



SEO report

www.waggaboatingservices.com.au

JAN-01 2026 - JAN-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

Average position 47 ▼ 10	Search visibility 76.6% ▲ 24.7%	Traffic forecast 3647 ▲ 1928	Keywords in SERP 30
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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			
new boat for sale wagga	112K	1	1
boating services	780M	1	1
marine shop	433M	4	2 ▲ 2
boat sales wagga	575K	2	2
suzuki outboard mechanic	1.6M	1	2 ▼ 1
suzuki outboard service	4.6M	3	3
fishing boat for sale wagga	54K	3	3
stacer dealers	495K	2	3 ▼ 1
boat motor repairs near me	25M	1	4 ▼ 3
boat motor service near me	172M	1	4 ▼ 3
marine services	732M	1	4 ▼ 3
wagga boat shop	407K	2	4 ▼ 2
boats for sale	211M	2	4 ▼ 2
boats for sale wagga	383K	4	4
marine shop wagga	402K	3	4 ▼ 1

Keyword	Results	Month ago ▲	Current rankings
boat accessories wagga	143K	4	4
suzuki outboard dealers near me	1.4M	1	4 ▼ 3
used boat for sale wagga	123K	3	5 ▼ 2
stacer boat trailers	536K	4	5 ▼ 1
boat shops	207M	3	6 ▼ 3
suzuki 90hp	3.5M	10	6 ▲ 4
boating supplies	157M	5	7 ▼ 2
new stacer boats and trailer sales	249K	3	8 ▼ 5
used boats for sale	132M	7	9 ▼ 2
marine boat shop	114M	3	9 ▼ 6
stacer boat dealer	116K	2	12 ▼ 10
suzuki wagga	155K	20	21 ▼ 1
stacer boat dealers	599K	3	24 ▼ 21
wagga suzuki	148K	21	26 ▼ 5
stacer sea runner	31K	15	32 ▼ 17
new stacer boats	203K	3	50 ▼ 47
suzuki outboard dealers nsw	17K	41	55 ▼ 14
buy fishing boat	222M	2	-
marine supplies	154M	4	-
marine equipment	298M	-	-
boat accessories	911M	-	-
boating equipment	517M	-	-
suzuki 40	433M	-	-
suzuki service	389M	-	-
stacer assault pro	12K	48	-
stacer boat packages	584K	55	-
stacer tinny	71K	22	-
stacer boat	581K	-	-

Keyword	Results	Month ago ▲	Current rankings
stacer boats	201	-	-
stacer territory striker 389	2K	-	-
stacer 389 territory striker	2K	-	-
stacer 429 outlaw	15K	-	-
stacer 449 rampage	3.1K	-	-
stacer outlaw 429	15K	-	-
stacer outlaw	37K	-	-

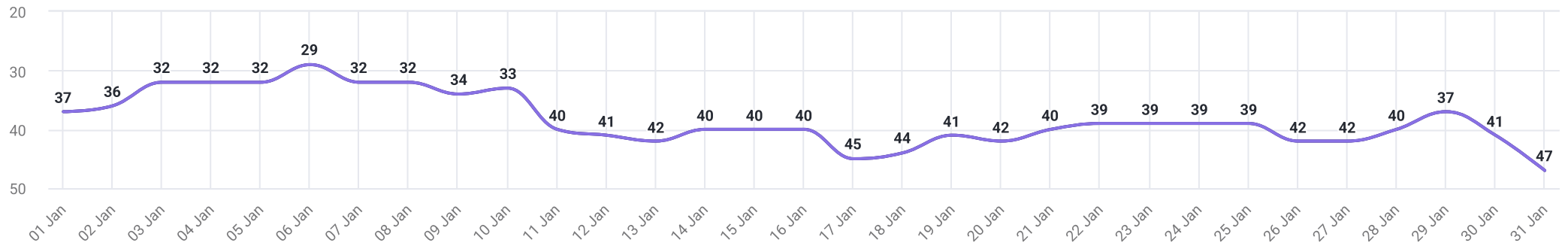
Distribution of Keywords


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	11	12	3	4	20	47
 General	50	4	11	12	3	4	20	47

Average Position Trend

Average position

Jan-01 2026 - Jan-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

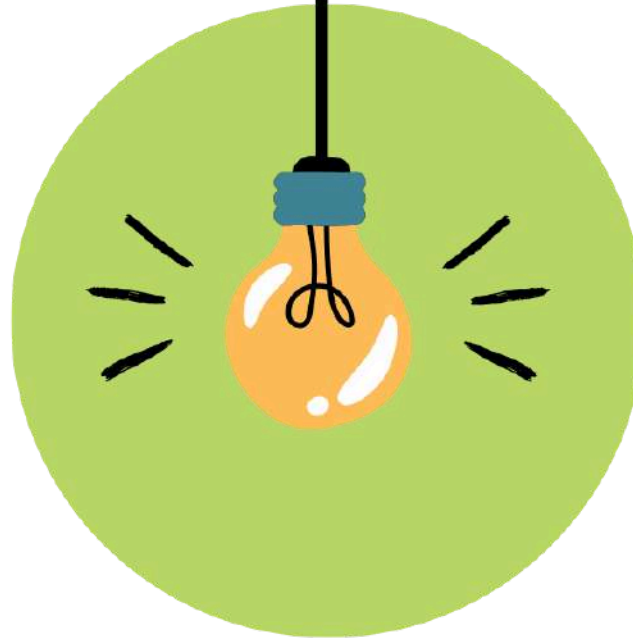
Number of times users triggered a conversion event or goals

ENGAGEMENT RATE

Ratio of engaged sessions to total sessions

AVG. ENGAGEMENT TIME

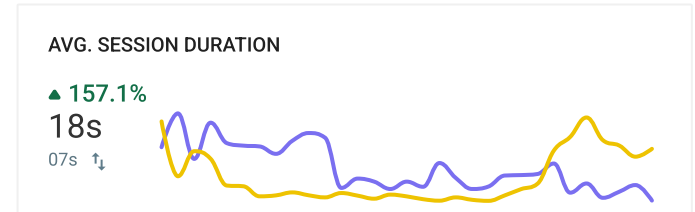
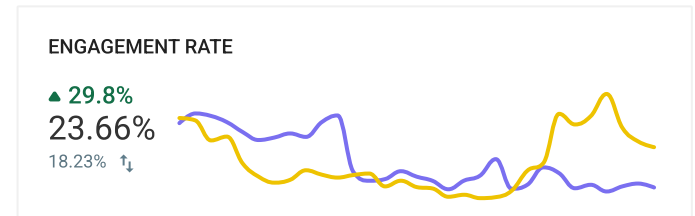
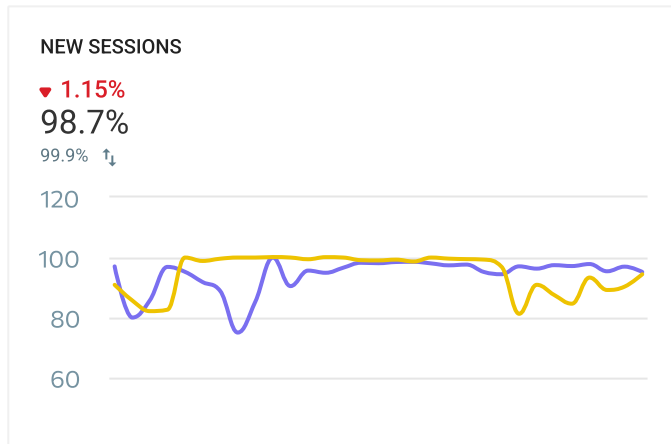
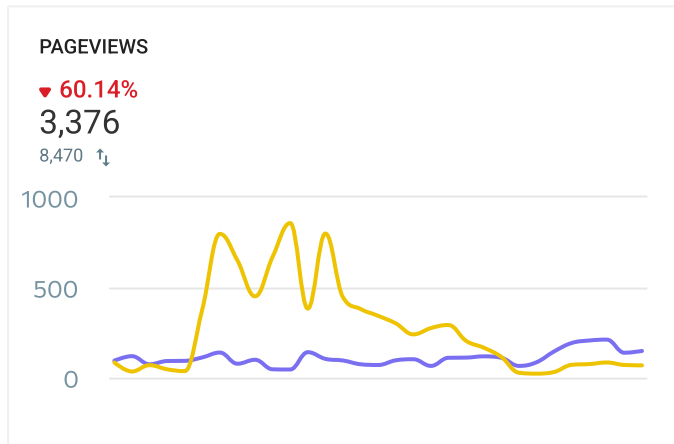
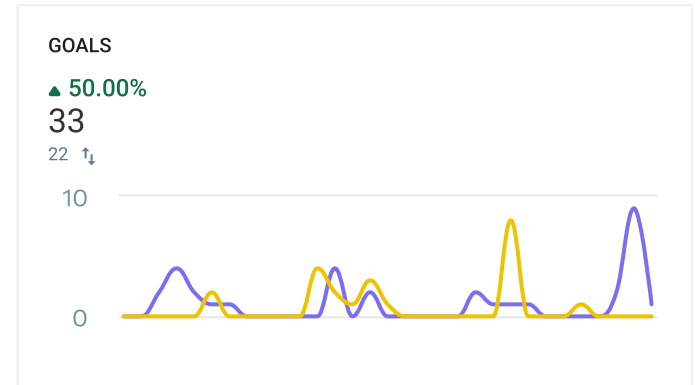
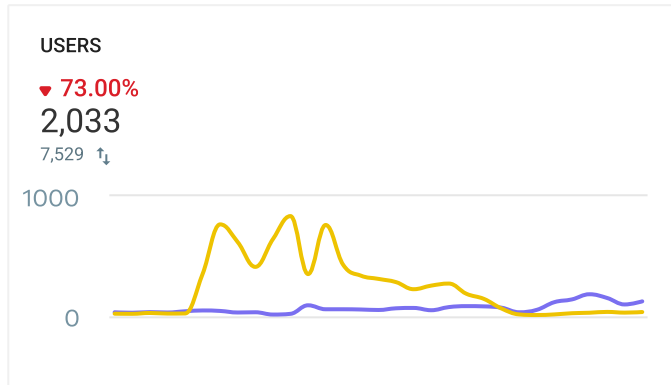
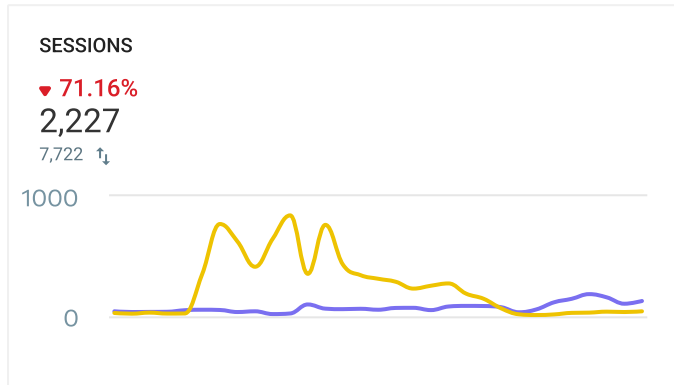
Average length of time that the website had focus in the browser



Traffic Overview

Audience GOOGLE ANALYTICS

Jan-01 2026 - Jan-31 2026



● Jan-01 2026 - Jan-31 2026 ● Dec-01 2025 - Dec-31 2025

Pages

All pages GOOGLE ANALYTICS

Jan-01 2026 - Jan-31 2026

Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	Jan-01 2026 - Jan-31 2026	258	85.13%	195	356	19s	69.77%	4
2	/BoatRanges/UsedBoats							
	Jan-01 2026 - Jan-31 2026	117	1.98%	101	137	26s	91.45%	0
3	/BoatRanges/NewBoats							
	Jan-01 2026 - Jan-31 2026	108	3.37%	89	160	32s	92.59%	0
4	/boatranges/newboats							
	Jan-01 2026 - Jan-31 2026	102	84.71%	85	141	33s	81.37%	0
5	/general/contact							
	Jan-01 2026 - Jan-31 2026	59	47.92%	48	70	22s	67.8%	0
6	/boatranges/newboats/stacer							
	Jan-01 2026 - Jan-31 2026	53	57.78%	45	71	32s	84.91%	0
7	/workshop-servicing/service-centre							

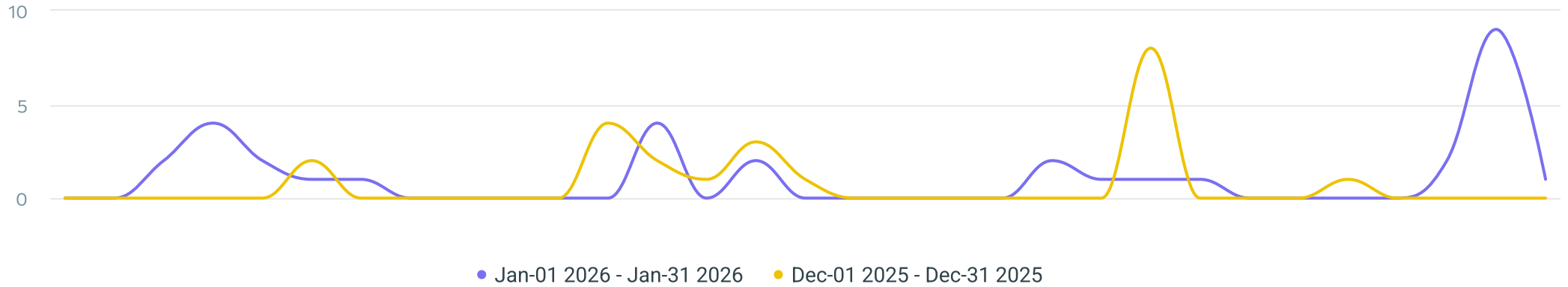
No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
	Jan-01 2026 - Jan-31 2026	53	62.16%	37	61	20s	54.72%	0
8	/BoatRanges/NewBoats/stacer-399-proline-2024-33333							
	Jan-01 2026 - Jan-31 2026	47	12.5%	40	51	49s	93.62%	0
9	/products/all-categories/trailer-range/dunbier-trailers							
	Jan-01 2026 - Jan-31 2026	33	76.67%	30	64	40s	81.82%	0
10	/BoatRanges/stacer							
	Jan-01 2026 - Jan-31 2026	32	7.14%	28	49	28s	90.63%	0

Conversions

Goals GOOGLE ANALYTICS

Jan-01 2026 - Jan-31 2026

Goals



No.	Goal	Goals	Goal value
1	book_a_service		
	Jan-01 2026 - Jan-31 2026	23	0
	Dec-01 2025 - Dec-31 2025	16	0
	% Change	▲ 43.8%	
2	all_sucess_inquiries		
	Jan-01 2026 - Jan-31 2026	5	0
	Dec-01 2025 - Dec-31 2025	0	0

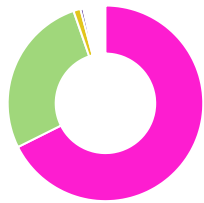
No.	Goal	Goals	Goal value
	% Change		
3	click_telephone		
	Jan-01 2026 - Jan-31 2026	4	0
	Dec-01 2025 - Dec-31 2025	5	0
	% Change	▼ 20%	
4	click_location_button		
	Jan-01 2026 - Jan-31 2026	1	0
	Dec-01 2025 - Dec-31 2025	1	0
	% Change		

Traffic Source

Overview: Sessions

Last month (Jan-01 - Jan-31 2026) ↑ Previous period (Dec-01 - Dec-31 2025)

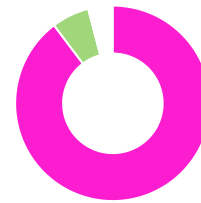
Last month (Jan-01 - Jan-31 2026)



2227 ▼ 71.16%

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

1562 70.1%
625 28.1%
27 1.2%
11 0.5%
2 0.1%



7722

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

7177 92.9%
497 6.4%
20 0.3%
9 0.1%
6 0.1%

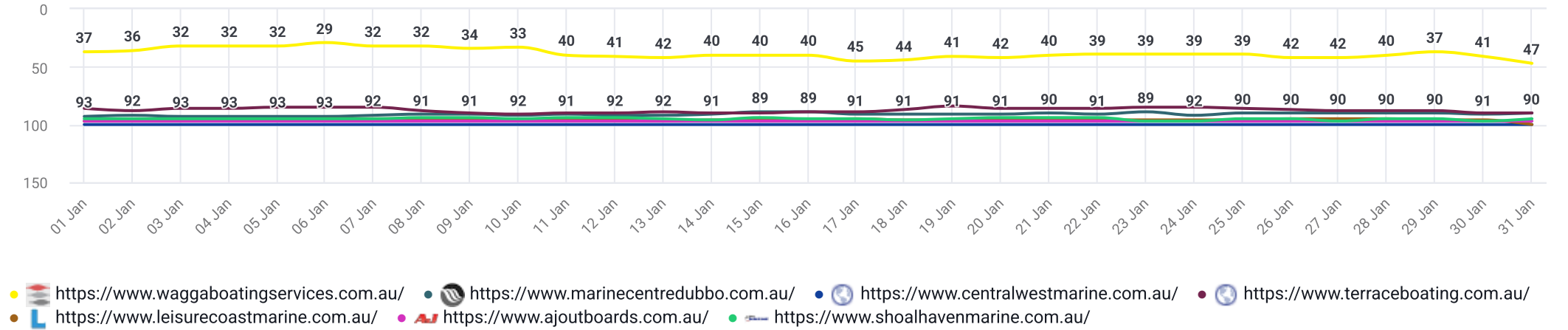
Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Direct								
Jan-01 2026 - Jan-31 2026	1.6K	81	1.5K	5.19%	99.81%	3	2.18 sec	1.7K
Dec-01 2025 - Dec-31 2025	7.2K	1K	7.1K	14.5%	100.38%	0	3.42 sec	7.2K
% Change	▼ -78.2%	▼ -92.2%	▼ -78.2%	▼ -64.2%	▼ -0.6%	▼ 0%	▼ -36.3%	▼ -76.8%
2 Organic Search								
Jan-01 2026 - Jan-31 2026	625	421	467	67.36%	95.07%	22	57.6 sec	1.6K
Dec-01 2025 - Dec-31 2025	497	350	393	70.42%	95.42%	14	55.08 sec	1.2K
% Change	▲ 25.8%	▲ 20.3%	▲ 18.8%	▼ -4.3%	▼ -0.4%	▲ 57.1%	▲ 4.6%	▲ 29.2%
3 Referral								
Jan-01 2026 - Jan-31 2026	27	18	17	66.67%	76.47%	8	40.67 sec	101
Dec-01 2025 - Dec-31 2025	6	5	5	83.33%	40%	8	48 sec	13
% Change	▲ 350%	▲ 260%	▲ 240%	▼ -20.0%	▲ 91.2%	▼ 0%	▼ -15.3%	▲ 676.9%
4 Organic Social								

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
Jan-01 2026 - Jan-31 2026	11	7	10	63.64%	100%	0	43 sec	25
Dec-01 2025 - Dec-31 2025	20	9	20	45%	95%	0	4 sec	41
% Change	▼ -45%	▼ -22.2%	▼ -50%	▲ 41.4%	▲ 5.3%	▼ 0%	▲ 975%	▼ -39.0%
5 Unassigned								
Jan-01 2026 - Jan-31 2026	2	0	2	0%	0%	0	34 sec	0
Dec-01 2025 - Dec-31 2025	9	1	9	11.11%	33.33%	0	11.67 sec	3
% Change	▼ -77.8%	▼ -100%	▼ -77.8%	▼ -100%	▼ -100%	▼ 0%	▲ 191.3%	▼ -100%

Competitors Average Position Trend

Average position

Jan-01 2026 - Jan-31 2026



HEALTH SCORE



Backlinks

