Optimise™

Targeted Marketing and SEO

SEO report

www.bairnsdaleboatsandmore.com

AUG-01 2026 - AUG-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

www.bairnsdaleboatsandmore.com

Average position	Search visibility	Traffic forecast	Keywords in SERP
52 ▲ 1	1.3%	120 ▼ 7	26

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	108	1	1
boat dealer bairnsdale	119	1	1
boat servicing bairnsdale	115	1	1
reliable marine repairs bairnsdale	15K	1	1
new and used boats bairnsdale	119	1	1
affordable boats bairnsdale	37K	1	1
stacer boats bairnsdale	113	1	1
used boats for sale near bairnsdale	116	1	1
boat engine repair bairnsdale	112	1	1
boat sales near lucknow vic	416K	N/A	1
stacer boats dealer bairnsdale	112	2	2
stacer boat dealer	135	1	2 ▼ 1
lucknow vic boat dealer	187K	1	2 ▼ 1
authorised stacer dealer bairnsdale	775	1	2 ▼ 1
mercury outboard dealer east gippsland	116	1	2 ▼ 1

Keyword	Results	Month ago ▲	Current rankings
boat trailer for sale bairnsdale	179	1	2 ▼ 1
lucknow vic marine supplies	243K	1	2 ▼ 1
caravan for sale near bairnsdale	110	7	3 ▲ 4
authorised stacer dealer victoria	3K	4	4
609 ocean ranger centre cabin	106	9	6 ▲ 3
stacer genuine accessories	175	7	8 ▼ 1
mercury inflatable boats for sale	170	24	13 ▲ 11
mercury outboard engines near lucknow	137K	N/A	13
mercury genuine part for sale	185	15	16 ▼ 1
mackay boat trailers	201	-	22 ▲ 78
mercury outboard engines lucknow	15K	3	24 ▼ 21
inflatable boat	203	-	-
fishing boats for sale	221	-	-
stacer assault pro 489 for sale	175	-	-
caravan for sale	243	-	-
used caravans for sale	220	-	-
second hand caravans	225	-	-
new caravan prices	214	-	-
inflatable boat for sale	187	-	-
inflatable boat for sale victoria	168	-	-
inflatable boats	204	-	-
dinghies for sale	207	-	-
fishing inflatable boat	193	-	-
used boat motors for sale	185	-	-
mercury outboard prices	173	-	-
mercury boat motors prices	199	-	-
outboard for sale victoria	176	-	-
mercury 115–300hp outboard	197	36	-

Keyword	Results	Month ago ▲	Current rankings
move boat trailers	185	-	-
aluminium trailers	214	-	-
dunbier trailers	203	-	-
mercury engine servicing inboard and outboard	200	-	-
boat servicing	183	-	-
boat accessories	192	-	-
caravan camping sales victoria	104	-	-

Distribution of Keywords

www.bairnsdaleboatsandmore.com

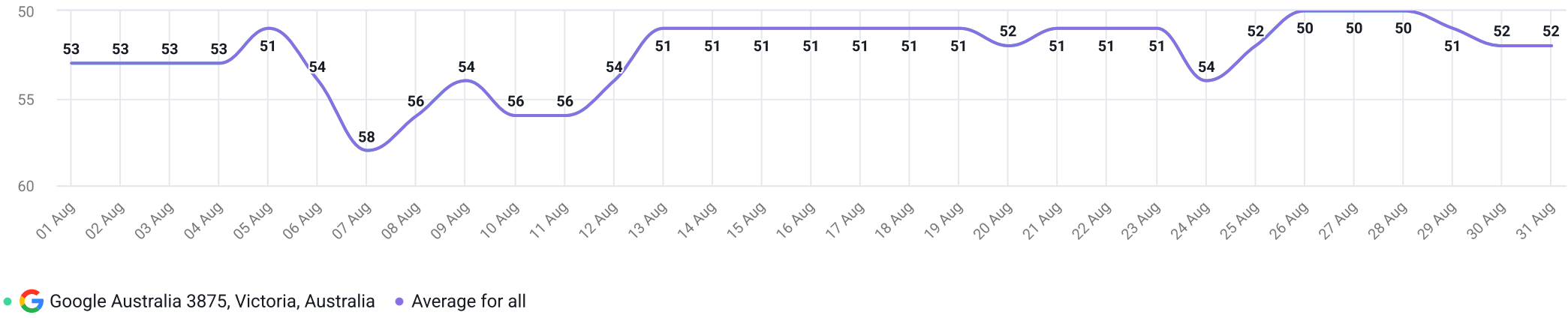
Search Engines	Total Keywords	Top 1	Top 3	Top 4..10	Top 11..30	Top 100	Out of SERP	Avg. Position
Google Australia 3875, Victoria, Australia	50	11	19	3	3	1	24	52
General	50	11	19	3	3	1	24	52

Average Position Trend

www.bairnsdaleboatsandmore.com

Average position

Aug-01 2026 - Aug-31 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

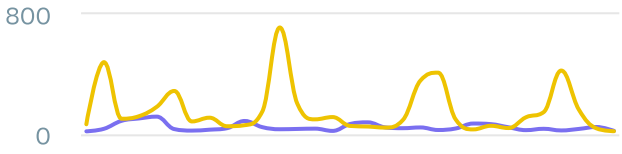
Aug-01 2026 - Aug-31 2026

SESSIONS

▼ 69.58%

1,494

4,911

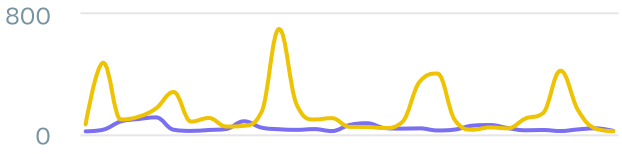


USERS

▼ 73.54%

1,261

4,766

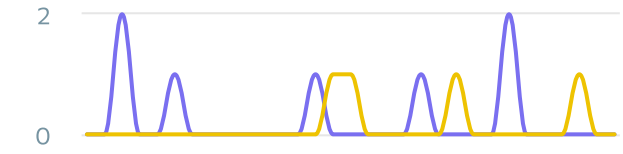


GOALS

▲ 75.00%

7

4

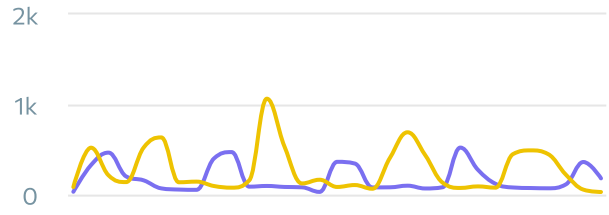


PAGEVIEWS

▼ 34.80%

5,530

8,482

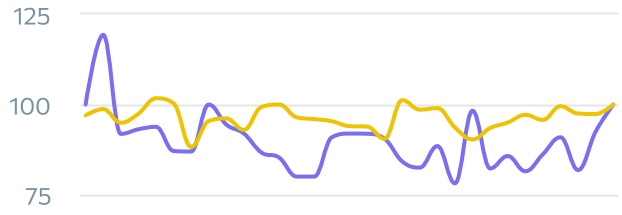


NEW SESSIONS

▼ 1.36%

98.4%

99.8%

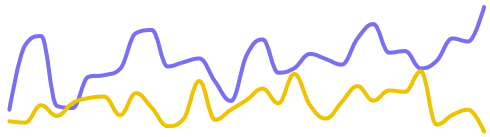


ENGAGEMENT RATE

▲ 169.3%

54.35%

20.18%

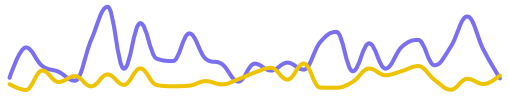


AVG. SESSION DURATION

▲ 291.7%

47s

12s



Aug-01 2026 - Aug-31 2026 Jul-01 2026 - Jul-31 2026

All pages GOOGLE ANALYTICS

Aug-01 2026 - Aug-31 2026

Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	Aug-01 2026 - Aug-31 2026	539	88.07%	436	707	22s	69.76%	2
2	/boatranges/UsedBoats							
	Aug-01 2026 - Aug-31 2026	183	17.16%	134	298	54s	89.07%	0
3	/boatranges/stacer/downloadspecs							
	Aug-01 2026 - Aug-31 2026	117	85.47%	117	702	07s	96.58%	0
4	/boatranges/NewBoats							
	Aug-01 2026 - Aug-31 2026	84	1.56%	64	108	43s	91.67%	0
5	/boatranges/stacer							
	Aug-01 2026 - Aug-31 2026	72	44.44%	63	93	13s	62.5%	0
6	/caravan/UsedCaravans							
	Aug-01 2026 - Aug-31 2026	52	30%	40	59	18s	80.77%	0
7	/products							

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
	Aug-01 2026 - Aug-31 2026	46	56.52%	46	62	10s	50%	0
8	/boatranges/formosa							
	Aug-01 2026 - Aug-31 2026	38	5.88%	34	53	14s	97.37%	0
9	/boatranges/UsedBoats/quintrex-420-estuary-angler-2002-00021							
	Aug-01 2026 - Aug-31 2026	38	25.81%	31	43	35s	94.74%	0
10	/general/contact							
	Aug-01 2026 - Aug-31 2026	33	28.57%	28	35	29s	69.7%	1

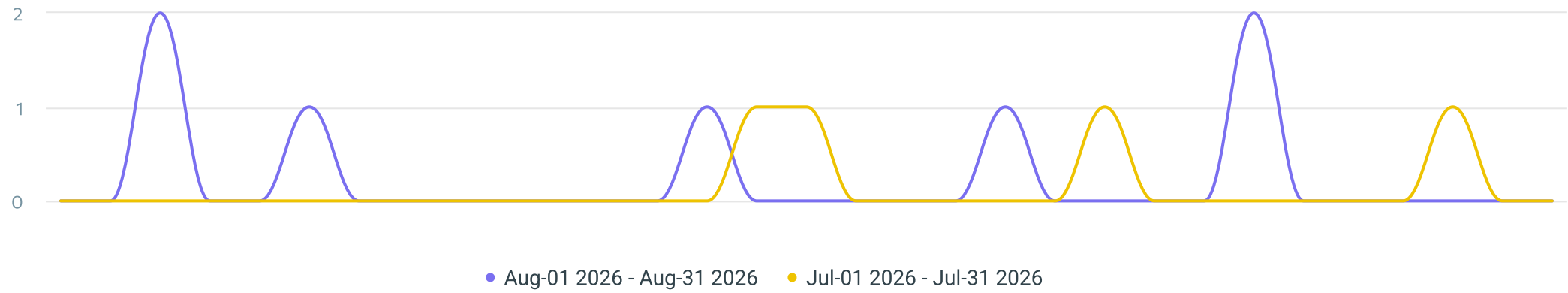
Conversions

www.bairnsdaleboatsandmore.com

Goals GOOGLE ANALYTICS

Aug-01 2026 - Aug-31 2026

Goals



No.	Goal	Goals	Goal value
1	click		
	Aug-01 2026 - Aug-31 2026	7	0
	Jul-01 2026 - Jul-31 2026	4	0
	% Change	▲ 75%	

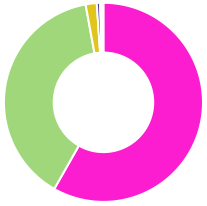
Traffic Source

www.bairnsdaleboatsandmore.com

Overview: Sessions

Last month (Aug-01 - Aug-31 2026) ⇅ Previous period (Jul-01 - Jul-31 2026)

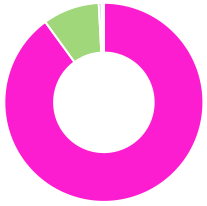
Last month (Aug-01 - Aug-31 2026)



1494 ▼ 69.58%

Direct	**870**	58.2%
Organic Search	**581**	38.9%
Referral	**27**	1.8%
Organic Social	**8**	0.5%
AI Assistant	**5**	0.3%
Unassigned	**3**	0.2%

Previous period (Jul-01 - Jul-31 2026)



4911

Direct	**4420**	90.0%
Organic Search	**452**	9.2%
Organic Social	**20**	0.4%
Referral	**15**	0.3%
AI Assistant	**4**	0.1%
Unassigned	**1**	0.0%

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Direct								
Aug-01 2026 - Aug-31 2026	870	365	833	41.95%	102.16%	0	21.5 sec	3.7K
Jul-01 2026 - Jul-31 2026	4.4K	632	4.4K	14.3%	100.57%	0	4.94 sec	7K
% Change	▼ -80.3%	▼ -42.2%	▼ -81.2%	▲ 193.4%	▲ 1.6%	▼ 0%	▲ 335.2%	▼ -48.2%
2 Organic Search								
Aug-01 2026 - Aug-31 2026	581	417	412	71.77%	90.53%	6	81.99 sec	1.7K
Jul-01 2026 - Jul-31 2026	452	341	315	75.44%	89.52%	3	77.28 sec	1.3K
% Change	▲ 28.5%	▲ 22.3%	▲ 30.8%	▼ -4.9%	▲ 1.1%	▲ 100%	▲ 6.1%	▲ 32.0%
3 Referral								
Aug-01 2026 - Aug-31 2026	27	21	9	77.78%	77.78%	1	75.78 sec	112
Jul-01 2026 - Jul-31 2026	15	12	8	80%	87.5%	1	62.13 sec	68
% Change	▲ 80%	▲ 75%	▲ 12.5%	▼ -2.8%	▼ -11.1%	▼ 0%	▲ 22.0%	▲ 64.7%

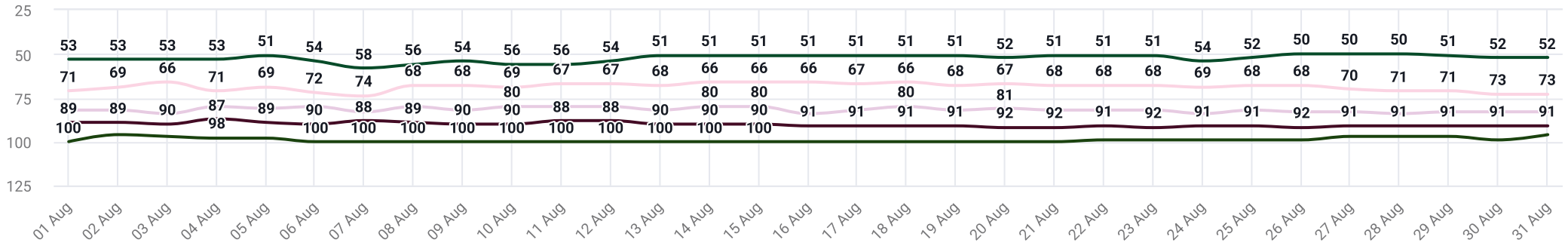
Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
4 Organic Social								
Aug-01 2026 - Aug-31 2026	8	6	8	75%	75%	0	172.25 sec	35
Jul-01 2026 - Jul-31 2026	20	7	20	35%	90%	0	71.8 sec	54
% Change	▼ -60%	▼ -14.3%	▼ -60%	▲ 114.3%	▼ -16.7%	▼ 0%	▲ 139.9%	▼ -35.2%
5 AI Assistant								
Aug-01 2026 - Aug-31 2026	5	3	4	60%	100%	0	20 sec	4
Jul-01 2026 - Jul-31 2026	4	2	4	50%	75%	0	7 sec	4
% Change	▲ 25%	▲ 50%	▼ 0%	▲ 20%	▲ 33.3%	▼ 0%	▲ 185.7%	▼ 0%
6 Unassigned								
Aug-01 2026 - Aug-31 2026	3	0	3	0%	0%	0	14.33 sec	7
Jul-01 2026 - Jul-31 2026	1	0	1	0%	0%	0	73 sec	4
% Change	▲ 200%	▼ 0%	▲ 200%	▼ 0%	▼ 0%	▼ 0%	▼ -80.4%	▲ 75%

Competitors Average Position Trend

www.bairnsdaleboatsandmore.com

Average position

Aug-01 2026 - Aug-31 2026

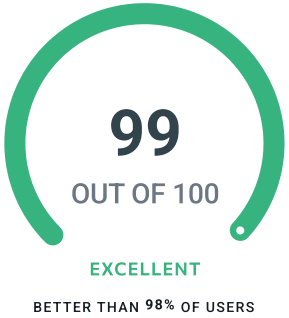


- https://www.bairnsdaleboatsandmore.com/
- https://gippslandrvmarine.au/
- https://www.streakermarine.com.au/
- https://ecsuzukimarine.com.au/
- https://victorianboatsales.com.au/

Audit overview

www.bairnsdaleboatsandmore.com

HEALTH SCORE



Backlinks

www.bairnsdaleboatsandmore.com

