



SEO report

www.christiesbeachmarine.com.au

APR-01 2026 - APR-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

 www.christiesbeachmarine.com.au

Average position 44 ▲ 6	Search visibility 21.9% ▼ -1.2%	Traffic forecast 1594 ▼ 143	Keywords in SERP 31
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Keywords Ranking

 www.christiesbeachmarine.com.au

● Entered Top 10 ● Left Top 10 ● In Top 10 ● Entered Top 100

 Google Australia 5160, South Australia, Australia

Keyword	Results	Month ago ▲	Current rankings
General			
marine shop	481M	1	1
boat shop	558M	1	1
marine store	593M	1	1
boat dealers	69M	1	1
new boats for sale	190M	1	1
stacer dealers in south australia	97	1	1
boat canopies	7.2M	3	1 ▲ 2
stacer boat dealers	476K	1	2 ▼ 1
stabcraft dealers	13K	1	2 ▼ 1
stabcraft for sale	175	7	3 ▲ 4
mercury outboard dealers	2.3M	2	3 ▼ 1
easy tow trailers	189	2	3 ▼ 1
stabcraft boat for sale	265K	6	4 ▲ 2
used boat for sale	402M	-	4 ▲ 96
northbank fibreglass boats	8.5K	5	5

Keyword	Results	Month ago ▲	Current rankings
used stabicraft boats	267K	6	6
stabicraft for sale australia	266K	5	7 ▼ 2
stacer aluminium boats	247K	21	8 ▲ 13
stacer centre console	174K	11	8 ▲ 3
mackay trailers	2.6M	-	8 ▲ 92
stacer boat for sale	537K	-	9 ▲ 91
northbank boat for sale	347K	13	11 ▲ 2
northbank boats for sale	278K	14	13 ▲ 1
yamaha outboard for sale	6.5M	-	15 ▲ 85
used stacer boat for sale	433K	12	15 ▼ 3
electric outboard motor for sale	11M	31	33 ▼ 2
boats trailers for sale	26M	-	41 ▲ 59
anchor winches	2.8M	33	45 ▼ 12
mercury outboard	63M	-	49 ▲ 51
mercury outboard motors	5.6M	-	52 ▲ 48
electric outboard motors Australia	1.7M	52	60 ▼ 8
electric outboard motor	20M	-	75 ▲ 25
mercury engine	140M	-	82 ▲ 18
boat accessories shop	113M	-	-
boat supplies	139M	3	-
boats for sale in south australia	44M	8	-
fishing accessories	261M	-	-
boat accessories	877M	-	-
yamaha insurance	37M	-	-
boat insurance	252M	-	-
christie beach	84M	-	-
aluminum boat for sale	28M	-	-

Keyword	Results	Month ago ▲	Current rankings
boat navigation	326M	-	-
garmin oceansount	80	-	-
yamaha parts and accessories	39M	-	-
used boats for sale south australia	41M	13	-
buy outboard engines in Australia	5.6M	43	-
yamaha outboards Australia	916K	-	-
dunbier trailers	209K	-	-
boat electrical accessories	31M	-	-

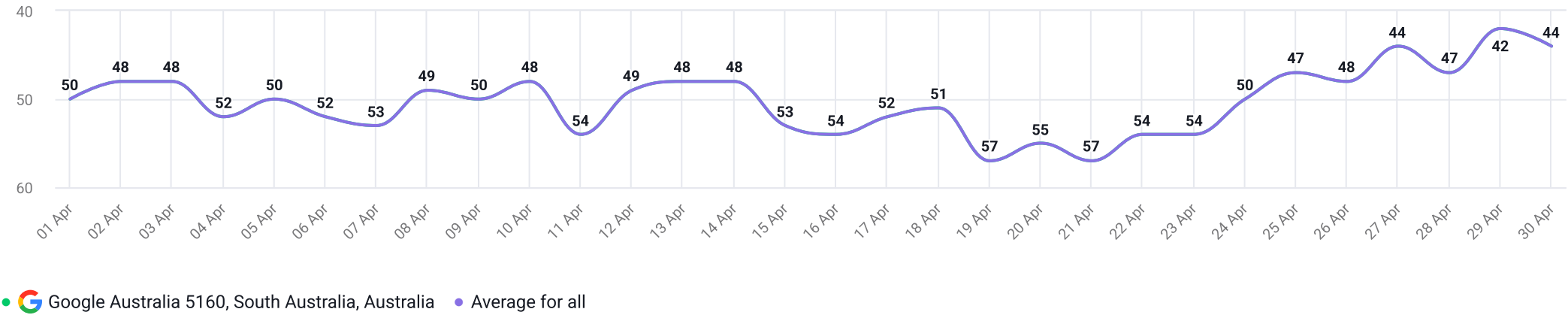
Distribution of Keywords

Search Engines	Total Keywords	Top 1	Top 3	Top 4..10	Top 11..30	Top 100	Out of SERP	Avg. Position
 Google Australia 5160, South Australia, Australia	50	6	12	9	8	2	19	44
 General	50	6	12	9	8	2	19	44

Average Position Trend

Average position

Apr-01 2026 - Apr-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

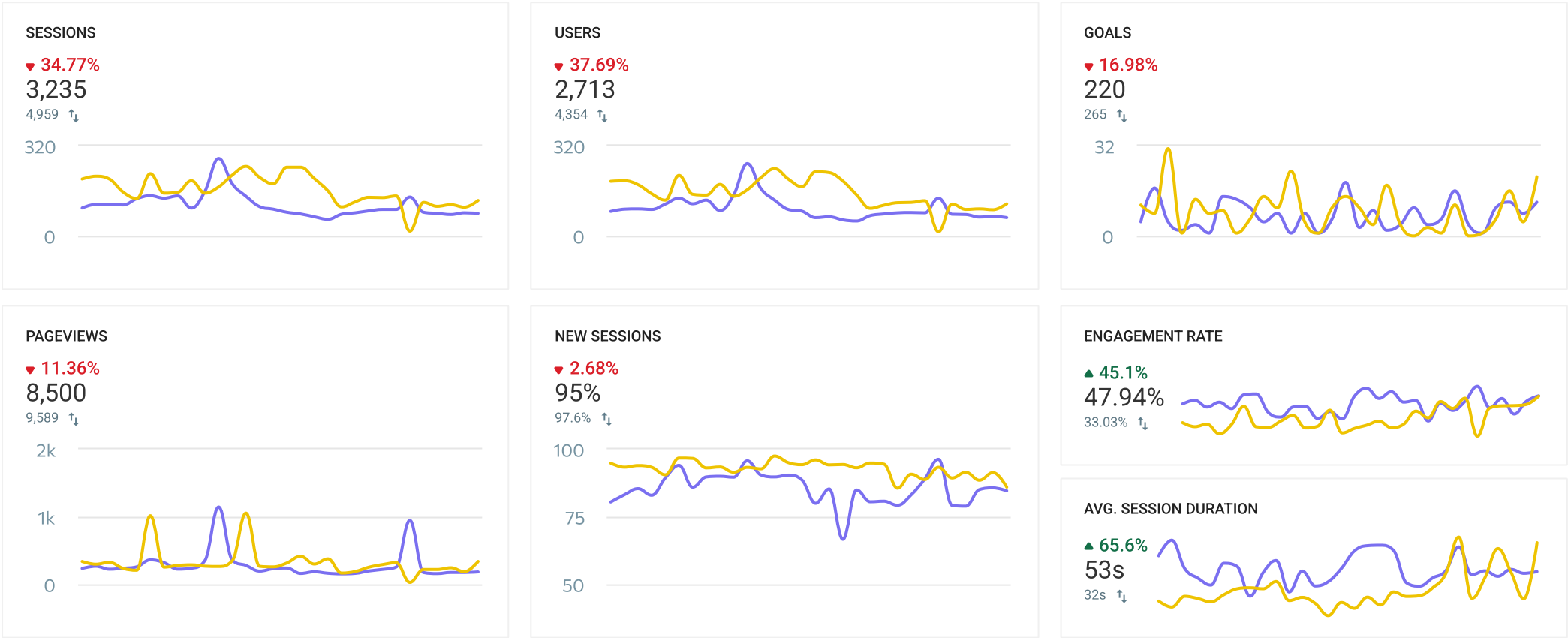
Average length of time that the website had focus in the browser



Traffic Overview

Audience GOOGLE ANALYTICS

Apr-01 2026 - Apr-30 2026



● Apr-01 2026 - Apr-30 2026 ● Mar-02 2026 - Mar-31 2026

Pages

All pages GOOGLE ANALYTICS

Apr-01 2026 - Apr-30 2026

Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	Apr-01 2026 - Apr-30 2026	984	87.24%	776	1.3K	21s	68.09%	10
2	/boatranges/NewBoats							
	Apr-01 2026 - Apr-30 2026	698	75.91%	552	919	27s	59.03%	32
3	/boatranges/UsedBoats							
	Apr-01 2026 - Apr-30 2026	265	6.28%	223	359	33s	93.21%	8
4	/products/all-categories/bargain-boat-bits							
	Apr-01 2026 - Apr-30 2026	128	52.73%	110	438	02m:08s	78.13%	7
5	/boatranges/newboats/stabicraft							
	Apr-01 2026 - Apr-30 2026	127	81.48%	108	194	37s	82.68%	1
6	/boatranges/newboats/stacer							
	Apr-01 2026 - Apr-30 2026	73	12.7%	63	104	48s	87.67%	8
7	/boatranges/UsedBoats/surtees-6-1-workmate-2011-7039							

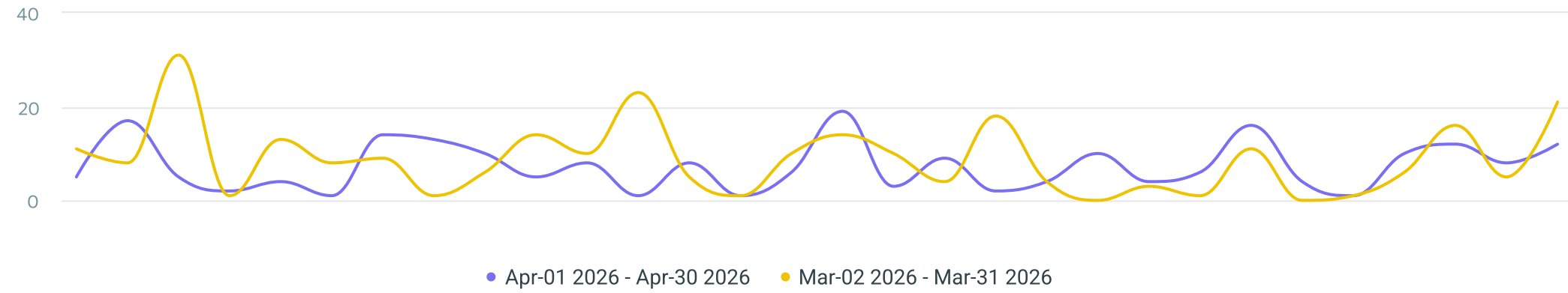
No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
	Apr-01 2026 - Apr-30 2026	70	15.09%	53	75	54s	77.14%	0
8	/boatranges/UsedBoats/caribbean-reef-runner-21ft-2010-7065							
	Apr-01 2026 - Apr-30 2026	68	23.4%	47	69	45s	72.06%	0
9	/boatranges/usedboats							
	Apr-01 2026 - Apr-30 2026	63	47.92%	48	89	29s	82.54%	8
10	/boatranges/NewBoats/stacer-429-sea-master-se-2026-7019-1689							
	Apr-01 2026 - Apr-30 2026	60	8.33%	24	61	01m:10s	78.33%	0

Conversions

Goals GOOGLE ANALYTICS

Apr-01 2026 - Apr-30 2026

Goals



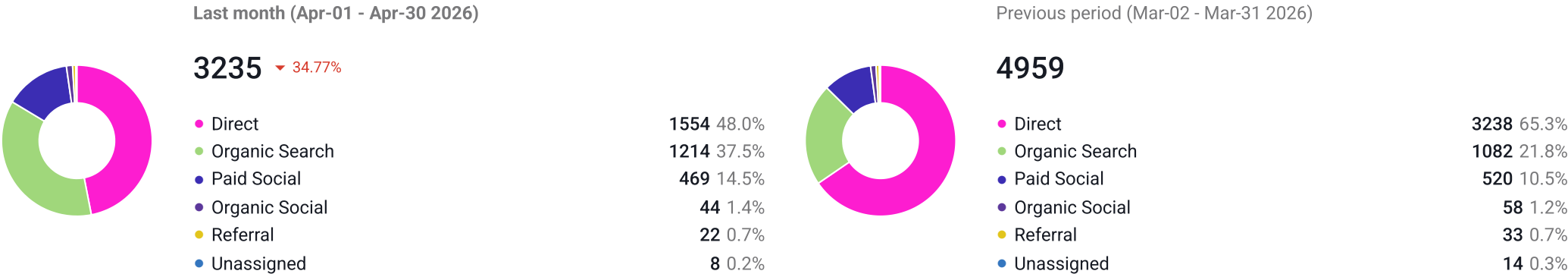
No.	Goal	Goals	Goal value
1	form_start		
	Apr-01 2026 - Apr-30 2026	125	0
	Mar-02 2026 - Mar-31 2026	130	0
	% Change	▼ 3.8%	
2	form_submit		
	Apr-01 2026 - Apr-30 2026	62	0
	Mar-02 2026 - Mar-31 2026	74	0

No.	Goal	Goals	Goal value
	% Change	▼ 16.2%	
3	book_a_service		
	Apr-01 2026 - Apr-30 2026	31	0
	Mar-02 2026 - Mar-31 2026	60	0
	% Change	▼ 48.3%	
4	file_download		
	Apr-01 2026 - Apr-30 2026	2	0
	Mar-02 2026 - Mar-31 2026	1	0
	% Change	▲ 100%	

Traffic Source

Overview: Sessions

Last month (Apr-01 - Apr-30 2026) ↑ Previous period (Mar-02 - Mar-31 2026)

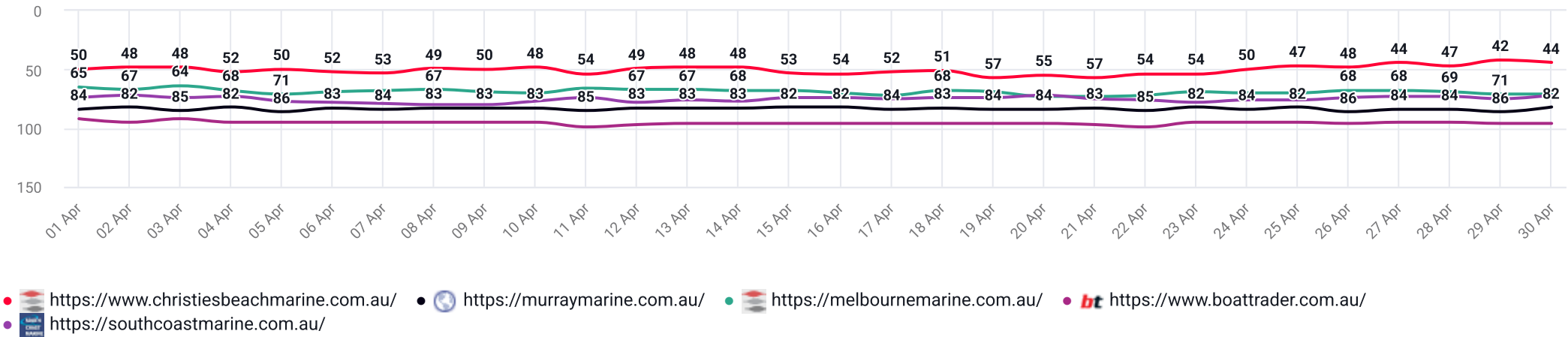


Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Direct								
Apr-01 2026 - Apr-30 2026	1.6K	426	1.4K	27.41%	98.34%	69	26.44 sec	3.8K
Mar-02 2026 - Mar-31 2026	3.2K	603	3K	18.62%	99.38%	58	13.93 sec	5.4K
% Change	▼ -52.0%	▼ -29.4%	▼ -52.6%	▲ 47.2%	▼ -1.0%	▲ 19.0%	▲ 89.8%	▼ -29.4%
2 Organic Search								
Apr-01 2026 - Apr-30 2026	1.2K	891	789	73.39%	88.09%	138	98.77 sec	3.8K
Mar-02 2026 - Mar-31 2026	1.1K	778	752	71.9%	88.3%	199	94.67 sec	3.1K
% Change	▲ 12.2%	▲ 14.5%	▲ 4.9%	▲ 2.1%	▼ -0.2%	▼ -30.7%	▲ 4.3%	▲ 22.0%
3 Paid Social								
Apr-01 2026 - Apr-30 2026	469	192	434	40.94%	95.16%	11	17.73 sec	707
Mar-02 2026 - Mar-31 2026	520	212	491	40.77%	99.59%	3	17.9 sec	749
% Change	▼ -9.8%	▼ -9.4%	▼ -11.6%	▲ 0.4%	▼ -4.4%	▲ 266.7%	▼ -0.9%	▼ -5.6%

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
4 Organic Social								
Apr-01 2026 - Apr-30 2026	44	24	38	54.55%	100%	0	37.34 sec	80
Mar-02 2026 - Mar-31 2026	58	17	54	29.31%	92.59%	0	15.48 sec	92
% Change	▼ -24.1%	▲ 41.2%	▼ -29.6%	▲ 86.1%	▲ 8.0%	▼ 0%	▲ 141.2%	▼ -13.0%
5 Referral								
Apr-01 2026 - Apr-30 2026	22	18	12	81.82%	83.33%	2	66.68 sec	76
Mar-02 2026 - Mar-31 2026	33	23	20	69.7%	80%	5	77.7 sec	195
% Change	▼ -33.3%	▼ -21.7%	▼ -40%	▲ 17.4%	▲ 4.2%	▼ -60%	▼ -14.2%	▼ -61.0%
6 Unassigned								
Apr-01 2026 - Apr-30 2026	8	1	8	12.5%	25%	0	36.63 sec	14
Mar-02 2026 - Mar-31 2026	14	2	10	14.29%	70%	0	3 sec	12
% Change	▼ -42.9%	▼ -50%	▼ -20%	▼ -12.5%	▼ -64.3%	▼ 0%	▲ 1.1K%	▲ 16.7%

Competitors Average Position Trend

Average position Apr-01 2026 - Apr-30 2026



HEALTH SCORE



Backlinks

