Optimise™

Targeted Marketing and SEO

SEO report

www.bairnsdaleboatsandmore.com

JUL-01 2026 - JUL-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
53 ▲ 3	1.3%	127	25

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	113	1	1
boat servicing bairnsdale	115	1	1
reliable marine repairs bairnsdale	17K	1	1
new and used boats bairnsdale	118	1	1
affordable boats bairnsdale	38K	1	1
stacer boat dealer	137	1	1
stacer boats bairnsdale	113	1	1
lucknow vic boat dealer	187K	1	1
authorised stacer dealer bairnsdale	822	1	1
mercury outboard dealer east gippsland	113	2	1 ▲ 1
boat engine repair bairnsdale	113	1	1
boat sales lucknow vic	113	2	2
stacer boats dealer bairnsdale	112	1	2 ▼ 1
used boats for sale near bairnsdale	113	-	2 ▲ 98
boat trailer for sale bairnsdale	172	2	2

Keyword	Results	Month ago ▲	Current rankings
mercury outboard engines lucknow	8.3K	1	3 ▼ 2
lucknow vic marine supplies	382K	3	3
authorised stacer dealer victoria	3.3K	5	4 ▲ 1
caravan for sale near bairnsdale	113	7	7
stacer genuine accessories	174	6	7 ▼ 1
609 ocean ranger centre cabin	113	6	9 ▼ 3
mercury genuine part for sale	5.5K	-	15 ▲ 85
mercury inflatable boats for sale	174	27	26 ▲ 1
mercury 115–300hp outboard	199	-	34 ▲ 66
inflatable boat	202	-	-
fishing boats for sale	239	-	-
stacer assault pro 489 for sale	171	-	-
caravan for sale	256	-	-
used caravans for sale	228	-	-
second hand caravans	225	-	-
new caravan prices	221	-	-
inflatable boat for sale	187	-	-
inflatable boat for sale victoria	172	-	-
inflatable boats	204	-	-
dinghies for sale	206	-	-
fishing inflatable boat	189	-	-
used boat motors for sale	188	-	-
mercury outboard prices	187	-	-
mercury boat motors prices	186	-	-
outboard for sale victoria	173	-	-
move boat trailers	189	-	-
aluminium trailers	217	-	-
mackay boat trailers	212	23	-
dunbier trailers	193	-	-

Keyword	Results	Month ago ▲	Current rankings
mercury engine servicing inboard and outboard	211	-	-
boat servicing	177	-	-
boat accessories	204	-	-
boating electronics	139	-	-
caravan camping sales victoria	108	-	-

Distribution of Keywords

www.bairnsdaleboatsandmore.com

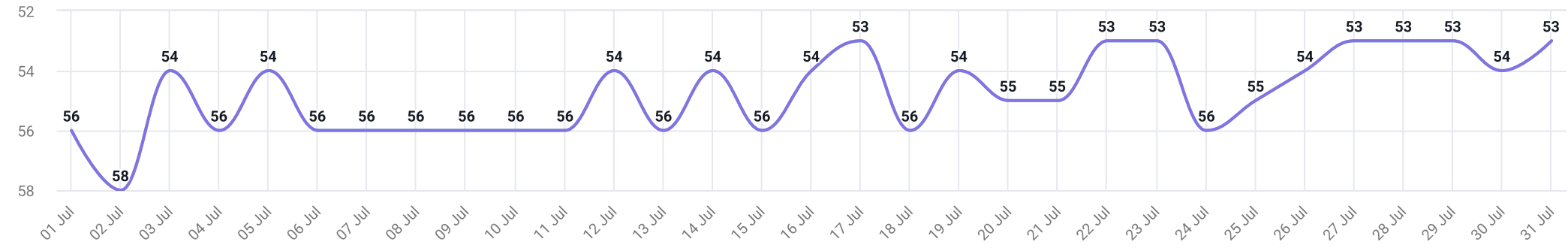
Search Engines	Total Keywords	Top 1	Top 3	Top 4..10	Top 11..30	Top 100	Out of SERP	Avg. Position
Google Australia 3875, Victoria, Australia	50	13	18	4	2	1	25	53
General	50	13	18	4	2	1	25	53

Average Position Trend

www.bairnsdaleboatsandmore.com

Average position

Jul-01 2026 - Jul-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

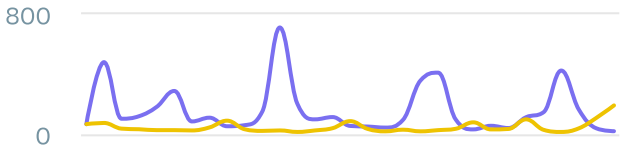
Jul-01 2026 - Jul-31 2026

SESSIONS

▲ 232.27%

4,911

1,478

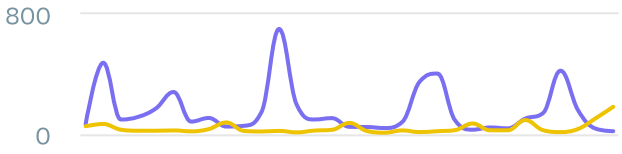


USERS

▲ 312.28%

4,766

1,156

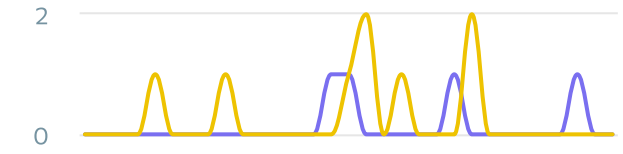


GOALS

▼ 50.00%

4

8

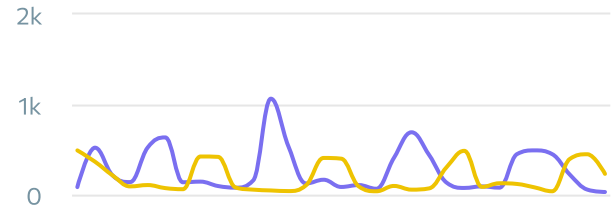


PAGEVIEWS

▲ 40.64%

8,482

6,031

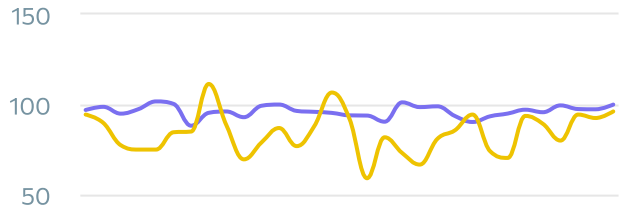


NEW SESSIONS

▲ 1.08%

99.8%

98.7%

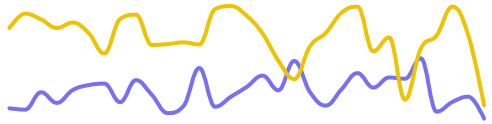


ENGAGEMENT RATE

▼ 64.9%

20.18%

57.44%



AVG. SESSION DURATION

▼ 93.3%

12s

03m:00s



● Jul-01 2026 - Jul-31 2026 ● May-31 2026 - Jun-30 2026

All pages GOOGLE ANALYTICS

Jul-01 2026 - Jul-31 2026

Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	Jul-01 2026 - Jul-31 2026	412	87.83%	337	592	25s	72.82%	2
2	/boatranges/UsedBoats							
	Jul-01 2026 - Jul-31 2026	185	20%	120	296	51s	88.65%	0
3	/boatranges/stacer/downloadspecs							
	Jul-01 2026 - Jul-31 2026	159	87.97%	158	789	07s	72.33%	0
4	/boatranges/NewBoats							
	Jul-01 2026 - Jul-31 2026	86	4%	50	101	21s	69.77%	0
5	/boatranges/stacer							
	Jul-01 2026 - Jul-31 2026	54	50.94%	53	67	10s	51.85%	0
6	/products/all-categories							
	Jul-01 2026 - Jul-31 2026	41	70.73%	41	44	05s	48.78%	0
7	/boatranges/newboats/stacer							

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
	Jul-01 2026 - Jul-31 2026	39	5.71%	35	47	34s	89.74%	0
8	/products							
	Jul-01 2026 - Jul-31 2026	38	63.89%	36	42	09s	44.74%	0
9	/caravan/UsedCaravans							
	Jul-01 2026 - Jul-31 2026	32	46.67%	30	38	17s	75%	0
10	/general/contact							
	Jul-01 2026 - Jul-31 2026	31	17.86%	28	32	19s	83.87%	1

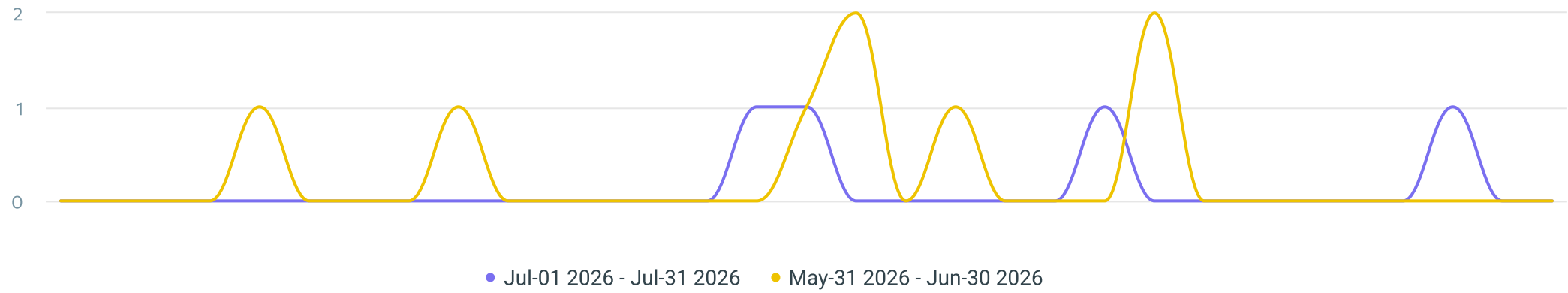
Conversions

www.bairnsdaleboatsandmore.com

Goals GOOGLE ANALYTICS

Jul-01 2026 - Jul-31 2026

Goals



No.	Goal	Goals	Goal value
1	click		
	Jul-01 2026 - Jul-31 2026	4	0
	May-31 2026 - Jun-30 2026	8	0
	% Change	▼ 50%	

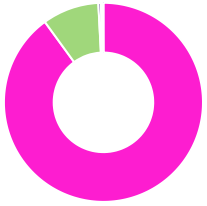
Traffic Source

www.bairnsdaleboatsandmore.com

Overview: Sessions

Last month (Jul-01 - Jul-31 2026) ↑↓ Previous period (May-31 - Jun-30 2026)

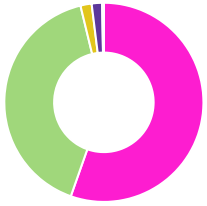
Last month (Jul-01 - Jul-31 2026)



4911 ▲ 232.27%

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%

Previous period (May-31 - Jun-30 2026)



1478

Direct	**820**	55.5%
Organic Search	**604**	40.9%
Referral	**27**	1.8%
Organic Social	**25**	1.7%
Unassigned	**4**	0.3%
AI Assistant	**0**	0.0%

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Direct								
Jul-01 2026 - Jul-31 2026	4.4K	632	4.4K	14.3%	100.57%	0	4.94 sec	7K
May-31 2026 - Jun-30 2026	820	412	743	50.24%	102.15%	3	261.5 sec	4.2K
% Change	▲ 439.0%	▲ 53.4%	▲ 494.9%	▼ -71.5%	▼ -1.5%	▼ -100%	▼ -98.1%	▲ 66.3%
2 Organic Search								
Jul-01 2026 - Jul-31 2026	452	341	315	75.44%	89.52%	3	77.28 sec	1.3K
May-31 2026 - Jun-30 2026	604	402	388	66.56%	90.98%	3	76.94 sec	1.6K
% Change	▼ -25.2%	▼ -15.2%	▼ -18.8%	▲ 13.3%	▼ -1.6%	▼ 0%	▲ 0.4%	▼ -17.2%
3 Organic Social								
Jul-01 2026 - Jul-31 2026	20	7	20	35%	90%	0	71.8 sec	54
May-31 2026 - Jun-30 2026	25	14	25	56%	96%	0	41.2 sec	52
% Change	▼ -20%	▼ -50%	▼ -20%	▼ -37.5%	▼ -6.3%	▼ 0%	▲ 74.3%	▲ 3.8%

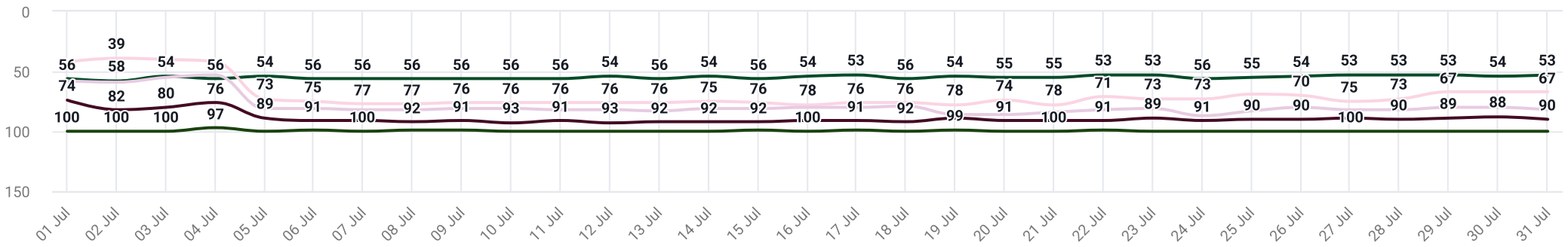
Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
4 Referral								
Jul-01 2026 - Jul-31 2026	15	12	8	80%	87.5%	1	62.13 sec	68
May-31 2026 - Jun-30 2026	27	22	8	81.48%	62.5%	2	147 sec	163
% Change	▼ -44.4%	▼ -45.5%	▼ 0%	▼ -1.8%	▲ 40%	▼ -50%	▼ -57.7%	▼ -58.3%
5 AI Assistant								
Jul-01 2026 - Jul-31 2026	4	2	4	50%	75%	0	7 sec	4
May-31 2026 - Jun-30 2026	-	-	-	-	-	-	-	-
% Change	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%
6 Unassigned								
Jul-01 2026 - Jul-31 2026	1	0	1	0%	0%	0	73 sec	4
May-31 2026 - Jun-30 2026	4	0	4	0%	0%	0	95.5 sec	3
% Change	▼ -75%	▼ 0%	▼ -75%	▼ 0%	▼ 0%	▼ 0%	▼ -23.6%	▲ 33.3%

Competitors Average Position Trend

www.bairnsdaleboatsandmore.com

Average position

Jul-01 2026 - Jul-31 2026

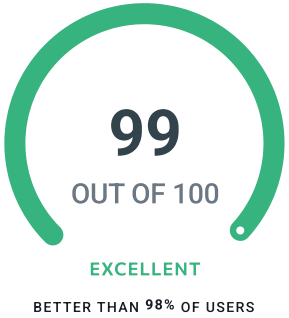


- https://www.bairnsdaleboatsandmore.com/
- https://gippslandrvmarine.au/
- https://www.streakermarine.com.au/
- https://ecsuzukimarine.com.au/
- https://victorianboatsales.com.au/

Audit overview

www.bairnsdaleboatsandmore.com

HEALTH SCORE



Backlinks

www.bairnsdaleboatsandmore.com

