Optimise™

Targeted Marketing and SEO

SEO report

www.bairnsdaleboatsandmore.com

APR-01 2026 - APR-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.

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

www.bairnsdaleboatsandmore.com

Average position	Search visibility	Traffic forecast	Keywords in SERP
46 ▲ 4	1.1%	151 ▲ 1	28

Keywords Ranking

www.bairnsdaleboatsandmore.com

Entered Top 10 · Left Top 10 · In Top 10 · Entered Top 100

Google Australia 3875, Victoria, Australia

Keyword	Results	Month ago ▲	Current rankings
General			
bairnsdale boats & more	127K	1	1
boat dealer bairnsdale	27K	1	1
boat sales lucknow vic	286K	1	1
stacer boats dealer bairnsdale	464	1	1
mercury outboard engines lucknow	21K	1	1
boat servicing bairnsdale	232K	1	1
reliable marine repairs bairnsdale	15K	1	1
new and used boats bairnsdale	75K	1	1
affordable boats bairnsdale	33K	1	1
stacer boat dealer	390K	1	1
stacer boats bairnsdale	3.4K	1	1
authorised stacer dealer bairnsdale	248	2	1 ▲ 1
mercury outboard dealer east gippsland	36K	1	1
boat trailer for sale bairnsdale	31K	2	1 ▲ 1
boat engine repair bairnsdale	42K	1	1
lucknow vic marine supplies	194K	1	1

Keyword	Results	Month ago ▲	Current rankings
used boats for sale near bairnsdale	109	1	2 ▼ 1
authorised stacer dealer victoria	992	4	4
dunbier trailers	209K	4	4
stacer genuine accessories	150	12	4 ▲ 8
caravan for sale near bairnsdale	138K	8	7 ▲ 1
609 ocean ranger centre cabin	117K	7	8 ▼ 1
mackay boat trailers	530K	8	8
mercury genuine part for sale	13M	8	8
lucknow vic boat dealer	107K	1	9 ▼ 8
move boat trailers	51M	-	10 ▲ 90
mercury 115–300hp outboard	802K	-	14 ▲ 86
mercury inflatable boats for sale	168	-	28 ▲ 72
inflatable boat	44M	-	-
fishing boats for sale	72M	-	-
stacer assault pro 489 for sale	3.1K	-	-
caravan for sale	420M	-	-
used caravans for sale	18M	-	-
second hand caravans	15M	-	-
new caravan prices	78M	-	-
inflatable boat for sale	20M	-	-
inflatable boat for sale victoria	1.9M	-	-
inflatable boats	22M	-	-
dinghies for sale	1.8M	-	-
fishing inflatable boat	18M	-	-
used boat motors for sale	36M	-	-
mercury outboard prices	2.1M	-	-
mercury boat motors prices	2.1M	-	-
outboard for sale victoria	1.3M	-	-
aluminium trailers	7.2M	-	-

Keyword	Results	Month ago ▲	Current rankings
mercury engine servicing inboard and outboard	3.7M	-	-
boat servicing	842M	-	-
boat accessories	841M	-	-
boating electronics	159M	-	-
caravan camping sales victoria	4M	N/A	-

Distribution of Keywords

www.bairnsdaleboatsandmore.com

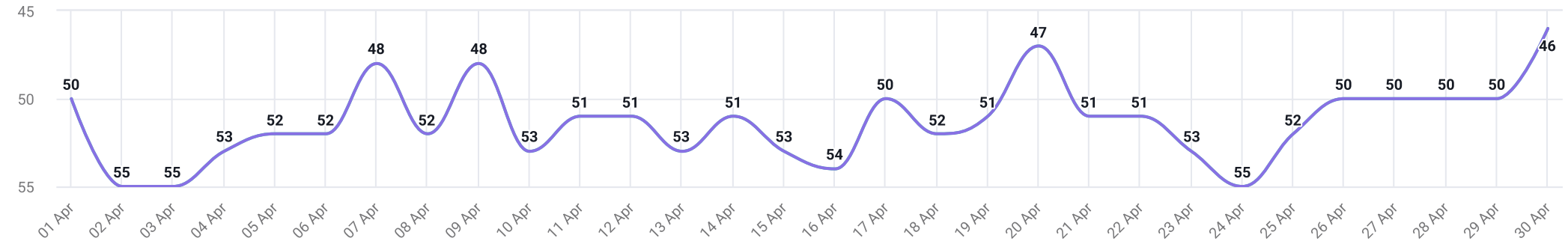
Search Engines	Total Keywords	Top 1	Top 3	Top 4..10	Top 11..30	Top 100	Out of SERP	Avg. Position
Google Australia 3875, Victoria, Australia	50	15	19	8	1	0	22	46
General	50	15	19	8	1	-	22	46

Average Position Trend

www.bairnsdaleboatsandmore.com

Average position

Apr-01 2026 - Apr-30 2026



Google Australia 3875, Victoria, Australia Average for all

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

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

PAGEVIEWS

Total number of web pages users visited during the selected period

Traffic Overview

www.bairnsdaleboatsandmore.com

Audience GOOGLE ANALYTICS

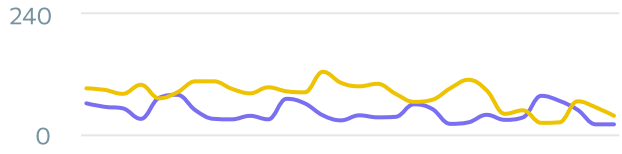
Apr-01 2026 - Apr-30 2026

SESSIONS

▼ 44.76%

1,318

2,386

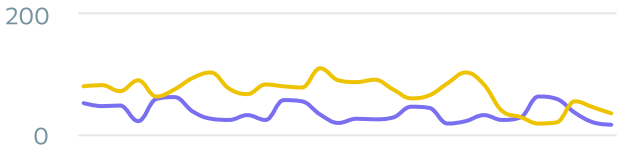


USERS

▼ 51.75%

967

2,004



GOALS

▼ 70.00%

3

10

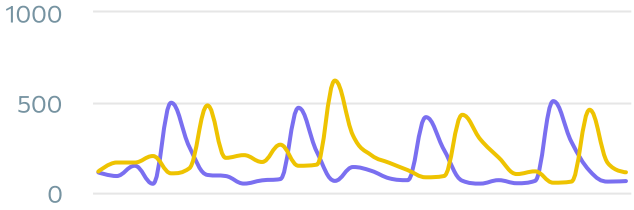


PAGEVIEWS

▼ 23.21%

4,707

6,130

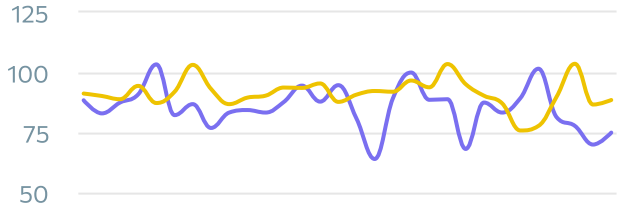


NEW SESSIONS

▼ 0.74%

97.7%

98.5%

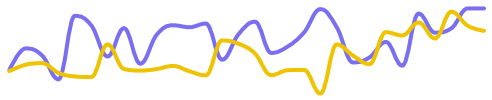


ENGAGEMENT RATE

▲ 39.1%

55.01%

39.56%

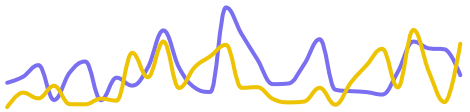


AVG. SESSION DURATION

▲ 37%

01m:03s

46s



● Apr-01 2026 - Apr-30 2026 ● Mar-02 2026 - Mar-31 2026

All pages GOOGLE ANALYTICS

Apr-01 2026 - Apr-30 2026

Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	Apr-01 2026 - Apr-30 2026	495	86.52%	356	770	29s	71.52%	1
2	/boatranges/UsedBoats							
	Apr-01 2026 - Apr-30 2026	252	14.29%	140	425	01m:08s	85.71%	1
3	/boatranges/stacer/downloadspecs							
	Apr-01 2026 - Apr-30 2026	77	82.89%	76	401	07s	88.31%	0
4	/boatranges/NewBoats							
	Apr-01 2026 - Apr-30 2026	75	11.11%	63	105	27s	90.67%	0
5	/boatranges/newboats/stacer							
	Apr-01 2026 - Apr-30 2026	46	2.33%	43	71	50s	95.65%	0
6	/boatranges/UsedBoats/quintrex-estuary-410-1998-00018							
	Apr-01 2026 - Apr-30 2026	35	18.52%	27	39	31s	85.71%	0
7	/boatranges/UsedBoats/bass-straight-boats-24-offshore-custom-2004-00005							

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
	Apr-01 2026 - Apr-30 2026	35	13.64%	22	37	44s	68.57%	0
8	/caravan/UsedCaravans							
	Apr-01 2026 - Apr-30 2026	34	16%	25	47	20s	85.29%	0
9	/boatranges/UsedBoats/quintrex-420-estuary-angler-2002-00021							
	Apr-01 2026 - Apr-30 2026	34	24.24%	33	34	44s	76.47%	0
10	/general/contact							
	Apr-01 2026 - Apr-30 2026	33	33.33%	30	38	11s	69.7%	0

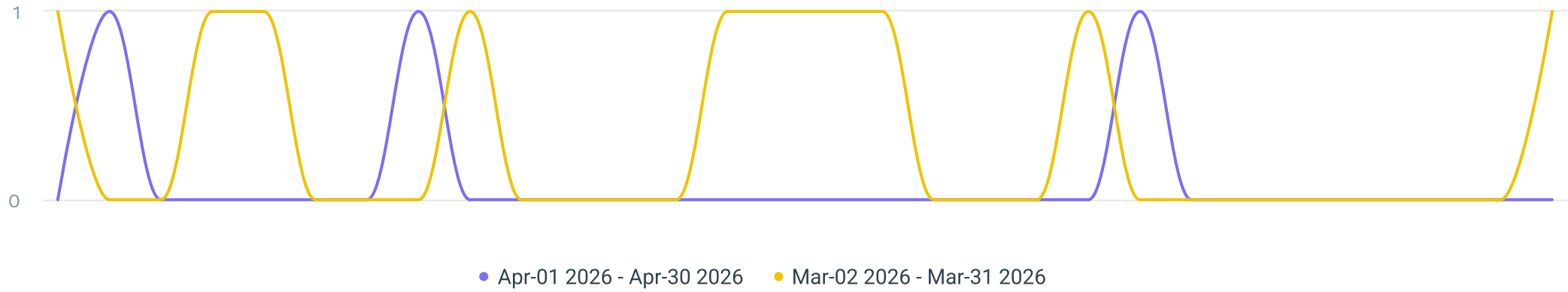
Conversions

www.bairnsdaleboatsandmore.com

Goals GOOGLE ANALYTICS

Apr-01 2026 - Apr-30 2026

Goals



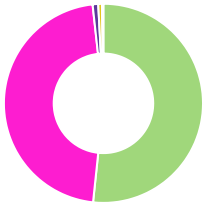
No.	Goal	Goals	Goal value
1	click		
	Apr-01 2026 - Apr-30 2026	3	0
	Mar-02 2026 - Mar-31 2026	10	0
	% Change	▼ 70%	

Traffic Source

www.bairnsdaleboatsandmore.com

Overview: Sessions

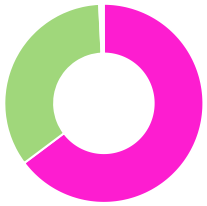
Last month (Apr-01 - Apr-30 2026) ↑↓ Previous period (Mar-02 - Mar-31 2026)



Last month (Apr-01 - Apr-30 2026)

1318 ▼ 44.76%

Organic Search	**681**	51.7%
Direct	**614**	46.6%
Organic Social	**12**	0.9%
Referral	**8**	0.6%
Unassigned	**3**	0.2%



Previous period (Mar-02 - Mar-31 2026)

2386

Direct	**1544**	64.7%
Organic Search	**822**	34.5%
Referral	**7**	0.3%
Organic Social	**7**	0.3%
Unassigned	**4**	0.2%

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Organic Search								
Apr-01 2026 - Apr-30 2026	681	434	408	63.73%	91.18%	3	83.04 sec	1.8K
Mar-02 2026 - Mar-31 2026	822	568	508	69.1%	90.75%	10	107.93 sec	2.5K
% Change	▼ -17.2%	▼ -23.6%	▼ -19.7%	▼ -7.8%	▲ 0.5%	▼ -70%	▼ -23.1%	▼ -27.2%
2 Direct								
Apr-01 2026 - Apr-30 2026	614	277	549	45.11%	102.37%	0	41.07 sec	2.8K
Mar-02 2026 - Mar-31 2026	1.5K	366	1.5K	23.7%	101.01%	0	12.65 sec	3.6K
% Change	▼ -60.2%	▼ -24.3%	▼ -63.1%	▲ 90.3%	▲ 1.3%	▼ 0%	▲ 224.7%	▼ -22.1%
3 Organic Social								
Apr-01 2026 - Apr-30 2026	12	10	6	83.33%	83.33%	0	85 sec	63
Mar-02 2026 - Mar-31 2026	7	4	5	57.14%	100%	0	36 sec	20
% Change	▲ 71.4%	▲ 150%	▲ 20%	▲ 45.8%	▼ -16.7%	▼ 0%	▲ 136.1%	▲ 215%
4 Referral								

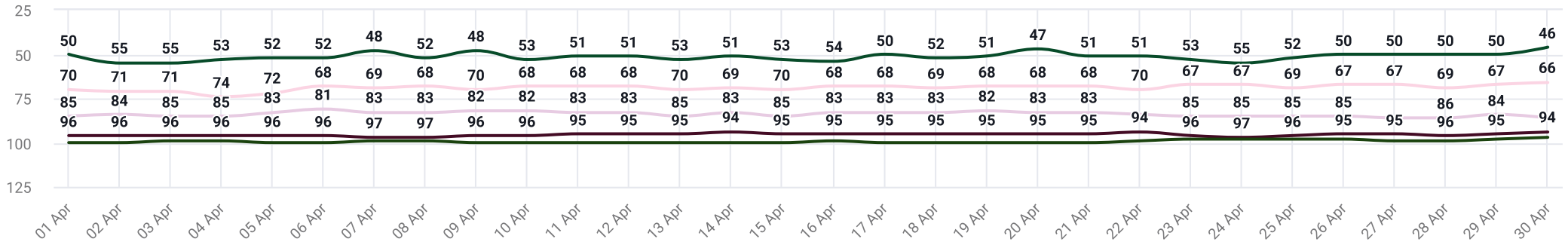
Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
Apr-01 2026 - Apr-30 2026	8	4	6	50%	66.67%	0	19.75 sec	23
Mar-02 2026 - Mar-31 2026	7	5	5	71.43%	80%	0	162.14 sec	22
% Change	▲ 14.3%	▼ -20%	▲ 20%	▼ -30.0%	▼ -16.7%	▼ 0%	▼ -87.8%	▲ 4.5%
5 Unassigned								
Apr-01 2026 - Apr-30 2026	3	1	3	33.33%	66.67%	0	84.67 sec	8
Mar-02 2026 - Mar-31 2026	4	1	4	25%	25%	0	8.5 sec	2
% Change	▼ -25%	▼ 0%	▼ -25%	▲ 33.3%	▲ 166.7%	▼ 0%	▲ 896.1%	▲ 300%

Competitors Average Position Trend

www.bairnsdaleboatsandmore.com

Average position

Apr-01 2026 - Apr-30 2026

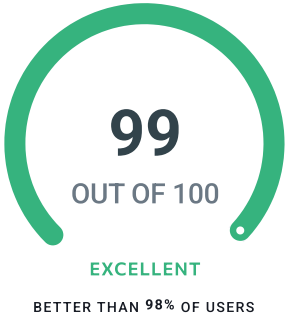


- https://www.bairnsdaleboatsandmore.com/
- https://gippslandrvmarine.au/
- https://www.streakermarine.com.au/
- https://ecsuzukimarine.com.au/
- https://victorianboatsales.com.au/

Audit overview

www.bairnsdaleboatsandmore.com

HEALTH SCORE



Backlinks

www.bairnsdaleboatsandmore.com

