



SEO report

www.shwallacemarine.com.au

AUG-01 2026 - AUG-31 2026



Table of Contents

Key Ranking Metrics 4

Keywords Ranking 4

Distribution of Keywords 9

Average Position Trend 9

Traffic Overview 11

Pages 12

Conversions 14

Traffic Source 16

Competitors Average Position Trend 18

Audit overview 19

Backlinks 20

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 46 ▾ 5	Search visibility 9.3% ▾ -2.1%	Traffic forecast 462 ▾ 102	Keywords in SERP 74
----------------------------	-----------------------------------	-------------------------------	------------------------

Keywords Ranking

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	106	1	1
wallace marine	107	1	1
shepparton stacer	107	1	1
shepparton stacer boat	107	1	1
marine shepparton	118	1	1
stacer outlaw shepparton	2.1K	1	1
new boats for sale shepparton	118	1	1
shepparton boats	125	3	2 ▲ 1
shepparton marine	115	2	2
boats shepparton	118	3	2 ▲ 1
fishing boats Shepparton	173	1	2 ▾ 1
fishing boats for sale shepparton	171	3	3
used boats for sale shepparton	106	3	3
boats for sale shepparton	108	3	4 ▾ 1
honda outboard motors	172	13	9 ▲ 4

Keyword	Results	Month ago ▲	Current rankings
honda boat engine	197	10	12 ▼ 2
stacer dealers victoria	109	6	12 ▼ 6
stacer boat for sale vic	173	10	13 ▼ 3
stacer boats for sale victoria	109	21	13 ▲ 8
honda boat engines for sale	201	25	15 ▲ 10
honda motor boat	172	14	21 ▼ 7
tohatsu	159	14	24 ▼ 10
wild rider boat	170	-	26 ▲ 74
wildrider boat	182	31	30 ▲ 1
tohatsu outboards	161	19	33 ▼ 14
proline angler	195	35	35
new stacer boat for sale	181	20	41 ▼ 21
stacer boat	172	33	60 ▼ 27
boat for sale	239	-	-
stacer boat dealer	109	24	-
stacer boat for sale	178	21	-
fishing boat for sale victoria	169	-	-
crossfire boat	194	-	-
boat services	171	-	-
boat service victoria	121	-	-
stacer boats for sale	179	22	-
boating accessories	194	-	-
marine accessories	188	-	-
boating supplies	181	-	-
boating equipment	202	-	-
boating equipment for sale	185	-	-
used stacer boat for sale	183	-	-
stacer boat price	178	25	-

Keyword	Results	Month ago ▲	Current rankings
crossfire boat for sale	178	-	-
stacer boat trailers	169	15	-
tohatsu dealer	169	19	-
aluminium boat trailers	204	-	-
aluminium fishing boats for sale	203	-	-
second hand boats for sale victoria	107	-	-
marine accessories for boats	201	-	-
marine electronics accessories	209	-	-
outboard engines for sale victoria	179	-	-

 Google Mobile Australia 3630, Victoria, Australia

Keyword	Results	Month ago ▲	Current rankings
keyword			
boat dealers shepparton vic	112	1	1
General			
sh wallace	106	1	1
wallace marine	107	1	1
shepparton stacer	107	1	1
shepparton stacer boat	107	1	1
stacer outlaw shepparton	2.1K	1	1
new boats for sale shepparton	118	1	1
shepparton boats	125	3	2 ▲ 1
marine shepparton	118	2	2
boats shepparton	118	3	2 ▲ 1
fishing boats Shepparton	173	2	2
stacer dealers victoria	109	3	3
shepparton marine	115	2	3 ▼ 1
fishing boats for sale shepparton	171	3	3
used boats for sale shepparton	106	3	3

Keyword	Results	Month ago ▲	Current rankings
boats for sale shepparton	108	3	4 ▼ 1
boat repairs	N/A	10	7 ▲ 3
new boats for sale	183M	11	7 ▲ 4
stacer boat dealer	109	5	9 ▼ 4
boat for sale	239	13	10 ▲ 3
boat service victoria	121	12	10 ▲ 2
marine shop	N/A	9	11 ▼ 2
stacer boat for sale vic	173	10	12 ▼ 2
honda boat engine	197	11	12 ▼ 1
boat services	171	11	13 ▼ 2
used boat for sale	367M	-	14 ▲ 86
used boats for sale	121M	-	14 ▲ 86
honda motor boat	172	14	14
honda boat engines for sale	201	14	15 ▼ 1
stacer boats for sale victoria	109	15	18 ▼ 3
honda outboard motors	172	14	21 ▼ 7
tohatsu	159	15	23 ▼ 8
wild rider boat	170	52	26 ▲ 26
crossfire boat for sale	178	23	28 ▼ 5
tohatsu dealer	169	14	29 ▼ 15
proline angler	195	7	30 ▼ 23
marine supplies	N/A	26	30 ▼ 4
wildrider boat	182	27	33 ▼ 6
boating supplies	181	34	33 ▲ 1
tohatsu outboards	161	17	33 ▼ 16
new stacer boat for sale	181	7	35 ▼ 28

Keyword	Results	Month ago ▲	Current rankings
stacer boat	172	52	59 ▼ 7
fishing boat	562M	4	-
fishing boat for sale	146M	10	-
stacer boat for sale	178	26	-
fishing boat for sale victoria	169	-	-
outlaw boat	10M	36	-
crossfire boat	194	-	-
stacer boats for sale	179	29	-
boating accessories	194	-	-
marine accessories	188	-	-
boat accessories	828M	-	-
boating equipment	202	-	-
boating equipment for sale	185	-	-
boat engines	N/A	-	-
used stacer boat for sale	183	-	-
stacer boat price	178	26	-
stacer boat trailers	169	17	-
fishing boat for sale	147M	-	-
outboard motors for sale	7.9M	-	-
aluminium boat trailers	204	-	-
aluminium fishing boats for sale	203	-	-
second hand boats for sale victoria	107	-	-
marine accessories for boats	201	-	-
marine electronics accessories	209	-	-
outboard engines for sale victoria	179	-	-

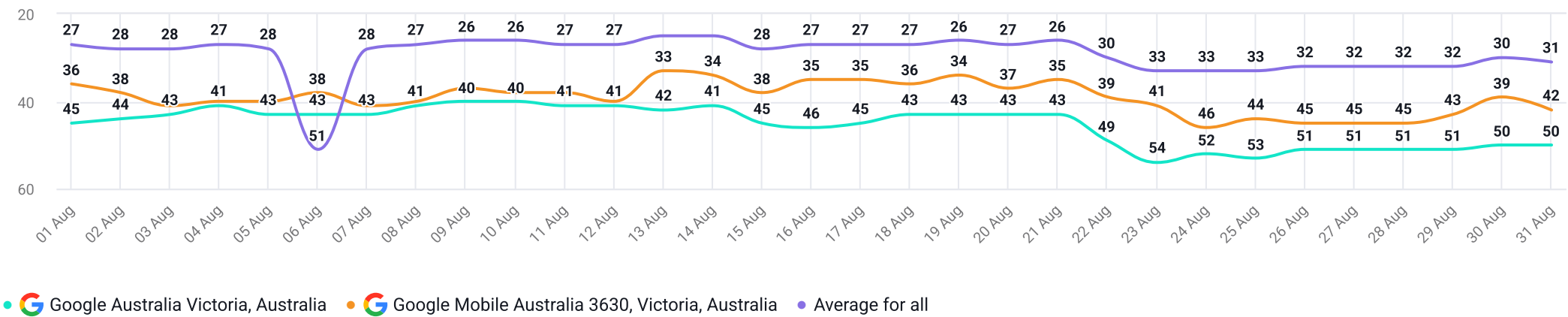
Distribution of Keywords

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	7	13	1	14	2	22	50
 General	52	7	13	1	14	2	22	50
 Google Mobile Australia 3630, Victoria, Australia	66	7	15	7	19	3	22	42
 General	65	6	14	7	19	3	22	42
 keyword	1	1	1	0	0	-	0	1

Average Position Trend

Average position

Aug-01 2026 - Aug-31 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

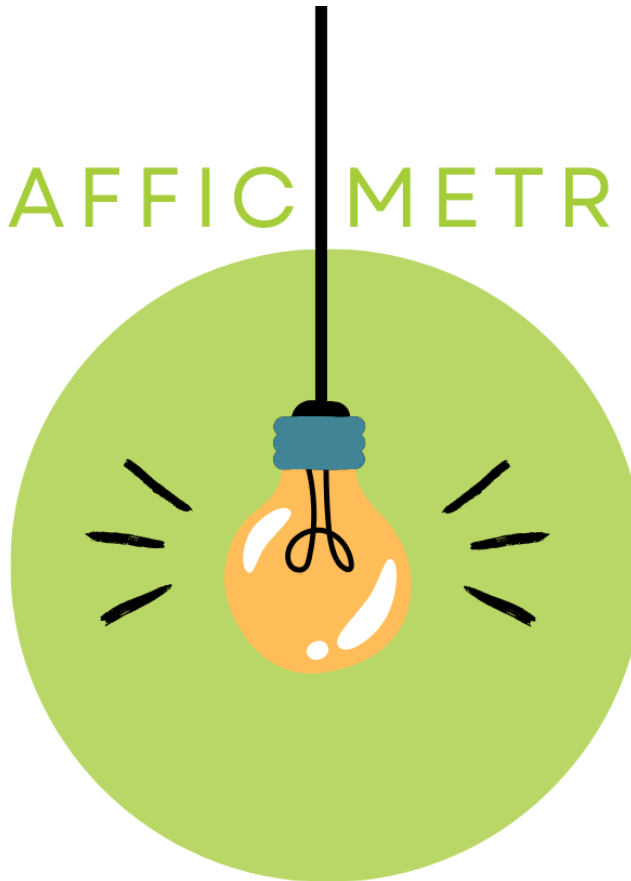
Number of times users triggered a conversion event or goals

ENGAGEMENT RATE

Ratio of engaged sessions to total sessions

AVG. ENGAGEMENT TIME

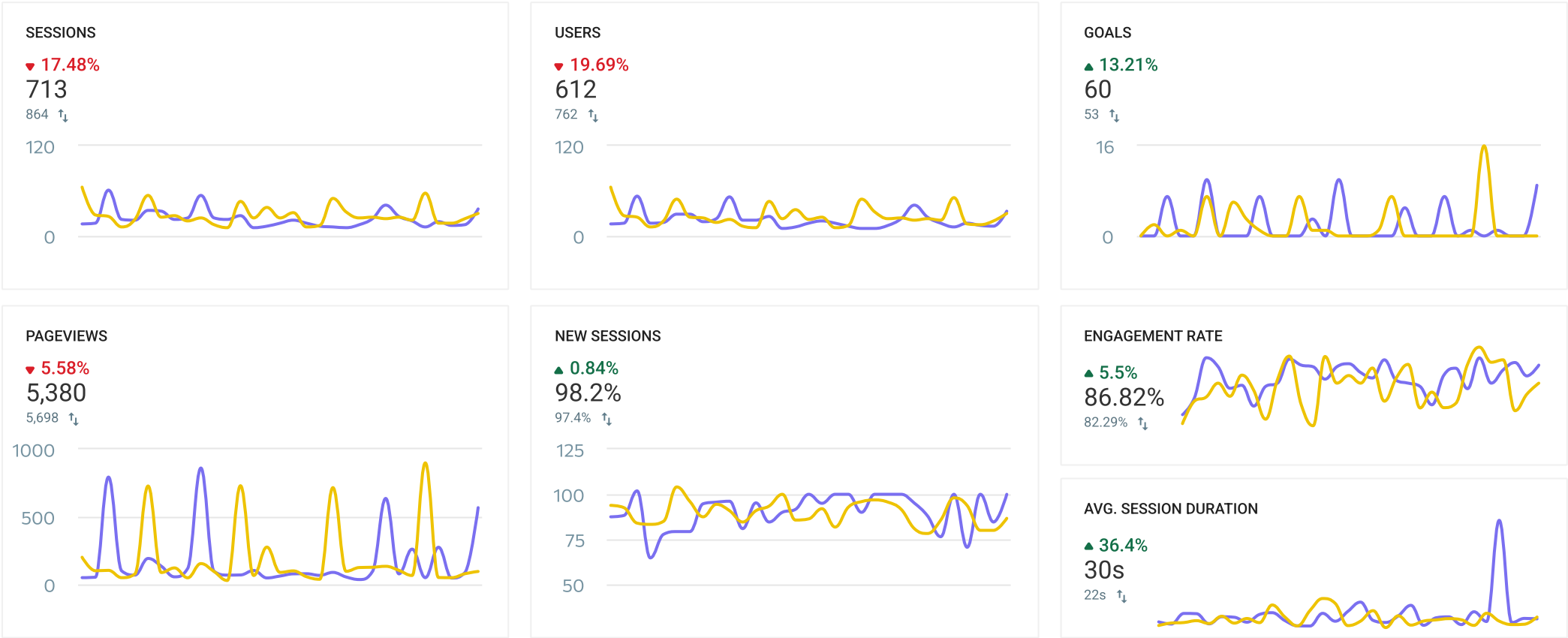
Average length of time that the website had focus in the browser



Traffic Overview

Audience GOOGLE ANALYTICS

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	390	88.15%	346	964	10s	84.36%	0
2	/boats-in-stock/NewBoats							
	Aug-01 2026 - Aug-31 2026	49	7.69%	39	143	12s	100%	0
3	/boats-in-stock/Newboats/stacer							
	Aug-01 2026 - Aug-31 2026	33	12.5%	24	87	10s	96.97%	0
4	/engines/tohatsu-engines/high-power							
	Aug-01 2026 - Aug-31 2026	28	61.54%	26	70	04s	92.86%	0
5	/engines/tohatsu-engines/portable							
	Aug-01 2026 - Aug-31 2026	27	15.38%	26	94	06s	100%	0
6	/boat-ranges/stacer							
	Aug-01 2026 - Aug-31 2026	26	6.67%	15	71	13s	96.15%	0
7	/general/contact							

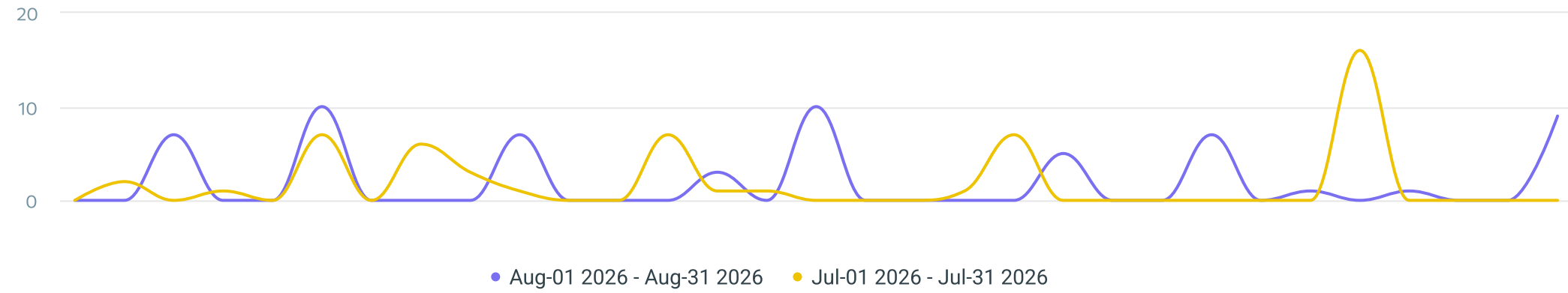
No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
	Aug-01 2026 - Aug-31 2026	26	11.54%	26	66	23s	100%	0
8	/engines/tohatsu-engines/mid-range							
	Aug-01 2026 - Aug-31 2026	26	19.23%	26	65	03s	100%	0
9	/boats-in-stock/NewBoats/stacer-429-proline-angler-2025-382941							
	Aug-01 2026 - Aug-31 2026	25	0%	20	54	34s	100%	0
10	/boats-in-stock/NewBoats/stacer-429-proline-angler-2024-377723							
	Aug-01 2026 - Aug-31 2026	22	15.79%	19	58	31s	100%	0

Conversions

Goals GOOGLE ANALYTICS

Aug-01 2026 - Aug-31 2026

Goals



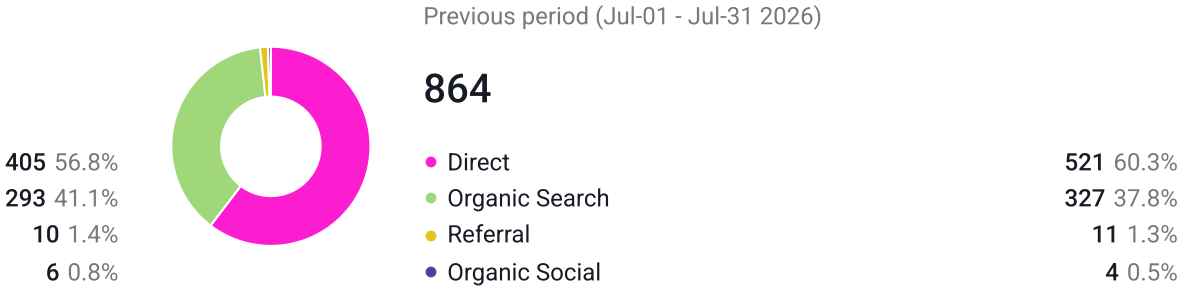
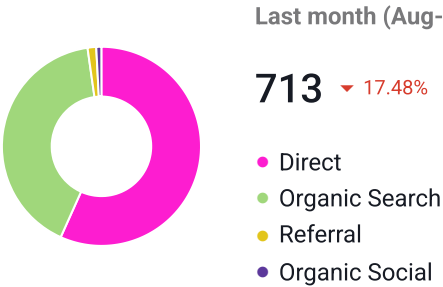
No.	Goal	Goals	Goal value
1	BookAService		
	Aug-01 2026 - Aug-31 2026	25	0
	Jul-01 2026 - Jul-31 2026	25	0
	% Change		
2	all_success_enquiries		
	Aug-01 2026 - Aug-31 2026	19	0
	Jul-01 2026 - Jul-31 2026	12	0

No.	Goal	Goals	Goal value
	% Change	▲ 58.3%	
3	book_a_service		
	Aug-01 2026 - Aug-31 2026	15	0
	Jul-01 2026 - Jul-31 2026	13	0
	% Change	▲ 15.4%	
4	file_download		
	Aug-01 2026 - Aug-31 2026	1	0
	Jul-01 2026 - Jul-31 2026	2	0
	% Change	▼ 50%	

Traffic Source

Overview: Sessions

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



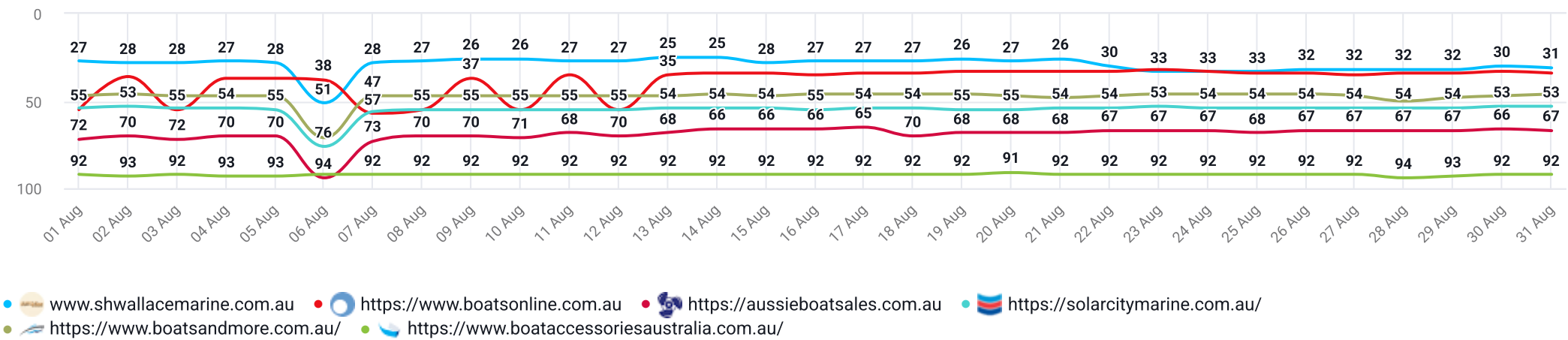
Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Direct								
Aug-01 2026 - Aug-31 2026	405	322	362	79.51%	100.83%	37	24.99 sec	3.3K
Jul-01 2026 - Jul-31 2026	521	385	497	73.9%	100.2%	35	16.37 sec	3.4K
% Change	▼ -22.3%	▼ -16.4%	▼ -27.2%	▲ 7.6%	▲ 0.6%	▲ 5.7%	▲ 52.7%	▼ -5.2%
2 Organic Search								
Aug-01 2026 - Aug-31 2026	293	282	245	96.25%	94.29%	19	31.64 sec	1.7K
Jul-01 2026 - Jul-31 2026	327	311	262	95.11%	90.84%	14	25.43 sec	2K
% Change	▼ -10.4%	▼ -9.3%	▼ -6.5%	▲ 1.2%	▲ 3.8%	▲ 35.7%	▲ 24.4%	▼ -14.7%
3 Referral								
Aug-01 2026 - Aug-31 2026	10	10	2	100%	50%	2	153.1 sec	292
Jul-01 2026 - Jul-31 2026	11	11	3	100%	66.67%	4	225.45 sec	211
% Change	▼ -9.1%	▼ -9.1%	▼ -33.3%	▼ 0%	▼ -25.0%	▼ -50%	▼ -32.1%	▲ 38.4%
4 Organic Social								

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
Aug-01 2026 - Aug-31 2026	6	6	5	100%	80%	2	66.5 sec	88
Jul-01 2026 - Jul-31 2026	4	4	4	100%	100%	0	8.75 sec	8
% Change	▲ 50%	▲ 50%	▲ 25%	▼ 0%	▼ -20%	▼ 0%	▲ 660%	▲ 1K%

Competitors Average Position Trend

Average position

Aug-01 2026 - Aug-31 2026



HEALTH SCORE



Backlinks

