



SEO report

www.coastalmarine.net.au

JUN-01 2026 - JUN-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 49 ▾ 9	Search visibility 4.7% ▲ 0.2%	Traffic forecast 114 ▲ 2	Keywords in SERP 31
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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	167	1	1
stacer dealer queensland	107	3	1 ▲ 2
innisfail boat	136	1	1
innisfail marine	120	1	1
marine and outdoor dealership	188	1	1
stacer boats for sale innisfail qld	1.2K	1	2 ▾ 1
stacer dealers qld	109	2	2
innisfail boat trailers	178	1	2 ▾ 1
stacer boat dealer	107	6	4 ▲ 2
boats for sale innisfail	108	2	5 ▾ 3
stacer boats	169	36	10 ▲ 26
mercury marine outboard prices	181	30	12 ▲ 18
used stacer boats for sale qld	105	16	13 ▲ 3
used aluminium boats for sale qld	109	18	14 ▲ 4
stacer boat accessories	162	11	14 ▾ 3

Keyword	Results	Month ago ▲	Current rankings
mercury outboard motor	202	20	16 ▲ 4
mercury four stroke outboards	202	15	17 ▼ 2
stacer tinnie	164	12	18 ▼ 6
new stacer boat for sale	91	33	18 ▲ 15
electric trolling motors for sale	175	12	24 ▼ 12
move boat trailers	178	26	25 ▲ 1
mercury finance	115	31	28 ▲ 3
new stacer boats	164	44	35 ▲ 9
stacer crossfire	159	37	38 ▼ 1
boat accessories queensland	173	34	41 ▼ 7
mercury outboard boat motors for sale	169	32	42 ▼ 10
minn kota electric motor	164	37	44 ▼ 7
stacer sea runner	163	42	45 ▼ 3
mercury outboard motor dealers	189	-	-
boat shop	225	-	-
boat dealer queensland	128	16	-
used boat dealers qld	118	-	-
stacer boat packages prices	163	29	-
stacer cartopper	111	7	-
wild rider boat	166	42	-
stacer boat sales	108	23	-
second hand aluminium boats for sale	117	-	-
mercury diesel engines	196	13	-
mercury sterndrive engines	200	18	-
mercury inboard engines	196	24	-
used boat motors for sale	176	-	-
used outboard boat engines	179	-	-

Keyword	Results	Month ago ▲	Current rankings
aluminium boat trailers for sale	196	-	-
new boat trailers for sale	210	80	-
used boat trailers for sale qld	162	-	-
minn kota trolling motor	161	-	-
boat motor service qld	126	-	-
boat motor finance	138	-	-
mercury outboard service	67	26	-
mercury boat motors parts	4.9M	-	-

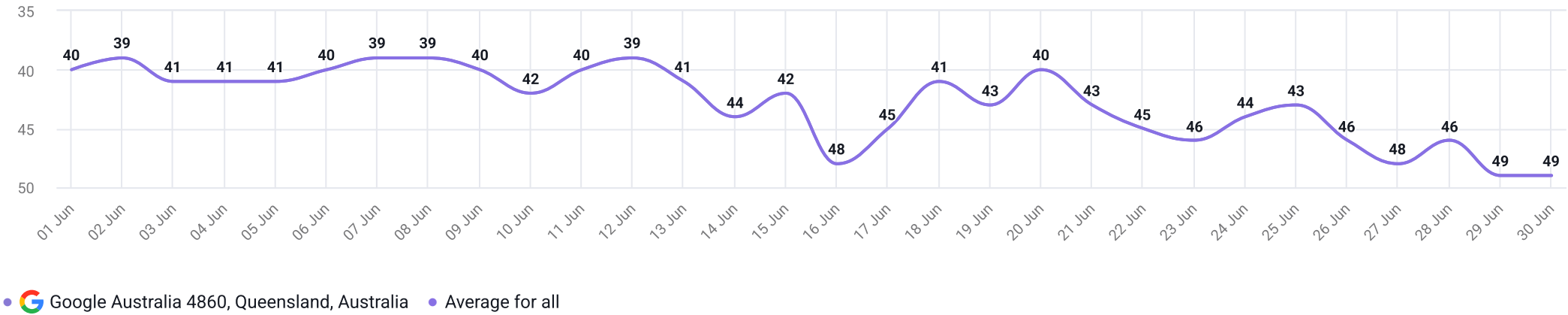
Distribution of Keywords

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	5	8	3	11	9	19	49
 General	50	5	8	3	11	9	19	49

Average Position Trend

Average position

Jun-01 2026 - Jun-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

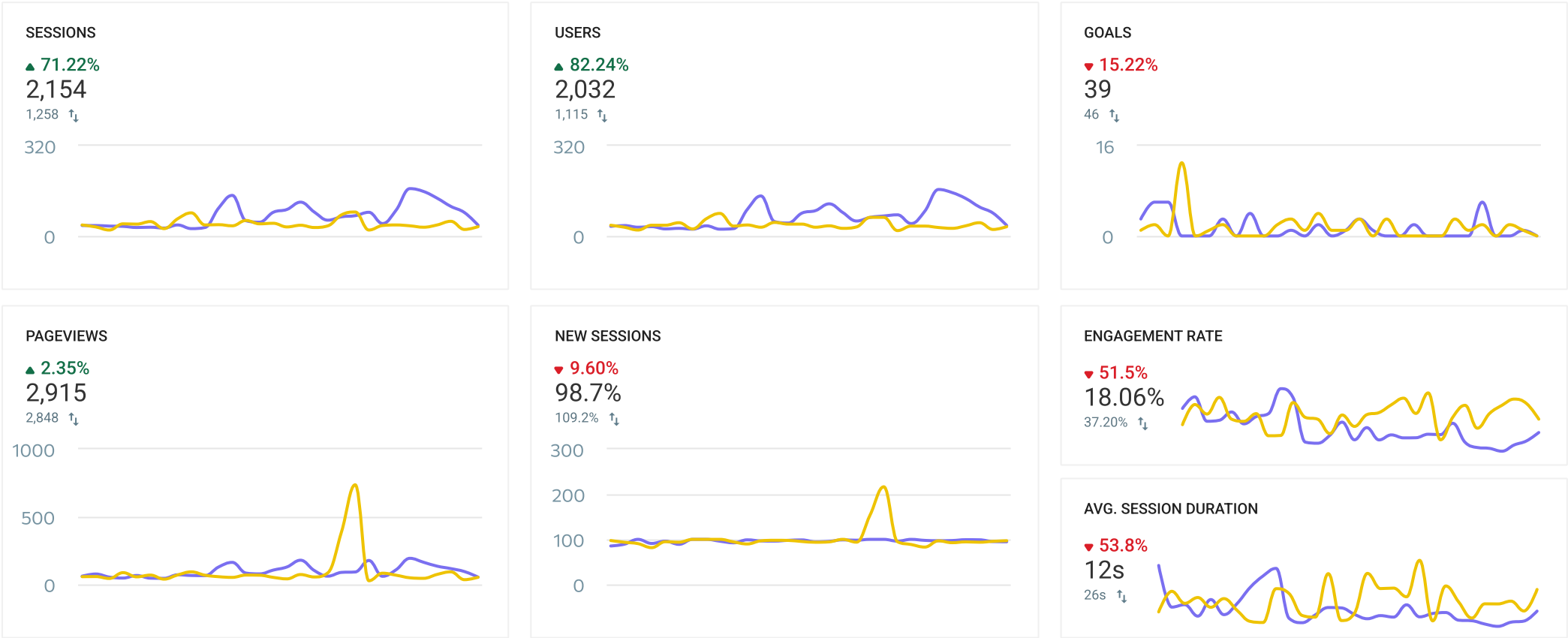
Average length of time that the website had focus in the browser



Traffic Overview

Audience GOOGLE ANALYTICS

Jun-01 2026 - Jun-30 2026



● Jun-01 2026 - Jun-30 2026 ● May-02 2026 - May-31 2026

Pages

All pages GOOGLE ANALYTICS

Jun-01 2026 - Jun-30 2026

Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	Jun-01 2026 - Jun-30 2026	516	94.76%	439	635	18s	51.36%	6
2	/product/accessories							
	Jun-01 2026 - Jun-30 2026	46	7.69%	39	61	22s	91.3%	0
3	/product/ammunition-accessories							
	Jun-01 2026 - Jun-30 2026	40	2.78%	36	46	19s	92.5%	0
4	/boatranges/usedboats							
	Jun-01 2026 - Jun-30 2026	39	13.16%	38	47	25s	97.44%	4
5	/product/fire-arms							
	Jun-01 2026 - Jun-30 2026	36	8.82%	34	49	29s	97.22%	0
6	/general/contact							
	Jun-01 2026 - Jun-30 2026	36	30%	30	37	23s	75%	2
7	/boatranges/stacer							

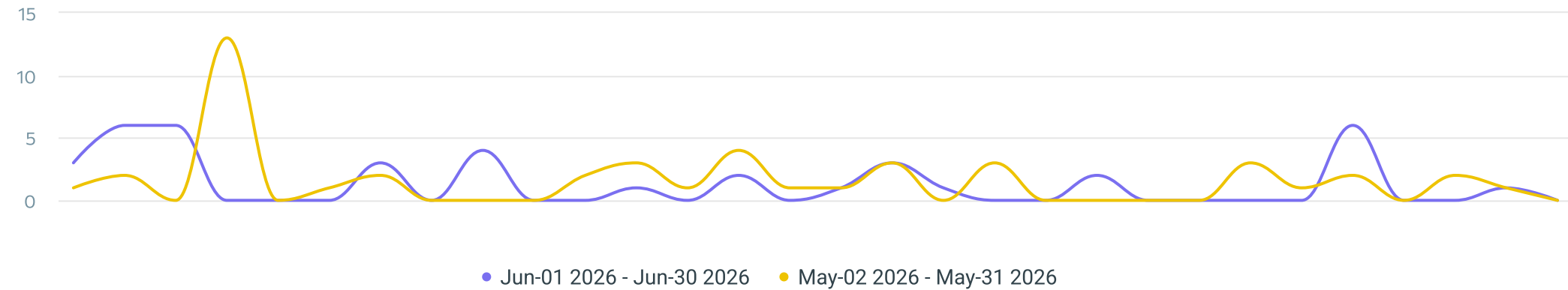
No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
	Jun-01 2026 - Jun-30 2026	28	37.5%	24	36	25s	64.29%	0
8	/engines/mercury-engines/mercury-outboard-motors							
	Jun-01 2026 - Jun-30 2026	27	13.04%	23	50	33s	92.59%	0
9	/boatranges/newboats							
	Jun-01 2026 - Jun-30 2026	24	4.55%	22	30	37s	91.67%	1
10	/general/about							
	Jun-01 2026 - Jun-30 2026	24	33.33%	21	26	09s	70.83%	0

Conversions

Goals GOOGLE ANALYTICS

Jun-01 2026 - Jun-30 2026

Goals



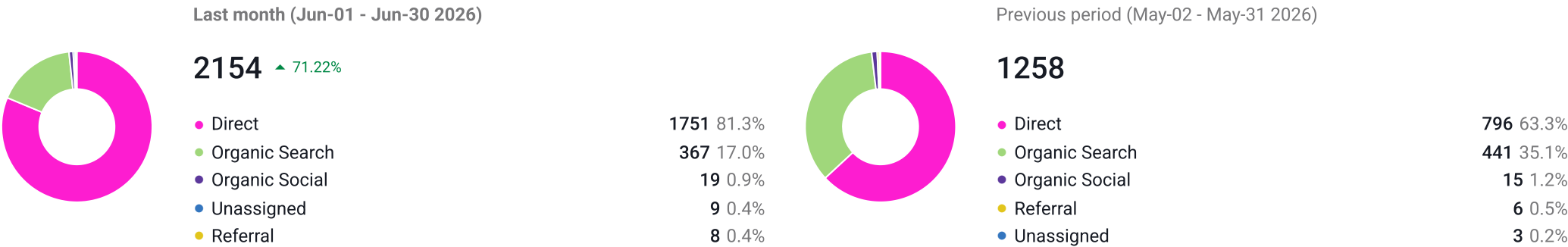
No.	Goal	Goals	Goal value
1	form_start		
	Jun-01 2026 - Jun-30 2026	22	0
	May-02 2026 - May-31 2026	33	0
	% Change	▼ 33.3%	
2	form_submit		
	Jun-01 2026 - Jun-30 2026	16	0
	May-02 2026 - May-31 2026	12	0

No.	Goal	Goals	Goal value
	% Change	▲ 33.3%	
3	file_download		
	Jun-01 2026 - Jun-30 2026	1	0
	May-02 2026 - May-31 2026	1	0
	% Change		

Traffic Source

Overview: Sessions

Last month (Jun-01 - Jun-30 2026) ↑ Previous period (May-02 - May-31 2026)



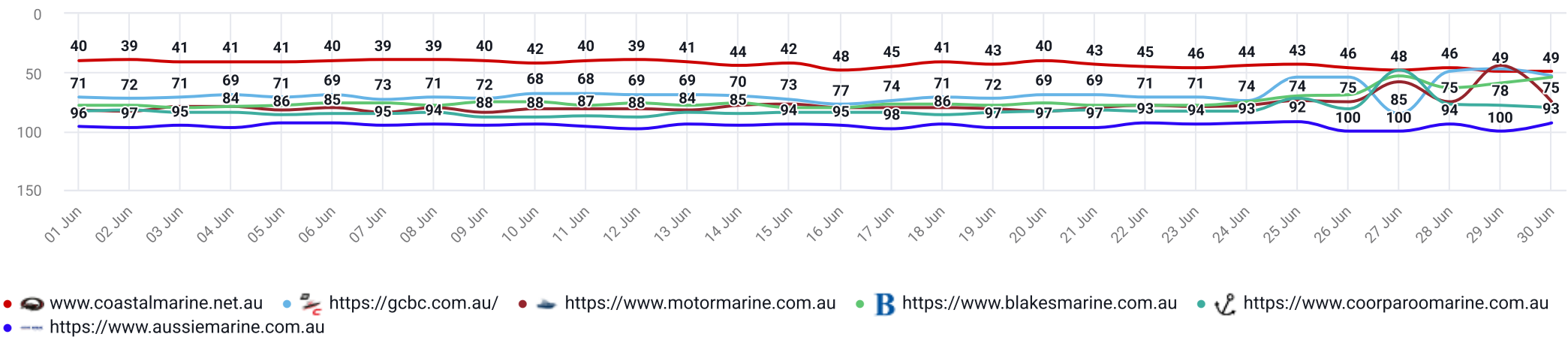
Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Direct								
Jun-01 2026 - Jun-30 2026	1.8K	124	1.7K	7.08%	99.65%	10	2.87 sec	2K
May-02 2026 - May-31 2026	796	162	740	20.35%	115.68%	5	10.84 sec	1.8K
% Change	▲ 120.0%	▼ -23.5%	▲ 131.4%	▼ -65.2%	▼ -13.9%	▲ 100%	▼ -73.5%	▲ 9.9%
2 Organic Search								
Jun-01 2026 - Jun-30 2026	367	247	291	67.3%	95.53%	29	57.87 sec	860
May-02 2026 - May-31 2026	441	287	358	65.08%	95.53%	41	50.8 sec	959
% Change	▼ -16.8%	▼ -13.9%	▼ -18.7%	▲ 3.4%	▼ 0%	▼ -29.3%	▲ 13.9%	▼ -10.3%
3 Organic Social								
Jun-01 2026 - Jun-30 2026	19	13	18	68.42%	100%	0	8.37 sec	30
May-02 2026 - May-31 2026	15	14	15	93.33%	100%	0	31.93 sec	33
% Change	▲ 26.7%	▼ -7.1%	▲ 20%	▼ -26.7%	▼ 0%	▼ 0%	▼ -73.8%	▼ -9.1%
4 Unassigned								

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
Jun-01 2026 - Jun-30 2026	9	0	9	0%	0%	0	0 sec	0
May-02 2026 - May-31 2026	3	0	3	0%	33.33%	0	91.33 sec	6
% Change	▲ 200%	▼ 0%	▲ 200%	▼ 0%	▼ -100%	▼ 0%	▼ -100%	▼ -100%
5 Referral								
Jun-01 2026 - Jun-30 2026	8	4	4	50%	75%	0	46.63 sec	26
May-02 2026 - May-31 2026	6	4	5	66.67%	60%	0	94.33 sec	31
% Change	▲ 33.3%	▼ 0%	▼ -20%	▼ -25.0%	▲ 25%	▼ 0%	▼ -50.6%	▼ -16.1%

Competitors Average Position Trend

Average position

Jun-01 2026 - Jun-30 2026



HEALTH SCORE



Backlinks

