



SEO report

www.christiesbeachmarine.com.au

MAR-01 2026 - MAR-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	Search visibility	Traffic forecast	Keywords in SERP
53 ▲ 3	20.5% ▲ 3.9%	1564 ▲ 711	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			
marine shop	221	3	1 ▲ 2
boat shop	224	45	1 ▲ 44
marine store	219	2	1 ▲ 1
boat dealers	70M	2	1 ▲ 1
new boats for sale	212M	4	1 ▲ 3
stacer boat dealers	571K	1	1
stabicraft dealers	112	1	1
stacer dealers in south australia	196K	1	1
mercury outboard dealers	219	3	2 ▲ 1
easy tow trailers	216	2	2
boat supplies	227	10	3 ▲ 7
boat canopies	222	1	3 ▼ 2
stabicraft for sale australia	275K	9	5 ▲ 4
northbank fibreglass boats	122	4	5 ▼ 1
stabicraft boat for sale	196	2	6 ▼ 4

Keyword	Results	Month ago ▲	Current rankings
used stabicraft boats	270K	3	6 ▼ 3
stabicraft for sale	199	7	7
boats for sale in south australia	126	29	8 ▲ 21
stacer centre console	262K	-	11 ▲ 89
used stacer boat for sale	202	11	12 ▼ 1
northbank boat for sale	369K	-	13 ▲ 87
used boats for sale south australia	126	-	13 ▲ 87
northbank boats for sale	288K	-	14 ▲ 86
stacer aluminium boats	204	24	21 ▲ 3
electric outboard motor for sale	214	41	31 ▲ 10
anchor winches	232	20	33 ▼ 13
buy outboard engines in Australia	5.7M	29	43 ▼ 14
electric outboard motors Australia	1.8M	-	52 ▲ 48
boat accessories shop	222	17	-
boats trailers for sale	247	11	-
stacer boat for sale	651K	-	-
yamaha outboard for sale	194	27	-
used boat for sale	220	-	-
fishing accessories	266M	-	-
boat accessories	229	-	-
yamaha insurance	121	-	-
boat insurance	153	-	-
christie beach	94M	-	-
aluminum boat for sale	8K	-	-
boat navigation	368M	-	-
garmin oceansount	388	-	-
yamaha parts and accessories	188	-	-
mercury outboard	201	58	-

Keyword	Results	Month ago ▲	Current rankings
electric outboard motor	230	61	-
mercury engine	159M	63	-
mercury outboard motors	201	-	-
yamaha outboards Australia	1M	24	-
mackay trailers	133	5	-
dunbier trailers	229	3	-
boat electrical accessories	227	-	-

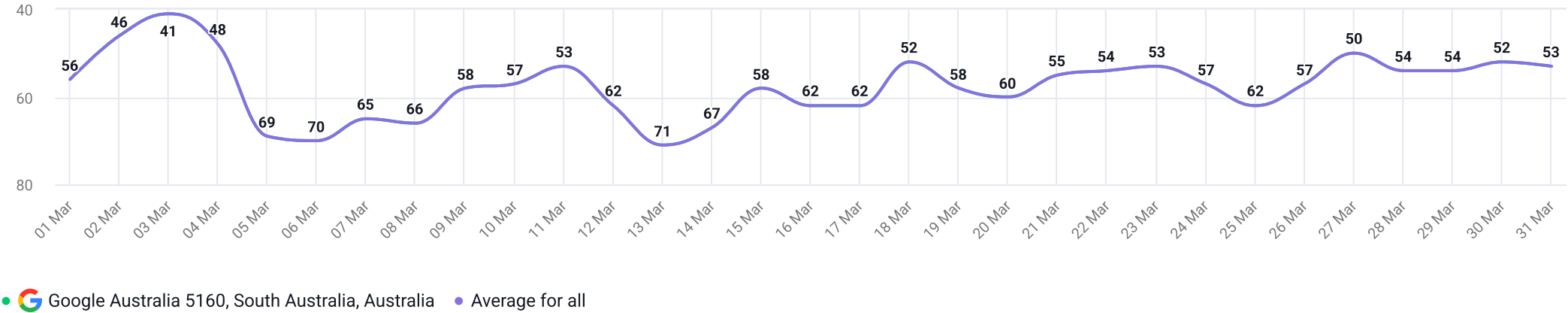
Distribution of Keywords

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	7	6	2	24	53
 General	50	8	11	7	6	2	24	53

Average Position Trend

Average position

Mar-01 2026 - Mar-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

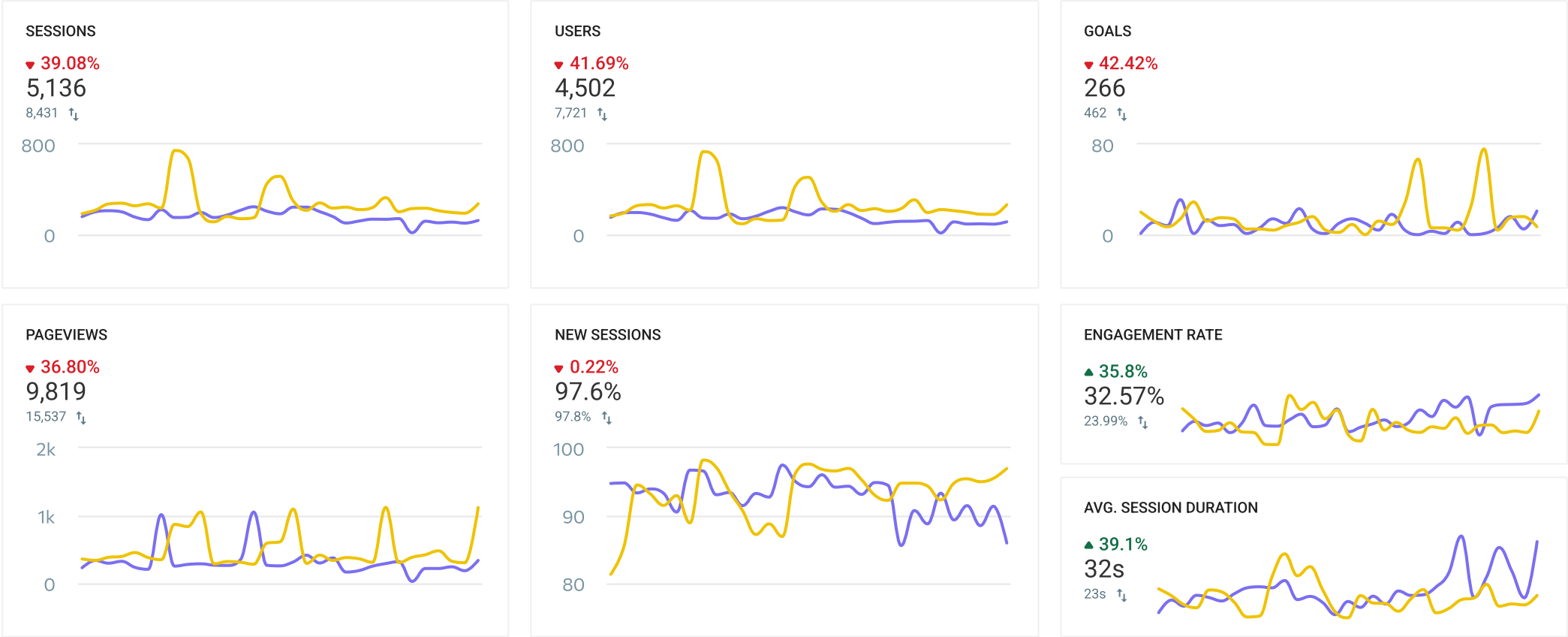
Average length of time that the website had focus in the browser



Traffic Overview

Audience GOOGLE ANALYTICS

Mar-01 2026 - Mar-31 2026



● Mar-01 2026 - Mar-31 2026 ● Jan-29 2026 - Feb-28 2026

Pages

All pages GOOGLE ANALYTICS

Mar-01 2026 - Mar-31 2026

Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	Mar-01 2026 - Mar-31 2026	1K	87.94%	796	1.3K	25s	67.82%	15
2	/boatranges/NewBoats							
	Mar-01 2026 - Mar-31 2026	776	77.63%	657	985	27s	56.7%	29
3	/boatranges/UsedBoats							
	Mar-01 2026 - Mar-31 2026	248	7.98%	213	315	26s	92.34%	10
4	/products/all-categories/bargain-boat-bits							
	Mar-01 2026 - Mar-31 2026	135	57.26%	117	354	01m:45s	71.85%	10
5	/boatranges/newboats/stabicraft							
	Mar-01 2026 - Mar-31 2026	134	85.98%	107	165	29s	62.69%	5
6	/products/all-categories							
	Mar-01 2026 - Mar-31 2026	96	83.16%	95	116	09s	23.96%	0
7	/boatranges/newboats/stacer							

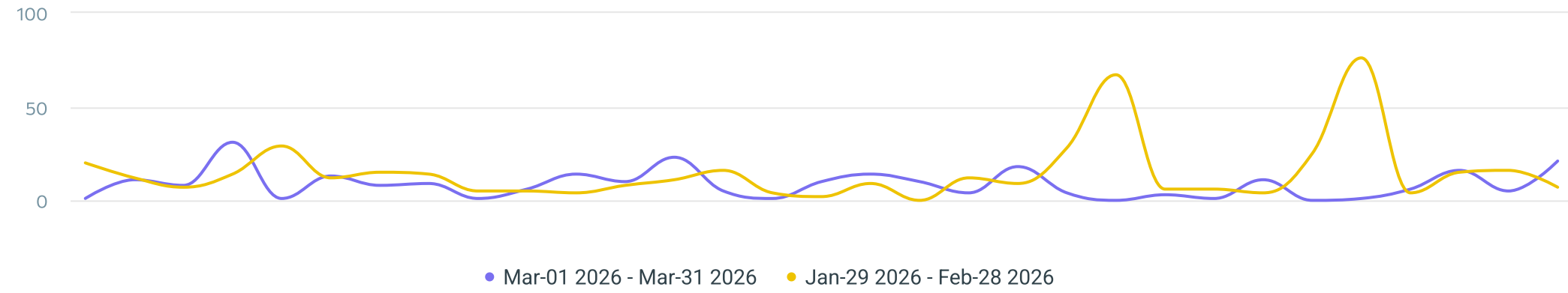
No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
	Mar-01 2026 - Mar-31 2026	70	7.94%	63	93	39s	90%	3
8	/boatranges/usedboats							
	Mar-01 2026 - Mar-31 2026	70	49.15%	59	91	27s	87.14%	7
9	/boatranges/stabircraft							
	Mar-01 2026 - Mar-31 2026	50	4.55%	44	75	22s	96%	0
10	/boatranges/NewBoats/stabircraft-1850-fisher-2024-6599-1143							
	Mar-01 2026 - Mar-31 2026	50	55.56%	45	56	21s	54%	0

Conversions

Goals GOOGLE ANALYTICS

Mar-01 2026 - Mar-31 2026

Goals



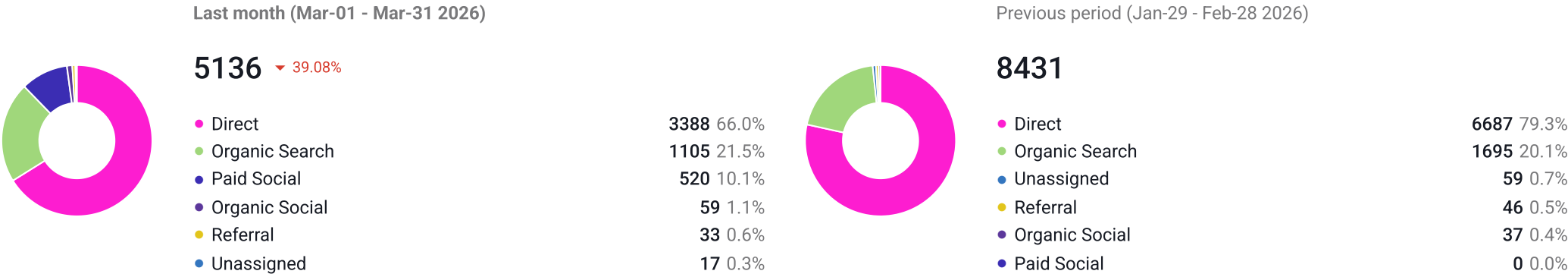
No.	Goal	Goals	Goal value
1	form_start		
	Mar-01 2026 - Mar-31 2026	130	0
	Jan-29 2026 - Feb-28 2026	246	0
	% Change	▼ 47.2%	
2	form_submit		
	Mar-01 2026 - Mar-31 2026	74	0
	Jan-29 2026 - Feb-28 2026	127	0

No.	Goal	Goals	Goal value
	% Change	▼ 41.7%	
3	book_a_service		
	Mar-01 2026 - Mar-31 2026	61	0
	Jan-29 2026 - Feb-28 2026	84	0
	% Change	▼ 27.4%	
4	file_download		
	Mar-01 2026 - Mar-31 2026	1	0
	Jan-29 2026 - Feb-28 2026	1	0
	% Change		

Traffic Source

Overview: Sessions

Last month (Mar-01 - Mar-31 2026) ↑ Previous period (Jan-29 - Feb-28 2026)

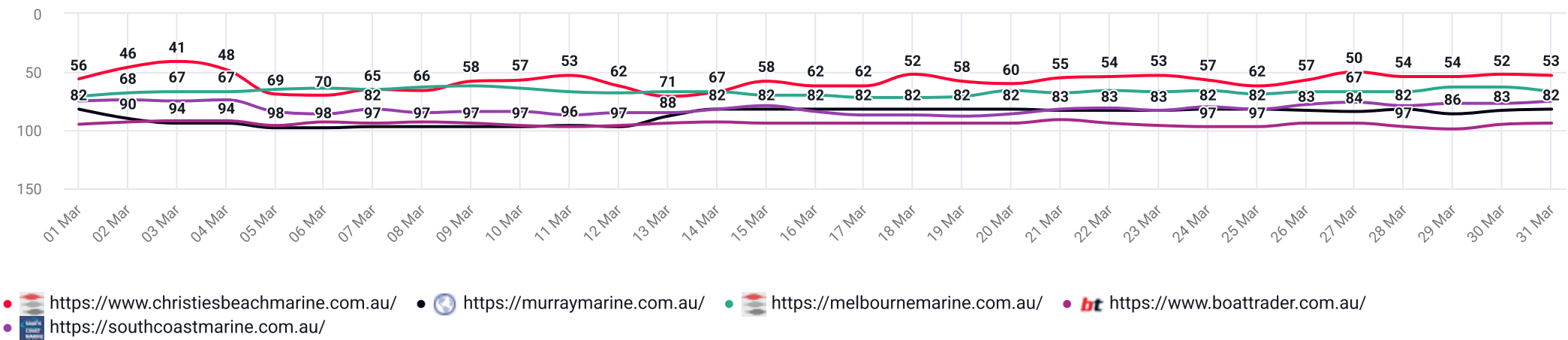


Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Direct								
Mar-01 2026 - Mar-31 2026	3.4K	619	3.2K	18.27%	99.34%	58	13.41 sec	5.6K
Jan-29 2026 - Feb-28 2026	6.7K	766	6.5K	11.46%	100.09%	56	7.41 sec	10.1K
% Change	▼ -49.3%	▼ -19.2%	▼ -50.8%	▲ 59.4%	▼ -0.7%	▲ 3.6%	▲ 81.0%	▼ -44.8%
2 Organic Search								
Mar-01 2026 - Mar-31 2026	1.1K	796	768	72.04%	88.41%	200	94.3 sec	3.2K
Jan-29 2026 - Feb-28 2026	1.7K	1.2K	1.1K	71.33%	90.53%	395	82.21 sec	5K
% Change	▼ -34.8%	▼ -34.2%	▼ -32.0%	▲ 1.0%	▼ -2.3%	▼ -49.4%	▲ 14.7%	▼ -36.4%
3 Paid Social								
Mar-01 2026 - Mar-31 2026	520	212	491	40.77%	99.59%	3	17.9 sec	749
Jan-29 2026 - Feb-28 2026	-	-	-	-	-	-	-	-
% Change	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
4 Organic Social								
Mar-01 2026 - Mar-31 2026	59	17	55	28.81%	92.73%	0	15.22 sec	93
Jan-29 2026 - Feb-28 2026	37	15	37	40.54%	100%	0	10.11 sec	50
% Change	▲ 59.5%	▲ 13.3%	▲ 48.6%	▼ -28.9%	▼ -7.3%	▼ 0%	▲ 50.5%	▲ 86%
5 Referral								
Mar-01 2026 - Mar-31 2026	33	23	20	69.7%	80%	5	77.7 sec	195
Jan-29 2026 - Feb-28 2026	46	30	29	65.22%	89.66%	11	96.72 sec	346
% Change	▼ -28.3%	▼ -23.3%	▼ -31.0%	▲ 6.9%	▼ -10.8%	▼ -54.5%	▼ -19.7%	▼ -43.6%
6 Unassigned								
Mar-01 2026 - Mar-31 2026	17	2	12	11.76%	75%	0	2.47 sec	15
Jan-29 2026 - Feb-28 2026	59	1	59	1.69%	16.95%	0	7.58 sec	18
% Change	▼ -71.2%	▲ 100%	▼ -79.7%	▲ 595.9%	▲ 342.5%	▼ 0%	▼ -67.4%	▼ -16.7%

Competitors Average Position Trend

Average position Mar-01 2026 - Mar-31 2026



HEALTH SCORE



Backlinks

