



SEO report

[www.christiesbeachmarine.com.au](http://www.christiesbeachmarine.com.au)

JAN-01 2026 - JAN-31 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<br>49 <span>▼ 2</span> | Search visibility<br>27.5% <span>▲ 0.9%</span> | Traffic forecast<br>2211 <span>▲ 117</span> | Keywords in SERP<br>31 |
|-----------------------------------------|------------------------------------------------|---------------------------------------------|------------------------|

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                       | 460M    | 1           | 1                  |
| boat shop                         | 633M    | 1           | 1                  |
| boat dealers                      | 64M     | 1           | 1                  |
| stacer boat dealers               | 584K    | 1           | 1                  |
| stacer dealers in south australia | 38K     | 1           | 1                  |
| new boats for sale                | 198M    | 1           | 2 <span>▼ 1</span> |
| stabcraft dealers                 | 18K     | 1           | 2 <span>▼ 1</span> |
| mercury outboard dealers          | 1.8M    | 2           | 2                  |
| stabcraft boat for sale           | 274K    | 7           | 3 <span>▲ 4</span> |
| easy tow trailers                 | 16M     | 2           | 3 <span>▼ 1</span> |
| boat canopies                     | 6.8M    | 2           | 3 <span>▼ 1</span> |
| used stacer boat for sale         | 127K    | 13          | 4 <span>▲ 9</span> |
| northbank fibreglass boats        | 7.6K    | 6           | 5 <span>▲ 1</span> |
| stabcraft for sale australia      | 280K    | 10          | 7 <span>▲ 3</span> |
| used stabcraft boats              | 105K    | 8           | 7 <span>▲ 1</span> |

| Keyword                            | Results | Month ago ▲ | Current rankings |
|------------------------------------|---------|-------------|------------------|
| northbank boat for sale            | 331K    | 9           | 8 ▲ 1            |
| northbank boats for sale           | 270K    | 7           | 8 ▼ 1            |
| stabicraft for sale                | 279K    | 7           | 8 ▼ 1            |
| mackay trailers                    | 3M      | 5           | 8 ▼ 3            |
| stacer centre console              | 561K    | 20          | 10 ▲ 10          |
| marine store                       | 599M    | 1           | 15 ▼ 14          |
| stacer aluminium boats             | 81K     | 35          | 21 ▲ 14          |
| buy outboard engines in Australia  | 7.1M    | 82          | 27 ▲ 55          |
| anchor winches                     | 3.2M    | 38          | 42 ▼ 4           |
| electric outboard motor for sale   | 9.1M    | 19          | 49 ▼ 30          |
| yamaha outboards Australia         | 1M      | -           | 57 ▲ 43          |
| electric outboard motors Australia | 1.9M    | -           | 59 ▲ 41          |
| electric outboard motor            | 17M     | -           | 65 ▲ 35          |
| boat accessories shop              | 668M    | -           | -                |
| boat supplies                      | 148M    | 11          | -                |
| boats trailers for sale            | 25M     | -           | -                |
| boats for sale in south australia  | 52M     | -           | -                |
| stacer boat for sale               | 595K    | 10          | -                |
| yamaha outboard for sale           | 6.7M    | -           | -                |
| used boat for sale                 | 364M    | -           | -                |
| fishing accessories                | 291M    | -           | -                |
| boat accessories                   | 907M    | -           | -                |
| yamaha insurance                   | 40M     | -           | -                |
| boat insurance                     | 250M    | -           | -                |
| christie beach                     | 210M    | -           | -                |
| aluminum boat for sale             | 27M     | -           | -                |
| boat navigation                    | 323M    | -           | -                |
| garmin oceansout                   | 395     | 77          | -                |

| Keyword                             | Results | Month ago ▲ | Current rankings |
|-------------------------------------|---------|-------------|------------------|
| yamaha parts and accessories        | 39M     | -           | -                |
| used boats for sale south australia | 45M     | -           | -                |
| mercury outboard                    | 61M     | 62          | -                |
| mercury engine                      | 144M    | 52          | -                |
| mercury outboard motors             | 4.7M    | 45          | -                |
| dunbier trailers                    | 227K    | 37          | -                |
| boat electrical accessories         | 30M     | -           | -                |

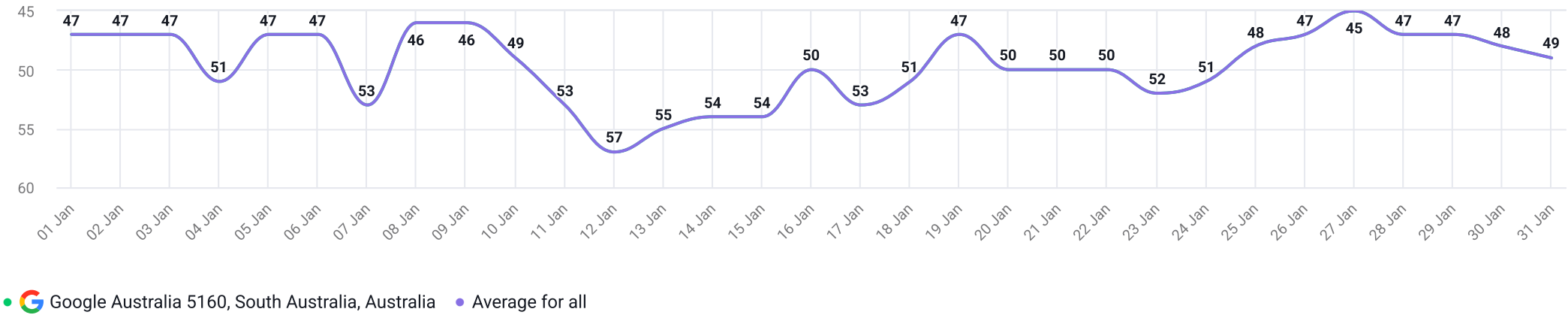
Distribution of Keywords

| 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             | 8     | 11    | 9         | 4          | 7       | 19          | 49            |
|  General                                          | 50             | 8     | 11    | 9         | 4          | 7       | 19          | 49            |

Average Position Trend

Average position

Jan-01 2026 - Jan-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

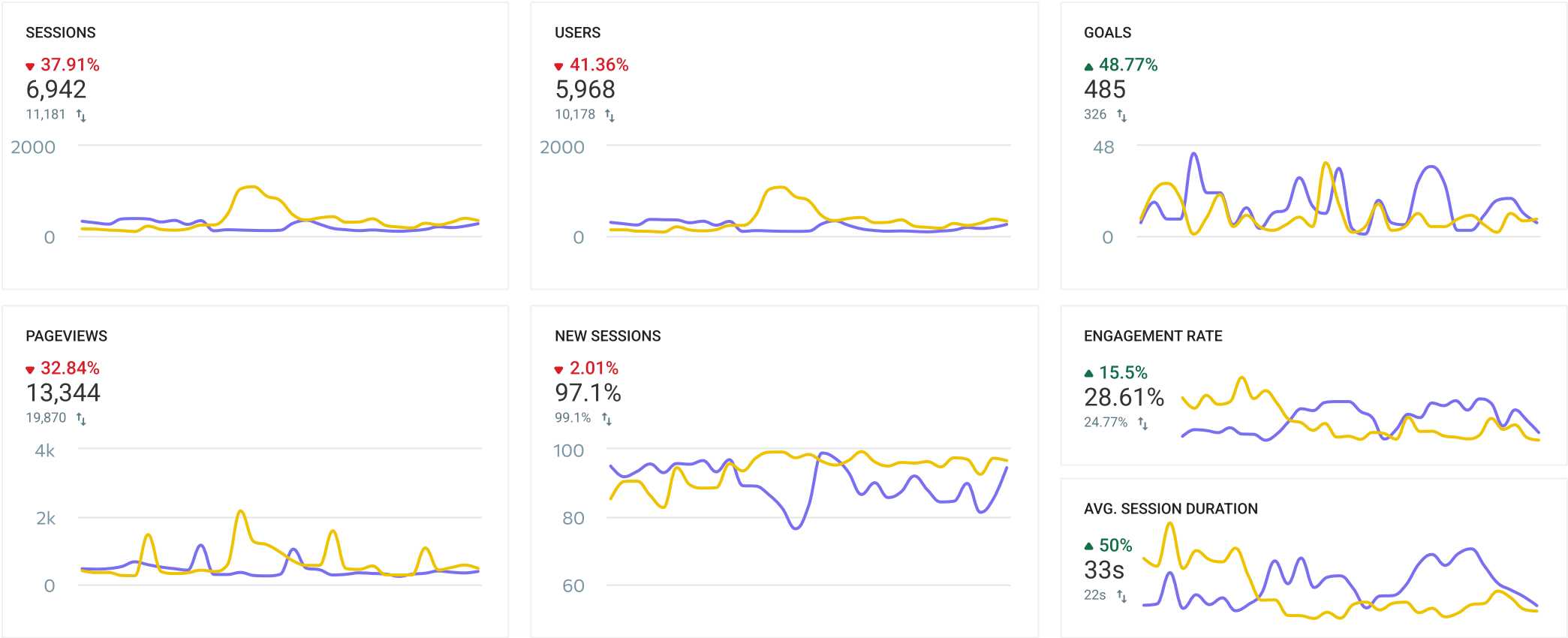
Average length of time that the website had focus in the browser



Traffic Overview

Audience GOOGLE ANALYTICS

Jan-01 2026 - Jan-31 2026



● Jan-01 2026 - Jan-31 2026 ● Dec-01 2025 - Dec-31 2025

Pages

All pages GOOGLE ANALYTICS

Jan-01 2026 - Jan-31 2026

Sessions

| No. | Page                            | Sessions | Percent of new sessions | Users | Pageviews | Average session | Engagement rate | Goals |
|-----|---------------------------------|----------|-------------------------|-------|-----------|-----------------|-----------------|-------|
| 1   | /                               |          |                         |       |           |                 |                 |       |
|     | Jan-01 2026 - Jan-31 2026       | 1.8K     | 88.4%                   | 1.4K  | 2.4K      | 24s             | 65.86%          | 33    |
| 2   | /boatranges/NewBoats            |          |                         |       |           |                 |                 |       |
|     | Jan-01 2026 - Jan-31 2026       | 366      | 0.44%                   | 229   | 623       | 01m:12s         | 90.98%          | 39    |
| 3   | /boatranges/UsedBoats           |          |                         |       |           |                 |                 |       |
|     | Jan-01 2026 - Jan-31 2026       | 287      | 2.38%                   | 252   | 340       | 20s             | 97.56%          | 22    |
| 4   | /boatranges/newboats/stabicraft |          |                         |       |           |                 |                 |       |
|     | Jan-01 2026 - Jan-31 2026       | 190      | 81.02%                  | 137   | 234       | 25s             | 63.16%          | 5     |
| 5   | /boatranges/newboats/stacer     |          |                         |       |           |                 |                 |       |
|     | Jan-01 2026 - Jan-31 2026       | 171      | 5.92%                   | 152   | 248       | 53s             | 93.57%          | 17    |
| 6   | /products/all-categories        |          |                         |       |           |                 |                 |       |
|     | Jan-01 2026 - Jan-31 2026       | 149      | 85.81%                  | 148   | 162       | 04s             | 20.13%          | 0     |
| 7   | /boatranges/stacer              |          |                         |       |           |                 |                 |       |

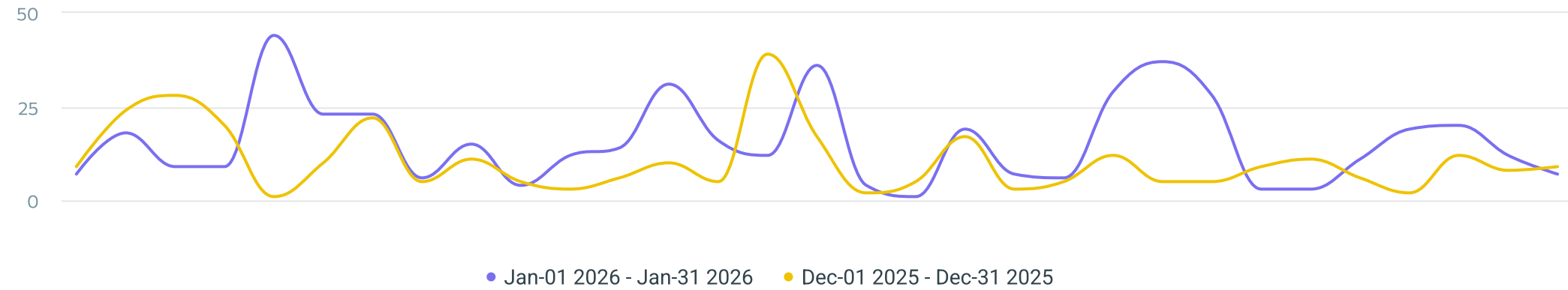
| No. | Page                                       | Sessions | Percent of new sessions | Users | Pageviews | Average session | Engagement rate | Goals |
|-----|--------------------------------------------|----------|-------------------------|-------|-----------|-----------------|-----------------|-------|
|     | Jan-01 2026 - Jan-31 2026                  | 113      | 20.62%                  | 97    | 183       | 28s             | 92.04%          | 0     |
| 8   | /products/all-categories/bargain-boat-bits |          |                         |       |           |                 |                 |       |
|     | Jan-01 2026 - Jan-31 2026                  | 109      | 20.2%                   | 99    | 369       | 01m:29s         | 77.06%          | 11    |
| 9   | /boatranges/stacer/449-Sea-Master-SE       |          |                         |       |           |                 |                 |       |
|     | Jan-01 2026 - Jan-31 2026                  | 87       | 100%                    | 87    | 87        | 00s             | 1.15%           | 0     |
| 10  | /boatranges/stacer/589-Crossfire-RC-SE     |          |                         |       |           |                 |                 |       |
|     | Jan-01 2026 - Jan-31 2026                  | 83       | 100%                    | 83    | 83        | 00s             | 6.02%           | 0     |

Conversions

Goals GOOGLE ANALYTICS

Jan-01 2026 - Jan-31 2026

Goals



| No. | Goal                      | Goals   | Goal value |
|-----|---------------------------|---------|------------|
| 1   | form_start                |         |            |
|     | Jan-01 2026 - Jan-31 2026 | 252     | 0          |
|     | Dec-01 2025 - Dec-31 2025 | 171     | 0          |
|     | % Change                  | ▲ 47.4% |            |
| 2   | form_submit               |         |            |
|     | Jan-01 2026 - Jan-31 2026 | 130     | 0          |
|     | Dec-01 2025 - Dec-31 2025 | 89      | 0          |

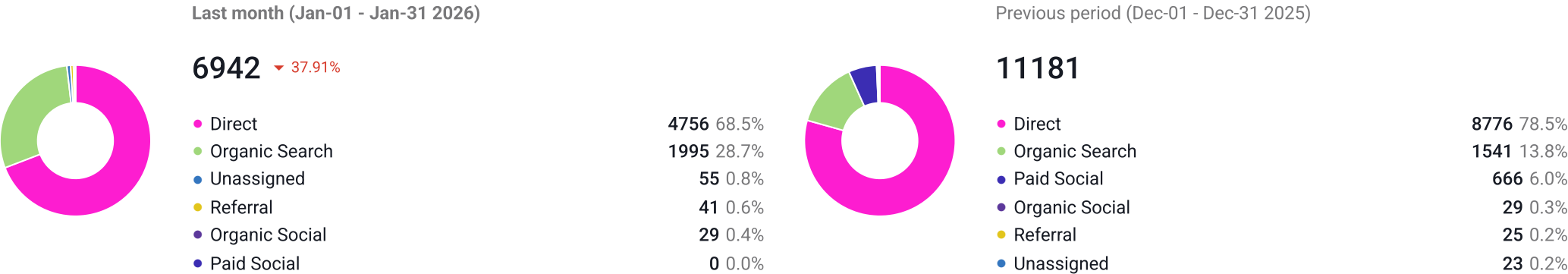
| No. | Goal                      | Goals   | Goal value |
|-----|---------------------------|---------|------------|
|     | % Change                  | ▲ 46.1% |            |
| 3   | book_a_service            |         |            |
|     | Jan-01 2026 - Jan-31 2026 | 97      | 0          |
|     | Dec-01 2025 - Dec-31 2025 | 65      | 0          |
|     | % Change                  | ▲ 49.2% |            |
| 4   | click_telephone           |         |            |
|     | Jan-01 2026 - Jan-31 2026 | 3       | 0          |
|     | Dec-01 2025 - Dec-31 2025 | 0       | 0          |
|     | % Change                  |         |            |
| 5   | Click_location_button     |         |            |
|     | Jan-01 2026 - Jan-31 2026 | 2       | 0          |
|     | Dec-01 2025 - Dec-31 2025 | 0       | 0          |
|     | % Change                  |         |            |
| 6   | file_download             |         |            |
|     | Jan-01 2026 - Jan-31 2026 | 1       | 0          |
|     | Dec-01 2025 - Dec-31 2025 | 1       | 0          |

| No. | Goal     | Goals | Goal value |
|-----|----------|-------|------------|
|     | % Change |       |            |

Traffic Source

Overview: Sessions

Last month (Jan-01 - Jan-31 2026) ↑ Previous period (Dec-01 - Dec-31 2025)



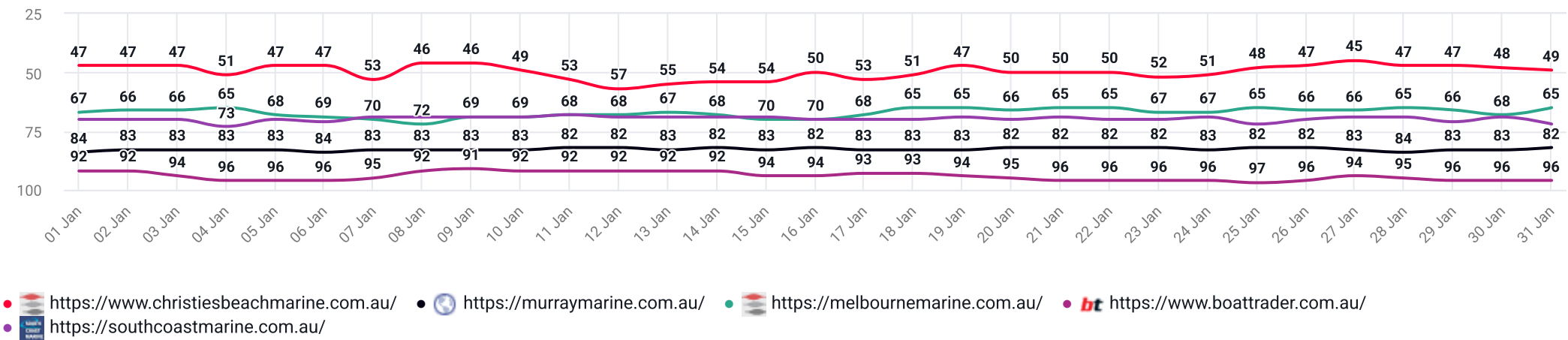
| Channel                   | Sessions | Engaged sessions | Users    | Engagement Rate | New users | Conversions | Avg. Engagement Time | Views    |
|---------------------------|----------|------------------|----------|-----------------|-----------|-------------|----------------------|----------|
| 1 Direct                  |          |                  |          |                 |           |             |                      |          |
| Jan-01 2026 - Jan-31 2026 | 4.8K     | 490              | 4.5K     | 10.3%           | 99.65%    | 72          | 8.01 sec             | 6.9K     |
| Dec-01 2025 - Dec-31 2025 | 8.8K     | 1.3K             | 8.5K     | 14.53%          | 99.88%    | 55          | 6.53 sec             | 13.1K    |
| % Change                  | ▼ -45.8% | ▼ -61.6%         | ▼ -46.4% | ▼ -29.1%        | ▼ -0.2%   | ▲ 30.9%     | ▲ 22.7%              | ▼ -47.5% |
| 2 Organic Search          |          |                  |          |                 |           |             |                      |          |
| Jan-01 2026 - Jan-31 2026 | 2K       | 1.5K             | 1.3K     | 72.83%          | 91.84%    | 400         | 93.57 sec            | 6.3K     |
| Dec-01 2025 - Dec-31 2025 | 1.5K     | 1.1K             | 1.1K     | 71.32%          | 91.59%    | 250         | 84.95 sec            | 4.6K     |
| % Change                  | ▲ 29.5%  | ▲ 32.2%          | ▲ 19.7%  | ▲ 2.1%          | ▲ 0.3%    | ▲ 60%       | ▲ 10.1%              | ▲ 37.6%  |
| 3 Unassigned              |          |                  |          |                 |           |             |                      |          |
| Jan-01 2026 - Jan-31 2026 | 55       | 1                | 55       | 1.82%           | 7.27%     | 0           | 7.82 sec             | 14       |
| Dec-01 2025 - Dec-31 2025 | 23       | 2                | 22       | 8.7%            | 22.73%    | 3           | 13.52 sec            | 15       |
| % Change                  | ▲ 139.1% | ▼ -50%           | ▲ 150%   | ▼ -79.1%        | ▼ -68.0%  | ▼ -100%     | ▼ -42.2%             | ▼ -6.7%  |

| Channel                   | Sessions | Engaged sessions | Users   | Engagement Rate | New users | Conversions | Avg. Engagement Time | Views    |
|---------------------------|----------|------------------|---------|-----------------|-----------|-------------|----------------------|----------|
| 4 Referral                |          |                  |         |                 |           |             |                      |          |
| Jan-01 2026 - Jan-31 2026 | 41       | 23               | 23      | 56.1%           | 73.91%    | 10          | 118.78 sec           | 153      |
| Dec-01 2025 - Dec-31 2025 | 25       | 22               | 19      | 88%             | 84.21%    | 4           | 108.2 sec            | 118      |
| % Change                  | ▲ 64%    | ▲ 4.5%           | ▲ 21.1% | ▼ -36.3%        | ▼ -12.2%  | ▲ 150%      | ▲ 9.8%               | ▲ 29.7%  |
| 5 Organic Social          |          |                  |         |                 |           |             |                      |          |
| Jan-01 2026 - Jan-31 2026 | 29       | 16               | 29      | 55.17%          | 100%      | 3           | 11.38 sec            | 47       |
| Dec-01 2025 - Dec-31 2025 | 29       | 15               | 28      | 51.72%          | 96.43%    | 1           | 55.83 sec            | 85       |
| % Change                  | ▼ 0%     | ▲ 6.7%           | ▲ 3.6%  | ▲ 6.7%          | ▲ 3.7%    | ▲ 200%      | ▼ -79.6%             | ▼ -44.7% |
| 6 Paid Social             |          |                  |         |                 |           |             |                      |          |
| Jan-01 2026 - Jan-31 2026 | -        | -                | -       | -               | -         | -           | -                    | -        |
| Dec-01 2025 - Dec-31 2025 | 666      | 355              | 568     | 53.3%           | 96.48%    | 13          | 74.3 sec             | 2K       |
| % Change                  | ▼ 0%     | ▼ 0%             | ▼ 0%    | ▼ 0%            | ▼ 0%      | ▼ 0%        | ▼ 0%                 | ▼ 0%     |

Competitors Average Position Trend

Average position

Jan-01 2026 - Jan-31 2026



HEALTH SCORE



Backlinks

