



SEO report

www.shwallacemarine.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.

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

 www.shwallacemarine.com.au

Average position 44 ▲ 5	Search visibility 8.9% ▼ -8.8%	Traffic forecast 711 ▼ 472	Keywords in SERP 76
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Keywords Ranking

 www.shwallacemarine.com.au

● Entered Top 10 ● Left Top 10 ● In Top 10 ● Entered Top 100

 Google Australia Victoria, Australia

Keyword	Results	Month ago ▲	Current rankings
General			
sh wallace	82	1	1
wallace marine	33M	1	1
shepparton stacer	4.9K	1	1
shepparton stacer boat	5.8K	1	1
stacer outlaw shepparton	886	1	1
shepparton boats	332K	2	2
marine shepparton	464K	1	2 ▼ 1
boats shepparton	349K	2	2
fishing boats Shepparton	94K	2	2
new boats for sale shepparton	204K	1	2 ▼ 1
shepparton marine	464K	2	3 ▼ 1
boats for sale shepparton	235K	5	3 ▲ 2
used boats for sale shepparton	161K	3	3
stacer dealers victoria	9.8K	3	4 ▼ 1
fishing boats for sale shepparton	49K	3	4 ▼ 1

Keyword	Results	Month ago ▲	Current rankings
tohatsu	3.6M	8	6 ▲ 2
tohatsu dealer	966K	7	6 ▲ 1
stacer boat for sale vic	328K	-	9 ▲ 91
stacer boat dealer	113	3	13 ▼ 10
tohatsu outboards	2.3M	15	13 ▲ 2
crossfire boat	3.2M	17	18 ▼ 1
honda boat engines for sale	5.3M	36	18 ▲ 18
crossfire boat for sale	1M	24	19 ▲ 5
honda boat engine	36M	32	22 ▲ 10
new stacer boat for sale	543K	14	23 ▼ 9
boat service victoria	118M	9	24 ▼ 15
boating equipment for sale	151M	-	32 ▲ 68
honda outboard motors	6M	35	35
boating supplies	140M	-	38 ▲ 62
proline angler	184K	29	39 ▼ 10
honda motor boat	43M	21	43 ▼ 22
boating accessories	167M	-	56 ▲ 44
aluminium boat trailers	2.1M	71	75 ▼ 4
boat for sale	642M	-	-
stacer boat for sale	539K	-	-
fishing boat for sale victoria	12M	-	-
wild rider boat	14M	-	-
boat services	130	-	-
wildrider boat	34K	-	-
stacer boats for sale	518K	-	-
marine accessories	1.1B	-	-
boating equipment	925M	-	-

Keyword	Results	Month ago ▲	Current rankings
stacer boat	643K	-	-
used stacer boat for sale	433K	-	-
stacer boat price	450K	-	-
stacer boat trailers	177K	-	-
stacer boats for sale victoria	123K	17	-
aluminium fishing boats for sale	3M	-	-
second hand boats for sale victoria	7.7M	-	-
marine accessories for boats	1.1B	-	-
marine electronics accessories	51M	-	-
outboard engines for sale victoria	1.1M	-	-

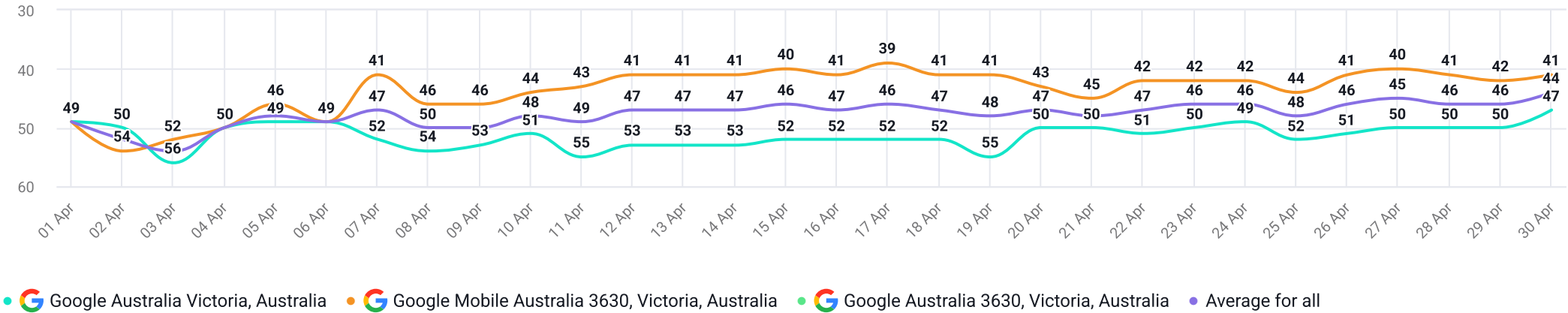
Distribution of Keywords

Search Engines	Total Keywords	Top 1	Top 3	Top 4..10	Top 11..30	Top 100	Out of SERP	Avg. Position
 Google Australia Victoria, Australia	52	5	13	5	8	7	19	47
 General	52	5	13	5	8	7	19	47
 Google Mobile Australia 3630, Victoria, Australia	65	8	21	6	12	4	22	41
 General	65	8	21	6	12	4	22	41
 Google Australia 3630, Victoria, Australia	0	0	0	0	0	0	0	

Average Position Trend

Average position

Apr-01 2026 - Apr-30 2026



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

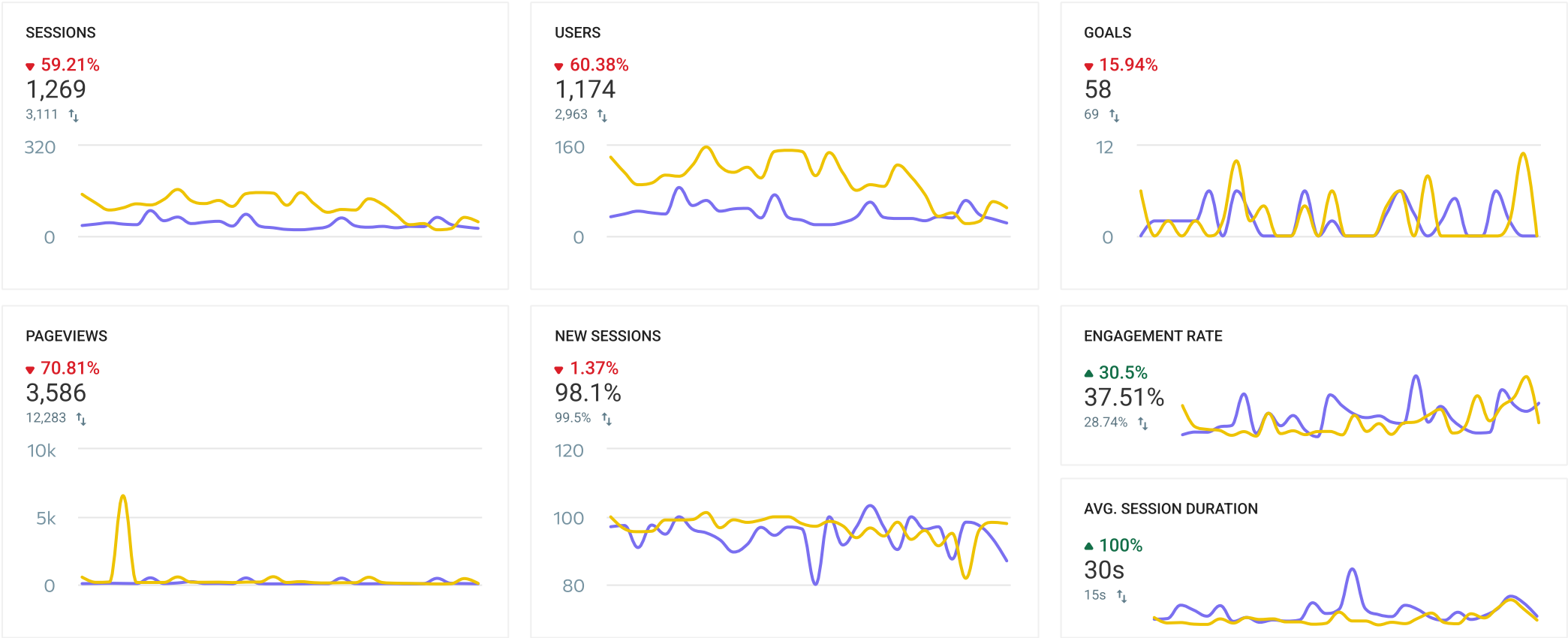
Average length of time that the website had focus in the browser



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	368	91.32%	334	438	20s	47.01%	0
2	/boatranges/newboats							
	Apr-01 2026 - Apr-30 2026	62	5.66%	53	92	33s	96.77%	0
3	/boatranges/usedboats							
	Apr-01 2026 - Apr-30 2026	57	5.66%	53	66	13s	96.49%	0
4	/boatranges/stacer/downloadsspecs							
	Apr-01 2026 - Apr-30 2026	53	69.81%	53	407	06s	98.11%	0
5	/boatranges/newboats/stacer-529-assault-pro-tournament-2023-100							
	Apr-01 2026 - Apr-30 2026	37	42.86%	35	36	28s	72.97%	0
6	/error404.aspx							
	Apr-01 2026 - Apr-30 2026	33	100%	33	33	00s	6.06%	0
7	/boatranges/stacer							

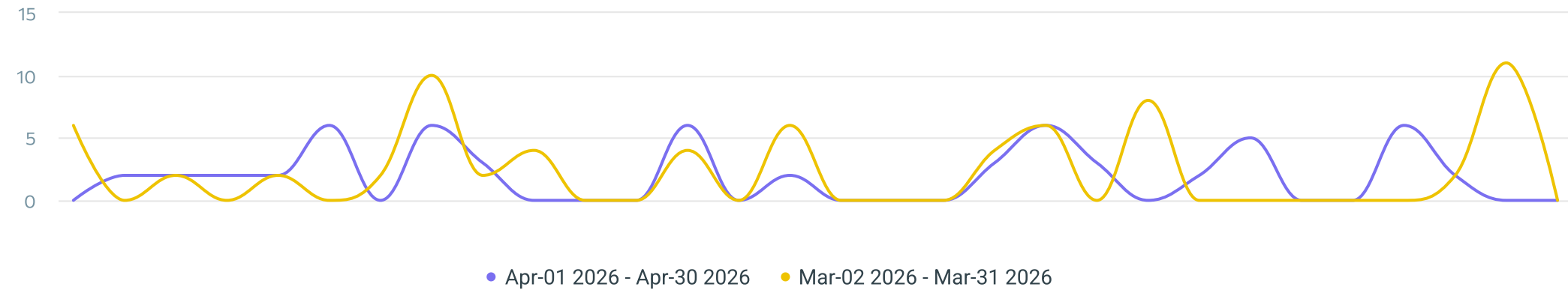
No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
	Apr-01 2026 - Apr-30 2026	32	3.85%	26	50	35s	93.75%	0
8	/general/contact							
	Apr-01 2026 - Apr-30 2026	32	21.43%	28	33	33s	75%	1
9	/buying-a-boat/news/top-10-must-have-boat-accessories-for-every-boating-enthusia							
	Apr-01 2026 - Apr-30 2026	31	90.32%	31	34	22s	61.29%	0
10	/engines/tohatsu-engines							
	Apr-01 2026 - Apr-30 2026	29	58.62%	29	39	10s	72.41%	0

Conversions

Goals GOOGLE ANALYTICS

Apr-01 2026 - Apr-30 2026

Goals



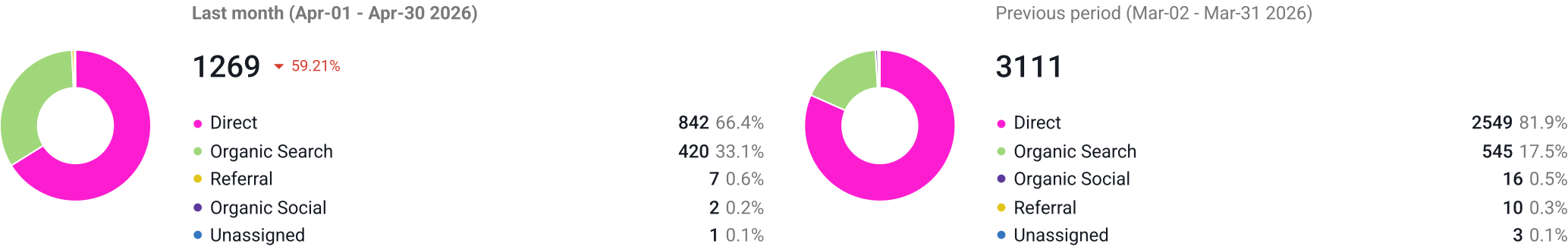
No.	Goal	Goals	Goal value
1	BookAService		
	Apr-01 2026 - Apr-30 2026	47	0
	Mar-02 2026 - Mar-31 2026	62	0
	% Change	▼ 24.2%	
2	all_success_enquiries		
	Apr-01 2026 - Apr-30 2026	10	0
	Mar-02 2026 - Mar-31 2026	4	0

No.	Goal	Goals	Goal value
	% Change	▲ 150%	
3	Click_location_button		
	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)

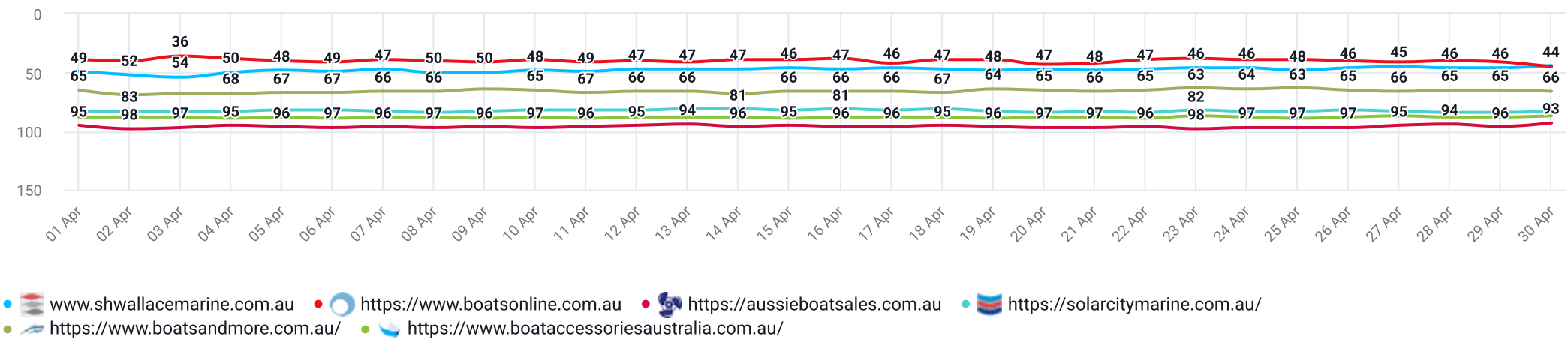


Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
Apr-01 2026 - Apr-30 2026	2	1	2	50%	100%	0	20.5 sec	2
Mar-02 2026 - Mar-31 2026	16	10	9	62.5%	77.78%	4	53.13 sec	104
% Change	▼ -87.5%	▼ -90%	▼ -77.8%	▼ -20%	▲ 28.6%	▼ -100%	▼ -61.4%	▼ -98.1%
5 Unassigned								
Apr-01 2026 - Apr-30 2026	1	0	1	0%	100%	0	0 sec	1
Mar-02 2026 - Mar-31 2026	3	0	3	0%	33.33%	0	7 sec	1
% Change	▼ -66.7%	▼ 0%	▼ -66.7%	▼ 0%	▲ 200.0%	▼ 0%	▼ -100%	▼ 0%

Competitors Average Position Trend

Average position

Apr-01 2026 - Apr-30 2026



HEALTH SCORE



Backlinks

