



SEO report

www.waggaboatingservices.com.au

JUN-01 2026 - JUN-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.waggaboatingservices.com.au

Average position 33 ▲ 3	Search visibility 43.2% ▼ -38.1%	Traffic forecast 1219 ▼ 1903	Keywords in SERP 40
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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			
new boat for sale wagga	111	1	1
boating services	154	1	1
boat sales wagga	105	3	1 ▲ 2
boat shops	214	5	2 ▲ 3
boats for sale wagga	104	4	2 ▲ 2
fishing boat for sale wagga	168	3	2 ▲ 1
marine shop wagga	106	3	3
used boat for sale wagga	111	4	3 ▲ 1
boat motor repairs near me	163	1	4 ▼ 3
boat motor service near me	163	1	4 ▼ 3
wagga boat shop	107	3	4 ▼ 1
boats for sale	201	2	4 ▼ 2
stacer boat trailers	171	3	4 ▼ 1
used boats for sale	199	8	5 ▲ 3

Keyword	Results	Month ago ▲	Current rankings
boat accessories wagga	539K	3	6 ▼ 3
suzuki outboard mechanic	194	2	6 ▼ 4
stacer assault pro	160	16	6 ▲ 10
stacer dealers	54	3	7 ▼ 4
stacer tinny	164	-	11 ▲ 89
stacer sea runner	165	33	12 ▲ 21
new stacer boats	167	-	13 ▲ 87
suzuki outboard service	132	3	14 ▼ 11
suzuki outboard dealers near me	156	4	15 ▼ 11
stacer 389 territory striker	163	-	15 ▲ 85
matrix boats	164	N/A	15
stacer territory striker 389	163	-	16 ▲ 84
suzuki outboard dealers nsw	108	5	17 ▼ 12
stacer 449 rampage	107	-	18 ▲ 82
dunbier trailers	200	N/A	21
stacer boat	167	-	22 ▲ 78
stacer boat dealers	129	6	22 ▼ 16
marine services	154	2	23 ▼ 21
stacer boat packages	161	13	26 ▼ 13
new stacer boats and trailer sales	177	2	28 ▼ 26
suzuki 90hp	150	17	36 ▼ 19
stacer boat dealer	130	3	37 ▼ 34
stacer outlaw 429	106	-	41 ▲ 59
stacer 429 outlaw	106	-	45 ▲ 55
marine boat shop	223	4	73 ▼ 69
buy fishing boat	199	-	-

Keyword	Results	Month ago ▲	Current rankings
marine shop	207	7	-
marine supplies	206	3	-
boating supplies	131	11	-
suzuki wagga	103	-	-
suzuki 40	163	-	-
wagga suzuki	107	-	-
suzuki service	153	-	-
stacer boats	172	-	-
stacer outlaw	190	-	-
ski boats for sale	181	N/A	-

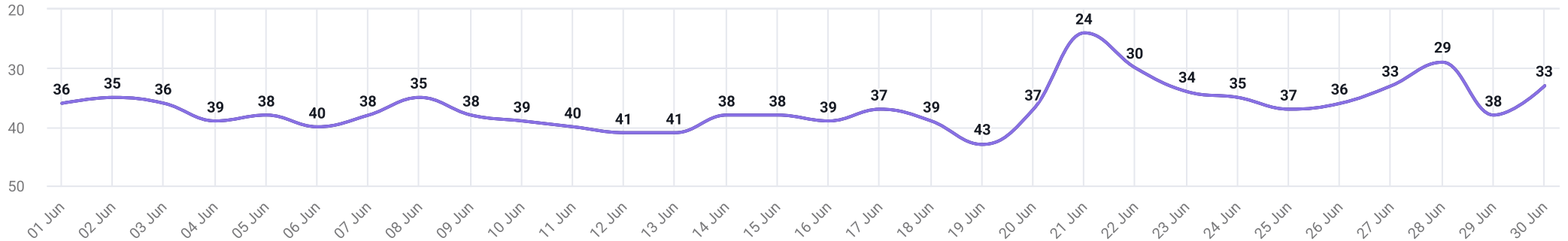
Distribution of Keywords

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	7	11	15	7	10	33
 General	50	3	7	11	15	7	10	33

Average Position Trend

Average position

Jun-01 2026 - Jun-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

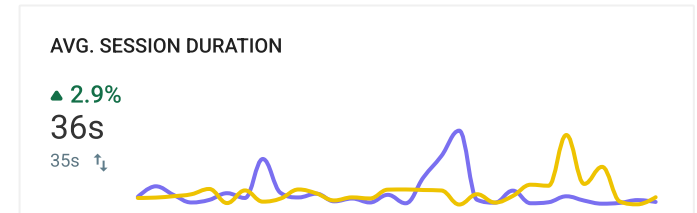
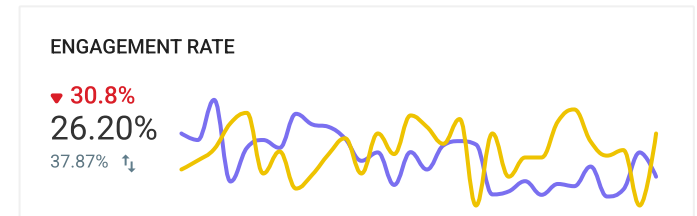
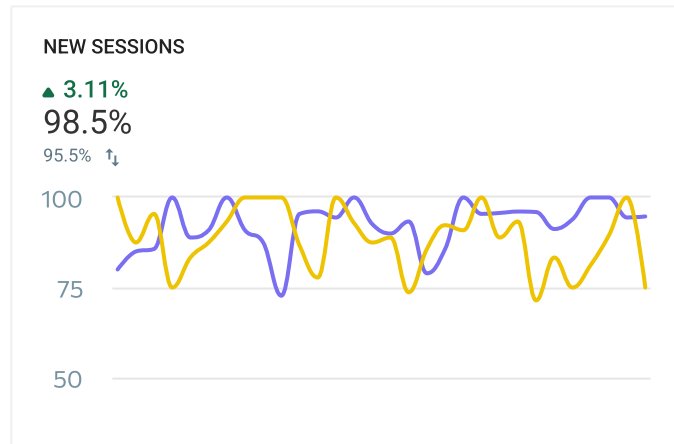
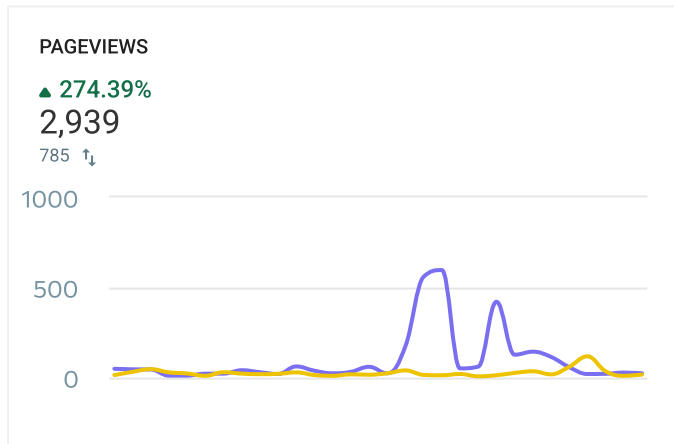
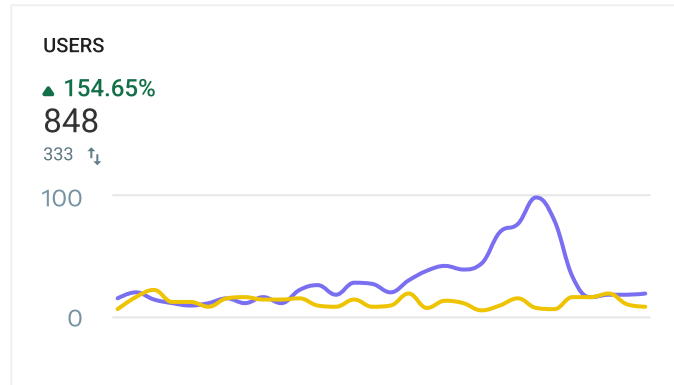
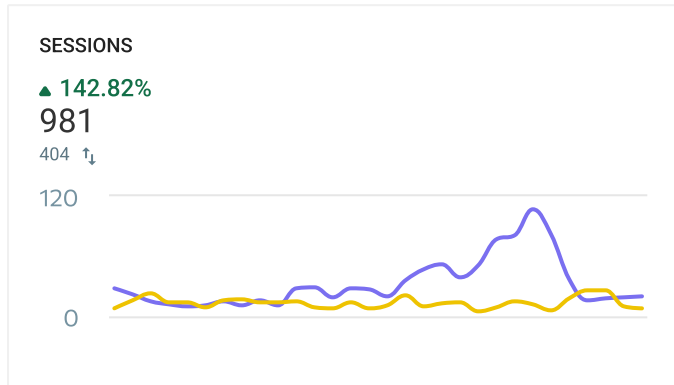
Average length of time that the website had focus in the browser



Traffic Overview

Audience GOOGLE ANALYTICS

Jun-01 2026 - Jun-30 2026



● Jun-01 2026 - Jun-30 2026 ● May-02 2026 - May-31 2026

Pages

All pages GOOGLE ANALYTICS

Jun-01 2026 - Jun-30 2026

Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	Jun-01 2026 - Jun-30 2026	146	70.49%	61	266	43s	76.71%	16
2	/error404.aspx							
	Jun-01 2026 - Jun-30 2026	40	92.11%	38	44	02s	17.5%	0
3	/general/contact							
	Jun-01 2026 - Jun-30 2026	33	45.45%	22	48	20s	72.73%	0
4	/boatranges/newboats							
	Jun-01 2026 - Jun-30 2026	25	87.5%	24	34	31s	92%	0
5	/boats-in-stock/newboats							
	Jun-01 2026 - Jun-30 2026	20	50%	16	23	16s	80%	0
6	/boats-in-stock/UsedBoats							
	Jun-01 2026 - Jun-30 2026	18	21.43%	14	27	17s	88.89%	0
7	/engines/mercury-engines/mercury-outboard-motors							

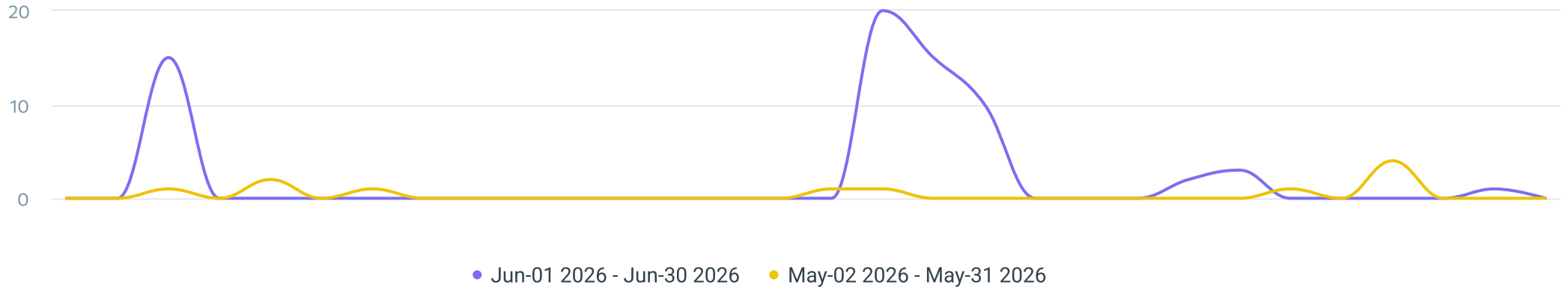
No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
	Jun-01 2026 - Jun-30 2026	18	46.15%	13	27	46s	94.44%	1
8	/boat-ranges/matrix							
	Jun-01 2026 - Jun-30 2026	17	18.18%	11	22	08s	88.24%	0
9	/BoatRanges/UsedBoats							
	Jun-01 2026 - Jun-30 2026	17	0%	13	19	30s	100%	0
10	/workshop-servicing/service-centre							
	Jun-01 2026 - Jun-30 2026	16	60%	15	20	17s	68.75%	0

Conversions

Goals GOOGLE ANALYTICS

Jun-01 2026 - Jun-30 2026

Goals



No.	Goal	Goals	Goal value
1	all_sucess_inquiries		
	Jun-01 2026 - Jun-30 2026	20	0
	May-02 2026 - May-31 2026	5	0
	% Change	▲ 300%	
2	book_a_service		
	Jun-01 2026 - Jun-30 2026	19	0
	May-02 2026 - May-31 2026	6	0

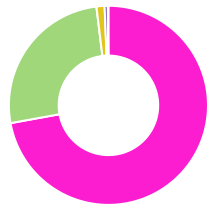
No.	Goal	Goals	Goal value
	% Change	▲ 216.7%	
3	click_telephone		
	Jun-01 2026 - Jun-30 2026	18	0
	May-02 2026 - May-31 2026	0	0
	% Change		
4	click_location_button		
	Jun-01 2026 - Jun-30 2026	9	0
	May-02 2026 - May-31 2026	0	0
	% Change		

Traffic Source

Overview: Sessions

Last month (Jun-01 - Jun-30 2026) ↑ Previous period (May-02 - May-31 2026)

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

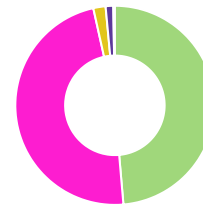


981 ▲ 142.82%

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

707 72.1%
254 25.9%
13 1.3%
5 0.5%
1 0.1%

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



404

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

196 48.5%
193 47.8%
8 2.0%
5 1.2%
1 0.2%

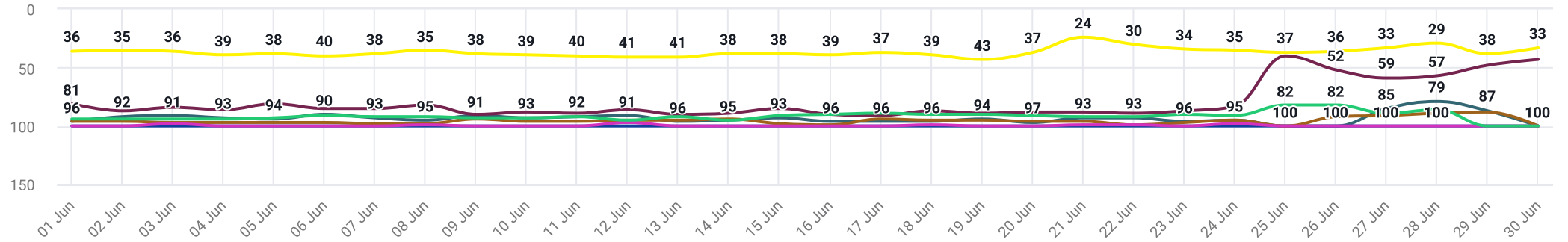
Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Direct								
Jun-01 2026 - Jun-30 2026	707	78	668	11.03%	99.1%	24	13.8 sec	1.5K
May-02 2026 - May-31 2026	193	22	174	11.4%	96.55%	0	20.76 sec	323
% Change	▲ 266.3%	▲ 254.5%	▲ 283.9%	▼ -3.2%	▲ 2.6%	▼ 0%	▼ -33.5%	▲ 352.6%
2 Organic Search								
Jun-01 2026 - Jun-30 2026	254	168	168	66.14%	95.24%	15	94.26 sec	1.4K
May-02 2026 - May-31 2026	196	124	148	63.27%	93.92%	10	47.89 sec	424
% Change	▲ 29.6%	▲ 35.5%	▲ 13.5%	▲ 4.5%	▲ 1.4%	▲ 50%	▲ 96.8%	▲ 235.6%
3 Referral								
Jun-01 2026 - Jun-30 2026	13	10	9	76.92%	88.89%	26	82.46 sec	45
May-02 2026 - May-31 2026	8	4	6	50%	100%	0	37.75 sec	22
% Change	▲ 62.5%	▲ 150%	▲ 50%	▲ 53.8%	▼ -11.1%	▼ 0%	▲ 118.4%	▲ 104.5%
4 Organic Social								

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
Jun-01 2026 - Jun-30 2026	5	1	5	20%	100%	0	24.2 sec	9
May-02 2026 - May-31 2026	5	3	5	60%	100%	0	80 sec	14
% Change	▼ 0%	▼ -66.7%	▼ 0%	▼ -66.7%	▼ 0%	▼ 0%	▼ -69.8%	▼ -35.7%
5 Unassigned								
Jun-01 2026 - Jun-30 2026	1	0	1	0%	0%	1	6 sec	0
May-02 2026 - May-31 2026	1	0	1	0%	0%	1	0 sec	2
% Change	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ -100%

Competitors Average Position Trend

Average position

Jun-01 2026 - Jun-30 2026



-  <https://www.waggaboatingservices.com.au/>
-  <https://www.marinecentredubbo.com.au/>
-  <https://www.centralwestmarine.com.au/>
-  <https://www.terraceboating.com.au/>
-  <https://www.leisurecoastmarine.com.au/>
-  <https://www.ajoutboards.com.au/>
-  <https://www.shoalhavenmarine.com.au/>

HEALTH SCORE



Backlinks

