



SEO report

www.whitewatermarine.com.au

JUN-01 2026 - JUN-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.

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 28 ▲ 1	Search visibility 41.2% ▲ 12.5%	Traffic forecast 601 ▲ 231	Keywords in SERP 44
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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	104	1	1
white water marine	105	1	1
outboard servicing	161	-	1 ▲ 99
stacer dealers qld	108	3	1 ▲ 2
fishing boats for sale ashmore qld	13K	1	1
boat shop ashmore qld	116	1	1
boats for sale ashmore qld	174K	1	1
stacer boat for sale gold coast	167	3	2 ▲ 1
stacer boats gold coast	106	3	2 ▲ 1
new stacer boats and trailer sales	166	2	3 ▼ 1
stacer boat trailers ashmore	1.7K	1	3 ▼ 2
new boats for sale	222	9	3 ▲ 6
stessl boat dealers	105	3	4 ▼ 1
boat motor accessories ashmore	41K	1	4 ▼ 3
stessl aluminium boats	164	7	4 ▲ 3

Keyword	Results	Month ago ▲	Current rankings
stessl boat for sale	158	8	5 ▲ 3
new stacer boats	169	5	6 ▼ 1
used stacer boats for sale qld	106	8	7 ▲ 1
stacer dealers	50	3	7 ▼ 4
stacer tinnie	164	14	9 ▲ 5
new stacer boats for sale	164	10	10
yamaha service gold coast	106	13	12 ▲ 1
yamaha gold coast servicing	111	11	12 ▼ 1
stacer tinnies for sale	163	18	12 ▲ 6
stacer boat dealers	107	9	13 ▼ 4
stacer aluminium boats	90	6	13 ▼ 7
stacer boat	175	6	16 ▼ 10
wild rider boat	167	31	16 ▲ 15
stacer crossfire 499 price	162	-	18 ▲ 82
stacer boats for sale	169	13	19 ▼ 6
boat for sales gold coast	186	16	20 ▼ 4
gold coast boat servicing	111	16	21 ▼ 5
stacer 429 outlaw for sale ashmore	554	3	21 ▼ 18
stacer outlaw 429 price	164	22	24 ▼ 2
yamaha outboard servicing	111	35	26 ▲ 9
stacer crossfire	160	38	27 ▲ 11
stacer 429 seamaster price	168	8	27 ▼ 19
469 stacer outlaw	114	22	27 ▼ 5
stacer wildrider	106	-	30 ▲ 70
stacer outlaw 469	108	22	32 ▼ 10
stacer 499 crossfire	157	19	34 ▼ 15

Keyword	Results	Month ago ▲	Current rankings
yamaha marine insurance	109	-	38 ▲ 62
boat accessories gold coast	171	20	-
yamaha outboard parts	108	-	-
yamaha outboard parts australia	169	-	-
yamaha marine finance	109	-	-
yamaha boat engine	173	-	-
fishing boat gold coast	193	-	-
yamaha boat motors	178	20	-
stacer 469 outlaw side console	161	-	-
yamaha outboard engines qld	174	21	-
yamaha spare parts ashmore qld	7.4K	7	-
used boats for sale	209	-	-

 Google Mobile Australia 4214, Queensland, Australia

Keyword	Results	Month ago ▲	Current rankings
General			
whitewater marine	104	1	1
white water marine	105	1	1
new stacer boats and trailer sales	166	2	1 ▲ 1
stacer dealers qld	108	1	1
stacer dealers	50	3	1 ▲ 2
stacer boat dealers	107	3	1 ▲ 2
fishing boats for sale ashmore qld	13K	1	1
stacer boat trailers ashmore	1.7K	1	1
boat shop ashmore qld	116	1	1
boats for sale ashmore qld	174K	1	1
outboard servicing	161	5	2 ▲ 3
stacer boats gold coast	106	3	2 ▲ 1

Keyword	Results	Month ago ▲	Current rankings
stacer boat packages prices	N/A	2	2
boat motor accessories ashmore	41K	1	2 ▼ 1
stacer 429 outlaw for sale ashmore	554	3	2 ▲ 1
stacer boat for sale gold coast	167	3	3
new boats for sale	222	2	3 ▼ 1
stessl aluminium boats	164	4	3 ▲ 1
stacer boat	175	14	4 ▲ 10
new stacer boats	169	3	4 ▼ 1
new stacer boats for sale	164	7	4 ▲ 3
stessl boat for sale	158	7	4 ▲ 3
stessl boat dealers	105	3	4 ▼ 1
stacer boat sales	N/A	12	5 ▲ 7
yamaha outboard service	5.8M	5	5
stacer boats	N/A	7	5 ▲ 2
yamaha outboard servicing	111	7	7
gold coast boat servicing	111	8	7 ▲ 1
boat shops	188M	6	7 ▼ 1
used stacer boats for sale qld	106	9	8 ▲ 1
stacer aluminium boats	90	12	8 ▲ 4
yamaha gold coast servicing	111	11	9 ▲ 2
boats sales gold coast	17M	6	10 ▼ 4
yamaha service gold coast	106	13	11 ▲ 2
stacer tinnies for sale	163	15	11 ▲ 4
stacer boats for sale	169	5	12 ▼ 7
stacer tinnie	164	14	12 ▲ 2
wild rider boat	167	25	15 ▲ 10

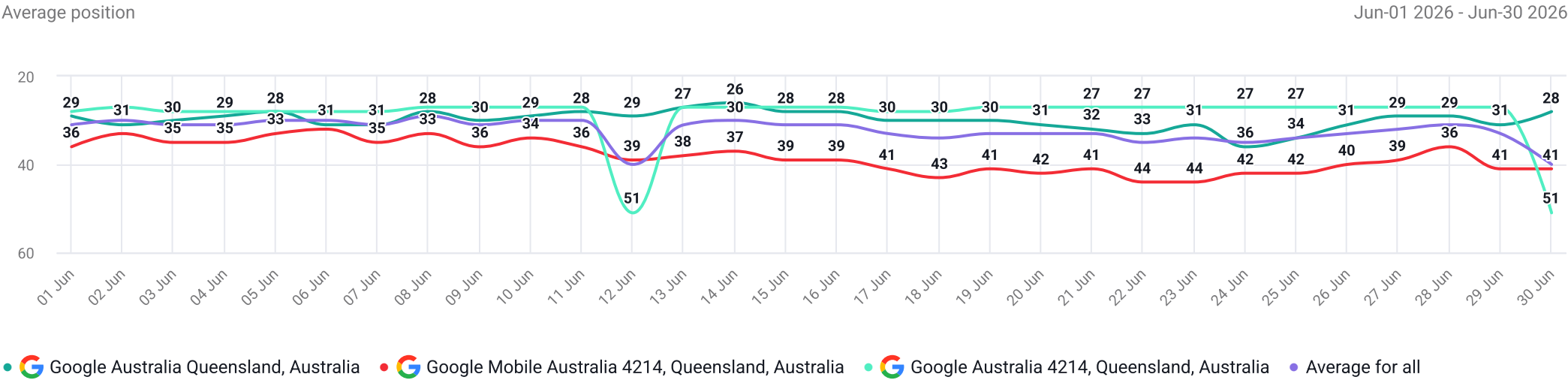
Keyword	Results	Month ago ▲	Current rankings
stacer boat trailers	461K	27	15 ▲ 12
boat for sales gold coast	186	15	20 ▼ 5
stacer crossfire 499 price	162	-	20 ▲ 80
marine accessories	1.2B	-	22 ▲ 78
stacer outlaw 429 price	164	53	22 ▲ 31
evinrude marine oil	N/A	2	25 ▼ 23
469 stacer outlaw	114	24	25 ▼ 1
stacer wildrider	106	-	26 ▲ 74
boat accessories gold coast	171	16	27 ▼ 11
stacer crossfire	160	-	28 ▲ 72
stacer 429 seamaster price	168	8	28 ▼ 20
stacer outlaw 469	108	-	29 ▲ 71
stacer 469 outlaw side console	161	25	34 ▼ 9
stacer 499 crossfire	157	22	35 ▼ 13
yamaha marine insurance	109	-	36 ▲ 64
yamaha marine finance	109	-	41 ▲ 59
fishing boat for sale	80M	-	-
family boat	1.1B	-	-
family boat gold coast	N/A	-	-
yamaha outboard parts	108	-	-
yamaha outboard parts australia	169	-	-
yamaha outboard	34M	41	-
boat engine accessories	29M	-	-
yamaha spare parts	20M	-	-
yamaha insurance and finance	N/A	-	-
yamaha boat engine	173	25	-
fishing boat gold coast	193	-	-
yamaha servicing	177M	-	-

Keyword	Results	Month ago ▲	Current rankings
yamaha boat motors	178	17	-
motor boat yamaha	N/A	31	-
marine services	615M	-	-
stacer bimini extension	5.1K	-	-
stacer 429 outlaw for sale	12K	-	-
stacer bimini	50	-	-
smartwave boats	38K	15	-
smartwave 4200	192	10	-
smartwave 3500	188	44	-
smartwave 4800	175	42	-
yamaha outboard engines qld	174	22	-
yamaha spare parts ashmore qld	7.4K	8	-
used boats for sale	209	-	-

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	6	11	9	22	2	9	28
 General	53	6	11	9	22	2	9	28
 Google Mobile Australia 4214, Queensland, Australia	79	10	18	16	12	7	26	41
 General	79	10	18	16	12	7	26	41
 Google Australia 4214, Queensland, Australia	4	1	1	1	0	0	2	51
 General	4	1	1	1	0	-	2	51

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

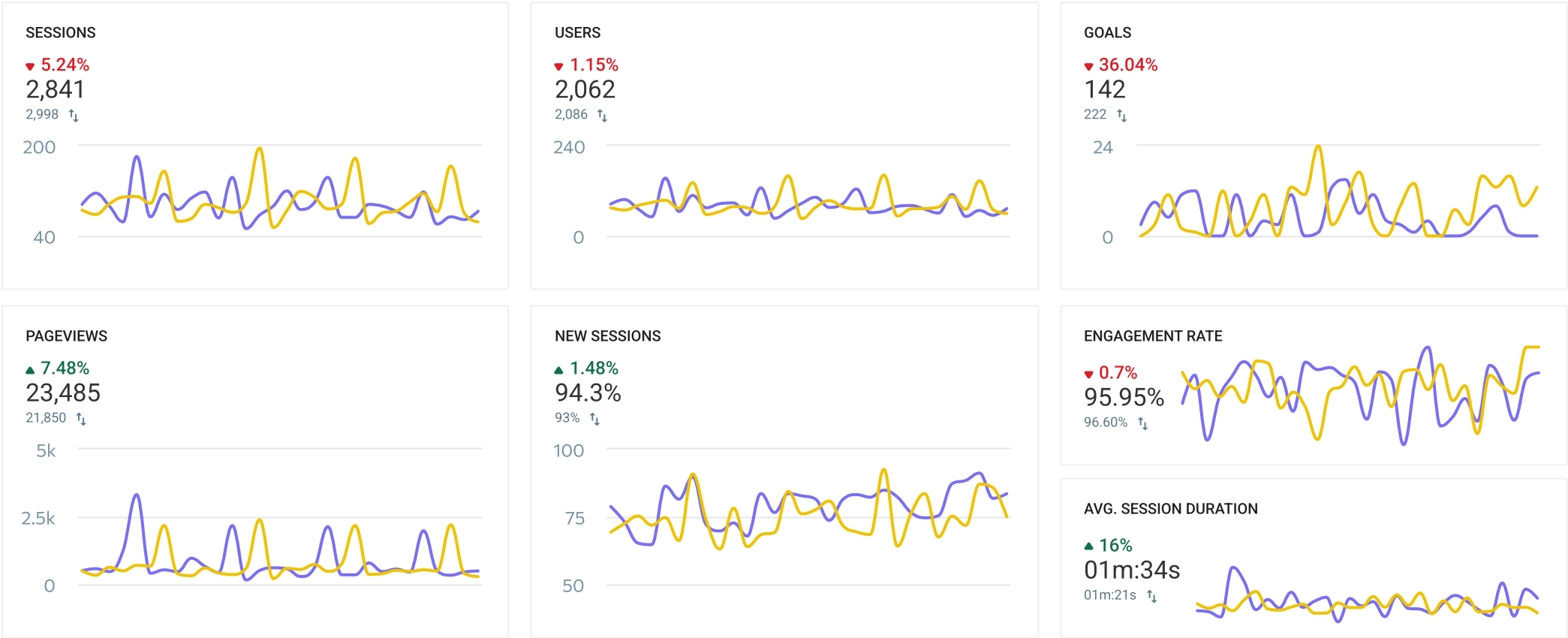
Average length of time that the website had focus in the browser



Traffic Overview

Audience GOOGLE ANALYTICS

Jun-01 2026 - Jun-30 2026



● Jun-01 2026 - Jun-30 2026 ● May-02 2026 - May-31 2026

Pages

All pages GOOGLE ANALYTICS

Jun-01 2026 - Jun-30 2026

Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	Jun-01 2026 - Jun-30 2026	847	80.15%	549	2.5K	35s	97.4%	6
2	/boats-in-stock/NewBoats/stacer							
	Jun-01 2026 - Jun-30 2026	215	37.5%	176	748	01m:12s	98.6%	0
3	/boats-in-stock/NewBoats/stessl							
	Jun-01 2026 - Jun-30 2026	192	20.71%	140	640	50s	98.96%	0
4	/boats-in-stock/NewBoats/sea-jay							
	Jun-01 2026 - Jun-30 2026	142	4.59%	109	476	38s	97.89%	0
5	/boats-in-stock/UsedBoats							
	Jun-01 2026 - Jun-30 2026	132	4.17%	120	335	18s	98.48%	0
6	/boats-in-stock/NewBoats							
	Jun-01 2026 - Jun-30 2026	113	10.13%	79	386	01m:08s	97.35%	0
7	/engines/yamaha-engines							

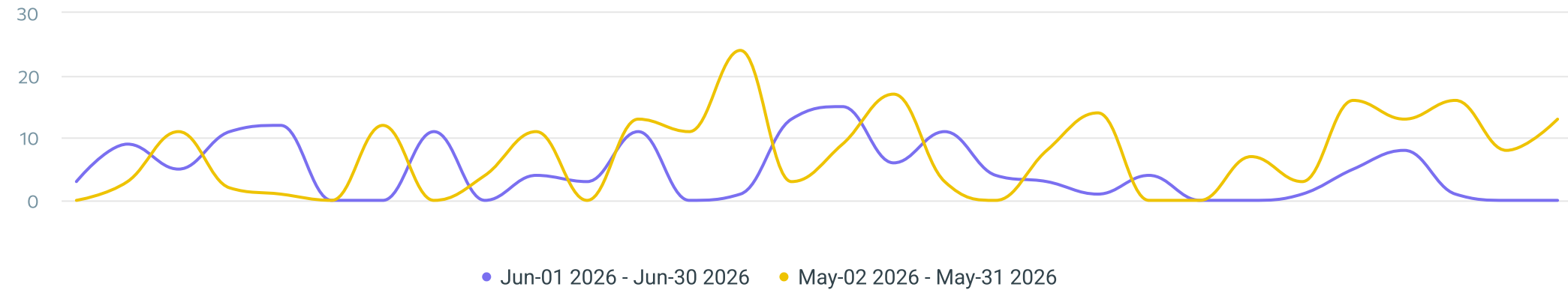
No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
	Jun-01 2026 - Jun-30 2026	93	62.32%	69	235	18s	98.92%	1
8	/products							
	Jun-01 2026 - Jun-30 2026	88	27.59%	58	380	01m:08s	96.59%	0
9	/boatranges/newboats							
	Jun-01 2026 - Jun-30 2026	79	44.44%	63	232	48s	97.47%	0
10	/boat-ranges/stessl							
	Jun-01 2026 - Jun-30 2026	78	29.51%	61	228	01m:12s	100%	0

Conversions

Goals GOOGLE ANALYTICS

Jun-01 2026 - Jun-30 2026

Goals



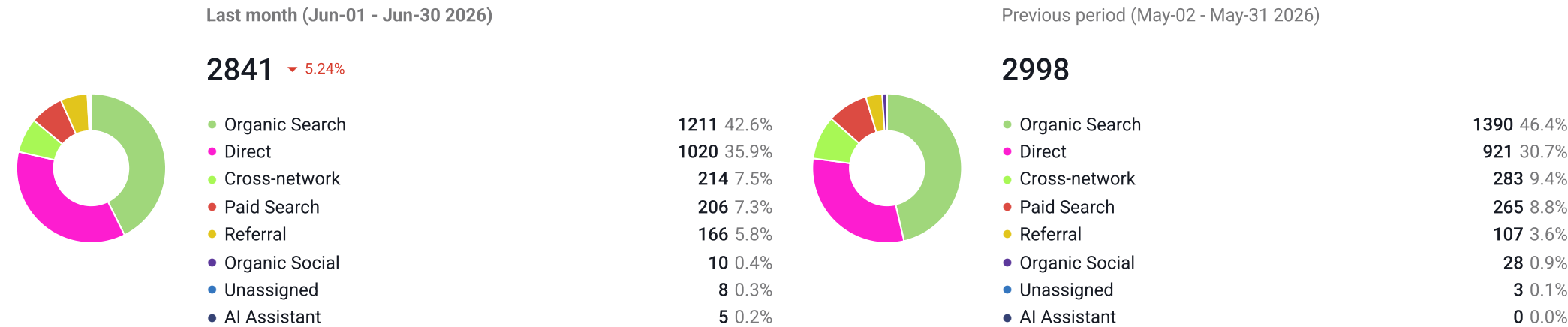
No.	Goal	Goals	Goal value
1	book_a_service		
	Jun-01 2026 - Jun-30 2026	66	0
	May-02 2026 - May-31 2026	161	0
	% Change	▼ 59%	
2	all_success_enquiries		
	Jun-01 2026 - Jun-30 2026	60	0
	May-02 2026 - May-31 2026	56	0

No.	Goal	Goals	Goal value
	% Change	▲ 7.1%	
3	Click_location_button		
	Jun-01 2026 - Jun-30 2026	13	0
	May-02 2026 - May-31 2026	0	0
	% Change		
4	file_download		
	Jun-01 2026 - Jun-30 2026	3	0
	May-02 2026 - May-31 2026	5	0
	% Change	▼ 40%	

Traffic Source

Overview: Sessions

Last month (Jun-01 - Jun-30 2026) ↑↓ Previous period (May-02 - May-31 2026)

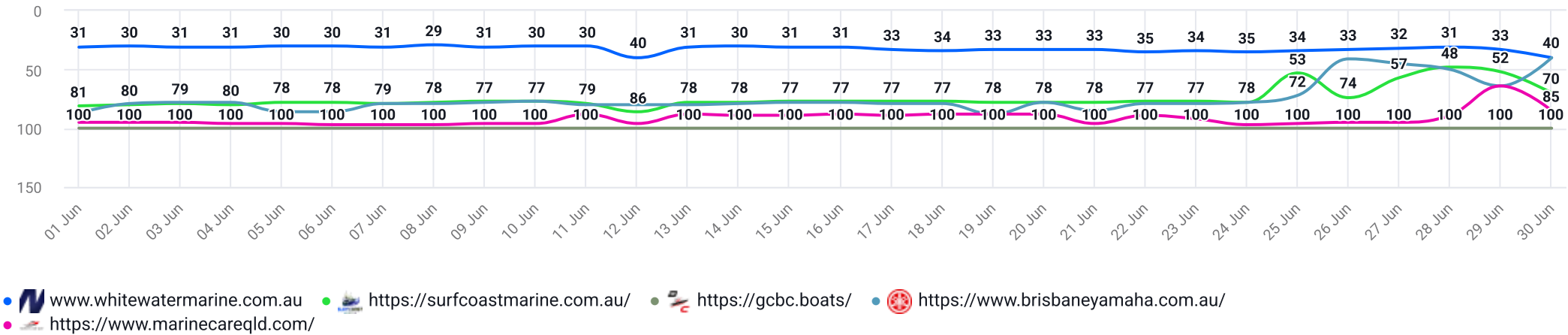


Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Organic Search								
Jun-01 2026 - Jun-30 2026	1.2K	1.2K	846	95.38%	88.53%	59	110.47 sec	7.8K
May-02 2026 - May-31 2026	1.4K	1.3K	937	96.69%	86.23%	44	84.26 sec	7.2K
% Change	▼ -12.9%	▼ -14.1%	▼ -9.7%	▼ -1.4%	▲ 2.7%	▲ 34.1%	▲ 31.1%	▲ 8.5%
2 Direct								
Jun-01 2026 - Jun-30 2026	1K	1K	919	98.14%	98.26%	36	50.88 sec	10.3K
May-02 2026 - May-31 2026	921	897	779	97.39%	98.33%	92	44.27 sec	9.4K
% Change	▲ 10.7%	▲ 11.6%	▲ 18.0%	▲ 0.8%	▼ -0.1%	▼ -60.9%	▲ 14.9%	▲ 8.9%
3 Cross-network								
Jun-01 2026 - Jun-30 2026	214	209	139	97.66%	84.89%	3	108.83 sec	1.7K

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
May-02 2026 - May-31 2026	283	268	199	94.7%	78.39%	30	118.47 sec	2K
% Change	▼ -24.4%	▼ -22.0%	▼ -30.2%	▲ 3.1%	▲ 8.3%	▼ -90%	▼ -8.1%	▼ -17.9%
4 Paid Search								
Jun-01 2026 - Jun-30 2026	206	198	145	96.12%	89.66%	15	155.44 sec	1.5K
May-02 2026 - May-31 2026	265	253	184	95.47%	86.41%	32	137.74 sec	2.2K
% Change	▼ -22.3%	▼ -21.7%	▼ -21.2%	▲ 0.7%	▲ 3.8%	▼ -53.1%	▲ 12.9%	▼ -32.9%
5 Referral								
Jun-01 2026 - Jun-30 2026	166	147	47	88.55%	70.21%	29	145.08 sec	2.1K
May-02 2026 - May-31 2026	107	96	41	89.72%	70.73%	15	121.09 sec	791
% Change	▲ 55.1%	▲ 53.1%	▲ 14.6%	▼ -1.3%	▼ -0.7%	▲ 93.3%	▲ 19.8%	▲ 171.6%
6 Organic Social								
Jun-01 2026 - Jun-30 2026	10	9	8	90%	87.5%	0	41.3 sec	26
May-02 2026 - May-31 2026	28	27	22	96.43%	90.91%	9	117 sec	193
% Change	▼ -64.3%	▼ -66.7%	▼ -63.6%	▼ -6.7%	▼ -3.8%	▼ -100%	▼ -64.7%	▼ -86.5%
7 Unassigned								
Jun-01 2026 - Jun-30 2026	8	0	8	0%	0%	0	29.5 sec	20
May-02 2026 - May-31 2026	3	1	3	33.33%	33.33%	0	52.67 sec	13
% Change	▲ 166.7%	▼ -100%	▲ 166.7%	▼ -100%	▼ -100%	▼ 0%	▼ -44.0%	▲ 53.8%
8 AI Assistant								
Jun-01 2026 - Jun-30 2026	5	5	5	100%	100%	0	308.2 sec	84
May-02 2026 - May-31 2026	-	-	-	-	-	-	-	-
% Change	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%

Competitors Average Position Trend

Average position Jun-01 2026 - Jun-30 2026



HEALTH SCORE



Backlinks

