



SEO report

www.whitewatermarine.com.au

AUG-01 2026 - AUG-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

Average position 33 ▲ 1	Search visibility 30.7% ▲ 1.3%	Traffic forecast 400 ▼ 123	Keywords in SERP 42
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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	108	1	1
white water marine	108	1	1
stacer dealers qld	108	1	1
boat shop ashmore qld	119	1	1
boats for sale ashmore qld	117	1	1
new stacer boats and trailer sales	177	5	2 ▲ 3
fishing boats for sale ashmore qld	12K	1	2 ▼ 1
stacer boats gold coast	102	2	3 ▼ 1
new stacer boats for sale	174	11	3 ▲ 8
stacer boat trailers ashmore	2.4K	4	3 ▲ 1
new boats for sale	238	3	3
stacer boat for sale gold coast	171	3	4 ▼ 1
new stacer boats	175	7	4 ▲ 3
stessl boat dealers	109	4	4
stessl aluminium boats	174	4	4

Keyword	Results	Month ago ▲	Current rankings
stacer tinnies for sale	178	11	6 ▲ 5
stessl boat for sale	172	4	7 ▼ 3
used stacer boats for sale qld	110	9	9
boat motor accessories ashmore	35K	15	9 ▲ 6
stacer 429 outlaw for sale ashmore	655	13	9 ▲ 4
yamaha gold coast servicing	113	12	12
stacer dealers	110	17	12 ▲ 5
yamaha service gold coast	108	26	13 ▲ 13
stacer crossfire 499 price	181	13	18 ▼ 5
stacer tinnie	167	15	18 ▼ 3
stacer boats for sale	181	18	19 ▼ 1
stacer outlaw 429 price	146	-	20 ▲ 80
stacer boat dealers	110	14	20 ▼ 6
gold coast boat servicing	117	24	21 ▲ 3
boat for sales gold coast	189	26	22 ▲ 4
stacer boat	172	16	22 ▼ 6
wild rider boat	169	23	22 ▲ 1
stacer aluminium boats	172	20	26 ▼ 6
outboard servicing	167	1	27 ▼ 26
stacer 429 seamaster price	175	28	29 ▼ 1
boat accessories gold coast	176	28	30 ▼ 2
yamaha outboard servicing	110	28	31 ▼ 3
stacer 499 crossfire	168	19	31 ▼ 12
469 stacer outlaw	104	40	31 ▲ 9
stacer crossfire	173	35	36 ▼ 1
stacer wildrider	107	35	37 ▼ 2

Keyword	Results	Month ago ▲	Current rankings
stacer outlaw 469	100	38	38
yamaha outboard parts	106	-	-
yamaha outboard parts australia	172	-	-
yamaha marine insurance	109	-	-
yamaha marine finance	107	27	-
yamaha boat engine	177	-	-
fishing boat gold coast	203	-	-
yamaha boat motors	181	-	-
stacer 469 outlaw side console	152	22	-
yamaha outboard engines qld	170	-	-
yamaha spare parts ashmore qld	6.3K	-	-
used boats for sale	216	-	-


Google Mobile Australia 4214, Queensland, Australia

Keyword	Results	Month ago ▲	Current rankings
General			
whitewater marine	108	1	1
white water marine	108	1	1
new stacer boats and trailer sales	177	1	1
stacer dealers qld	108	1	1
stacer boat trailers ashmore	2.4K	1	1
boat shop ashmore qld	119	1	1
boats for sale ashmore qld	117	1	1
stacer boats gold coast	102	2	2
stacer boat packages prices	N/A	1	2 ▼ 1
fishing boats for sale ashmore qld	12K	1	2 ▼ 1
new boats for sale	238	2	2
stessl aluminium boats	174	2	2
stacer boat for sale gold coast	171	1	3 ▼ 2

Keyword	Results	Month ago ▲	Current rankings
outboard servicing	167	2	3 ▼ 1
new stacer boats for sale	174	4	3 ▲ 1
stacer dealers	110	2	3 ▼ 1
stacer boat dealers	110	2	3 ▼ 1
new stacer boats	175	6	4 ▲ 2
used stacer boats for sale qld	110	9	4 ▲ 5
stessl boat for sale	172	4	4
stacer 429 outlaw for sale ashmore	655	3	4 ▼ 1
stessl boat dealers	109	2	5 ▼ 3
stacer tinnies for sale	178	6	6
boat shops	188M	8	7 ▲ 1
stacer boat	172	8	8
stacer aluminium boats	172	10	8 ▲ 2
yamaha outboard servicing	110	8	9 ▼ 1
boat motor accessories ashmore	35K	15	9 ▲ 6
stacer boat sales	N/A	7	12 ▼ 5
yamaha gold coast servicing	113	9	12 ▼ 3
boats sales gold coast	17M	13	14 ▼ 1
yamaha service gold coast	108	12	14 ▼ 2
yamaha outboard service	5.8M	9	14 ▼ 5
gold coast boat servicing	117	10	15 ▼ 5
stacer boats	N/A	4	15 ▼ 11
boat for sales gold coast	189	23	18 ▲ 5
wild rider boat	169	24	18 ▲ 6
stacer boats for sale	181	11	18 ▼ 7
stacer crossfire 499 price	181	13	18 ▼ 5

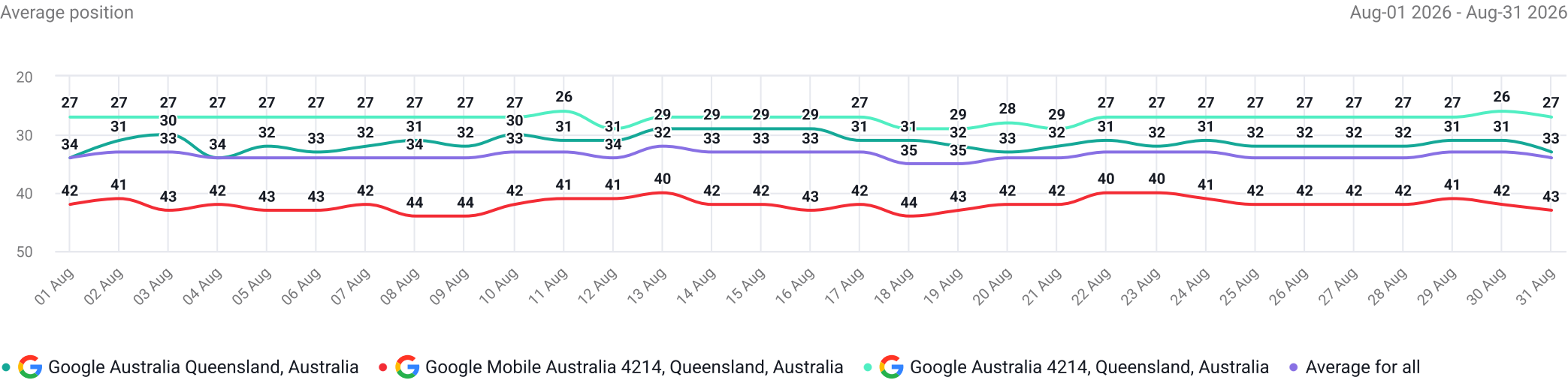
Keyword	Results	Month ago ▲	Current rankings
stacer tinnie	167	16	18 ▼ 2
stacer boat trailers	461K	22	18 ▲ 4
boat accessories gold coast	176	24	20 ▲ 4
stacer 429 outlaw for sale	12K	-	20 ▲ 80
stacer outlaw 429 price	146	23	21 ▲ 2
evinrude marine oil	N/A	26	26
stacer 429 seamaster price	175	30	30
469 stacer outlaw	104	41	30 ▲ 11
stacer 499 crossfire	168	20	32 ▼ 12
stacer wildrider	107	35	32 ▲ 3
stacer crossfire	173	34	35 ▼ 1
stacer outlaw 469	100	39	39
marine accessories	1.2B	-	62 ▲ 38
fishing boat for sale	80M	-	-
family boat	1.1B	-	-
family boat gold coast	N/A	-	-
yamaha outboard parts	106	-	-
yamaha outboard parts australia	172	-	-
yamaha outboard	34M	-	-
boat engine accessories	29M	42	-
yamaha marine insurance	109	-	-
yamaha marine finance	107	23	-
yamaha spare parts	20M	-	-
yamaha insurance and finance	N/A	-	-
yamaha boat engine	177	-	-
fishing boat gold coast	203	-	-
yamaha servicing	177M	-	-
yamaha boat motors	181	-	-
motor boat yamaha	N/A	-	-

Keyword	Results	Month ago ▲	Current rankings
marine services	615M	-	-
stacer bimini extension	5.1K	-	-
stacer 469 outlaw side console	152	32	-
stacer bimini	50	-	-
smartwave boats	38K	-	-
smartwave 4200	192	-	-
smartwave 3500	188	-	-
smartwave 4800	175	-	-
yamaha outboard engines qld	170	-	-
yamaha spare parts ashmore qld	6.3K	-	-
used boats for sale	216	-	-

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	5	10	9	15	8	11	33
 General	53	5	10	9	15	8	11	33
 Google Mobile Australia 4214, Queensland, Australia	79	6	16	10	21	5	27	43
 General	79	6	16	10	21	5	27	43
 Google Australia 4214, Queensland, Australia	4	1	3	0	0	0	1	27
 General	4	1	3	0	0	-	1	27

Average Position Trend



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

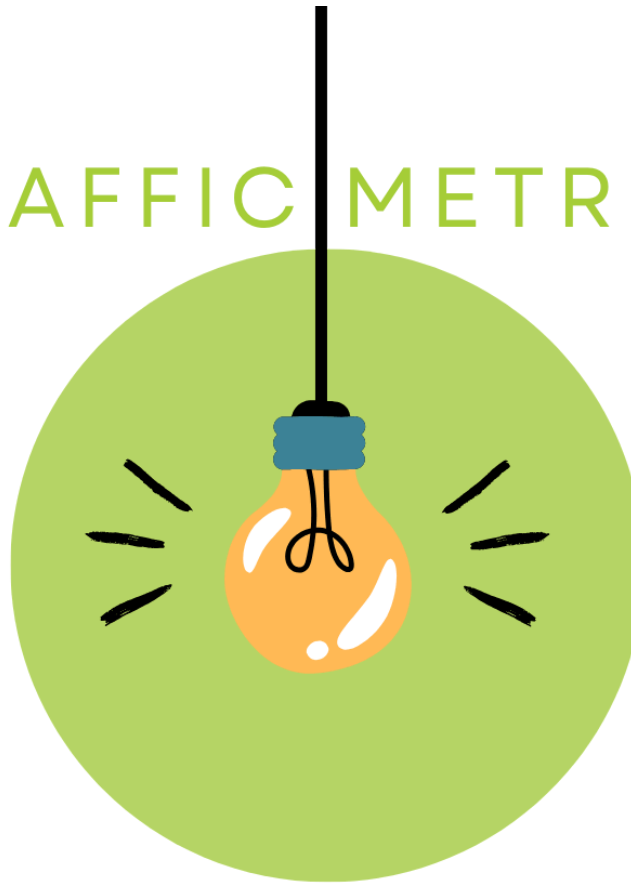
Number of times users triggered a conversion event or goals

ENGAGEMENT RATE

Ratio of engaged sessions to total sessions

AVG. ENGAGEMENT TIME

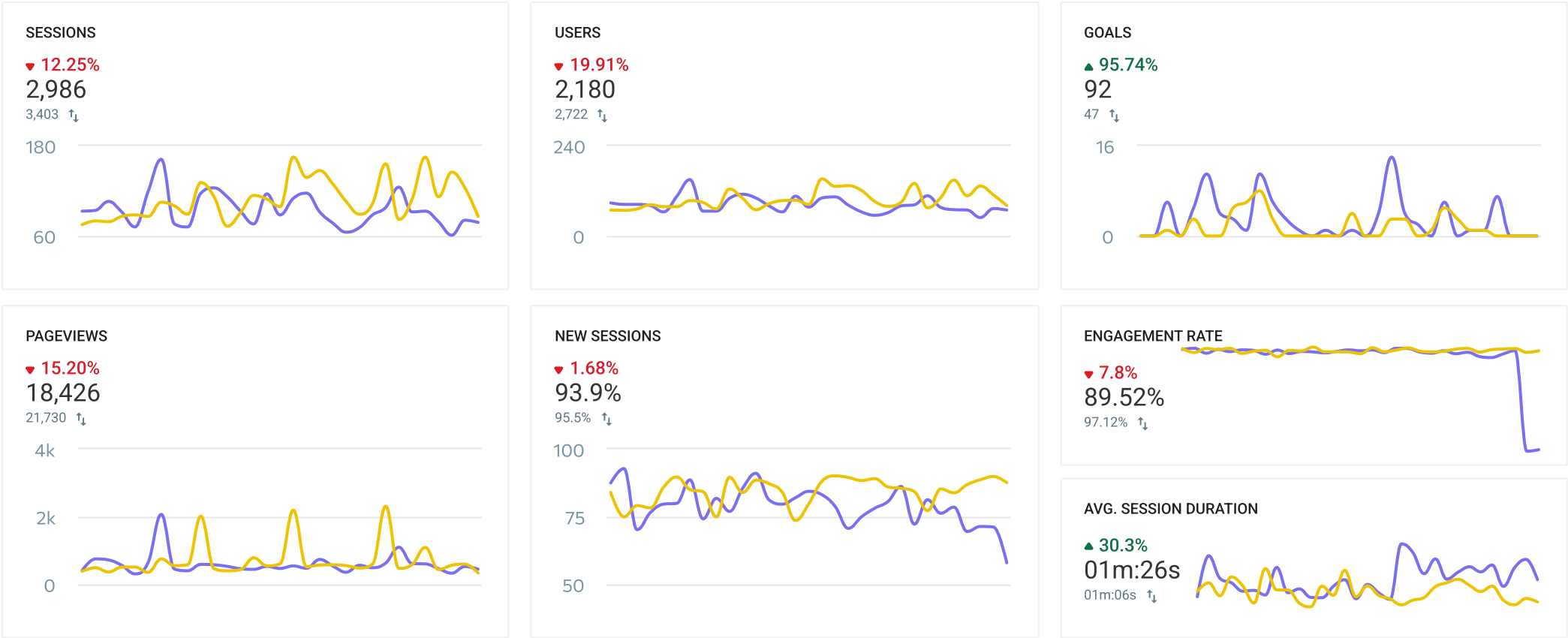
Average length of time that the website had focus in the browser



Traffic Overview

Audience GOOGLE ANALYTICS

Aug-01 2026 - Aug-31 2026



● Aug-01 2026 - Aug-31 2026 ● Jul-01 2026 - Jul-31 2026

Pages

All pages GOOGLE ANALYTICS

Aug-01 2026 - Aug-31 2026

Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	Aug-01 2026 - Aug-31 2026	893	83.46%	647	2.5K	35s	90.93%	1
2	/boats-in-stock/NewBoats/stacer							
	Aug-01 2026 - Aug-31 2026	354	32.09%	268	1.3K	01m:06s	92.66%	0
3	/boats-in-stock/NewBoats/stessl							
	Aug-01 2026 - Aug-31 2026	268	17.02%	188	940	51s	89.18%	0
4	/boats-in-stock/NewBoats/sea-jay							
	Aug-01 2026 - Aug-31 2026	207	4.14%	145	716	50s	90.82%	0
5	/boats-in-stock/UsedBoats							
	Aug-01 2026 - Aug-31 2026	173	4.58%	153	411	18s	93.06%	1
6	/boats-in-stock/NewBoats							
	Aug-01 2026 - Aug-31 2026	121	16.67%	96	368	01m:01s	92.56%	1
7	/boats-in-stock/NewBoats/sea-jay-460-ranger-2026-4102							

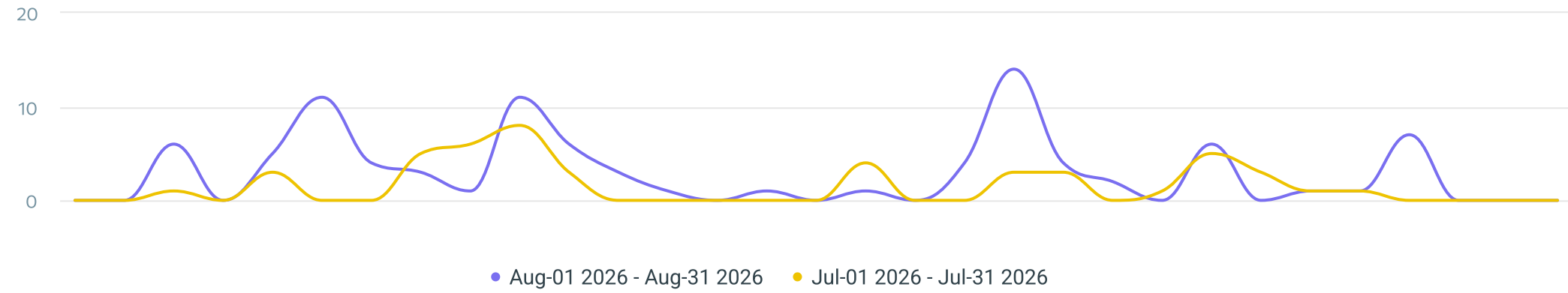
No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
	Aug-01 2026 - Aug-31 2026	84	25%	68	184	01m:04s	92.86%	1
8	/boat-ranges/stessl							
	Aug-01 2026 - Aug-31 2026	77	31.25%	64	227	22s	97.4%	1
9	/general/contact							
	Aug-01 2026 - Aug-31 2026	74	18.33%	60	177	47s	86.49%	1
10	/boats-in-stock/NewBoats/stessl-465-platinum-pro-side-console-2026-4244							
	Aug-01 2026 - Aug-31 2026	71	18.18%	44	154	58s	84.51%	0

Conversions

Goals GOOGLE ANALYTICS

Aug-01 2026 - Aug-31 2026

Goals



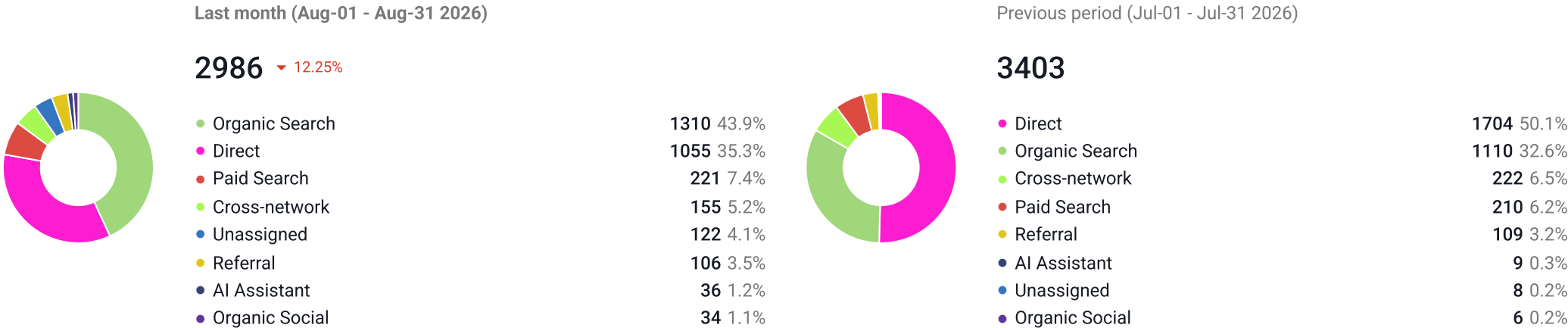
No.	Goal	Goals	Goal value
1	all_success_enquiries		
	Aug-01 2026 - Aug-31 2026	70	0
	Jul-01 2026 - Jul-31 2026	20	0
	% Change	▲ 250%	
2	Click_location_button		
	Aug-01 2026 - Aug-31 2026	12	0
	Jul-01 2026 - Jul-31 2026	5	0

No.	Goal	Goals	Goal value
	% Change	▲ 140%	
3	book_a_service		
	Aug-01 2026 - Aug-31 2026	7	0
	Jul-01 2026 - Jul-31 2026	21	0
	% Change	▼ 66.7%	
4	file_download		
	Aug-01 2026 - Aug-31 2026	3	0
	Jul-01 2026 - Jul-31 2026	1	0
	% Change	▲ 200%	

Traffic Source

Overview: Sessions

Last month (Aug-01 - Aug-31 2026) ↑ Previous period (Jul-01 - Jul-31 2026)



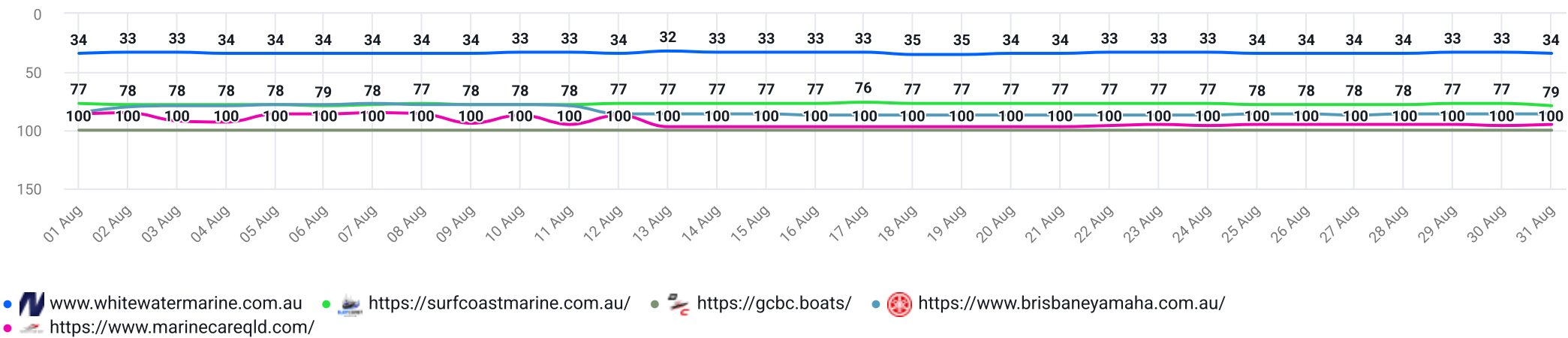
Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Organic Search								
Aug-01 2026 - Aug-31 2026	1.3K	1.2K	887	89.16%	88.95%	46	125.29 sec	9.3K
Jul-01 2026 - Jul-31 2026	1.1K	1.1K	756	95.5%	87.43%	7	114.11 sec	7.7K
% Change	▲ 18.0%	▲ 10.2%	▲ 17.3%	▼ -6.6%	▲ 1.7%	▲ 557.1%	▲ 9.8%	▲ 20.2%
2 Direct								
Aug-01 2026 - Aug-31 2026	1.1K	996	980	94.41%	98.47%	17	19.81 sec	4.6K
Jul-01 2026 - Jul-31 2026	1.7K	1.7K	1.6K	98.77%	99.27%	32	15.56 sec	9.3K
% Change	▼ -38.1%	▼ -40.8%	▼ -40.1%	▼ -4.4%	▼ -0.8%	▼ -46.9%	▲ 27.3%	▼ -50.8%
3 Paid Search								
Aug-01 2026 - Aug-31 2026	221	213	140	96.38%	82.86%	7	86.77 sec	1.4K

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
Jul-01 2026 - Jul-31 2026	210	203	140	96.67%	91.43%	2	126.83 sec	1.7K
% Change	▲ 5.2%	▲ 4.9%	▼ 0%	▼ -0.3%	▼ -9.4%	▲ 250%	▼ -31.6%	▼ -17.0%
4 Cross-network								
Aug-01 2026 - Aug-31 2026	155	145	115	93.55%	78.26%	9	133.05 sec	1.3K
Jul-01 2026 - Jul-31 2026	222	208	176	93.69%	77.84%	6	131.95 sec	2.1K
% Change	▼ -30.2%	▼ -30.3%	▼ -34.7%	▼ -0.1%	▲ 0.5%	▲ 50%	▲ 0.8%	▼ -39.5%
5 Unassigned								
Aug-01 2026 - Aug-31 2026	122	0	110	0%	0%	0	53.52 sec	436
Jul-01 2026 - Jul-31 2026	8	0	8	0%	0%	0	1.25 sec	7
% Change	▲ 1.4K%	▼ 0%	▲ 1.3K%	▼ 0%	▼ 0%	▼ 0%	▲ 4.2K%	▲ 6.1K%
6 Referral								
Aug-01 2026 - Aug-31 2026	106	88	59	83.02%	76.27%	6	163.4 sec	870
Jul-01 2026 - Jul-31 2026	109	101	53	92.66%	71.7%	0	118.07 sec	911
% Change	▼ -2.8%	▼ -12.9%	▲ 11.3%	▼ -10.4%	▲ 6.4%	▼ 0%	▲ 38.4%	▼ -4.5%
7 AI Assistant								
Aug-01 2026 - Aug-31 2026	36	31	33	86.11%	87.88%	4	49.75 sec	135
Jul-01 2026 - Jul-31 2026	9	9	9	100%	88.89%	0	49.67 sec	24
% Change	▲ 300%	▲ 244.4%	▲ 266.7%	▼ -13.9%	▼ -1.1%	▼ 0%	▲ 0.2%	▲ 462.5%
8 Organic Social								
Aug-01 2026 - Aug-31 2026	34	31	16	91.18%	87.5%	3	203.12 sec	513
Jul-01 2026 - Jul-31 2026	6	6	6	100%	66.67%	0	114.5 sec	44
% Change	▲ 466.7%	▲ 416.7%	▲ 166.7%	▼ -8.8%	▲ 31.2%	▼ 0%	▲ 77.4%	▲ 1.1K%

Competitors Average Position Trend

Average position

Aug-01 2026 - Aug-31 2026



HEALTH SCORE



Backlinks

