



SEO report

www.whitewatermarine.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.

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 29 ▼ 1	Search visibility 25.7%	Traffic forecast 852 ▼ 58	Keywords in SERP 107
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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	106	1	1
white water marine	107	1	1
fishing boats for sale ashmore qld	8.4K	1	1
boat motor accessories ashmore	38K	1	1
stacer boat trailers ashmore	1.5K	1	1
boat shop ashmore qld	103	1	1
boats for sale ashmore qld	101	1	1
new stacer boats and trailer sales	203	8	2 ▲ 6
stacer boat for sale gold coast	167	4	3 ▲ 1
stacer boats gold coast	105	3	3
stacer dealers qld	109	2	3 ▼ 1
stacer dealers	112	3	3
stessl boat dealers	93	3	3
stacer 429 outlaw for sale ashmore	352	1	3 ▼ 2
new stacer boats	202	4	5 ▼ 1

Keyword	Results	Month ago ▲	Current rankings
stacer boat	171	8	6 ▲ 2
stacer aluminium boats	171	5	6 ▼ 1
yamaha spare parts ashmore qld	4.4K	2	7 ▼ 5
stessl aluminium boats	165	4	7 ▼ 3
used stacer boats for sale qld	106	8	8
stacer 429 seamaster price	147	20	8 ▲ 12
stessl boat for sale	156	7	8 ▼ 1
stacer boat dealers	110	5	9 ▼ 4
new boats for sale	215	12	9 ▲ 3
new stacer boats for sale	182	11	10 ▲ 1
yamaha gold coast servicing	100	7	11 ▼ 4
stacer boats for sale	175	17	13 ▲ 4
yamaha service gold coast	106	8	13 ▼ 5
stacer tinnie	145	12	14 ▼ 2
boat for sales gold coast	180	16	16
gold coast boat servicing	113	13	16 ▼ 3
stacer tinnies for sale	168	23	18 ▲ 5
stacer 499 crossfire	140	21	19 ▲ 2
boat accessories gold coast	179	31	20 ▲ 11
yamaha boat motors	174	36	20 ▲ 16
yamaha outboard engines qld	174	23	21 ▲ 2
stacer outlaw 429 price	146	27	22 ▲ 5
469 stacer outlaw	95	27	22 ▲ 5
stacer outlaw 469	76	29	22 ▲ 7
wild rider boat	160	-	31 ▲ 69
yamaha outboard servicing	105	48	35 ▲ 13

Keyword	Results	Month ago ▲	Current rankings
stacer crossfire	168	43	38 ▲ 5
yamaha outboard parts	103	-	-
yamaha outboard parts australia	168	-	-
yamaha marine insurance	108	-	-
yamaha marine finance	148	39	-
yamaha boat engine	169	29	-
outboard servicing	150	-	-
fishing boat gold coast	197	-	-
stacer crossfire 499 price	66	21	-
stacer wildrider	105	35	-
stacer 469 outlaw side console	148	36	-
used boats for sale	212	-	-

 Google Mobile Australia 4214, Queensland, Australia






Keyword	Results	Month ago ▲	Current rankings
 General			
whitewater marine	106	1	1
white water marine	107	1	1
stacer dealers qld	109	1	1
fishing boats for sale ashmore qld	8.4K	1	1
boat motor accessories ashmore	38K	1	1
stacer boat trailers ashmore	1.5K	1	1
boat shop ashmore qld	103	1	1
boats for sale ashmore qld	101	1	1
new stacer boats and trailer sales	203	3	2 ▲ 1
evinrude marine oil	N/A	9	2 ▲ 7
stacer boat packages prices	N/A	3	2 ▲ 1
new boats for sale	215	4	2 ▲ 2
stacer boat for sale gold coast	167	3	3

Keyword	Results	Month ago ▲	Current rankings
new stacer boats	202	6	3 ▲ 3
stacer boats gold coast	105	3	3
stacer dealers	112	2	3 ▼ 1
stacer boat dealers	110	2	3 ▼ 1
stessl boat dealers	93	4	3 ▲ 1
stacer 429 outlaw for sale ashmore	352	3	3
stessl aluminium boats	165	4	4
stacer boats for sale	175	11	5 ▲ 6
outboard servicing	150	4	5 ▼ 1
yamaha outboard service	5.8M	4	5 ▼ 1
boats sales gold coast	17M	9	6 ▲ 3
boat shops	188M	8	6 ▲ 2
yamaha outboard servicing	105	6	7 ▼ 1
stacer boats	N/A	8	7 ▲ 1
new stacer boats for sale	182	8	7 ▲ 1
stessl boat for sale	156	5	7 ▼ 2
gold coast boat servicing	113	12	8 ▲ 4
stacer 429 seamaster price	147	19	8 ▲ 11
yamaha spare parts ashmore qld	4.4K	2	8 ▼ 6
used stacer boats for sale qld	106	8	9 ▼ 1
smartwave 4200	192	8	10 ▼ 2
yamaha gold coast servicing	100	9	11 ▼ 2
stacer boat sales	N/A	8	12 ▼ 4
stacer aluminium boats	171	12	12
yamaha service gold coast	106	12	13 ▼ 1
stacer boat	171	8	14 ▼ 6

Keyword	Results	Month ago ▲	Current rankings
stacer tinnie	145	13	14 ▼ 1
boat for sales gold coast	180	8	15 ▼ 7
stacer tinnies for sale	168	11	15 ▼ 4
smartwave boats	38K	9	15 ▼ 6
boat accessories gold coast	179	16	16
yamaha boat motors	174	33	17 ▲ 16
stacer 499 crossfire	140	23	22 ▲ 1
yamaha outboard engines qld	174	22	22
469 stacer outlaw	95	29	24 ▲ 5
wild rider boat	160	-	25 ▲ 75
yamaha boat engine	169	33	25 ▲ 8
stacer 469 outlaw side console	148	36	25 ▲ 11
stacer boat trailers	461K	-	27 ▲ 73
motor boat yamaha	N/A	33	31 ▲ 2
yamaha outboard	34M	-	41 ▲ 59
smartwave 4800	175	46	42 ▲ 4
smartwave 3500	188	55	44 ▲ 11
stacer outlaw 429 price	146	28	53 ▼ 25
fishing boat for sale	80M	-	-
marine accessories	1.2B	68	-
family boat	1.1B	56	-
family boat gold coast	N/A	-	-
yamaha outboard parts	103	-	-
yamaha outboard parts australia	168	-	-
boat engine accessories	29M	-	-
yamaha marine insurance	108	-	-
yamaha marine finance	148	36	-
yamaha spare parts	20M	-	-

Keyword	Results	Month ago ▲	Current rankings
yamaha insurance and finance	N/A	-	-
fishing boat gold coast	197	-	-
yamaha servicing	177M	-	-
marine services	615M	-	-
stacer crossfire 499 price	66	16	-
stacer bimini extension	5.1K	70	-
stacer 429 outlaw for sale	12K	-	-
stacer wildrider	105	23	-
stacer crossfire	168	43	-
stacer outlaw 469	76	31	-
stacer bimini	50	-	-
used boats for sale	212	-	-

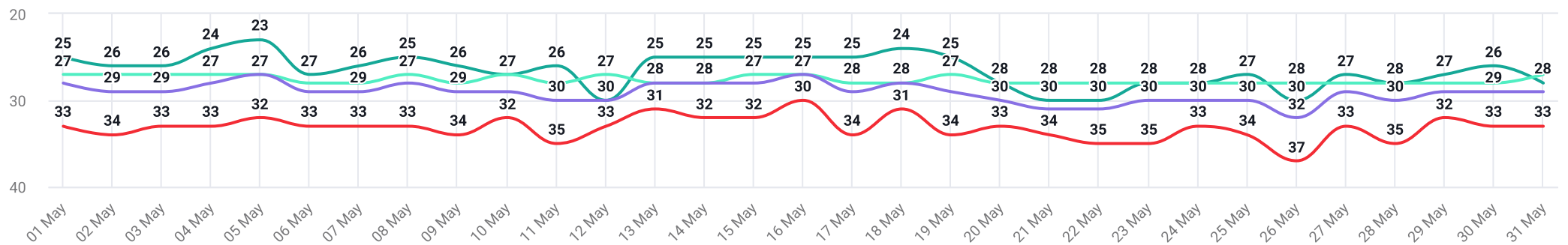
Distribution of Keywords





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	12	12	17	2	10	28
 General	53	6	12	12	17	2	10	28
 Google Mobile Australia 4214, Queensland, Australia	79	8	16	16	24	5	18	33
 General	79	8	16	16	24	5	18	33
 Google Australia 4214, Queensland, Australia	4	1	2	1	0	0	1	27

Average Position Trend

Average position

May-01 2026 - May-31 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

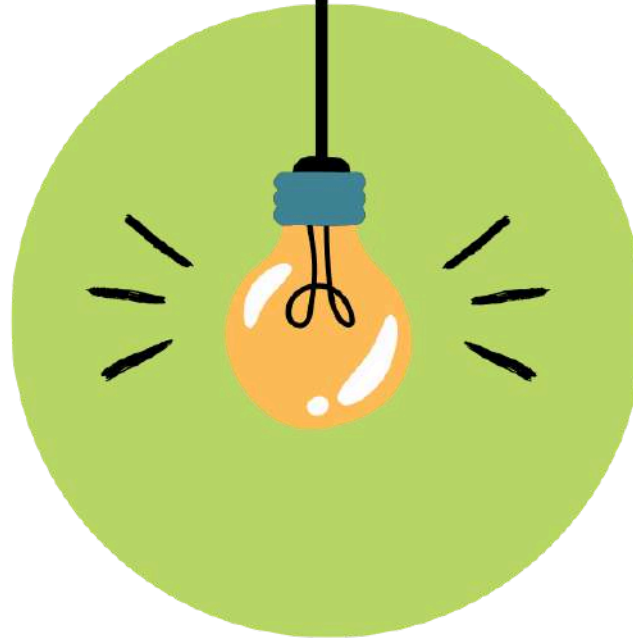
Number of times users triggered a conversion event or goals

ENGAGEMENT RATE

Ratio of engaged sessions to total sessions

AVG. ENGAGEMENT TIME

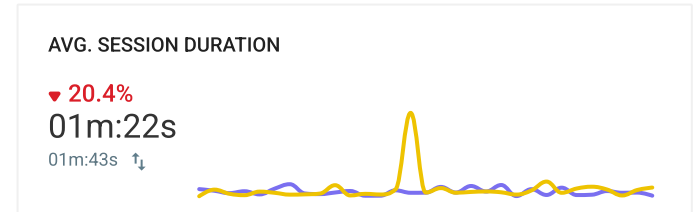
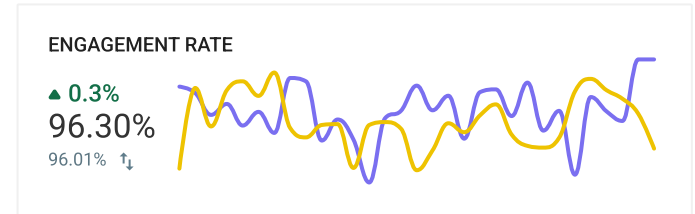
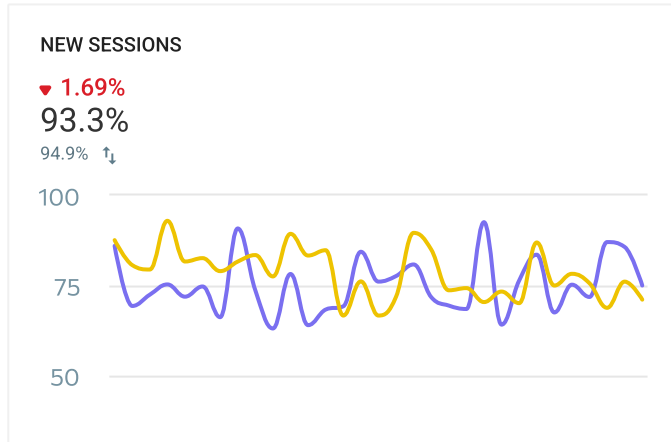
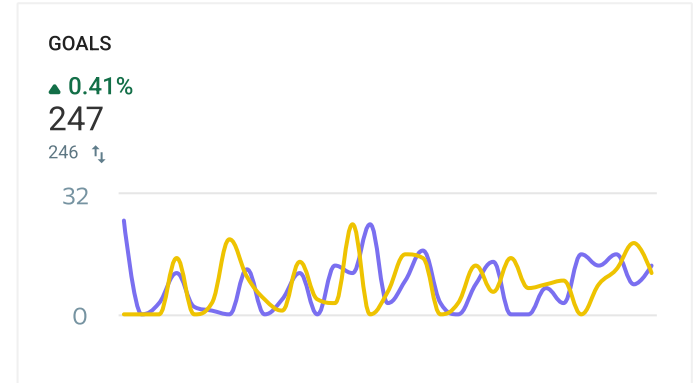
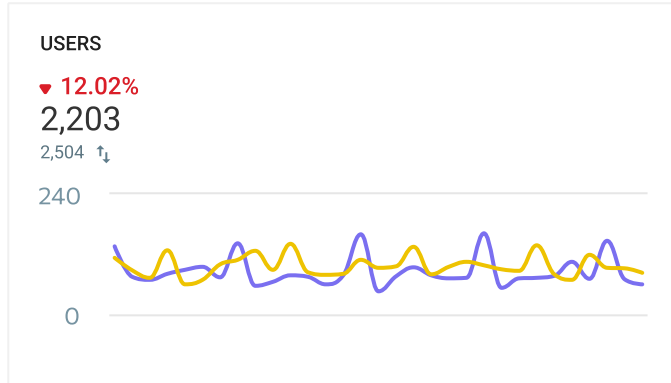
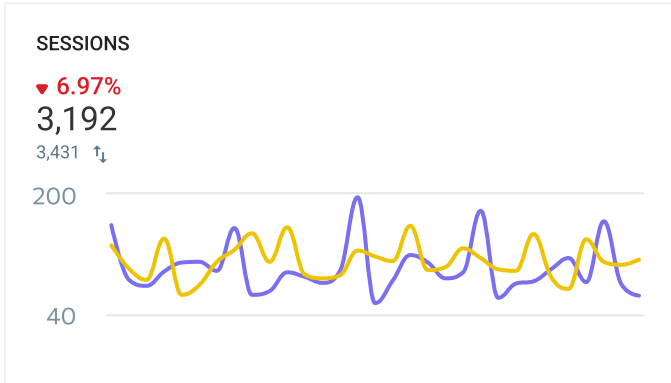
Average length of time that the website had focus in the browser



Traffic Overview

Audience GOOGLE ANALYTICS

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	1.1K	80.76%	712	2.9K	23s	97.75%	0
2	/boatranges/newboats							
	May-01 2026 - May-31 2026	439	26.9%	290	1.7K	01m:39s	96.81%	0
3	/boatranges/usedboats							
	May-01 2026 - May-31 2026	187	13.38%	157	461	32s	98.93%	0
4	/boatranges/stacer/downloadsspecs							
	May-01 2026 - May-31 2026	147	83.56%	146	1.9K	22s	100%	0
5	/boatranges/stessl-boat-range							
	May-01 2026 - May-31 2026	133	12.87%	101	367	26s	97.74%	0
6	/boatranges/newboats/sea-jay							
	May-01 2026 - May-31 2026	118	76.42%	106	321	31s	98.31%	0
7	/engines/yamaha-engines							

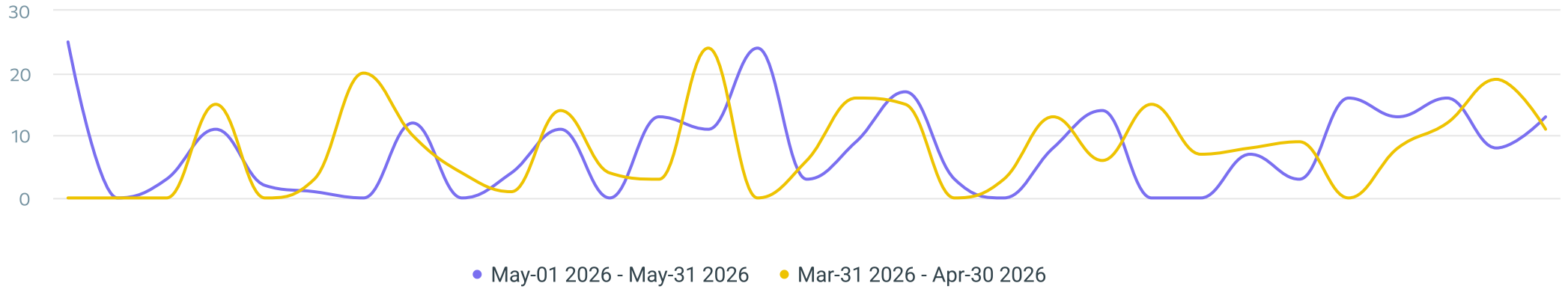
No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
	May-01 2026 - May-31 2026	110	67.03%	91	283	16s	98.18%	0
8	/boatranges/sea-jay							
	May-01 2026 - May-31 2026	109	11.49%	87	330	19s	96.33%	0
9	/boatranges/newboats/stacer							
	May-01 2026 - May-31 2026	104	19.77%	86	378	01m:19s	97.12%	0
10	/boatranges/stacer							
	May-01 2026 - May-31 2026	99	14.63%	82	261	38s	98.99%	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	183	0
	Mar-31 2026 - Apr-30 2026	132	0
	% Change	▲ 38.6%	
2	all_success_enquiries		
	May-01 2026 - May-31 2026	59	0
	Mar-31 2026 - Apr-30 2026	112	0

No.	Goal	Goals	Goal value
	% Change	▼ 47.3%	
3	file_download		
	May-01 2026 - May-31 2026	5	0
	Mar-31 2026 - Apr-30 2026	1	0
	% Change	▲ 400%	

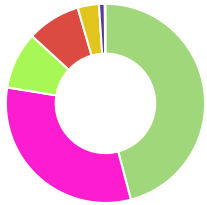
Traffic Source

Overview: Sessions

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

Last month (May-01 - May-31 2026)

3192 ▼ 6.97%

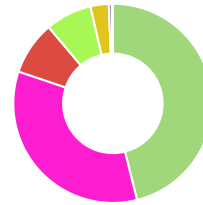


- Organic Search
- Direct
- Cross-network
- Paid Search
- Referral
- Organic Social
- Unassigned

1448 45.4%
 999 31.3%
 292 9.1%
 274 8.6%
 109 3.4%
 30 0.9%
 3 0.1%

Previous period (Mar-31 - Apr-30 2026)

3431



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

1593 46.4%
 1177 34.3%
 300 8.7%
 260 7.6%
 102 3.0%
 17 0.5%
 6 0.2%

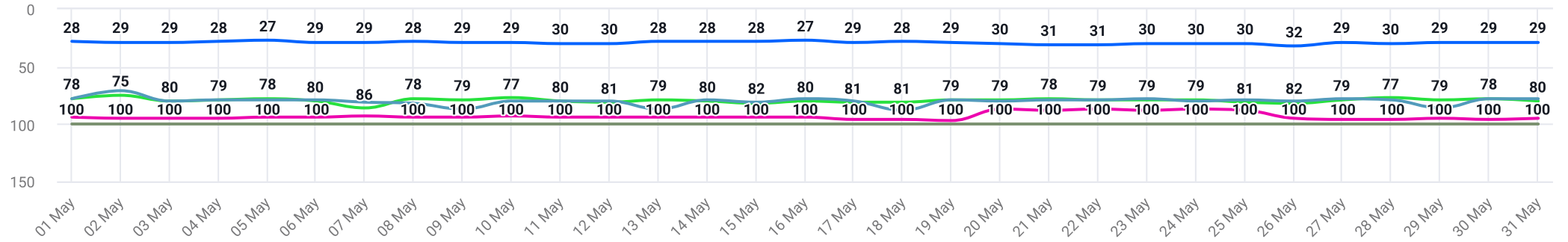
Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Organic Search								
May-01 2026 - May-31 2026	1.4K	1.4K	972	96.55%	86.52%	50	83.97 sec	7.4K
Mar-31 2026 - Apr-30 2026	1.6K	1.5K	1.1K	95.67%	90.02%	98	95.43 sec	9.1K
% Change	▼ -9.1%	▼ -8.3%	▼ -9.3%	▲ 0.9%	▼ -3.9%	▼ -49.0%	▼ -12.0%	▼ -18.2%
2 Direct								
May-01 2026 - May-31 2026	999	975	849	97.6%	98.47%	100	50.9 sec	10.8K
Mar-31 2026 - Apr-30 2026	1.2K	1.1K	1K	96.43%	99.62%	66	97.23 sec	8.9K
% Change	▼ -15.1%	▼ -14.1%	▼ -18.4%	▲ 1.2%	▼ -1.2%	▲ 51.5%	▼ -47.6%	▲ 21.1%
3 Cross-network								
May-01 2026 - May-31 2026	292	277	203	94.86%	78.33%	38	116.85 sec	2.1K
Mar-31 2026 - Apr-30 2026	260	254	183	97.69%	80.87%	37	119.82 sec	1.9K

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
% Change	▲ 12.3%	▲ 9.1%	▲ 10.9%	▼ -2.9%	▼ -3.1%	▲ 2.7%	▼ -2.5%	▲ 9.7%
4 Paid Search								
May-01 2026 - May-31 2026	274	262	192	95.62%	86.98%	32	135.89 sec	2.3K
Mar-31 2026 - Apr-30 2026	300	285	216	95%	83.33%	29	94.82 sec	2.1K
% Change	▼ -8.7%	▼ -8.1%	▼ -11.1%	▲ 0.7%	▲ 4.4%	▲ 10.3%	▲ 43.3%	▲ 8.3%
5 Referral								
May-01 2026 - May-31 2026	109	98	42	89.91%	71.43%	15	120.21 sec	803
Mar-31 2026 - Apr-30 2026	102	87	51	85.29%	64.71%	13	251 sec	1.2K
% Change	▲ 6.9%	▲ 12.6%	▼ -17.6%	▲ 5.4%	▲ 10.4%	▲ 15.4%	▼ -52.1%	▼ -34.1%
6 Organic Social								
May-01 2026 - May-31 2026	30	29	24	96.67%	91.67%	12	109.3 sec	200
Mar-31 2026 - Apr-30 2026	17	15	14	88.24%	92.86%	3	68.29 sec	95
% Change	▲ 76.5%	▲ 93.3%	▲ 71.4%	▲ 9.6%	▼ -1.3%	▲ 300%	▲ 60.1%	▲ 110.5%
7 Unassigned								
May-01 2026 - May-31 2026	3	1	3	33.33%	33.33%	0	52.67 sec	13
Mar-31 2026 - Apr-30 2026	6	3	6	50%	16.67%	0	58.5 sec	36
% Change	▼ -50%	▼ -66.7%	▼ -50%	▼ -33.3%	▲ 99.9%	▼ 0%	▼ -10.0%	▼ -63.9%

Competitors Average Position Trend

Average position

May-01 2026 - May-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

