



SEO report

www.waggaboatingservices.com.au

MAY-01 2026 - MAY-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.

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 40 ▼ 3	Search visibility 46.3% ▲ 11.9%	Traffic forecast 1189 ▲ 66	Keywords in SERP 32
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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			
boat motor repairs near me	23M	3	1 ▲ 2
boat motor service near me	163	1	1
new boat for sale wagga	97	2	1 ▲ 1
boating services	131	1	1
marine services	146	3	2 ▲ 1
boats for sale	211	5	2 ▲ 3
suzuki outboard mechanic	189	2	2
new stacer boats and trailer sales	205	1	2 ▼ 1
marine supplies	187	3	3
wagga boat shop	106	3	3
marine shop wagga	102	3	3
boat sales wagga	105	2	3 ▼ 1
boat accessories wagga	162	3	3
suzuki outboard service	122	5	3 ▲ 2
fishing boat for sale wagga	138	4	3 ▲ 1

Keyword	Results	Month ago ▲	Current rankings
stacer boat dealer	121	6	3 ▲ 3
stacer boat trailers	171	5	3 ▲ 2
stacer dealers	120	5	3 ▲ 2
boats for sale wagga	95	5	4 ▲ 1
marine boat shop	222	7	4 ▲ 3
used boat for sale wagga	96	5	4 ▲ 1
suzuki outboard dealers near me	130	62	4 ▲ 58
boat shops	214	5	5
suzuki outboard dealers nsw	104	47	5 ▲ 42
stacer boat dealers	116	4	6 ▼ 2
marine shop	205	9	7 ▲ 2
used boats for sale	199	5	8 ▼ 3
boating supplies	200	3	11 ▼ 8
stacer boat packages	176	-	13 ▲ 87
stacer assault pro	171	16	16
suzuki 90hp	163	25	17 ▲ 8
stacer sea runner	165	38	33 ▲ 5
buy fishing boat	207	17	-
marine equipment	191	5	-
boat accessories	200	-	-
boating equipment	200	-	-
suzuki wagga	100	-	-
suzuki 40	172	-	-
wagga suzuki	102	-	-
suzuki service	150	-	-
stacer tinny	157	-	-
stacer boat	175	27	-
stacer boats	176	-	-

Keyword	Results	Month ago ▲	Current rankings
stacer territory striker 389	165	-	-
stacer 389 territory striker	162	-	-
stacer 429 outlaw	107	-	-
stacer 449 rampage	81	-	-
stacer outlaw 429	103	-	-
new stacer boats	201	-	-
stacer outlaw	190	-	-

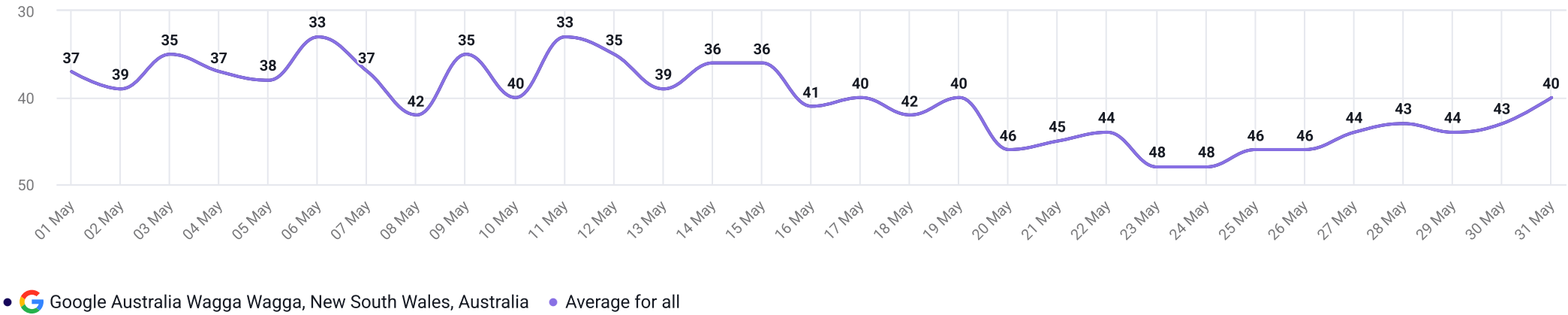
Distribution of Keywords

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	17	10	4	1	18	40
 General	50	3	17	10	4	1	18	40

Average Position Trend

Average position

May-01 2026 - May-31 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

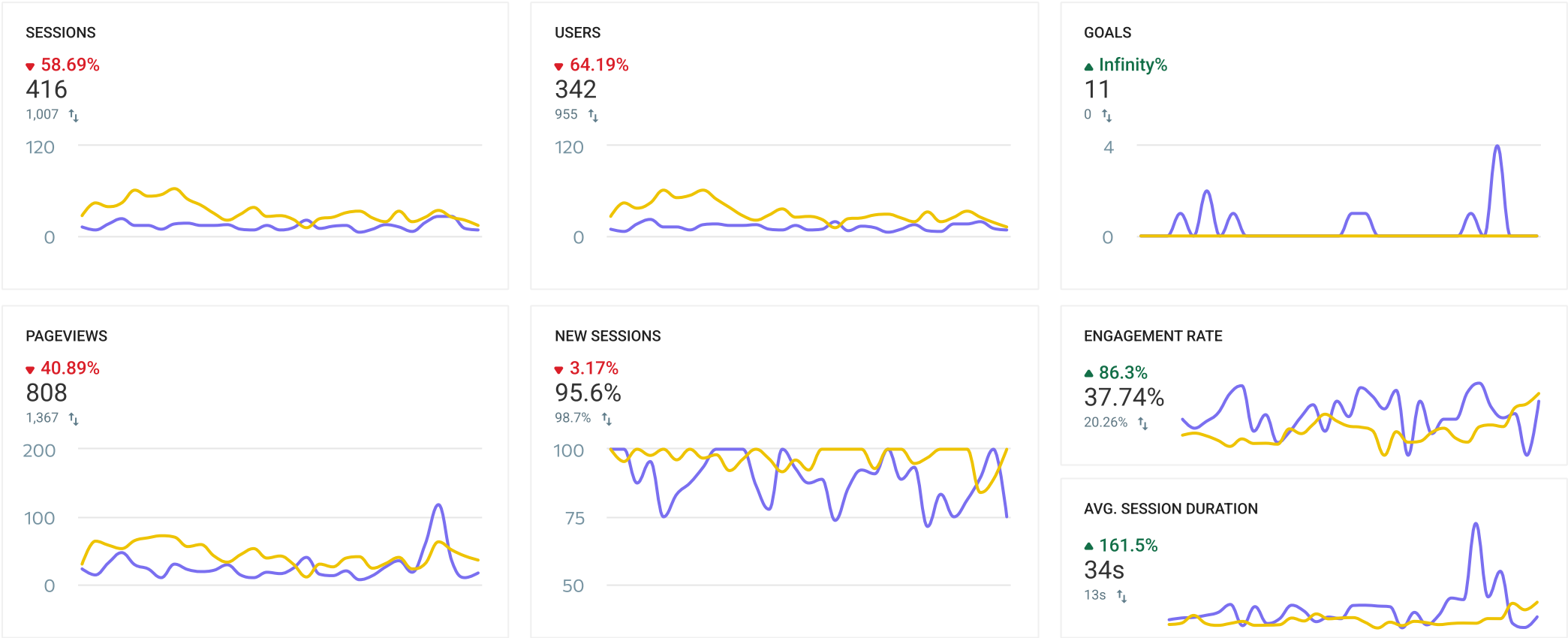
Average length of time that the website had focus in the browser



Traffic Overview

Audience GOOGLE ANALYTICS

May-01 2026 - May-31 2026



● May-01 2026 - May-31 2026 ● Mar-31 2026 - Apr-30 2026

Pages

All pages GOOGLE ANALYTICS

May-01 2026 - May-31 2026

Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	May-01 2026 - May-31 2026	77	76.74%	43	136	38s	50.65%	0
2	/boatranges/newboats							
	May-01 2026 - May-31 2026	43	75.76%	33	60	34s	79.07%	0
3	/boatranges/newboats/stacer							
	May-01 2026 - May-31 2026	26	82.61%	23	42	34s	76.92%	0
4	/BoatRanges/NewBoats/stacer-399-proline-2026-3992026							
	May-01 2026 - May-31 2026	24	13.33%	15	31	01m:13s	87.5%	0
5	/BoatRanges/UsedBoats							
	May-01 2026 - May-31 2026	23	0%	20	35	27s	91.3%	0
6	/BoatRanges/NewBoats							
	May-01 2026 - May-31 2026	23	0%	19	30	24s	91.3%	0
7	/general/contact							

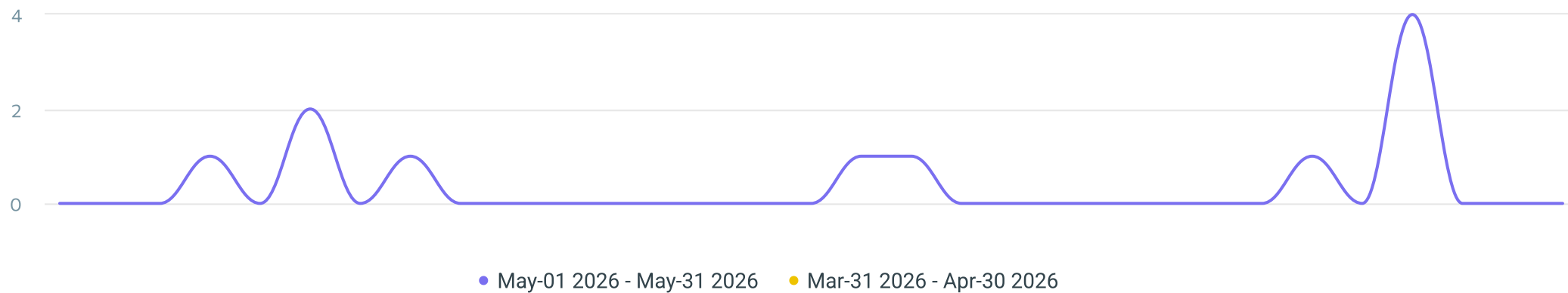
No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
	May-01 2026 - May-31 2026	20	61.11%	18	25	26s	75%	0
8	/Engines/suzuki/df200a							
	May-01 2026 - May-31 2026	16	100%	16	16	00s	0%	0
9	/BoatRanges/stacer							
	May-01 2026 - May-31 2026	15	41.67%	12	16	07s	53.33%	0
10	/Engines/suzuki/df200ap							
	May-01 2026 - May-31 2026	15	100%	15	15	00s	0%	0

Conversions

Goals GOOGLE ANALYTICS

May-01 2026 - May-31 2026

Goals



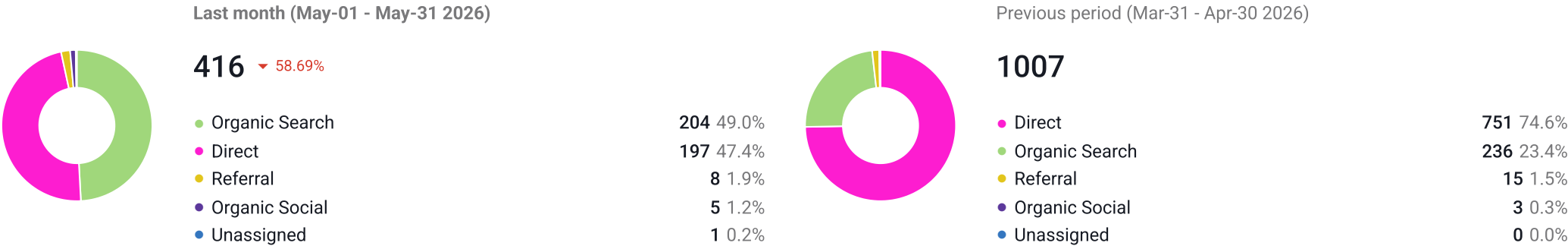
No.	Goal	Goals	Goal value
1	book_a_service		
	May-01 2026 - May-31 2026	6	0
	Mar-31 2026 - Apr-30 2026	0	0
	% Change		
2	all_sucess_inquiries		
	May-01 2026 - May-31 2026	5	0
	Mar-31 2026 - Apr-30 2026	0	0

No.	Goal	Goals	Goal value
	% Change		

Traffic Source

Overview: Sessions

Last month (May-01 - May-31 2026)  Previous period (Mar-31 - Apr-30 2026)



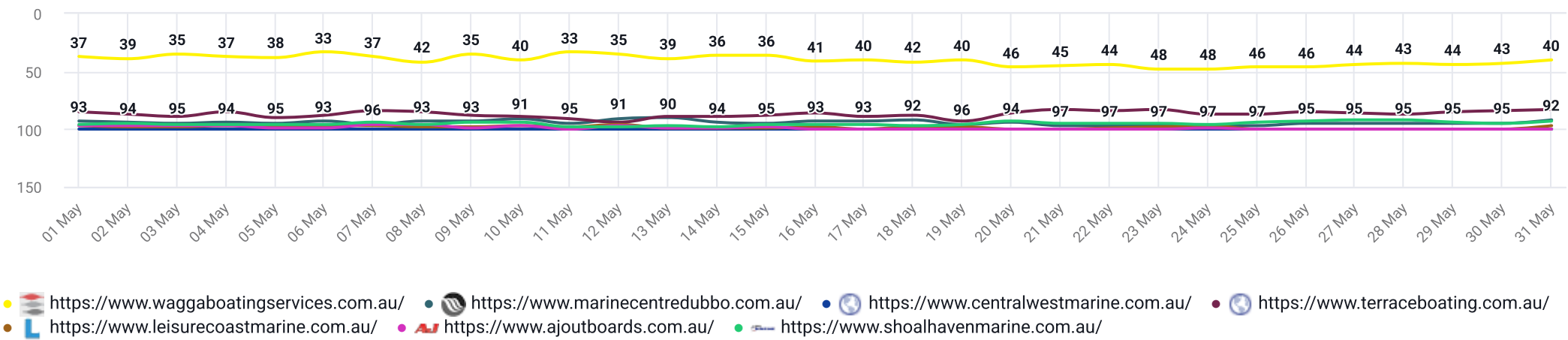
Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Organic Search								
May-01 2026 - May-31 2026	204	127	154	62.25%	94.16%	10	46.75 sec	443
Mar-31 2026 - Apr-30 2026	236	156	194	66.1%	95.88%	0	45.5 sec	530
% Change	▼ -13.6%	▼ -18.6%	▼ -20.6%	▼ -5.8%	▼ -1.8%	▼ 0%	▲ 2.7%	▼ -16.4%
2 Direct								
May-01 2026 - May-31 2026	197	23	177	11.68%	96.61%	0	20.5 sec	327
Mar-31 2026 - Apr-30 2026	751	32	749	4.26%	99.47%	0	0.97 sec	767
% Change	▼ -73.8%	▼ -28.1%	▼ -76.4%	▲ 174.2%	▼ -2.9%	▼ 0%	▲ 2K%	▼ -57.4%
3 Referral								
May-01 2026 - May-31 2026	8	4	6	50%	100%	0	37.75 sec	22
Mar-31 2026 - Apr-30 2026	15	13	10	86.67%	90%	0	71.27 sec	53
% Change	▼ -46.7%	▼ -69.2%	▼ -40%	▼ -42.3%	▲ 11.1%	▼ 0%	▼ -47.0%	▼ -58.5%
4 Organic Social								

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
May-01 2026 - May-31 2026	5	3	5	60%	100%	0	80 sec	14
Mar-31 2026 - Apr-30 2026	3	3	3	100%	100%	0	105.33 sec	17
% Change	▲ 66.7%	▼ 0%	▲ 66.7%	▼ -40%	▼ 0%	▼ 0%	▼ -24.0%	▼ -17.6%
5 Unassigned								
May-01 2026 - May-31 2026	1	0	1	0%	0%	1	0 sec	2
Mar-31 2026 - Apr-30 2026	-	-	-	-	-	-	-	-
% Change	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%

Competitors Average Position Trend

Average position

May-01 2026 - May-31 2026



HEALTH SCORE



Backlinks

