



SEO report

www.waggaboatingservices.com.au

APR-01 2026 - APR-30 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.wagga-boating-services.com.au

Average position 32 ▲ 13	Search visibility 53.6% ▲ 9.2%	Traffic forecast 1534 ▲ 375	Keywords in SERP 38
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Keywords Ranking

 www.wagga-boating-services.com.au

- Entered Top 10
- Left Top 10
- In Top 10
- Entered Top 100



 Google Australia Wagga Wagga, New South Wales, Australia

Keyword	Results	Month ago ▲	Current rankings
■ General			
marine supplies	154M	-	1 ▲ 99
boat motor repairs near me	25M	1	1
boat motor service near me	176M	1	1
boating services	748M	1	1
wagga boat shop	351K	2	2
new boat for sale wagga	408	2	2
boat sales wagga	545K	2	2
new stacer boats and trailer sales	448K	3	2 ▲ 1
boating supplies	144M	2	3 ▼ 1
marine shop wagga	349K	3	3
boat accessories wagga	548K	3	3
fishing boat for sale wagga	118K	4	3 ▲ 1
stacer boat trailers	174K	4	3 ▲ 1
stacer boat dealers	479K	4	3 ▲ 1
stacer dealers	58K	8	3 ▲ 5

Keyword	Results	Month ago ▲	Current rankings
marine shop	481M	9	4 ▲ 5
boats for sale wagga	273K	5	4 ▲ 1
suzuki outboard mechanic	2M	2	4 ▼ 2
suzuki outboard service	4.7M	3	4 ▼ 1
stacer boat dealer	390K	47	4 ▲ 43
used boats for sale	133M	6	5 ▲ 1
marine equipment	305M	2	5 ▼ 3
boat shops	187M	5	5
marine services	768M	3	5 ▼ 2
used boat for sale wagga	376K	5	5
marine boat shop	108M	3	7 ▼ 4
suzuki outboard dealers near me	1.2M	9	7 ▲ 2
boats for sale	195	6	8 ▼ 2
suzuki 90hp	3.3M	18	17 ▲ 1
stacer assault pro	24K	28	18 ▲ 10
new stacer boats	590K	-	23 ▲ 77
stacer boat	641K	-	27 ▲ 73
suzuki outboard dealers nsw	14K	41	40 ▲ 1
stacer sea runner	57K	-	42 ▲ 58
buy fishing boat	221	-	-
boat accessories	892M	-	-
boating equipment	935M	-	-
suzuki wagga	159K	-	-
suzuki 40	460M	-	-
wagga suzuki	103	-	-
suzuki service	471M	-	-
stacer boat packages	649K	-	-

Keyword	Results	Month ago ▲	Current rankings
stacer tinny	89K	-	-
stacer boats	594K	-	-
stacer territory striker 389	2.3K	-	-
stacer 389 territory striker	2.3K	-	-
stacer 429 outlaw	23K	-	-
stacer 449 rampage	4.2K	-	-
stacer outlaw 429	23K	-	-
stacer outlaw	54K	-	-

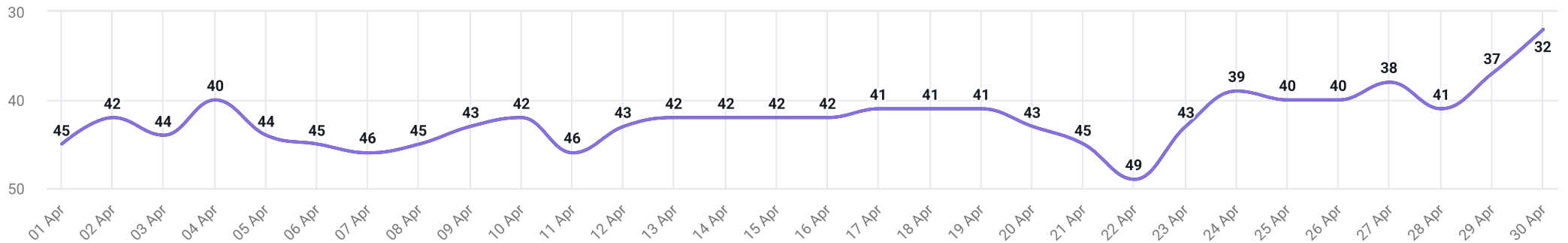
Distribution of Keywords

Search Engines	Total Keywords	Top 1	Top 3	Top 4..10	Top 11..30	Top 100	Out of SERP	Avg. Position
 Google Australia Wagga Wagga, New South Wales, Australia	50	2	14	14	6	4	12	32
 General	50	2	14	14	6	4	12	32

Average Position Trend

Average position

Apr-01 2026 - Apr-30 2026



-  Google Australia Wagga Wagga, New South Wales, 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

PAGEVIEWS

Total number of web pages users visited during the selected period

GOALS

Number of times users triggered a conversion event or goals

ENGAGEMENT RATE

Ratio of engaged sessions to total sessions

AVG. ENGAGEMENT TIME

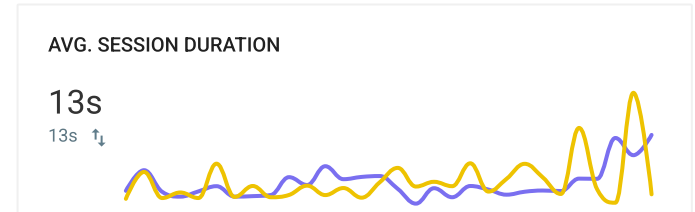
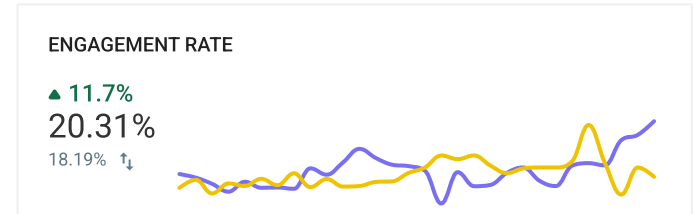
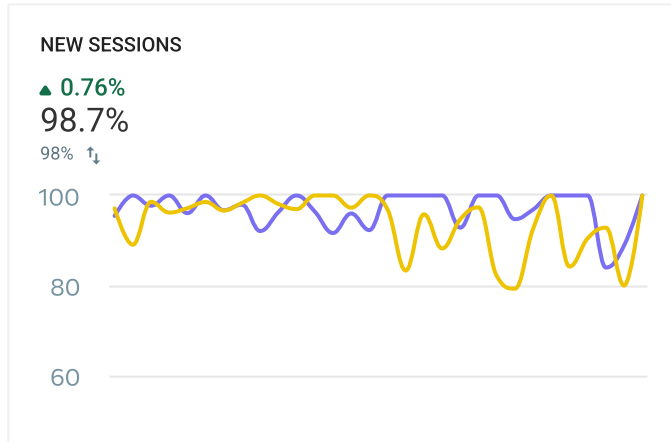
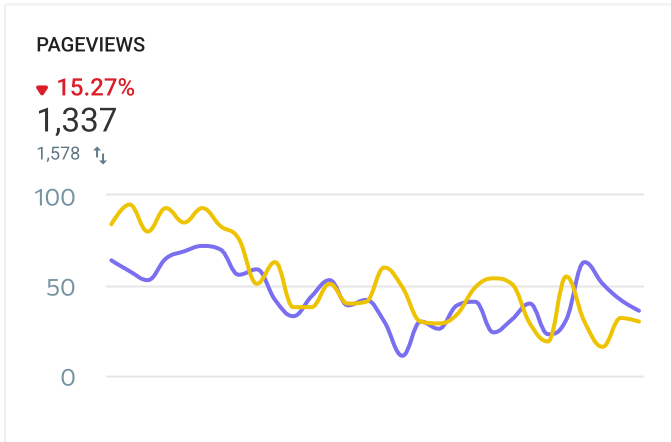
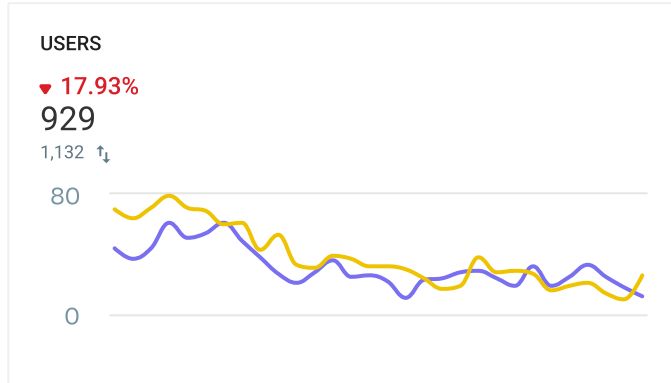
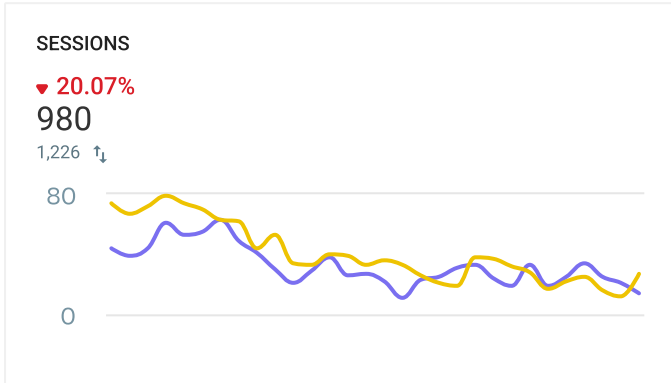
Average length of time that the website had focus in the browser



Traffic Overview

Audience GOOGLE ANALYTICS

Apr-01 2026 - Apr-30 2026



● Apr-01 2026 - Apr-30 2026 ● Mar-02 2026 - Mar-31 2026

Pages

All pages GOOGLE ANALYTICS

Apr-01 2026 - Apr-30 2026

Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/boatranges/newboats							
	Apr-01 2026 - Apr-30 2026	54	87.5%	48	81	34s	87.04%	0
2	/							
	Apr-01 2026 - Apr-30 2026	53	81.25%	48	71	20s	62.26%	0
3	/BoatRanges/UsedBoats							
	Apr-01 2026 - Apr-30 2026	38	6.45%	31	45	22s	89.47%	0
4	/BoatRanges/NewBoats							
	Apr-01 2026 - Apr-30 2026	35	0%	26	53	22s	85.71%	0
5	/BoatRanges/NewBoats/stacer-399-proline-2026-3992026							
	Apr-01 2026 - Apr-30 2026	20	0%	19	24	01m:06s	100%	0
6	/boatranges/newboats/stacer							
	Apr-01 2026 - Apr-30 2026	20	93.75%	16	24	20s	80%	0
7	/general/contact							

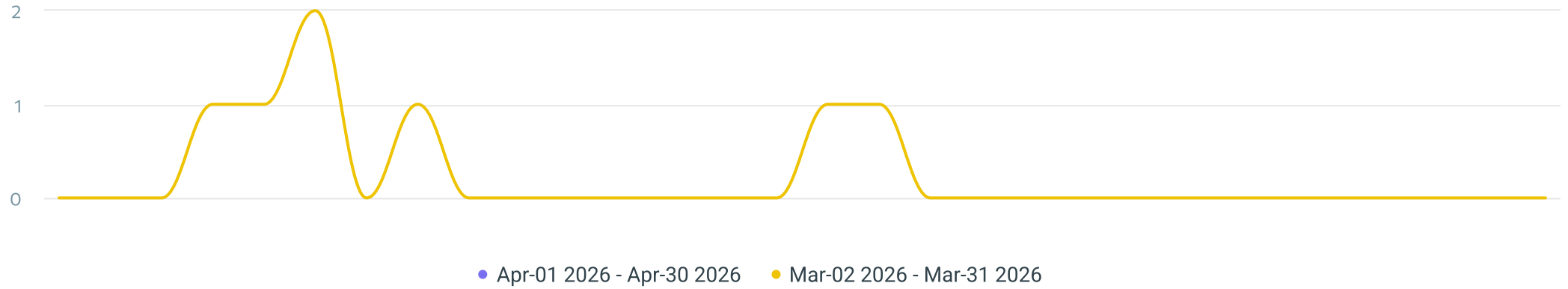
No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
	Apr-01 2026 - Apr-30 2026	20	70.59%	17	24	14s	65%	0
8	/BoatRanges/stacer							
	Apr-01 2026 - Apr-30 2026	14	16.67%	12	24	42s	92.86%	0
9	/workshop-servicing/service-centre							
	Apr-01 2026 - Apr-30 2026	12	77.78%	9	16	20s	75%	0
10	/products/all-categories/trailer-range/stacer-trailers							
	Apr-01 2026 - Apr-30 2026	11	90.91%	11	18	26s	90.91%	0

Conversions

Goals GOOGLE ANALYTICS

Apr-01 2026 - Apr-30 2026

Goals



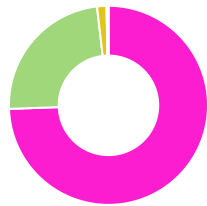
No.	Goal	Goals	Goal value

Traffic Source

Overview: Sessions

Last month (Apr-01 - Apr-30 2026) ↑ Previous period (Mar-02 - Mar-31 2026)

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

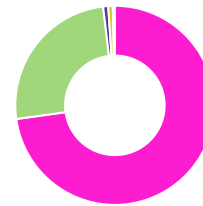


980 ▼ 20.07%

- Direct
- Organic Search
- Referral
- Organic Social
- Unassigned

728 74.3%
232 23.7%
15 1.5%
3 0.3%
0 0.0%

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



1226

- Direct
- Organic Search
- Organic Social
- Referral
- Unassigned

892 72.8%
310 25.3%
10 0.8%
9 0.7%
4 0.3%

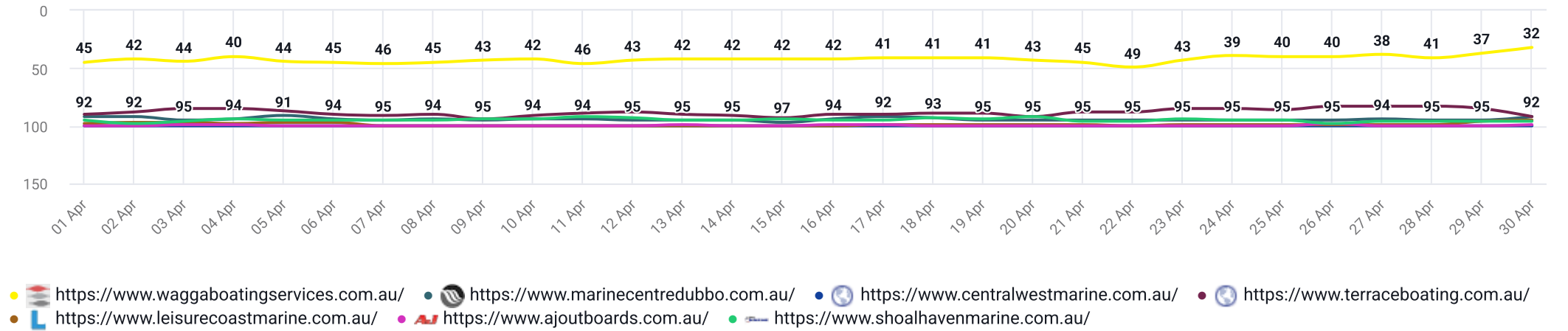
Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Direct								
Apr-01 2026 - Apr-30 2026	728	29	726	3.98%	99.45%	0	0.95 sec	744
Mar-02 2026 - Mar-31 2026	892	44	891	4.93%	99.55%	1	2.08 sec	935
% Change	▼ -18.4%	▼ -34.1%	▼ -18.5%	▼ -19.3%	▼ -0.1%	▼ -100%	▼ -54.3%	▼ -20.4%
2 Organic Search								
Apr-01 2026 - Apr-30 2026	232	154	191	66.38%	95.81%	0	45.71 sec	523
Mar-02 2026 - Mar-31 2026	310	168	224	54.19%	92.86%	6	41.69 sec	605
% Change	▼ -25.2%	▼ -8.3%	▼ -14.7%	▲ 22.5%	▲ 3.2%	▼ -100%	▲ 9.6%	▼ -13.6%
3 Referral								
Apr-01 2026 - Apr-30 2026	15	13	10	86.67%	90%	0	71.27 sec	53
Mar-02 2026 - Mar-31 2026	9	6	5	66.67%	80%	0	72.56 sec	24
% Change	▲ 66.7%	▲ 116.7%	▲ 100%	▲ 30.0%	▲ 12.5%	▼ 0%	▼ -1.8%	▲ 120.8%
4 Organic Social								

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
Apr-01 2026 - Apr-30 2026	3	3	3	100%	100%	0	105.33 sec	17
Mar-02 2026 - Mar-31 2026	10	5	10	50%	100%	0	6 sec	11
% Change	▼ -70%	▼ -40%	▼ -70%	▲ 100%	▼ 0%	▼ 0%	▲ 1.7K%	▲ 54.5%
5 Unassigned								
Apr-01 2026 - Apr-30 2026	-	-	-	-	-	-	-	-
Mar-02 2026 - Mar-31 2026	4	0	4	0%	0%	0	12 sec	3
% Change	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%

Competitors Average Position Trend

Average position

Apr-01 2026 - Apr-30 2026



HEALTH SCORE



Backlinks

