



SEO report

www.coastalmarine.net.au

JAN-01 2026 - JAN-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

Average position	Search visibility	Traffic forecast	Keywords in SERP
36 ▲ 7	10.5% ▲ 2.4%	190 ▲ 27	41

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	17M	1	1
stacer dealer queensland	81K	1	1
innisfail boat	192K	1	1
stacer boats for sale innisfail qld	732	1	1
innisfail marine	271K	1	1
marine and outdoor dealership	14M	1	1
stacer dealers qld	583K	1	1
innisfail boat trailers	57K	1	1
stacer boat dealer	106K	2	2
boats for sale innisfail	32K	2	2
new boat trailers for sale	37M	-	3 ▲ 97
used boat motors for sale	30M	11	7 ▲ 4
new stacer boats	207K	28	8 ▲ 20
mercury diesel engines	11M	-	10 ▲ 90
mercury sterndrive engines	2.1M	73	11 ▲ 62

Keyword	Results	Month ago ▲	Current rankings
mercury finance	141M	-	12 ▲ 88
stacer boat accessories	559K	13	13
stacer boat sales	201K	14	14
used aluminium boats for sale qld	974K	16	15 ▲ 1
mercury marine outboard prices	5.6M	39	17 ▲ 22
stacer boat packages prices	23K	29	17 ▲ 12
mercury inboard engines	1.9M	47	17 ▲ 30
stacer tinnie	19K	54	18 ▲ 36
new stacer boat for sale	202K	20	18 ▲ 2
stacer cartopper	3.7K	72	19 ▲ 53
mercury four stroke outboards	2.4M	-	20 ▲ 80
mercury outboard motor	7.7M	-	21 ▲ 79
move boat trailers	51M	23	22 ▲ 1
wild rider boat	8.7M	28	25 ▲ 3
used stacer boats for sale qld	77K	17	26 ▼ 9
stacer sea runner	32K	37	35 ▲ 2
stacer crossfire	19K	29	40 ▼ 11
mercury outboard boat motors for sale	8.5M	33	43 ▼ 10
minn kota electric motor	1.8M	48	47 ▲ 1
electric trolling motors for sale	8M	23	48 ▼ 25
boat accessories queensland	5.2M	45	52 ▼ 7
boat dealer queensland	1.2M	51	59 ▼ 8
used boat dealers qld	1.6M	-	61 ▲ 39
used outboard boat engines	14M	46	61 ▼ 15
mercury outboard motor dealers	1.6M	-	-
boat shop	628M	-	-

Keyword	Results	Month ago ▲	Current rankings
stacer boats	608K	-	-
second hand aluminium boats for sale	3.4M	-	-
aluminium boat trailers for sale	2M	-	-
used boat trailers for sale qld	1.2M	-	-
minn kota trolling motor	2.2M	-	-
boat motor service qld	1.8M	54	-
boat motor finance	41M	74	-
mercury outboard service	5.1M	-	-
mercury boat motors parts	6.3M	-	-

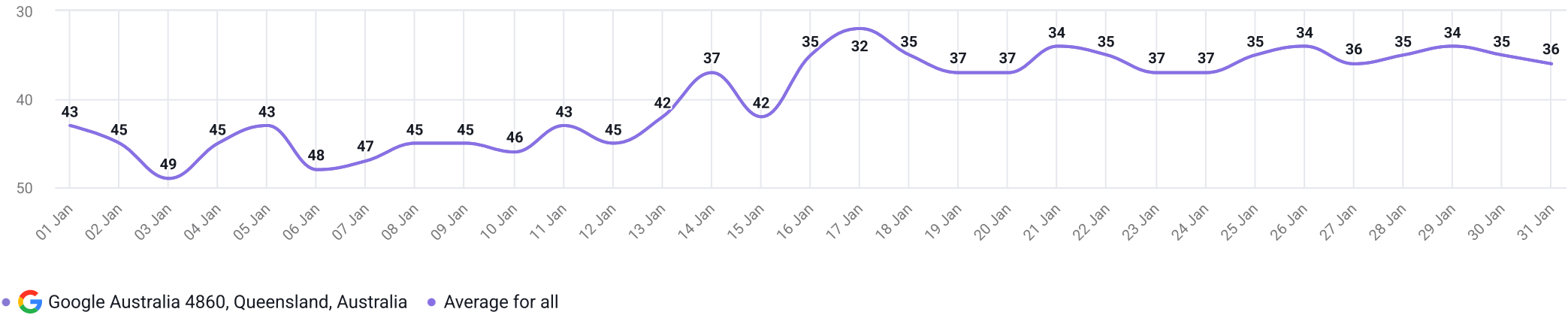
Distribution of Keywords

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	8	12	2	16	11	9	36
 General	50	8	12	2	16	11	9	36

Average Position Trend

Average position

Jan-01 2026 - Jan-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

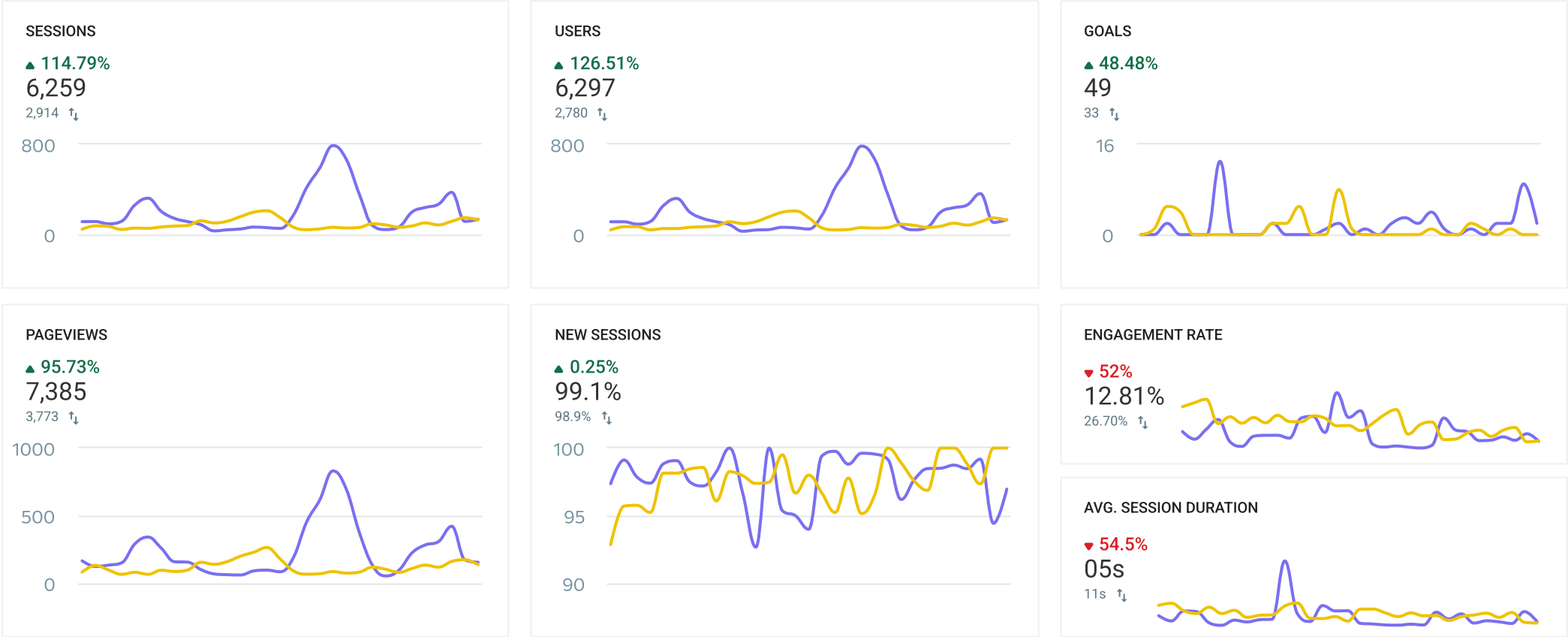
Average length of time that the website had focus in the browser



Traffic Overview

Audience GOOGLE ANALYTICS

Jan-01 2026 - Jan-31 2026



● Jan-01 2026 - Jan-31 2026 ● Dec-01 2025 - Dec-31 2025

Pages

All pages GOOGLE ANALYTICS

Jan-01 2026 - Jan-31 2026

Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	Jan-01 2026 - Jan-31 2026	579	92.12%	482	743	16s	52.85%	6
2	/products/all-categories/trailer-range							
	Jan-01 2026 - Jan-31 2026	66	96.97%	66	93	26s	71.21%	0
3	/boatranges/usedboats							
	Jan-01 2026 - Jan-31 2026	62	10.53%	57	76	15s	85.48%	2
4	/product/ammunition-accessories							
	Jan-01 2026 - Jan-31 2026	58	63.64%	55	62	09s	37.93%	0
5	/boatranges/newboats							
	Jan-01 2026 - Jan-31 2026	53	12%	50	74	28s	88.68%	2
6	/product/fire-arms							
	Jan-01 2026 - Jan-31 2026	47	20%	45	56	19s	85.11%	0
7	/engines/mercury-engines/mercury-outboard-motors							

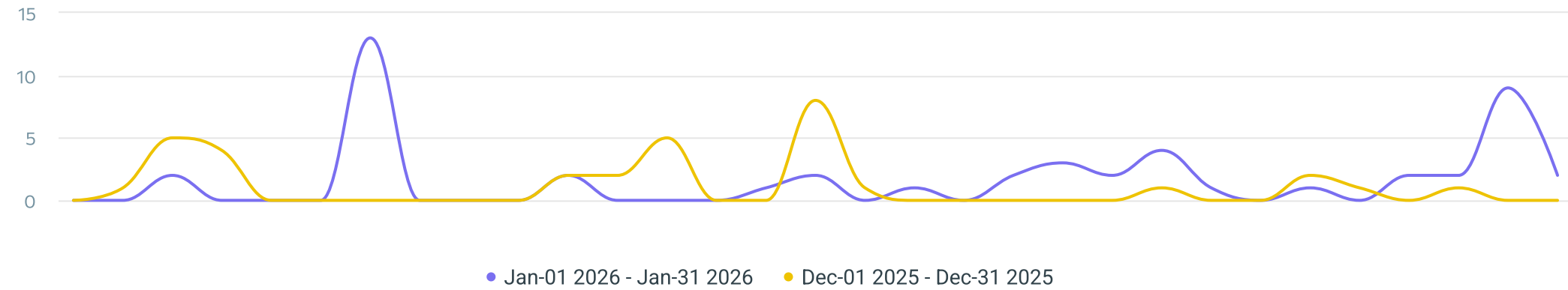
No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
	Jan-01 2026 - Jan-31 2026	45	44.19%	43	73	26s	84.44%	0
8	/product/accessories							
	Jan-01 2026 - Jan-31 2026	43	19.51%	41	59	16s	83.72%	2
9	/products/all-categories/trailer-range/move-boat-trailers							
	Jan-01 2026 - Jan-31 2026	41	75%	40	63	24s	78.05%	0
10	/boatranges/stacer							
	Jan-01 2026 - Jan-31 2026	35	9.68%	31	51	24s	82.86%	0

Conversions

Goals GOOGLE ANALYTICS

Jan-01 2026 - Jan-31 2026

Goals



No.	Goal	Goals	Goal value
1	form_start		
	Jan-01 2026 - Jan-31 2026	25	0
	Dec-01 2025 - Dec-31 2025	19	0
	% Change	▲ 31.6%	
2	form_submit		
	Jan-01 2026 - Jan-31 2026	18	0
	Dec-01 2025 - Dec-31 2025	13	0

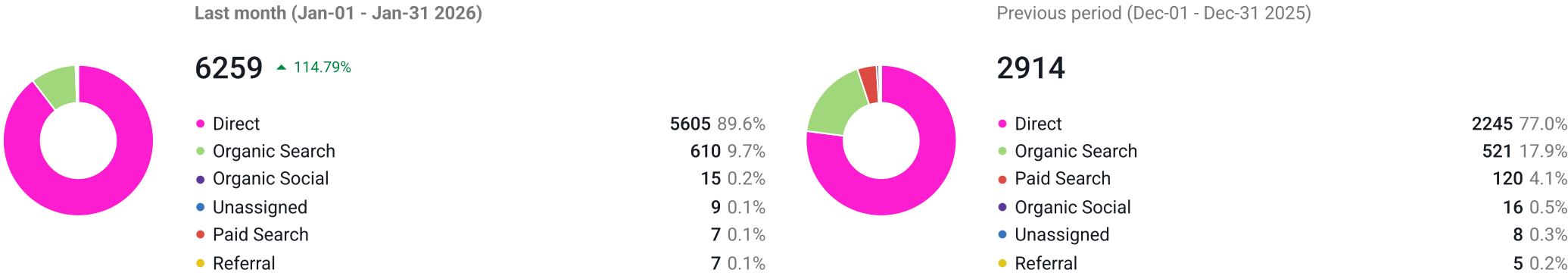
No.	Goal	Goals	Goal value
	% Change	▲ 38.5%	
3	book_a_service		
	Jan-01 2026 - Jan-31 2026	2	0
	Dec-01 2025 - Dec-31 2025	0	0
	% Change		
4	click_phone_number		
	Jan-01 2026 - Jan-31 2026	2	0
	Dec-01 2025 - Dec-31 2025	0	0
	% Change		
5	click_direction		
	Jan-01 2026 - Jan-31 2026	1	0
	Dec-01 2025 - Dec-31 2025	0	0
	% Change		
6	file_download		
	Jan-01 2026 - Jan-31 2026	1	0
	Dec-01 2025 - Dec-31 2025	1	0

No.	Goal	Goals	Goal value
	% Change		

Traffic Source

Overview: Sessions

Last month (Jan-01 - Jan-31 2026) ↑ Previous period (Dec-01 - Dec-31 2025)



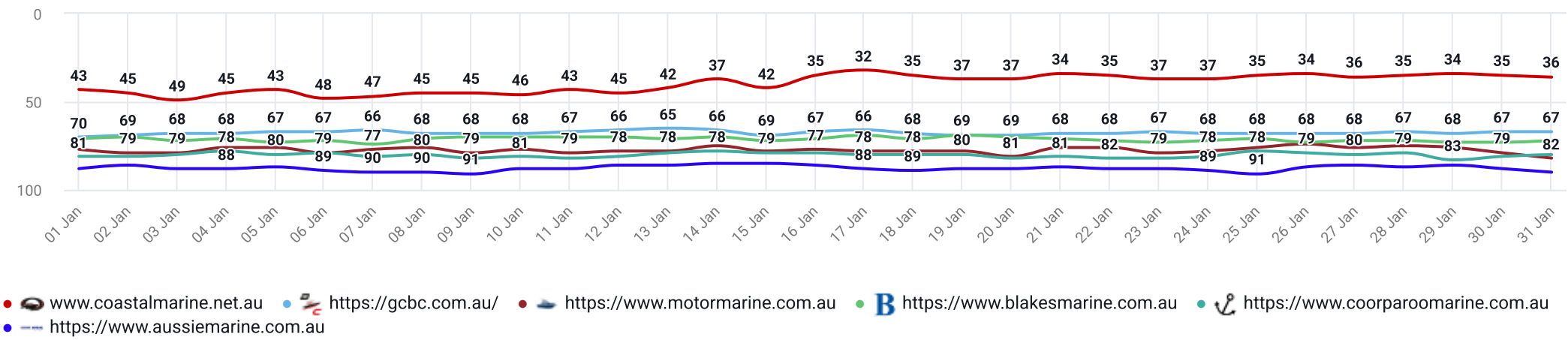
Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Direct								
Jan-01 2026 - Jan-31 2026	5.6K	380	5.7K	6.78%	99.9%	29	1.43 sec	6K
Dec-01 2025 - Dec-31 2025	2.2K	349	2.2K	15.55%	99.68%	22	3.73 sec	2.4K
% Change	▲ 149.7%	▲ 8.9%	▲ 160.4%	▼ -56.4%	▲ 0.2%	▲ 31.8%	▼ -61.7%	▲ 149.0%
2 Organic Search								
Jan-01 2026 - Jan-31 2026	610	401	535	65.74%	95.7%	15	36.91 sec	1.3K
Dec-01 2025 - Dec-31 2025	521	328	442	62.96%	97.29%	8	35.98 sec	1.1K
% Change	▲ 17.1%	▲ 22.3%	▲ 21.0%	▲ 4.4%	▼ -1.6%	▲ 87.5%	▲ 2.6%	▲ 23.1%
3 Organic Social								
Jan-01 2026 - Jan-31 2026	15	11	15	73.33%	100%	0	23.2 sec	62
Dec-01 2025 - Dec-31 2025	16	7	16	43.75%	93.75%	0	11.19 sec	23
% Change	▼ -6.3%	▲ 57.1%	▼ -6.3%	▲ 67.6%	▲ 6.7%	▼ 0%	▲ 107.3%	▲ 169.6%

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
4 Unassigned								
Jan-01 2026 - Jan-31 2026	9	1	9	11.11%	11.11%	0	14.11 sec	8
Dec-01 2025 - Dec-31 2025	8	0	8	0%	0%	0	8.5 sec	0
% Change	▲ 12.5%	▼ 0%	▲ 12.5%	▼ 0%	▼ 0%	▼ 0%	▲ 66.0%	▼ 0%
5 Paid Search								
Jan-01 2026 - Jan-31 2026	7	5	3	71.43%	0%	0	20.57 sec	13
Dec-01 2025 - Dec-31 2025	120	89	115	74.17%	96.52%	2	42.79 sec	279
% Change	▼ -94.2%	▼ -94.4%	▼ -97.4%	▼ -3.7%	▼ -100%	▼ -100%	▼ -51.9%	▼ -95.3%
6 Referral								
Jan-01 2026 - Jan-31 2026	7	6	6	85.71%	83.33%	5	25.71 sec	12
Dec-01 2025 - Dec-31 2025	5	4	5	80%	100%	1	52.8 sec	11
% Change	▲ 40%	▲ 50%	▲ 20%	▲ 7.1%	▼ -16.7%	▲ 400%	▼ -51.3%	▲ 9.1%

Competitors Average Position Trend

Average position

Jan-01 2026 - Jan-31 2026



HEALTH SCORE



Backlinks

