



SEO report

www.whitewatermarine.com.au

JUL-01 2026 - JUL-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	Search visibility	Traffic forecast	Keywords in SERP
33 ▾ 2	28.7% ▾ -13.3%	520 ▾ 79	42

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	107	1	1
outboard servicing	163	2	1 ▲ 1
stacer dealers qld	109	1	1
fishing boats for sale ashmore qld	12K	1	1
boat shop ashmore qld	118	1	1
boats for sale ashmore qld	182K	1	1
stacer boats gold coast	108	2	2
stacer boat for sale gold coast	180	2	3 ▾ 1
stacer boat trailers ashmore	1.9K	2	3 ▾ 1
new boats for sale	238	3	3
new stacer boats and trailer sales	181	3	4 ▾ 1
stessl boat for sale	176	8	4 ▲ 4
stessl boat dealers	109	3	4 ▾ 1
stessl aluminium boats	174	4	4

Keyword	Results	Month ago ▲	Current rankings
new stacer boats	179	7	7
used stacer boats for sale qld	109	8	9 ▼ 1
new stacer boats for sale	176	10	10
stacer tinnies for sale	174	9	10 ▼ 1
yamaha gold coast servicing	113	12	11 ▲ 1
yamaha service gold coast	109	12	12
stacer tinnie	174	12	13 ▼ 1
stacer 429 outlaw for sale ashmore	648	14	13 ▲ 1
stacer boat	177	17	15 ▲ 2
stacer boat dealers	109	14	15 ▼ 1
boat motor accessories ashmore	47K	2	15 ▼ 13
stacer crossfire 499 price	172	18	16 ▲ 2
stacer boats for sale	176	17	18 ▼ 1
stacer aluminium boats	129	17	18 ▼ 1
stacer 499 crossfire	171	31	20 ▲ 11
stacer dealers	128	13	20 ▼ 7
wild rider boat	174	17	21 ▼ 4
stacer 469 outlaw side console	174	-	23 ▲ 77
gold coast boat servicing	118	22	24 ▼ 2
yamaha marine finance	110	35	25 ▲ 10
yamaha outboard servicing	112	25	27 ▼ 2
stacer 429 seamaster price	172	29	27 ▲ 2
boat accessories gold coast	181	33	31 ▲ 2
boat for sales gold coast	192	26	32 ▼ 6
stacer crossfire	172	24	32 ▼ 8
stacer wildrider	106	18	36 ▼ 18

Keyword	Results	Month ago ▲	Current rankings
stacer outlaw 469	109	30	39 ▼ 9
469 stacer outlaw	117	22	41 ▼ 19
fishing boat gold coast	201	-	65 ▲ 35
yamaha outboard parts	104	-	-
yamaha outboard parts australia	169	-	-
yamaha marine insurance	109	37	-
yamaha boat engine	175	-	-
yamaha boat motors	175	-	-
stacer outlaw 429 price	172	22	-
yamaha outboard engines qld	182	-	-
yamaha spare parts ashmore qld	7.6K	-	-
used boats for sale	226	-	-

 Google Mobile Australia 4214, Queensland, Australia

Keyword	Results	Month ago ▲	Current rankings
General			
whitewater marine	108	1	1
white water marine	107	1	1
new stacer boats and trailer sales	181	1	1
stacer dealers qld	109	1	1
stacer boat packages prices	N/A	2	1 ▲ 1
stacer boat trailers ashmore	1.9K	1	1
boat shop ashmore qld	118	1	1
new boats for sale	238	1	1
boats for sale ashmore qld	182K	1	1
outboard servicing	163	2	2
stacer boats gold coast	108	2	2
new stacer boats for sale	176	4	2 ▲ 2

Keyword	Results	Month ago ▲	Current rankings
stacer dealers	128	1	2 ▼ 1
stacer boat dealers	109	1	2 ▼ 1
stessl boat dealers	109	4	2 ▲ 2
fishing boats for sale ashmore qld	12K	1	2 ▼ 1
stessl aluminium boats	174	4	2 ▲ 2
stacer boat for sale gold coast	180	2	3 ▼ 1
stacer 429 outlaw for sale ashmore	648	3	3
stacer boats	N/A	16	4 ▲ 12
stessl boat for sale	176	4	4
yamaha outboard service	5.8M	7	5 ▲ 2
stacer boat	177	4	6 ▼ 2
new stacer boats	179	6	6
stacer tinnies for sale	174	8	6 ▲ 2
stacer boat sales	N/A	-	7 ▲ 93
yamaha outboard servicing	112	8	8
boat shops	188M	6	8 ▼ 2
yamaha gold coast servicing	113	9	9
used stacer boats for sale qld	109	8	10 ▼ 2
stacer aluminium boats	129	8	10 ▼ 2
gold coast boat servicing	118	7	11 ▼ 4
yamaha service gold coast	109	11	11
stacer boats for sale	176	11	12 ▼ 1
stacer crossfire 499 price	172	18	13 ▲ 5
stacer tinnie	174	11	13 ▼ 2
boats sales gold coast	17M	10	14 ▼ 4
boat motor accessories ashmore	47K	4	15 ▼ 11
stacer 499 crossfire	171	31	22 ▲ 9

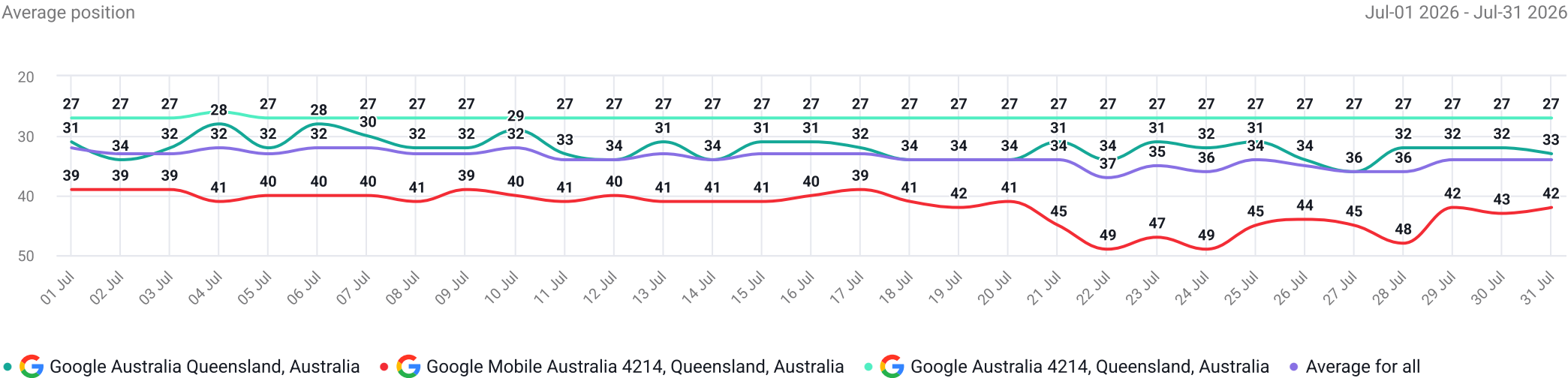
Keyword	Results	Month ago ▲	Current rankings
boat accessories gold coast	181	27	23 ▲ 4
wild rider boat	174	14	23 ▼ 9
stacer 429 seamaster price	172	29	25 ▲ 4
boat for sales gold coast	192	13	27 ▼ 14
evinrude marine oil	N/A	34	28 ▲ 6
stacer wildrider	106	24	30 ▼ 6
stacer 469 outlaw side console	174	-	30 ▲ 70
family boat gold coast	N/A	36	32 ▲ 4
stacer crossfire	172	27	35 ▼ 8
469 stacer outlaw	117	35	42 ▼ 7
boat engine accessories	29M	-	44 ▲ 56
stacer outlaw 469	109	28	49 ▼ 21
fishing boat gold coast	201	-	58 ▲ 42
fishing boat for sale	80M	-	-
marine accessories	1.2B	49	-
family boat	1.1B	-	-
yamaha outboard parts	104	-	-
yamaha outboard parts australia	169	-	-
yamaha outboard	34M	-	-
yamaha marine insurance	109	35	-
yamaha marine finance	110	35	-
yamaha spare parts	20M	-	-
yamaha insurance and finance	N/A	-	-
yamaha boat engine	175	-	-
yamaha servicing	177M	-	-
yamaha boat motors	175	-	-
motor boat yamaha	N/A	-	-
marine services	615M	-	-

Keyword	Results	Month ago ▲	Current rankings
stacer outlaw 429 price	172	21	-
stacer bimini extension	5.1K	-	-
stacer 429 outlaw for sale	12K	-	-
stacer bimini	50	-	-
stacer boat trailers	461K	7	-
smartwave boats	38K	-	-
smartwave 4200	192	-	-
smartwave 3500	188	-	-
smartwave 4800	175	-	-
yamaha outboard engines qld	182	-	-
yamaha spare parts ashmore qld	7.6K	-	-
used boats for sale	226	-	-

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	7	10	7	20	5	11	33
 General	53	7	10	7	20	5	11	33
 Google Mobile Australia 4214, Queensland, Australia	79	10	17	13	16	6	27	42
 General	79	10	17	13	16	6	27	42
 Google Australia 4214, Queensland, Australia	4	1	2	1	0	0	1	27
 General	4	1	2	1	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

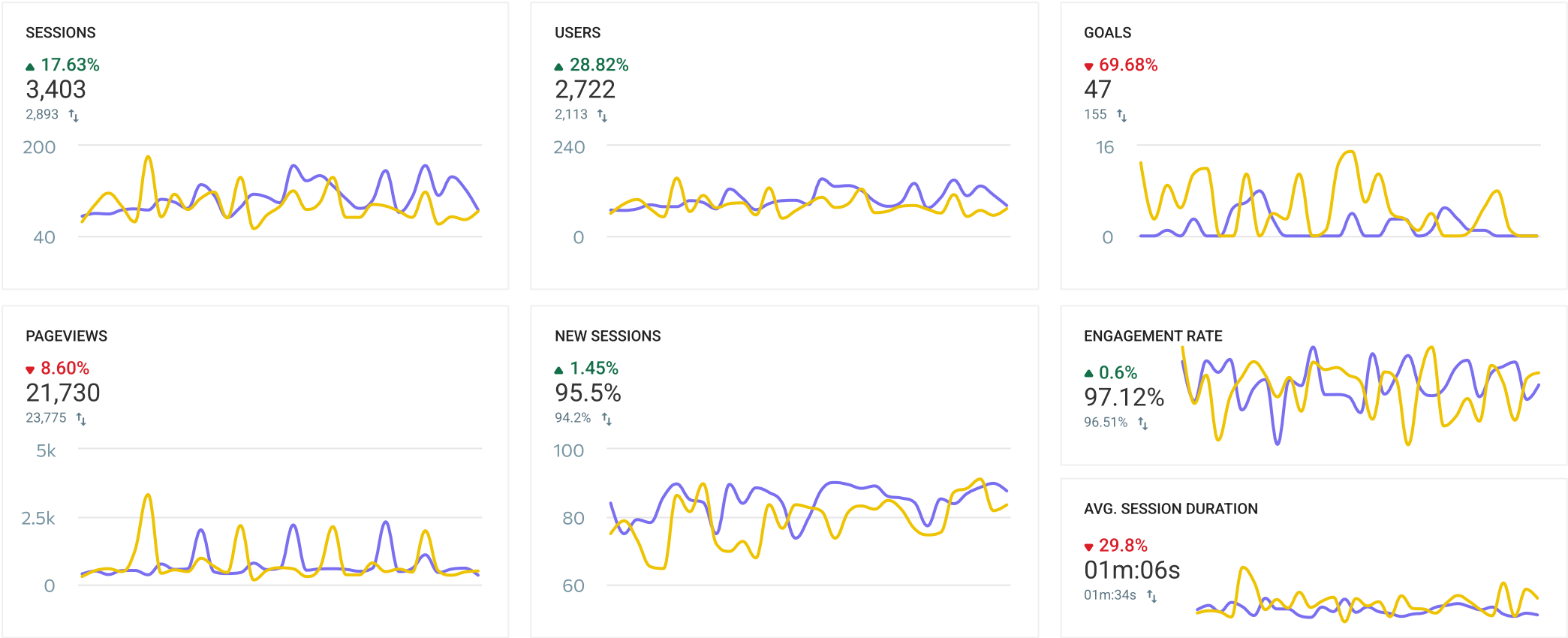
Average length of time that the website had focus in the browser



Traffic Overview

Audience GOOGLE ANALYTICS

Jul-01 2026 - Jul-31 2026



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

Pages

All pages GOOGLE ANALYTICS

Jul-01 2026 - Jul-31 2026

Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	Jul-01 2026 - Jul-31 2026	766	81.62%	555	2.1K	30s	98.43%	1
2	/boats-in-stock/NewBoats/stacer							
	Jul-01 2026 - Jul-31 2026	312	39.06%	233	1.1K	01m:05s	98.4%	1
3	/boats-in-stock/NewBoats/stessl							
	Jul-01 2026 - Jul-31 2026	220	16.56%	163	858	54s	98.64%	0
4	/boats-in-stock/UsedBoats							
	Jul-01 2026 - Jul-31 2026	168	6.58%	152	398	13s	99.4%	0
5	/boats-in-stock/NewBoats/sea-jay							
	Jul-01 2026 - Jul-31 2026	142	0.83%	121	426	38s	98.59%	0
6	/boats-in-stock/NewBoats							
	Jul-01 2026 - Jul-31 2026	92	3.8%	79	320	01m:16s	98.91%	0
7	/boat-ranges/stessl							

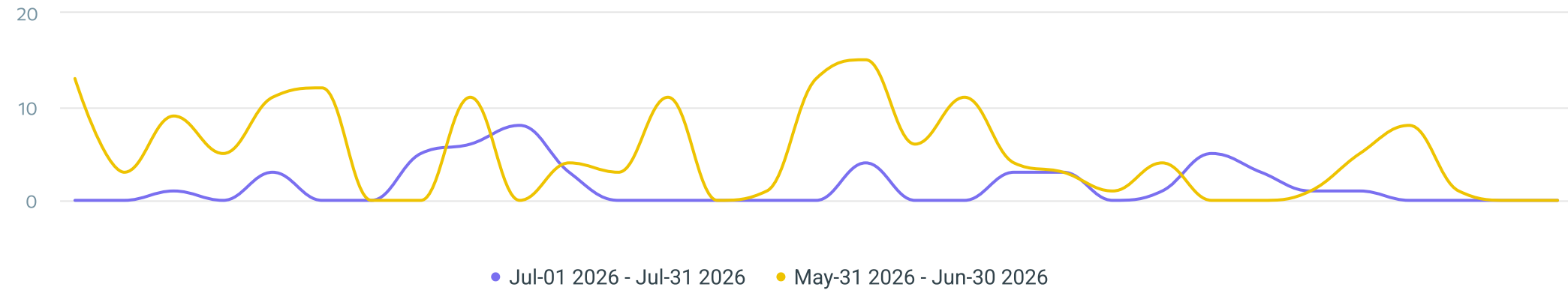
No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
	Jul-01 2026 - Jul-31 2026	81	21.13%	71	252	21s	100%	0
8	/boats-in-stock/NewBoats/565-trophy-cc-1							
	Jul-01 2026 - Jul-31 2026	72	19.57%	46	200	01m:14s	98.61%	0
9	/general/contact							
	Jul-01 2026 - Jul-31 2026	69	14.04%	57	168	24s	94.2%	0
10	/engines/yamaha-engines							
	Jul-01 2026 - Jul-31 2026	65	60.32%	63	192	14s	100%	1

Conversions

Goals GOOGLE ANALYTICS

Jul-01 2026 - Jul-31 2026

Goals



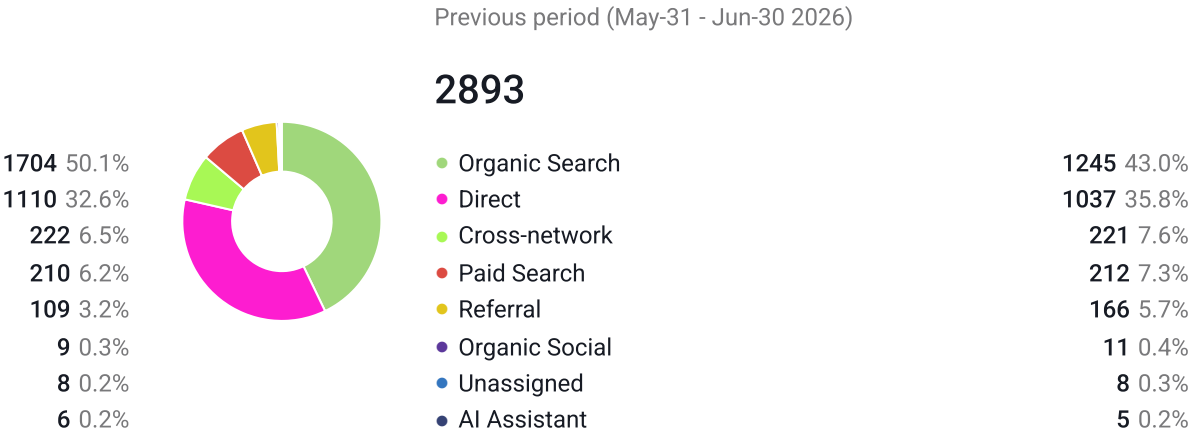
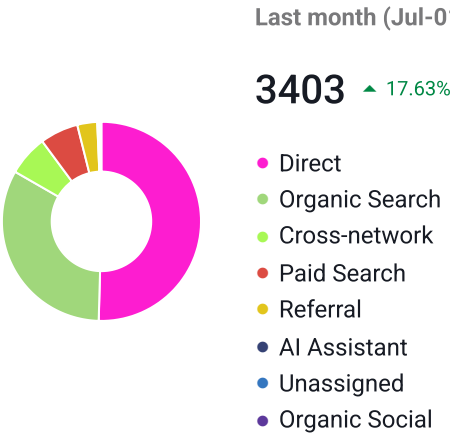
No.	Goal	Goals	Goal value
1	book_a_service		
	Jul-01 2026 - Jul-31 2026	21	0
	May-31 2026 - Jun-30 2026	70	0
	% Change	▼ 70%	
2	all_success_enquiries		
	Jul-01 2026 - Jul-31 2026	20	0
	May-31 2026 - Jun-30 2026	69	0

No.	Goal	Goals	Goal value
	% Change	▼ 71%	
3	Click_location_button		
	Jul-01 2026 - Jul-31 2026	5	0
	May-31 2026 - Jun-30 2026	13	0
	% Change	▼ 61.5%	
4	file_download		
	Jul-01 2026 - Jul-31 2026	1	0
	May-31 2026 - Jun-30 2026	3	0
	% Change	▼ 66.7%	

Traffic Source

Overview: Sessions

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



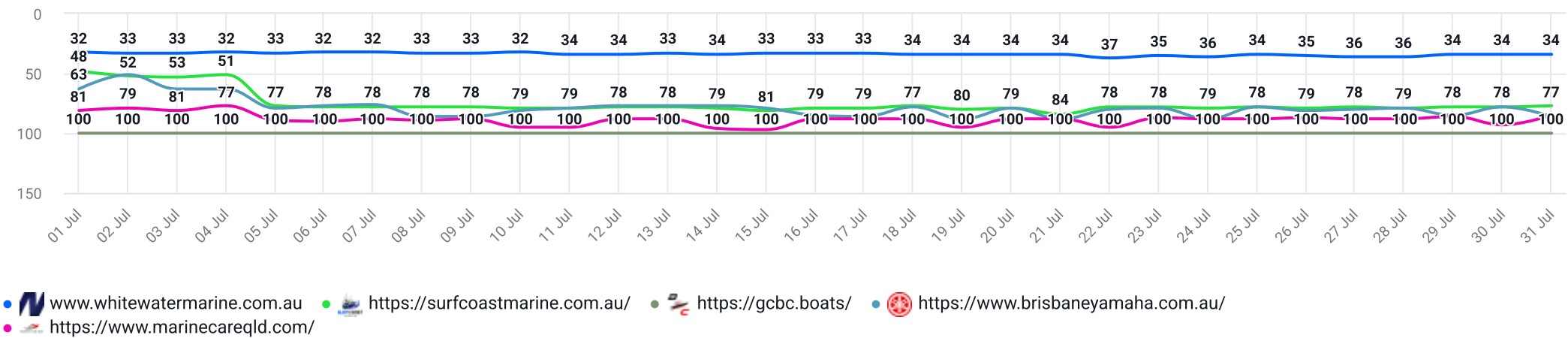
Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Direct								
Jul-01 2026 - Jul-31 2026	1.7K	1.7K	1.6K	98.77%	99.27%	32	15.56 sec	9.3K
May-31 2026 - Jun-30 2026	1K	1K	932	98.17%	98.39%	36	50.06 sec	10.3K
% Change	▲ 64.3%	▲ 65.3%	▲ 75.6%	▲ 0.6%	▲ 0.9%	▼ -11.1%	▼ -68.9%	▼ -9.9%
2 Organic Search								
Jul-01 2026 - Jul-31 2026	1.1K	1.1K	756	95.5%	87.43%	7	114.11 sec	7.7K
May-31 2026 - Jun-30 2026	1.2K	1.2K	874	95.5%	88.1%	59	108.94 sec	7.9K
% Change	▼ -10.8%	▼ -10.8%	▼ -13.5%	▼ 0%	▼ -0.8%	▼ -88.1%	▲ 4.7%	▼ -2.7%
3 Cross-network								
Jul-01 2026 - Jul-31 2026	222	208	176	93.69%	77.84%	6	131.95 sec	2.1K

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
May-31 2026 - Jun-30 2026	221	216	144	97.74%	85.42%	3	108.07 sec	1.7K
% Change	▲ 0.5%	▼ -3.7%	▲ 22.2%	▼ -4.1%	▼ -8.9%	▲ 100%	▲ 22.1%	▲ 20.9%
4 Paid Search								
Jul-01 2026 - Jul-31 2026	210	203	140	96.67%	91.43%	2	126.83 sec	1.7K
May-31 2026 - Jun-30 2026	212	204	151	96.23%	89.4%	19	153.08 sec	1.5K
% Change	▼ -0.9%	▼ -0.5%	▼ -7.3%	▲ 0.5%	▲ 2.3%	▼ -89.5%	▼ -17.1%	▲ 8.9%
5 Referral								
Jul-01 2026 - Jul-31 2026	109	101	53	92.66%	71.7%	0	118.07 sec	911
May-31 2026 - Jun-30 2026	166	147	47	88.55%	70.21%	29	145.08 sec	2.1K
% Change	▼ -34.3%	▼ -31.3%	▲ 12.8%	▲ 4.6%	▲ 2.1%	▼ -100%	▼ -18.6%	▼ -57.6%
6 AI Assistant								
Jul-01 2026 - Jul-31 2026	9	9	9	100%	88.89%	0	49.67 sec	24
May-31 2026 - Jun-30 2026	5	5	5	100%	100%	0	308.2 sec	84
% Change	▲ 80%	▲ 80%	▲ 80%	▼ 0%	▼ -11.1%	▼ 0%	▼ -83.9%	▼ -71.4%
7 Unassigned								
Jul-01 2026 - Jul-31 2026	8	0	8	0%	0%	0	1.25 sec	7
May-31 2026 - Jun-30 2026	8	0	8	0%	0%	0	29.5 sec	20
% Change	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ -95.8%	▼ -65%
8 Organic Social								
Jul-01 2026 - Jul-31 2026	6	6	6	100%	66.67%	0	114.5 sec	44
May-31 2026 - Jun-30 2026	11	10	9	90.91%	77.78%	9	101.36 sec	45
% Change	▼ -45.5%	▼ -40%	▼ -33.3%	▲ 10.0%	▼ -14.3%	▼ -100%	▲ 13.0%	▼ -2.2%

Competitors Average Position Trend

Average position

Jul-01 2026 - Jul-31 2026



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

HEALTH SCORE



Backlinks

