



SEO report

www.waggaboatingservices.com.au

FEB-01 2026 - FEB-28 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.

AVERAGE POSITION

The arithmetic mean of ranking positions of all keywords of a website.

TRAFFIC FORECAST

The potential volume of traffic that keywords can attract to 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.waggaboatingservices.com.au

Average position	Search visibility	Traffic forecast	Keywords in SERP
37 ▲ 4	68.4% ▼ -6.8%	1605 ▼ 477	34

Keywords Ranking

 www.waggaboatingservices.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			
buy fishing boat	164M	-	1 ▲ 99
boat motor service near me	113M	4	1 ▲ 3
new boat for sale wagga	99K	1	2 ▼ 1
boating services	647M	1	2 ▼ 1
suzuki outboard service	3.1M	3	2 ▲ 1
new stacer boats and trailer sales	396K	9	2 ▲ 7
marine supplies	120M	-	3 ▲ 97
wagga boat shop	283K	3	3
marine boat shop	77M	6	3 ▲ 3
boat sales wagga	563K	2	3 ▼ 1
fishing boat for sale wagga	37K	3	3
boating supplies	419M	6	4 ▲ 2
boats for sale wagga	225K	4	4
marine shop wagga	408K	4	4
suzuki outboard mechanic	1.2M	2	4 ▼ 2

Keyword	Results	Month ago ▲	Current rankings
stacer boat trailers	482K	5	4 ▲ 1
stacer boat dealers	612K	24	4 ▲ 20
stacer dealers	425K	3	4 ▼ 1
used boats for sale	96M	9	5 ▲ 4
boat motor repairs near me	17M	4	5 ▼ 1
marine services	554M	4	5 ▼ 1
boats for sale	152M	3	5 ▼ 2
used boat for sale wagga	113K	5	5
boat accessories wagga	147K	4	6 ▼ 2
suzuki 90hp	2.5M	14	6 ▲ 8
stacer boat dealer	318K	3	6 ▼ 3
suzuki outboard dealers near me	1.1M	4	7 ▼ 3
boat shops	129M	6	15 ▼ 9
marine shop	309M	2	22 ▼ 20
suzuki outboard dealers nsw	14K	43	56 ▼ 13
marine equipment	257M	-	-
boat accessories	628M	-	-
boating equipment	362M	-	-
suzuki wagga	130K	19	-
suzuki 40	333M	-	-
wagga suzuki	132K	24	-
suzuki service	290M	-	-
stacer assault pro	15K	-	-
stacer boat packages	618K	-	-
stacer tinny	93K	-	-
stacer boat	606K	-	-
stacer boats	615K	-	-
stacer territory striker 389	4K	-	-

Keyword	Results	Month ago ▲	Current rankings
stacer 389 territory striker	3.9K	-	-
stacer 429 outlaw	40K	-	-
stacer 449 rampage	4.6K	-	-
stacer outlaw 429	39K	-	-
new stacer boats	265K	7	-
stacer outlaw	65K	-	-
stacer sea runner	55K	29	-

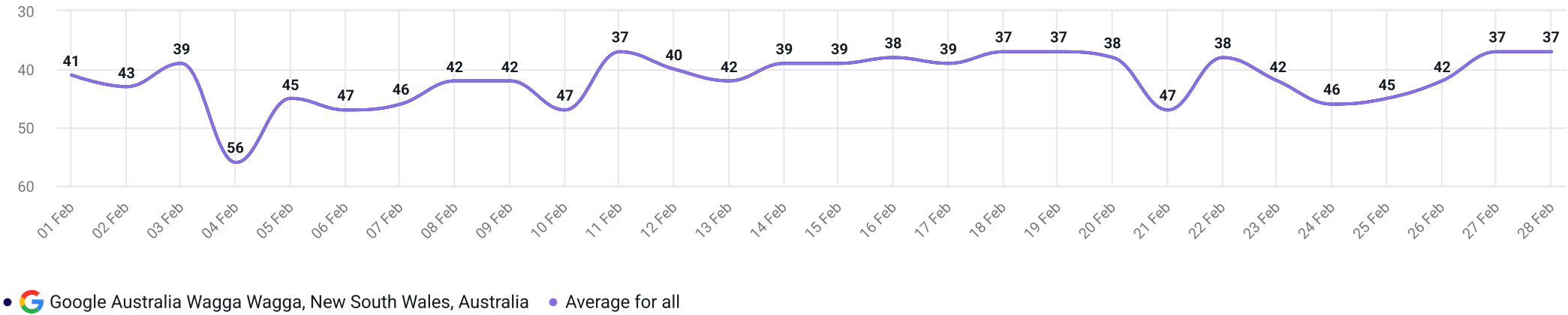
Distribution of Keywords

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	3	15	14	3	2	16	37
 General	50	3	15	14	3	2	16	37

Average Position Trend

Average position

Feb-01 2026 - Feb-28 2026



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

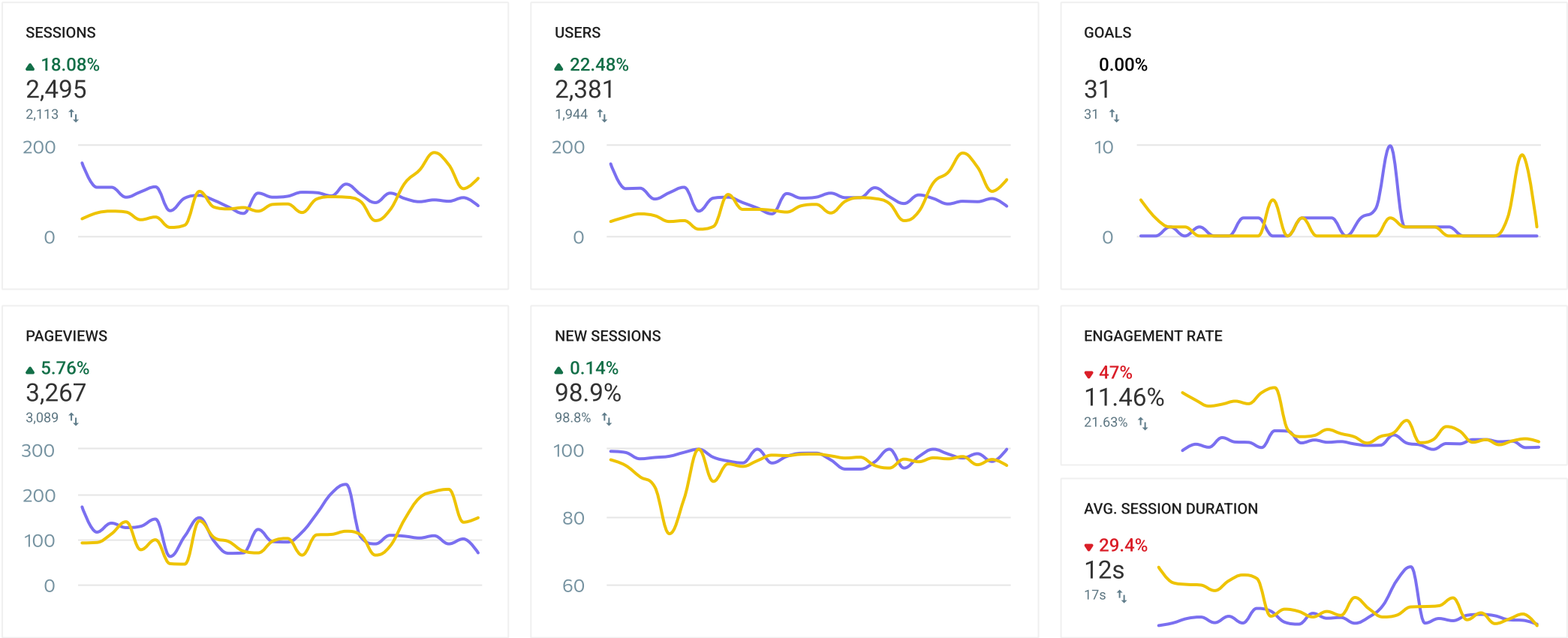
Average length of time that the website had focus in the browser



Traffic Overview

Audience GOOGLE ANALYTICS

Feb-01 2026 - Feb-28 2026



● Feb-01 2026 - Feb-28 2026 ● Jan-04 2026 - Jan-31 2026

Pages

All pages GOOGLE ANALYTICS

Feb-01 2026 - Feb-28 2026

Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/boatranges/newboats							
	Feb-01 2026 - Feb-28 2026	86	84.51%	71	137	35s	89.53%	0
2	/							
	Feb-01 2026 - Feb-28 2026	84	72.46%	69	96	12s	53.57%	1
3	/BoatRanges/NewBoats							
	Feb-01 2026 - Feb-28 2026	58	2.5%	40	81	43s	89.66%	0
4	/BoatRanges/UsedBoats							
	Feb-01 2026 - Feb-28 2026	53	2.04%	49	67	21s	98.11%	0
5	/workshop-servicing/service-centre							
	Feb-01 2026 - Feb-28 2026	33	42.31%	26	70	57s	81.82%	0
6	/general/contact							
	Feb-01 2026 - Feb-28 2026	29	52.38%	21	45	34s	68.97%	0
7	/boatranges/newboats/stacer							

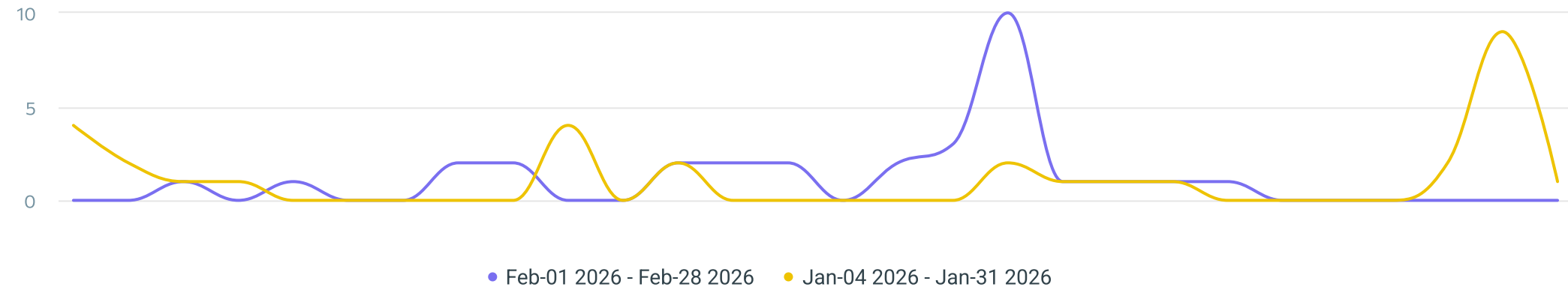
No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
	Feb-01 2026 - Feb-28 2026	28	86.96%	23	34	19s	64.29%	0
8	/BoatRanges/stacer							
	Feb-01 2026 - Feb-28 2026	26	22.73%	22	40	35s	88.46%	0
9	/products							
	Feb-01 2026 - Feb-28 2026	26	64%	25	32	14s	53.85%	0
10	/products/all-categories/trailer-range/dunbier-trailers							
	Feb-01 2026 - Feb-28 2026	19	47.06%	17	30	40s	89.47%	0

Conversions

Goals GOOGLE ANALYTICS

Feb-01 2026 - Feb-28 2026

Goals



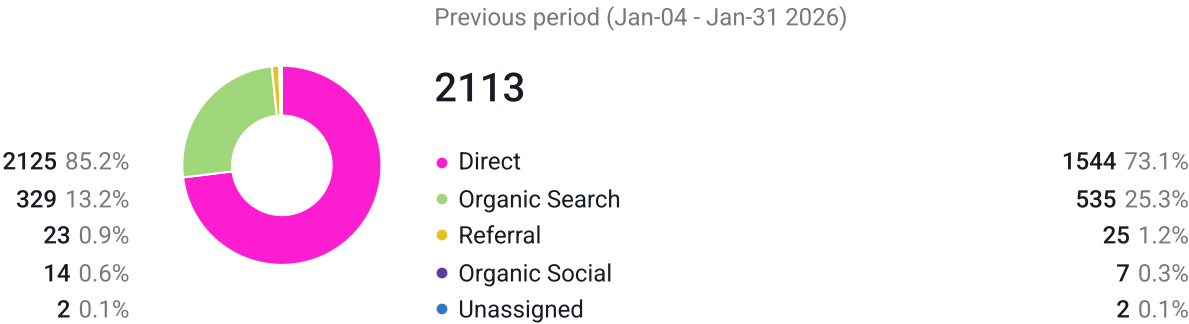
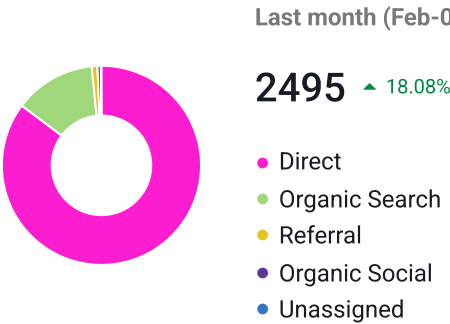
No.	Goal	Goals	Goal value
1	book_a_service		
	Feb-01 2026 - Feb-28 2026	19	0
	Jan-04 2026 - Jan-31 2026	21	0
	% Change	▼ 9.5%	
2	all_sucess_inquiries		
	Feb-01 2026 - Feb-28 2026	11	0
	Jan-04 2026 - Jan-31 2026	5	0

No.	Goal	Goals	Goal value
	% Change	▲ 120%	
3	click_location_button		
	Feb-01 2026 - Feb-28 2026	1	0
	Jan-04 2026 - Jan-31 2026	1	0
	% Change		

Traffic Source

Overview: Sessions

Last month (Feb-01 - Feb-28 2026)  Previous period (Jan-04 - Jan-31 2026)

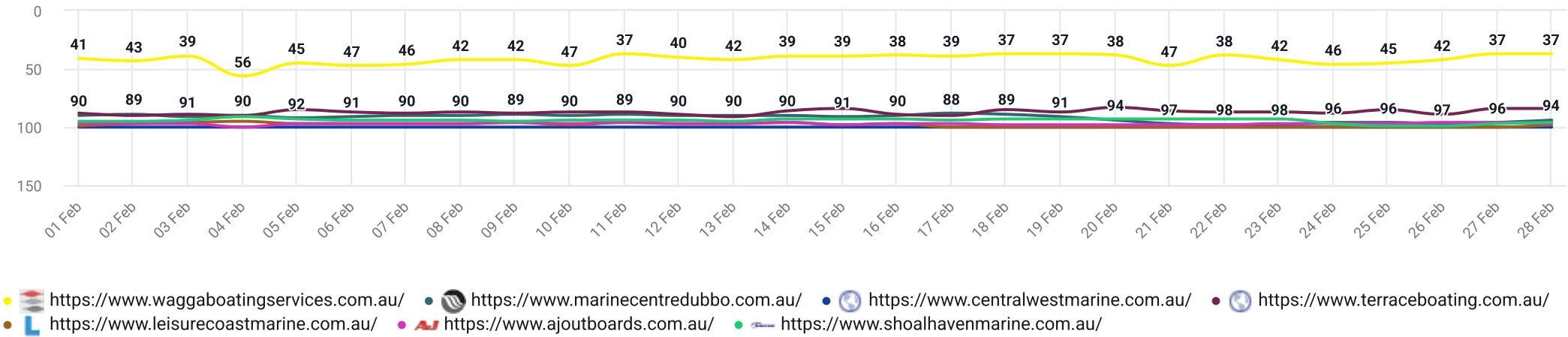


Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Direct								
Feb-01 2026 - Feb-28 2026	2.1K	59	2.1K	2.78%	99.81%	13	2.6 sec	2.3K
Jan-04 2026 - Jan-31 2026	1.5K	77	1.5K	4.99%	99.8%	3	2.06 sec	1.6K
% Change	 37.6%	 -23.4%	 38.4%	 -44.3%	0.0%	 333.3%	 26.2%	 39.1%
2 Organic Search								
Feb-01 2026 - Feb-28 2026	329	203	247	61.7%	91.9%	18	53.52 sec	806
Jan-04 2026 - Jan-31 2026	535	359	401	67.1%	94.76%	20	58.94 sec	1.3K
% Change	 -38.5%	 -43.5%	 -38.4%	 -8.0%	 -3.0%	 -10%	 -9.2%	 -40.0%
3 Referral								
Feb-01 2026 - Feb-28 2026	23	19	9	82.61%	66.67%	0	298.96 sec	151
Jan-04 2026 - Jan-31 2026	25	16	15	64%	73.33%	8	32.2 sec	82
% Change	 -8%	 18.8%	 -40%	 29.1%	 -9.1%	 -100%	 828.4%	 84.1%
4 Organic Social								

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
Feb-01 2026 - Feb-28 2026	14	5	14	35.71%	100%	0	15.14 sec	20
Jan-04 2026 - Jan-31 2026	7	4	6	57.14%	100%	0	60.14 sec	17
% Change	▲ 100%	▲ 25%	▲ 133.3%	▼ -37.5%	▼ 0%	▼ 0%	▼ -74.8%	▲ 17.6%
5 Unassigned								
Feb-01 2026 - Feb-28 2026	2	0	2	0%	0%	0	7 sec	0
Jan-04 2026 - Jan-31 2026	2	0	2	0%	0%	0	34 sec	0
% Change	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ -79.4%	▼ 0%

Competitors Average Position Trend

Average position Feb-01 2026 - Feb-28 2026



HEALTH SCORE



Backlinks

