



SEO report

www.shwallacemarine.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

www.shwallacemarine.com.au

Average position 38 ▲ 6	Search visibility 19.2% ▼ -2.8%	Traffic forecast 779 ▼ 220	Keywords in SERP 83
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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	102	1	1
shepparton stacer	104	1	1
shepparton stacer boat	111	1	1
fishing boats Shepparton	175	3	1 ▲ 2
stacer outlaw shepparton	872	1	1
new boats for sale shepparton	112	2	1 ▲ 1
marine shepparton	112	2	2
shepparton marine	119	3	2 ▲ 1
shepparton boats	119	3	3
stacer dealers victoria	108	5	3 ▲ 2
boats shepparton	109	3	3
boats for sale shepparton	108	6	3 ▲ 3
fishing boats for sale shepparton	178	4	3 ▲ 1
used boats for sale shepparton	108	3	3
tohatsu	156	8	10 ▼ 2

Keyword	Results	Month ago ▲	Current rankings
honda boat engine	202	13	11 ▲ 2
stacer boat for sale vic	171	10	13 ▼ 3
stacer boat trailers	171	-	15 ▲ 85
boat service victoria	114	25	16 ▲ 9
new stacer boat for sale	89	22	16 ▲ 6
honda motor boat	174	25	16 ▲ 9
honda outboard motors	175	11	16 ▼ 5
honda boat engines for sale	195	42	18 ▲ 24
tohatsu dealer	168	7	19 ▼ 12
stacer boat dealer	107	13	20 ▼ 7
tohatsu outboards	156	10	20 ▼ 10
crossfire boat for sale	174	27	21 ▲ 6
stacer boat price	166	-	23 ▲ 77
stacer boats for sale victoria	109	9	23 ▼ 14
stacer boat for sale	173	-	26 ▲ 74
crossfire boat	157	-	26 ▲ 74
stacer boats for sale	172	-	26 ▲ 74
proline angler	192	33	31 ▲ 2
stacer boat	175	34	31 ▲ 3
boat for sale	137	-	-
fishing boat for sale victoria	167	-	-
wallace marine	107	1	-
wild rider boat	168	-	-
boat services	160	-	-
wildrider boat	181	28	-
boating accessories	186	-	-
marine accessories	187	-	-

Keyword	Results	Month ago ▲	Current rankings
boating supplies	188	-	-
boating equipment	140	-	-
boating equipment for sale	204	-	-
used stacer boat for sale	174	-	-
aluminium boat trailers	198	-	-
aluminium fishing boats for sale	193	-	-
second hand boats for sale victoria	108	-	-
marine accessories for boats	198	-	-
marine electronics accessories	192	-	-
outboard engines for sale victoria	175	-	-


Google Mobile Australia 3630, Victoria, Australia

Keyword	Results	Month ago ▲	Current rankings
keyword			
boat dealers shepparton vic	107	1	1
General			
sh wallace	102	1	1
wallace marine	107	1	1
shepparton stacer	104	1	1
shepparton stacer boat	111	1	1
stacer dealers victoria	108	1	1
stacer outlaw shepparton	872	1	1
new boats for sale shepparton	112	1	1
fishing boats Shepparton	175	2	2
used boats for sale shepparton	108	3	2 ▲ 1
stacer boat dealer	107	2	3 ▼ 1
fishing boat	562M	3	3
shepparton boats	119	3	3
marine shepparton	112	1	3 ▼ 2

Keyword	Results	Month ago ▲	Current rankings
shepparton marine	119	3	3
boats shepparton	109	3	3
boats for sale shepparton	108	4	3 ▲ 1
fishing boats for sale shepparton	178	4	3 ▲ 1
boat repairs	N/A	2	6 ▼ 4
marine shop	N/A	2	6 ▼ 4
boat service victoria	114	8	7 ▲ 1
used boat for sale	367M	5	7 ▼ 2
new stacer boat for sale	89	10	7 ▲ 3
stacer boats for sale victoria	109	10	8 ▲ 2
fishing boat for sale	146M	-	11 ▲ 89
boat services	160	2	11 ▼ 9
honda boat engine	202	13	12 ▲ 1
fishing boat for sale	147M	-	12 ▲ 88
tohatsu	156	12	12
boat for sale	137	10	13 ▼ 3
stacer boat for sale vic	171	7	13 ▼ 6
used boats for sale	121M	9	13 ▼ 4
stacer boat	175	-	13 ▲ 87
tohatsu dealer	168	3	13 ▼ 10
new boats for sale	183M	3	14 ▼ 11
stacer boat trailers	171	-	14 ▲ 86
honda motor boat	174	27	15 ▲ 12
honda outboard motors	175	14	16 ▼ 2
crossfire boat	157	-	17 ▲ 83
stacer boat price	166	-	17 ▲ 83

Keyword	Results	Month ago ▲	Current rankings
honda boat engines for sale	195	40	18 ▲ 22
tohatsu outboards	156	17	20 ▼ 3
crossfire boat for sale	174	27	23 ▲ 4
stacer boat for sale	173	-	26 ▲ 74
wildrider boat	181	-	27 ▲ 73
boating supplies	188	16	28 ▼ 12
marine supplies	N/A	32	29 ▲ 3
stacer boats for sale	172	-	30 ▲ 70
outboard engines for sale victoria	175	-	30 ▲ 70
proline angler	192	29	32 ▼ 3
fishing boat for sale victoria	167	-	-
wild rider boat	168	14	-
outlaw boat	10M	54	-
boating accessories	186	-	-
marine accessories	187	-	-
boat accessories	828M	-	-
boating equipment	140	-	-
boating equipment for sale	204	28	-
boat engines	N/A	-	-
used stacer boat for sale	174	-	-
outboard motors for sale	7.9M	-	-
aluminium boat trailers	198	-	-
aluminium fishing boats for sale	193	-	-
second hand boats for sale victoria	108	-	-
marine accessories for boats	198	-	-
marine electronics accessories	192	-	-

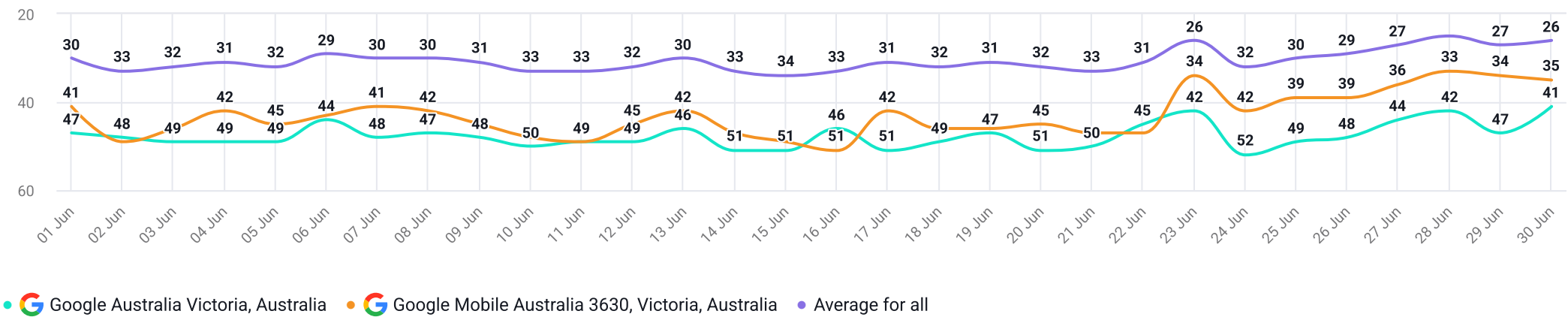
Distribution of Keywords

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	2	18	1	17	41
 General	52	8	14	2	18	1	17	41
 Google Mobile Australia 3630, Victoria, Australia	66	9	18	10	17	3	18	35
 General	65	8	17	10	17	3	18	35
 keyword	1	1	1	0	0	-	0	1

Average Position Trend

Average position

Jun-01 2026 - Jun-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

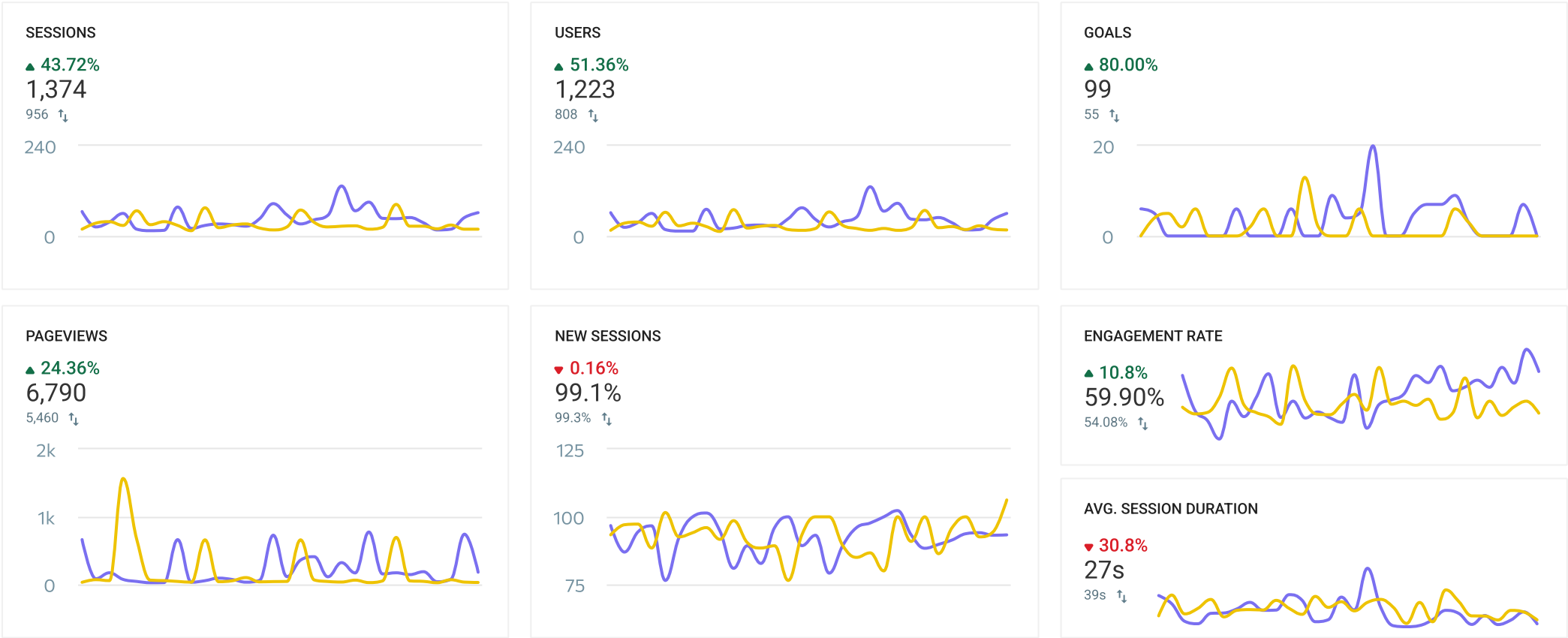
Average length of time that the website had focus in the browser



Traffic Overview

Audience GOOGLE ANALYTICS

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	656	94.69%	565	1.2K	09s	55.49%	0
2	/boatranges/stacer/downloadsspecs							
	Jun-01 2026 - Jun-30 2026	74	83.56%	73	640	08s	91.89%	0
3	/boats-in-stock/NewBoats							
	Jun-01 2026 - Jun-30 2026	40	20%	30	117	14s	100%	0
4	/general/contact							
	Jun-01 2026 - Jun-30 2026	36	12.12%	33	53	18s	88.89%	1
5	/engines/tohatsu-engines							
	Jun-01 2026 - Jun-30 2026	26	50%	20	74	11s	100%	0
6	/products							
	Jun-01 2026 - Jun-30 2026	26	11.76%	17	64	29s	84.62%	0
7	/products/all-categories/new-engines							

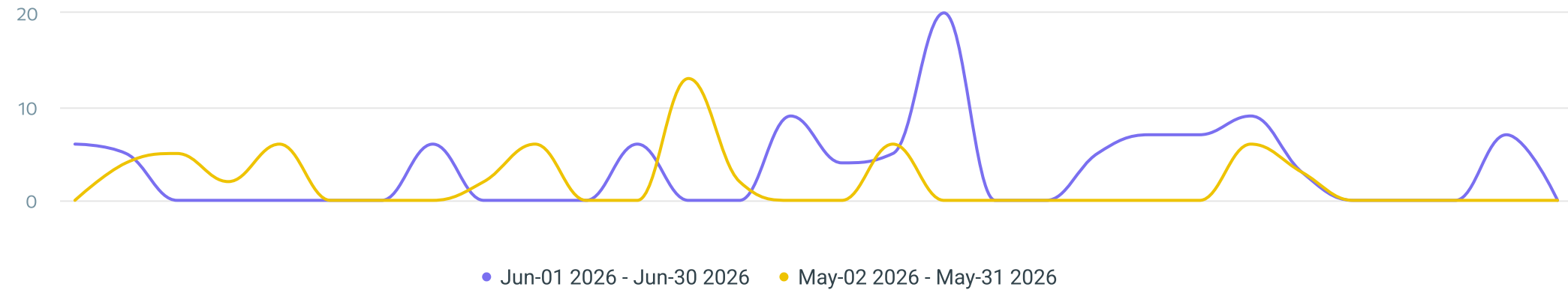
No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
	Jun-01 2026 - Jun-30 2026	26	4.35%	23	64	15s	100%	0
8	/engines/tohatsu-engines/mid-range							
	Jun-01 2026 - Jun-30 2026	24	20.83%	24	73	13s	100%	0
9	/boatranges/newboats							
	Jun-01 2026 - Jun-30 2026	24	5.26%	19	30	24s	95.83%	0
10	/products/all-categories/used-engines							
	Jun-01 2026 - Jun-30 2026	23	14.29%	21	42	07s	95.65%	0

Conversions

Goals GOOGLE ANALYTICS

Jun-01 2026 - Jun-30 2026

Goals



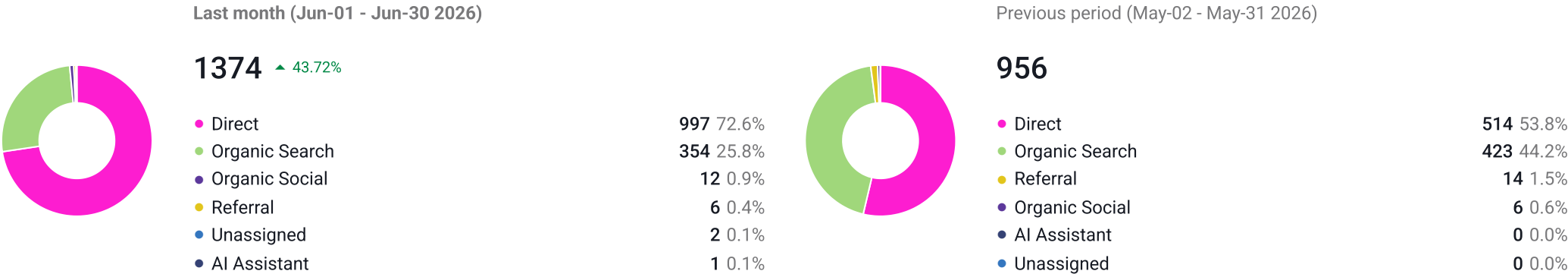
No.	Goal	Goals	Goal value
1	BookAService		
	Jun-01 2026 - Jun-30 2026	52	0
	May-02 2026 - May-31 2026	39	0
	% Change	▲ 33.3%	
2	all_success_enquiries		
	Jun-01 2026 - Jun-30 2026	21	0
	May-02 2026 - May-31 2026	14	0

No.	Goal	Goals	Goal value
	% Change	▲ 50%	
3	book_a_service		
	Jun-01 2026 - Jun-30 2026	16	0
	May-02 2026 - May-31 2026	0	0
	% Change		
4	file_download		
	Jun-01 2026 - Jun-30 2026	9	0
	May-02 2026 - May-31 2026	2	0
	% Change	▲ 350%	
5	Click_location_button		
	Jun-01 2026 - Jun-30 2026	1	0
	May-02 2026 - May-31 2026	0	0
	% Change		

Traffic Source

Overview: Sessions

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



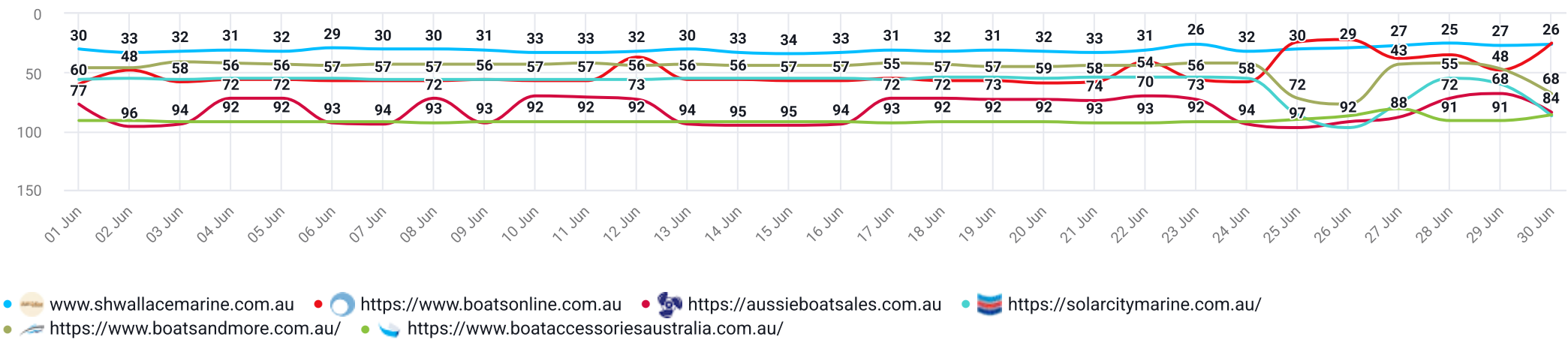
Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Direct								
Jun-01 2026 - Jun-30 2026	997	533	943	53.46%	100.74%	44	16.44 sec	4.7K
May-02 2026 - May-31 2026	514	235	477	45.72%	100.63%	26	27.51 sec	4.4K
% Change	▲ 94.0%	▲ 126.8%	▲ 97.7%	▲ 16.9%	▲ 0.1%	▲ 69.2%	▼ -40.2%	▲ 7.1%
2 Organic Search								
Jun-01 2026 - Jun-30 2026	354	270	274	76.27%	93.43%	48	51.6 sec	1.7K
May-02 2026 - May-31 2026	423	270	324	63.83%	97.22%	27	49.94 sec	928
% Change	▼ -16.3%	▼ 0%	▼ -15.4%	▲ 19.5%	▼ -3.9%	▲ 77.8%	▲ 3.3%	▲ 87.1%
3 Organic Social								
Jun-01 2026 - Jun-30 2026	12	11	2	91.67%	50%	5	218.42 sec	323
May-02 2026 - May-31 2026	6	1	6	16.67%	100%	0	1.5 sec	8
% Change	▲ 100%	▲ 1K%	▼ -66.7%	▲ 449.9%	▼ -50%	▼ 0%	▲ 14K%	▲ 3.9K%

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
4 Referral								
Jun-01 2026 - Jun-30 2026	6	6	5	100%	80%	2	11.17 sec	45
May-02 2026 - May-31 2026	14	10	2	71.43%	50%	2	160.36 sec	152
% Change	▼ -57.1%	▼ -40%	▲ 150%	▲ 40.0%	▲ 60%	▼ 0%	▼ -93.0%	▼ -70.4%
5 Unassigned								
Jun-01 2026 - Jun-30 2026	2	0	2	0%	0%	0	11.5 sec	1
May-02 2026 - May-31 2026	-	-	-	-	-	-	-	-
% Change	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%
6 AI Assistant								
Jun-01 2026 - Jun-30 2026	1	1	1	100%	100%	0	49 sec	2
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

