



SEO report

www.whitewatermarine.com.au

APR-01 2026 - APR-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

Average position 25 ▲ 2	Search visibility 33.3% ▼ -1.3%	Traffic forecast 375 ▼ 19	Keywords in SERP 47
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Keywords Ranking

- Entered Top 10
- Left Top 10
- In Top 10
- Entered Top 100






 Google Australia Queensland, Australia

Keyword	Results	Month ago ▲	Current rankings
■ General			
whitewater marine	6.4M	1	1
white water marine	490M	1	1
fishing boats for sale ashmore qld	13K	1	1
boat motor accessories ashmore	23K	2	1 ▲ 1
stacer 429 outlaw for sale ashmore	284	3	1 ▲ 2
stacer boat trailers ashmore	2.8K	1	1
boat shop ashmore qld	44K	1	1
boats for sale ashmore qld	60K	1	1
yamaha spare parts ashmore qld	3.9K	-	2 ▲ 98
stacer boat for sale gold coast	58K	3	3
stacer boats gold coast	45K	3	3
stacer dealers qld	268K	2	3 ▼ 1
stessl boat dealers	38K	3	3
new stacer boats and trailer sales	432K	2	4 ▼ 2
new stacer boats	602K	3	4 ▼ 1

Keyword	Results	Month ago ▲	Current rankings
stacer boat	643K	6	5 ▲ 1
new stacer boats for sale	511K	2	5 ▼ 3
stacer dealers	51K	3	5 ▼ 2
stacer aluminium boats	247K	5	5
stessl aluminium boats	169	5	6 ▼ 1
yamaha gold coast servicing	4.2M	8	7 ▲ 1
stacer boat dealers	473K	3	8 ▼ 5
stessl boat for sale	56K	5	8 ▼ 3
yamaha service gold coast	2.4M	11	9 ▲ 2
stacer tinnie	33K	18	11 ▲ 7
gold coast boat servicing	88M	9	13 ▼ 4
used stacer boats for sale qld	281K	14	14
boat for sales gold coast	65M	21	17 ▲ 4
stacer 429 seamaster price	5.2K	28	17 ▲ 11
stacer tinnies for sale	10K	20	18 ▲ 2
boat accessories gold coast	9M	16	19 ▼ 3
yamaha outboard servicing	6.5M	15	19 ▼ 4
stacer boats for sale	514K	7	19 ▼ 12
stacer wildrider	11K	25	21 ▲ 4
stacer 499 crossfire	168	22	22
yamaha outboard engines qld	493K	19	22 ▼ 3
469 stacer outlaw	10K	42	23 ▲ 19
yamaha boat motors	7.9M	-	24 ▲ 76
stacer crossfire 499 price	3.6K	13	24 ▼ 11
stacer outlaw 429 price	11K	24	25 ▼ 1
stacer outlaw 469	10K	37	29 ▲ 8

Keyword	Results	Month ago ▲	Current rankings
stacer 469 outlaw side console	7.7K	-	31 ▲ 69
new boats for sale	192M	19	33 ▼ 14
yamaha boat engine	17M	-	34 ▲ 66
yamaha marine finance	4M	28	38 ▼ 10
stacer crossfire	21K	34	44 ▼ 10
yamaha outboard parts	7.9M	-	-
yamaha outboard parts australia	1.4M	-	-
wild rider boat	14M	27	-
yamaha marine insurance	3.3M	35	-
outboard servicing	23M	-	-
fishing boat gold coast	29M	-	-
used boats for sale	103M	-	-

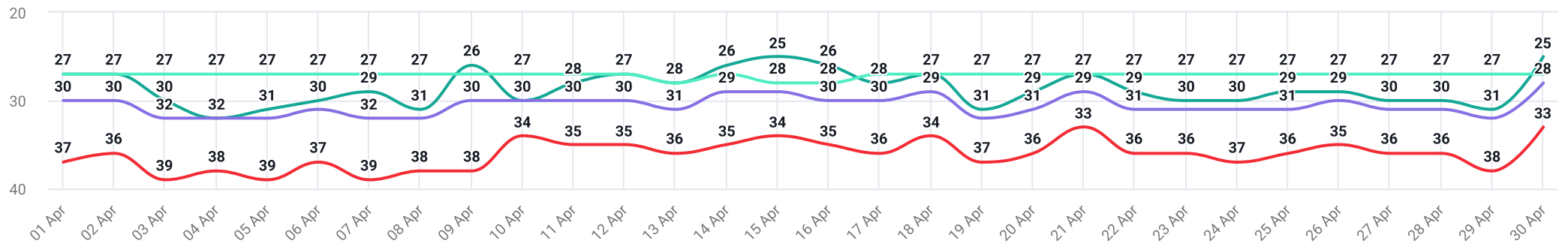
Distribution of Keywords




Search Engines	Total Keywords	Top 1	Top 3	Top 4..10	Top 11..30	Top 100	Out of SERP	Avg. Position
 Google Australia Queensland, Australia	53	8	14	10	15	8	6	25
 General	53	8	14	10	15	8	6	25
 Google Mobile Australia 4214, Queensland, Australia	79	9	19	16	16	11	17	33
 General	79	9	19	16	16	11	17	33
 Google Australia 4214, Queensland, Australia	4	1	1	2	0	0	1	27

Average Position Trend

Average position

Apr-01 2026 - Apr-30 2026



-  Google Australia Queensland, Australia
-  Google Mobile Australia 4214, Queensland, Australia
-  Google Australia 4214, Queensland, 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

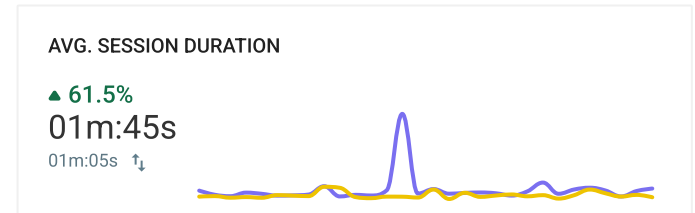
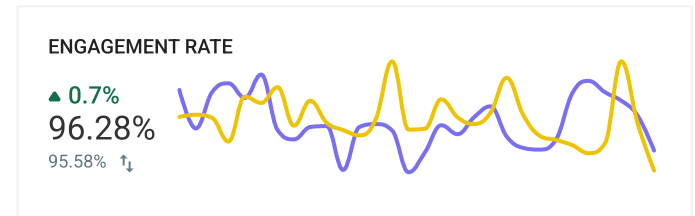
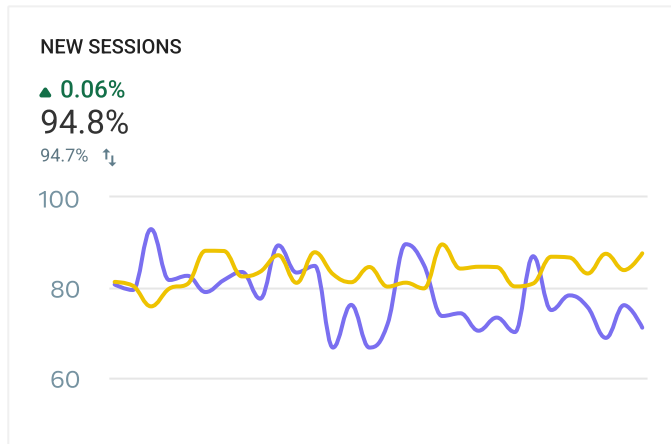
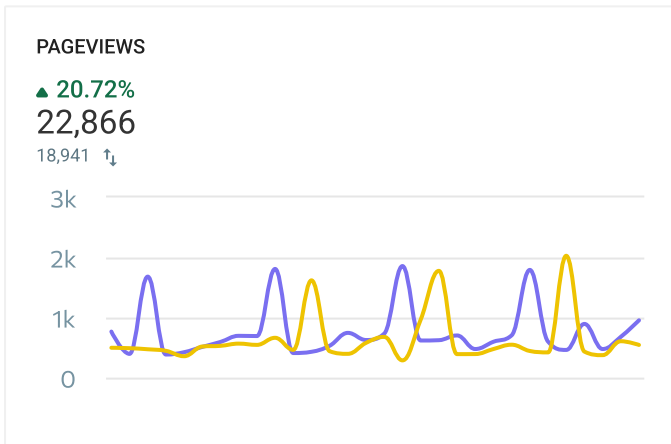
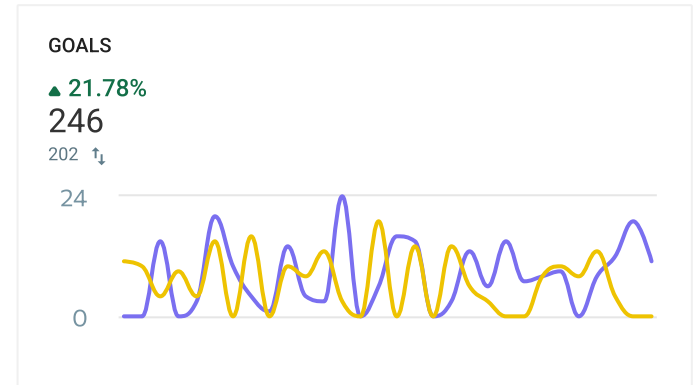
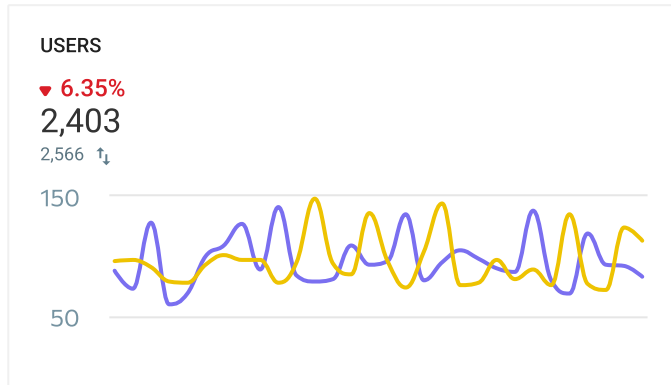
Average length of time that the website had focus in the browser



Traffic Overview

Audience GOOGLE ANALYTICS

Apr-01 2026 - Apr-30 2026



● Apr-01 2026 - Apr-30 2026 ● Mar-02 2026 - Mar-31 2026

Pages

All pages GOOGLE ANALYTICS

Apr-01 2026 - Apr-30 2026

Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	Apr-01 2026 - Apr-30 2026	1.1K	83.27%	849	2.9K	22s	96.71%	0
2	/boatranges/newboats							
	Apr-01 2026 - Apr-30 2026	501	27.1%	310	2K	01m:35s	97.41%	0
3	/boatranges/usedboats							
	Apr-01 2026 - Apr-30 2026	221	15.25%	177	617	33s	99.1%	0
4	/boatranges/stessl-boat-range							
	Apr-01 2026 - Apr-30 2026	158	18.55%	124	458	22s	96.2%	0
5	/boatranges/stacer							
	Apr-01 2026 - Apr-30 2026	115	19.78%	91	390	33s	99.13%	0
6	/boatranges/newboats/stacer							
	Apr-01 2026 - Apr-30 2026	113	14.71%	102	411	01m:26s	98.23%	0
7	/boatranges/sea-jay							

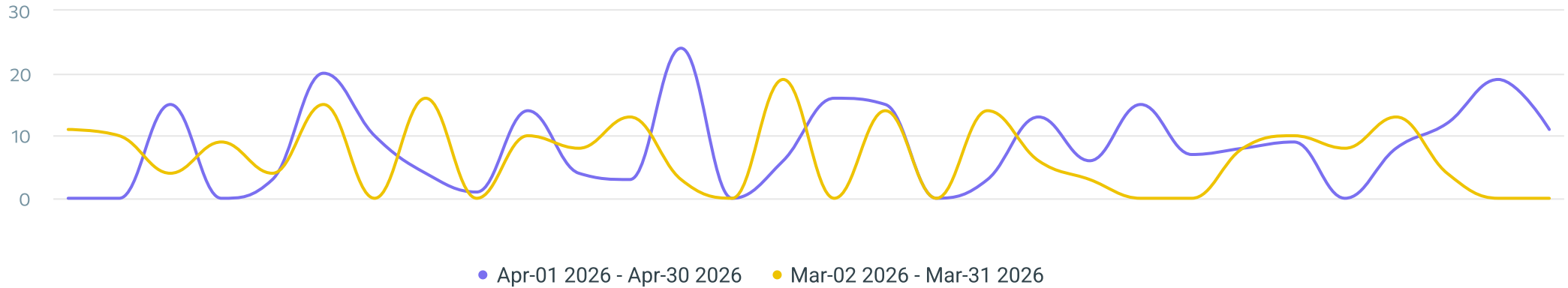
No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
	Apr-01 2026 - Apr-30 2026	111	11.11%	90	383	17s	98.2%	0
8	/boatranges/newboats/sea-jay							
	Apr-01 2026 - Apr-30 2026	110	67.71%	96	367	46s	98.18%	0
9	/engines/yamaha-engines							
	Apr-01 2026 - Apr-30 2026	104	75.56%	90	275	14s	96.15%	0
10	/boatranges/newboats/stacer-429-outlaw-sc-2026-3528							
	Apr-01 2026 - Apr-30 2026	86	5.97%	67	189	56s	98.84%	0

Conversions

Goals GOOGLE ANALYTICS

Apr-01 2026 - Apr-30 2026

Goals



No.	Goal	Goals	Goal value
1	book_a_service		
	Apr-01 2026 - Apr-30 2026	132	0
	Mar-02 2026 - Mar-31 2026	147	0
	% Change	▼ 10.2%	
2	all_success_enquiries		
	Apr-01 2026 - Apr-30 2026	112	0
	Mar-02 2026 - Mar-31 2026	54	0

No.	Goal	Goals	Goal value
	% Change	▲ 107.4%	
3	Click_location_button		
	Apr-01 2026 - Apr-30 2026	1	0
	Mar-02 2026 - Mar-31 2026	0	0
	% Change		
4	file_download		
	Apr-01 2026 - Apr-30 2026	1	0
	Mar-02 2026 - Mar-31 2026	1	0
	% Change		

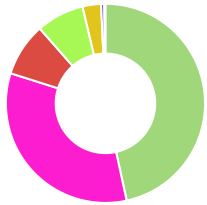
Traffic Source

Overview: Sessions

Last month (Apr-01 - Apr-30 2026) ↑ Previous period (Mar-02 - Mar-31 2026)

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

3303 ▲ 1.32%

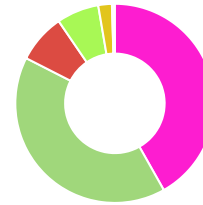


- Organic Search
- Direct
- Paid Search
- Cross-network
- Referral
- Organic Social
- Unassigned

- Organic Search
- Direct
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- Unassigned

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

3260



- Direct
- Organic Search
- Paid Search
- Cross-network
- Referral
- Organic Social
- Unassigned

- Organic Search
- Direct
- Paid Search
- Cross-network
- Referral
- Organic Social
- Unassigned

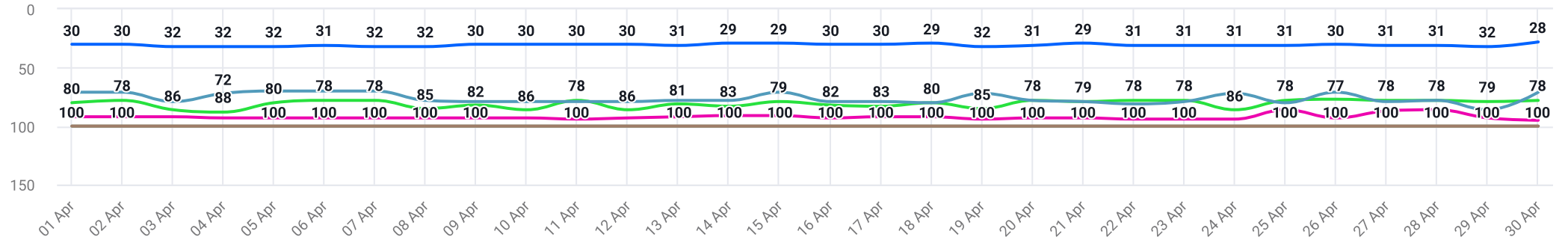
Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Organic Search								
Apr-01 2026 - Apr-30 2026	1.5K	1.5K	1K	95.74%	90.02%	98	96.47 sec	8.9K
Mar-02 2026 - Mar-31 2026	1.3K	1.3K	953	95.77%	87.83%	70	84.98 sec	7.4K
% Change	▲ 17.0%	▲ 17.0%	▲ 9.3%	0.0%	▲ 2.5%	▲ 40%	▲ 13.5%	▲ 19.5%
2 Direct								
Apr-01 2026 - Apr-30 2026	1.1K	1.1K	977	96.57%	99.69%	66	102.42 sec	8.8K
Mar-02 2026 - Mar-31 2026	1.4K	1.3K	1.2K	97.35%	99.2%	50	29.45 sec	7.6K
% Change	▼ -18.6%	▼ -19.3%	▼ -21.7%	▼ -0.8%	▲ 0.5%	▲ 32%	▲ 247.8%	▲ 15.3%
3 Paid Search								
Apr-01 2026 - Apr-30 2026	287	274	210	95.47%	82.38%	29	96.08 sec	2K
Mar-02 2026 - Mar-31 2026	259	242	198	93.44%	87.88%	33	85.03 sec	1.7K

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
% Change	▲ 10.8%	▲ 13.2%	▲ 6.1%	▲ 2.2%	▼ -6.3%	▼ -12.1%	▲ 13.0%	▲ 16.8%
4 Cross-network								
Apr-01 2026 - Apr-30 2026	258	252	182	97.67%	80.22%	37	120.66 sec	1.9K
Mar-02 2026 - Mar-31 2026	223	212	160	95.07%	85.63%	44	102.54 sec	1.5K
% Change	▲ 15.7%	▲ 18.9%	▲ 13.8%	▲ 2.7%	▼ -6.3%	▼ -15.9%	▲ 17.7%	▲ 24.7%
5 Referral								
Apr-01 2026 - Apr-30 2026	100	85	51	85%	64.71%	13	235.02 sec	1.2K
Mar-02 2026 - Mar-31 2026	72	65	44	90.28%	79.55%	5	202.03 sec	611
% Change	▲ 38.9%	▲ 30.8%	▲ 15.9%	▼ -5.8%	▼ -18.7%	▲ 160%	▲ 16.3%	▲ 95.3%
6 Organic Social								
Apr-01 2026 - Apr-30 2026	17	15	14	88.24%	92.86%	3	68.29 sec	95
Mar-02 2026 - Mar-31 2026	9	9	9	100%	88.89%	0	90.22 sec	58
% Change	▲ 88.9%	▲ 66.7%	▲ 55.6%	▼ -11.8%	▲ 4.5%	▼ 0%	▼ -24.3%	▲ 63.8%
7 Unassigned								
Apr-01 2026 - Apr-30 2026	6	3	6	50%	16.67%	0	58.5 sec	36
Mar-02 2026 - Mar-31 2026	6	2	6	33.33%	33.33%	0	24.67 sec	12
% Change	▼ 0%	▲ 50%	▼ 0%	▲ 50.0%	▼ -50.0%	▼ 0%	▲ 137.1%	▲ 200%

Competitors Average Position Trend

Average position

Apr-01 2026 - Apr-30 2026



-  www.whitewatermarine.com.au
-  https://surfcoastmarine.com.au/
-  https://gcbc.boats/
-  https://www.trmarinegoldcoast.com.au/
-  https://www.brisbaneyamaha.com.au/
-  https://www.marinecareqld.com/

HEALTH SCORE



Backlinks

