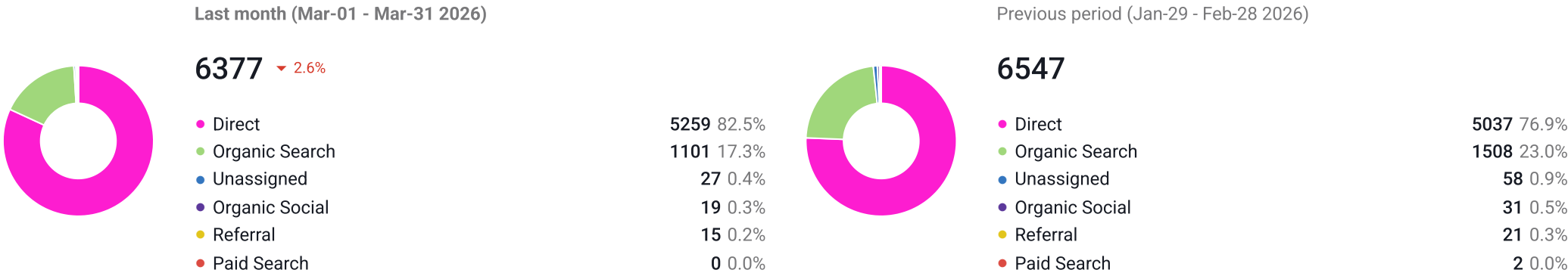
No.	Goal	Goals	Goal value
1	book_a_service		
	Mar-01 2026 - Mar-31 2026	147	0
	Jan-29 2026 - Feb-28 2026	177	0
	% Change	▼ 16.9%	
2	form_start		
	Mar-01 2026 - Mar-31 2026	137	0
	Jan-29 2026 - Feb-28 2026	127	0

No.	Goal	Goals	Goal value
	% Change	▲ 7.9%	
3	form_submit		
	Mar-01 2026 - Mar-31 2026	22	0
	Jan-29 2026 - Feb-28 2026	35	0
	% Change	▼ 37.1%	
4	file_download		
	Mar-01 2026 - Mar-31 2026	1	0
	Jan-29 2026 - Feb-28 2026	2	0
	% Change	▼ 50%	

Traffic Source

Overview: Sessions

Last month (Mar-01 - Mar-31 2026) ↑ Previous period (Jan-29 - Feb-28 2026)



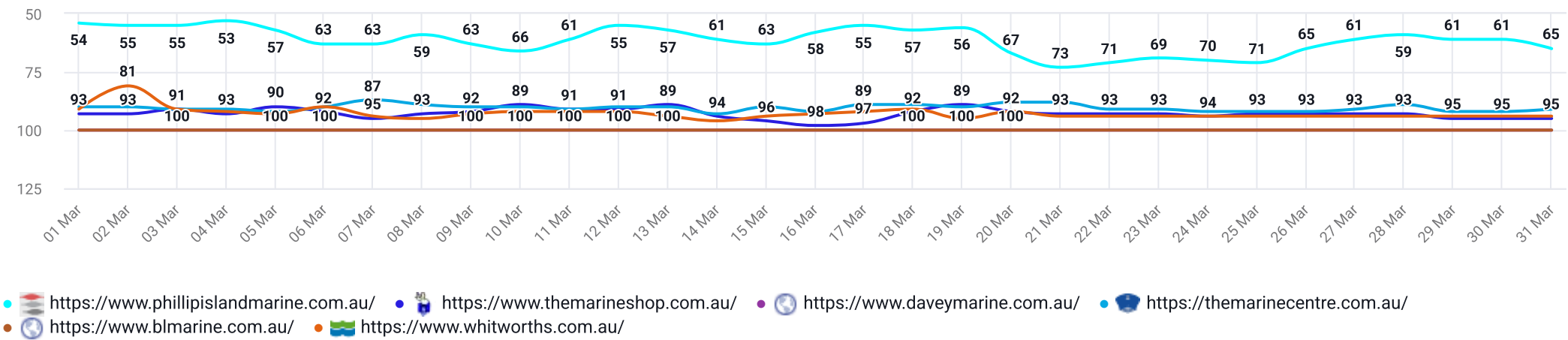
Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Direct								
Mar-01 2026 - Mar-31 2026	5.3K	878	5.3K	16.7%	100.13%	151	3.74 sec	8.1K
Jan-29 2026 - Feb-28 2026	5K	736	5K	14.61%	100.18%	151	3.38 sec	7.5K
% Change	▲ 4.4%	▲ 19.3%	▲ 4.9%	▲ 14.3%	0.0%	▼ 0%	▲ 10.7%	▲ 7.9%
2 Organic Search								
Mar-01 2026 - Mar-31 2026	1.1K	739	847	67.12%	92.68%	154	59.09 sec	2.4K
Jan-29 2026 - Feb-28 2026	1.5K	1K	1.2K	66.98%	93.65%	180	64.64 sec	3.6K
% Change	▼ -27.0%	▼ -26.8%	▼ -26.3%	▲ 0.2%	▼ -1.0%	▼ -14.4%	▼ -8.6%	▼ -31.8%
3 Unassigned								
Mar-01 2026 - Mar-31 2026	27	6	25	22.22%	64%	0	14.63 sec	23
Jan-29 2026 - Feb-28 2026	58	2	58	3.45%	5.17%	2	12.22 sec	39
% Change	▼ -53.4%	▲ 200%	▼ -56.9%	▲ 544.1%	▲ 1.1K%	▼ -100%	▲ 19.7%	▼ -41.0%

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
4 Organic Social								
Mar-01 2026 - Mar-31 2026	19	11	19	57.89%	89.47%	2	45.53 sec	41
Jan-29 2026 - Feb-28 2026	31	21	29	67.74%	100%	1	22.74 sec	55
% Change	▼ -38.7%	▼ -47.6%	▼ -34.5%	▼ -14.5%	▼ -10.5%	▲ 100%	▲ 100.2%	▼ -25.5%
5 Referral								
Mar-01 2026 - Mar-31 2026	15	10	13	66.67%	84.62%	0	64.13 sec	35
Jan-29 2026 - Feb-28 2026	21	18	7	85.71%	71.43%	13	90.1 sec	168
% Change	▼ -28.6%	▼ -44.4%	▲ 85.7%	▼ -22.2%	▲ 18.5%	▼ -100%	▼ -28.8%	▼ -79.2%
6 Paid Search								
Mar-01 2026 - Mar-31 2026	-	-	-	-	-	-	-	-
Jan-29 2026 - Feb-28 2026	2	0	1	0%	100%	0	0 sec	2
% Change	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%

Competitors Average Position Trend

Average position

Mar-01 2026 - Mar-31 2026



HEALTH SCORE



Backlinks

