



SEO report

www.coastalmarine.net.au

MAY-01 2026 - MAY-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	Search visibility	Traffic forecast	Keywords in SERP
38 ▲ 9	4.4% ▼ -3.6%	121 ▼ 21	39

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	162	1	1
innisfail boat	62	1	1
stacer boats for sale innisfail qld	732	1	1
innisfail marine	74	1	1
marine and outdoor dealership	188	2	1 ▲ 1
innisfail boat trailers	64K	1	1
stacer dealers qld	110	2	2
boats for sale innisfail	74	4	2 ▲ 2
stacer dealer queensland	104	2	3 ▼ 1
stacer boat dealer	111	2	6 ▼ 4
stacer cartopper	97	19	7 ▲ 12
stacer boat accessories	160	11	11
electric trolling motors for sale	183	-	12 ▲ 88
stacer tinnie	154	15	12 ▲ 3
mercury diesel engines	201	8	13 ▼ 5

Keyword	Results	Month ago ▲	Current rankings
mercury four stroke outboards	204	15	15
boat dealer queensland	125	41	16 ▲ 25
used stacer boats for sale qld	106	22	16 ▲ 6
used aluminium boats for sale qld	105	17	18 ▼ 1
mercury sterndrive engines	195	14	18 ▼ 4
mercury outboard motor	205	40	20 ▲ 20
stacer boat sales	106	-	23 ▲ 77
mercury inboard engines	196	19	24 ▼ 5
move boat trailers	195	-	26 ▲ 74
mercury outboard service	138	45	26 ▲ 19
stacer boat packages prices	173	26	29 ▼ 3
mercury marine outboard prices	176	30	30
mercury finance	120	21	31 ▼ 10
mercury outboard boat motors for sale	188	-	32 ▲ 68
new stacer boat for sale	191	25	33 ▼ 8
boat accessories queensland	181	37	34 ▲ 3
stacer boats	168	18	36 ▼ 18
minn kota electric motor	178	46	37 ▲ 9
stacer crossfire	166	26	37 ▼ 11
wild rider boat	168	-	42 ▲ 58
stacer sea runner	168	44	42 ▲ 2
new stacer boats	203	40	44 ▼ 4
new boat trailers for sale	214	8	80 ▼ 72
mercury outboard motor dealers	191	-	-
boat shop	199	-	-
used boat dealers qld	114	-	-

Keyword	Results	Month ago ▲	Current rankings
second hand aluminium boats for sale	115	-	-
used boat motors for sale	184	-	-
used outboard boat engines	189	-	-
aluminium boat trailers for sale	201	-	-
used boat trailers for sale qld	172	-	-
minn kota trolling motor	171	-	-
boat motor service qld	124	-	-
boat motor finance	129	-	-
mercury boat motors parts	172	-	-

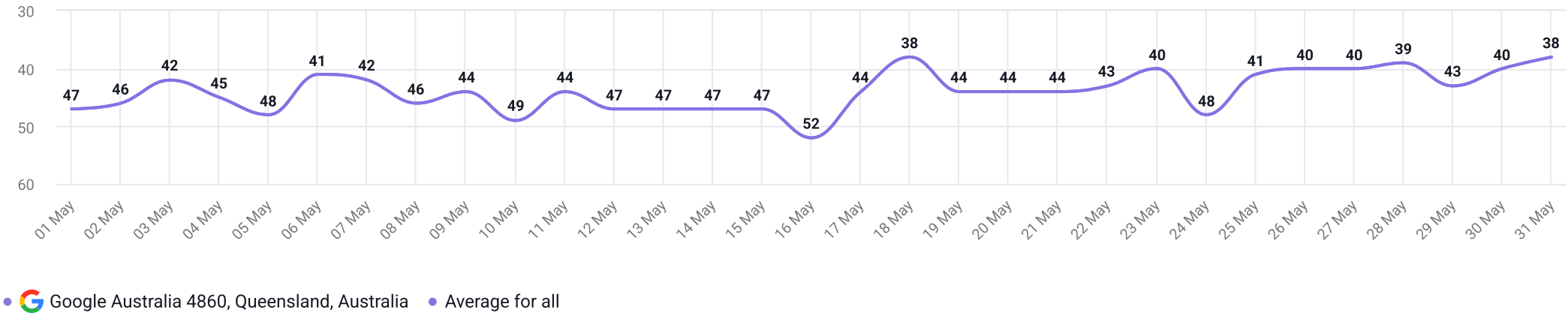
Distribution of Keywords

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	9	2	18	10	11	38
 General	50	6	9	2	18	10	11	38

Average Position Trend

Average position

May-01 2026 - May-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

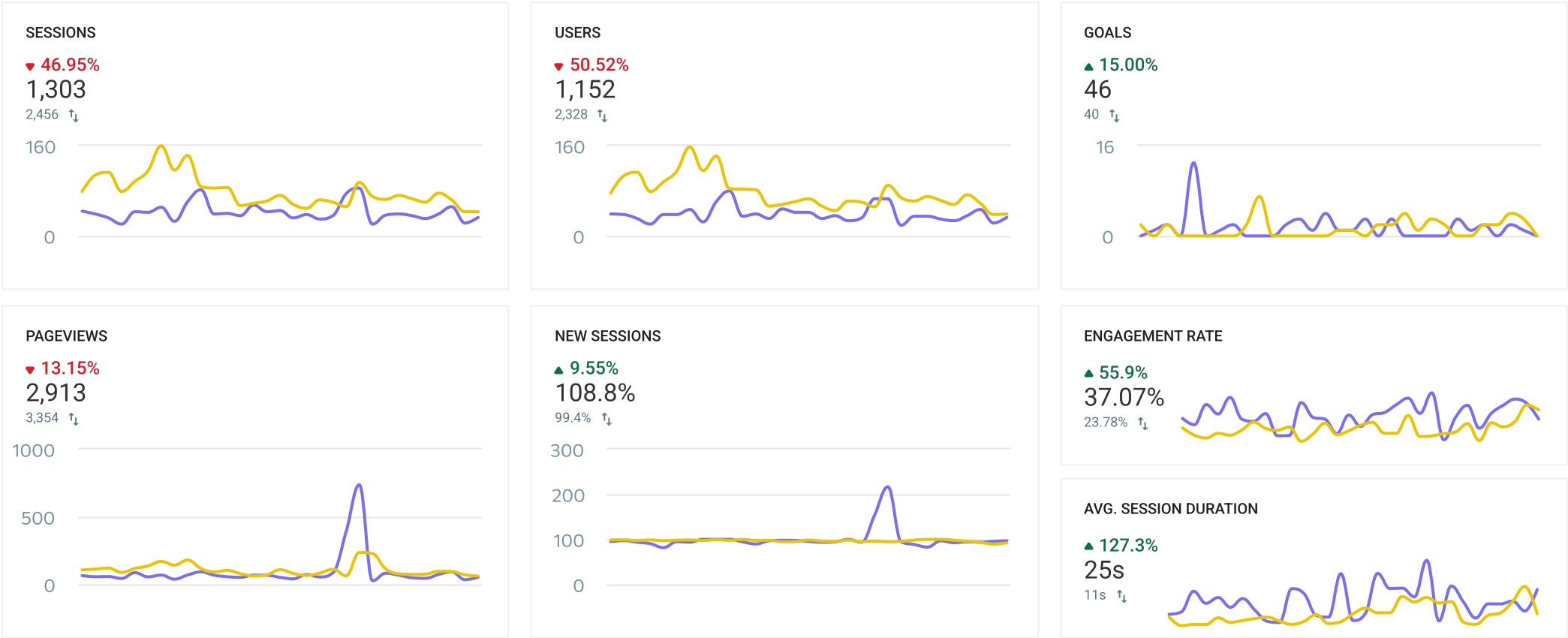
Average length of time that the website had focus in the browser



Traffic Overview

Audience GOOGLE ANALYTICS

May-01 2026 - May-31 2026



● May-01 2026 - May-31 2026 ● Mar-31 2026 - Apr-30 2026

Pages

All pages GOOGLE ANALYTICS

May-01 2026 - May-31 2026

Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	May-01 2026 - May-31 2026	482	92.7%	397	568	14s	54.15%	4
2	/boatranges/usedboats							
	May-01 2026 - May-31 2026	50	16.33%	49	62	25s	94%	9
3	/product/fire-arms							
	May-01 2026 - May-31 2026	43	2.7%	37	55	26s	90.7%	0
4	/boatranges/newboats							
	May-01 2026 - May-31 2026	31	7.41%	27	45	36s	100%	1
5	/general/contact							
	May-01 2026 - May-31 2026	30	16%	25	32	01m:02s	80%	8
6	/engines/mercury-engines/mercury-outboard-motors							
	May-01 2026 - May-31 2026	28	16.67%	24	52	43s	89.29%	0
7	/product/accessories							

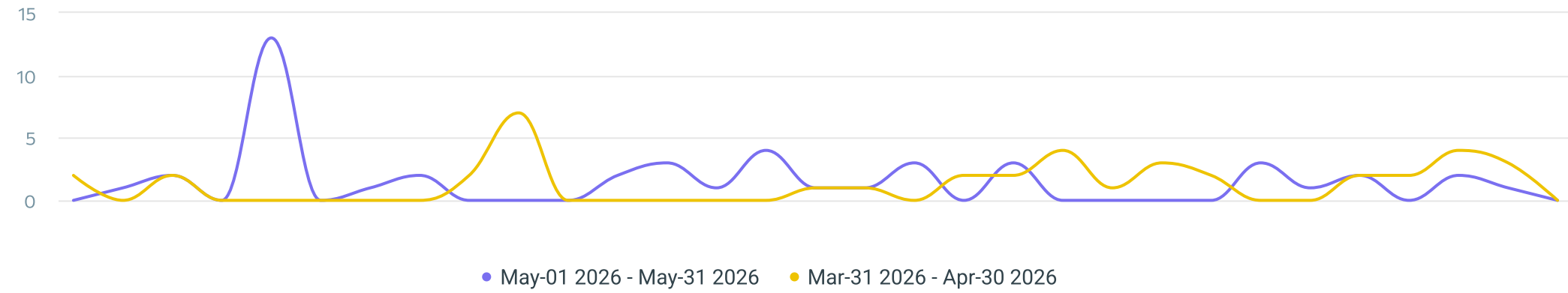
No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
	May-01 2026 - May-31 2026	28	27.27%	22	38	13s	71.43%	2
8	/products/all-categories/trailer-range							
	May-01 2026 - May-31 2026	22	95.24%	21	35	34s	77.27%	0
9	/boatranges/boat-brands/CAIRNS-CUSTOM-CRAFT							
	May-01 2026 - May-31 2026	22	100%	21	25	10s	40.91%	0
10	/product/electric-trolling-motors							
	May-01 2026 - May-31 2026	21	38.89%	18	21	07s	57.14%	0

Conversions

Goals GOOGLE ANALYTICS

May-01 2026 - May-31 2026

Goals



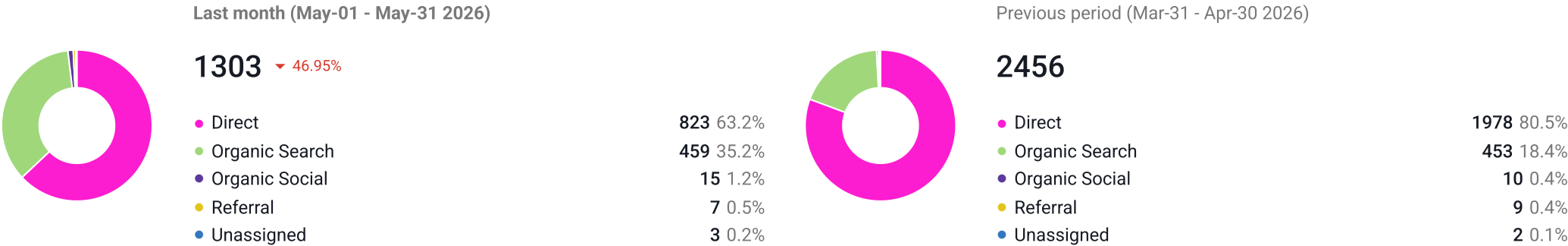
No.	Goal	Goals	Goal value
1	form_start		
	May-01 2026 - May-31 2026	33	0
	Mar-31 2026 - Apr-30 2026	28	0
	% Change	▲ 17.9%	
2	form_submit		
	May-01 2026 - May-31 2026	12	0
	Mar-31 2026 - Apr-30 2026	11	0

No.	Goal	Goals	Goal value
	% Change	▲ 9.1%	
3	file_download		
	May-01 2026 - May-31 2026	1	0
	Mar-31 2026 - Apr-30 2026	1	0
	% Change		

Traffic Source

Overview: Sessions

Last month (May-01 - May-31 2026) ↑ Previous period (Mar-31 - Apr-30 2026)



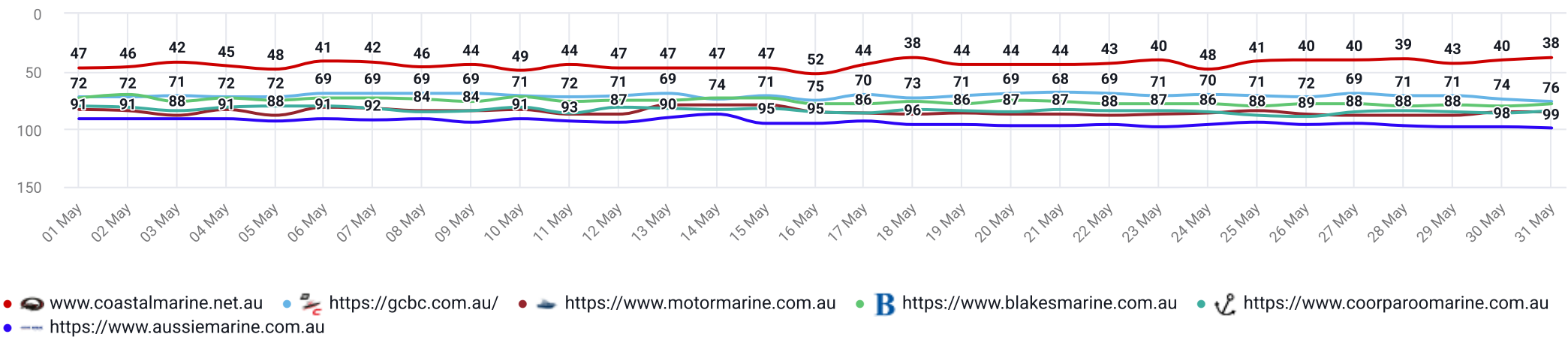
Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Direct								
May-01 2026 - May-31 2026	823	165	764	20.05%	115.18%	5	10.51 sec	1.8K
Mar-31 2026 - Apr-30 2026	2K	287	1.9K	14.51%	99.79%	16	4.33 sec	2.4K
% Change	▼ -58.4%	▼ -42.5%	▼ -60.6%	▲ 38.2%	▲ 15.4%	▼ -68.8%	▲ 142.7%	▼ -21.9%
2 Organic Search								
May-01 2026 - May-31 2026	459	298	370	64.92%	95.68%	41	49.91 sec	996
Mar-31 2026 - Apr-30 2026	453	286	369	63.13%	96.75%	23	41.89 sec	959
% Change	▲ 1.3%	▲ 4.2%	▲ 0.3%	▲ 2.8%	▼ -1.1%	▲ 78.3%	▲ 19.1%	▲ 3.9%
3 Organic Social								
May-01 2026 - May-31 2026	15	14	15	93.33%	100%	0	31.93 sec	33
Mar-31 2026 - Apr-30 2026	10	5	10	50%	100%	0	4.7 sec	12
% Change	▲ 50%	▲ 180%	▲ 50%	▲ 86.7%	▼ 0%	▼ 0%	▲ 579.4%	▲ 175%
4 Referral								

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
May-01 2026 - May-31 2026	7	5	6	71.43%	66.67%	0	85.14 sec	34
Mar-31 2026 - Apr-30 2026	9	5	9	55.56%	100%	1	37.89 sec	20
% Change	▼ -22.2%	▼ 0%	▼ -33.3%	▲ 28.6%	▼ -33.3%	▼ -100%	▲ 124.7%	▲ 70%
5 Unassigned								
May-01 2026 - May-31 2026	3	0	3	0%	33.33%	0	91.33 sec	6
Mar-31 2026 - Apr-30 2026	2	0	2	0%	50%	0	2 sec	2
% Change	▲ 50%	▼ 0%	▲ 50%	▼ 0%	▼ -33.3%	▼ 0%	▲ 4.5K%	▲ 200%

Competitors Average Position Trend

Average position

May-01 2026 - May-31 2026



HEALTH SCORE



Backlinks

