



SEO report

www.shwallacemarine.com.au

MAY-01 2026 - MAY-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	Search visibility	Traffic forecast	Keywords in SERP
32 ▾ 2	12.5% ▲ 4.2%	665 ▾ 20	72

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	85	1	1
wallace marine	88	1	1
shepparton stacer	79	1	1
shepparton stacer boat	133	1	1
stacer outlaw shepparton	612	1	1
marine shepparton	106	3	2 ▲ 1
new boats for sale shepparton	41	2	2
shepparton boats	98	2	3 ▾ 1
shepparton marine	97	3	3
boats shepparton	111	2	3 ▾ 1
fishing boats Shepparton	106	2	3 ▾ 1
used boats for sale shepparton	91	3	3
fishing boats for sale shepparton	135	4	4
stacer dealers victoria	106	5	5
boats for sale shepparton	91	3	6 ▾ 3

Keyword	Results	Month ago ▲	Current rankings
tohatsu dealer	155	5	7 ▼ 2
tohatsu	204	7	8 ▼ 1
stacer boats for sale victoria	109	-	9 ▲ 91
stacer boat for sale vic	175	7	10 ▼ 3
tohatsu outboards	208	13	10 ▲ 3
honda outboard motors	178	47	11 ▲ 36
stacer boat dealer	110	13	13
honda boat engine	199	31	13 ▲ 18
new stacer boat for sale	187	44	22 ▲ 22
boat service victoria	116	25	25
honda motor boat	175	57	25 ▲ 32
crossfire boat for sale	155	-	27 ▲ 73
wildrider boat	185	-	28 ▲ 72
proline angler	171	41	33 ▲ 8
stacer boat	169	-	34 ▲ 66
honda boat engines for sale	177	18	42 ▼ 24
boat for sale	231	-	-
stacer boat for sale	182	-	-
fishing boat for sale victoria	166	-	-
wild rider boat	160	-	-
crossfire boat	169	16	-
boat services	139	-	-
stacer boats for sale	181	-	-
boating accessories	198	79	-
marine accessories	186	-	-
boating supplies	185	88	-
boating equipment	200	-	-
boating equipment for sale	190	71	-

Keyword	Results	Month ago ▲	Current rankings
used stacer boat for sale	176	-	-
stacer boat price	181	-	-
stacer boat trailers	173	-	-
aluminium boat trailers	205	-	-
aluminium fishing boats for sale	131	-	-
second hand boats for sale victoria	110	-	-
marine accessories for boats	200	-	-
marine electronics accessories	200	-	-
outboard engines for sale victoria	176	-	-

 Google Mobile Australia 3630, Victoria, Australia

Keyword	Results	Month ago ▲	Current rankings
keyword			
boat dealers shepparton vic	104	N/A	1
General			
sh wallace	85	1	1
wallace marine	88	1	1
shepparton stacer	79	1	1
shepparton stacer boat	133	1	1
stacer dealers victoria	106	1	1
marine shepparton	106	3	1 ▲ 2
stacer outlaw shepparton	612	1	1
new boats for sale shepparton	41	1	1
stacer boat dealer	110	2	2
boat services	139	2	2
boat repairs	N/A	2	2
marine shop	N/A	1	2 ▼ 1
fishing boats Shepparton	106	2	2
fishing boat	562M	-	3 ▲ 97

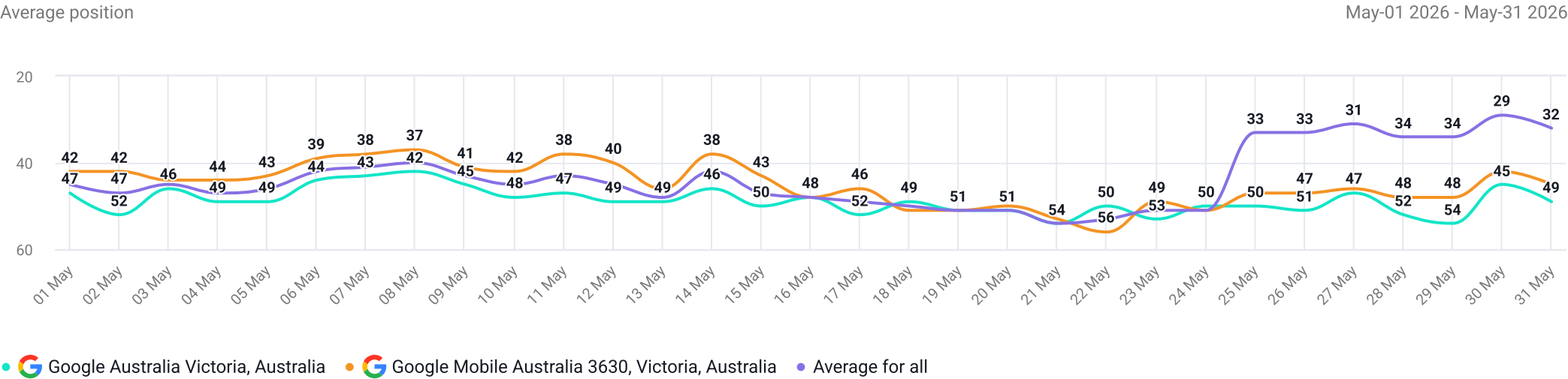
Keyword	Results	Month ago ▲	Current rankings
shepparton boats	98	2	3 ▼ 1
new boats for sale	183M	3	3
shepparton marine	97	3	3
boats shepparton	111	2	3 ▼ 1
tohatsu dealer	155	2	3 ▼ 1
used boats for sale shepparton	91	5	3 ▲ 2
boats for sale shepparton	91	3	4 ▼ 1
fishing boats for sale shepparton	135	3	4 ▼ 1
used boat for sale	367M	4	5 ▼ 1
stacer boat for sale vic	175	6	7 ▼ 1
boat service victoria	116	2	8 ▼ 6
used boats for sale	121M	10	9 ▲ 1
boat for sale	231	14	10 ▲ 4
new stacer boat for sale	187	4	10 ▼ 6
stacer boats for sale victoria	109	-	10 ▲ 90
tohatsu	204	22	12 ▲ 10
honda boat engine	199	22	13 ▲ 9
wild rider boat	160	56	14 ▲ 42
honda outboard motors	178	56	14 ▲ 42
boating supplies	185	13	16 ▼ 3
tohatsu outboards	208	16	17 ▼ 1
honda motor boat	175	34	27 ▲ 7
crossfire boat for sale	155	22	27 ▼ 5
boating equipment for sale	190	8	28 ▼ 20
proline angler	171	27	29 ▼ 2
marine supplies	N/A	8	32 ▼ 24

Keyword	Results	Month ago ▲	Current rankings
honda boat engines for sale	177	15	40 ▼ 25
outlaw boat	10M	-	54 ▲ 46
fishing boat for sale	146M	-	-
stacer boat for sale	182	-	-
fishing boat for sale victoria	166	-	-
crossfire boat	169	16	-
wildrider boat	185	51	-
stacer boats for sale	181	-	-
boating accessories	198	16	-
marine accessories	186	-	-
boat accessories	828M	-	-
boating equipment	200	-	-
boat engines	N/A	-	-
stacer boat	169	-	-
used stacer boat for sale	176	-	-
stacer boat price	181	-	-
stacer boat trailers	173	-	-
fishing boat for sale	147M	-	-
outboard motors for sale	7.9M	-	-
aluminium boat trailers	205	87	-
aluminium fishing boats for sale	131	-	-
second hand boats for sale victoria	110	-	-
marine accessories for boats	200	-	-
marine electronics accessories	200	-	-
outboard engines for sale victoria	176	-	-

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	12	7	9	2	22	49
 General	52	5	12	7	9	2	22	49
 Google Mobile Australia 3630, Victoria, Australia	66	7	20	6	9	6	25	45
 General	65	6	19	6	9	6	25	46
 keyword	1	1	1	0	0	-	0	1

Average Position Trend



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

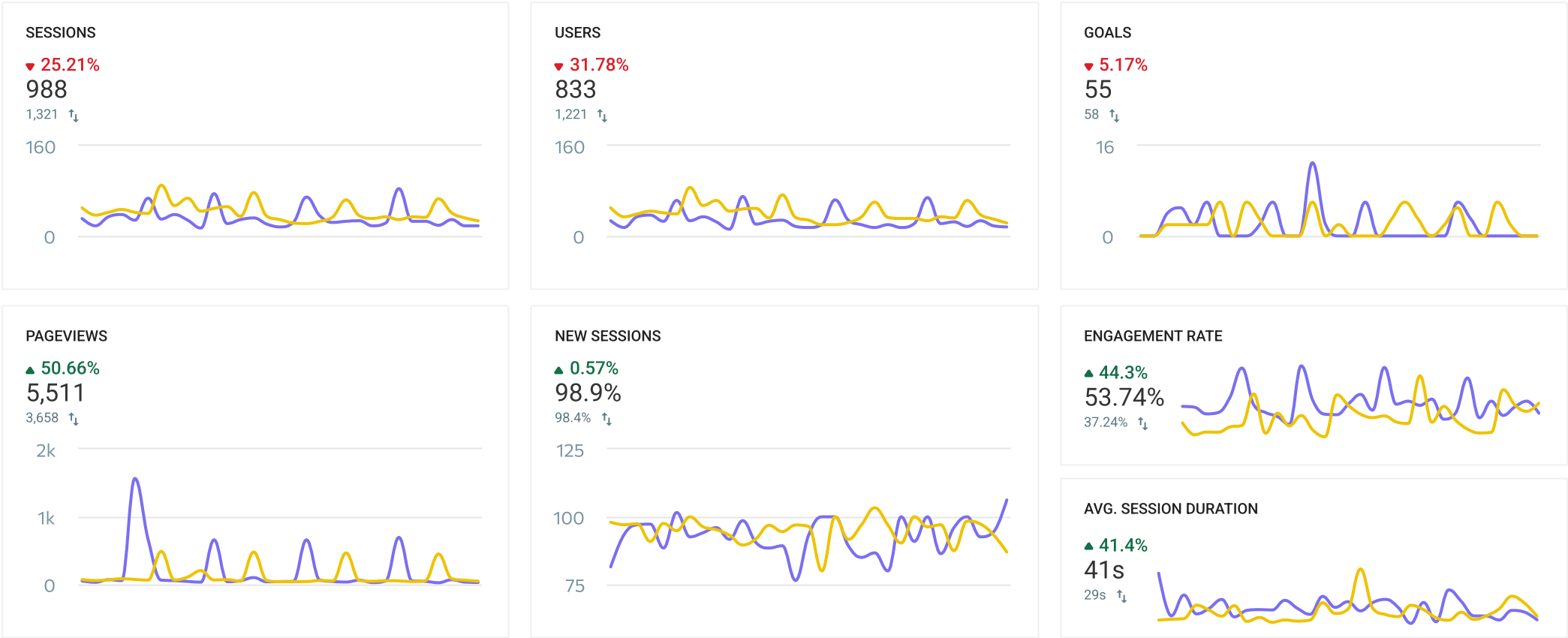
Average length of time that the website had focus in the browser



Traffic Overview

Audience GOOGLE ANALYTICS

May-01 2026 - May-31 2026



● May-01 2026 - May-31 2026 ● Mar-31 2026 - Apr-30 2026

Pages

All pages GOOGLE ANALYTICS

May-01 2026 - May-31 2026

Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	May-01 2026 - May-31 2026	395	93.31%	314	465	16s	46.08%	0
2	/boatranges/stacer/downloadsspecs							
	May-01 2026 - May-31 2026	95	77.89%	95	844	07s	97.89%	0
3	/boatranges/newboats							
	May-01 2026 - May-31 2026	66	12.5%	56	92	33s	90.91%	0
4	/boatranges/usedboats							
	May-01 2026 - May-31 2026	59	1.89%	53	68	41s	94.92%	0
5	/engines/tohatsu-engines/high-power							
	May-01 2026 - May-31 2026	47	71.43%	42	51	07s	59.57%	0
6	/buying-a-boat/news/top-10-must-have-boat-accessories-for-every-boating-enthusia							
	May-01 2026 - May-31 2026	32	90.32%	31	35	34s	75%	0
7	/general/contact							

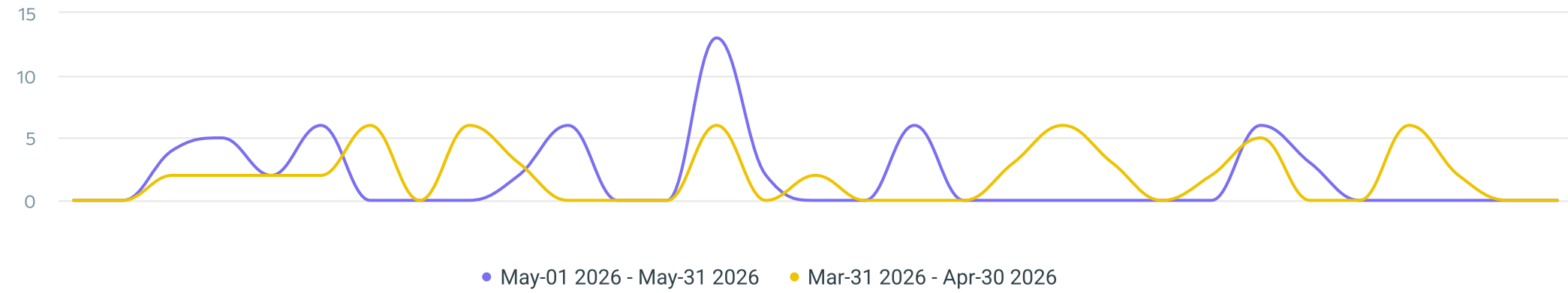
No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
	May-01 2026 - May-31 2026	27	20.83%	24	30	37s	81.48%	0
8	/boatranges/stacer							
	May-01 2026 - May-31 2026	26	0%	22	38	38s	84.62%	0
9	/boatranges/newboats/stacer-429-proline-angler-2025-382941							
	May-01 2026 - May-31 2026	24	15.79%	19	24	21s	75%	0
10	/engines/tohatsu-engines							
	May-01 2026 - May-31 2026	23	47.37%	19	27	18s	86.96%	0

Conversions

Goals GOOGLE ANALYTICS

May-01 2026 - May-31 2026

Goals



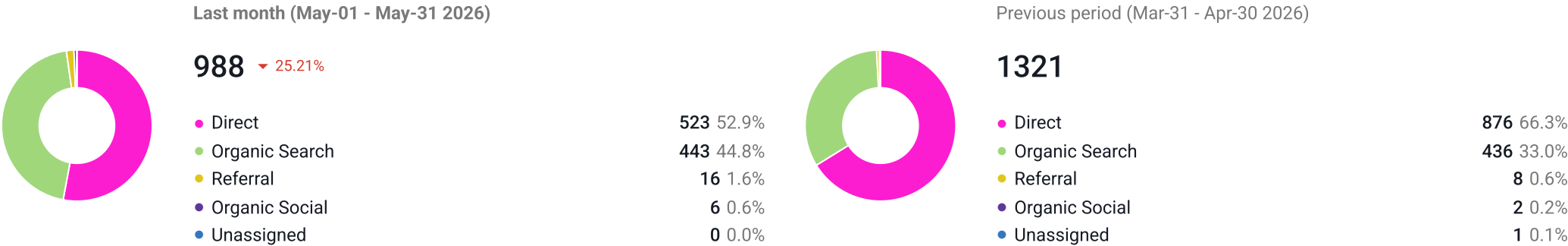
No.	Goal	Goals	Goal value
1	BookAService		
	May-01 2026 - May-31 2026	39	0
	Mar-31 2026 - Apr-30 2026	47	0
	% Change	▼ 17%	
2	all_success_enquiries		
	May-01 2026 - May-31 2026	14	0
	Mar-31 2026 - Apr-30 2026	10	0

No.	Goal	Goals	Goal value
	% Change	▲ 40%	
3	file_download		
	May-01 2026 - May-31 2026	2	0
	Mar-31 2026 - Apr-30 2026	0	0
	% Change		

Traffic Source

Overview: Sessions

Last month (May-01 - May-31 2026) ↑ Previous period (Mar-31 - Apr-30 2026)



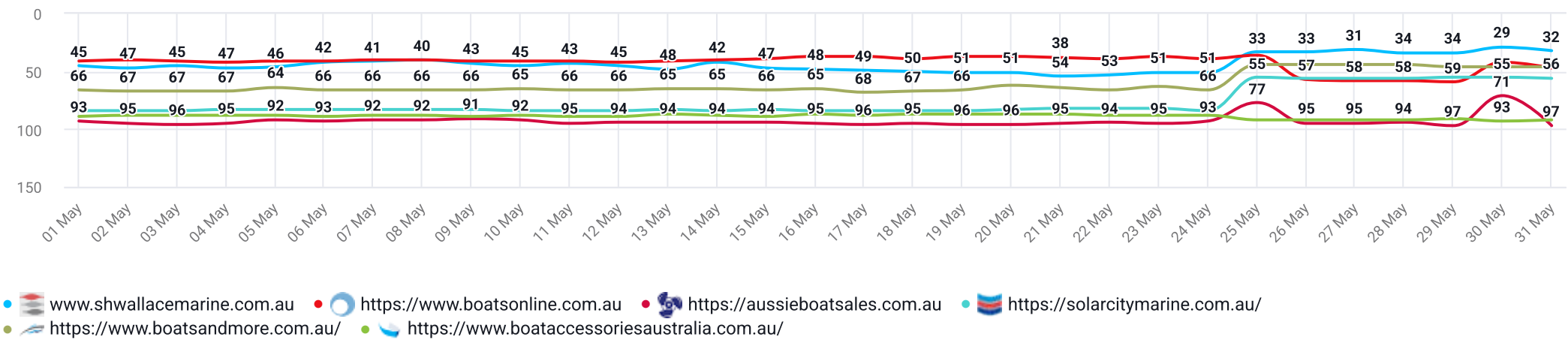
Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Direct								
May-01 2026 - May-31 2026	523	236	486	45.12%	100.62%	26	27.04 sec	4.4K
Mar-31 2026 - Apr-30 2026	876	193	853	22.03%	100.7%	36	17.23 sec	2.6K
% Change	▼ -40.3%	▲ 22.3%	▼ -43.0%	▲ 104.8%	▼ -0.1%	▼ -27.8%	▲ 56.9%	▲ 68.2%
2 Organic Search								
May-01 2026 - May-31 2026	443	282	340	63.66%	96.47%	27	54.7 sec	963
Mar-31 2026 - Apr-30 2026	436	292	361	66.97%	92.8%	22	52.91 sec	1K
% Change	▲ 1.6%	▼ -3.4%	▼ -5.8%	▼ -4.9%	▲ 4.0%	▲ 22.7%	▲ 3.4%	▼ -6.1%
3 Referral								
May-01 2026 - May-31 2026	16	11	2	68.75%	50%	2	142.19 sec	159
Mar-31 2026 - Apr-30 2026	8	6	6	75%	66.67%	0	25.88 sec	24
% Change	▲ 100%	▲ 83.3%	▼ -66.7%	▼ -8.3%	▼ -25.0%	▼ 0%	▲ 449.4%	▲ 562.5%
4 Organic Social								

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
May-01 2026 - May-31 2026	6	1	6	16.67%	100%	0	1.5 sec	8
Mar-31 2026 - Apr-30 2026	2	1	2	50%	100%	0	20.5 sec	2
% Change	▲ 200%	▼ 0%	▲ 200%	▼ -66.7%	▼ 0%	▼ 0%	▼ -92.7%	▲ 300%
5 Unassigned								
May-01 2026 - May-31 2026	-	-	-	-	-	-	-	-
Mar-31 2026 - Apr-30 2026	1	0	1	0%	100%	0	0 sec	1
% Change	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%

Competitors Average Position Trend

Average position

May-01 2026 - May-31 2026



HEALTH SCORE



Backlinks

