



SEO report

www.shwallacemarine.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
41 ▼ 3	12.5% ▼ -0.7%	528 ▼ 108	80

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	108	1	1
wallace marine	113	1	1
shepparton stacer	103	1	1
shepparton stacer boat	108	1	1
marine shepparton	113	2	1 ▲ 1
fishing boats Shepparton	187	1	1
stacer outlaw shepparton	994	1	1
new boats for sale shepparton	115	1	1
shepparton marine	115	2	2
shepparton boats	125	2	3 ▼ 1
boats shepparton	127	3	3
boats for sale shepparton	110	3	3
fishing boats for sale shepparton	175	3	3
used boats for sale shepparton	110	3	3
stacer dealers victoria	109	2	4 ▼ 2
honda boat engine	204	11	9 ▲ 2

Keyword	Results	Month ago ▲	Current rankings
stacer boat for sale vic	178	11	10 ▲ 1
tohatsu	161	10	13 ▼ 3
honda motor boat	177	13	14 ▼ 1
honda outboard motors	176	17	14 ▲ 3
stacer boat trailers	174	20	15 ▲ 5
stacer boats for sale victoria	108	9	16 ▼ 7
new stacer boat for sale	183	20	20
tohatsu outboards	166	21	20 ▲ 1
tohatsu dealer	172	16	20 ▼ 4
stacer boats for sale	176	25	22 ▲ 3
stacer boat dealer	111	20	23 ▼ 3
stacer boat for sale	179	24	23 ▲ 1
stacer boat price	181	23	23
honda boat engines for sale	199	26	26
crossfire boat for sale	189	-	28 ▲ 72
stacer boat	179	-	30 ▲ 70
wildrider boat	187	32	31 ▲ 1
proline angler	202	33	34 ▼ 1
boat for sale	250	-	-
fishing boat for sale victoria	174	-	-
wild rider boat	172	26	-
crossfire boat	193	27	-
boat services	172	-	-
boat service victoria	119	-	-
boating accessories	201	-	-
marine accessories	188	-	-
boating supplies	206	-	-
boating equipment	194	-	-

Keyword	Results	Month ago ▲	Current rankings
boating equipment for sale	198	-	-
used stacer boat for sale	178	-	-
aluminium boat trailers	207	-	-
aluminium fishing boats for sale	210	-	-
second hand boats for sale victoria	111	-	-
marine accessories for boats	203	-	-
marine electronics accessories	207	-	-
outboard engines for sale victoria	178	-	-

 Google Mobile Australia 3630, Victoria, Australia

Keyword	Results	Month ago ▲	Current rankings
keyword			
boat dealers shepparton vic	110	1	1
General			
sh wallace	108	1	1
wallace marine	113	1	1
shepparton stacer	103	1	1
shepparton stacer boat	108	1	1
stacer outlaw shepparton	994	1	1
new boats for sale shepparton	115	1	1
marine shepparton	113	2	2
shepparton marine	115	2	2
fishing boats Shepparton	187	2	2
used boats for sale shepparton	110	3	2 ▲ 1
shepparton boats	125	2	3 ▼ 1
stacer dealers victoria	109	1	3 ▼ 2
boats shepparton	127	2	3 ▼ 1
boats for sale shepparton	110	3	3
fishing boats for sale shepparton	175	3	3

Keyword	Results	Month ago ▲	Current rankings
stacer boat dealer	111	3	4 ▼ 1
fishing boat	562M	4	4
boat repairs	N/A	14	5 ▲ 9
new boats for sale	183M	3	6 ▼ 3
new stacer boat for sale	183	3	7 ▼ 4
honda boat engine	204	12	8 ▲ 4
marine shop	N/A	5	9 ▼ 4
fishing boat for sale	146M	12	10 ▲ 2
fishing boat for sale	147M	11	10 ▲ 1
stacer boat for sale vic	178	8	11 ▼ 3
boat services	172	2	11 ▼ 9
honda motor boat	177	16	13 ▲ 3
boat for sale	250	14	14
honda outboard motors	176	14	14
tohatsu dealer	172	12	14 ▼ 2
honda boat engines for sale	199	18	16 ▲ 2
stacer boat trailers	174	19	16 ▲ 3
tohatsu	161	13	16 ▼ 3
tohatsu outboards	166	22	19 ▲ 3
stacer boats for sale victoria	108	8	20 ▼ 12
crossfire boat for sale	189	-	24 ▲ 76
stacer boat price	181	25	25
stacer boat for sale	179	-	26 ▲ 74
stacer boats for sale	176	-	28 ▲ 72
marine supplies	N/A	23	28 ▼ 5
wildrider boat	187	25	32 ▼ 7

Keyword	Results	Month ago ▲	Current rankings
proline angler	202	34	33 ▲ 1
stacer boat	179	34	54 ▼ 20
fishing boat for sale victoria	174	-	-
wild rider boat	172	25	-
outlaw boat	10M	15	-
crossfire boat	193	29	-
boat service victoria	119	7	-
boating accessories	201	-	-
marine accessories	188	-	-
used boat for sale	367M	10	-
used boats for sale	121M	-	-
boat accessories	828M	-	-
boating supplies	206	28	-
boating equipment	194	-	-
boating equipment for sale	198	24	-
boat engines	N/A	-	-
used stacer boat for sale	178	-	-
outboard motors for sale	7.9M	-	-
aluminium boat trailers	207	-	-
aluminium fishing boats for sale	210	-	-
second hand boats for sale victoria	111	-	-
marine accessories for boats	203	-	-
marine electronics accessories	207	-	-
outboard engines for sale victoria	178	-	-

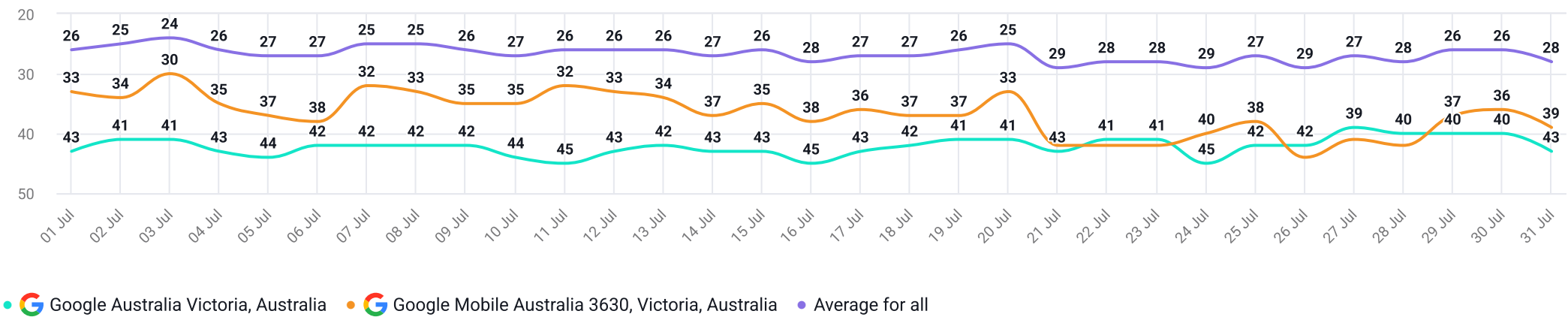
Distribution of Keywords

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	8	14	4	13	3	18	43
 General	52	8	14	4	13	3	18	43
 Google Mobile Australia 3630, Victoria, Australia	66	7	16	11	15	4	20	39
 General	65	6	15	11	15	4	20	39
 keyword	1	1	1	0	0	-	0	1

Average Position Trend

Average position

Jul-01 2026 - Jul-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

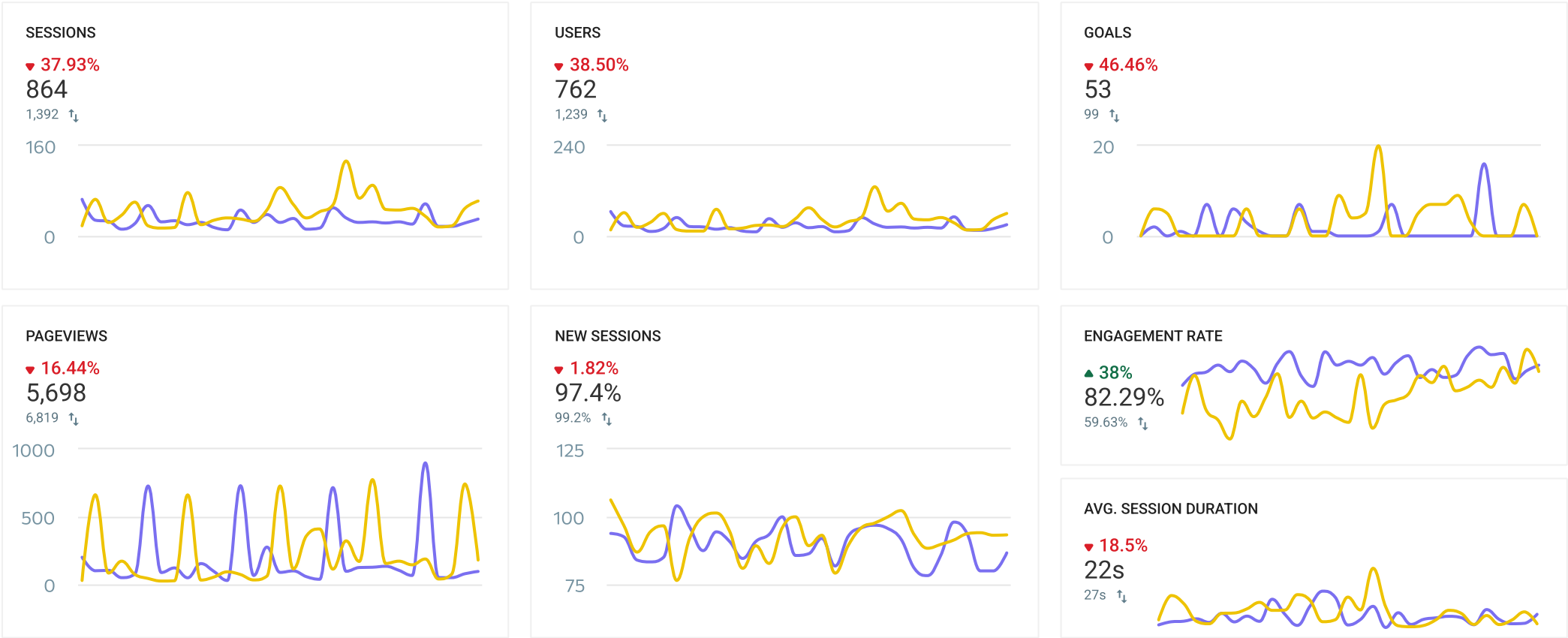
Average length of time that the website had focus in the browser



Traffic Overview

Audience GOOGLE ANALYTICS

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	507	92.51%	454	1.1K	09s	76.33%	0
2	/boats-in-stock/NewBoats							
	Jul-01 2026 - Jul-31 2026	50	11.63%	43	144	17s	96%	0
3	/engines/tohatsu-engines/mid-range							
	Jul-01 2026 - Jul-31 2026	34	21.88%	32	83	06s	97.06%	0
4	/engines/tohatsu-engines/high-power							
	Jul-01 2026 - Jul-31 2026	32	67.74%	31	100	06s	96.88%	0
5	/products							
	Jul-01 2026 - Jul-31 2026	27	0%	23	90	27s	100%	0
6	/engines/tohatsu-engines							
	Jul-01 2026 - Jul-31 2026	26	30.43%	23	80	04s	100%	0
7	/engines/tohatsu-engines/portable							

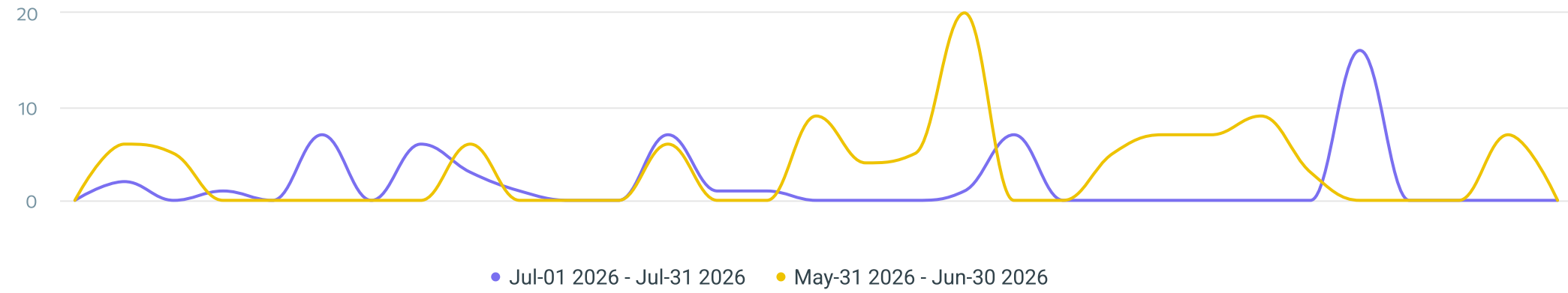
No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
	Jul-01 2026 - Jul-31 2026	25	12%	25	83	08s	96%	0
8	/boats-in-stock/Newboats/stacer							
	Jul-01 2026 - Jul-31 2026	24	30.43%	23	62	06s	95.83%	0
9	/products/all-categories/new-engines							
	Jul-01 2026 - Jul-31 2026	23	0%	23	78	12s	100%	0
10	/boats-in-stock/NewBoats/stacer-529-assault-pro-tournament-2023-100							
	Jul-01 2026 - Jul-31 2026	23	20%	20	61	27s	100%	0

Conversions

Goals GOOGLE ANALYTICS

Jul-01 2026 - Jul-31 2026

Goals



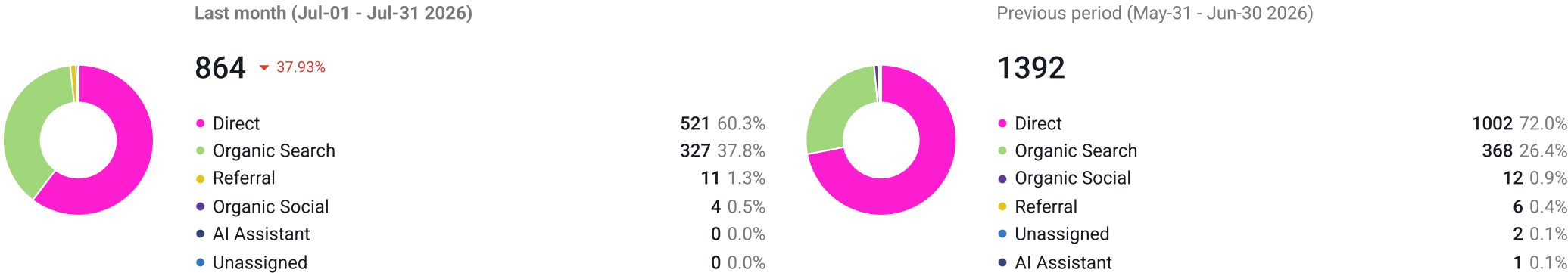
No.	Goal	Goals	Goal value
1	BookAService		
	Jul-01 2026 - Jul-31 2026	25	0
	May-31 2026 - Jun-30 2026	52	0
	% Change	▼ 51.9%	
2	book_a_service		
	Jul-01 2026 - Jul-31 2026	13	0
	May-31 2026 - Jun-30 2026	16	0

No.	Goal	Goals	Goal value
	% Change	▼ 18.7%	
3	all_success_enquiries		
	Jul-01 2026 - Jul-31 2026	12	0
	May-31 2026 - Jun-30 2026	21	0
	% Change	▼ 42.9%	
4	file_download		
	Jul-01 2026 - Jul-31 2026	2	0
	May-31 2026 - Jun-30 2026	9	0
	% Change	▼ 77.8%	
5	Click_location_button		
	Jul-01 2026 - Jul-31 2026	1	0
	May-31 2026 - Jun-30 2026	1	0
	% Change		

Traffic Source

Overview: Sessions

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



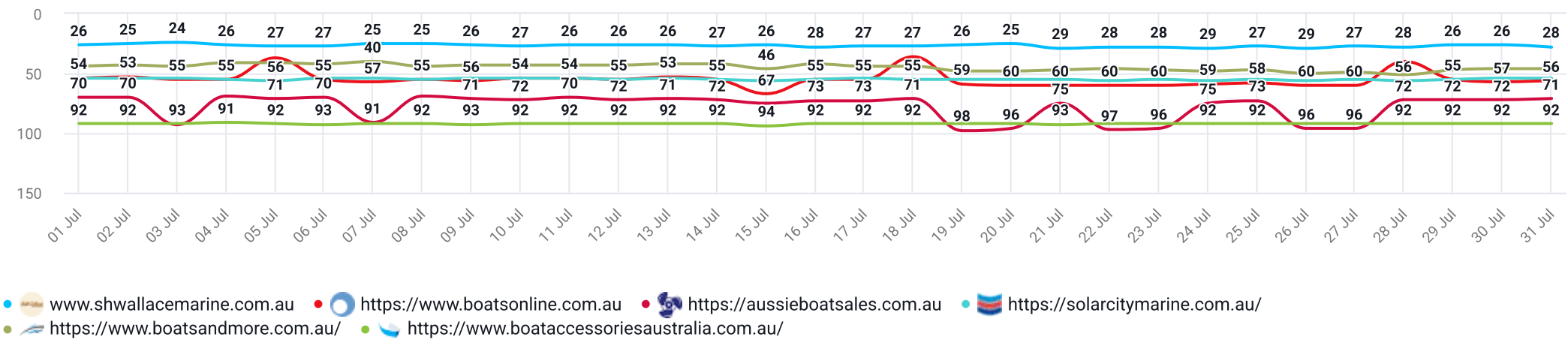
Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Direct								
Jul-01 2026 - Jul-31 2026	521	385	497	73.9%	100.2%	35	16.37 sec	3.4K
May-31 2026 - Jun-30 2026	1K	534	948	53.29%	100.74%	44	16.35 sec	4.7K
% Change	▼ -48.0%	▼ -27.9%	▼ -47.6%	▲ 38.7%	▼ -0.5%	▼ -20.5%	▲ 0.1%	▼ -26.7%
2 Organic Search								
Jul-01 2026 - Jul-31 2026	327	311	262	95.11%	90.84%	14	25.43 sec	2K
May-31 2026 - Jun-30 2026	368	276	285	75%	94.04%	48	50.37 sec	1.8K
% Change	▼ -11.1%	▲ 12.7%	▼ -8.1%	▲ 26.8%	▼ -3.4%	▼ -70.8%	▼ -49.5%	▲ 16.1%
3 Referral								
Jul-01 2026 - Jul-31 2026	11	11	3	100%	66.67%	4	225.45 sec	211
May-31 2026 - Jun-30 2026	6	6	5	100%	80%	2	11.17 sec	45
% Change	▲ 83.3%	▲ 83.3%	▼ -40%	▼ 0%	▼ -16.7%	▲ 100%	▲ 1.9K%	▲ 368.9%

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
4 Organic Social								
Jul-01 2026 - Jul-31 2026	4	4	4	100%	100%	0	8.75 sec	8
May-31 2026 - Jun-30 2026	12	11	2	91.67%	50%	5	218.42 sec	323
% Change	▼ -66.7%	▼ -63.6%	▲ 100%	▲ 9.1%	▲ 100%	▼ -100%	▼ -96.0%	▼ -97.5%
5 Unassigned								
Jul-01 2026 - Jul-31 2026	-	-	-	-	-	-	-	-
May-31 2026 - Jun-30 2026	2	0	2	0%	0%	0	11.5 sec	1
% Change	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%
6 AI Assistant								
Jul-01 2026 - Jul-31 2026	-	-	-	-	-	-	-	-
May-31 2026 - Jun-30 2026	1	1	1	100%	100%	0	49 sec	2
% Change	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%

Competitors Average Position Trend

Average position

Jul-01 2026 - Jul-31 2026



HEALTH SCORE



Backlinks

