



SEO report

www.shwallacemarine.com.au/

MAR-01 2026 - MAR-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

 www.shwallacemarine.com.au

Average position 50 ▾ 14	Search visibility 17.3% ▲ 6%	Traffic forecast 1061 ▲ 39	Keywords in SERP 67
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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	80	1	1
wallace marine	106	1	1
shepparton stacer	3.3K	1	1
shepparton stacer boat	19K	1	1
marine shepparton	110	1	1
stacer outlaw shepparton	778	1	1
new boats for sale shepparton	86	4	1 ▲ 3
shepparton boats	346K	2	2
boats shepparton	126	3	2 ▲ 1
fishing boats Shepparton	171	1	2 ▾ 1
stacer dealers victoria	121	8	3 ▲ 5
shepparton marine	110	2	3 ▾ 1
fishing boats for sale shepparton	154	2	3 ▾ 1
used boats for sale shepparton	90	4	3 ▲ 1
tohatsu dealer	974K	5	4 ▲ 1

Keyword	Results	Month ago ▲	Current rankings
boats for sale shepparton	118	2	5 ▼ 3
tohatsu	199	5	6 ▼ 1
stacer boats for sale victoria	121	-	8 ▲ 92
honda boat engine	196	11	11
honda outboard motors	5.7M	10	14 ▼ 4
crossfire boat	198	17	17
tohatsu outboards	204	11	18 ▼ 7
honda motor boat	42M	14	20 ▼ 6
crossfire boat for sale	195	-	23 ▲ 77
proline angler	198K	30	29 ▲ 1
honda boat engines for sale	190	33	36 ▼ 3
aluminium boat trailers	2.2M	-	64 ▲ 36
boat for sale	228	-	-
stacer boat dealer	111	8	-
stacer boat for sale	565K	-	-
fishing boat for sale victoria	203	-	-
stacer boat for sale vic	169	-	-
wild rider boat	173	-	-
boat services	789M	-	-
wildrider boat	41K	-	-
boat service victoria	3	56	-
stacer boats for sale	536K	-	-
boating accessories	176M	-	-
marine accessories	223	-	-
boating supplies	207	-	-
boating equipment	226	-	-
boating equipment for sale	159M	-	-
stacer boat	641K	-	-
new stacer boat for sale	209	15	-

Keyword	Results	Month ago ▲	Current rankings
used stacer boat for sale	195	-	-
stacer boat price	449K	-	-
stacer boat trailers	172	-	-
aluminium fishing boats for sale	3M	-	-
second hand boats for sale victoria	7.6M	-	-
marine accessories for boats	16M	-	-
marine electronics accessories	47M	-	-
outboard engines for sale victoria	204	-	-

 Google Mobile Australia 3630, Victoria, Australia

Keyword	Results	Month ago ▲	Current rankings
📁 General			
stacer boat dealer	111	2	1 ▲ 1
sh wallace	80	1	1
wallace marine	106	1	1
shepparton stacer	3.3K	1	1
shepparton stacer boat	19K	1	1
new boats for sale	183M	1	1
marine shop	N/A	1	1
stacer outlaw shepparton	778	1	1
new boats for sale shepparton	86	1	1
boat services	789M	2	2
shepparton boats	346K	2	2
stacer dealers victoria	121	3	2 ▲ 1
marine shepparton	110	1	2 ▼ 1
boats shepparton	126	2	2
tohatsu dealer	974K	2	2
fishing boats Shepparton	171	2	2
boat repairs	N/A	1	3 ▼ 2

Keyword	Results	Month ago ▲	Current rankings
shepparton marine	110	2	3 ▼ 1
boats for sale shepparton	118	2	3 ▼ 1
fishing boats for sale shepparton	154	4	3 ▲ 1
used boats for sale shepparton	90	3	3
boat service victoria	3	3	4 ▼ 1
used boat for sale	367M	-	4 ▲ 96
used boats for sale	121M	-	5 ▲ 95
boating equipment for sale	159M	-	5 ▲ 95
fishing boat for sale	146M	-	6 ▲ 94
marine supplies	N/A	5	6 ▼ 1
tohatsu	199	4	7 ▼ 3
boat for sale	228	7	11 ▼ 4
boating supplies	207	4	11 ▼ 7
new stacer boat for sale	209	3	11 ▼ 8
honda boat engine	196	16	12 ▲ 4
stacer boats for sale victoria	121	-	13 ▲ 87
crossfire boat	198	17	14 ▲ 3
honda motor boat	42M	15	16 ▼ 1
honda outboard motors	5.7M	14	17 ▼ 3
tohatsu outboards	204	8	18 ▼ 10
crossfire boat for sale	195	19	22 ▼ 3
aluminium boat trailers	2.2M	-	29 ▲ 71
honda boat engines for sale	190	14	32 ▼ 18
proline angler	198K	21	35 ▼ 14
outlaw boat	10M	54	47 ▲ 7
fishing boat	562M	-	-

Keyword	Results	Month ago ▲	Current rankings
stacer boat for sale	565K	-	-
fishing boat for sale victoria	203	-	-
stacer boat for sale vic	169	14	-
wild rider boat	173	-	-
wildrider boat	41K	-	-
stacer boats for sale	536K	-	-
boating accessories	176M	-	-
marine accessories	223	-	-
boat accessories	828M	-	-
boating equipment	226	-	-
boat engines	N/A	-	-
stacer boat	641K	-	-
used stacer boat for sale	195	15	-
stacer boat price	449K	-	-
stacer boat trailers	172	-	-
fishing boat for sale	147M	-	-
outboard motors for sale	7.9M	-	-
aluminium fishing boats for sale	3M	-	-
second hand boats for sale victoria	7.6M	-	-
marine accessories for boats	16M	42	-
marine electronics accessories	47M	-	-
outboard engines for sale victoria	204	39	-

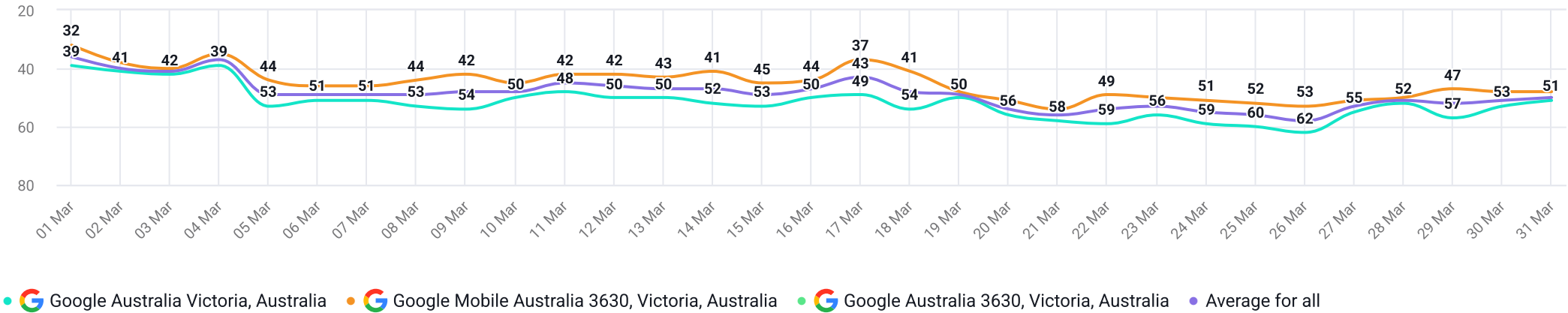
Distribution of Keywords

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	6	6	4	23	51
 General	52	7	13	6	6	4	23	51
 Google Mobile Australia 3630, Victoria, Australia	65	10	22	5	5	6	27	48
 General	65	10	22	5	5	6	27	48
 Google Australia 3630, Victoria, Australia	0	0	0	0	0	0	0	

Average Position Trend

Average position

Mar-01 2026 - Mar-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

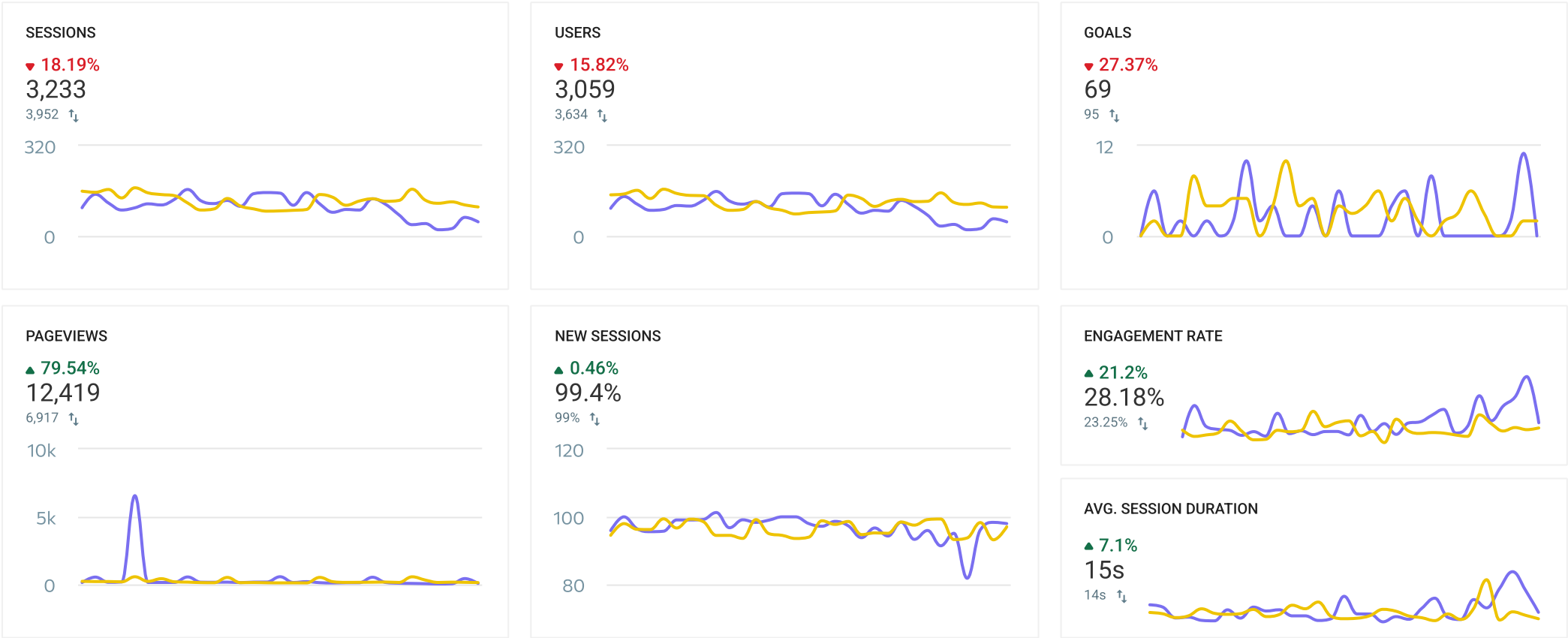
Average length of time that the website had focus in the browser



Traffic Overview

Audience GOOGLE ANALYTICS

Mar-01 2026 - Mar-31 2026



● Mar-01 2026 - Mar-31 2026 ● Jan-29 2026 - Feb-28 2026

Pages

All pages GOOGLE ANALYTICS

Mar-01 2026 - Mar-31 2026

Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	Mar-01 2026 - Mar-31 2026	549	92.58%	472	637	11s	44.26%	0
2	/boatranges/newboats							
	Mar-01 2026 - Mar-31 2026	74	17.86%	56	112	43s	90.54%	0
3	/boatranges/usedboats							
	Mar-01 2026 - Mar-31 2026	66	5%	60	78	17s	96.97%	0
4	/boatranges/stacer/downloadsspecs							
	Mar-01 2026 - Mar-31 2026	63	80.95%	63	507	06s	98.41%	0
5	/general/contact							
	Mar-01 2026 - Mar-31 2026	55	33.33%	51	62	24s	67.27%	1
6	/engines/tohatsu-engines							
	Mar-01 2026 - Mar-31 2026	51	77.08%	48	62	11s	58.82%	0
7	/boatranges/newboats/stacer-429-proline-angler-2025-382941							

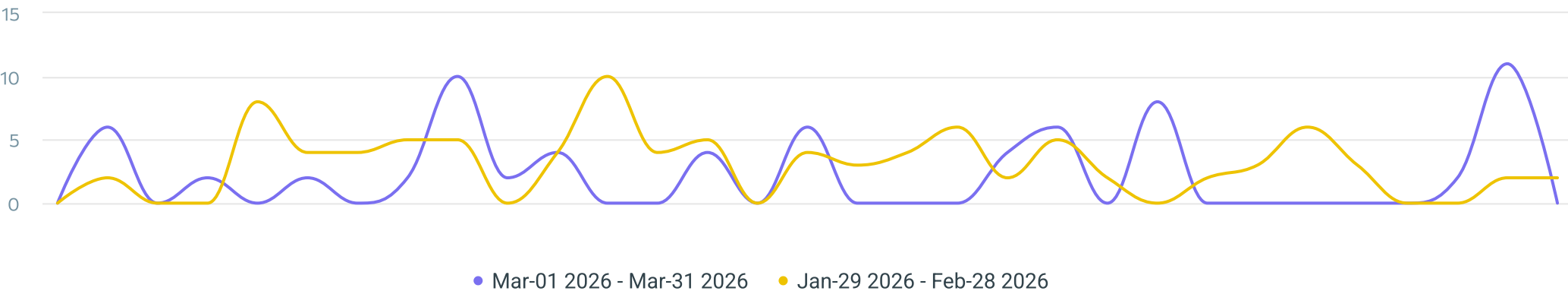
No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
	Mar-01 2026 - Mar-31 2026	41	37.84%	37	45	35s	73.17%	0
8	/boatranges/stacer							
	Mar-01 2026 - Mar-31 2026	39	9.09%	33	69	42s	94.87%	0
9	/siteinfo/erroroccurred							
	Mar-01 2026 - Mar-31 2026	38	100%	38	38	01s	10.53%	0
10	/products/all-categories/used-engines							
	Mar-01 2026 - Mar-31 2026	37	17.14%	35	42	12s	89.19%	0

Conversions

Goals GOOGLE ANALYTICS

Mar-01 2026 - Mar-31 2026

Goals



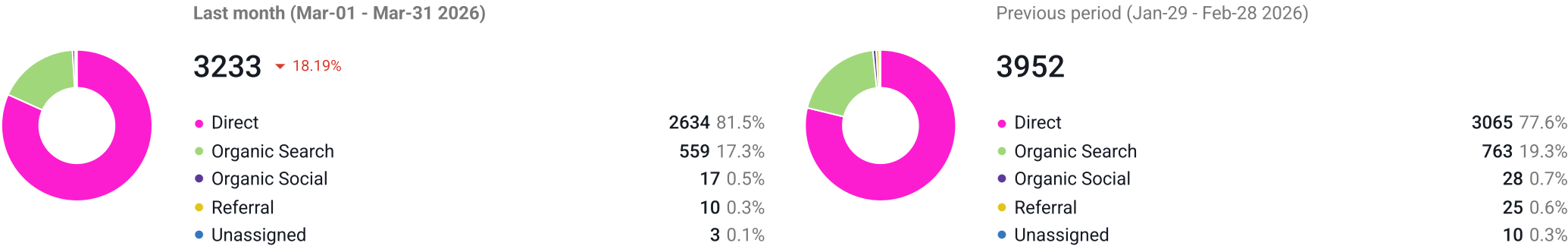
No.	Goal	Goals	Goal value
1	BookAService		
	Mar-01 2026 - Mar-31 2026	62	0
	Jan-29 2026 - Feb-28 2026	76	0
	% Change	▼ 18.4%	
2	all_success_enquiries		
	Mar-01 2026 - Mar-31 2026	4	0
	Jan-29 2026 - Feb-28 2026	17	0

No.	Goal	Goals	Goal value
	% Change	▼ 76.5%	
3	file_download		
	Mar-01 2026 - Mar-31 2026	2	0
	Jan-29 2026 - Feb-28 2026	1	0
	% Change	▲ 100%	
4	Click_location_button		
	Mar-01 2026 - Mar-31 2026	1	0
	Jan-29 2026 - Feb-28 2026	1	0
	% Change		

Traffic Source

Overview: Sessions

Last month (Mar-01 - Mar-31 2026) ↑ Previous period (Jan-29 - Feb-28 2026)



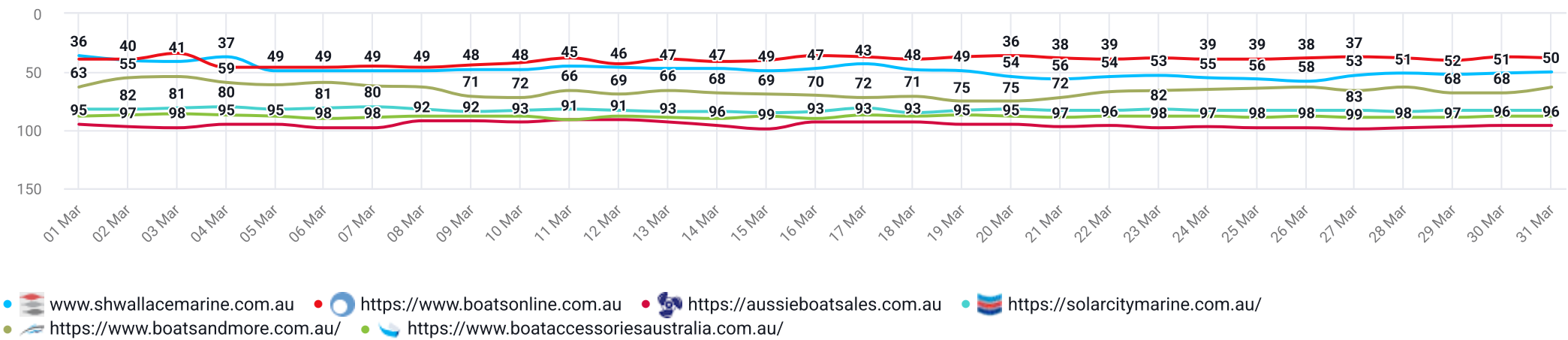
Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Direct								
Mar-01 2026 - Mar-31 2026	2.6K	508	2.6K	19.29%	100.42%	49	5.21 sec	10.9K
Jan-29 2026 - Feb-28 2026	3.1K	384	3K	12.53%	100.03%	41	3.61 sec	4.7K
% Change	▼ -14.1%	▲ 32.3%	▼ -13.1%	▲ 54.0%	▲ 0.4%	▲ 19.5%	▲ 44.3%	▲ 134.6%
2 Organic Search								
Mar-01 2026 - Mar-31 2026	559	389	428	69.59%	93.93%	16	58.42 sec	1.4K
Jan-29 2026 - Feb-28 2026	763	501	588	65.66%	94.39%	45	51.69 sec	1.9K
% Change	▼ -26.7%	▼ -22.4%	▼ -27.2%	▲ 6.0%	▼ -0.5%	▼ -64.4%	▲ 13.0%	▼ -26.7%
3 Organic Social								
Mar-01 2026 - Mar-31 2026	17	10	10	58.82%	80%	4	50 sec	105
Jan-29 2026 - Feb-28 2026	28	13	25	46.43%	96%	3	24.57 sec	48
% Change	▼ -39.3%	▼ -23.1%	▼ -60%	▲ 26.7%	▼ -16.7%	▲ 33.3%	▲ 103.5%	▲ 118.8%
4 Referral								

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
Mar-01 2026 - Mar-31 2026	10	4	7	40%	85.71%	0	45.2 sec	19
Jan-29 2026 - Feb-28 2026	25	19	8	76%	87.5%	6	147.28 sec	344
% Change	▼ -60%	▼ -78.9%	▼ -12.5%	▼ -47.4%	▼ -2.0%	▼ -100%	▼ -69.3%	▼ -94.5%
5 Unassigned								
Mar-01 2026 - Mar-31 2026	3	0	3	0%	33.33%	0	7 sec	1
Jan-29 2026 - Feb-28 2026	10	1	10	10%	10%	0	14.8 sec	6
% Change	▼ -70%	▼ -100%	▼ -70%	▼ -100%	▲ 233.3%	▼ 0%	▼ -52.7%	▼ -83.3%

Competitors Average Position Trend

Average position

Mar-01 2026 - Mar-31 2026



HEALTH SCORE



Backlinks

