Optimise™

Targeted Marketing and SEO

SEO report

www.bairnsdaleboatsandmore.com

MAY-01 2026 - MAY-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
56 ▼ 10	0.7% ▼ -0.5%	116 ▼ 42	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	101	1	1
boat dealer bairnsdale	111	1	1
boat sales lucknow vic	224K	1	1
stacer boats dealer bairnsdale	78	1	1
mercury outboard engines lucknow	15K	1	1
boat servicing bairnsdale	111	1	1
reliable marine repairs bairnsdale	86	1	1
new and used boats bairnsdale	88	1	1
affordable boats bairnsdale	29K	1	1
stacer boats bairnsdale	104	1	1
used boats for sale near bairnsdale	112	2	1 ▲ 1
lucknow vic boat dealer	93K	1	1
mercury outboard dealer east gippsland	67	2	1 ▲ 1
boat trailer for sale bairnsdale	159	2	1 ▲ 1
boat engine repair bairnsdale	93	1	1
lucknow vic marine supplies	90K	1	1

Keyword	Results	Month ago ▲	Current rankings
stacer boat dealer	120	1	2 ▼ 1
authorised stacer dealer bairnsdale	354	1	2 ▼ 1
stacer genuine accessories	148	4	3 ▲ 1
authorised stacer dealer victoria	1.3K	4	6 ▼ 2
caravan for sale near bairnsdale	109	7	7
609 ocean ranger centre cabin	96	8	9 ▼ 1
mercury inflatable boats for sale	176	7	28 ▼ 21
move boat trailers	187	9	36 ▼ 27
inflatable boat	175	-	-
fishing boats for sale	212	-	-
stacer assault pro 489 for sale	105	-	-
caravan for sale	232	-	-
used caravans for sale	223	-	-
second hand caravans	231	-	-
new caravan prices	206	-	-
inflatable boat for sale	178	-	-
inflatable boat for sale victoria	167	-	-
inflatable boats	193	-	-
dinghies for sale	185	-	-
fishing inflatable boat	186	-	-
used boat motors for sale	184	-	-
mercury outboard prices	179	-	-
mercury boat motors prices	173	-	-
outboard for sale victoria	179	-	-
mercury 115–300hp outboard	195	13	-
aluminium trailers	208	-	-
mackay boat trailers	206	-	-
dunbier trailers	216	4	-
mercury engine servicing inboard and outboard	199	1	-

Keyword	Results	Month ago ▲	Current rankings
boat servicing	163	-	-
mercury genuine part for sale	155	8	-
boat accessories	198	-	-
boating electronics	68	-	-
caravan camping sales victoria	106	-	-

Distribution of Keywords

www.bairnsdaleboatsandmore.com

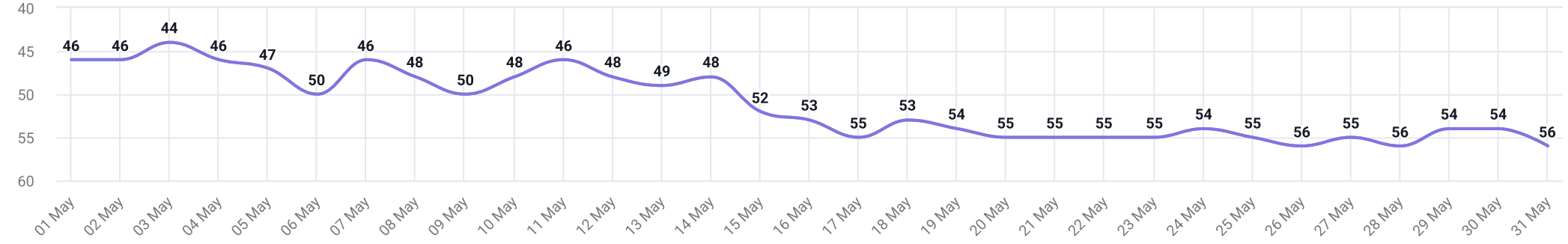
Search Engines	Total Keywords	Top 1	Top 3	Top 4..10	Top 11..30	Top 100	Out of SERP	Avg. Position
Google Australia 3875, Victoria, Australia	50	15	19	3	0	1	27	56
General	50	15	19	3	0	1	27	56

Average Position Trend

www.bairnsdaleboatsandmore.com

Average position

May-01 2026 - May-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

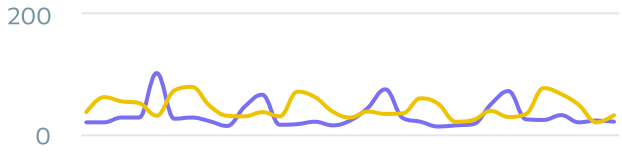
May-01 2026 - May-31 2026

SESSIONS

▼ 29.94%

957

1,366

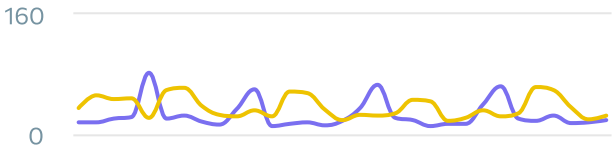


USERS

▼ 31.34%

690

1,005

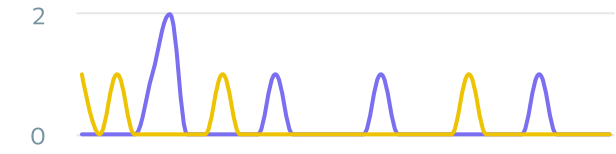


GOALS

▲ 50.00%

6

4

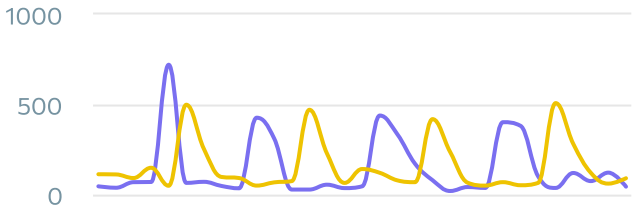


PAGEVIEWS

▼ 7.10%

4,503

4,847

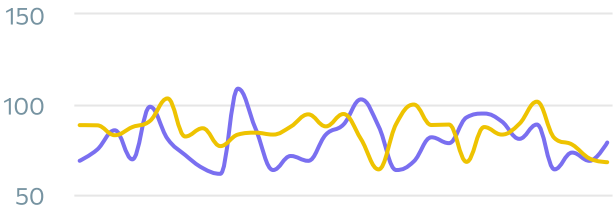


NEW SESSIONS

▼ 0.37%

97.3%

97.6%

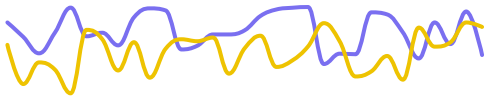


ENGAGEMENT RATE

▲ 33.5%

73.67%

55.20%

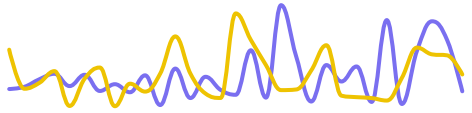


AVG. SESSION DURATION

▼ 3.1%

01m:02s

01m:04s



● May-01 2026 - May-31 2026 ● Mar-31 2026 - Apr-30 2026

All pages GOOGLE ANALYTICS

May-01 2026 - May-31 2026

Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	May-01 2026 - May-31 2026	363	82.71%	295	521	24s	77.13%	1
2	/boatranges/UsedBoats							
	May-01 2026 - May-31 2026	229	22.73%	110	385	58s	82.97%	0
3	/boatranges/stacer/downloadspecs							
	May-01 2026 - May-31 2026	112	86.61%	112	745	08s	94.64%	0
4	/boatranges/NewBoats							
	May-01 2026 - May-31 2026	77	4.84%	62	100	22s	96.1%	0
5	/boatranges/newboats/stacer							
	May-01 2026 - May-31 2026	32	3.33%	30	40	37s	93.75%	0
6	/boatranges/UsedBoats/caribbean-v-209-1980-00011							
	May-01 2026 - May-31 2026	30	23.08%	13	47	01m:05s	86.67%	1
7	/caravan/UsedCaravans							

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
	May-01 2026 - May-31 2026	25	24%	25	36	32s	96%	0
8	/boatranges/UsedBoats/clark-4-0-1998-00016							
	May-01 2026 - May-31 2026	24	0%	12	28	01m:53s	95.83%	0
9	/general/contact							
	May-01 2026 - May-31 2026	23	19.05%	21	23	12s	82.61%	1
10	/boatranges/UsedBoats/markham-whaler-4-9-catamaran-2000-00004							
	May-01 2026 - May-31 2026	22	60%	20	24	18s	77.27%	0

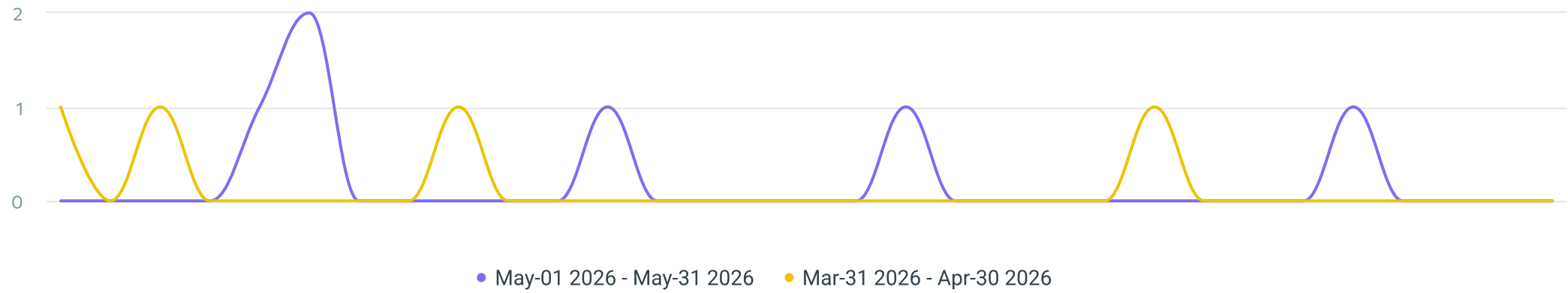
Conversions

www.bairnsdaleboatsandmore.com

Goals GOOGLE ANALYTICS

May-01 2026 - May-31 2026

Goals



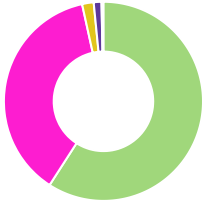
No.	Goal	Goals	Goal value
1	click		
	May-01 2026 - May-31 2026	6	0
	Mar-31 2026 - Apr-30 2026	4	0
	% Change	▲ 50%	

Traffic Source

www.bairnsdaleboatsandmore.com

Overview: Sessions

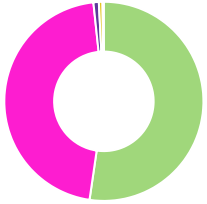
Last month (May-01 - May-31 2026) ⇅ Previous period (Mar-31 - Apr-30 2026)



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

957 ▼ 29.94%

Organic Search	**565**	59.0%
Direct	**358**	37.4%
Referral	**18**	1.9%
Organic Social	**12**	1.3%
Unassigned	**3**	0.3%



Previous period (Mar-31 - Apr-30 2026)

1366

Organic Search	**715**	52.3%
Direct	**629**	46.0%
Organic Social	**12**	0.9%
Referral	**8**	0.6%
Unassigned	**3**	0.2%

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Organic Search								
May-01 2026 - May-31 2026	565	397	365	70.27%	89.04%	4	71.24 sec	1.5K
Mar-31 2026 - Apr-30 2026	715	460	434	64.34%	91.24%	4	84.14 sec	1.9K
% Change	▼ -21.0%	▼ -13.7%	▼ -15.9%	▲ 9.2%	▼ -2.4%	▼ 0%	▼ -15.3%	▼ -22.6%
2 Direct								
May-01 2026 - May-31 2026	358	286	307	79.89%	107.49%	2	45.78 sec	2.9K
Mar-31 2026 - Apr-30 2026	629	280	561	44.52%	102.32%	0	41.77 sec	2.8K
% Change	▼ -43.1%	▲ 2.1%	▼ -45.3%	▲ 79.4%	▲ 5.1%	▼ 0%	▲ 9.6%	▲ 2.2%
3 Referral								
May-01 2026 - May-31 2026	18	15	5	83.33%	100%	0	91.06 sec	89
Mar-31 2026 - Apr-30 2026	8	4	6	50%	66.67%	0	19.75 sec	23
% Change	▲ 125%	▲ 275%	▼ -16.7%	▲ 66.7%	▲ 50.0%	▼ 0%	▲ 361.1%	▲ 287.0%
4 Organic Social								

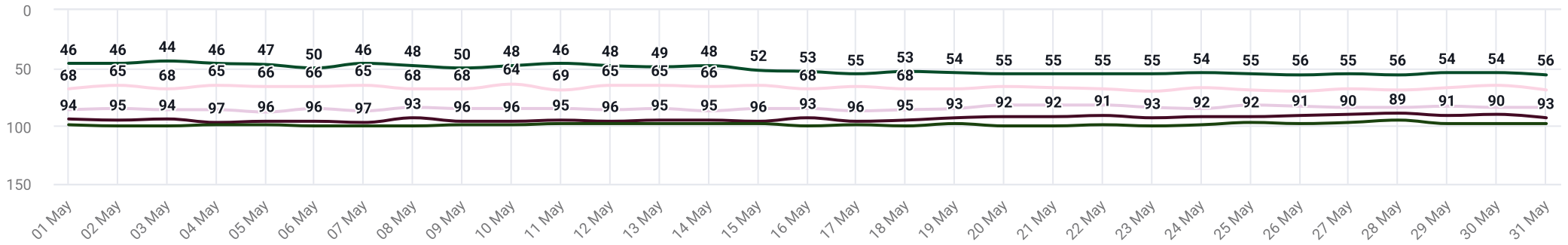
Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
May-01 2026 - May-31 2026	12	7	12	58.33%	91.67%	0	30.33 sec	36
Mar-31 2026 - Apr-30 2026	12	10	6	83.33%	83.33%	0	85 sec	63
% Change	▼ 0%	▼ -30%	▲ 100%	▼ -30.0%	▲ 10.0%	▼ 0%	▼ -64.3%	▼ -42.9%
5 Unassigned								
May-01 2026 - May-31 2026	3	0	3	0%	0%	0	113.67 sec	3
Mar-31 2026 - Apr-30 2026	3	1	3	33.33%	66.67%	0	84.67 sec	8
% Change	▼ 0%	▼ -100%	▼ 0%	▼ -100%	▼ -100%	▼ 0%	▲ 34.3%	▼ -62.5%

Competitors Average Position Trend

www.bairnsdaleboatsandmore.com

Average position

May-01 2026 - May-31 2026

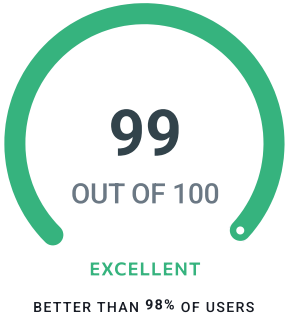


- https://www.bairnsdaleboatsandmore.com/
- https://gippslandrvmarine.au/
- https://www.streakermarine.com.au/
- https://ecsuzukimarine.com.au/
- https://victorianboatsales.com.au/

Audit overview

www.bairnsdaleboatsandmore.com

HEALTH SCORE



Backlinks

www.bairnsdaleboatsandmore.com

