



SEO report

www.coastalmarine.net.au

AUG-01 2026 - AUG-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

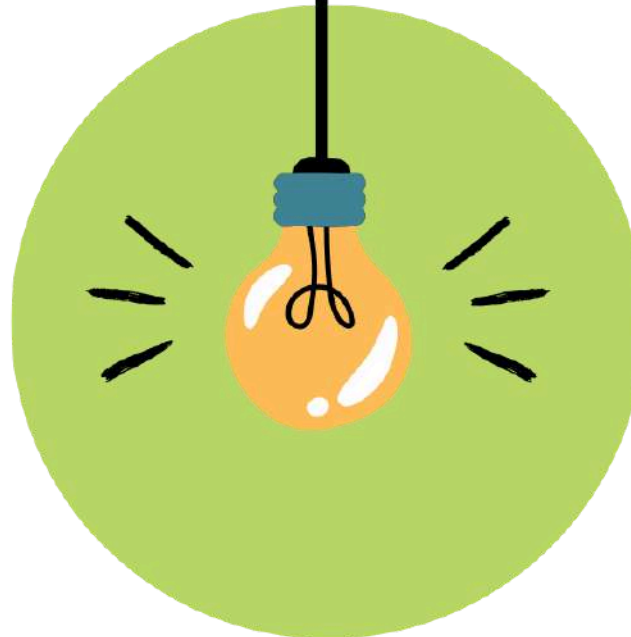
Traffic Source 14

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 40 ▲ 5	Search visibility 7.5% ▼ -0.9%	Traffic forecast 150 ▲ 14	Keywords in SERP 38
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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	13M	1	1
stacer dealer queensland	109	1	1
innisfail boat	139	1	1
innisfail marine	122	1	1
marine and outdoor dealership	242	1	1
stacer dealers qld	108	2	1 ▲ 1
innisfail boat trailers	197	1	1
stacer boats for sale innisfail qld	1.9K	2	2
stacer boat dealer	110	4	4
boats for sale innisfail	110	3	4 ▼ 1
mercury four stroke outboards	206	14	5 ▲ 9
electric trolling motors for sale	190	15	7 ▲ 8
boat dealer queensland	126	24	9 ▲ 15
mercury diesel engines	201	-	9 ▲ 91
mercury marine outboard prices	166	9	11 ▼ 2
used aluminium boats for sale qld	110	16	13 ▲ 3
used stacer boats for sale qld	109	11	15 ▼ 4

Keyword	Results	Month ago ▲	Current rankings
stacer boat accessories	172	16	18 ▼ 2
mercury finance	120	38	19 ▲ 19
mercury outboard motor	207	-	22 ▲ 78
mercury sterndrive engines	204	23	22 ▲ 1
mercury inboard engines	205	29	26 ▲ 3
stacer cartopper	99	29	28 ▲ 1
new stacer boats	175	37	28 ▲ 9
stacer sea runner	171	40	30 ▲ 10
new stacer boat for sale	179	33	34 ▼ 1
mercury outboard service	140	42	36 ▲ 6
used outboard boat engines	199	-	41 ▲ 59
stacer boat packages prices	175	36	42 ▼ 6
boat accessories queensland	181	43	42 ▲ 1
move boat trailers	185	44	44
mercury outboard boat motors for sale	201	36	46 ▼ 10
stacer boats	172	32	47 ▼ 15
minn kota electric motor	170	42	50 ▼ 8
stacer tinnie	38K	-	51 ▲ 49
new boat trailers for sale	213	65	56 ▲ 9
mercury outboard motor dealers	208	-	-
boat shop	241	-	-
used boat dealers qld	117	-	-
stacer crossfire	174	-	-
wild rider boat	169	30	-
stacer boat sales	113	26	-
second hand aluminium boats for sale	116	14	-
used boat motors for sale	181	-	-
aluminium boat trailers for sale	207	-	-

Keyword	Results	Month ago ▲	Current rankings
used boat trailers for sale qld	176	-	-
minn kota trolling motor	170	-	-
boat motor service qld	126	-	-
boat motor finance	118	-	-
mercury boat motors parts	190	-	-

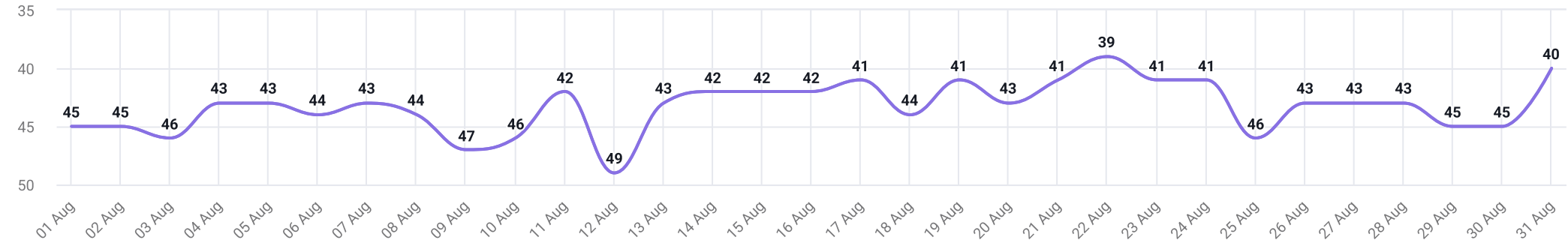
Distribution of Keywords

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	9	6	10	13	12	40
 General	50	7	9	6	10	13	12	40

Average Position Trend

Average position

Aug-01 2026 - Aug-31 2026



Google Australia 4860, Queensland, Australia Average for all

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

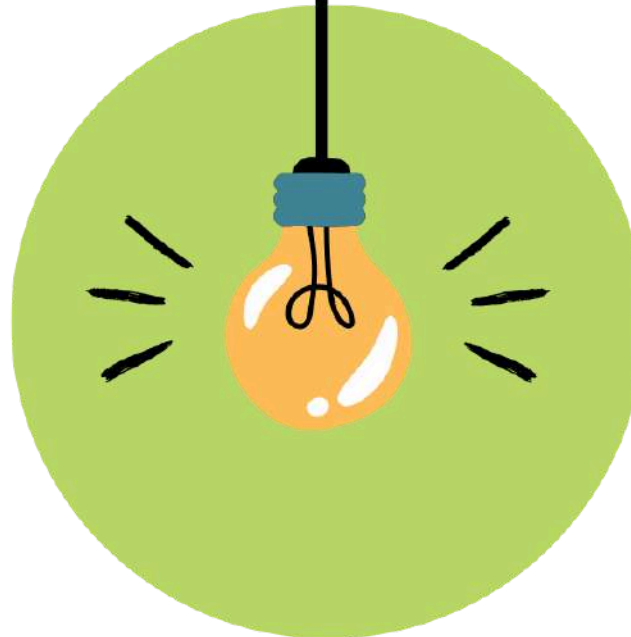
Number of times users triggered a conversion event or goals

ENGAGEMENT RATE

Ratio of engaged sessions to total sessions

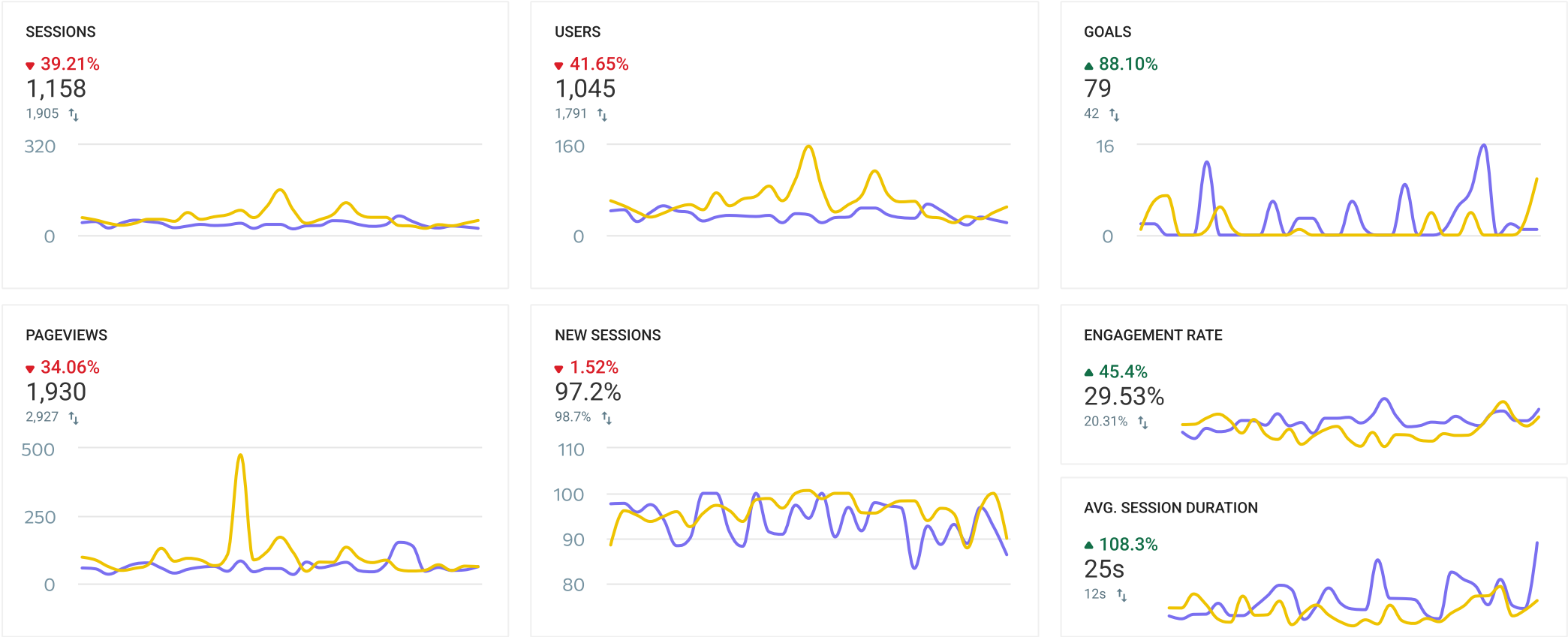
AVG. ENGAGEMENT TIME

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



Audience GOOGLE ANALYTICS

Aug-01 2026 - Aug-31 2026



● Aug-01 2026 - Aug-31 2026 ● Jul-01 2026 - Jul-31 2026

Sessions

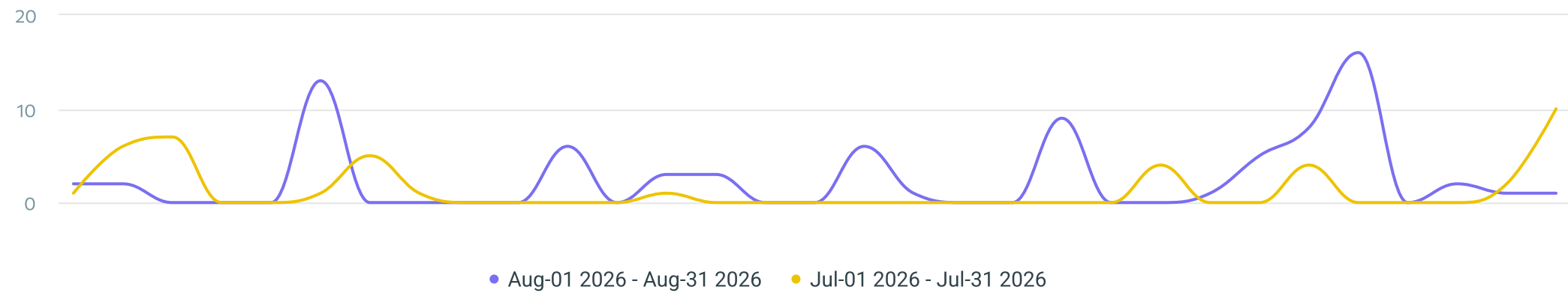
No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	Aug-01 2026 - Aug-31 2026	479	94.12%	391	597	20s	51.36%	13
2	/error404.aspx							
	Aug-01 2026 - Aug-31 2026	68	97.06%	68	68	00s	1.47%	0
3	/product/accessories							
	Aug-01 2026 - Aug-31 2026	37	12.12%	33	45	18s	89.19%	5
4	/product/fire-arms							
	Aug-01 2026 - Aug-31 2026	34	13.79%	29	40	19s	94.12%	0
5	/boatranges/stacer							
	Aug-01 2026 - Aug-31 2026	32	31.82%	22	56	44s	81.25%	0
6	/boatranges/stacer/downloadsspecs							
	Aug-01 2026 - Aug-31 2026	30	96.55%	29	30	03s	16.67%	0
7	/boatranges/newboats							
	Aug-01 2026 - Aug-31 2026	29	4%	25	34	29s	93.1%	1

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
8	/boatranges/usedboats							
	Aug-01 2026 - Aug-31 2026	29	25%	24	32	13s	82.76%	2
9	/product/ammunition-accessories							
	Aug-01 2026 - Aug-31 2026	28	20%	20	31	25s	64.29%	4
10	/engines/mercury-engines/mercury-outboard-motors							
	Aug-01 2026 - Aug-31 2026	27	33.33%	24	56	41s	85.19%	0

Goals GOOGLE ANALYTICS

Aug-01 2026 - Aug-31 2026

Goals

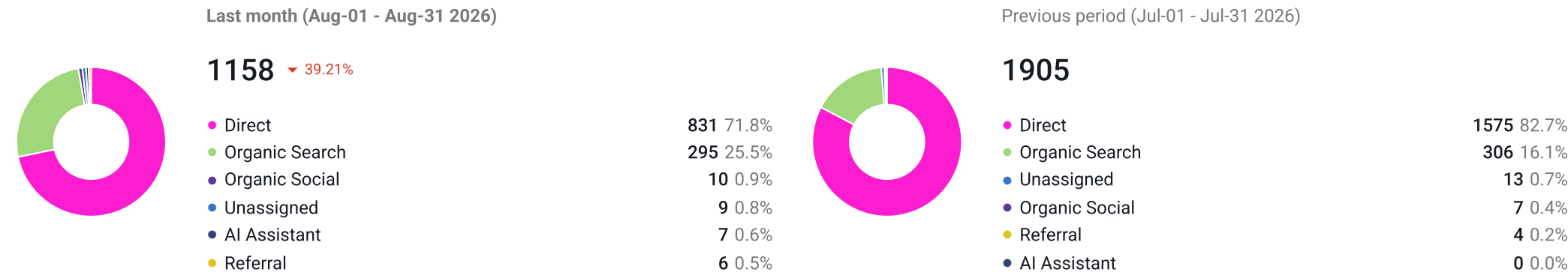


No.	Goal	Goals	Goal value
1	form_start		
	Aug-01 2026 - Aug-31 2026	34	0
	Jul-01 2026 - Jul-31 2026	17	0
	% Change	▲ 100%	
2	form_submit		
	Aug-01 2026 - Aug-31 2026	29	0
	Jul-01 2026 - Jul-31 2026	14	0
	% Change	▲ 107.1%	

No.	Goal	Goals	Goal value
3	click_phone_number		
	Aug-01 2026 - Aug-31 2026	9	0
	Jul-01 2026 - Jul-31 2026	9	0
	% Change		
4	click_direction		
	Aug-01 2026 - Aug-31 2026	4	0
	Jul-01 2026 - Jul-31 2026	0	0
	% Change		
5	book_a_service		
	Aug-01 2026 - Aug-31 2026	2	0
	Jul-01 2026 - Jul-31 2026	1	0
	% Change	▲ 100%	
6	file_download		
	Aug-01 2026 - Aug-31 2026	1	0
	Jul-01 2026 - Jul-31 2026	1	0
	% Change		

Overview: Sessions

Last month (Aug-01 - Aug-31 2026) ↑ Previous period (Jul-01 - Jul-31 2026)

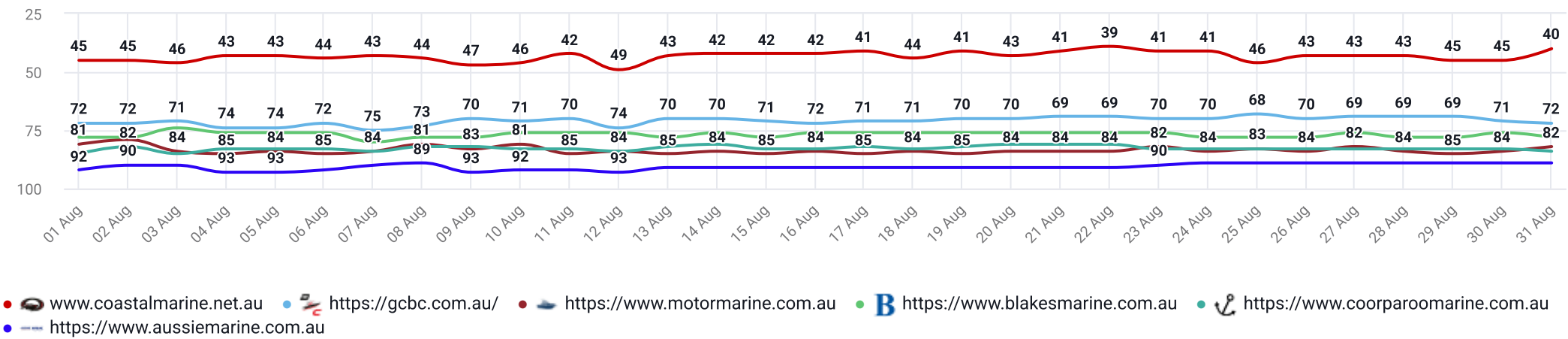


Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
Jul-01 2026 - Jul-31 2026	13	0	13	0%	0%	2	5.62 sec	5
% Change	▼ -30.8%	▼ 0%	▼ -30.8%	▼ 0%	▼ 0%	▲ 250%	▲ 392.3%	▲ 160%
5 AI Assistant								
Aug-01 2026 - Aug-31 2026	7	5	7	71.43%	100%	0	15.86 sec	10
Jul-01 2026 - Jul-31 2026	-	-	-	-	-	-	-	-
% Change	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%
6 Referral								
Aug-01 2026 - Aug-31 2026	6	2	6	33.33%	83.33%	15	20.33 sec	9
Jul-01 2026 - Jul-31 2026	4	2	3	50%	66.67%	10	66.5 sec	11
% Change	▲ 50%	▼ 0%	▲ 100%	▼ -33.3%	▲ 25.0%	▲ 50%	▼ -69.4%	▼ -18.2%

Competitors Average Position Trend

Average position

Aug-01 2026 - Aug-31 2026



HEALTH SCORE



