Optimise™

Targeted Marketing and SEO



SEO report

www.bairnsdaleboatsandmore.com

JUN-01 2026 - JUN-30 2026

Table of Contents

Key Ranking Metrics 4
Keywords Ranking 4
Distribution of Keywords 7
Average Position Trend 7
Traffic Overview 9
Pages 10
Conversions 12
Traffic Source 13
Competitors Average Position Trend 15
Audit overview 16
Backlinks 17

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
56 ▼ 2	0.6%	127 ▲ 10	23

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	105	1	1
boat dealer bairnsdale	126	1	1
stacer boats dealer bairnsdale	110	1	1
boat servicing bairnsdale	113	1	1
new and used boats bairnsdale	111	1	1
affordable boats bairnsdale	41K	1	1
stacer boat dealer	130	2	1 ▲ 1
stacer boats bairnsdale	77	1	1
used boats for sale near bairnsdale	111	1	1
lucknow vic boat dealer	221K	1	1
authorised stacer dealer bairnsdale	108	2	1 ▲ 1
mercury outboard dealer east gippsland	113	1	1
boat engine repair bairnsdale	112	1	1
boat sales lucknow vic	112	1	2 ▼ 1
reliable marine repairs bairnsdale	17K	1	2 ▼ 1

Keyword	Results	Month ago ▲	Current rankings
boat trailer for sale bairnsdale	166	1	2 ▼ 1
mercury outboard engines lucknow	28K	1	3 ▼ 2
lucknow vic marine supplies	409K	1	3 ▼ 2
authorised stacer dealer victoria	3K	6	5 ▲ 1
caravan for sale near bairnsdale	106	7	6 ▲ 1
stacer genuine accessories	166	3	6 ▼ 3
609 ocean ranger centre cabin	110	9	8 ▲ 1
mercury inflatable boats for sale	164	28	27 ▲ 1
inflatable boat	194	-	-
fishing boats for sale	227	-	-
stacer assault pro 489 for sale	171	-	-
caravan for sale	240	-	-
used caravans for sale	220	-	-
second hand caravans	220	-	-
new caravan prices	212	-	-
inflatable boat for sale	185	-	-
inflatable boat for sale victoria	165	-	-
inflatable boats	193	-	-
dinghies for sale	180	-	-
fishing inflatable boat	193	-	-
used boat motors for sale	179	-	-
mercury outboard prices	182	-	-
mercury boat motors prices	138	-	-
outboard for sale victoria	112	-	-
mercury 115–300hp outboard	193	-	-
move boat trailers	172	36	-
aluminium trailers	200	-	-
mackay boat trailers	208	-	-
dunbier trailers	216	-	-

Keyword	Results	Month ago ▲	Current rankings
mercury engine servicing inboard and outboard	193	-	-
boat servicing	178	-	-
mercury genuine part for sale	172	-	-
boat accessories	195	-	-
boating electronics	135	-	-
caravan camping sales victoria	10	-	-

Distribution of Keywords

www.bairnsdaleboatsandmore.com

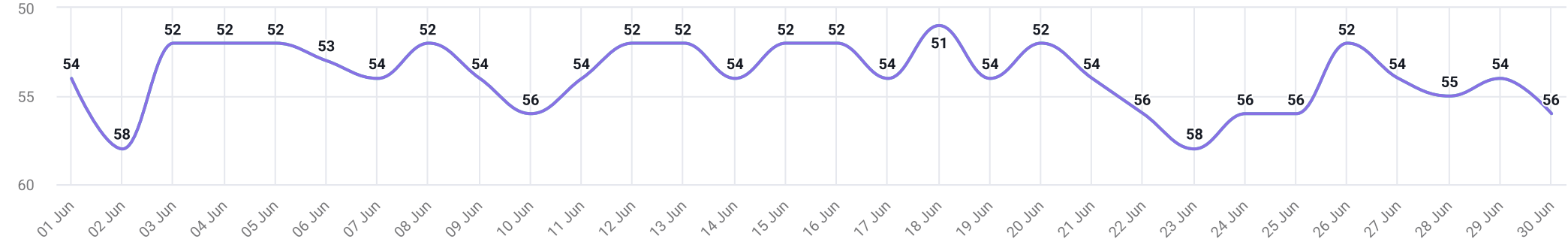
Search Engines	Total Keywords	Top 1	Top 3	Top 4..10	Top 11..30	Top 100	Out of SERP	Avg. Position
Google Australia 3875, Victoria, Australia	50	13	17	4	2	0	27	56
General	50	13	17	4	2	-	27	56

Average Position Trend

www.bairnsdaleboatsandmore.com

Average position

Jun-01 2026 - Jun-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

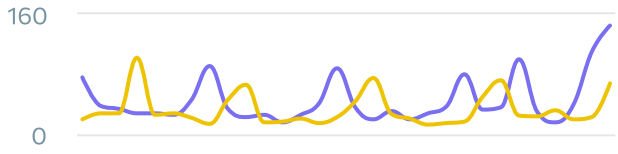
Jun-01 2026 - Jun-30 2026

SESSIONS

▲ 38.54%

1,366

986

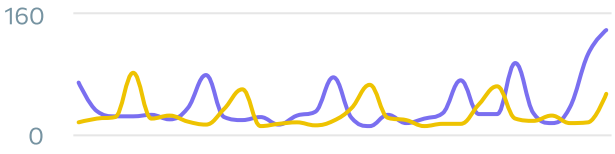


USERS

▲ 49.93%

1,066

711

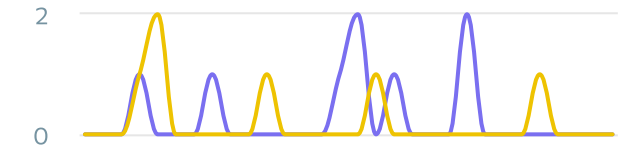


GOALS

▲ 33.33%

8

6

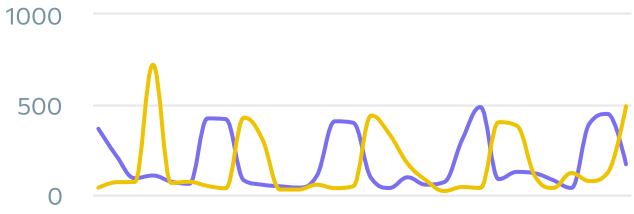


PAGEVIEWS

▲ 11.70%

5,478

4,904

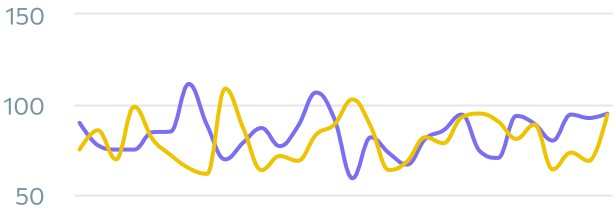


NEW SESSIONS

▲ 0.14%

98%

97.9%

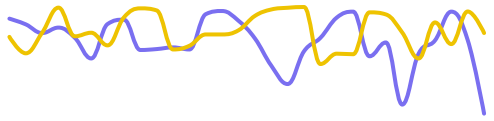


ENGAGEMENT RATE

▼ 21.1%

58.13%

73.63%



AVG. SESSION DURATION

▲ 192.3%

03m:10s

01m:05s



● Jun-01 2026 - Jun-30 2026 ● May-02 2026 - May-31 2026

Pages

www.bairnsdaleboatsandmore.com

All pages GOOGLE ANALYTICS

Jun-01 2026 - Jun-30 2026

Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	Jun-01 2026 - Jun-30 2026	473	88.51%	348	672	06m:14s	73.36%	3
2	/boatranges/UsedBoats							
	Jun-01 2026 - Jun-30 2026	209	13.53%	133	318	53s	88.52%	0
3	/boatranges/stacer/downloadspecs							
	Jun-01 2026 - Jun-30 2026	143	87.41%	143	934	09s	95.1%	0
4	/boatranges/NewBoats							
	Jun-01 2026 - Jun-30 2026	99	5.19%	77	139	59s	88.89%	0
5	/boatranges/UsedBoats/quintrex-530-spirit-2013-00008							
	Jun-01 2026 - Jun-30 2026	41	15%	20	49	40s	68.29%	0
6	/boatranges/formosa							
	Jun-01 2026 - Jun-30 2026	38	0%	22	62	01m:35s	94.74%	0
7	/boatranges/newboats/stacer							

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
	Jun-01 2026 - Jun-30 2026	37	2.94%	34	49	23s	97.3%	0
8	/boatranges/UsedBoats/clark-4-0-1998-00016							
	Jun-01 2026 - Jun-30 2026	37	28.57%	14	41	18s	51.35%	0
9	/boatranges/stacer							
	Jun-01 2026 - Jun-30 2026	36	8%	25	48	30s	88.89%	0
10	/general/contact							
	Jun-01 2026 - Jun-30 2026	33	28.13%	32	38	49s	78.79%	2

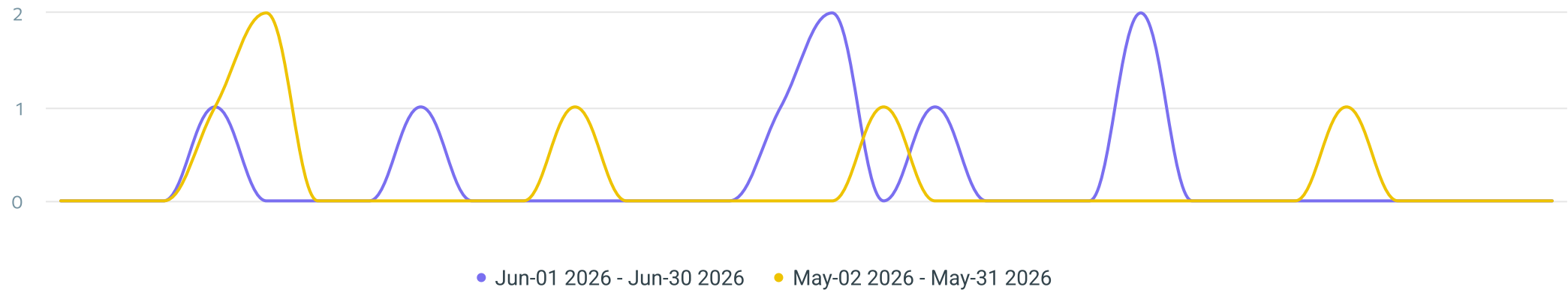
Conversions

www.bairnsdaleboatsandmore.com

Goals GOOGLE ANALYTICS

Jun-01 2026 - Jun-30 2026

Goals



No.	Goal	Goals	Goal value
1	click		
	Jun-01 2026 - Jun-30 2026	8	0
	May-02 2026 - May-31 2026	6	0
	% Change	▲ 33.3%	

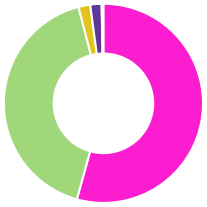
Traffic Source

www.bairnsdaleboatsandmore.com

Overview: Sessions

Last month (Jun-01 - Jun-30 2026) ⇅ Previous period (May-02 - May-31 2026)

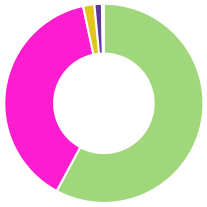
Last month (Jun-01 - Jun-30 2026)



1366 ▲ 38.54%

Direct	**742**	54.3%
Organic Search	**569**	41.7%
Referral	**26**	1.9%
Organic Social	**25**	1.8%
Unassigned	**4**	0.3%

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



986

Organic Search	**570**	57.8%
Direct	**382**	38.7%
Referral	**18**	1.8%
Organic Social	**12**	1.2%
Unassigned	**3**	0.3%

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Direct								
Jun-01 2026 - Jun-30 2026	742	379	675	51.08%	101.48%	3	284.3 sec	3.8K
May-02 2026 - May-31 2026	382	309	323	80.89%	108.67%	2	51.3 sec	3.3K
% Change	▲ 94.2%	▲ 22.7%	▲ 109.0%	▼ -36.9%	▼ -6.6%	▲ 50%	▲ 454.2%	▲ 15.0%
2 Organic Search								
Jun-01 2026 - Jun-30 2026	569	381	366	66.96%	90.71%	3	74.94 sec	1.5K
May-02 2026 - May-31 2026	570	395	370	69.3%	88.92%	4	73.66 sec	1.5K
% Change	▼ -0.2%	▼ -3.5%	▼ -1.1%	▼ -3.4%	▲ 2.0%	▼ -25%	▲ 1.7%	▼ -0.4%
3 Referral								
Jun-01 2026 - Jun-30 2026	26	22	8	84.62%	50%	2	152.65 sec	162
May-02 2026 - May-31 2026	18	15	5	83.33%	100%	0	91.06 sec	89
% Change	▲ 44.4%	▲ 46.7%	▲ 60%	▲ 1.5%	▼ -50%	▼ 0%	▲ 67.6%	▲ 82.0%
4 Organic Social								

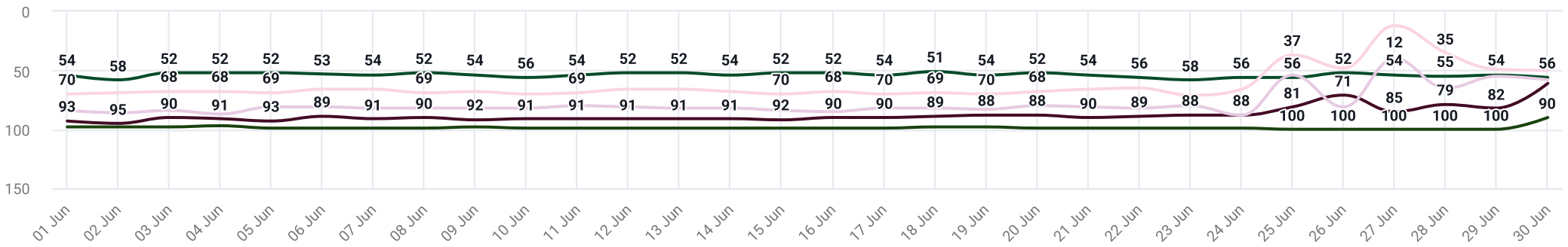
Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
Jun-01 2026 - Jun-30 2026	25	14	25	56%	96%	0	41.2 sec	52
May-02 2026 - May-31 2026	12	7	12	58.33%	91.67%	0	30.33 sec	36
% Change	▲ 108.3%	▲ 100%	▲ 108.3%	▼ -4.0%	▲ 4.7%	▼ 0%	▲ 35.8%	▲ 44.4%
5 Unassigned								
Jun-01 2026 - Jun-30 2026	4	0	4	0%	0%	0	95.5 sec	3
May-02 2026 - May-31 2026	3	0	3	0%	0%	0	113.67 sec	3
% Change	▲ 33.3%	▼ 0%	▲ 33.3%	▼ 0%	▼ 0%	▼ 0%	▼ -16.0%	▼ 0%

Competitors Average Position Trend

www.bairnsdaleboatsandmore.com

Average position

Jun-01 2026 - Jun-30 2026

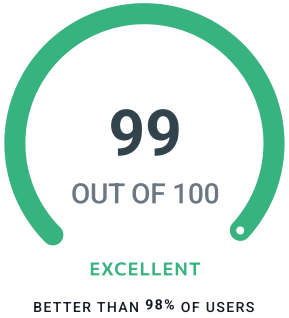


- https://www.bairnsdaleboatsandmore.com/
- https://gippslandrvmarine.au/
- https://www.streakermarine.com.au/
- https://ecsuzukimarine.com.au/
- https://victorianboatsales.com.au/

Audit overview

www.bairnsdaleboatsandmore.com

HEALTH SCORE



Backlinks

www.bairnsdaleboatsandmore.com

