



SEO report

www.coastalmarine.net.au

FEB-01 2026 - FEB-28 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 32 ▲ 6	Search visibility 10.2% ▲ 0.9%	Traffic forecast 197 ▲ 31	Keywords in SERP 41
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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	102K	1	1
innisfail boat	163K	1	1
stacer boats for sale innisfail qld	573	1	1
stacer boat dealer	142K	2	1 ▲ 1
innisfail marine	209K	1	1
marine and outdoor dealership	13M	1	1
stacer dealers qld	542K	1	1
innisfail boat trailers	50K	1	1
boats for sale innisfail	30K	2	2
mercury outboard motor dealers	1.4M	-	3 ▲ 97
used boat motors for sale	19M	7	3 ▲ 4
mercury outboard boat motors for sale	8.2M	-	6 ▲ 94
mercury diesel engines	7.4M	14	7 ▲ 7
new stacer boats	265K	7	8 ▼ 1

Keyword	Results	Month ago ▲	Current rankings
move boat trailers	25M	20	9 ▲ 11
stacer boats	615K	-	11 ▲ 89
mercury four stroke outboards	2.4M	37	11 ▲ 26
mercury sterndrive engines	2.3M	14	11 ▲ 3
stacer boat sales	261K	14	12 ▲ 2
new boat trailers for sale	22M	3	12 ▼ 9
used aluminium boats for sale qld	835K	16	13 ▲ 3
stacer boat accessories	512K	13	15 ▼ 2
new stacer boat for sale	249K	20	16 ▲ 4
used stacer boats for sale qld	90K	19	20 ▼ 1
electric trolling motors for sale	5.7M	51	21 ▲ 30
mercury inboard engines	1.6M	33	22 ▲ 11
stacer boat packages prices	23K	17	26 ▼ 9
used boat dealers qld	1.7M	59	28 ▲ 31
stacer cartopper	3.5K	17	31 ▼ 14
used outboard boat engines	13M	47	32 ▲ 15
mercury outboard motor	6.2M	25	33 ▼ 8
wild rider boat	7.6M	27	34 ▼ 7
minn kota electric motor	1.5M	49	36 ▲ 13
stacer sea runner	55K	35	36 ▼ 1
stacer crossfire	52K	40	39 ▲ 1
stacer tinnie	17K	15	45 ▼ 30
boat dealer queensland	1.4M	59	46 ▲ 13
boat accessories queensland	7.6M	58	51 ▲ 7
mercury marine outboard prices	1.6M	19	-
boat shop	426M	-	-

Keyword	Results	Month ago ▲	Current rankings
second hand aluminium boats for sale	2.4M	-	-
aluminium boat trailers for sale	1.7M	-	-
used boat trailers for sale qld	961K	-	-
minn kota trolling motor	1.9M	-	-
boat motor service qld	1.9M	66	-
boat motor finance	24M	-	-
mercury finance	117M	18	-
mercury outboard service	4.2M	67	-
mercury boat motors parts	6M	-	-

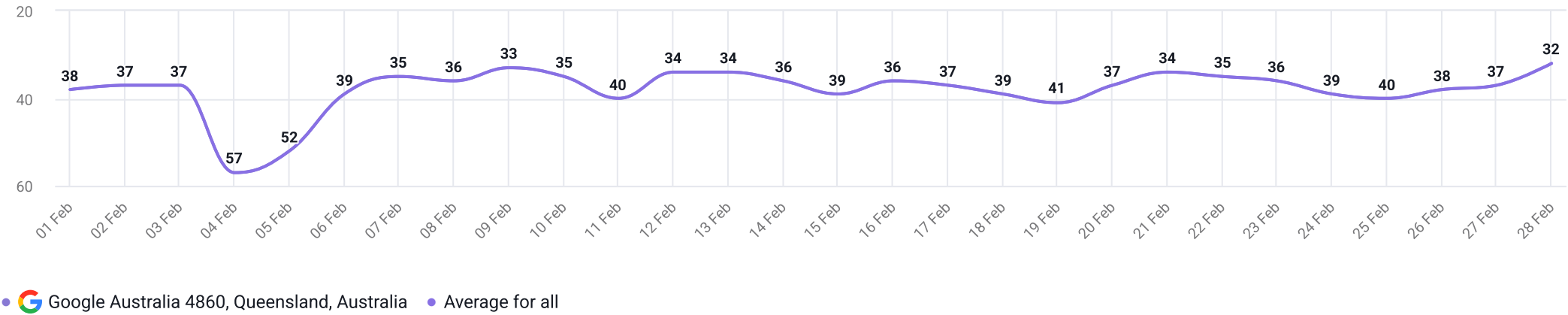
Distribution of Keywords

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	10	12	6	15	8	9	32
 General	50	10	12	6	15	8	9	32

Average Position Trend

Average position

Feb-01 2026 - Feb-28 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

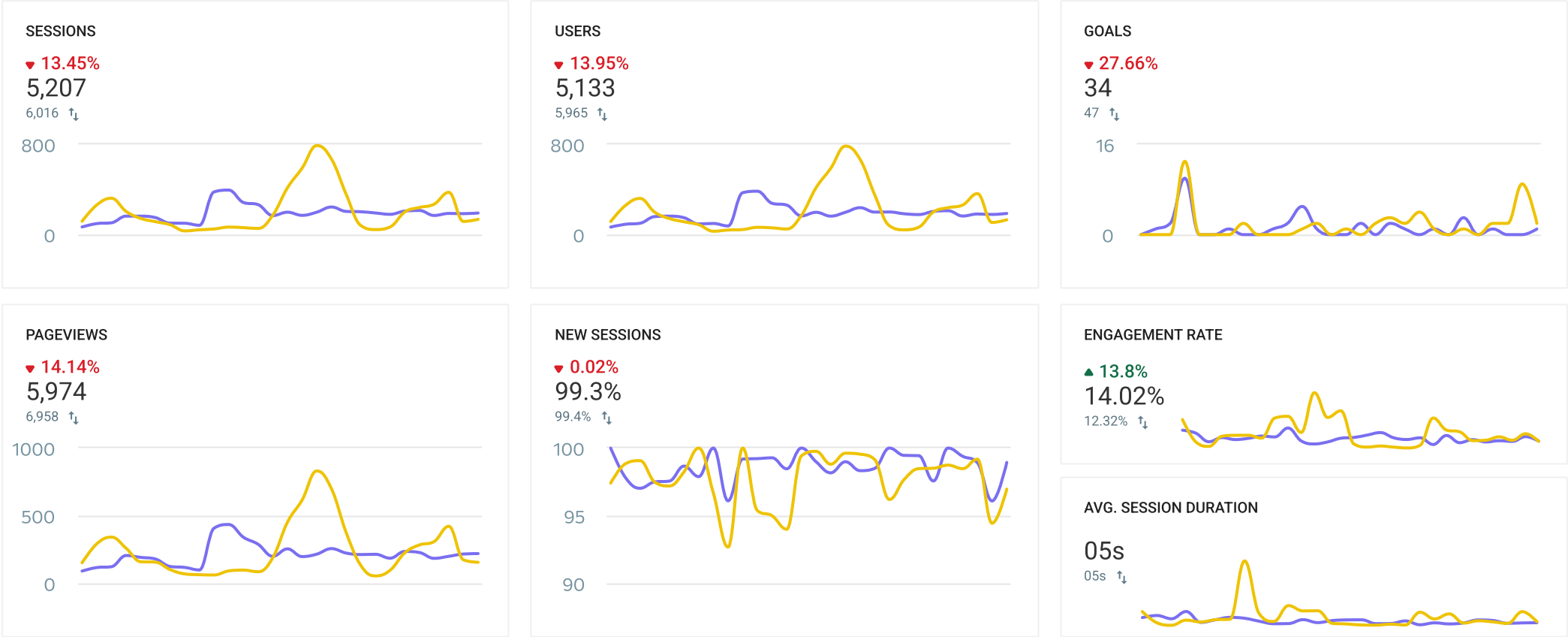
Average length of time that the website had focus in the browser



Traffic Overview

Audience GOOGLE ANALYTICS

Feb-01 2026 - Feb-28 2026



● Feb-01 2026 - Feb-28 2026 ● Jan-04 2026 - Jan-31 2026

Pages

All pages GOOGLE ANALYTICS

Feb-01 2026 - Feb-28 2026

Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	Feb-01 2026 - Feb-28 2026	530	93.24%	429	604	12s	46.04%	0
2	/products/all-categories/trailer-range							
	Feb-01 2026 - Feb-28 2026	63	96.72%	61	85	19s	57.14%	0
3	/boatranges/newboats							
	Feb-01 2026 - Feb-28 2026	53	12.24%	49	66	19s	84.91%	1
4	/engines/mercury-engines/mercury-outboard-motors							
	Feb-01 2026 - Feb-28 2026	48	43.18%	44	79	26s	70.83%	0
5	/boatranges/usedboats							
	Feb-01 2026 - Feb-28 2026	43	7.32%	41	49	18s	95.35%	5
6	/product/accessories							
	Feb-01 2026 - Feb-28 2026	38	21.05%	38	40	16s	78.95%	2
7	/product/fire-arms							

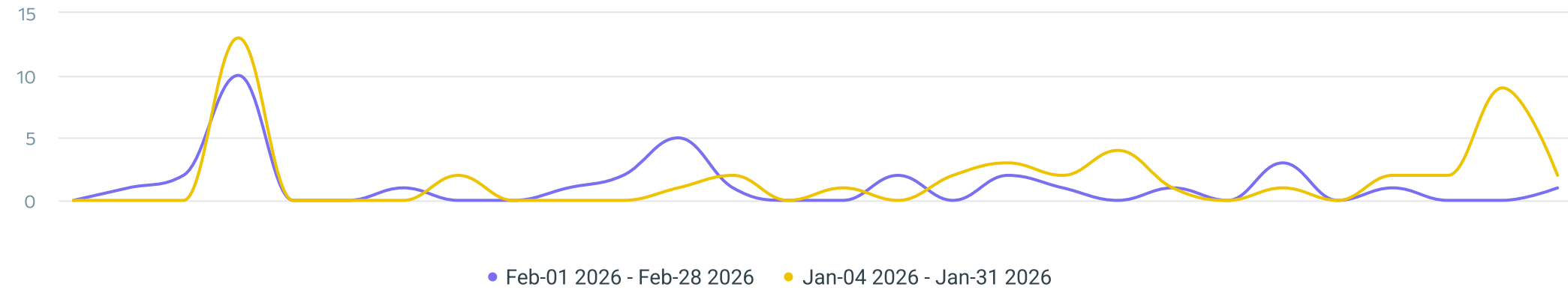
No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
	Feb-01 2026 - Feb-28 2026	36	28.57%	35	39	12s	72.22%	0
8	/general/contact							
	Feb-01 2026 - Feb-28 2026	31	44.44%	27	33	17s	64.52%	1
9	/product/ammunition-accessories							
	Feb-01 2026 - Feb-28 2026	24	38.1%	21	26	13s	70.83%	0
10	/boatranges/stacer							
	Feb-01 2026 - Feb-28 2026	23	0%	19	33	31s	100%	0

Conversions

Goals GOOGLE ANALYTICS

Feb-01 2026 - Feb-28 2026

Goals



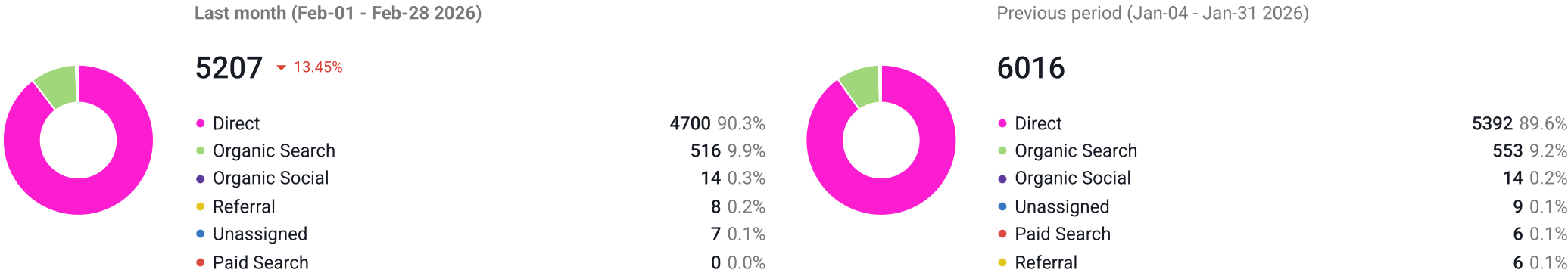
No.	Goal	Goals	Goal value
1	form_start		
	Feb-01 2026 - Feb-28 2026	23	0
	Jan-04 2026 - Jan-31 2026	24	0
	% Change	▼ 4.2%	
2	form_submit		
	Feb-01 2026 - Feb-28 2026	10	0
	Jan-04 2026 - Jan-31 2026	17	0

No.	Goal	Goals	Goal value
	% Change	▼ 41.2%	
3	file_download		
	Feb-01 2026 - Feb-28 2026	1	0
	Jan-04 2026 - Jan-31 2026	1	0
	% Change		

Traffic Source

Overview: Sessions

Last month (Feb-01 - Feb-28 2026) ↑ Previous period (Jan-04 - Jan-31 2026)



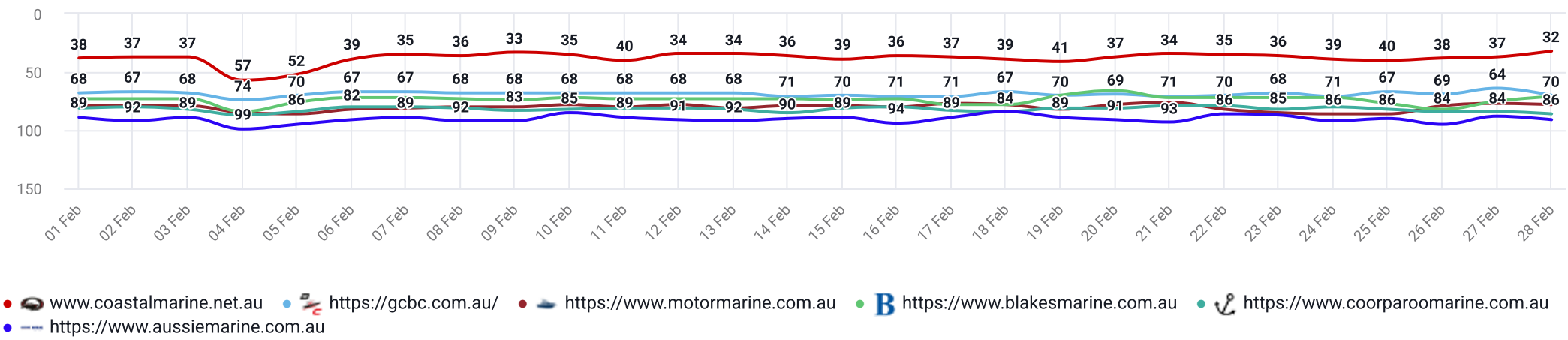
Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Direct								
Feb-01 2026 - Feb-28 2026	4.7K	390	4.7K	8.3%	99.81%	16	1.21 sec	4.9K
Jan-04 2026 - Jan-31 2026	5.4K	358	5.5K	6.64%	99.87%	29	1.42 sec	5.7K
% Change	▼ -12.8%	▲ 8.9%	▼ -14.3%	▲ 25.0%	▼ -0.1%	▼ -44.8%	▼ -14.8%	▼ -15.1%
2 Organic Search								
Feb-01 2026 - Feb-28 2026	516	325	434	62.98%	94.7%	18	40.46 sec	1.1K
Jan-04 2026 - Jan-31 2026	553	361	484	65.28%	95.66%	13	35.52 sec	1.1K
% Change	▼ -6.7%	▼ -10.0%	▼ -10.3%	▼ -3.5%	▼ -1.0%	▲ 38.5%	▲ 13.9%	▼ -5.6%
3 Organic Social								
Feb-01 2026 - Feb-28 2026	14	8	14	57.14%	92.86%	0	3.79 sec	17
Jan-04 2026 - Jan-31 2026	14	10	14	71.43%	100%	0	23.79 sec	61
% Change	▼ 0%	▼ -20%	▼ 0%	▼ -20.0%	▼ -7.1%	▼ 0%	▼ -84.1%	▼ -72.1%

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
4 Referral								
Feb-01 2026 - Feb-28 2026	8	4	7	50%	100%	0	25 sec	17
Jan-04 2026 - Jan-31 2026	6	5	5	83.33%	80%	5	25 sec	10
% Change	▲ 33.3%	▼ -20%	▲ 40%	▼ -40.0%	▲ 25%	▼ -100%	▼ 0%	▲ 70%
5 Unassigned								
Feb-01 2026 - Feb-28 2026	7	2	7	28.57%	42.86%	0	10 sec	3
Jan-04 2026 - Jan-31 2026	9	1	9	11.11%	11.11%	0	14.11 sec	8
% Change	▼ -22.2%	▲ 100%	▼ -22.2%	▲ 157.2%	▲ 285.8%	▼ 0%	▼ -29.1%	▼ -62.5%
6 Paid Search								
Feb-01 2026 - Feb-28 2026	-	-	-	-	-	-	-	-
Jan-04 2026 - Jan-31 2026	6	5	3	83.33%	0%	0	24 sec	12
% Change	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%

Competitors Average Position Trend

Average position

Feb-01 2026 - Feb-28 2026



HEALTH SCORE



Backlinks

