



SEO report

www.christiesbeachmarine.com.au

JUN-01 2026 - JUN-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	Search visibility	Traffic forecast	Keywords in SERP
54 ▼ 2	20.2% ▼ -1.1%	1157 ▼ 591	26

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			
boat shop	216	1	1
boat dealers	163	1	1
stacer boat dealers	56	1	1
marine shop	213	1	2 ▼ 1
new boats for sale	232	1	2 ▼ 1
stacer dealers in south australia	109	1	2 ▼ 1
northbank boat for sale	113	4	3 ▲ 1
used stabicraft boats	164	12	3 ▲ 9
mercury outboard dealers	206	2	3 ▼ 1
marine store	113	1	4 ▼ 3
stabicraft dealers	134	2	4 ▼ 2
easy tow trailers	210	3	5 ▼ 2
northbank fibreglass boats	104	5	6 ▼ 1
stabicraft for sale australia	162	11	7 ▲ 4
stabicraft boat for sale	86	8	8

Keyword	Results	Month ago ▲	Current rankings
northbank boats for sale	113	20	8 ▲ 12
stacer aluminium boats	165	8	10 ▼ 2
stabcraft for sale	181	10	10
used boats for sale south australia	108	-	12 ▲ 88
boat canopies	191	3	13 ▼ 10
used stacer boat for sale	195	16	15 ▲ 1
stacer boat for sale	194	15	20 ▼ 5
electric outboard motor	201	47	48 ▼ 1
electric outboard motors Australia	206	51	50 ▲ 1
boat accessories shop	148	-	-
boat supplies	200	-	-
boats trailers for sale	234	-	-
boats for sale in south australia	104	7	-
yamaha outboard for sale	185	-	-
used boat for sale	209	-	-
fishing accessories	194	-	-
boat accessories	200	-	-
yamaha insurance	104	-	-
boat insurance	132	-	-
christie beach	154	-	-
aluminum boat for sale	217	-	-
anchor winches	196	-	-
boat navigation	193	-	-
garmin oceansound	3.1K	-	-
yamaha parts and accessories	162	-	-
stacer centre console	159	10	-
mercury outboard	127	-	-
electric outboard motor for sale	188	34	-
mercury engine	194	-	-

Keyword	Results	Month ago ▲	Current rankings
mercury outboard motors	202	-	-
buy outboard engines in Australia	175	-	-
yamaha outboards Australia	171	45	-
mackay trailers	117	-	-
dunbier trailers	206	-	-
boat electrical accessories	189	-	-

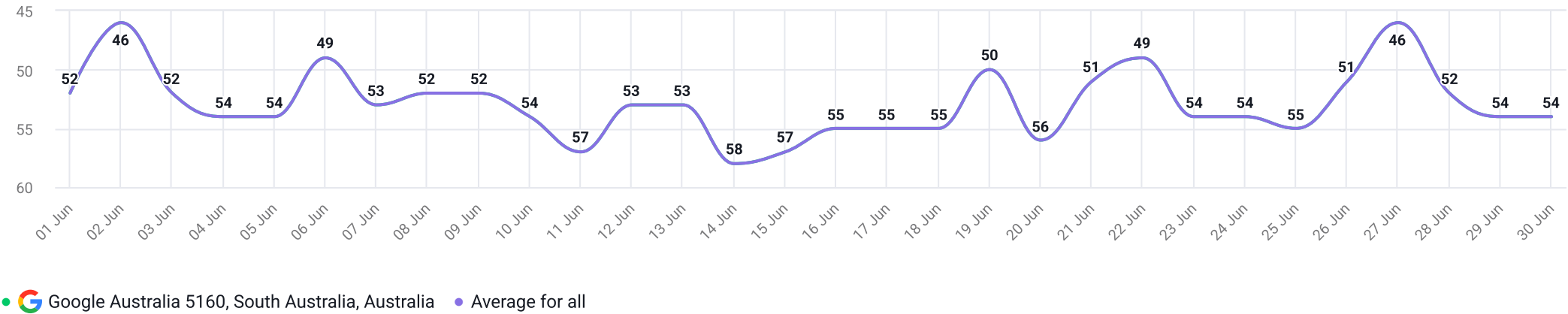
Distribution of Keywords

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	7	11	4	4	24	54
 General	50	3	7	11	4	4	24	54

Average Position Trend

Average position

Jun-01 2026 - Jun-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

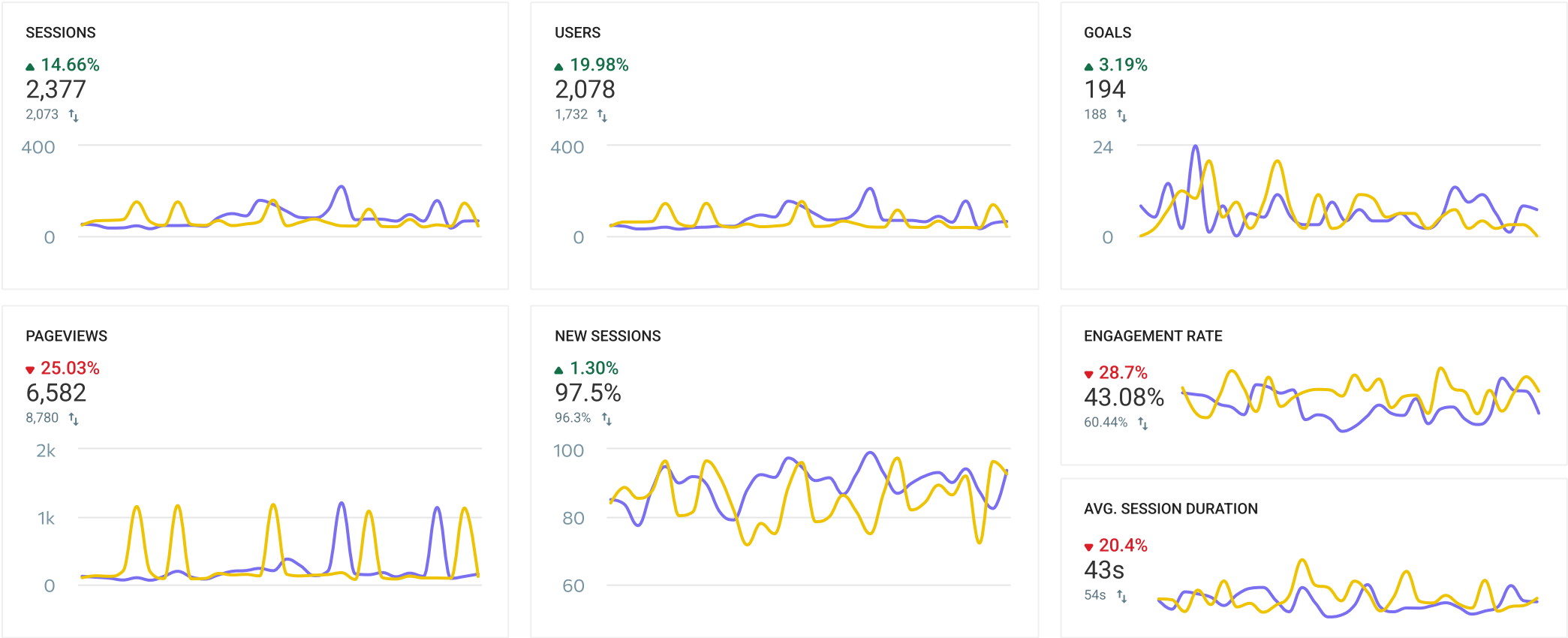
Average length of time that the website had focus in the browser



Traffic Overview

Audience GOOGLE ANALYTICS

Jun-01 2026 - Jun-30 2026



● Jun-01 2026 - Jun-30 2026 ● May-02 2026 - May-31 2026

Pages

All pages GOOGLE ANALYTICS

Jun-01 2026 - Jun-30 2026

Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	Jun-01 2026 - Jun-30 2026	736	91.17%	623	936	24s	64.27%	10
2	/boatranges/UsedBoats							
	Jun-01 2026 - Jun-30 2026	165	2.34%	128	237	29s	95.76%	9
3	/boatranges/NewBoats							
	Jun-01 2026 - Jun-30 2026	125	4.82%	83	198	01m:01s	96%	16
4	/products/all-categories							
	Jun-01 2026 - Jun-30 2026	124	88.43%	121	137	01s	21.77%	0
5	/boatranges/newboats/stabicraft							
	Jun-01 2026 - Jun-30 2026	85	78.67%	75	107	29s	72.94%	2
6	/boatranges/stacer/downloadsspecs							
	Jun-01 2026 - Jun-30 2026	68	77.94%	68	428	07s	98.53%	0
7	/boatranges/UsedBoats/stabicraft-1410-fisher-2019-7066							

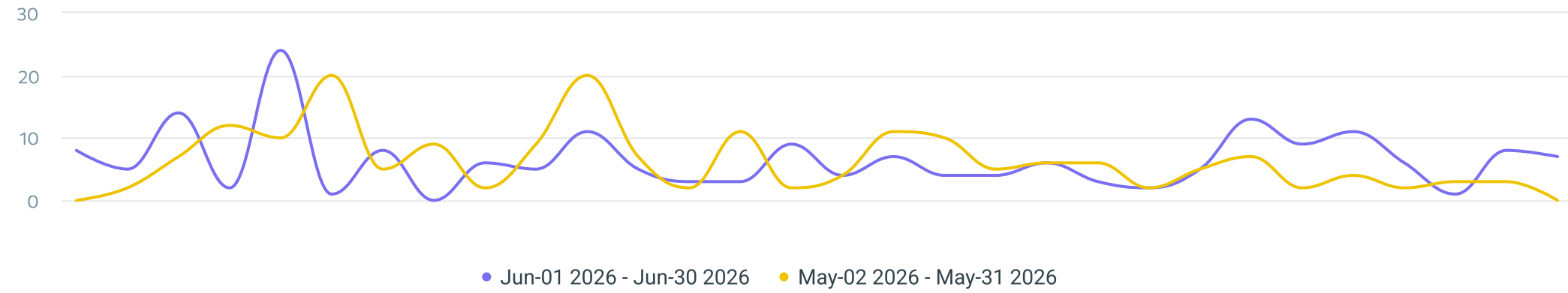
No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
	Jun-01 2026 - Jun-30 2026	55	10.53%	38	74	57s	94.55%	4
8	/boatranges/newboats/stacer							
	Jun-01 2026 - Jun-30 2026	52	4.17%	48	87	55s	98.08%	15
9	/boatranges/usedboats							
	Jun-01 2026 - Jun-30 2026	50	52.78%	36	63	37s	92%	6
10	/boatranges/stabicraft							
	Jun-01 2026 - Jun-30 2026	48	18.18%	44	69	23s	87.5%	0

Conversions

Goals GOOGLE ANALYTICS

Jun-01 2026 - Jun-30 2026

Goals



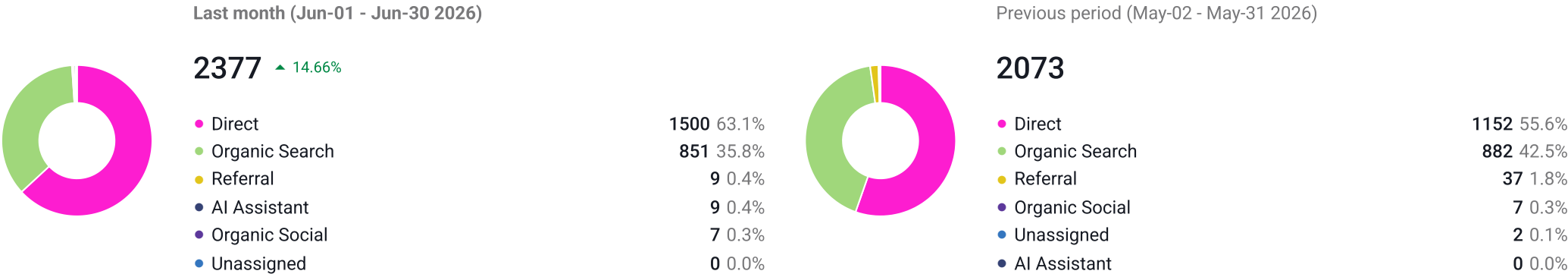
No.	Goal	Goals	Goal value
1	form_start		
	Jun-01 2026 - Jun-30 2026	101	0
	May-02 2026 - May-31 2026	105	0
	% Change	▼ 3.8%	
2	book_a_service		
	Jun-01 2026 - Jun-30 2026	49	0
	May-02 2026 - May-31 2026	27	0

No.	Goal	Goals	Goal value
	% Change	▲ 81.5%	
3	form_submit		
	Jun-01 2026 - Jun-30 2026	43	0
	May-02 2026 - May-31 2026	55	0
	% Change	▼ 21.8%	
4	file_download		
	Jun-01 2026 - Jun-30 2026	1	0
	May-02 2026 - May-31 2026	1	0
	% Change		

Traffic Source

Overview: Sessions

Last month (Jun-01 - Jun-30 2026) ↑ Previous period (May-02 - May-31 2026)

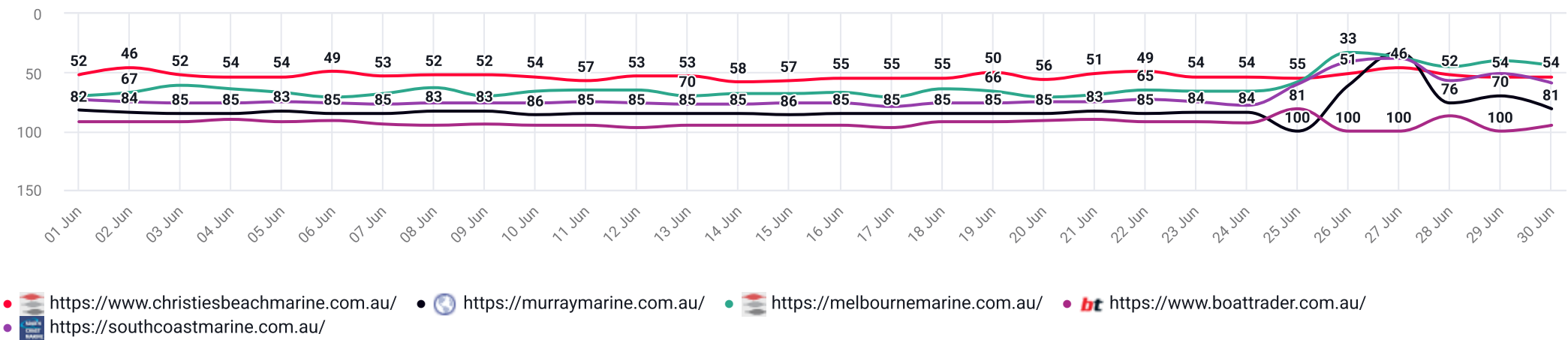


Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Direct								
Jun-01 2026 - Jun-30 2026	1.5K	393	1.4K	26.2%	99.51%	58	18.52 sec	4K
May-02 2026 - May-31 2026	1.2K	607	1.1K	52.69%	99.53%	84	32.85 sec	6.3K
% Change	▲ 30.2%	▼ -35.3%	▲ 34.1%	▼ -50.3%	0.0%	▼ -31.0%	▼ -43.6%	▼ -36.4%
2 Organic Search								
Jun-01 2026 - Jun-30 2026	851	615	636	72.27%	92.3%	134	86.38 sec	2.5K
May-02 2026 - May-31 2026	882	615	650	69.73%	90%	100	82.18 sec	2.4K
% Change	▼ -3.5%	▼ 0%	▼ -2.2%	▲ 3.6%	▲ 2.6%	▲ 34%	▲ 5.1%	▲ 5.6%
3 Referral								
Jun-01 2026 - Jun-30 2026	9	9	5	100%	80%	2	70.33 sec	29
May-02 2026 - May-31 2026	37	30	18	81.08%	77.78%	4	60.92 sec	97
% Change	▼ -75.7%	▼ -70%	▼ -72.2%	▲ 23.3%	▲ 2.9%	▼ -50%	▲ 15.4%	▼ -70.1%

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
4 AI Assistant								
Jun-01 2026 - Jun-30 2026	9	2	7	22.22%	100%	0	6.78 sec	10
May-02 2026 - May-31 2026	-	-	-	-	-	-	-	-
% Change	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%
5 Organic Social								
Jun-01 2026 - Jun-30 2026	7	5	7	71.43%	71.43%	0	103.43 sec	32
May-02 2026 - May-31 2026	7	4	7	57.14%	71.43%	0	9.43 sec	8
% Change	▼ 0%	▲ 25%	▼ 0%	▲ 25.0%	▼ 0%	▼ 0%	▲ 996.8%	▲ 300%
6 Unassigned								
Jun-01 2026 - Jun-30 2026	-	-	-	-	-	-	-	-
May-02 2026 - May-31 2026	2	1	2	50%	100%	0	18 sec	2
% Change	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%

Competitors Average Position Trend

Average position Jun-01 2026 - Jun-30 2026



HEALTH SCORE



Backlinks

