



SEO report

www.christiesbeachmarine.com.au

FEB-01 2026 - FEB-28 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 49 ▾ 1	Search visibility 22.3% ▾ -4.5%	Traffic forecast 1660 ▾ 148	Keywords in SERP 30
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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	321M	1	1
boat shop	434M	1	1
marine store	415M	1	1
boat dealers	41M	1	1
new boats for sale	145M	1	1
stacer boat dealers	612K	1	1
stabcraft dealers	17K	2	1 ▲ 1
stacer dealers in south australia	40K	1	1
mercury outboard dealers	1.5M	2	1 ▲ 1
boat accessories shop	79M	-	2 ▲ 98
easy tow trailers	11M	3	2 ▲ 1
stabcraft boat for sale	309K	3	3
dunbier trailers	230K	19	3 ▲ 16
boat canopies	5.7M	3	3
boat supplies	108M	-	5 ▲ 95

Keyword	Results	Month ago ▲	Current rankings
northbank fibreglass boats	9.7K	5	5
used stabicraft boats	114K	7	5 ▲ 2
boats trailers for sale	19M	-	6 ▲ 94
used boats for sale south australia	28M	-	6 ▲ 94
mackay trailers	6.7M	5	6 ▼ 1
northbank boats for sale	280K	8	7 ▲ 1
stabicraft for sale	309K	7	7
stacer boat for sale	616K	11	8 ▲ 3
northbank boat for sale	336K	8	8
stabicraft for sale australia	302K	7	11 ▼ 4
boats for sale in south australia	32M	-	12 ▲ 88
used stacer boat for sale	274K	13	14 ▼ 1
anchor winches	3.1M	22	18 ▲ 4
stacer aluminium boats	105K	21	25 ▼ 4
stacer centre console	518K	10	30 ▼ 20
electric outboard motor for sale	7.3M	44	42 ▲ 2
yamaha outboards Australia	902K	58	55 ▲ 3
buy outboard engines in Australia	5.8M	28	73 ▼ 45
yamaha outboard for sale	5.4M	-	-
used boat for sale	237M	-	-
fishing accessories	204M	-	-
boat accessories	627M	-	-
yamaha insurance	30M	-	-
boat insurance	184M	-	-
christie beach	136M	-	-
aluminum boat for sale	21M	-	-
boat navigation	270M	-	-
garmin oceansout	388	78	-

Keyword	Results	Month ago ▲	Current rankings
yamaha parts and accessories	34M	-	-
mercury outboard	50M	-	-
electric outboard motor	14M	65	-
mercury engine	86M	-	-
electric outboard motors Australia	1.4M	58	-
mercury outboard motors	3.6M	-	-
boat electrical accessories	27M	-	-

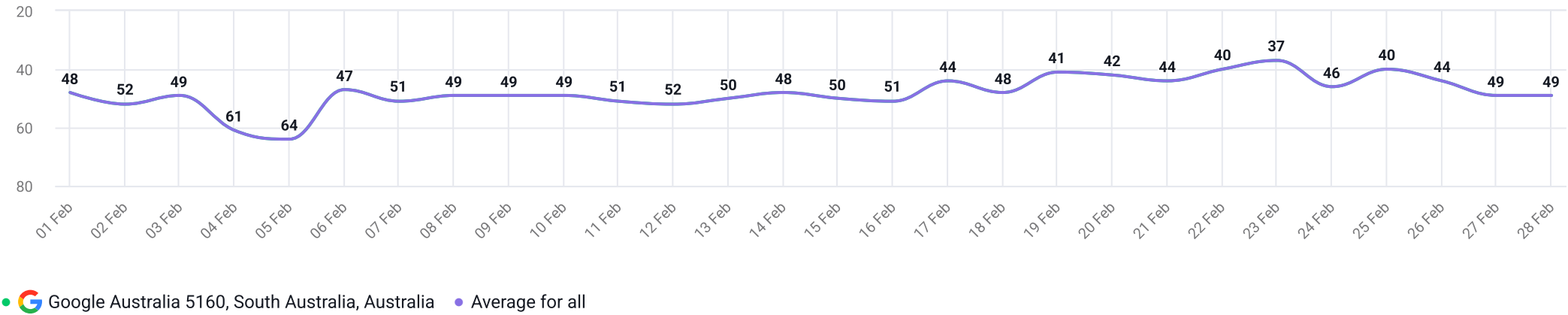
Distribution of Keywords

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	11	8	7	4	20	49
 General	50	6	11	8	7	4	20	49

Average Position Trend

Average position

Feb-01 2026 - Feb-28 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

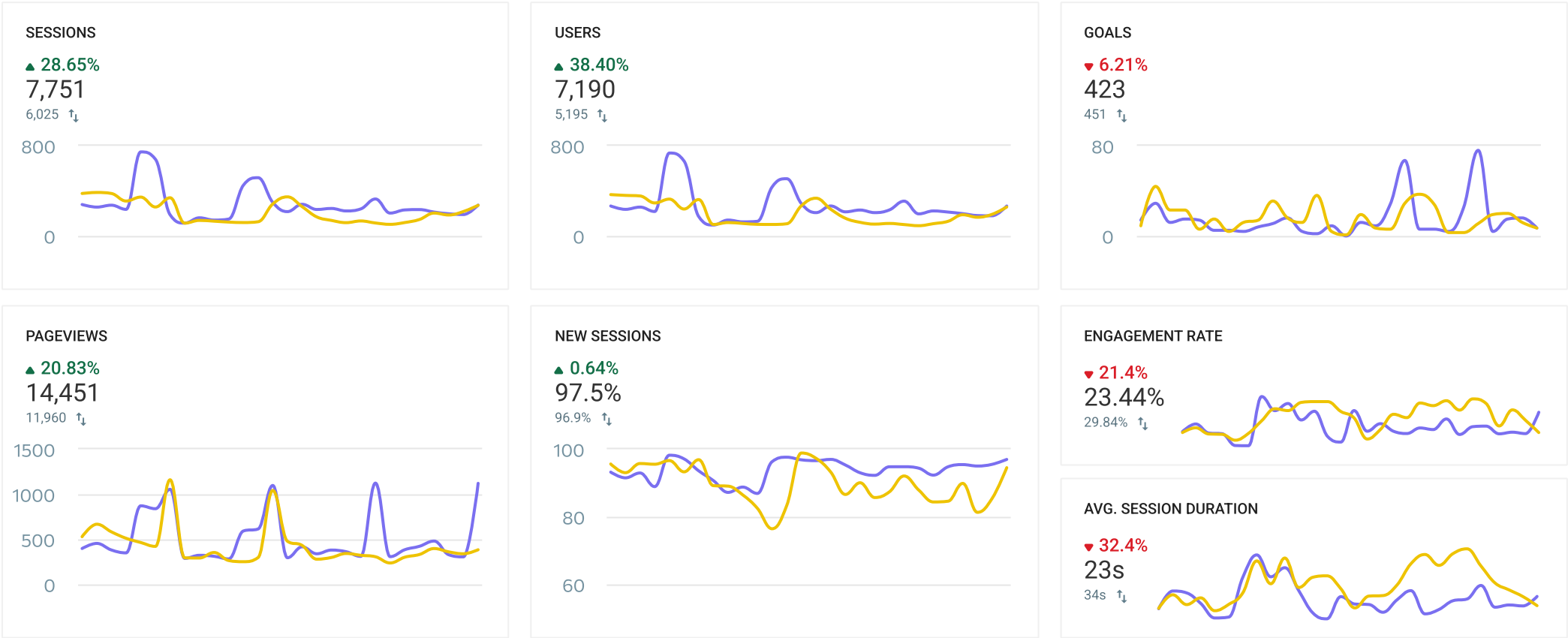
Average length of time that the website had focus in the browser



Traffic Overview

Audience GOOGLE ANALYTICS

Feb-01 2026 - Feb-28 2026



● Feb-01 2026 - Feb-28 2026 ● Jan-04 2026 - Jan-31 2026

Pages

All pages GOOGLE ANALYTICS

Feb-01 2026 - Feb-28 2026

Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	Feb-01 2026 - Feb-28 2026	1.2K	84.93%	989	1.6K	23s	67.54%	19
2	/boatranges/UsedBoats							
	Feb-01 2026 - Feb-28 2026	255	0.47%	215	324	21s	94.51%	16
3	/boatranges/NewBoats							
	Feb-01 2026 - Feb-28 2026	236	1.76%	170	405	01m:08s	94.49%	35
4	/products/all-categories							
	Feb-01 2026 - Feb-28 2026	230	89.57%	230	269	03s	15.22%	0
5	/boatranges/newboats/stabicraft							
	Feb-01 2026 - Feb-28 2026	217	83.14%	172	288	27s	68.2%	5
6	/boatranges/newboats/stacer							
	Feb-01 2026 - Feb-28 2026	110	10.42%	96	153	45s	91.82%	12
7	/products/all-categories/bargain-boat-bits							

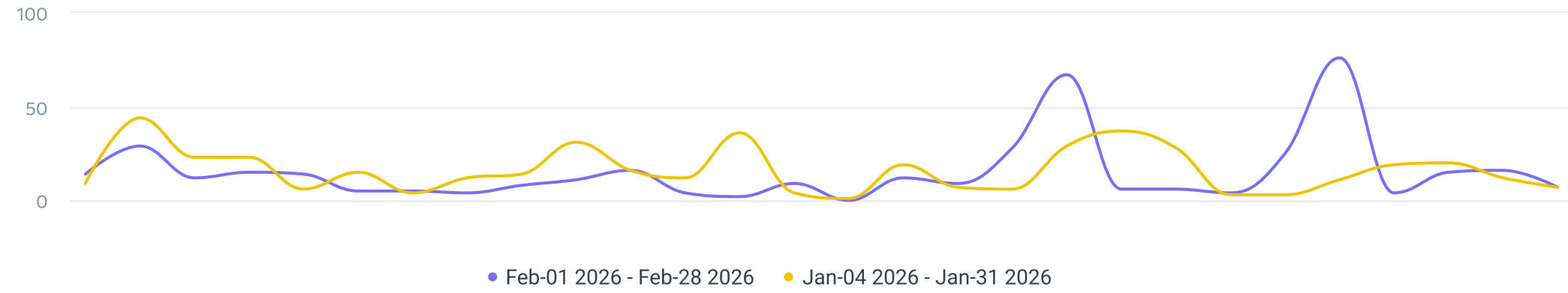
No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
	Feb-01 2026 - Feb-28 2026	109	34.62%	104	368	01m:33s	72.48%	7
8	/boatranges/usedboats							
	Feb-01 2026 - Feb-28 2026	85	61.19%	67	102	22s	82.35%	10
9	/boatranges/stacer/downloadssecs							
	Feb-01 2026 - Feb-28 2026	74	77.03%	74	407	06s	95.95%	0
10	/boatranges/stabicraft							
	Feb-01 2026 - Feb-28 2026	69	9.38%	64	111	19s	95.65%	0

Conversions

Goals GOOGLE ANALYTICS

Feb-01 2026 - Feb-28 2026

Goals



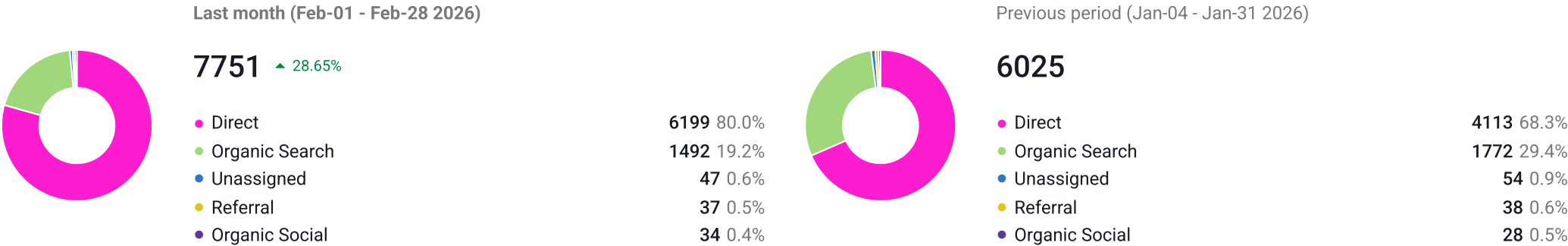
No.	Goal	Goals	Goal value
1	form_start		
	Feb-01 2026 - Feb-28 2026	232	0
	Jan-04 2026 - Jan-31 2026	237	0
	% Change	▼ 2.1%	
2	form_submit		
	Feb-01 2026 - Feb-28 2026	122	0
	Jan-04 2026 - Jan-31 2026	123	0

No.	Goal	Goals	Goal value
	% Change	▼ 0.8%	
3	book_a_service		
	Feb-01 2026 - Feb-28 2026	68	0
	Jan-04 2026 - Jan-31 2026	85	0
	% Change	▼ 20%	
4	file_download		
	Feb-01 2026 - Feb-28 2026	1	0
	Jan-04 2026 - Jan-31 2026	1	0
	% Change		

Traffic Source

Overview: Sessions

Last month (Feb-01 - Feb-28 2026) ↑ Previous period (Jan-04 - Jan-31 2026)

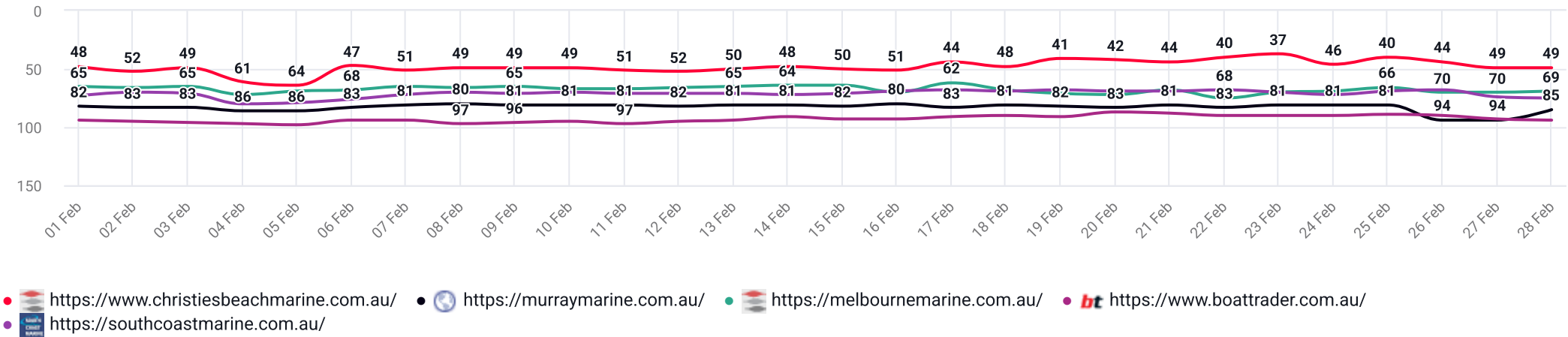


Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Direct								
Feb-01 2026 - Feb-28 2026	6.2K	711	6K	11.47%	99.74%	56	7.51 sec	9.6K
Jan-04 2026 - Jan-31 2026	4.1K	460	3.9K	11.18%	99.64%	68	8.69 sec	6.2K
% Change	▲ 50.7%	▲ 54.6%	▲ 54.5%	▲ 2.6%	▲ 0.1%	▼ -17.6%	▼ -13.6%	▲ 55.5%
2 Organic Search								
Feb-01 2026 - Feb-28 2026	1.5K	1.1K	1K	71.18%	90.2%	364	83.5 sec	4.5K
Jan-04 2026 - Jan-31 2026	1.8K	1.3K	1.2K	73.31%	91.53%	370	91.73 sec	5.6K
% Change	▼ -15.8%	▼ -18.2%	▼ -14.5%	▼ -2.9%	▼ -1.5%	▼ -1.6%	▼ -9.0%	▼ -19.9%
3 Unassigned								
Feb-01 2026 - Feb-28 2026	47	1	47	2.13%	21.28%	0	8.57 sec	18
Jan-04 2026 - Jan-31 2026	54	1	54	1.85%	7.41%	0	7.96 sec	13
% Change	▼ -13.0%	▼ 0%	▼ -13.0%	▲ 15.1%	▲ 187.2%	▼ 0%	▲ 7.7%	▲ 38.5%
4 Referral								

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
Feb-01 2026 - Feb-28 2026	37	26	25	70.27%	92%	3	102.84 sec	317
Jan-04 2026 - Jan-31 2026	38	21	21	55.26%	71.43%	10	120.82 sec	142
% Change	▼ -2.6%	▲ 23.8%	▲ 19.0%	▲ 27.2%	▲ 28.8%	▼ -70%	▼ -14.9%	▲ 123.2%
5 Organic Social								
Feb-01 2026 - Feb-28 2026	34	14	34	41.18%	100%	0	10.71 sec	47
Jan-04 2026 - Jan-31 2026	28	15	28	53.57%	100%	3	11.79 sec	45
% Change	▲ 21.4%	▼ -6.7%	▲ 21.4%	▼ -23.1%	▼ 0%	▼ -100%	▼ -9.2%	▲ 4.4%

Competitors Average Position Trend

Average position Feb-01 2026 - Feb-28 2026



HEALTH SCORE



Backlinks

