



SEO report

www.waggaboatingservices.com.au

AUG-01 2026 - AUG-31 2026



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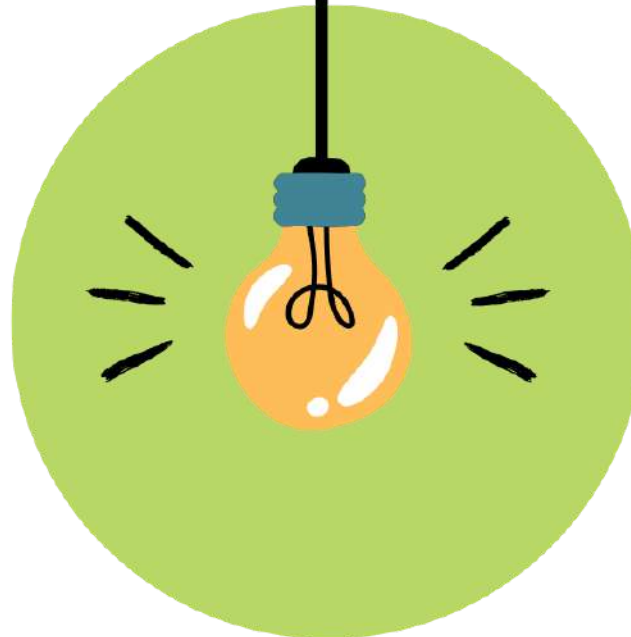
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KEYRANKING METRICS



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

Average position 23	Search visibility 64.1% ▲ 10.9%	Traffic forecast 1663 ▲ 184	Keywords in SERP 43
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Keywords Ranking

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			
boat motor service near me	172	2	1 ▲ 1
new boat for sale wagga	114	1	1
marine shop wagga	108	3	1 ▲ 2
boating services	158	1	1
boat shops	223	1	2 ▼ 1
wagga boat shop	109	2	2
boats for sale wagga	108	2	2
boat sales wagga	108	1	2 ▼ 1
suzuki 40	166	-	2 ▲ 98
fishing boat for sale wagga	170	2	2
new stacer boats and trailer sales	206	2	2
boat motor repairs near me	168	3	3
boat accessories wagga	176	3	3
used boat for sale wagga	111	4	3 ▲ 1
used boats for sale	211	3	4 ▼ 1
marine services	156	3	4 ▼ 1
boats for sale	216	5	4 ▲ 1

Keyword	Results	Month ago ▲	Current rankings
stacer dealers	135	2	4 ▼ 2
marine shop	220	4	5 ▼ 1
suzuki outboard mechanic	225	5	5
stacer boat dealer	131	2	5 ▼ 3
stacer boat dealers	129	4	5 ▼ 1
marine supplies	189	5	6 ▼ 1
matrix boats	172	7	6 ▲ 1
suzuki outboard dealers near me	158	9	8 ▲ 1
stacer tinny	168	7	8 ▼ 1
new stacer boats	175	5	8 ▼ 3
stacer boat trailers	173	4	9 ▼ 5
marine boat shop	226	3	11 ▼ 8
stacer outlaw	171	28	12 ▲ 16
suzuki outboard service	136	11	13 ▼ 2
suzuki outboard dealers nsw	108	14	15 ▼ 1
stacer sea runner	173	14	16 ▼ 2
stacer boat packages	171	14	19 ▼ 5
stacer boats	173	11	21 ▼ 10
stacer boat	172	14	23 ▼ 9
stacer outlaw 429	103	42	23 ▲ 19
dunbier trailers	196	6	27 ▼ 21
suzuki 90hp	161	-	43 ▲ 57
stacer 429 outlaw	108	41	43 ▼ 2
buy fishing boat	215	-	-
boating supplies	200	-	-
suzuki wagga	108	-	-
wagga suzuki	109	-	-
suzuki service	162	-	-

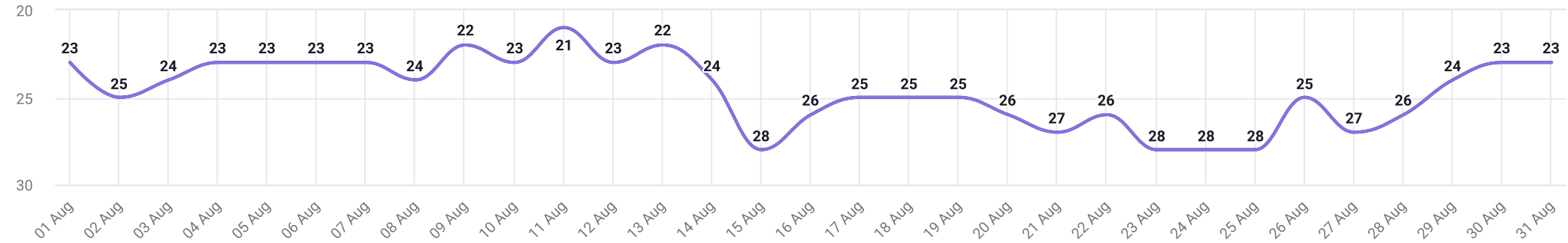
Keyword	Results	Month ago ▲	Current rankings
stacer assault pro	171	-	-
stacer territory striker 389	172	15	-
stacer 389 territory striker	171	15	-
stacer 449 rampage	109	20	-
ski boats for sale	200	-	-

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	4	15	14	12	2	7	23
 General	50	4	15	14	12	2	7	23

Average Position Trend

Average position Aug-01 2026 - Aug-31 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

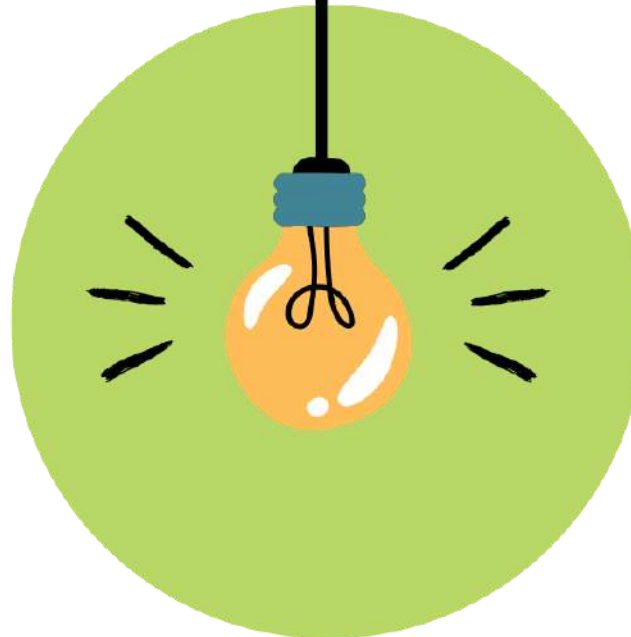
Number of times users triggered a conversion event or goals

ENGAGEMENT RATE

Ratio of engaged sessions to total sessions

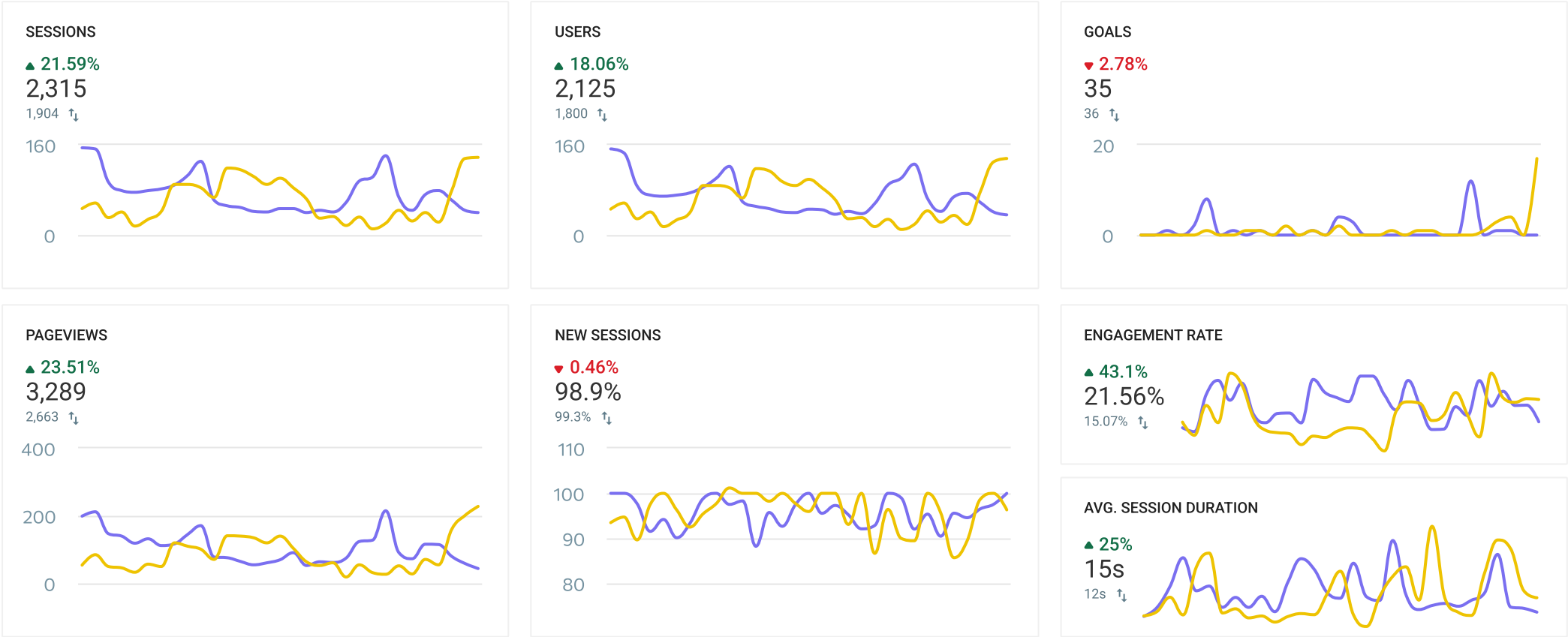
AVG. ENGAGEMENT TIME

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



Audience GOOGLE ANALYTICS

Aug-01 2026 - Aug-31 2026



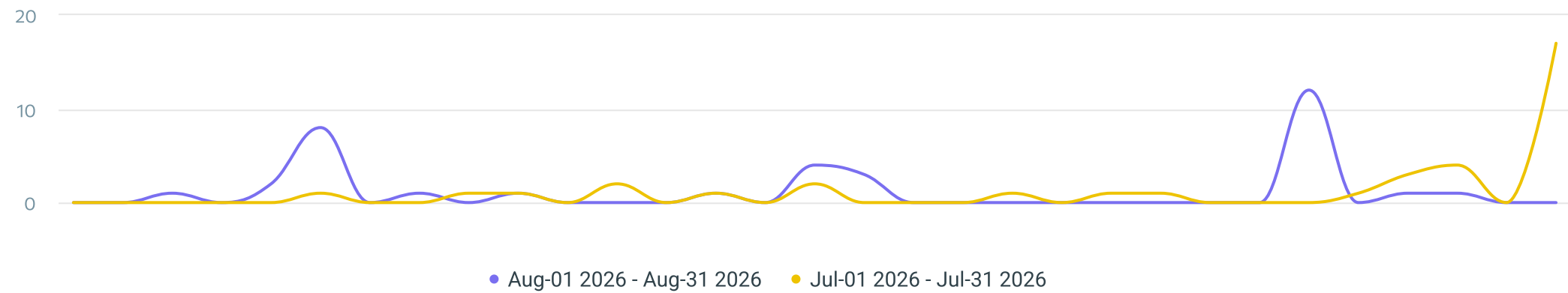
● Aug-01 2026 - Aug-31 2026 ● Jul-01 2026 - Jul-31 2026

Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	Aug-01 2026 - Aug-31 2026	417	90.65%	353	494	21s	52.04%	9
2	/boat-ranges/matrix							
	Aug-01 2026 - Aug-31 2026	337	97.18%	319	383	02s	20.77%	0
3	/engines/mercury-engines/outboards							
	Aug-01 2026 - Aug-31 2026	196	91.89%	185	205	04s	24.49%	0
4	/services/our-services							
	Aug-01 2026 - Aug-31 2026	153	93.23%	133	158	04s	27.45%	2
5	/boats-in-stock/UsedBoats							
	Aug-01 2026 - Aug-31 2026	68	6.56%	61	79	15s	94.12%	0
6	/general/contact							
	Aug-01 2026 - Aug-31 2026	68	71.88%	64	71	07s	27.94%	6
7	/engines/suzuki-engines							
	Aug-01 2026 - Aug-31 2026	60	75.44%	57	76	07s	43.33%	0

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
8	/boats-in-stock/NewBoats/stacer							
	Aug-01 2026 - Aug-31 2026	47	9.3%	43	55	21s	93.62%	0
9	/boat-ranges/stacer							
	Aug-01 2026 - Aug-31 2026	46	44.19%	43	63	19s	76.09%	0
10	/boat-ranges/stacer/ocean-rangers							
	Aug-01 2026 - Aug-31 2026	34	90.63%	32	41	11s	47.06%	0

Goals

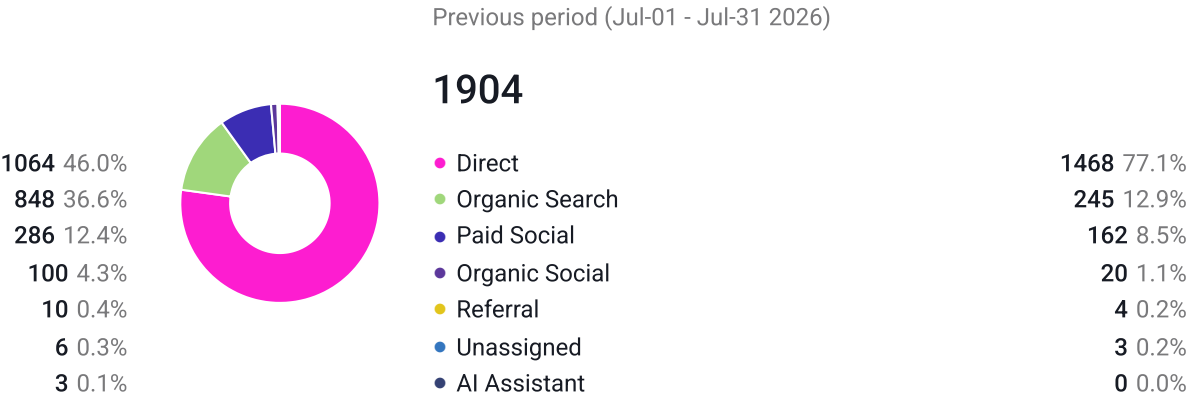
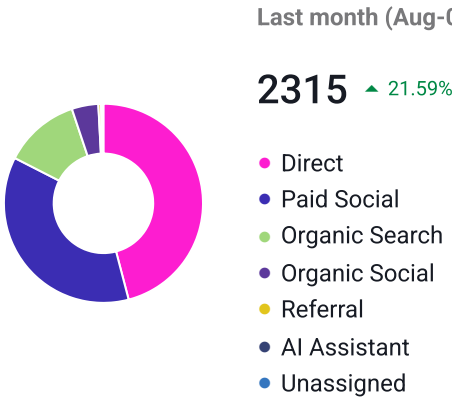


No.	Goal	Goals	Goal value
1	click_telephone		
	Aug-01 2026 - Aug-31 2026	15	0
	Jul-01 2026 - Jul-31 2026	7	0
	% Change	▲ 114.3%	
2	all_sucess_inquiries		
	Aug-01 2026 - Aug-31 2026	9	0
	Jul-01 2026 - Jul-31 2026	10	0
	% Change	▼ 10%	

No.	Goal	Goals	Goal value
3	click_location_button		
	Aug-01 2026 - Aug-31 2026	7	0
	Jul-01 2026 - Jul-31 2026	5	0
	% Change	▲ 40%	
4	book_a_service		
	Aug-01 2026 - Aug-31 2026	4	0
	Jul-01 2026 - Jul-31 2026	14	0
	% Change	▼ 71.4%	

Overview: Sessions

Last month (Aug-01 - Aug-31 2026)  Previous period (Jul-01 - Jul-31 2026)



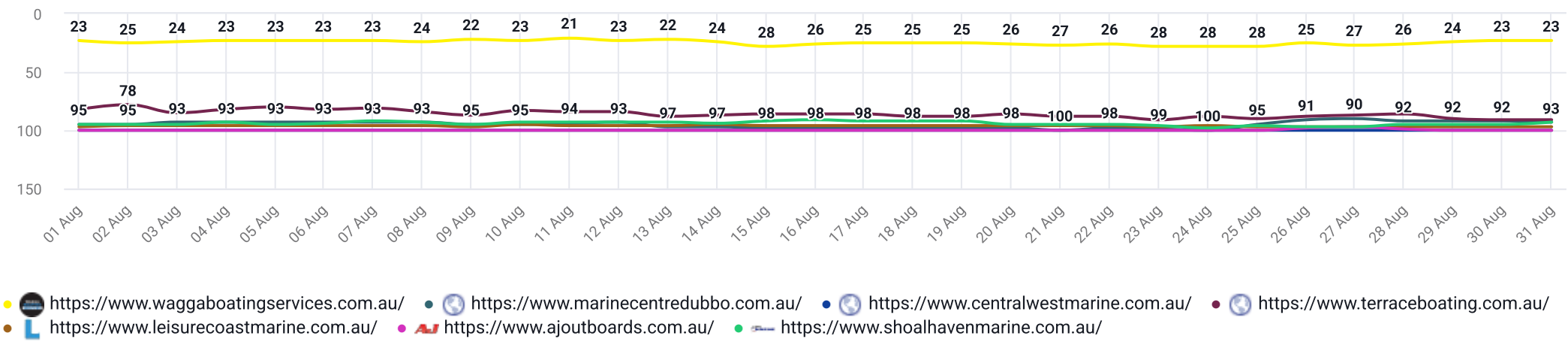
Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Direct								
Aug-01 2026 - Aug-31 2026	1.1K	64	1K	6.02%	99.71%	10	4.71 sec	1.2K
Jul-01 2026 - Jul-31 2026	1.5K	51	1.4K	3.47%	99.58%	8	2.62 sec	1.6K
% Change	 -27.5%	 25.5%	 -27.4%	 73.5%	 0.1%	 25%	 79.8%	 -23.9%
2 Paid Social								
Aug-01 2026 - Aug-31 2026	848	191	763	22.52%	98.82%	3	13.37 sec	1.1K
Jul-01 2026 - Jul-31 2026	162	55	154	33.95%	100.65%	1	25.95 sec	260
% Change	 423.5%	 247.3%	 395.5%	 -33.7%	 -1.8%	 200%	 -48.5%	 341.2%
3 Organic Search								
Aug-01 2026 - Aug-31 2026	286	210	215	73.43%	94.42%	9	58.37 sec	775
Jul-01 2026 - Jul-31 2026	245	173	181	70.61%	97.24%	11	56.54 sec	743
% Change	 16.7%	 21.4%	 18.8%	 4.0%	 -2.9%	 -18.2%	 3.2%	 4.3%
4 Organic Social								

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
Aug-01 2026 - Aug-31 2026	100	24	94	24%	97.87%	0	4.99 sec	123
Jul-01 2026 - Jul-31 2026	20	5	20	25%	100%	0	1.15 sec	23
% Change	▲ 400%	▲ 380%	▲ 370%	▼ -4%	▼ -2.1%	▼ 0%	▲ 333.9%	▲ 434.8%
5 Referral								
Aug-01 2026 - Aug-31 2026	10	6	9	60%	55.56%	12	15.4 sec	30
Jul-01 2026 - Jul-31 2026	4	4	4	100%	75%	16	306.25 sec	49
% Change	▲ 150%	▲ 50%	▲ 125%	▼ -40%	▼ -25.9%	▼ -25%	▼ -95.0%	▼ -38.8%
6 AI Assistant								
Aug-01 2026 - Aug-31 2026	6	3	4	50%	100%	1	20.17 sec	8
Jul-01 2026 - Jul-31 2026	-	-	-	-	-	-	-	-
% Change	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%
7 Unassigned								
Aug-01 2026 - Aug-31 2026	3	1	3	33.33%	33.33%	0	30.67 sec	2
Jul-01 2026 - Jul-31 2026	3	0	3	0%	0%	0	21.67 sec	5
% Change	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▲ 41.5%	▼ -60%

Competitors Average Position Trend

Average position

Aug-01 2026 - Aug-31 2026



HEALTH SCORE



