



SEO report

[www.waggaboatingservices.com.au](http://www.waggaboatingservices.com.au)

MAR-01 2026 - MAR-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

 www.waggaboatingservices.com.au

Average position <b>46</b> ▾ 6	Search visibility <b>44.9%</b> ▲ 1.5%	Traffic forecast <b>1234</b> ▲ 255	Keywords in SERP <b>29</b>
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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			
marine equipment	322M	-	1 ▲ 99
boat motor repairs near me	23M	2	1 ▲ 1
new boat for sale wagga	366K	2	1 ▲ 1
boating services	771M	1	1
wagga boat shop	115	3	2 ▲ 1
boat sales wagga	557K	2	2
suzuki outboard mechanic	215	3	2 ▲ 1
boat motor service near me	184M	1	3 ▾ 2
marine services	958M	2	3 ▾ 1
marine shop wagga	119	4	3 ▲ 1
marine boat shop	238	4	3 ▲ 1
boat accessories wagga	406K	4	3 ▲ 1
suzuki outboard service	137	3	3
new stacer boats and trailer sales	195	3	3
stacer dealers	126	-	3 ▲ 97

Keyword	Results	Month ago ▲	Current rankings
boat shops	230	3	4 ▼ 1
boats for sale wagga	287K	3	4 ▼ 1
fishing boat for sale wagga	141	3	4 ▼ 1
stacer boat dealer	391K	-	4 ▲ 96
stacer boat trailers	202	6	4 ▲ 2
boats for sale	203	13	5 ▲ 8
used boat for sale wagga	94	3	5 ▼ 2
suzuki outboard dealers near me	140	4	5 ▼ 1
stacer boat dealers	129	-	6 ▲ 94
used boats for sale	215	5	7 ▼ 2
suzuki 90hp	157	6	15 ▼ 9
stacer assault pro	202	-	16 ▲ 84
marine shop	490M	9	32 ▼ 23
suzuki outboard dealers nsw	15K	-	43 ▲ 57
buy fishing boat	231	-	-
marine supplies	164M	-	-
boat accessories	195	-	-
boating supplies	187	-	-
boating equipment	227	-	-
suzuki wagga	173K	-	-
suzuki 40	493M	-	-
wagga suzuki	175K	-	-
suzuki service	439M	-	-
stacer boat packages	202	-	-
stacer tinny	200	-	-
stacer boat	203	-	-
stacer boats	591K	-	-
stacer territory striker 389	3.3K	-	-

Keyword	Results	Month ago ▲	Current rankings
stacer 389 territory striker	160	-	-
stacer 429 outlaw	124	-	-
stacer 449 rampage	113	-	-
stacer outlaw 429	123	-	-
new stacer boats	604K	-	-
stacer outlaw	58K	-	-
stacer sea runner	170	-	-

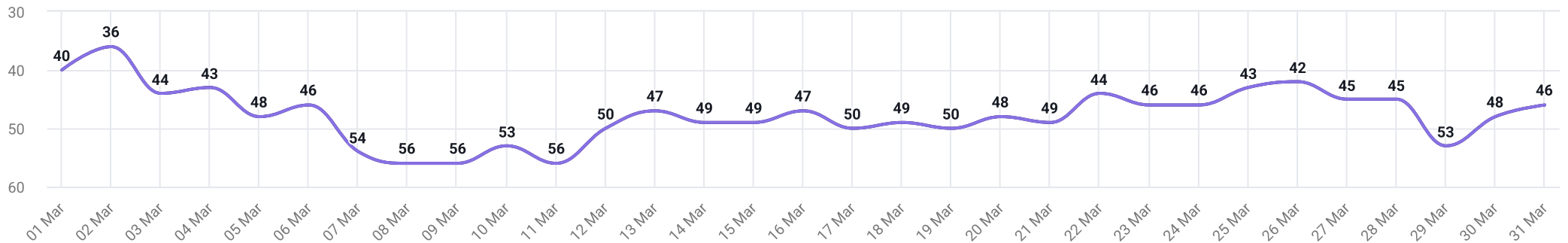
## Distribution of Keywords

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	2	16	10	2	1	21	46
 General	50	2	16	10	2	1	21	46

## Average Position Trend

Average position

Mar-01 2026 - Mar-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

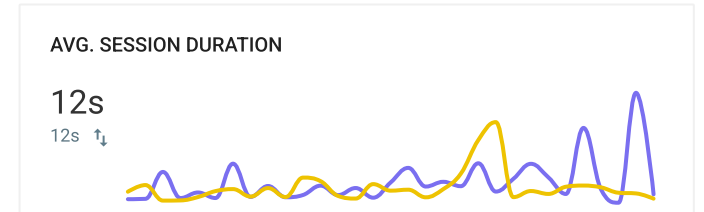
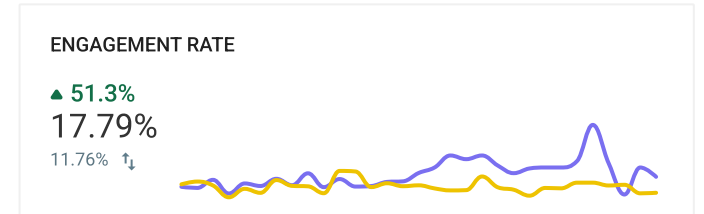
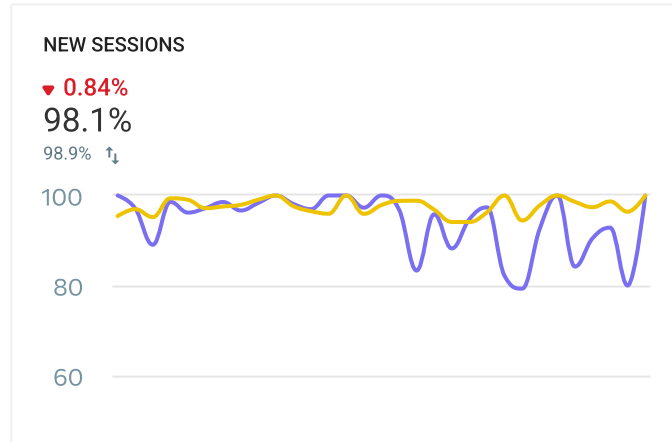
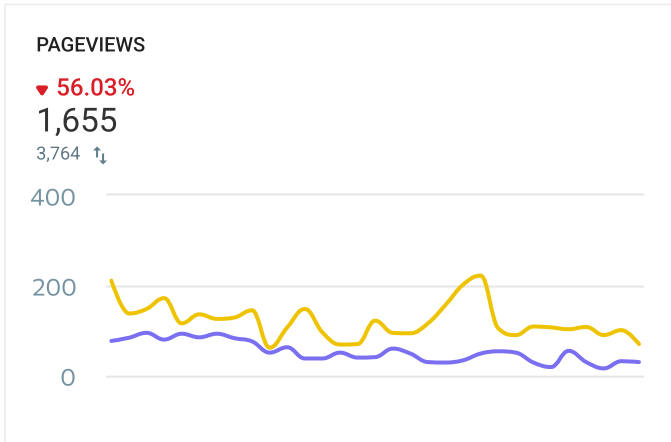
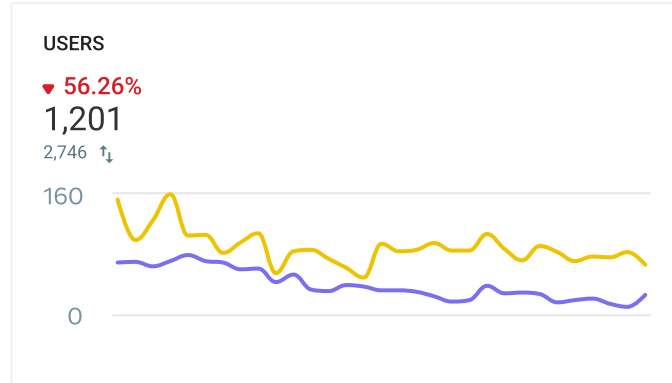
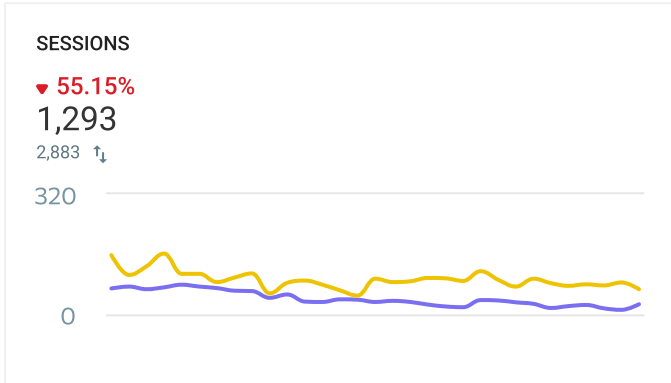
Average length of time that the website had focus in the browser



# Traffic Overview

Audience GOOGLE ANALYTICS

Mar-01 2026 - Mar-31 2026



● Mar-01 2026 - Mar-31 2026 ● Jan-29 2026 - Feb-28 2026

## Pages

All pages GOOGLE ANALYTICS

Mar-01 2026 - Mar-31 2026

### Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	Mar-01 2026 - Mar-31 2026	69	75.86%	58	90	21s	55.07%	1
2	/boatranges/newboats							
	Mar-01 2026 - Mar-31 2026	52	69.05%	42	66	30s	73.08%	0
3	/BoatRanges/UsedBoats							
	Mar-01 2026 - Mar-31 2026	31	4.55%	22	44	27s	80.65%	0
4	/workshop-servicing/service-centre							
	Mar-01 2026 - Mar-31 2026	26	55%	20	25	22s	73.08%	0
5	/BoatRanges/NewBoats							
	Mar-01 2026 - Mar-31 2026	23	0%	17	30	37s	95.65%	0
6	/general/contact							
	Mar-01 2026 - Mar-31 2026	22	76.19%	21	25	01m:01s	68.18%	1
7	/products							

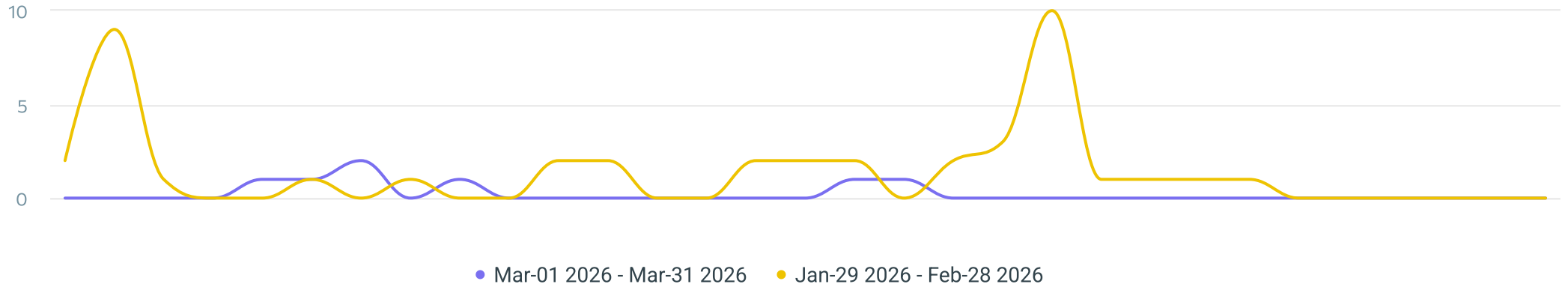
No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
	Mar-01 2026 - Mar-31 2026	21	68.75%	16	24	23s	61.9%	0
8	/BoatRanges/NewBoats/stacer-399-proline-2026-3992026							
	Mar-01 2026 - Mar-31 2026	19	8.33%	12	22	32s	78.95%	0
9	/general/about							
	Mar-01 2026 - Mar-31 2026	19	100%	19	22	31s	57.89%	1
10	/boatranges/newboats/stacer							
	Mar-01 2026 - Mar-31 2026	16	73.33%	15	21	25s	93.75%	0

# Conversions

Goals GOOGLE ANALYTICS

Mar-01 2026 - Mar-31 2026

## Goals



No.	Goal	Goals	Goal value
1	click_location_button		
	Mar-01 2026 - Mar-31 2026	4	0
	Jan-29 2026 - Feb-28 2026	2	0
	% Change	▲ 100%	
2	all_sucess_inquiries		
	Mar-01 2026 - Mar-31 2026	2	0
	Jan-29 2026 - Feb-28 2026	13	0

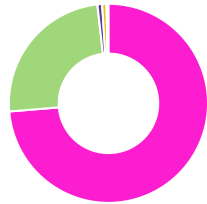
No.	Goal	Goals	Goal value
	% Change	▼ 84.6%	
3	book_a_service		
	Mar-01 2026 - Mar-31 2026	1	0
	Jan-29 2026 - Feb-28 2026	24	0
	% Change	▼ 95.8%	

# Traffic Source

Overview: Sessions

Last month (Mar-01 - Mar-31 2026) ↑↓ Previous period (Jan-29 - Feb-28 2026)

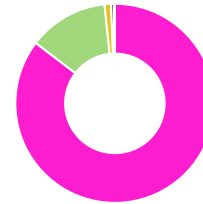
Last month (Mar-01 - Mar-31 2026)



**1293** ▼ 55.15%

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

953 73.7%  
317 24.5%  
10 0.8%  
9 0.7%  
4 0.3%



**2883**

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

2465 85.5%  
374 13.0%  
31 1.1%  
14 0.5%  
3 0.1%

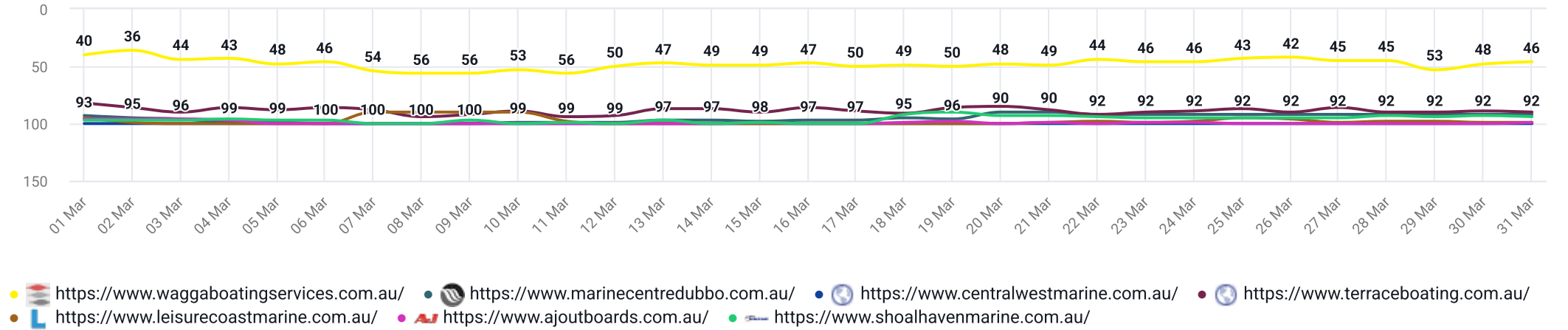
Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
<b>1 Direct</b>								
Mar-01 2026 - Mar-31 2026	953	47	953	4.93%	99.58%	1	1.99 sec	997
Jan-29 2026 - Feb-28 2026	2.5K	72	2.4K	2.92%	99.88%	13	2.3 sec	2.6K
% Change	▼ -61.3%	▼ -34.7%	▼ -61.0%	▲ 68.8%	▼ -0.3%	▼ -92.3%	▼ -13.5%	▼ -62.2%
<b>2 Organic Search</b>								
Mar-01 2026 - Mar-31 2026	317	173	231	54.57%	93.07%	6	41.33 sec	620
Jan-29 2026 - Feb-28 2026	374	237	275	63.37%	91.64%	23	54.05 sec	928
% Change	▼ -15.2%	▼ -27.0%	▼ -16%	▼ -13.9%	▲ 1.6%	▼ -73.9%	▼ -23.5%	▼ -33.2%
<b>3 Organic Social</b>								
Mar-01 2026 - Mar-31 2026	10	5	10	50%	100%	0	6 sec	11
Jan-29 2026 - Feb-28 2026	14	5	14	35.71%	100%	0	15.14 sec	20
% Change	▼ -28.6%	▼ 0%	▼ -28.6%	▲ 40.0%	▼ 0%	▼ 0%	▼ -60.4%	▼ -45%
<b>4 Referral</b>								

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
Mar-01 2026 - Mar-31 2026	9	6	5	66.67%	80%	0	72.56 sec	24
Jan-29 2026 - Feb-28 2026	31	25	13	80.65%	61.54%	7	227.23 sec	180
% Change	▼ -71.0%	▼ -76%	▼ -61.5%	▼ -17.3%	▲ 30.0%	▼ -100%	▼ -68.1%	▼ -86.7%
5 Unassigned								
Mar-01 2026 - Mar-31 2026	4	0	4	0%	0%	0	12 sec	3
Jan-29 2026 - Feb-28 2026	3	0	3	0%	0%	0	7 sec	0
% Change	▲ 33.3%	▼ 0%	▲ 33.3%	▼ 0%	▼ 0%	▼ 0%	▲ 71.4%	▼ 0%

# Competitors Average Position Trend

Average position

Mar-01 2026 - Mar-31 2026



HEALTH SCORE



# Backlinks

