



SEO report

www.phillipislandmarine.com.au

MAY-01 2026 - MAY-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 ▼ 5	6.7% ▼ -1.7%	1184 ▼ 294	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	213	1	1
boat detailer	226	1	1
boat maintenance victoria	121	1	1
boat servicing victoria	118	1	1
boat detailing	211	1	1
boat hire phillip island	100	1	1
marine shop	207	1	2 ▼ 1
stacer dealers	126	4	2 ▲ 2
boat dealer	162	1	2 ▼ 1
offshore boat	193	4	3 ▲ 1
arvor for sale	177	4	4
easy tow boat trailer for sale	172	3	4 ▼ 1
arvor boats	140	4	6 ▼ 2
caribbean boats	139	8	10 ▼ 2
caribbean boat for sale	115	25	13 ▲ 12

Keyword	Results	Month ago ▲	Current rankings
mercury boat finacing	116	9	16 ▼ 7
mercury outboard	201	47	22 ▲ 25
new outboard motors for sale	197	-	37 ▲ 63
dunbier boat trailer for sale	169	8	43 ▼ 35
stacer boat for sale	185	-	-
boat for sale	224	-	-
new boat for sale	204	-	-
used boat for sale	206	-	-
move boat trailer for sale	178	-	-
boat trailer for sale	194	-	-
new boat trailer for sale	206	-	-
used boat trailer for sale	186	-	-
mercury outboard for sale	179	-	-
outboard for sale	196	-	-
used outboard for sale	185	-	-
used boat engine for sale	173	-	-
boat accessories for sale	191	-	-
second hand outboard motors for sale	178	-	-
boat on sale	112	-	-
new tinnies for sale	194	-	-
fishing accessories for sale	178	-	-
boat motors and parts	200	32	-
marine boat insurance	131	-	-
boat finacing	121	-	-
mercury engine for sale	159	-	-
outboard motors for sale	191	-	-
stacer boats	179	7	-
boat dealers	144	27	-
new boats	218	-	-

Keyword	Results	Month ago ▲	Current rankings
new boats for sale	229	-	-
stacer aluminium boats	169	9	-
seamaster	199	-	-
fishing boat sales	209	-	-
mercury boat dealer	139	24	-
cruiser	161	-	-

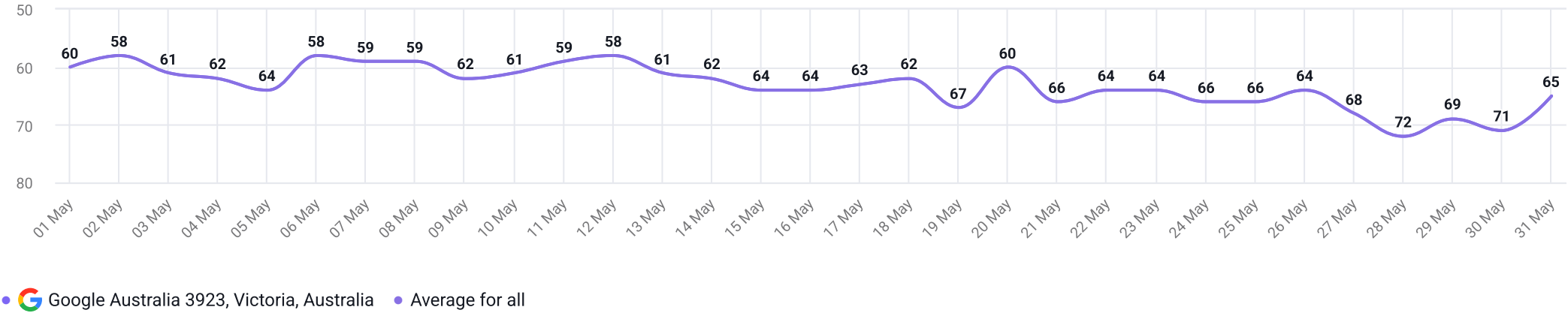
Distribution of Keywords

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	11	3	3	2	31	65
 General	50	6	11	3	3	2	31	65

Average Position Trend

Average position

May-01 2026 - May-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

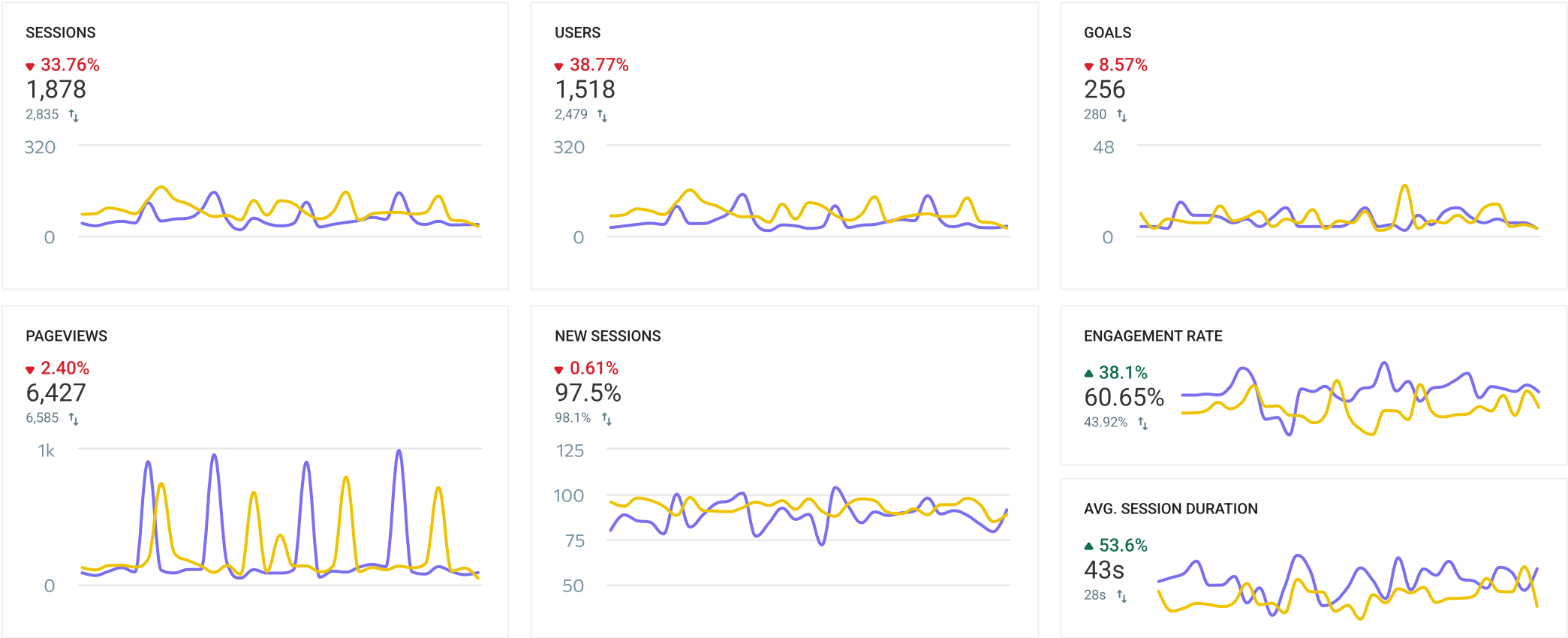
Average length of time that the website had focus in the browser



Traffic Overview

Audience GOOGLE ANALYTICS

May-01 2026 - May-31 2026



● May-01 2026 - May-31 2026 ● Mar-31 2026 - Apr-30 2026

Pages

All pages GOOGLE ANALYTICS

May-01 2026 - May-31 2026

Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	May-01 2026 - May-31 2026	365	86.33%	300	487	22s	77.81%	2
2	/boatranges/newboats/offshore							
	May-01 2026 - May-31 2026	183	87.5%	168	252	36s	71.58%	14
3	/BoatRanges/UsedBoats/arvor-20							
	May-01 2026 - May-31 2026	167	56.9%	58	267	19s	52.1%	0
4	/boatranges/stacer/downloadsspecs							
	May-01 2026 - May-31 2026	140	91.3%	138	939	06s	95%	0
5	/BoatRanges/UsedBoats							
	May-01 2026 - May-31 2026	97	2.63%	76	142	48s	92.78%	20
6	/other-services/boat-hire							
	May-01 2026 - May-31 2026	82	70.97%	62	97	23s	64.63%	0
7	/BoatRanges/NewBoats/offshore-nz-750ht-2025-750ht							

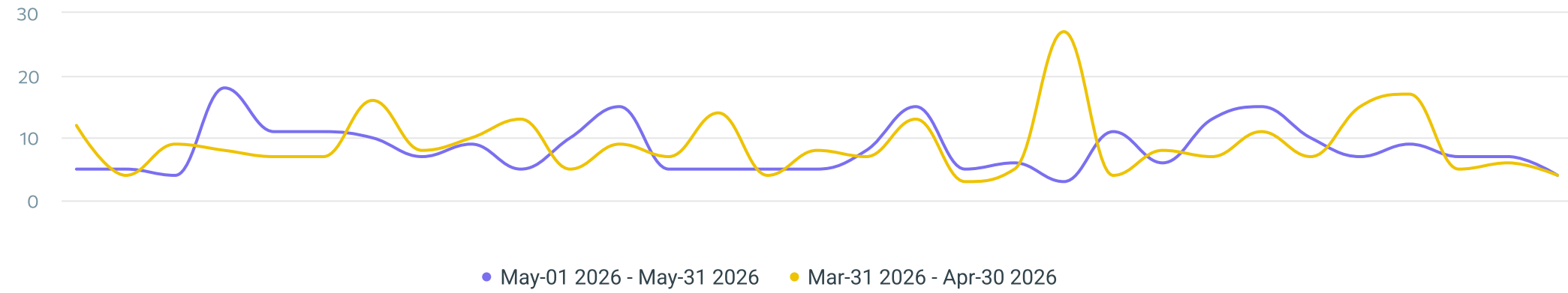
No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
	May-01 2026 - May-31 2026	78	7.25%	69	81	32s	84.62%	0
8	/BoatRanges/NewBoats							
	May-01 2026 - May-31 2026	67	1.67%	60	100	51s	95.52%	16
9	/boatranges/usedboats							
	May-01 2026 - May-31 2026	55	57.14%	49	86	52s	83.64%	12
10	/boatranges/newboats/stacer							
	May-01 2026 - May-31 2026	48	20.45%	44	77	40s	95.83%	10

Conversions

Goals GOOGLE ANALYTICS

May-01 2026 - May-31 2026

Goals



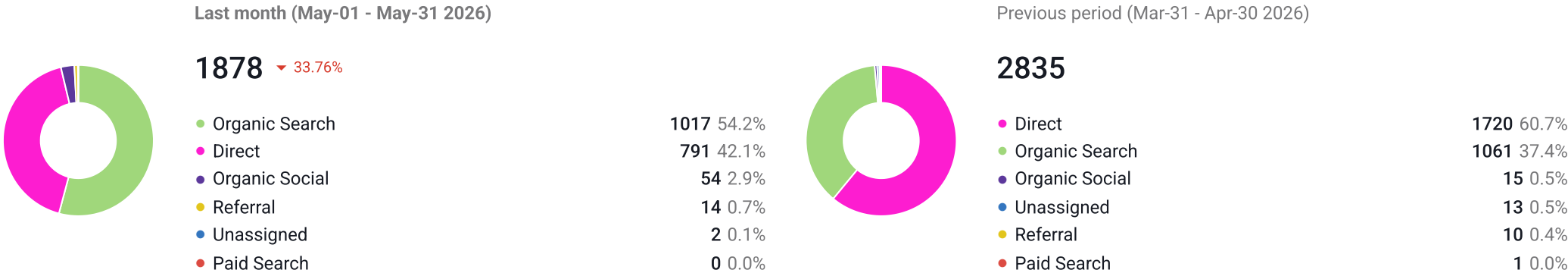
No.	Goal	Goals	Goal value
1	form_start		
	May-01 2026 - May-31 2026	116	0
	Mar-31 2026 - Apr-30 2026	103	0
	% Change	▲ 12.6%	
2	book_a_service		
	May-01 2026 - May-31 2026	114	0
	Mar-31 2026 - Apr-30 2026	163	0

No.	Goal	Goals	Goal value
	% Change	▼ 30.1%	
3	form_submit		
	May-01 2026 - May-31 2026	25	0
	Mar-31 2026 - Apr-30 2026	13	0
	% Change	▲ 92.3%	
4	file_download		
	May-01 2026 - May-31 2026	1	0
	Mar-31 2026 - Apr-30 2026	1	0
	% Change		

Traffic Source

Overview: Sessions

Last month (May-01 - May-31 2026) ↑ Previous period (Mar-31 - Apr-30 2026)

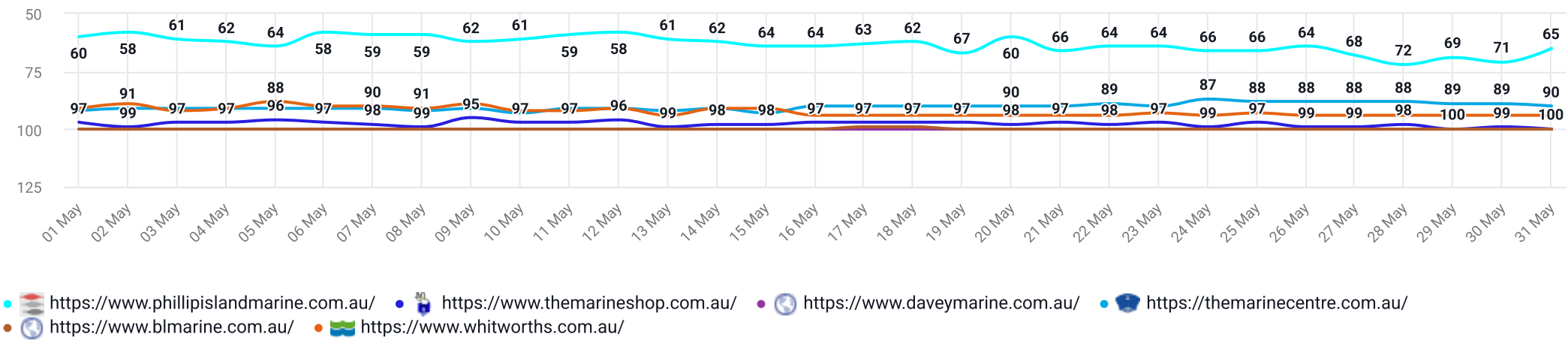


Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
4 Referral								
May-01 2026 - May-31 2026	14	8	10	57.14%	70%	0	30.79 sec	24
Mar-31 2026 - Apr-30 2026	10	8	10	80%	90%	0	46.3 sec	26
% Change	▲ 40%	▼ 0%	▼ 0%	▼ -28.6%	▼ -22.2%	▼ 0%	▼ -33.5%	▼ -7.7%
5 Unassigned								
May-01 2026 - May-31 2026	2	0	2	0%	50%	0	32 sec	4
Mar-31 2026 - Apr-30 2026	13	3	12	23.08%	50%	0	21.62 sec	24
% Change	▼ -84.6%	▼ -100%	▼ -83.3%	▼ -100%	▼ 0%	▼ 0%	▲ 48.0%	▼ -83.3%
6 Paid Search								
May-01 2026 - May-31 2026	-	-	-	-	-	-	-	-
Mar-31 2026 - Apr-30 2026	1	0	1	0%	100%	0	0 sec	1
% Change	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%

Competitors Average Position Trend

Average position

May-01 2026 - May-31 2026



HEALTH SCORE



Backlinks

