Optimise™

Targeted Marketing and SEO



SEO report

www.bairnsdaleboatsandmore.com

MAR-01 2026 - MAR-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
55 ▼ 10	1.3% ▼ -1.4%	116 ▼ 35	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	118	1	1
boat dealer bairnsdale	30K	2	1 ▲ 1
boat sales lucknow vic	347K	1	1
stacer boats dealer bairnsdale	90	2	1 ▲ 1
mercury outboard engines lucknow	32K	1	1
boat servicing bairnsdale	124	1	1
new and used boats bairnsdale	73K	1	1
affordable boats bairnsdale	26K	1	1
stacer boats bairnsdale	129	1	1
lucknow vic boat dealer	248K	1	1
mercury outboard dealer east gippsland	67	1	1
boat engine repair bairnsdale	96	1	1
lucknow vic marine supplies	189K	1	1
reliable marine repairs bairnsdale	24K	2	2
stacer boat dealer	128	2	2
used boats for sale near bairnsdale	125	2	2

Keyword	Results	Month ago ▲	Current rankings
authorised stacer dealer bairnsdale	461	2	2
boat trailer for sale bairnsdale	161	2	2
authorised stacer dealer victoria	1.1K	4	4
dunbier trailers	232K	-	4 ▲ 96
stacer genuine accessories	14K	8	4 ▲ 4
609 ocean ranger centre cabin	117	-	5 ▲ 95
move boat trailers	49M	-	7 ▲ 93
caravan for sale near bairnsdale	136K	12	8 ▲ 4
mackay boat trailers	600K	-	9 ▲ 91
mercury genuine part for sale	179	10	12 ▼ 2
inflatable boat	220	-	-
fishing boats for sale	208	-	-
stacer assault pro 489 for sale	189	-	-
caravan for sale	226	-	-
used caravans for sale	205	-	-
second hand caravans	15M	-	-
new caravan prices	219	-	-
caravan camping sales victria	2.2M	-	-
mercury inflatable boats for sale	201	-	-
inflatable boat for sale	19M	-	-
inflatable boat for sale victoria	194	-	-
inflatable boats	21M	-	-
dinghies for sale	1.8M	-	-
fishing inflatable boat	194	-	-
used boat motors for sale	200	-	-
mercury outboard prices	2.2M	-	-
mercury boat motors prices	2.1M	-	-
outboard for sale victoria	201	-	-
mercury 115–300hp outboard	198	-	-

Keyword	Results	Month ago ▲	Current rankings
aluminium trailers	212	-	-
mercury engine servicing inboard and outboard	199	-	-
boat servicing	162	-	-
boat accessories	226	-	-
boating electronics	163M	-	-

Distribution of Keywords

www.bairnsdaleboatsandmore.com

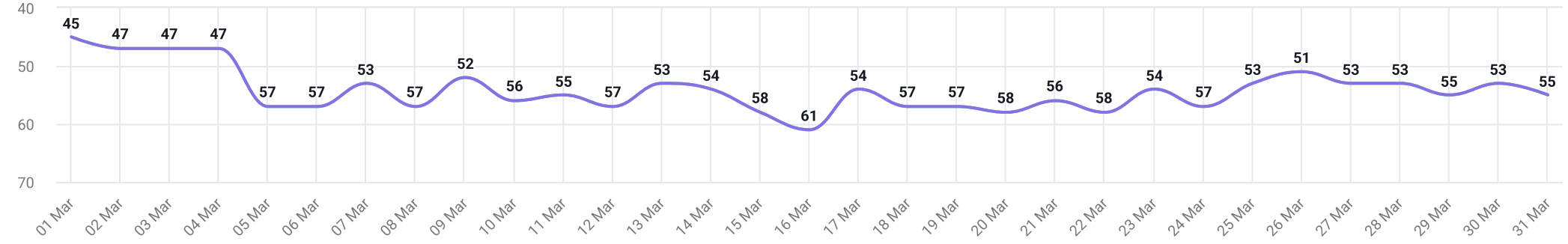
Search Engines	Total Keywords	Top 1	Top 3	Top 4..10	Top 11..30	Top 100	Out of SERP	Avg. Position
Google Australia 3875, Victoria, Australia	50	16	18	5	0	0	27	55
General	50	16	18	5	0	-	27	55

Average Position Trend

www.bairnsdaleboatsandmore.com

Average position

Mar-01 2026 - Mar-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

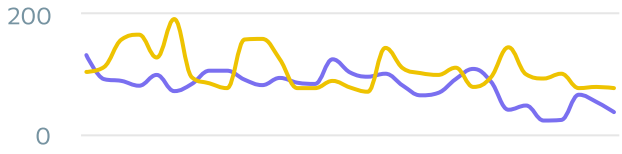
Mar-01 2026 - Mar-31 2026

SESSIONS

▼ 24.16%

2,518

3,320 ↑↓

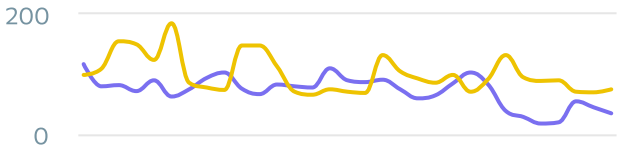


USERS

▼ 28.33%

2,117

2,954 ↑↓

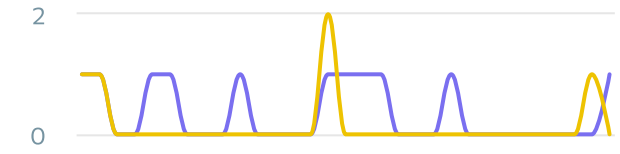


GOALS

▲ 120.00%

11

5 ↑↓

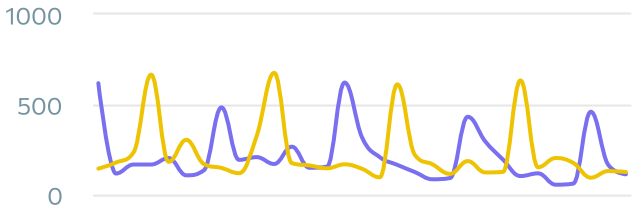


PAGEVIEWS

▼ 4.96%

6,749

7,101 ↑↓

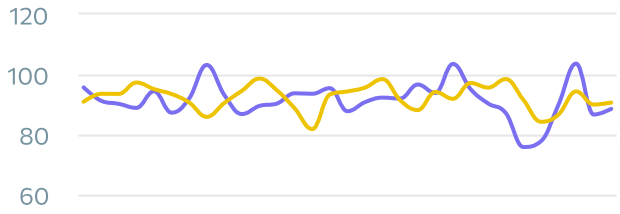


NEW SESSIONS

▲ 0.18%

98.5%

98.3% ↑↓

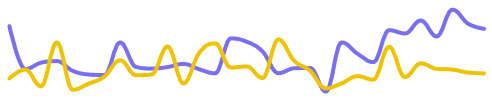


ENGAGEMENT RATE

▲ 27.4%

40.75%

31.99% ↑↓

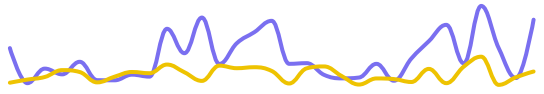


AVG. SESSION DURATION

▲ 88%

47s

25s ↑↓



● Mar-01 2026 - Mar-31 2026 ● Jan-29 2026 - Feb-28 2026

All pages GOOGLE ANALYTICS

Mar-01 2026 - Mar-31 2026

Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	Mar-01 2026 - Mar-31 2026	647	84.93%	458	852	19s	68.01%	1
2	/boatranges/UsedBoats							
	Mar-01 2026 - Mar-31 2026	288	12.94%	170	507	01m:23s	94.44%	0
3	/boatranges/stacer/downloadspecs							
	Mar-01 2026 - Mar-31 2026	94	84.04%	94	511	08s	91.49%	0
4	/boatranges/NewBoats							
	Mar-01 2026 - Mar-31 2026	85	6.56%	61	110	28s	94.12%	1
5	/boatranges/newboats/stacer							
	Mar-01 2026 - Mar-31 2026	52	0%	44	70	28s	100%	0
6	/boatranges/stacer							
	Mar-01 2026 - Mar-31 2026	43	8.11%	37	55	19s	90.7%	0
7	/dealerportal/boat-listings							

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
	Mar-01 2026 - Mar-31 2026	40	0%	5	133	03m:18s	87.5%	0
8	/general/contact							
	Mar-01 2026 - Mar-31 2026	33	12.9%	31	34	40s	90.91%	2
9	/dealerportal/landing							
	Mar-01 2026 - Mar-31 2026	32	0%	8	53	34s	93.75%	0
10	/dealerportal/login							
	Mar-01 2026 - Mar-31 2026	32	17.65%	17	39	28s	93.75%	1

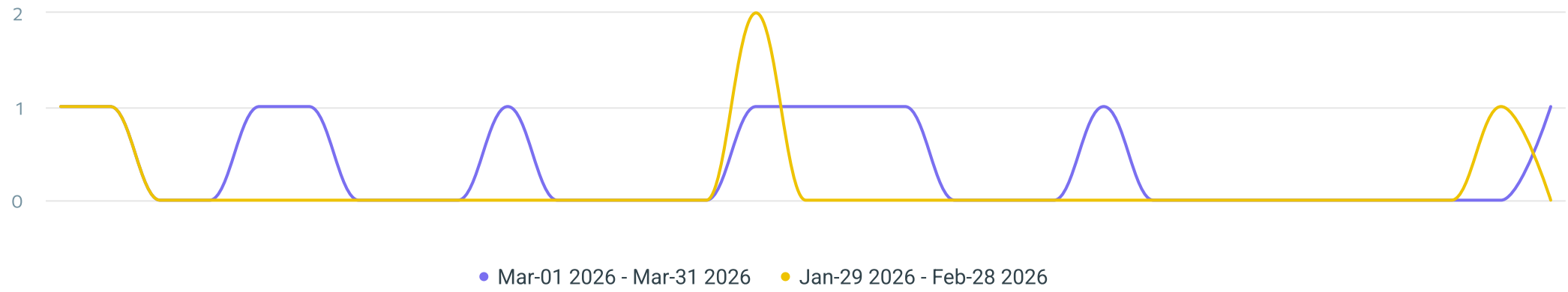
Conversions

www.bairnsdaleboatsandmore.com

Goals GOOGLE ANALYTICS

Mar-01 2026 - Mar-31 2026

Goals



No.	Goal	Goals	Goal value
1	click		
	Mar-01 2026 - Mar-31 2026	11	0
	Jan-29 2026 - Feb-28 2026	5	0
	% Change	▲ 120%	

Traffic Source

www.bairnsdaleboatsandmore.com

Overview: Sessions

Last month (Mar-01 - Mar-31 2026) ⇅ Previous period (Jan-29 - Feb-28 2026)

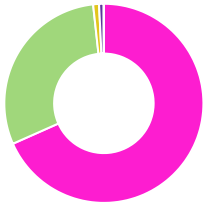
Last month (Mar-01 - Mar-31 2026)



2518 ▼ 24.16%

Direct	**1632**	64.8%
Organic Search	**864**	34.3%
Referral	**9**	0.4%
Organic Social	**7**	0.3%
Unassigned	**4**	0.2%

Previous period (Jan-29 - Feb-28 2026)



3320

Direct	**2288**	68.9%
Organic Search	**1001**	30.2%
Referral	**32**	1.0%
Organic Social	**26**	0.8%
Unassigned	**0**	0.0%

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Direct								
Mar-01 2026 - Mar-31 2026	1.6K	419	1.6K	25.67%	101.28%	1	13.55 sec	4.1K
Jan-29 2026 - Feb-28 2026	2.3K	360	2.2K	15.73%	100.58%	0	8.38 sec	4.2K
% Change	▼ -28.7%	▲ 16.4%	▼ -29.6%	▲ 63.2%	▲ 0.7%	▼ 0%	▲ 61.7%	▼ -3.1%
2 Organic Search								
Mar-01 2026 - Mar-31 2026	864	596	541	68.98%	90.2%	10	108.93 sec	2.6K
Jan-29 2026 - Feb-28 2026	1K	664	693	66.33%	90.76%	5	59.73 sec	2.7K
% Change	▼ -13.7%	▼ -10.2%	▼ -21.9%	▲ 4.0%	▼ -0.6%	▲ 100%	▲ 82.4%	▼ -4.4%
3 Referral								
Mar-01 2026 - Mar-31 2026	9	5	6	55.56%	83.33%	0	126.11 sec	23
Jan-29 2026 - Feb-28 2026	32	23	26	71.88%	84.62%	0	63.88 sec	90
% Change	▼ -71.9%	▼ -78.3%	▼ -76.9%	▼ -22.7%	▼ -1.5%	▼ 0%	▲ 97.4%	▼ -74.4%
4 Organic Social								

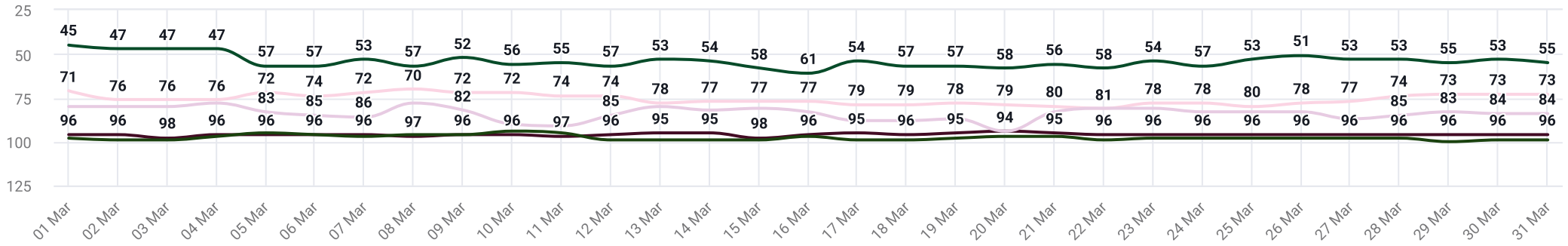
Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
Mar-01 2026 - Mar-31 2026	7	4	5	57.14%	100%	0	36 sec	20
Jan-29 2026 - Feb-28 2026	26	14	19	53.85%	84.21%	0	25.27 sec	56
% Change	▼ -73.1%	▼ -71.4%	▼ -73.7%	▲ 6.1%	▲ 18.8%	▼ 0%	▲ 42.5%	▼ -64.3%
5 Unassigned								
Mar-01 2026 - Mar-31 2026	4	1	4	25%	25%	0	8.5 sec	2
Jan-29 2026 - Feb-28 2026	-	-	-	-	-	-	-	-
% Change	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%

Competitors Average Position Trend

www.bairnsdaleboatsandmore.com

Average position

Mar-01 2026 - Mar-31 2026

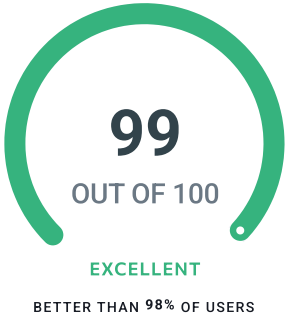


- https://www.bairnsdaleboatsandmore.com/
- https://gippslandrvmarine.au/
- https://www.streakermarine.com.au/
- https://ecsuzukimarine.com.au/
- https://victorianboatsales.com.au/

Audit overview

www.bairnsdaleboatsandmore.com

HEALTH SCORE



Backlinks

www.bairnsdaleboatsandmore.com

