Optimise™

Targeted Marketing and SEO

SEO report

www.bairnsdaleboatsandmore.com

FEB-01 2026 - FEB-28 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	2.4% ▲ 1.6%	115 ▲ 73	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	50K	1	1
boat dealer bairnsdale	14K	1	1
boat sales lucknow vic	169K	1	1
stacer boats dealer bairnsdale	543	1	1
mercury outboard engines lucknow	4.6K	1	1
boat servicing bairnsdale	97K	1	1
reliable marine repairs bairnsdale	11K	2	1 ▲ 1
new and used boats bairnsdale	34K	1	1
affordable boats bairnsdale	17K	2	1 ▲ 1
stacer boat dealer	317K	1	1
stacer boats bairnsdale	1.9K	1	1
used boats for sale near bairnsdale	36K	2	1 ▲ 1
lucknow vic boat dealer	94K	1	1
authorised stacer dealer bairnsdale	169	1	1
mercury outboard dealer east gippsland	26K	1	1

Keyword	Results	Month ago ▲	Current rankings
boat trailer for sale bairnsdale	15K	2	1 ▲ 1
boat engine repair bairnsdale	31K	1	1
lucknow vic marine supplies	105K	1	1
authorised stacer dealer victoria	1.2K	4	3 ▲ 1
stacer genuine accessories	13K	5	5
caravan for sale near bairnsdale	46K	12	6 ▲ 6
move boat trailers	26M	7	6 ▲ 1
mackay boat trailers	589K	11	6 ▲ 5
609 ocean ranger centre cabin	44K	4	8 ▼ 4
mercury inflatable boats for sale	1.7M	10	9 ▲ 1
mercury genuine part for sale	13M	13	14 ▼ 1
mercury 115–300hp outboard	946K	52	15 ▲ 37
outboard for sale victoria	684K	-	42 ▲ 58
inflatable boat	43M	-	-
fishing boats for sale	62M	-	-
stacer assault pro 489 for sale	2.4K	-	-
caravan for sale	233M	-	-
used caravans for sale	18M	-	-
second hand caravans	11M	-	-
new caravan prices	50M	-	-
caravan camping sales victria	1.4M	-	-
inflatable boat for sale	16M	-	-
inflatable boat for sale victoria	493K	-	-
inflatable boats	19M	-	-
dinghies for sale	1.6M	-	-
fishing inflatable boat	16M	-	-
used boat motors for sale	19M	26	-
mercury outboard prices	1.9M	-	-
mercury boat motors prices	1.8M	-	-

Keyword	Results	Month ago ▲	Current rankings
aluminium trailers	6.9M	-	-
dunbier trailers	226K	-	-
mercury engine servicing inboard and outboard	2.3M	-	-
boat servicing	622M	-	-
boat accessories	619M	-	-
boating electronics	122M	-	-

Distribution of Keywords

www.bairnsdaleboatsandmore.com

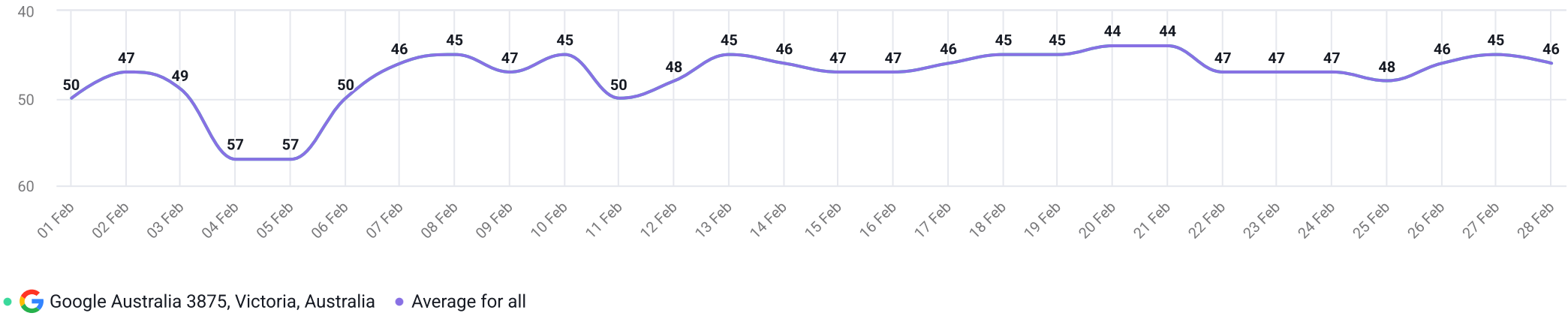
Search Engines	Total Keywords	Top 1	Top 3	Top 4..10	Top 11..30	Top 100	Out of SERP	Avg. Position
Google Australia 3875, Victoria, Australia	50	17	19	6	2	1	22	46
General	50	17	19	6	2	1	22	46

Average Position Trend

www.bairnsdaleboatsandmore.com

Average position

Feb-01 2026 - Feb-28 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

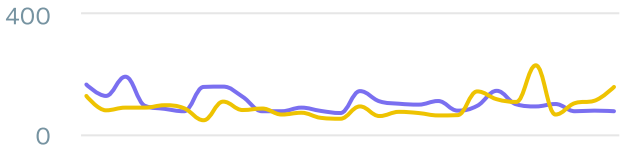
Feb-01 2026 - Feb-28 2026

SESSIONS

▲ 13.48%

2,947

2,597

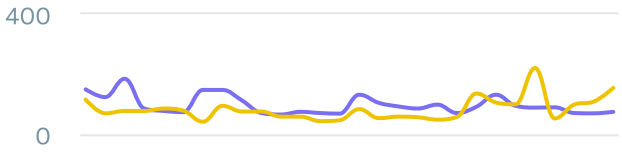


USERS

▲ 19.63%

2,614

2,185

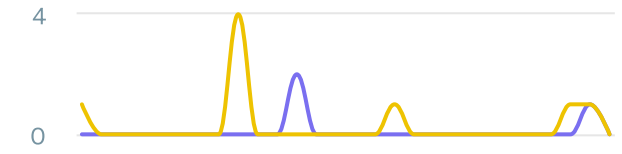


GOALS

▼ 62.50%

3

8

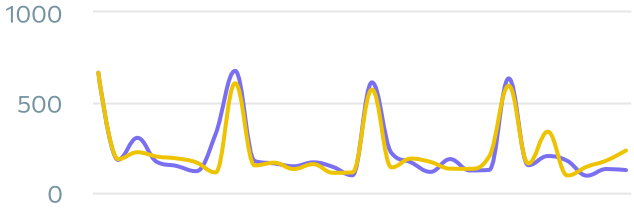


PAGEVIEWS

▲ 1.28%

6,545

6,462

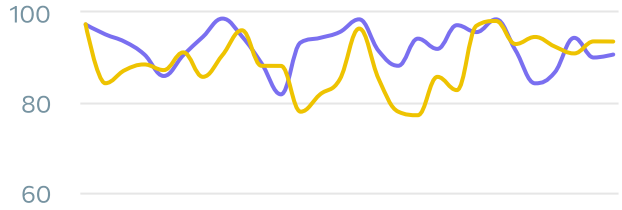


NEW SESSIONS

▲ 1.07%

98.2%

97.2%



ENGAGEMENT RATE

▼ 21.7%

32.91%

42.05%

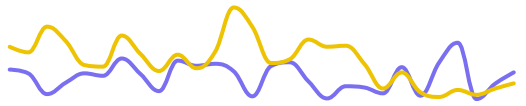


AVG. SESSION DURATION

▼ 21.2%

26s

33s



● Feb-01 2026 - Feb-28 2026 ● Jan-04 2026 - Jan-31 2026

All pages GOOGLE ANALYTICS

Feb-01 2026 - Feb-28 2026

Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	Feb-01 2026 - Feb-28 2026	690	84.52%	504	952	21s	72.9%	0
2	/boatranges/UsedBoats							
	Feb-01 2026 - Feb-28 2026	323	14.41%	236	458	30s	89.47%	1
3	/boatranges/NewBoats							
	Feb-01 2026 - Feb-28 2026	115	3.26%	92	150	23s	93.91%	0
4	/boatranges/newboats/stacer							
	Feb-01 2026 - Feb-28 2026	90	1.19%	84	116	32s	96.67%	2
5	/boatranges/stacer/downloadspecs							
	Feb-01 2026 - Feb-28 2026	81	80.25%	81	414	10s	90.12%	0
6	/boatranges/stacer							
	Feb-01 2026 - Feb-28 2026	50	0%	43	69	36s	100%	0
7	/caravan/UsedCaravans							

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
	Feb-01 2026 - Feb-28 2026	38	24.14%	29	51	21s	84.21%	0
8	/products							
	Feb-01 2026 - Feb-28 2026	35	15.15%	33	50	20s	88.57%	0
9	/general/contact							
	Feb-01 2026 - Feb-28 2026	34	26.92%	26	35	17s	70.59%	0
10	/products/all-categories							
	Feb-01 2026 - Feb-28 2026	31	33.33%	30	42	28s	83.87%	0

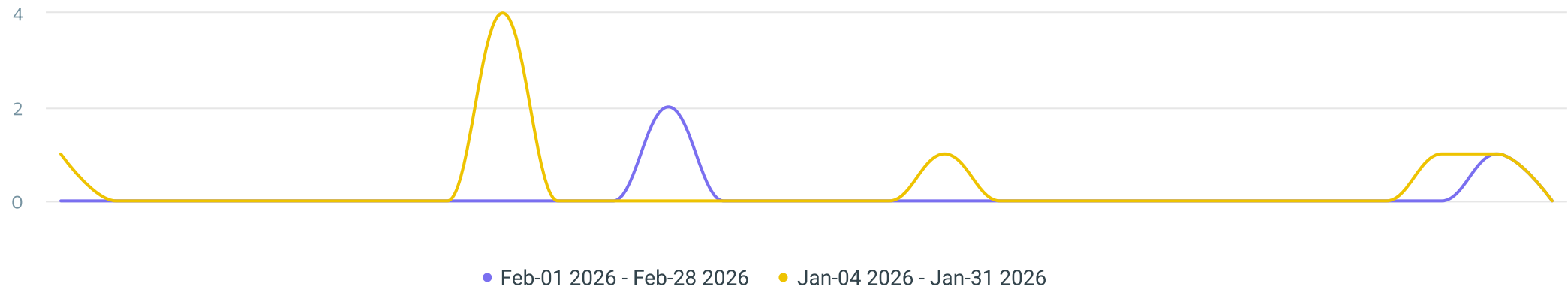
Conversions

www.bairnsdaleboatsandmore.com

Goals GOOGLE ANALYTICS

Feb-01 2026 - Feb-28 2026

Goals



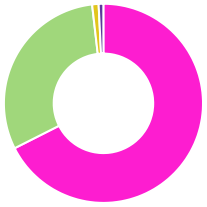
No.	Goal	Goals	Goal value
1	click		
	Feb-01 2026 - Feb-28 2026	3	0
	Jan-04 2026 - Jan-31 2026	8	0
	% Change	▼ 62.5%	

Traffic Source

www.bairnsdaleboatsandmore.com

Overview: Sessions

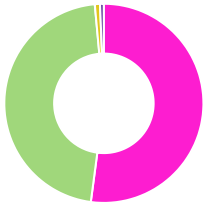
Last month (Feb-01 - Feb-28 2026) ⇅ Previous period (Jan-04 - Jan-31 2026)



Last month (Feb-01 - Feb-28 2026)

2947 ▲ 13.48%

Direct	**2009** 68.2%
Organic Search	**911** 30.9%
Referral	**31** 1.1%
Organic Social	**23** 0.8%



Previous period (Jan-04 - Jan-31 2026)

2597

Direct	**1354** 52.1%
Organic Search	**1207** 46.5%
Referral	**22** 0.8%
Organic Social	**16** 0.6%

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Direct								
Feb-01 2026 - Feb-28 2026	2K	335	2K	16.67%	100.67%	0	9.03 sec	3.9K
Jan-04 2026 - Jan-31 2026	1.4K	286	1.3K	21.12%	100.61%	5	11.63 sec	3.3K
% Change	▲ 48.4%	▲ 17.1%	▲ 49.5%	▼ -21.1%	▲ 0.1%	▼ -100%	▼ -22.4%	▲ 18.0%
2 Organic Search								
Feb-01 2026 - Feb-28 2026	911	597	624	65.53%	90.54%	3	59.8 sec	2.5K
Jan-04 2026 - Jan-31 2026	1.2K	780	866	64.62%	91.45%	3	55.93 sec	3K
% Change	▼ -24.5%	▼ -23.5%	▼ -27.9%	▲ 1.4%	▼ -1.0%	▼ 0%	▲ 6.9%	▼ -18.1%
3 Referral								
Feb-01 2026 - Feb-28 2026	31	23	25	74.19%	84%	0	65.71 sec	89
Jan-04 2026 - Jan-31 2026	22	14	13	63.64%	84.62%	0	37.68 sec	69
% Change	▲ 40.9%	▲ 64.3%	▲ 92.3%	▲ 16.6%	▼ -0.7%	▼ 0%	▲ 74.4%	▲ 29.0%
4 Organic Social								

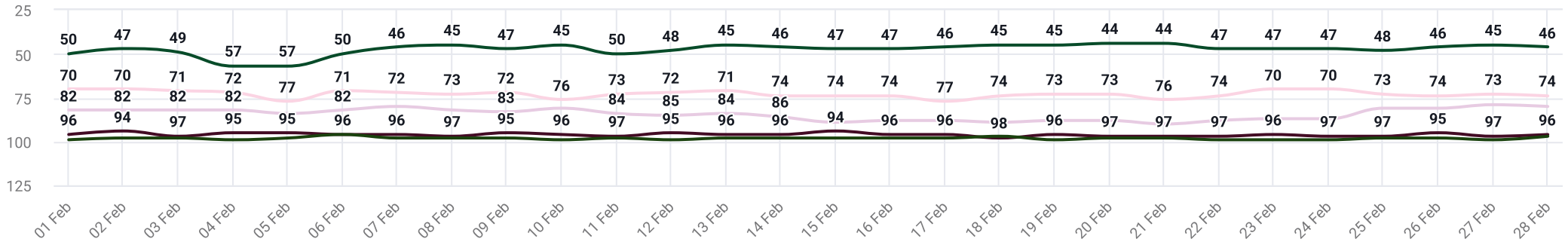
Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
Feb-01 2026 - Feb-28 2026	23	13	19	56.52%	84.21%	0	27.52 sec	53
Jan-04 2026 - Jan-31 2026	16	11	8	68.75%	75%	0	27.69 sec	40
% Change	▲ 43.8%	▲ 18.2%	▲ 137.5%	▼ -17.8%	▲ 12.3%	▼ 0%	▼ -0.6%	▲ 32.5%

Competitors Average Position Trend

www.bairnsdaleboatsandmore.com

Average position

Feb-01 2026 - Feb-28 2026

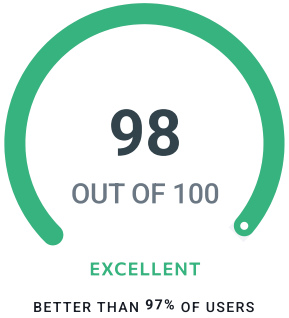


- https://www.bairnsdaleboatsandmore.com/
- https://gippslandrvmarine.au/
- https://www.streakermarine.com.au/
- https://ecsuzukimarine.com.au/
- https://victorianboatsales.com.au/

Audit overview

www.bairnsdaleboatsandmore.com

HEALTH SCORE



Backlinks

www.bairnsdaleboatsandmore.com

