



SEO report

www.coastalmarine.net.au

APR-01 2026 - APR-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

Average position	Search visibility	Traffic forecast	Keywords in SERP
48 ▼ 7	4.8% ▼ -1.9%	121 ▼ 30	33

Keywords Ranking

Entered Top 10 Left Top 10 In Top 10 Entered Top 100

Google Australia 4860, Queensland, Australia

Keyword	Results	Month ago ▲	Current rankings
General			
coastal marine and outdoors	7.7M	1	1
innisfail boat	186K	1	1
stacer boats for sale innisfail qld	1.9K	1	1
innisfail marine	252K	1	1
marine and outdoor dealership	14M	1	1
innisfail boat trailers	284K	1	1
stacer dealer queensland	54K	1	2 ▼ 1
stacer boat dealer	392K	2	2
stacer dealers qld	271K	1	2 ▼ 1
boats for sale innisfail	43K	2	2
mercury finance	131M	26	4 ▲ 22
new boat trailers for sale	42M	-	10 ▲ 90
mercury diesel engines	11M	13	11 ▲ 2
mercury sterndrive engines	201	10	12 ▼ 2
stacer boat accessories	400K	16	14 ▲ 2

Keyword	Results	Month ago ▲	Current rankings
stacer tinnie	33K	9	15 ▼ 6
mercury four stroke outboards	2.3M	14	15 ▼ 1
used aluminium boats for sale qld	762K	14	18 ▼ 4
used stacer boats for sale qld	281K	27	21 ▲ 6
new stacer boat for sale	558K	32	22 ▲ 10
mercury inboard engines	2.1M	21	25 ▼ 4
stacer cartopper	5.6K	46	27 ▲ 19
mercury marine outboard prices	1.7M	21	30 ▼ 9
stacer crossfire	21K	35	32 ▲ 3
boat accessories queensland	4.6M	28	32 ▼ 4
stacer boat packages prices	132	32	35 ▼ 3
minn kota electric motor	2.7M	-	37 ▲ 63
stacer boats	594K	31	41 ▼ 10
new stacer boats	596K	41	44 ▼ 3
move boat trailers	185	36	45 ▼ 9
stacer sea runner	57K	47	47
mercury outboard boat motors for sale	4.6M	24	57 ▼ 33
mercury outboard service	5.8M	37	60 ▼ 23
mercury outboard motor dealers	1.7M	-	-
electric trolling motors for sale	9M	13	-
boat shop	551M	-	-
boat dealer queensland	1.5M	22	-
used boat dealers qld	2.5M	-	-
wild rider boat	14M	26	-
stacer boat sales	557K	-	-
second hand aluminium boats for sale	2.6M	-	-

Keyword	Results	Month ago ▲	Current rankings
mercury outboard motor	8.9M	12	-
used boat motors for sale	35M	8	-
used outboard boat engines	12M	-	-
aluminium boat trailers for sale	1.6M	-	-
used boat trailers for sale qld	937K	-	-
minn kota trolling motor	2.2M	-	-
boat motor service qld	4.9M	-	-
boat motor finance	36M	-	-
mercury boat motors parts	4.9M	-	-

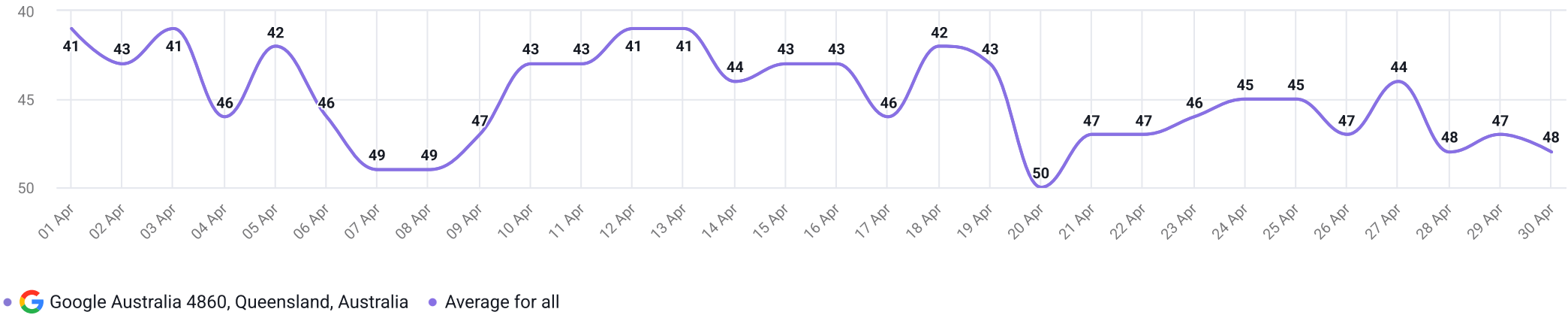
Distribution of Keywords

Search Engines	Total Keywords	Top 1	Top 3	Top 4..10	Top 11..30	Top 100	Out of SERP	Avg. Position
 Google Australia 4860, Queensland, Australia	50	7	10	0	14	9	17	48
 General	50	7	10	0	14	9	17	48

Average Position Trend

Average position

Apr-01 2026 - Apr-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

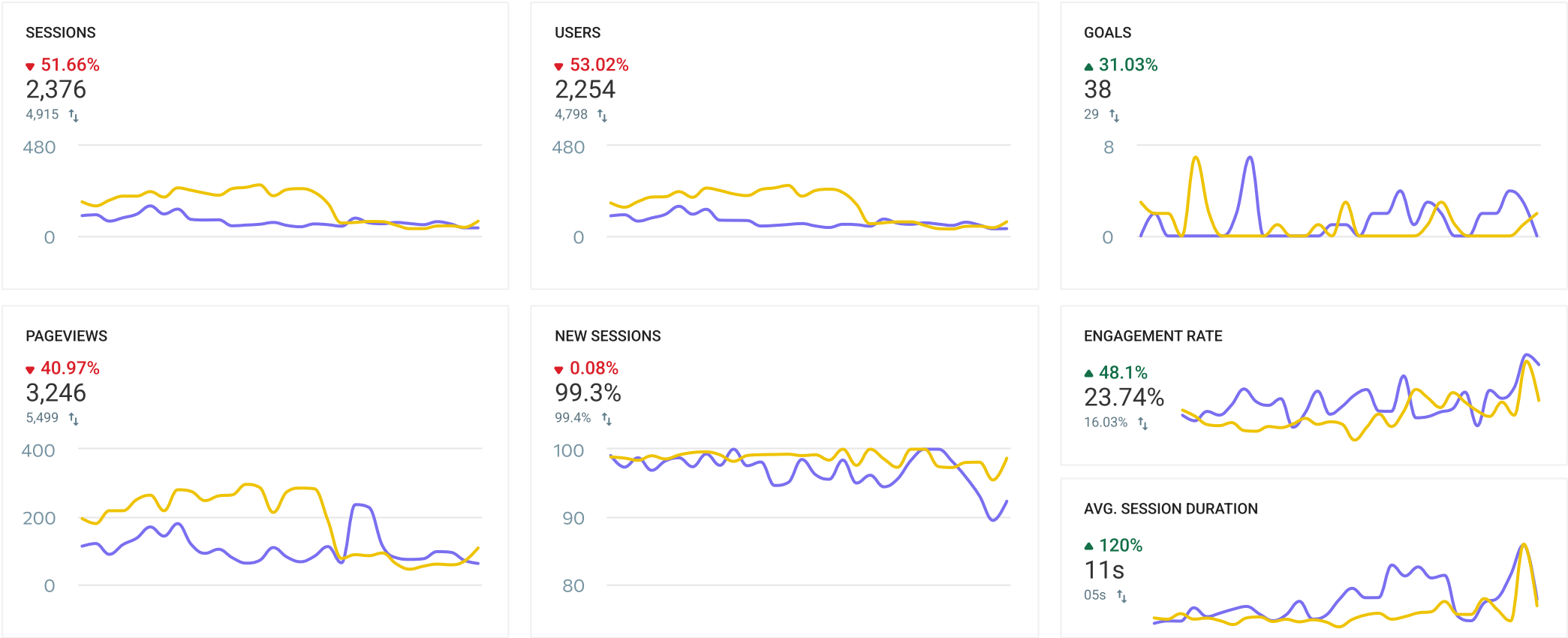
Average length of time that the website had focus in the browser



Traffic Overview

Audience GOOGLE ANALYTICS

Apr-01 2026 - Apr-30 2026



● Apr-01 2026 - Apr-30 2026 ● Mar-02 2026 - Mar-31 2026

Pages

All pages GOOGLE ANALYTICS

Apr-01 2026 - Apr-30 2026

Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	Apr-01 2026 - Apr-30 2026	505	95.81%	430	610	12s	51.49%	0
2	/boatranges/usedboats							
	Apr-01 2026 - Apr-30 2026	49	9.09%	44	55	15s	95.92%	2
3	/boatranges/newboats							
	Apr-01 2026 - Apr-30 2026	45	4.88%	41	59	28s	86.67%	2
4	/product/fire-arms							
	Apr-01 2026 - Apr-30 2026	39	20%	35	48	21s	79.49%	0
5	/product/accessories							
	Apr-01 2026 - Apr-30 2026	36	11.76%	34	49	21s	94.44%	0
6	/boatranges/stacer/downloadsspecs							
	Apr-01 2026 - Apr-30 2026	29	96.43%	28	28	05s	13.79%	0
7	/general/contact							

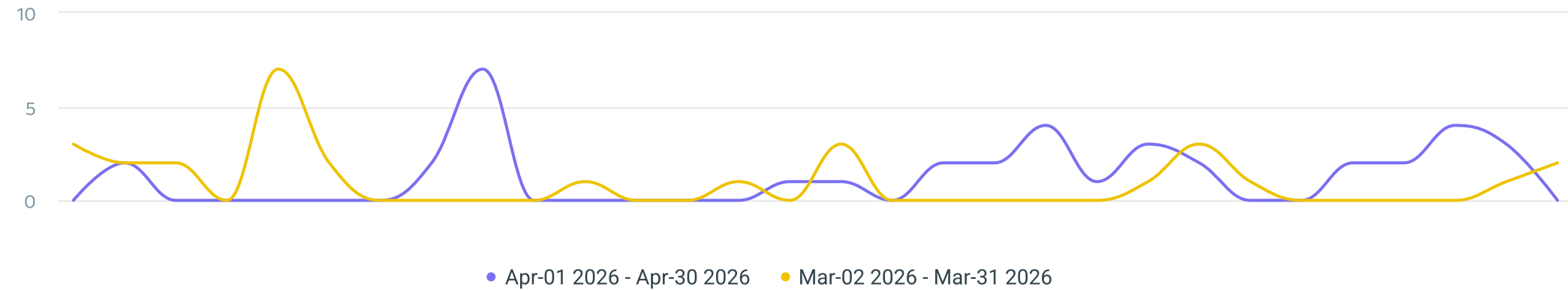
No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
	Apr-01 2026 - Apr-30 2026	27	33.33%	21	33	36s	77.78%	10
8	/products/all-categories/trailer-range							
	Apr-01 2026 - Apr-30 2026	26	87.5%	24	38	27s	61.54%	0
9	/engines/mercury-engines/mercury-outboard-motors							
	Apr-01 2026 - Apr-30 2026	25	15%	20	31	47s	92%	0
10	/boatranges/stacer							
	Apr-01 2026 - Apr-30 2026	20	0%	19	27	33s	100%	0

Conversions

Goals GOOGLE ANALYTICS

Apr-01 2026 - Apr-30 2026

Goals



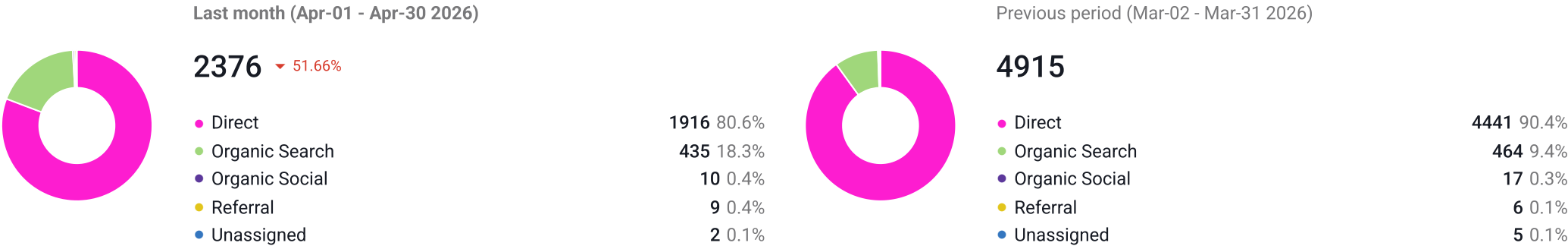
No.	Goal	Goals	Goal value
1	form_start		
	Apr-01 2026 - Apr-30 2026	26	0
	Mar-02 2026 - Mar-31 2026	21	0
	% Change	▲ 23.8%	
2	form_submit		
	Apr-01 2026 - Apr-30 2026	11	0
	Mar-02 2026 - Mar-31 2026	7	0

No.	Goal	Goals	Goal value
	% Change	▲ 57.1%	
3	file_download		
	Apr-01 2026 - Apr-30 2026	1	0
	Mar-02 2026 - Mar-31 2026	1	0
	% Change		

Traffic Source

Overview: Sessions

Last month (Apr-01 - Apr-30 2026) ↑ Previous period (Mar-02 - Mar-31 2026)



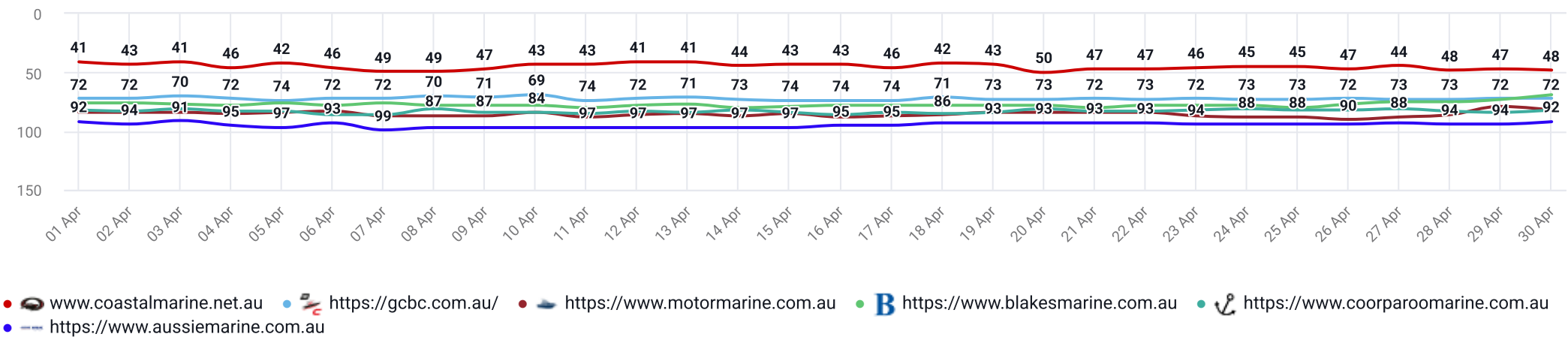
Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Direct								
Apr-01 2026 - Apr-30 2026	1.9K	279	1.9K	14.56%	99.79%	16	4.41 sec	2.3K
Mar-02 2026 - Mar-31 2026	4.4K	496	4.4K	11.17%	99.82%	13	1.15 sec	4.5K
% Change	▼ -56.9%	▼ -43.8%	▼ -57.0%	▲ 30.3%	0.0%	▲ 23.1%	▲ 283.5%	▼ -49.1%
2 Organic Search								
Apr-01 2026 - Apr-30 2026	435	274	355	62.99%	96.34%	21	42.04 sec	913
Mar-02 2026 - Mar-31 2026	464	277	402	59.7%	95.52%	14	39.22 sec	943
% Change	▼ -6.3%	▼ -1.1%	▼ -11.7%	▲ 5.5%	▲ 0.9%	▲ 50%	▲ 7.2%	▼ -3.2%
3 Organic Social								
Apr-01 2026 - Apr-30 2026	10	5	10	50%	100%	0	4.7 sec	12
Mar-02 2026 - Mar-31 2026	17	11	17	64.71%	94.12%	0	14.59 sec	27
% Change	▼ -41.2%	▼ -54.5%	▼ -41.2%	▼ -22.7%	▲ 6.2%	▼ 0%	▼ -67.8%	▼ -55.6%
4 Referral								

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
Apr-01 2026 - Apr-30 2026	9	5	9	55.56%	100%	1	37.89 sec	20
Mar-02 2026 - Mar-31 2026	6	3	5	50%	100%	2	25.67 sec	13
% Change	▲ 50%	▲ 66.7%	▲ 80%	▲ 11.1%	▼ 0%	▼ -50%	▲ 47.6%	▲ 53.8%
5 Unassigned								
Apr-01 2026 - Apr-30 2026	2	0	2	0%	50%	0	2 sec	2
Mar-02 2026 - Mar-31 2026	5	0	5	0%	20%	0	2.8 sec	1
% Change	▼ -60%	▼ 0%	▼ -60%	▼ 0%	▲ 150%	▼ 0%	▼ -28.6%	▲ 100%

Competitors Average Position Trend

Average position

Apr-01 2026 - Apr-30 2026



HEALTH SCORE



Backlinks

