



SEO report

www.coastalmarine.net.au

JUL-01 2026 - JUL-31 2026



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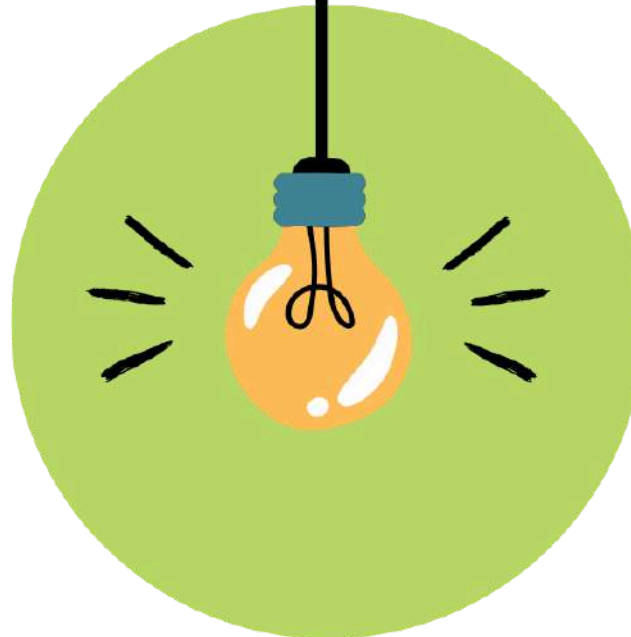
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KEYRANKING METRICS



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 45 ▲ 8	Search visibility 6.6% ▲ 1.7%	Traffic forecast 120 ▲ 1	Keywords in SERP 35
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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	172	1	1
stacer dealer queensland	108	1	1
innisfail boat	136	1	1
innisfail marine	118	1	1
marine and outdoor dealership	239	-	1 ▲ 99
stacer dealers qld	106	2	1 ▲ 1
innisfail boat trailers	199	-	1 ▲ 99
stacer boats for sale innisfail qld	1.2K	2	2
stacer boat dealer	108	4	3 ▲ 1
boats for sale innisfail	107	5	4 ▲ 1
electric trolling motors for sale	185	27	8 ▲ 19
mercury marine outboard prices	177	31	9 ▲ 22
mercury four stroke outboards	203	16	10 ▲ 6
used stacer boats for sale qld	104	14	12 ▲ 2
used aluminium boats for sale qld	111	14	12 ▲ 2
mercury diesel engines	202	-	13 ▲ 87

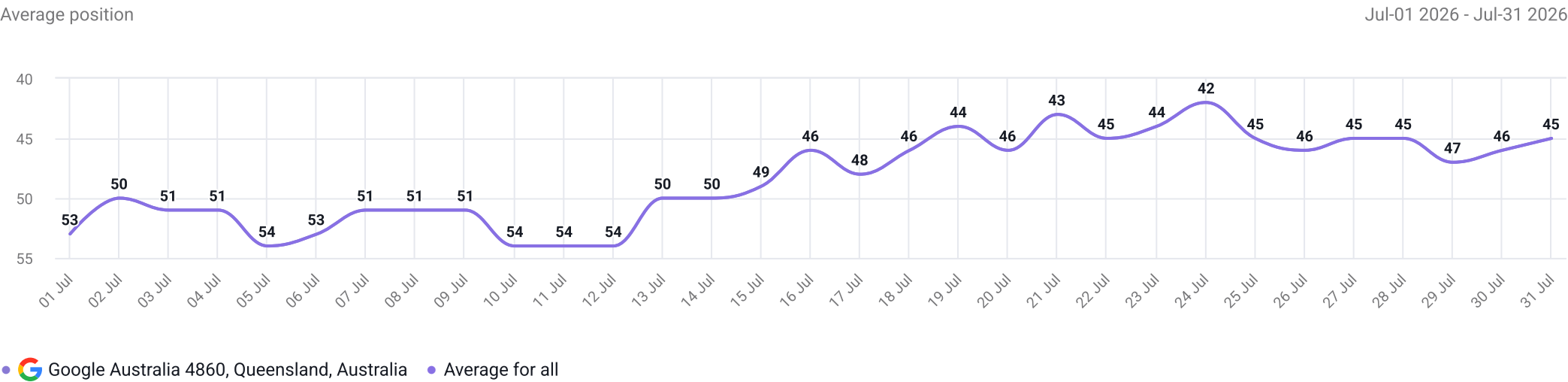
Keyword	Results	Month ago ▲	Current rankings
second hand aluminium boats for sale	118	16	14 ▲ 2
stacer boat accessories	173	14	15 ▼ 1
stacer tinnie	173	18	19 ▼ 1
stacer boat sales	110	-	19 ▲ 81
mercury sterndrive engines	200	-	23 ▲ 77
boat dealer queensland	123	-	25 ▲ 75
mercury inboard engines	202	-	26 ▲ 74
stacer cartopper	100	-	29 ▲ 71
wild rider boat	174	-	29 ▲ 71
stacer boats	177	24	31 ▼ 7
mercury outboard boat motors for sale	201	44	32 ▲ 12
new stacer boat for sale	178	37	34 ▲ 3
new stacer boats	179	37	35 ▲ 2
stacer boat packages prices	175	-	37 ▲ 63
minn kota electric motor	170	47	39 ▲ 8
boat accessories queensland	184	38	43 ▼ 5
mercury outboard service	137	38	44 ▼ 6
move boat trailers	195	44	45 ▼ 1
stacer sea runner	171	39	55 ▼ 16
new boat trailers for sale	217	-	67 ▲ 33
mercury outboard motor dealers	211	3	-
boat shop	248	-	-
used boat dealers qld	117	-	-
stacer crossfire	174	40	-
mercury outboard motor	202	18	-
used boat motors for sale	186	-	-
used outboard boat engines	194	-	-
aluminium boat trailers for sale	209	-	-

Keyword	Results	Month ago ▲	Current rankings
used boat trailers for sale qld	176	-	-
minn kota trolling motor	170	-	-
boat motor service qld	129	-	-
boat motor finance	118	-	-
mercury finance	121	24	-
mercury boat motors parts	177	-	-

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	6	8	3	12	12	15	45
 General	50	6	8	3	12	12	15	45

Average Position Trend



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

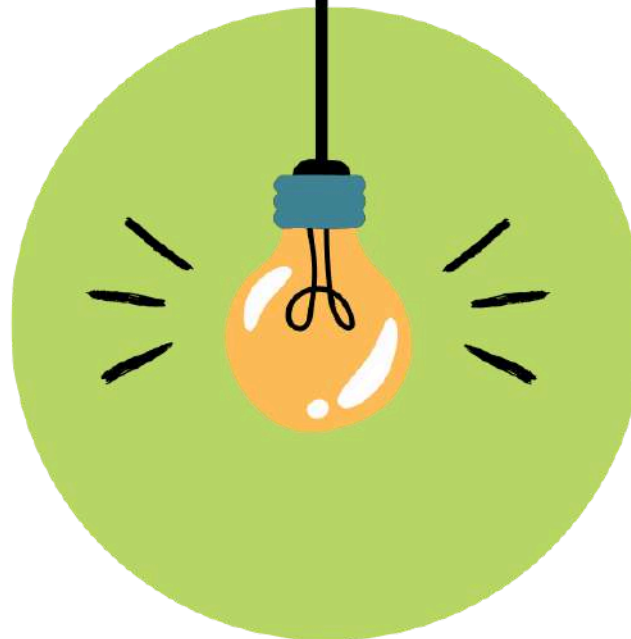
Number of times users triggered a conversion event or goals

ENGAGEMENT RATE

Ratio of engaged sessions to total sessions

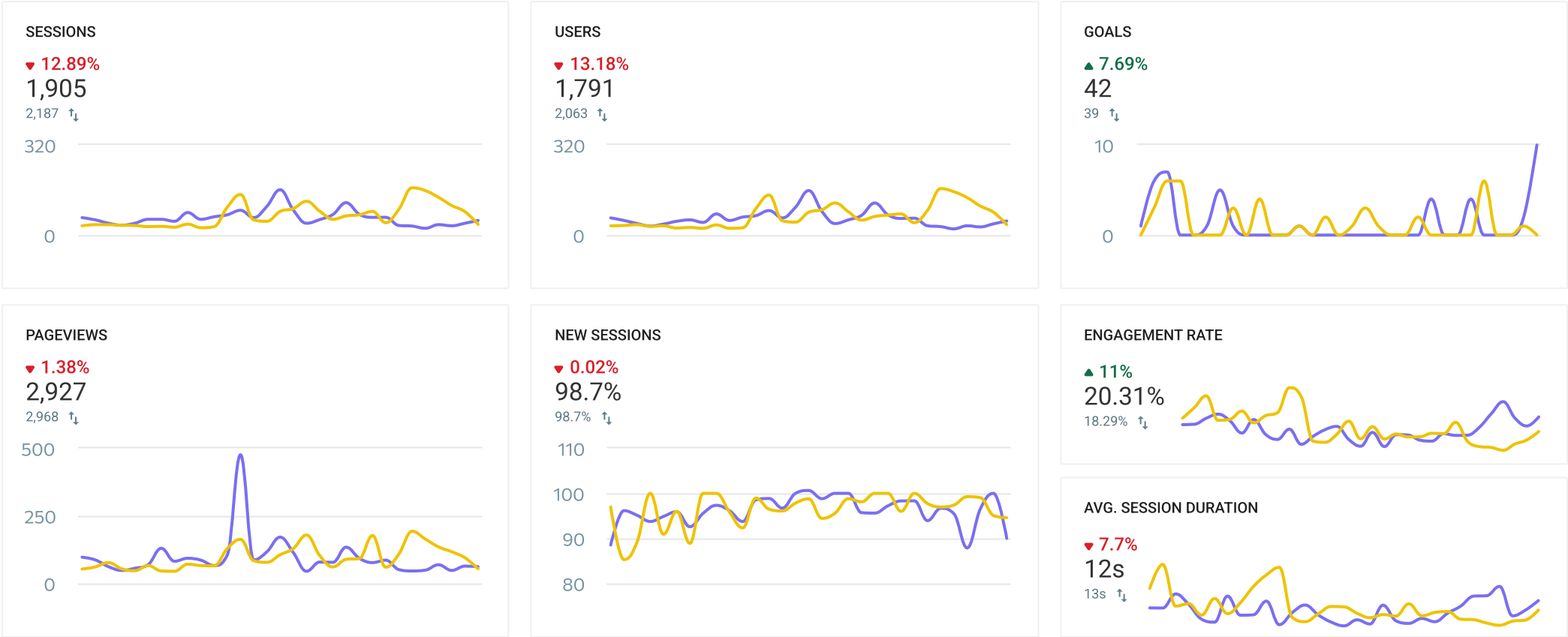
AVG. ENGAGEMENT TIME

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



Audience GOOGLE ANALYTICS

Jul-01 2026 - Jul-31 2026



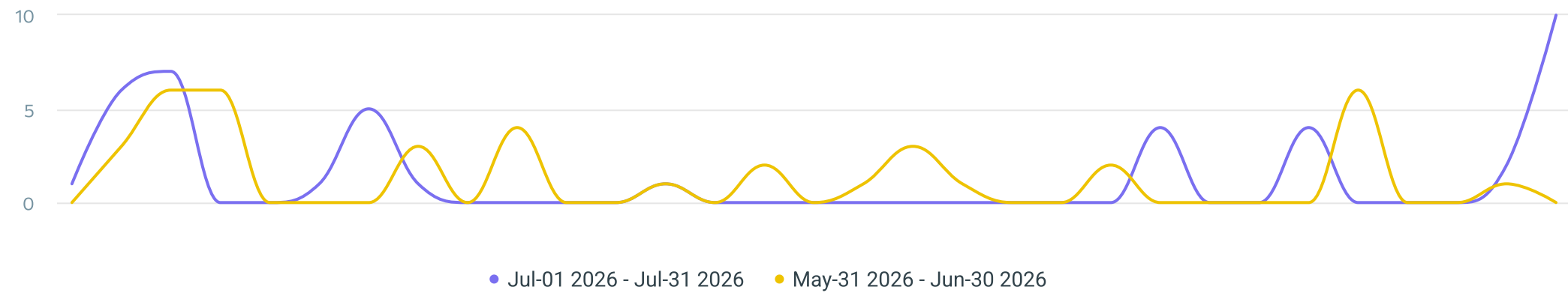
● Jul-01 2026 - Jul-31 2026 ● May-31 2026 - Jun-30 2026

Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	Jul-01 2026 - Jul-31 2026	500	95.23%	419	602	14s	54.2%	14
2	/boatranges/stacer/downloadsspecs							
	Jul-01 2026 - Jul-31 2026	62	98.39%	62	63	01s	1.61%	0
3	/product/accessories							
	Jul-01 2026 - Jul-31 2026	41	2.7%	37	56	27s	95.12%	2
4	/boatranges/usedboats							
	Jul-01 2026 - Jul-31 2026	40	18.92%	37	47	14s	82.5%	2
5	/boatranges/newboats							
	Jul-01 2026 - Jul-31 2026	38	2.7%	37	46	23s	100%	1
6	/engines/mercury-engines/mercury-outboard-motors							
	Jul-01 2026 - Jul-31 2026	34	31.03%	29	50	32s	82.35%	0
7	/product/fire-arms							
	Jul-01 2026 - Jul-31 2026	34	6.9%	29	41	17s	91.18%	0

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
8	/product/ammunition-accessories							
	Jul-01 2026 - Jul-31 2026	30	11.11%	27	38	14s	86.67%	0
9	/general/contact							
	Jul-01 2026 - Jul-31 2026	27	38.1%	21	27	21s	62.96%	7
10	/boatranges/stacer							
	Jul-01 2026 - Jul-31 2026	26	15.38%	13	56	37s	84.62%	0

Goals

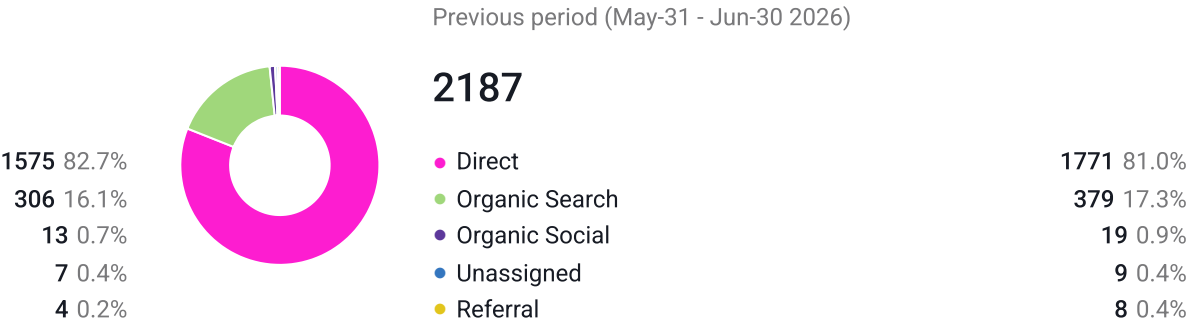
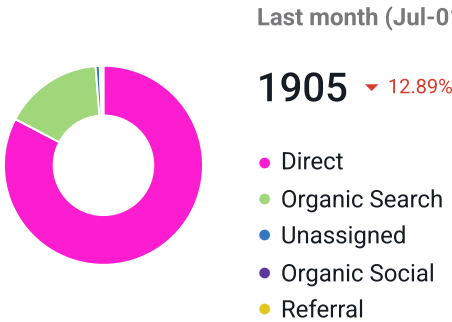


No.	Goal	Goals	Goal value
1	form_start		
	Jul-01 2026 - Jul-31 2026	17	0
	May-31 2026 - Jun-30 2026	22	0
	% Change	▼ 22.7%	
2	form_submit		
	Jul-01 2026 - Jul-31 2026	14	0
	May-31 2026 - Jun-30 2026	16	0
	% Change	▼ 12.5%	

No.	Goal	Goals	Goal value
3	click_phone_number		
	Jul-01 2026 - Jul-31 2026	9	0
	May-31 2026 - Jun-30 2026	0	0
	% Change		
4	book_a_service		
	Jul-01 2026 - Jul-31 2026	1	0
	May-31 2026 - Jun-30 2026	0	0
	% Change		
5	file_download		
	Jul-01 2026 - Jul-31 2026	1	0
	May-31 2026 - Jun-30 2026	1	0
	% Change		

Overview: Sessions

Last month (Jul-01 - Jul-31 2026) ↑ Previous period (May-31 - Jun-30 2026)



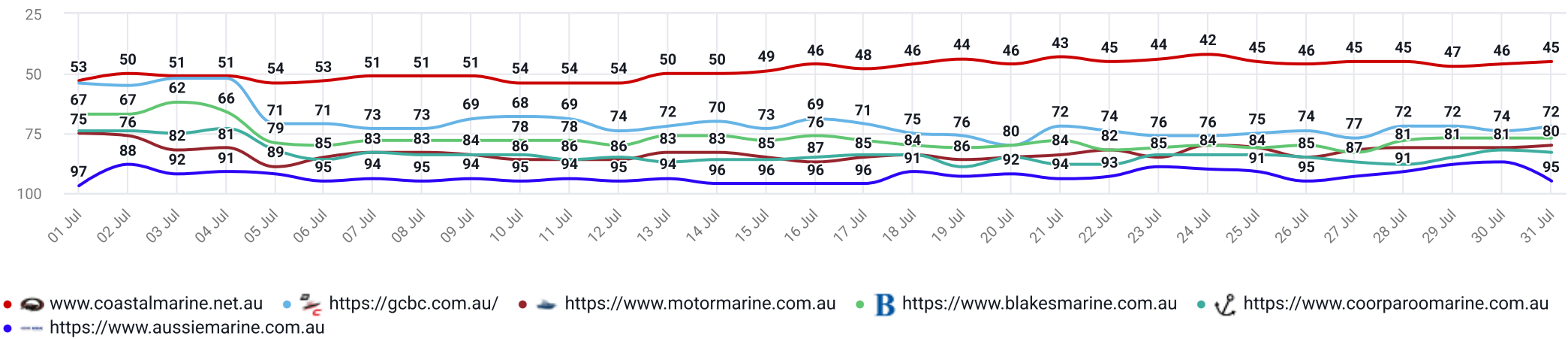
Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Direct								
Jul-01 2026 - Jul-31 2026	1.6K	155	1.5K	9.84%	100.13%	11	4.91 sec	2.2K
May-31 2026 - Jun-30 2026	1.8K	128	1.7K	7.23%	99.71%	10	3.2 sec	2K
% Change	▼ -11.1%	▲ 21.1%	▼ -11.7%	▲ 36.1%	▲ 0.4%	▲ 10%	▲ 53.4%	▲ 7.1%
2 Organic Search								
Jul-01 2026 - Jul-31 2026	306	224	242	73.2%	94.63%	19	49.89 sec	723
May-31 2026 - Jun-30 2026	379	254	303	67.02%	95.71%	29	57.44 sec	877
% Change	▼ -19.3%	▼ -11.8%	▼ -20.1%	▲ 9.2%	▼ -1.1%	▼ -34.5%	▼ -13.1%	▼ -17.6%
3 Unassigned								
Jul-01 2026 - Jul-31 2026	13	0	13	0%	0%	2	5.62 sec	5
May-31 2026 - Jun-30 2026	9	0	9	0%	0%	0	0 sec	0
% Change	▲ 44.4%	▼ 0%	▲ 44.4%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%
4 Organic Social								
Jul-01 2026 - Jul-31 2026	7	5	7	71.43%	100%	0	2.86 sec	8

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
May-31 2026 - Jun-30 2026	19	13	18	68.42%	100%	0	8.37 sec	30
% Change	▼ -63.2%	▼ -61.5%	▼ -61.1%	▲ 4.4%	▼ 0%	▼ 0%	▼ -65.8%	▼ -73.3%
5 Referral								
Jul-01 2026 - Jul-31 2026	4	2	3	50%	66.67%	10	66.5 sec	11
May-31 2026 - Jun-30 2026	8	4	4	50%	75%	0	46.63 sec	26
% Change	▼ -50%	▼ -50%	▼ -25%	▼ 0%	▼ -11.1%	▼ 0%	▲ 42.6%	▼ -57.7%

Competitors Average Position Trend

Average position

Jul-01 2026 - Jul-31 2026



HEALTH SCORE



