



SEO report

www.waggaboatingservices.com.au

JUL-01 2026 - JUL-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 21 ▲ 13	Search visibility 70.9% ▲ 12.3%	Traffic forecast 1816 ▲ 303	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 shops	220	2	1 ▲ 1
new boat for sale wagga	112	1	1
boating services	174	1	1
boat sales wagga	109	1	1
new stacer boats and trailer sales	210	6	1 ▲ 5
boat motor service near me	166	4	2 ▲ 2
wagga boat shop	109	4	2 ▲ 2
boats for sale wagga	109	2	2
fishing boat for sale wagga	172	2	2
stacer boat dealer	138	65	2 ▲ 63
stacer dealers	137	11	2 ▲ 9
used boats for sale	213	2	3 ▼ 1
boat motor repairs near me	169	10	3 ▲ 7
boats for sale	216	4	3 ▲ 1
marine shop wagga	109	4	3 ▲ 1
marine boat shop	233	-	3 ▲ 97

Keyword	Results	Month ago ▲	Current rankings
boat accessories wagga	183	3	3
marine shop	750K	-	4 ▲ 96
used boat for sale wagga	114	3	4 ▼ 1
suzuki outboard mechanic	234	5	4 ▲ 1
stacer boat dealers	137	32	4 ▲ 28
marine supplies	194	-	5 ▲ 95
marine services	158	23	5 ▲ 18
suzuki 40	158	-	5 ▲ 95
new stacer boats	178	13	5 ▲ 8
stacer tinny	168	9	6 ▲ 3
stacer boat trailers	172	5	6 ▼ 1
dunbier trailers	191	27	6 ▲ 21
suzuki outboard dealers near me	157	17	7 ▲ 10
stacer boat packages	177	23	7 ▲ 16
matrix boats	169	12	7 ▲ 5
suzuki outboard service	136	14	8 ▲ 6
stacer boats	179	23	13 ▲ 10
suzuki outboard dealers nsw	108	15	15
stacer boat	177	-	15 ▲ 85
stacer 389 territory striker	172	16	15 ▲ 1
stacer territory striker 389	170	16	16
stacer sea runner	174	8	17 ▼ 9
stacer outlaw	171	-	30 ▲ 70
stacer 449 rampage	109	26	33 ▼ 7
stacer outlaw 429	106	43	37 ▲ 6
stacer 429 outlaw	106	44	40 ▲ 4
buy fishing boat	215	-	-
boating supplies	211	-	-

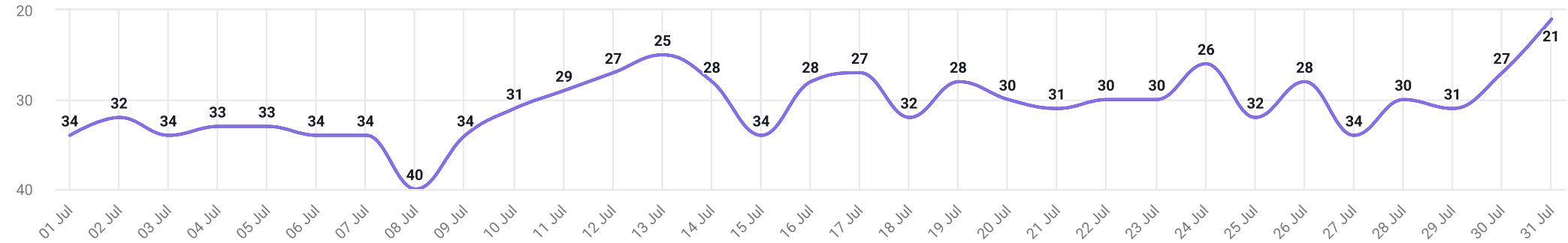
Keyword	Results	Month ago ▲	Current rankings
suzuki wagga	107	-	-
suzuki 90hp	167	39	-
wagga suzuki	108	16	-
suzuki service	156	-	-
stacer assault pro	172	8	-
ski boats for sale	200	-	-

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	5	18	16	7	2	7	21
 General	50	5	18	16	7	2	7	21

Average Position Trend

Average position Jul-01 2026 - Jul-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

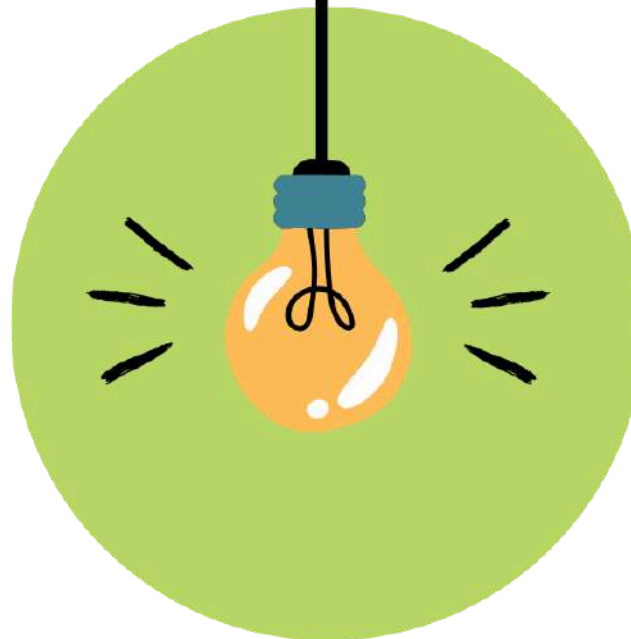
Number of times users triggered a conversion event or goals

ENGAGEMENT RATE

Ratio of engaged sessions to total sessions

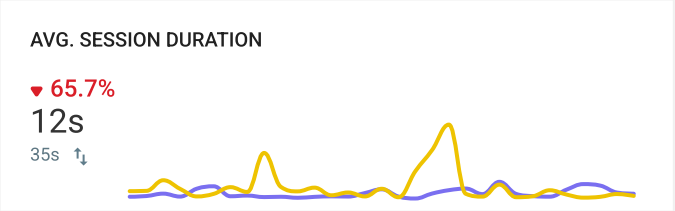
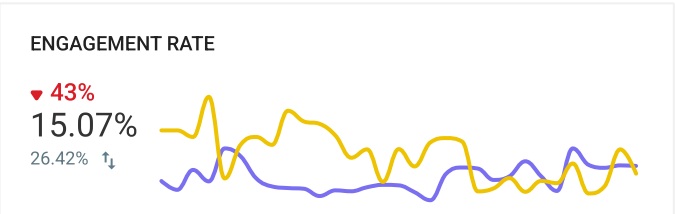
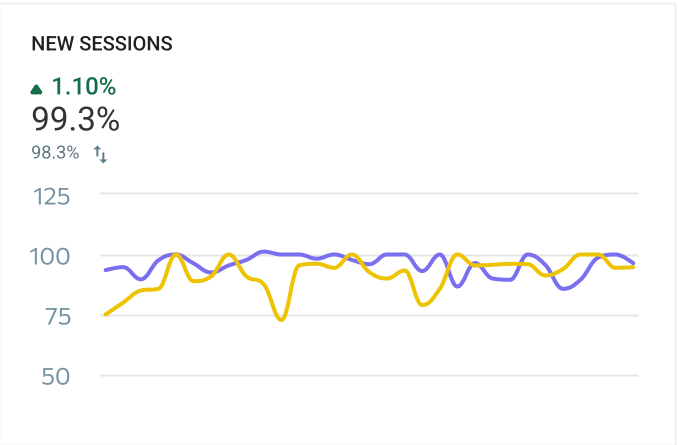
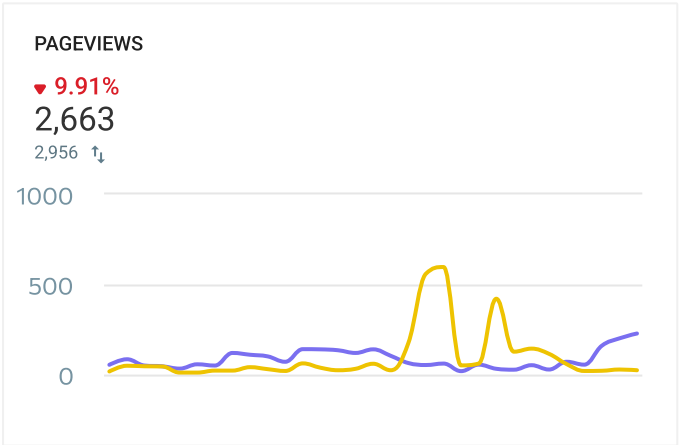
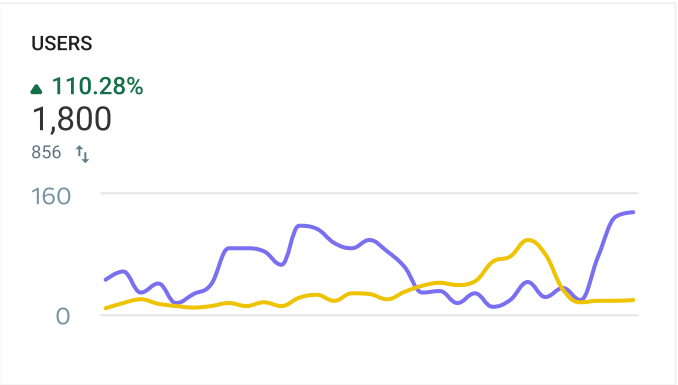
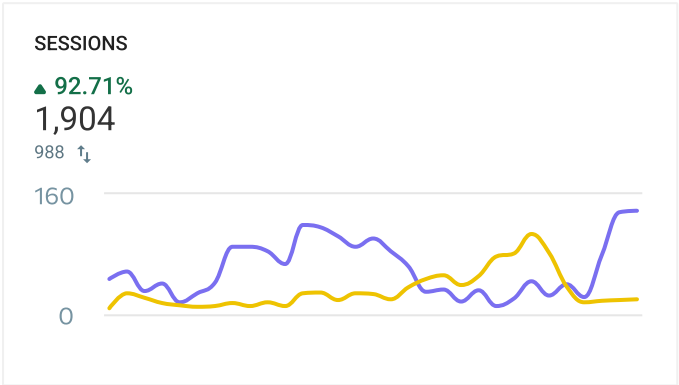
AVG. ENGAGEMENT TIME

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



Audience GOOGLE ANALYTICS

Jul-01 2026 - Jul-31 2026



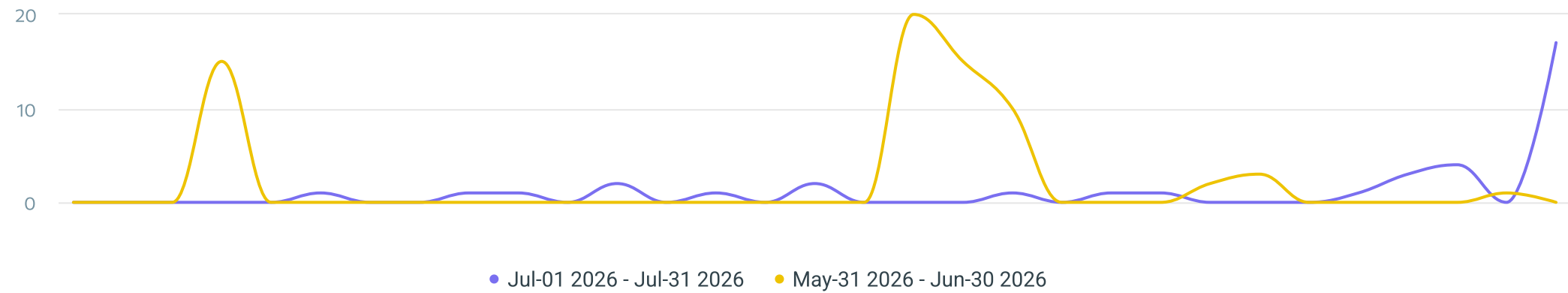
● Jul-01 2026 - Jul-31 2026 ● May-31 2026 - Jun-30 2026

Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	Jul-01 2026 - Jul-31 2026	169	90.63%	128	241	38s	75.15%	4
2	/boat-ranges/matrix							
	Jul-01 2026 - Jul-31 2026	90	87.36%	87	106	05s	42.22%	0
3	/general/contact							
	Jul-01 2026 - Jul-31 2026	61	61.67%	60	74	24s	40.98%	1
4	/error404.aspx							
	Jul-01 2026 - Jul-31 2026	56	96.43%	56	57	01s	8.93%	0
5	/services/our-services							
	Jul-01 2026 - Jul-31 2026	54	74%	50	62	09s	48.15%	1
6	/boats-in-stock/UsedBoats							
	Jul-01 2026 - Jul-31 2026	45	4.65%	43	56	15s	95.56%	0
7	/engines/mercury-engines/outboards							
	Jul-01 2026 - Jul-31 2026	45	88.37%	43	51	07s	28.89%	0

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
8	/boat-ranges/stacer							
	Jul-01 2026 - Jul-31 2026	34	56.25%	32	48	20s	70.59%	0
9	/boats-in-stock/newboats							
	Jul-01 2026 - Jul-31 2026	27	88%	25	37	26s	77.78%	0
10	/boats-in-stock/NewBoats/stacer							
	Jul-01 2026 - Jul-31 2026	23	0%	21	25	17s	95.65%	0

Goals

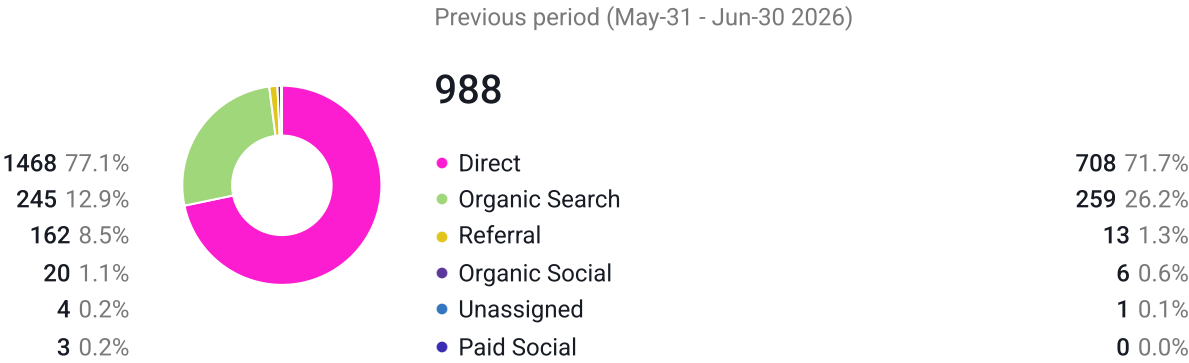
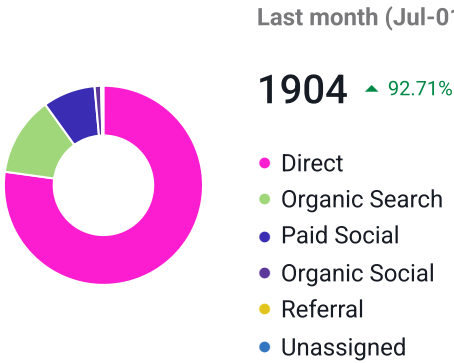


No.	Goal	Goals	Goal value
1	book_a_service		
	Jul-01 2026 - Jul-31 2026	14	0
	May-31 2026 - Jun-30 2026	19	0
	% Change	▼ 26.3%	
2	all_sucess_inquiries		
	Jul-01 2026 - Jul-31 2026	10	0
	May-31 2026 - Jun-30 2026	20	0
	% Change	▼ 50%	

No.	Goal	Goals	Goal value
3	click_telephone		
	Jul-01 2026 - Jul-31 2026	7	0
	May-31 2026 - Jun-30 2026	18	0
	% Change	▼ 61.1%	
4	click_location_button		
	Jul-01 2026 - Jul-31 2026	5	0
	May-31 2026 - Jun-30 2026	9	0
	% Change	▼ 44.4%	

Overview: Sessions

Last month (Jul-01 - Jul-31 2026)  Previous period (May-31 - Jun-30 2026)



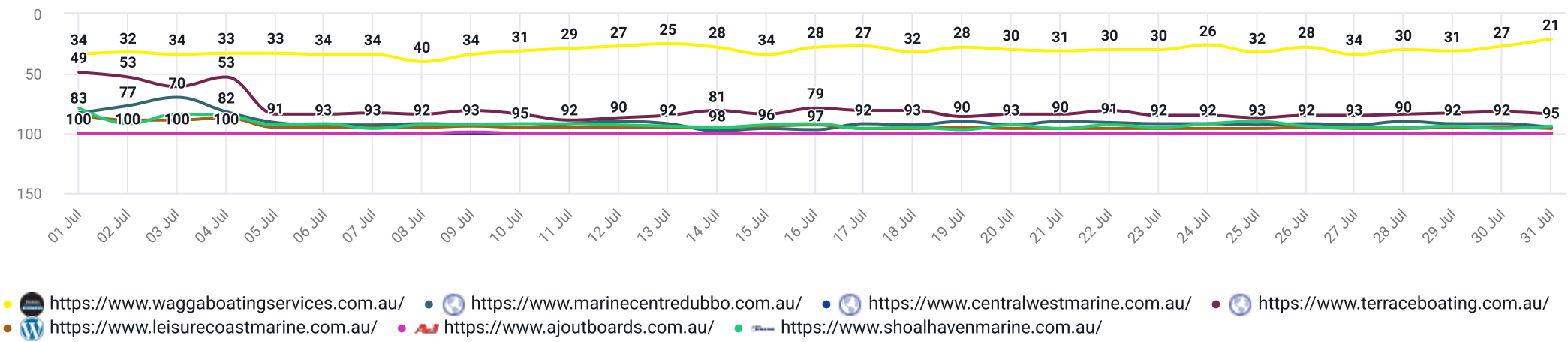
Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Direct								
Jul-01 2026 - Jul-31 2026	1.5K	51	1.4K	3.47%	99.58%	8	2.62 sec	1.6K
May-31 2026 - Jun-30 2026	708	78	670	11.02%	99.1%	24	13.78 sec	1.5K
% Change	 107.3%	 -34.6%	 114.9%	 -68.5%	 0.5%	 -66.7%	 -81.0%	 8.1%
2 Organic Search								
Jul-01 2026 - Jul-31 2026	245	173	181	70.61%	97.24%	11	56.54 sec	743
May-31 2026 - Jun-30 2026	259	172	173	66.41%	94.22%	15	93.08 sec	1.4K
% Change	 -5.4%	 0.6%	 4.6%	 6.3%	 3.2%	 -26.7%	 -39.3%	 -48.3%
3 Paid Social								
Jul-01 2026 - Jul-31 2026	162	55	154	33.95%	100.65%	1	25.95 sec	260
May-31 2026 - Jun-30 2026	-	-	-	-	-	-	-	-
% Change	 0%	 0%	 0%	 0%	 0%	 0%	 0%	 0%
4 Organic Social								
Jul-01 2026 - Jul-31 2026	20	5	20	25%	100%	0	1.15 sec	23

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
May-31 2026 - Jun-30 2026	6	1	6	16.67%	100%	0	20.17 sec	10
% Change	▲ 233.3%	▲ 400%	▲ 233.3%	▲ 50.0%	▼ 0%	▼ 0%	▼ -94.3%	▲ 130%
5 Referral								
Jul-01 2026 - Jul-31 2026	4	4	4	100%	75%	16	306.25 sec	49
May-31 2026 - Jun-30 2026	13	10	9	76.92%	88.89%	26	82.46 sec	45
% Change	▼ -69.2%	▼ -60%	▼ -55.6%	▲ 30.0%	▼ -15.6%	▼ -38.5%	▲ 271.4%	▲ 8.9%
6 Unassigned								
Jul-01 2026 - Jul-31 2026	3	0	3	0%	0%	0	21.67 sec	5
May-31 2026 - Jun-30 2026	1	0	1	0%	0%	1	6 sec	0
% Change	▲ 200%	▼ 0%	▲ 200%	▼ 0%	▼ 0%	▼ -100%	▲ 261.2%	▼ 0%

Competitors Average Position Trend

Average position

Jul-01 2026 - Jul-31 2026



HEALTH SCORE



