



SEO report

www.christiesbeachmarine.com.au

AUG-01 2026 - AUG-31 2026



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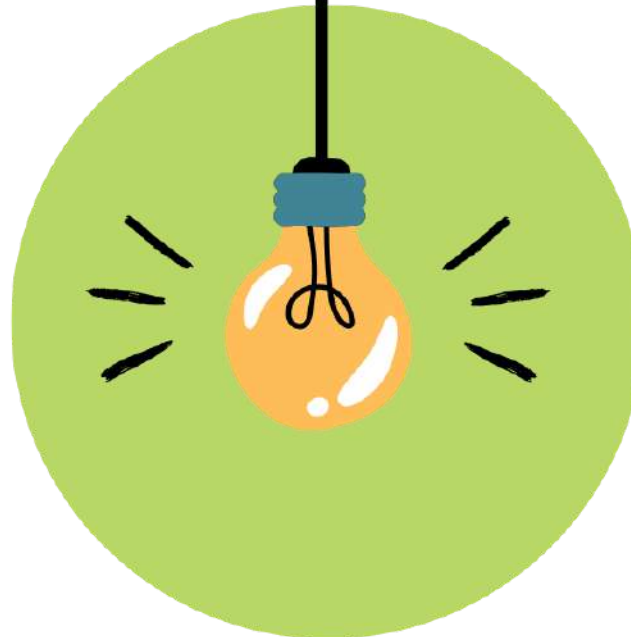
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KEYRANKING METRICS



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 50 ▾ 1	Search visibility 16.1% ▾ -1.5%	Traffic forecast 1084 ▲ 24	Keywords in SERP 29
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Keywords Ranking

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			
boat dealers	150	1	1
stacer boat dealers	136	1	1
stacer dealers in south australia	110	1	1
boat shop	213	1	2 ▾ 1
new boats for sale	216	3	2 ▲ 1
marine shop	214	5	3 ▲ 2
marine store	203	4	3 ▲ 1
stabcraft dealers	135	3	3
boat canopies	195	2	3 ▾ 1
mercury outboard dealers	232	4	5 ▾ 1
northbank fibreglass boats	108	8	6 ▲ 2
used stabcraft boats	177	13	6 ▲ 7
stabcraft boat for sale	178	16	9 ▲ 7
northbank boat for sale	113	4	9 ▾ 5
northbank boats for sale	114	3	9 ▾ 6
stacer centre console	170	7	9 ▾ 2

Keyword	Results	Month ago ▲	Current rankings
stabcraft for sale australia	174	13	10 ▲ 3
easy tow trailers	172	5	11 ▼ 6
stacer aluminium boats	173	10	12 ▼ 2
used boats for sale south australia	109	-	14 ▲ 86
stacer boat for sale	182	20	16 ▲ 4
stabcraft for sale	181	17	17
mercury outboard	206	-	18 ▲ 82
anchor winches	202	32	32
mercury engine	204	32	36 ▼ 4
electric outboard motor for sale	187	61	46 ▲ 15
electric outboard motor	211	56	55 ▲ 1
electric outboard motors Australia	209	48	59 ▼ 11
boat accessories shop	203	-	-
boat supplies	189	-	-
boats trailers for sale	223	49	-
boats for sale in south australia	125	-	-
yamaha outboard for sale	176	-	-
used boat for sale	211	-	-
fishing accessories	202	-	-
boat accessories	190	-	-
yamaha insurance	109	-	-
boat insurance	110	-	-
christie beach	159	-	-
aluminum boat for sale	224	-	-
boat navigation	202	-	-
garmin oceansount	3.4K	-	-
yamaha parts and accessories	175	-	-
used stacer boat for sale	183	15	-
mercury outboard motors	208	39	-
buy outboard engines in Australia	169	-	-
yamaha outboards Australia	179	-	-

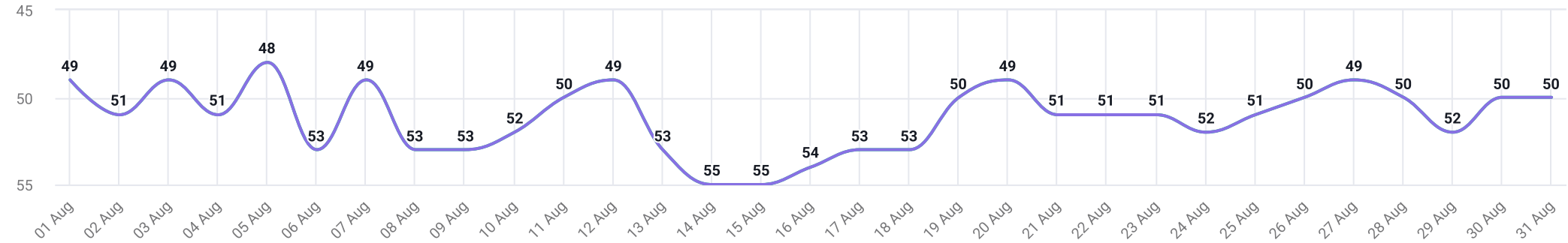
Keyword	Results	Month ago ▲	Current rankings
mackay trailers	115	-	-
dunbier trailers	171	-	-
boat electrical accessories	203	-	-

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	3	8	10	7	4	21	50
 General	50	3	8	10	7	4	21	50

Average Position Trend

Average position Aug-01 2026 - Aug-31 2026



 Google Australia 5160, South Australia, Australia  Average for all

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

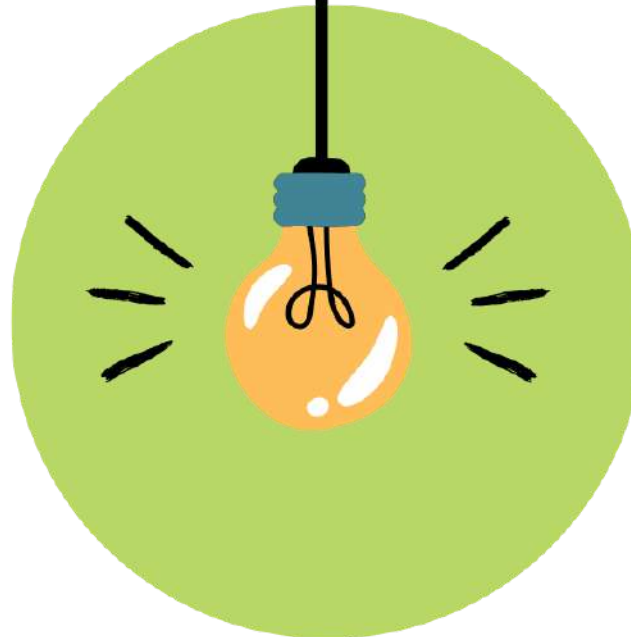
Number of times users triggered a conversion event or goals

ENGAGEMENT RATE

Ratio of engaged sessions to total sessions

AVG. ENGAGEMENT TIME

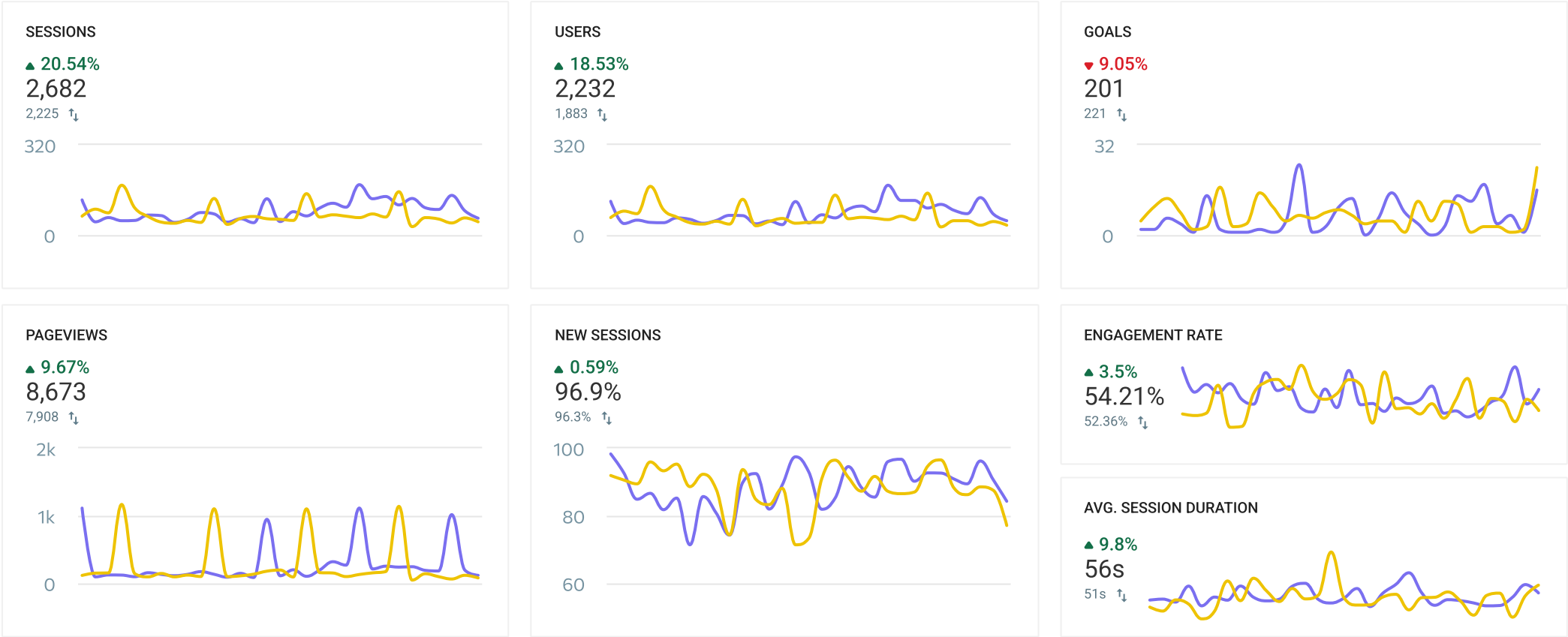
Average length of time that the website had focus in the browser



Traffic Overview

Audience GOOGLE ANALYTICS

Aug-01 2026 - Aug-31 2026



● Aug-01 2026 - Aug-31 2026 ● Jul-01 2026 - Jul-31 2026

Pages

All pages GOOGLE ANALYTICS

Aug-01 2026 - Aug-31 2026

Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	Aug-01 2026 - Aug-31 2026	852	88.86%	664	1.1K	27s	70.07%	18
2	/products/all-categories/bargain-boat-bits							
	Aug-01 2026 - Aug-31 2026	415	83.55%	377	950	01m:14s	61.69%	5
3	/boatranges/NewBoats							
	Aug-01 2026 - Aug-31 2026	164	2.61%	115	243	01m:13s	93.29%	23
4	/boatranges/UsedBoats							
	Aug-01 2026 - Aug-31 2026	148	2.36%	127	182	22s	90.54%	2
5	/boatranges/stacer/downloadsspecs							
	Aug-01 2026 - Aug-31 2026	119	77.78%	117	601	05s	78.15%	0
6	/products/all-categories							
	Aug-01 2026 - Aug-31 2026	94	80.85%	94	127	10s	40.43%	0
7	/boatranges/newboats/stabcraft							
	Aug-01 2026 - Aug-31 2026	70	76.56%	64	91	27s	80%	4

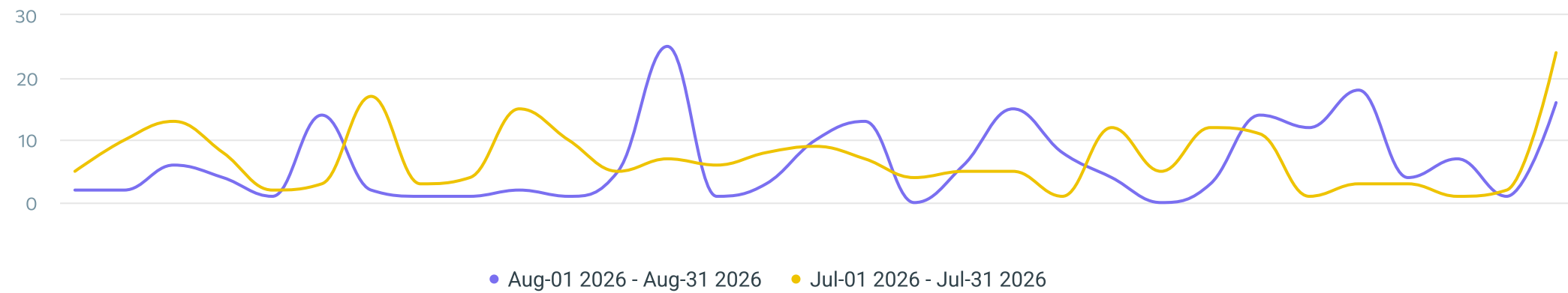
No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
8	/boatranges/newboats/stacer							
	Aug-01 2026 - Aug-31 2026	50	8.16%	49	71	01m:13s	100%	7
9	/boatranges/newboats							
	Aug-01 2026 - Aug-31 2026	48	46.67%	30	64	40s	79.17%	4
10	/boatranges/usedboats							
	Aug-01 2026 - Aug-31 2026	48	56.41%	39	60	29s	85.42%	2

Conversions

Goals GOOGLE ANALYTICS

Aug-01 2026 - Aug-31 2026

Goals

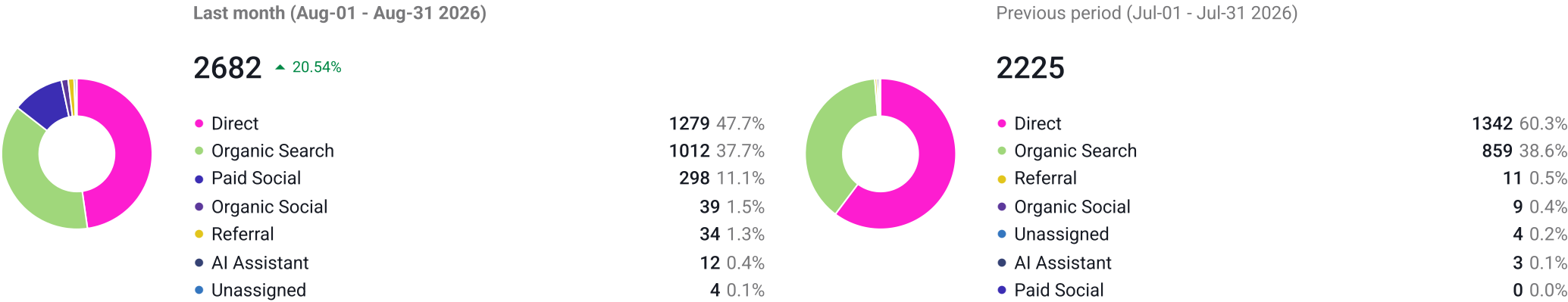


No.	Goal	Goals	Goal value
1	form_start		
	Aug-01 2026 - Aug-31 2026	93	0
	Jul-01 2026 - Jul-31 2026	96	0
	% Change	▼ 3.1%	
2	form_submit		
	Aug-01 2026 - Aug-31 2026	58	0
	Jul-01 2026 - Jul-31 2026	53	0
	% Change	▲ 9.4%	

No.	Goal	Goals	Goal value
3	book_a_service		
	Aug-01 2026 - Aug-31 2026	38	0
	Jul-01 2026 - Jul-31 2026	51	0
	% Change	▼ 25.5%	
4	click_telephone		
	Aug-01 2026 - Aug-31 2026	9	0
	Jul-01 2026 - Jul-31 2026	17	0
	% Change	▼ 47.1%	
5	Click_location_button		
	Aug-01 2026 - Aug-31 2026	2	0
	Jul-01 2026 - Jul-31 2026	3	0
	% Change	▼ 33.3%	
6	file_download		
	Aug-01 2026 - Aug-31 2026	1	0
	Jul-01 2026 - Jul-31 2026	1	0
	% Change		

Overview: Sessions

Last month (Aug-01 - Aug-31 2026)  Previous period (Jul-01 - Jul-31 2026)



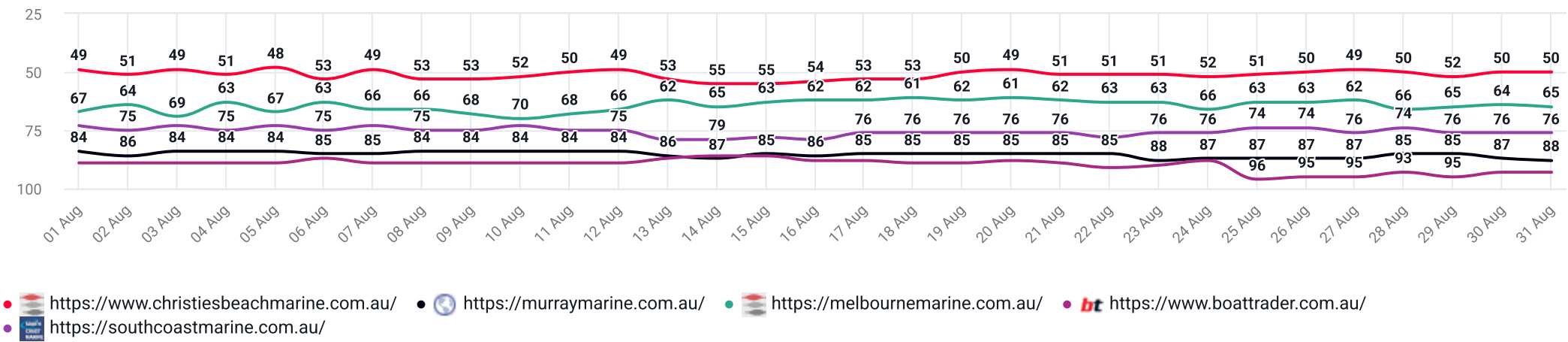
Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Direct								
Aug-01 2026 - Aug-31 2026	1.3K	507	1.2K	39.64%	99.08%	29	24.09 sec	5K
Jul-01 2026 - Jul-31 2026	1.3K	553	1.2K	41.21%	98.87%	63	26.88 sec	5.6K
% Change	 -4.7%	 -8.3%	 -3.2%	 -3.8%	 0.2%	 -54.0%	 -10.4%	 -11.4%
2 Organic Search								
Aug-01 2026 - Aug-31 2026	1K	717	713	70.85%	91.3%	148	84.12 sec	2.7K
Jul-01 2026 - Jul-31 2026	859	601	632	69.97%	90.66%	134	88.33 sec	2.2K
% Change	 17.8%	 19.3%	 12.8%	 1.3%	 0.7%	 10.4%	 -4.8%	 18.6%
3 Paid Social								
Aug-01 2026 - Aug-31 2026	298	177	268	59.4%	99.63%	4	97.62 sec	798
Jul-01 2026 - Jul-31 2026	-	-	-	-	-	-	-	-
% Change	 0%	 0%	 0%	 0%	 0%	 0%	 0%	 0%
4 Organic Social								

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
Aug-01 2026 - Aug-31 2026	39	25	38	64.1%	97.37%	3	82.49 sec	106
Jul-01 2026 - Jul-31 2026	9	6	7	66.67%	100%	0	38.67 sec	18
% Change	▲ 333.3%	▲ 316.7%	▲ 442.9%	▼ -3.9%	▼ -2.6%	▼ 0%	▲ 113.3%	▲ 488.9%
5 Referral								
Aug-01 2026 - Aug-31 2026	34	23	14	67.65%	64.29%	16	68.88 sec	103
Jul-01 2026 - Jul-31 2026	11	7	8	63.64%	87.5%	24	72.36 sec	19
% Change	▲ 209.1%	▲ 228.6%	▲ 75%	▲ 6.3%	▼ -26.5%	▼ -33.3%	▼ -4.8%	▲ 442.1%
6 AI Assistant								
Aug-01 2026 - Aug-31 2026	12	3	11	25%	100%	0	17.42 sec	12
Jul-01 2026 - Jul-31 2026	3	1	3	33.33%	100%	0	3.67 sec	3
% Change	▲ 300%	▲ 200%	▲ 266.7%	▼ -25.0%	▼ 0%	▼ 0%	▲ 374.7%	▲ 300%
7 Unassigned								
Aug-01 2026 - Aug-31 2026	4	0	4	0%	0%	1	1.75 sec	11
Jul-01 2026 - Jul-31 2026	4	0	4	0%	0%	0	29.5 sec	2
% Change	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ -94.1%	▲ 450%

Competitors Average Position Trend

Average position

Aug-01 2026 - Aug-31 2026



HEALTH SCORE



