



SEO report

www.coastalmarine.net.au

MAR-01 2026 - MAR-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.

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 47 ▾ 14	Search visibility 4.6% ▾ -5.9%	Traffic forecast 123 ▾ 65	Keywords in SERP 32
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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	185	1	1
stacer dealer queensland	331K	2	1 ▲ 1
innisfail boat	65	1	1
stacer boats for sale innisfail qld	751	1	1
innisfail marine	70	1	1
marine and outdoor dealership	15M	1	1
stacer dealers qld	280K	2	1 ▲ 1
innisfail boat trailers	182	1	1
mercury outboard motor dealers	1.6M	-	2 ▲ 98
stacer boat dealer	391K	2	2
boats for sale innisfail	86	2	2
mercury diesel engines	11M	12	7 ▲ 5
used aluminium boats for sale qld	141	18	14 ▲ 4
stacer tinnie	26K	25	16 ▲ 9
mercury sterndrive engines	198	14	16 ▾ 2

Keyword	Results	Month ago ▲	Current rankings
electric trolling motors for sale	7.1M	17	17
stacer boat accessories	423K	-	17 ▲ 83
mercury inboard engines	2M	16	23 ▼ 7
used stacer boats for sale qld	123	20	25 ▼ 5
wild rider boat	16M	23	28 ▼ 5
stacer boats	177	10	29 ▼ 19
stacer boat packages prices	170	32	31 ▲ 1
mercury marine outboard prices	196	29	32 ▼ 3
new stacer boat for sale	565K	32	32
mercury outboard service	123	51	33 ▲ 18
mercury outboard motor	200	15	36 ▼ 21
move boat trailers	192	32	37 ▼ 5
new stacer boats	230	26	40 ▼ 14
boat accessories queensland	212	34	40 ▼ 6
minn kota electric motor	1.7M	28	41 ▼ 13
boat shop	653M	-	-
boat dealer queensland	144	-	-
used boat dealers qld	2.7M	-	-
stacer cartopper	3.4K	-	-
stacer crossfire	199	37	-
stacer sea runner	198	40	-
stacer boat sales	579K	-	-
second hand aluminium boats for sale	110	-	-
mercury four stroke outboards	196	14	-
mercury outboard boat motors for sale	131	32	-
used boat motors for sale	199	-	-
used outboard boat engines	207	-	-

Keyword	Results	Month ago ▲	Current rankings
aluminium boat trailers for sale	1.7M	-	-
new boat trailers for sale	36M	14	-
used boat trailers for sale qld	1M	-	-
minn kota trolling motor	2.1M	-	-
boat motor service qld	120	32	-
boat motor finance	142	-	-
mercury finance	113	23	-
mercury boat motors parts	152	-	-

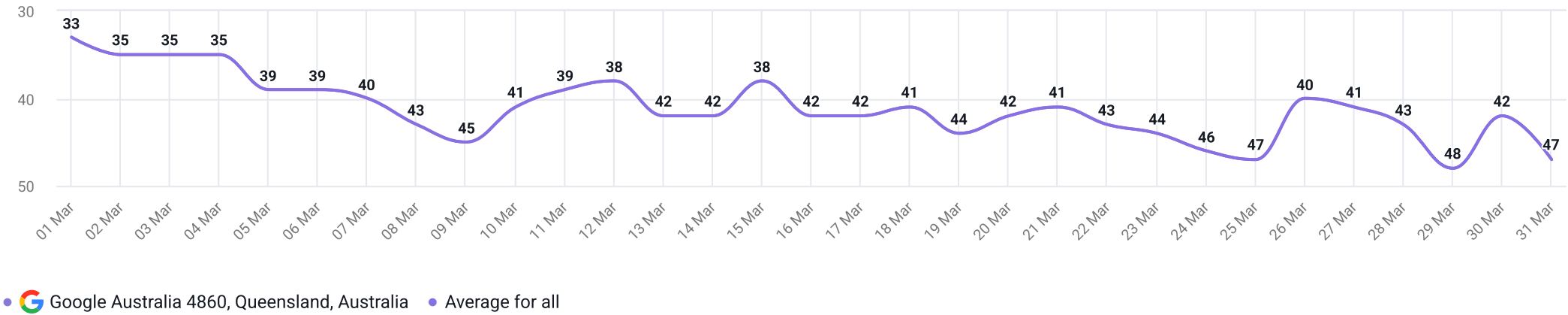
Distribution of Keywords

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	2	14	7	18	47
 General	50	7	9	2	14	7	18	47

Average Position Trend

Average position

Mar-01 2026 - Mar-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

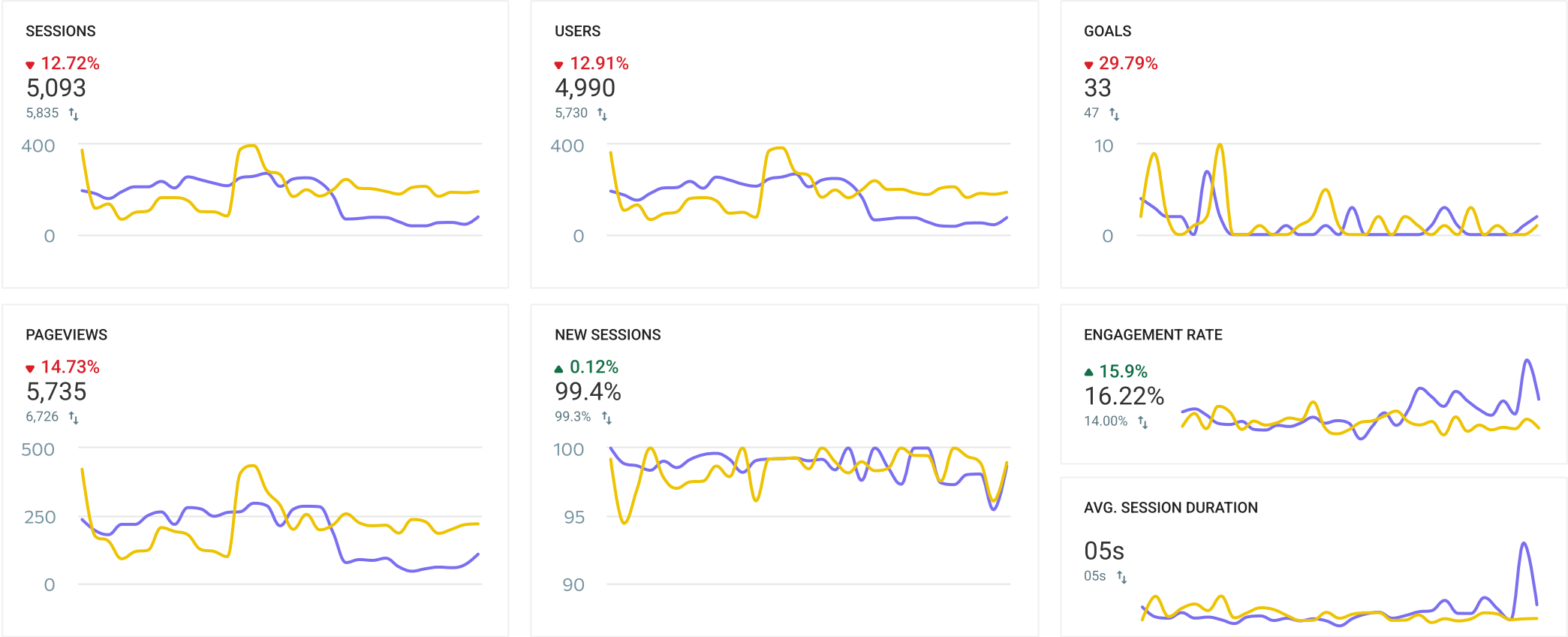
Average length of time that the website had focus in the browser



Traffic Overview

Audience GOOGLE ANALYTICS

Mar-01 2026 - Mar-31 2026



● Mar-01 2026 - Mar-31 2026 ● Jan-29 2026 - Feb-28 2026

Pages

All pages GOOGLE ANALYTICS

Mar-01 2026 - Mar-31 2026

Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	Mar-01 2026 - Mar-31 2026	488	95.26%	422	573	13s	43.24%	2
2	/boatranges/stacer/downloadsspecs							
	Mar-01 2026 - Mar-31 2026	79	98.73%	79	79	07s	8.86%	0
3	/products/all-categories/trailer-range							
	Mar-01 2026 - Mar-31 2026	59	100%	56	78	13s	54.24%	0
4	/product/fire-arms							
	Mar-01 2026 - Mar-31 2026	42	23.68%	38	47	16s	78.57%	0
5	/boatranges/newboats							
	Mar-01 2026 - Mar-31 2026	40	22.5%	40	47	21s	77.5%	1
6	/boatranges/usedboats							
	Mar-01 2026 - Mar-31 2026	38	10.53%	38	47	17s	97.37%	3
7	/products/all-categories/trailer-range/move-boat-trailers							

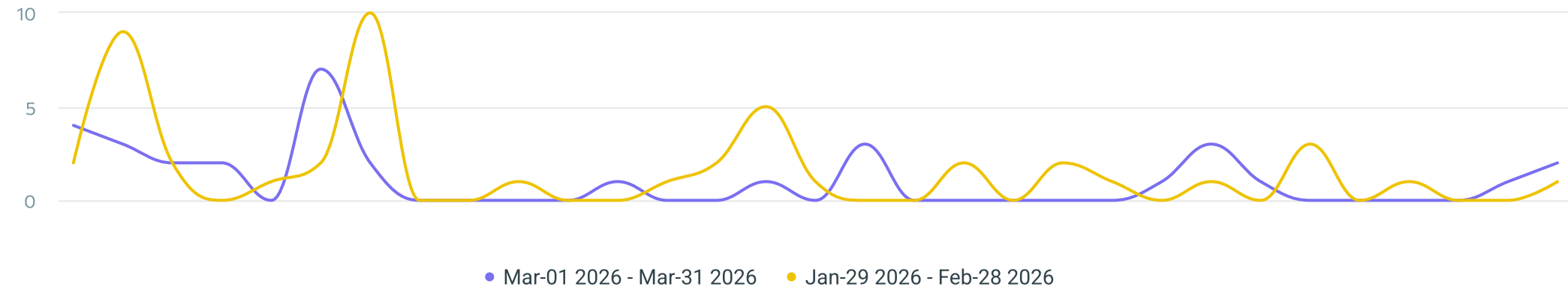
No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
	Mar-01 2026 - Mar-31 2026	33	73.33%	30	52	21s	72.73%	0
8	/product/ammunition-accessories							
	Mar-01 2026 - Mar-31 2026	33	0%	28	41	23s	87.88%	0
9	/engines/mercury-engines/mercury-outboard-motors							
	Mar-01 2026 - Mar-31 2026	31	34.48%	29	51	43s	87.1%	0
10	/boatranges/stacer							
	Mar-01 2026 - Mar-31 2026	22	10.53%	19	29	19s	77.27%	0

Conversions

Goals GOOGLE ANALYTICS

Mar-01 2026 - Mar-31 2026

Goals



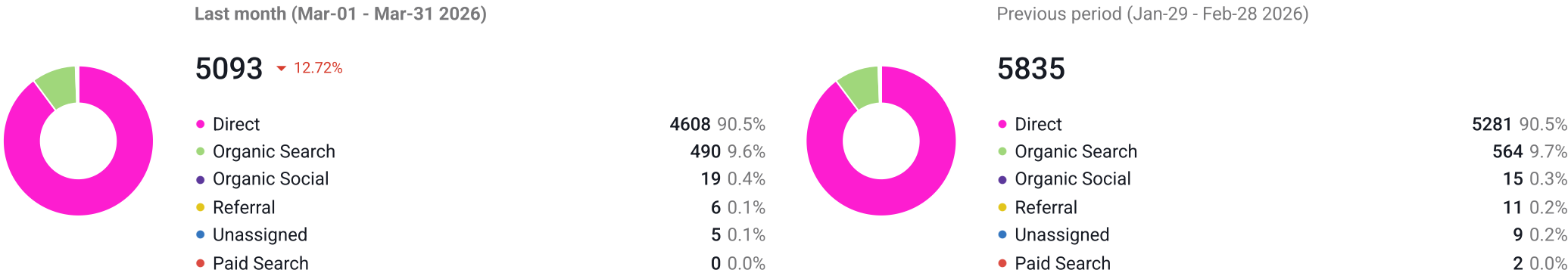
No.	Goal	Goals	Goal value
1	form_start		
	Mar-01 2026 - Mar-31 2026	24	0
	Jan-29 2026 - Feb-28 2026	28	0
	% Change	▼ 14.3%	
2	form_submit		
	Mar-01 2026 - Mar-31 2026	8	0
	Jan-29 2026 - Feb-28 2026	13	0

No.	Goal	Goals	Goal value
	% Change	▼ 38.5%	
3	file_download		
	Mar-01 2026 - Mar-31 2026	1	0
	Jan-29 2026 - Feb-28 2026	1	0
	% Change		

Traffic Source

Overview: Sessions

Last month (Mar-01 - Mar-31 2026) ↑ Previous period (Jan-29 - Feb-28 2026)



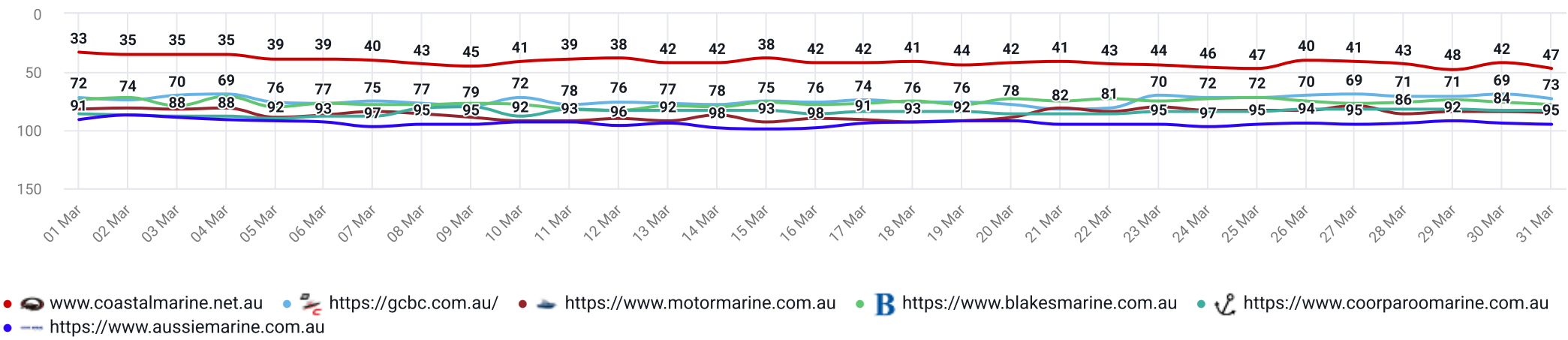
Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Direct								
Mar-01 2026 - Mar-31 2026	4.6K	512	4.5K	11.11%	99.85%	14	1.2 sec	4.7K
Jan-29 2026 - Feb-28 2026	5.3K	437	5.2K	8.27%	99.79%	21	1.52 sec	5.5K
% Change	▼ -12.7%	▲ 17.2%	▼ -13.3%	▲ 34.3%	▲ 0.1%	▼ -33.3%	▼ -21.1%	▼ -14.9%
2 Organic Search								
Mar-01 2026 - Mar-31 2026	490	297	429	60.61%	95.8%	17	39.9 sec	1K
Jan-29 2026 - Feb-28 2026	564	358	471	63.48%	95.12%	21	38.69 sec	1.2K
% Change	▼ -13.1%	▼ -17.0%	▼ -8.9%	▼ -4.5%	▲ 0.7%	▼ -19.0%	▲ 3.1%	▼ -13.5%
3 Organic Social								
Mar-01 2026 - Mar-31 2026	19	12	19	63.16%	94.74%	0	13.84 sec	29
Jan-29 2026 - Feb-28 2026	15	9	15	60%	93.33%	0	3.53 sec	20
% Change	▲ 26.7%	▲ 33.3%	▲ 26.7%	▲ 5.3%	▲ 1.5%	▼ 0%	▲ 292.1%	▲ 45%

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
4 Referral								
Mar-01 2026 - Mar-31 2026	6	3	5	50%	100%	2	25.67 sec	13
Jan-29 2026 - Feb-28 2026	11	7	9	63.64%	88.89%	5	27.18 sec	23
% Change	▼ -45.5%	▼ -57.1%	▼ -44.4%	▼ -21.4%	▲ 12.5%	▼ -60%	▼ -5.6%	▼ -43.5%
5 Unassigned								
Mar-01 2026 - Mar-31 2026	5	0	5	0%	20%	0	2.8 sec	1
Jan-29 2026 - Feb-28 2026	9	2	9	22.22%	33.33%	0	16.11 sec	8
% Change	▼ -44.4%	▼ -100%	▼ -44.4%	▼ -100%	▼ -40.0%	▼ 0%	▼ -82.6%	▼ -87.5%
6 Paid Search								
Mar-01 2026 - Mar-31 2026	-	-	-	-	-	-	-	-
Jan-29 2026 - Feb-28 2026	2	2	2	100%	0%	0	19.5 sec	5
% Change	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%

Competitors Average Position Trend

Average position

Mar-01 2026 - Mar-31 2026



HEALTH SCORE



Backlinks

