



SEO report

www.christiesbeachmarine.com.au

JUL-01 2026 - JUL-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.

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 ▲ 7	Search visibility 17.8% ▼ -1.3%	Traffic forecast 1370 ▼ 77	Keywords in SERP 30
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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 shop	214	1	1
boat dealers	155	1	1
stacer boat dealers	137	1	1
stacer dealers in south australia	113	1	1
boat canopies	202	2	2
marine store	550K	2	3 ▼ 1
new boats for sale	232	2	3 ▼ 1
northbank boats for sale	112	6	3 ▲ 3
stabicraft dealers	146	1	3 ▼ 2
easy tow trailers	203	5	3 ▲ 2
northbank boat for sale	113	4	4
mercury outboard dealers	225	3	4 ▼ 1
marine shop	222	2	5 ▼ 3
used stabicraft boats	170	3	5 ▼ 2
stabicraft boat for sale	198	7	7
northbank fibreglass boats	105	6	8 ▼ 2
stacer centre console	168	-	8 ▲ 92

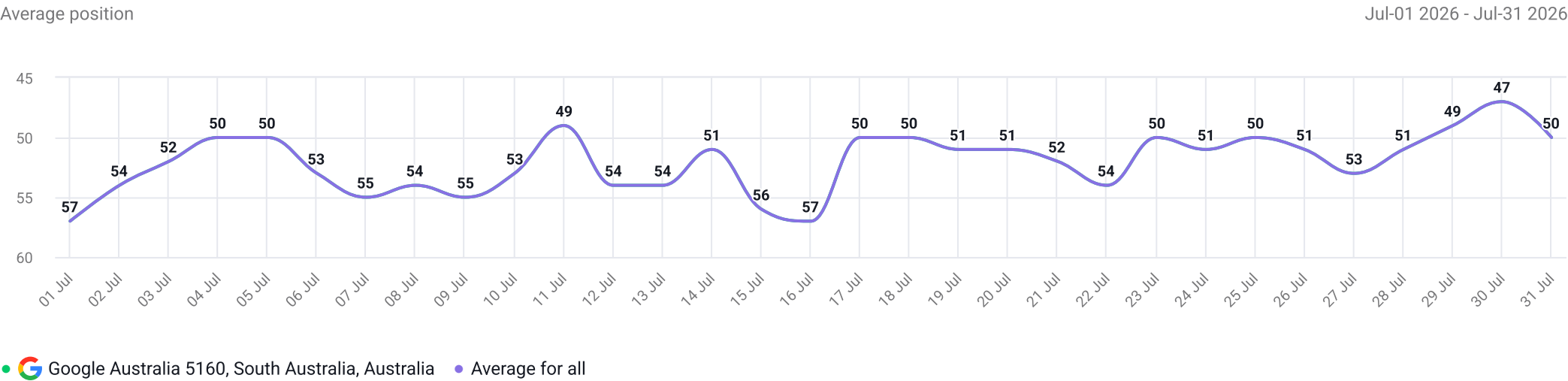
Keyword	Results	Month ago ▲	Current rankings
stabcraft for sale australia	172	5	10 ▼ 5
stacer aluminium boats	172	10	10
stabcraft for sale	199	11	16 ▼ 5
stacer boat for sale	198	19	21 ▼ 2
yamaha outboard for sale	184	-	22 ▲ 78
anchor winches	200	24	31 ▼ 7
mercury engine	201	30	32 ▼ 2
mercury outboard motors	204	-	33 ▲ 67
electric outboard motors Australia	205	51	47 ▲ 4
boats trailers for sale	221	-	49 ▲ 51
electric outboard motor	206	50	54 ▼ 4
electric outboard motor for sale	195	23	55 ▼ 32
boat accessories shop	217	-	-
boat supplies	213	10	-
boats for sale in south australia	108	6	-
used boat for sale	212	-	-
fishing accessories	203	-	-
boat accessories	205	-	-
yamaha insurance	109	-	-
boat insurance	109	-	-
christie beach	160	-	-
aluminum boat for sale	231	-	-
boat navigation	200	-	-
garmin oceansout	3.4K	-	-
yamaha parts and accessories	172	-	-
used stacer boat for sale	181	-	-
used boats for sale south australia	109	16	-
mercury outboard	202	-	-
buy outboard engines in Australia	184	-	-
yamaha outboards Australia	177	-	-

Keyword	Results	Month ago ▲	Current rankings
mackay trailers	109	-	-
dunbier trailers	208	-	-
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	4	10	6	6	8	20	50
 General	50	4	10	6	6	8	20	50

Average Position Trend



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

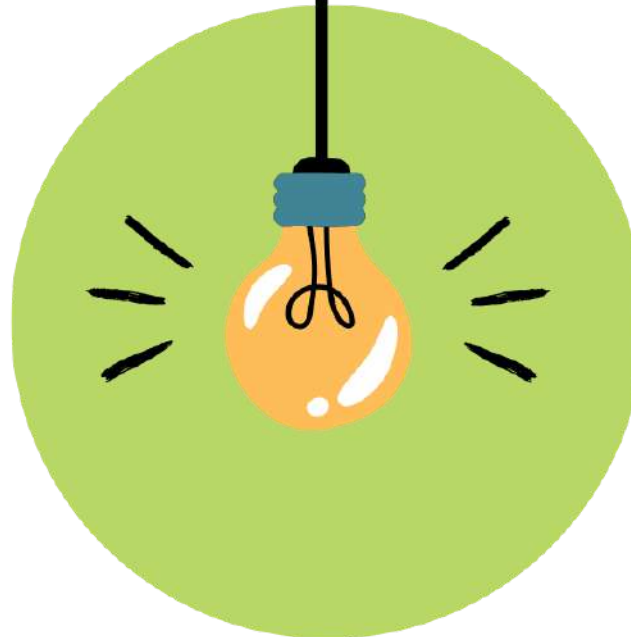
Number of times users triggered a conversion event or goals

ENGAGEMENT RATE

Ratio of engaged sessions to total sessions

AVG. ENGAGEMENT TIME

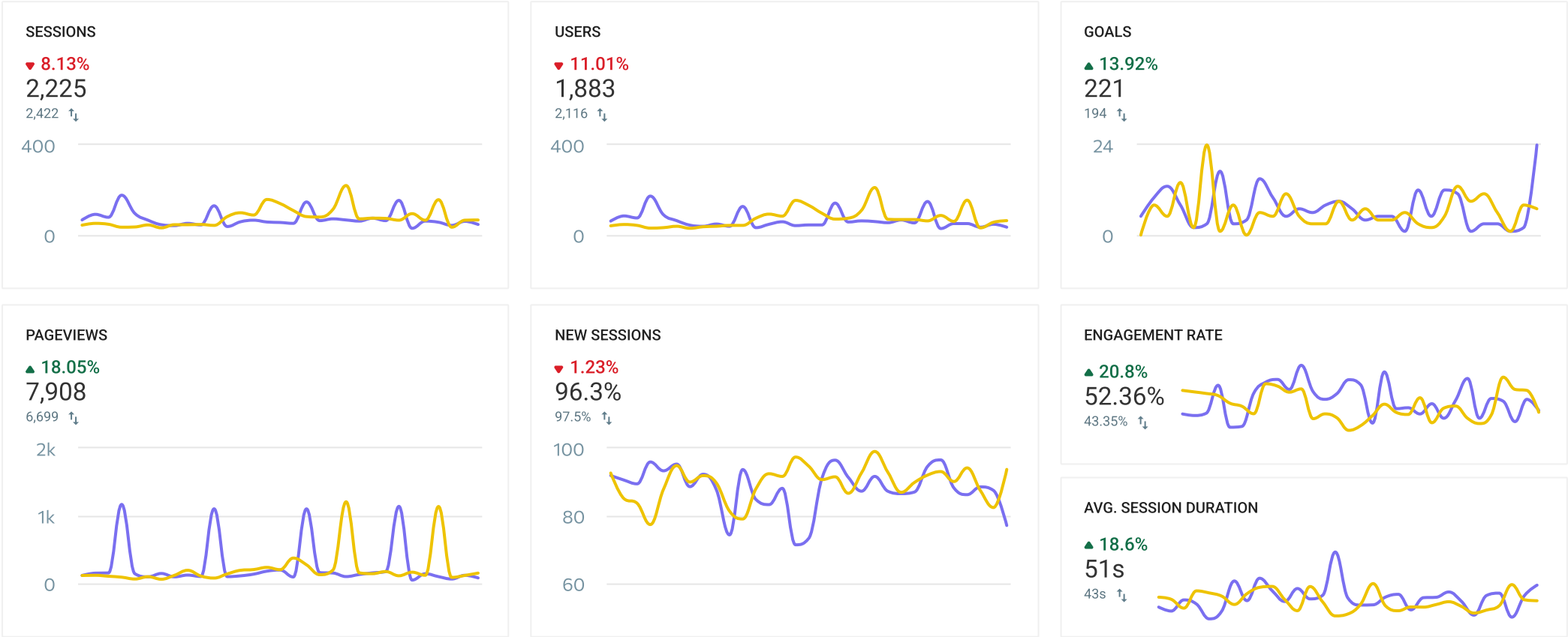
Average length of time that the website had focus in the browser



Traffic Overview

Audience GOOGLE ANALYTICS

Jul-01 2026 - Jul-31 2026



● Jul-01 2026 - Jul-31 2026 ● May-31 2026 - Jun-30 2026

Pages

All pages GOOGLE ANALYTICS

Jul-01 2026 - Jul-31 2026

Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	Jul-01 2026 - Jul-31 2026	695	86.34%	571	865	23s	66.76%	35
2	/boatranges/NewBoats							
	Jul-01 2026 - Jul-31 2026	142	2.97%	101	202	01m:01s	90.85%	17
3	/boatranges/UsedBoats							
	Jul-01 2026 - Jul-31 2026	142	3.25%	123	170	24s	94.37%	7
4	/boatranges/stacer/downloadsspecs							
	Jul-01 2026 - Jul-31 2026	135	81.2%	133	858	06s	96.3%	0
5	/products/all-categories							
	Jul-01 2026 - Jul-31 2026	132	83.97%	131	160	02s	28.03%	3
6	/boatranges/newboats/stabicraft							
	Jul-01 2026 - Jul-31 2026	102	73.56%	87	148	28s	77.45%	3
7	/boatranges/stacer							
	Jul-01 2026 - Jul-31 2026	61	37.5%	56	91	40s	80.33%	0

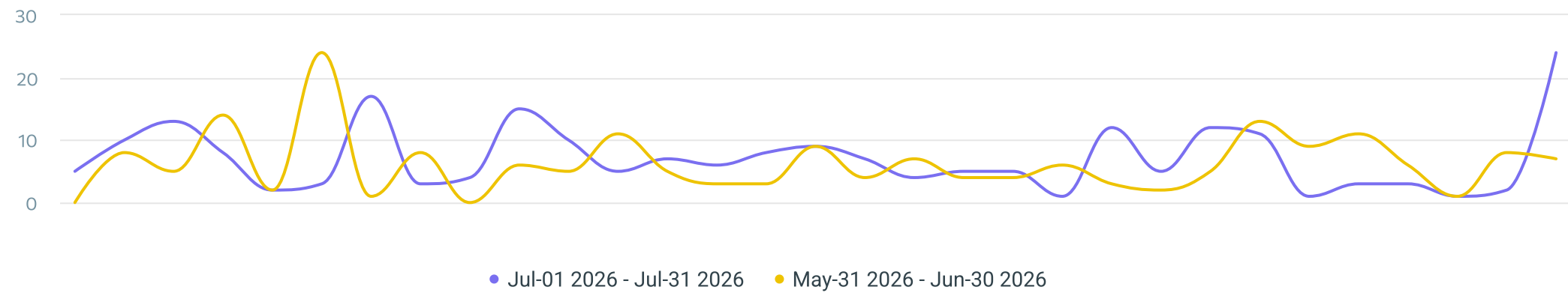
No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
8	/products/all-categories/bargain-boat-bits							
	Jul-01 2026 - Jul-31 2026	55	20.75%	53	125	59s	83.64%	2
9	/boatranges/newboats							
	Jul-01 2026 - Jul-31 2026	52	46.43%	28	77	39s	69.23%	4
10	/boatranges/newboats/stacer							
	Jul-01 2026 - Jul-31 2026	43	7.14%	42	51	38s	97.67%	2

Conversions

Goals GOOGLE ANALYTICS

Jul-01 2026 - Jul-31 2026

Goals



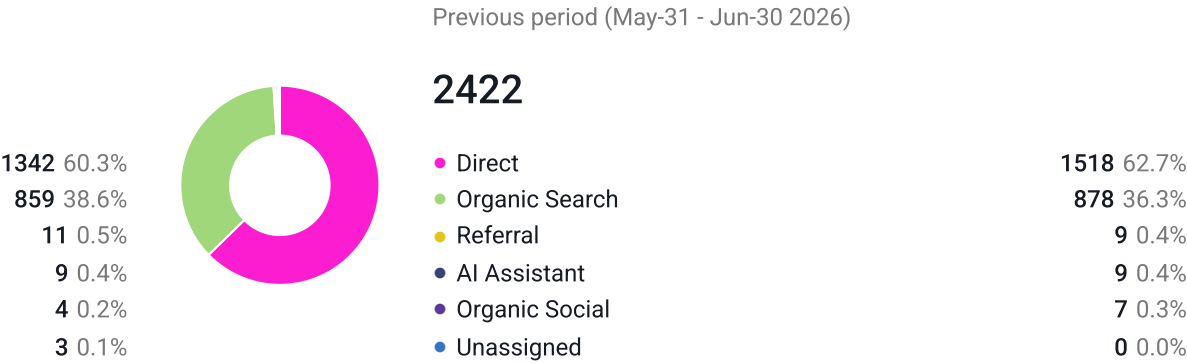
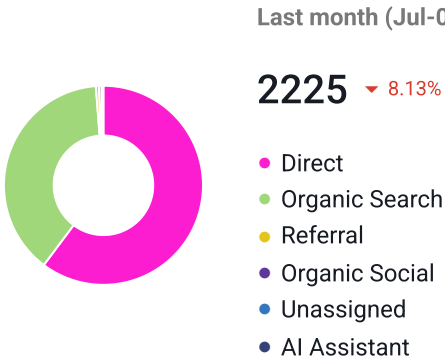
No.	Goal	Goals	Goal value
1	form_start		
	Jul-01 2026 - Jul-31 2026	96	0
	May-31 2026 - Jun-30 2026	101	0
	% Change	▼ 5%	
2	form_submit		
	Jul-01 2026 - Jul-31 2026	53	0
	May-31 2026 - Jun-30 2026	43	0
	% Change	▲ 23.3%	

No.	Goal	Goals	Goal value
3	book_a_service		
	Jul-01 2026 - Jul-31 2026	51	0
	May-31 2026 - Jun-30 2026	49	0
	% Change	▲ 4.1%	
4	click_telephone		
	Jul-01 2026 - Jul-31 2026	17	0
	May-31 2026 - Jun-30 2026	0	0
	% Change		
5	Click_location_button		
	Jul-01 2026 - Jul-31 2026	3	0
	May-31 2026 - Jun-30 2026	0	0
	% Change		
6	file_download		
	Jul-01 2026 - Jul-31 2026	1	0
	May-31 2026 - Jun-30 2026	1	0
	% Change		

Traffic Source

Overview: Sessions

Last month (Jul-01 - Jul-31 2026) ↑ Previous period (May-31 - Jun-30 2026)



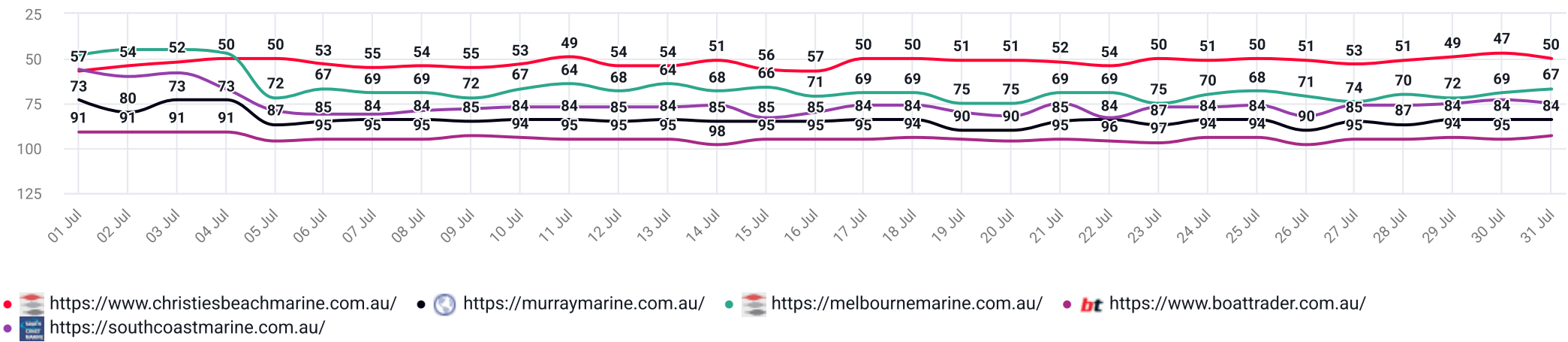
Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Direct								
Jul-01 2026 - Jul-31 2026	1.3K	553	1.2K	41.21%	98.87%	63	26.88 sec	5.6K
May-31 2026 - Jun-30 2026	1.5K	397	1.4K	26.15%	99.52%	58	18.42 sec	4K
% Change	▼ -11.6%	▲ 39.3%	▼ -14.4%	▲ 57.6%	▼ -0.7%	▲ 8.6%	▲ 45.9%	▲ 39.3%
2 Organic Search								
Jul-01 2026 - Jul-31 2026	859	601	632	69.97%	90.66%	134	88.33 sec	2.2K
May-31 2026 - Jun-30 2026	878	638	657	72.67%	92.54%	134	86.27 sec	2.6K
% Change	▼ -2.2%	▼ -5.8%	▼ -3.8%	▼ -3.7%	▼ -2.0%	▼ 0%	▲ 2.4%	▼ -13.4%
3 Referral								
Jul-01 2026 - Jul-31 2026	11	7	8	63.64%	87.5%	24	72.36 sec	19
May-31 2026 - Jun-30 2026	9	9	5	100%	80%	2	70.33 sec	29
% Change	▲ 22.2%	▼ -22.2%	▲ 60%	▼ -36.4%	▲ 9.4%	▲ 1.1K%	▲ 2.9%	▼ -34.5%
4 Organic Social								
Jul-01 2026 - Jul-31 2026	9	6	7	66.67%	100%	0	38.67 sec	18

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
May-31 2026 - Jun-30 2026	7	5	7	71.43%	71.43%	0	103.43 sec	32
% Change	▲ 28.6%	▲ 20%	▼ 0%	▼ -6.7%	▲ 40.0%	▼ 0%	▼ -62.6%	▼ -43.8%
5 Unassigned								
Jul-01 2026 - Jul-31 2026	4	0	4	0%	0%	0	29.5 sec	2
May-31 2026 - Jun-30 2026	-	-	-	-	-	-	-	-
% Change	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%
6 AI Assistant								
Jul-01 2026 - Jul-31 2026	3	1	3	33.33%	100%	0	3.67 sec	3
May-31 2026 - Jun-30 2026	9	2	7	22.22%	100%	0	6.78 sec	10
% Change	▼ -66.7%	▼ -50%	▼ -57.1%	▲ 50.0%	▼ 0%	▼ 0%	▼ -45.9%	▼ -70%

Competitors Average Position Trend

Average position

Jul-01 2026 - Jul-31 2026



HEALTH SCORE



