



SEO report

www.christiesbeachmarine.com.au

MAY-01 2026 - MAY-31 2026



Table of Contents

Key Ranking Metrics 4

Keywords Ranking 4

Distribution of Keywords 7

Average Position Trend 7

Traffic Overview 9

Pages 10

Conversions 12

Traffic Source 14

Competitors Average Position Trend 16

Audit overview 17

Backlinks 18

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
55 ▼ 10	19.3% ▼ -6%	1518 ▼ 186	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	203	1	1
boat shop	206	1	1
marine store	112	1	1
boat dealers	154	1	1
new boats for sale	227	1	1
stacer boat dealers	118	2	1 ▲ 1
stacer dealers in south australia	99	2	1 ▲ 1
stabcraft dealers	97	2	2
mercury outboard dealers	203	2	2
easy tow trailers	186	3	3
boat canopies	186	1	3 ▼ 2
northbank boat for sale	104	11	4 ▲ 7
northbank fibreglass boats	105	5	5
boats for sale in south australia	110	11	7 ▲ 4
stabcraft boat for sale	165	5	8 ▼ 3

Keyword	Results	Month ago ▲	Current rankings
stacer aluminium boats	171	8	8
stabcraft for sale	167	6	10 ▼ 4
stacer centre console	167	8	10 ▼ 2
stabcraft for sale australia	169	7	11 ▼ 4
used stabcraft boats	159	6	12 ▼ 6
stacer boat for sale	184	9	15 ▼ 6
used stacer boat for sale	182	15	16 ▼ 1
northbank boats for sale	110	4	20 ▼ 16
electric outboard motor for sale	177	3	34 ▼ 31
yamaha outboards Australia	178	-	45 ▲ 55
electric outboard motor	202	66	47 ▲ 19
electric outboard motors Australia	209	60	51 ▲ 9
boat accessories shop	206	12	-
boat supplies	187	6	-
boats trailers for sale	225	13	-
yamaha outboard for sale	195	27	-
used boat for sale	203	-	-
fishing accessories	203	-	-
boat accessories	202	-	-
yamaha insurance	108	-	-
boat insurance	113	-	-
christie beach	151	-	-
aluminum boat for sale	200	-	-
anchor winches	201	46	-
boat navigation	193	-	-
garmin oceansout	93	-	-
yamaha parts and accessories	159	-	-
used boats for sale south australia	94	9	-
mercury outboard	205	-	-

Keyword	Results	Month ago ▲	Current rankings
mercury engine	196	75	-
mercury outboard motors	203	48	-
buy outboard engines in Australia	186	-	-
mackay trailers	118	7	-
dunbier trailers	215	-	-
boat electrical accessories	200	-	-

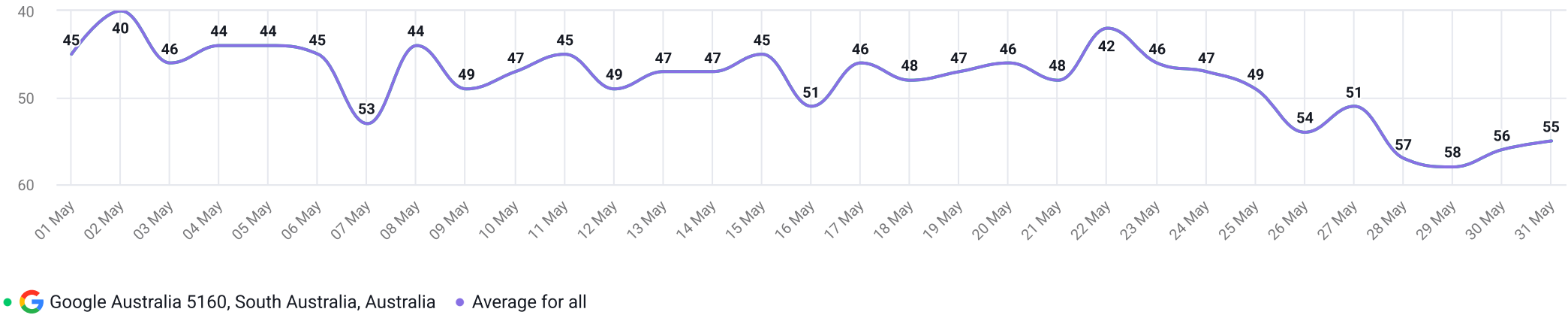
Distribution of Keywords

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	7	12	5	5	4	24	55
 General	50	7	12	5	5	4	24	55

Average Position Trend

Average position

May-01 2026 - May-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

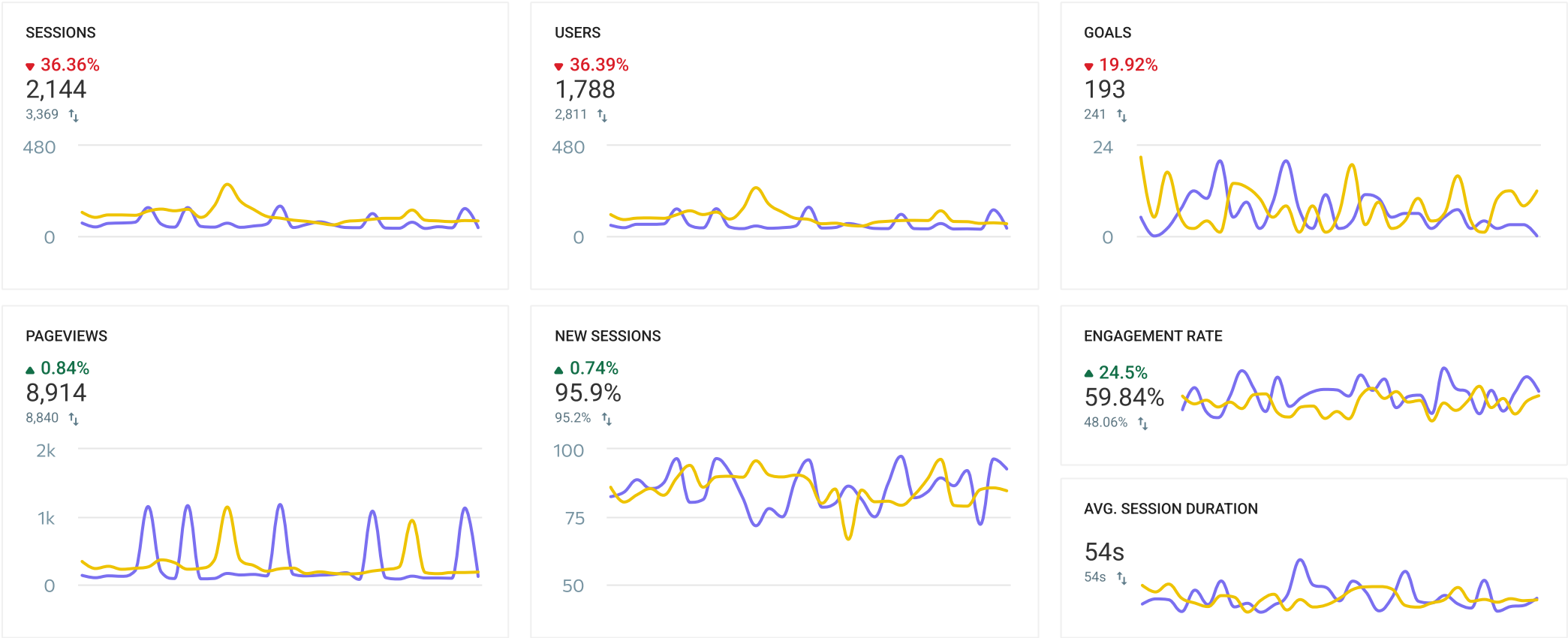
Average length of time that the website had focus in the browser



Traffic Overview

Audience GOOGLE ANALYTICS

May-01 2026 - May-31 2026



● May-01 2026 - May-31 2026 ● Mar-31 2026 - Apr-30 2026

Pages

All pages GOOGLE ANALYTICS

May-01 2026 - May-31 2026

Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	May-01 2026 - May-31 2026	718	87.67%	592	922	27s	67.83%	17
2	/boatranges/stacer/downloadsspecs							
	May-01 2026 - May-31 2026	172	82.56%	172	1.1K	06s	97.67%	0
3	/boatranges/UsedBoats							
	May-01 2026 - May-31 2026	139	1.92%	104	184	29s	92.09%	2
4	/boatranges/NewBoats							
	May-01 2026 - May-31 2026	125	2.13%	94	187	59s	92.8%	13
5	/boatranges/newboats/stabicraft							
	May-01 2026 - May-31 2026	114	79.59%	98	144	26s	81.58%	1
6	/products/all-categories/bargain-boat-bits							
	May-01 2026 - May-31 2026	61	21.82%	55	151	50s	78.69%	0
7	/products/all-categories							

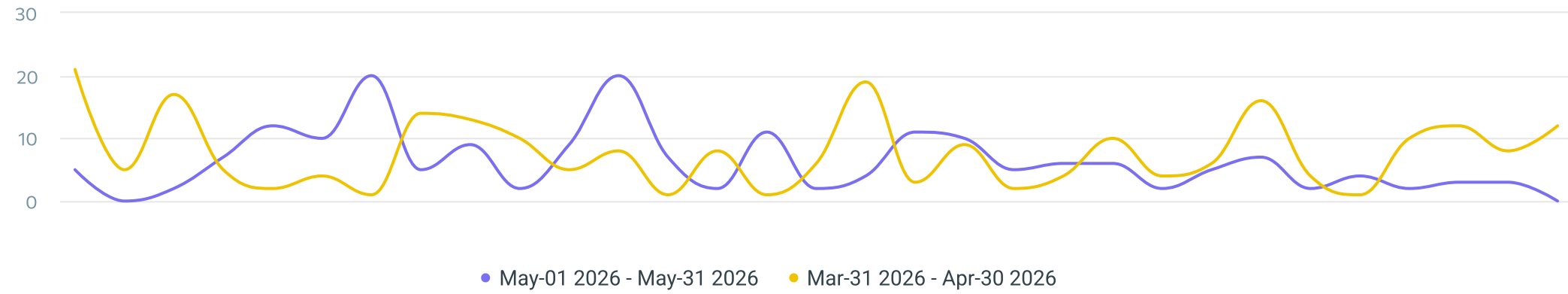
No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
	May-01 2026 - May-31 2026	53	65.38%	52	93	08s	66.04%	0
8	/boatranges/newboats/stacer							
	May-01 2026 - May-31 2026	52	0%	47	79	52s	96.15%	11
9	/boatranges/usedboats							
	May-01 2026 - May-31 2026	49	50%	34	61	19s	83.67%	3
10	/boatranges/stacer							
	May-01 2026 - May-31 2026	47	35.71%	42	65	32s	78.72%	0

Conversions

Goals GOOGLE ANALYTICS

May-01 2026 - May-31 2026

Goals



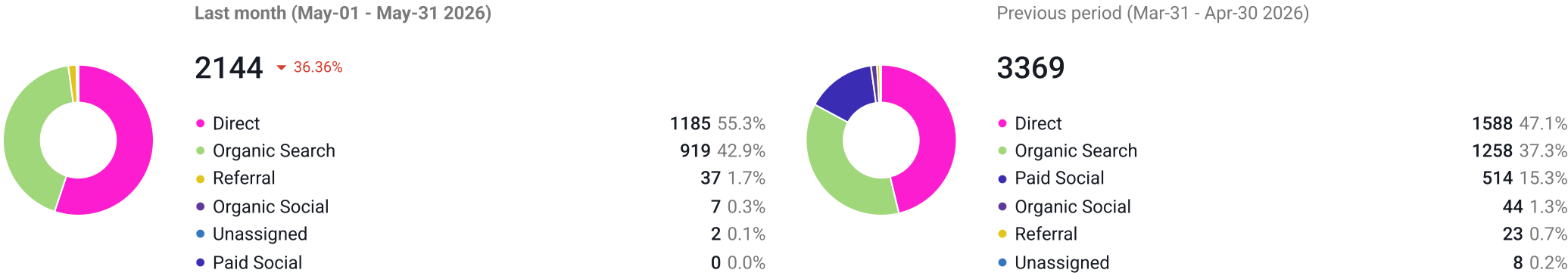
No.	Goal	Goals	Goal value
1	form_start		
	May-01 2026 - May-31 2026	107	0
	Mar-31 2026 - Apr-30 2026	139	0
	% Change	▼ 23%	
2	form_submit		
	May-01 2026 - May-31 2026	55	0
	Mar-31 2026 - Apr-30 2026	69	0

No.	Goal	Goals	Goal value
	% Change	▼ 20.3%	
3	book_a_service		
	May-01 2026 - May-31 2026	30	0
	Mar-31 2026 - Apr-30 2026	31	0
	% Change	▼ 3.2%	
4	file_download		
	May-01 2026 - May-31 2026	1	0
	Mar-31 2026 - Apr-30 2026	2	0
	% Change	▼ 50%	

Traffic Source

Overview: Sessions

Last month (May-01 - May-31 2026) ↑ Previous period (Mar-31 - Apr-30 2026)

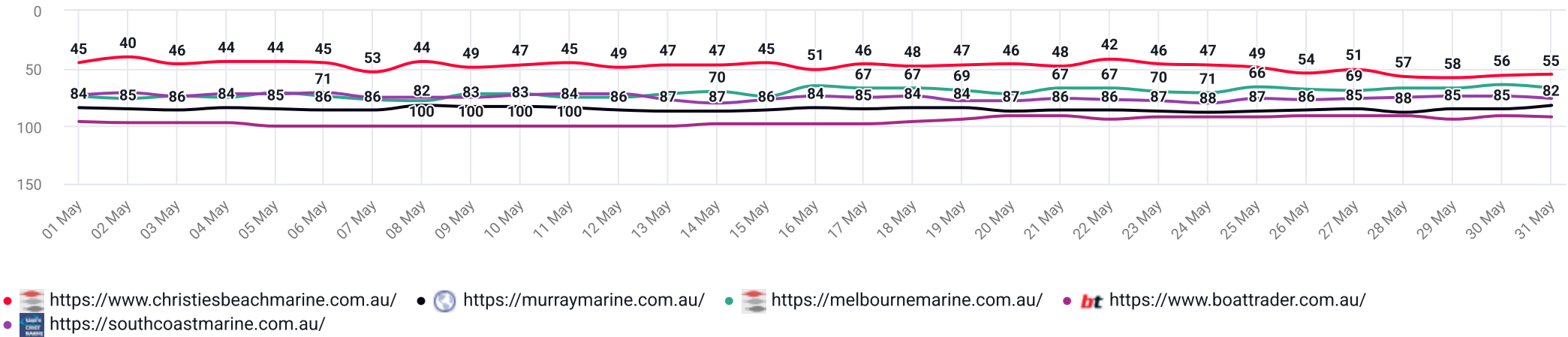


Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Direct								
May-01 2026 - May-31 2026	1.2K	614	1.1K	51.81%	99.36%	87	32.16 sec	6.3K
Mar-31 2026 - Apr-30 2026	1.6K	437	1.5K	27.52%	98.23%	69	26.26 sec	3.9K
% Change	▼ -25.4%	▲ 40.5%	▼ -25.5%	▲ 88.3%	▲ 1.2%	▲ 26.1%	▲ 22.5%	▲ 62.4%
2 Organic Search								
May-01 2026 - May-31 2026	919	639	677	69.53%	89.36%	102	81.9 sec	2.5K
Mar-31 2026 - Apr-30 2026	1.3K	923	819	73.37%	88.64%	157	100.68 sec	4K
% Change	▼ -26.9%	▼ -30.8%	▼ -17.3%	▼ -5.2%	▲ 0.8%	▼ -35.0%	▼ -18.7%	▼ -37.9%
3 Referral								
May-01 2026 - May-31 2026	37	30	18	81.08%	77.78%	4	60.92 sec	97
Mar-31 2026 - Apr-30 2026	23	19	13	82.61%	76.92%	2	63.78 sec	78
% Change	▲ 60.9%	▲ 57.9%	▲ 38.5%	▼ -1.9%	▲ 1.1%	▲ 100%	▼ -4.5%	▲ 24.4%

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
4 Organic Social								
May-01 2026 - May-31 2026	7	4	7	57.14%	71.43%	0	9.43 sec	8
Mar-31 2026 - Apr-30 2026	44	24	38	54.55%	100%	0	37.34 sec	80
% Change	▼ -84.1%	▼ -83.3%	▼ -81.6%	▲ 4.7%	▼ -28.6%	▼ 0%	▼ -74.7%	▼ -90%
5 Unassigned								
May-01 2026 - May-31 2026	2	1	2	50%	100%	0	18 sec	2
Mar-31 2026 - Apr-30 2026	8	1	8	12.5%	25%	0	36.63 sec	14
% Change	▼ -75%	▼ 0%	▼ -75%	▲ 300%	▲ 300%	▼ 0%	▼ -50.9%	▼ -85.7%
6 Paid Social								
May-01 2026 - May-31 2026	-	-	-	-	-	-	-	-
Mar-31 2026 - Apr-30 2026	514	215	475	41.83%	95.79%	13	21.19 sec	801
% Change	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%

Competitors Average Position Trend

Average position May-01 2026 - May-31 2026



HEALTH SCORE



Backlinks

