Optimise™

Targeted Marketing and SEO



SEO report

www.bairnsdaleboatsandmore.com

JAN-01 2026 - JAN-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
47 ▲ 1	1.9% ▲ 0.3%	147 ▲ 21	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	56K	-	1 ▲ 99
boat dealer bairnsdale	15K	1	1
boat sales lucknow vic	422K	1	1
stacer boats dealer bairnsdale	540	1	1
mercury outboard engines lucknow	4.3K	1	1
boat servicing bairnsdale	102K	1	1
new and used boats bairnsdale	36K	1	1
affordable boats bairnsdale	15K	2	1 ▲ 1
stacer boat dealer	116K	2	1 ▲ 1
stacer boats bairnsdale	2K	1	1
lucknow vic boat dealer	202K	1	1
authorised stacer dealer bairnsdale	165	1	1
mercury outboard dealer east gippsland	20K	1	1
boat engine repair bairnsdale	42K	1	1
lucknow vic marine supplies	99K	1	1

Keyword	Results	Month ago ▲	Current rankings
reliable marine repairs bairnsdale	12K	2	2
used boats for sale near bairnsdale	38K	2	2
boat trailer for sale bairnsdale	17K	1	2 ▼ 1
authorised stacer dealer victoria	801	4	4
609 ocean ranger centre cabin	53K	4	4
stacer genuine accessories	12K	13	5 ▲ 8
move boat trailers	51M	-	6 ▲ 94
mercury inflatable boats for sale	2M	13	10 ▲ 3
caravan for sale near bairnsdale	50K	8	11 ▼ 3
mackay boat trailers	587K	12	11 ▲ 1
mercury genuine part for sale	14M	8	11 ▼ 3
mercury 115–300hp outboard	859K	52	19 ▲ 33
outboard for sale victoria	697K	-	45 ▲ 55
inflatable boat	43M	-	-
fishing boats for sale	90M	-	-
stacer assault pro 489 for sale	1.9K	-	-
caravan for sale	404M	-	-
used caravans for sale	22M	-	-
second hand caravans	17M	-	-
new caravan prices	85M	-	-
caravan camping sales victria	3.7M	-	-
inflatable boat for sale	21M	-	-
inflatable boat for sale victoria	752K	-	-
inflatable boats	20M	-	-
dinghies for sale	2M	-	-
fishing inflatable boat	16M	-	-
used boat motors for sale	28M	-	-
mercury outboard prices	2.2M	-	-
mercury boat motors prices	2.2M	-	-

Keyword	Results	Month ago ▲	Current rankings
aluminium trailers	229	-	-
dunbier trailers	219K	-	-
mercury engine servicing inboard and outboard	3.1M	-	-
boat servicing	869M	-	-
boat accessories	875M	-	-
boating electronics	146M	-	-

Distribution of Keywords

www.bairnsdaleboatsandmore.com

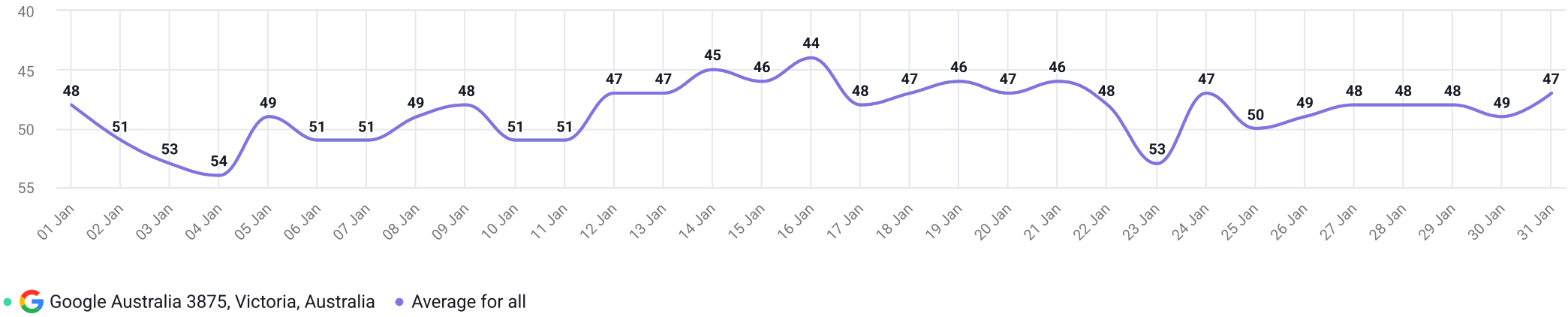
Search Engines	Total Keywords	Top 1	Top 3	Top 4..10	Top 11..30	Top 100	Out of SERP	Avg. Position
Google Australia 3875, Victoria, Australia	50	14	18	5	4	1	22	47
General	50	14	18	5	4	1	22	47

Average Position Trend

www.bairnsdaleboatsandmore.com

Average position

Jan-01 2026 - Jan-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

Jan-01 2026 - Jan-31 2026

SESSIONS

▼ 49.13%

2,889

5,679

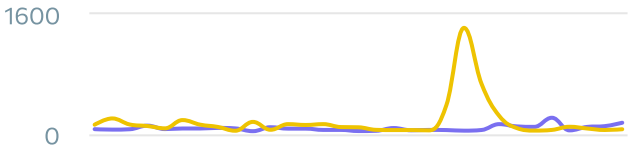


USERS

▼ 55.06%

2,365

5,262

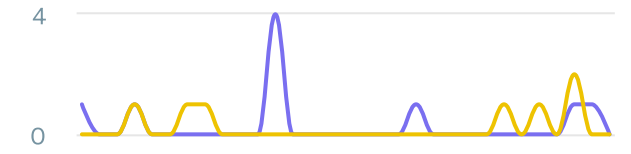


GOALS

▲ 28.57%

9

7

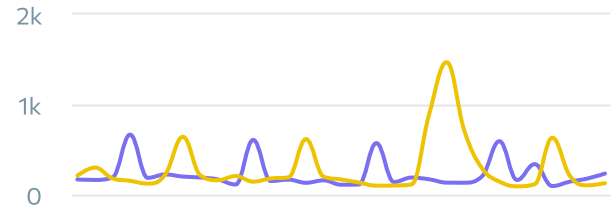


PAGEVIEWS

▼ 23.61%

6,983

9,141

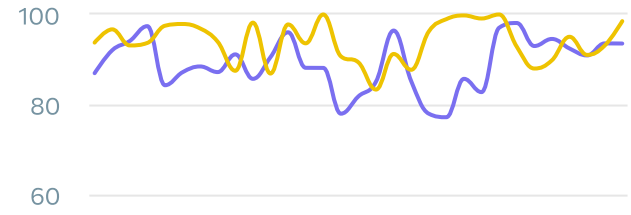


NEW SESSIONS

▼ 1.92%

97.5%

99.4%

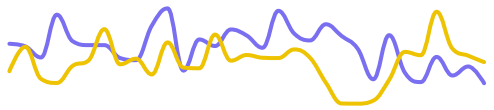


ENGAGEMENT RATE

▲ 81.7%

41.29%

22.72%

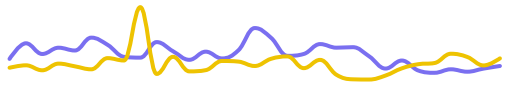


AVG. SESSION DURATION

▲ 128.6%

32s

14s



● Jan-01 2026 - Jan-31 2026 ● Dec-01 2025 - Dec-31 2025

All pages GOOGLE ANALYTICS

Jan-01 2026 - Jan-31 2026

Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	Jan-01 2026 - Jan-31 2026	867	84.95%	618	1.2K	24s	78.2%	1
2	/boatranges/UsedBoats							
	Jan-01 2026 - Jan-31 2026	385	14.63%	294	545	34s	90.13%	1
3	/boatranges/NewBoats							
	Jan-01 2026 - Jan-31 2026	124	8.04%	112	167	28s	96.77%	0
4	/boatranges/newboats/stacer							
	Jan-01 2026 - Jan-31 2026	119	2.88%	104	161	31s	98.32%	1
5	/boatranges/UsedBoats/bayliner-175-bowrider							
	Jan-01 2026 - Jan-31 2026	73	18.18%	44	81	40s	68.49%	0
6	/boatranges/stacer/downloadspecs							
	Jan-01 2026 - Jan-31 2026	72	84.51%	71	412	09s	93.06%	0
7	/boatranges/stacer							

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
	Jan-01 2026 - Jan-31 2026	69	21.21%	66	96	24s	85.51%	0
8	/caravan/UsedCaravans							
	Jan-01 2026 - Jan-31 2026	64	21.43%	56	91	27s	92.19%	0
9	/engines/mercury-engines/mercury-outboard-motors							
	Jan-01 2026 - Jan-31 2026	63	0%	39	89	23s	68.25%	0
10	/boatranges/UsedBoats/mako-55sp-cuddy							
	Jan-01 2026 - Jan-31 2026	53	9.76%	41	63	40s	92.45%	0

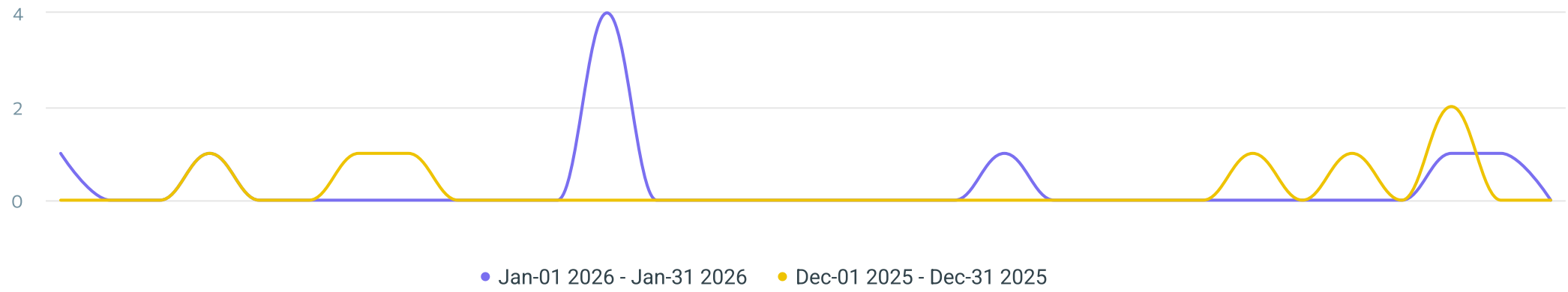
Conversions

www.bairnsdaleboatsandmore.com

Goals GOOGLE ANALYTICS

Jan-01 2026 - Jan-31 2026

Goals



No.	Goal	Goals	Goal value
1	click		
	Jan-01 2026 - Jan-31 2026	9	0
	Dec-01 2025 - Dec-31 2025	7	0
	% Change	▲ 28.6%	

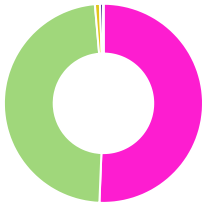
Traffic Source

www.bairnsdaleboatsandmore.com

Overview: Sessions

Last month (Jan-01 - Jan-31 2026) ↑↓ Previous period (Dec-01 - Dec-31 2025)

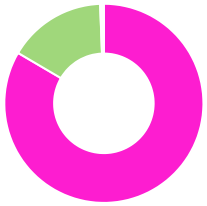
Last month (Jan-01 - Jan-31 2026)



2889 ▼ 49.13%

Direct	**1436** 49.7%
Organic Search	**1360** 47.1%
Referral	**23** 0.8%
Organic Social	**16** 0.6%
Unassigned	**0** 0.0%

Previous period (Dec-01 - Dec-31 2025)



5679

Direct	**4707** 82.9%
Organic Search	**899** 15.8%
Referral	**18** 0.3%
Unassigned	**9** 0.2%
Organic Social	**7** 0.1%

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Direct								
Jan-01 2026 - Jan-31 2026	1.4K	295	1.4K	20.54%	100.43%	5	11.4 sec	3.4K
Dec-01 2025 - Dec-31 2025	4.7K	667	4.6K	14.17%	100.37%	0	4.44 sec	6.6K
% Change	▼ -69.5%	▼ -55.8%	▼ -70.2%	▲ 45.0%	▲ 0.1%	▼ 0%	▲ 156.8%	▼ -47.8%
2 Organic Search								
Jan-01 2026 - Jan-31 2026	1.4K	872	967	64.12%	92.76%	4	55.81 sec	3.4K
Dec-01 2025 - Dec-31 2025	899	602	599	66.96%	92.82%	7	61.64 sec	2.5K
% Change	▲ 51.3%	▲ 44.9%	▲ 61.4%	▼ -4.2%	▼ -0.1%	▼ -42.9%	▼ -9.5%	▲ 37.9%
3 Referral								
Jan-01 2026 - Jan-31 2026	23	15	14	65.22%	85.71%	0	46.48 sec	74
Dec-01 2025 - Dec-31 2025	18	17	6	94.44%	66.67%	0	50.56 sec	66
% Change	▲ 27.8%	▼ -11.8%	▲ 133.3%	▼ -30.9%	▲ 28.6%	▼ 0%	▼ -8.1%	▲ 12.1%
4 Organic Social								

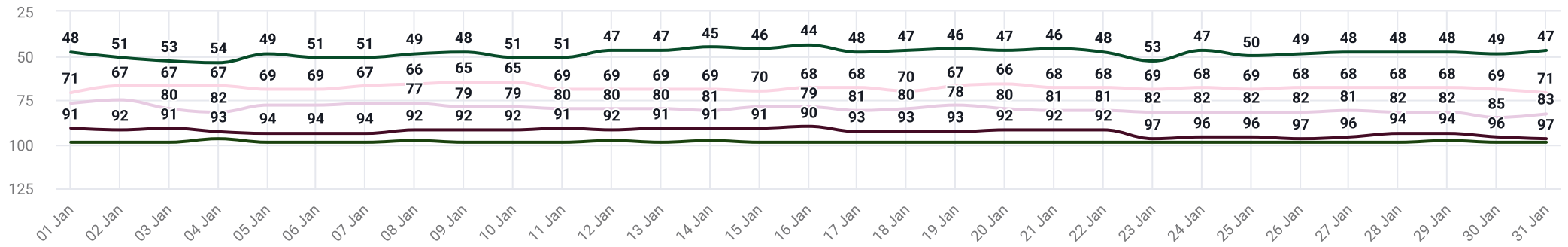
Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
Jan-01 2026 - Jan-31 2026	16	11	8	68.75%	75%	0	27.69 sec	40
Dec-01 2025 - Dec-31 2025	7	2	6	28.57%	100%	0	29.57 sec	13
% Change	▲ 128.6%	▲ 450%	▲ 33.3%	▲ 140.6%	▼ -25%	▼ 0%	▼ -6.4%	▲ 207.7%
5 Unassigned								
Jan-01 2026 - Jan-31 2026	-	-	-	-	-	-	-	-
Dec-01 2025 - Dec-31 2025	9	0	8	0%	25%	0	10.89 sec	3
% Change	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%

Competitors Average Position Trend

www.bairnsdaleboatsandmore.com

Average position

Jan-01 2026 - Jan-31 2026

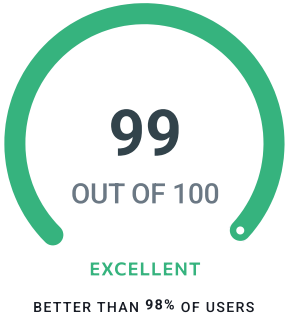


- https://www.bairnsdaleboatsandmore.com/
- https://gippslandrvmarine.au/
- https://www.streakermarine.com.au/
- https://ecsuzukimarine.com.au/
- https://victorianboatsales.com.au/

Audit overview

www.bairnsdaleboatsandmore.com

HEALTH SCORE



Backlinks

www.bairnsdaleboatsandmore.com

