



SEO report

www.lismoreoutboards.com.au

AUG-01 2026 - AUG-31 2026



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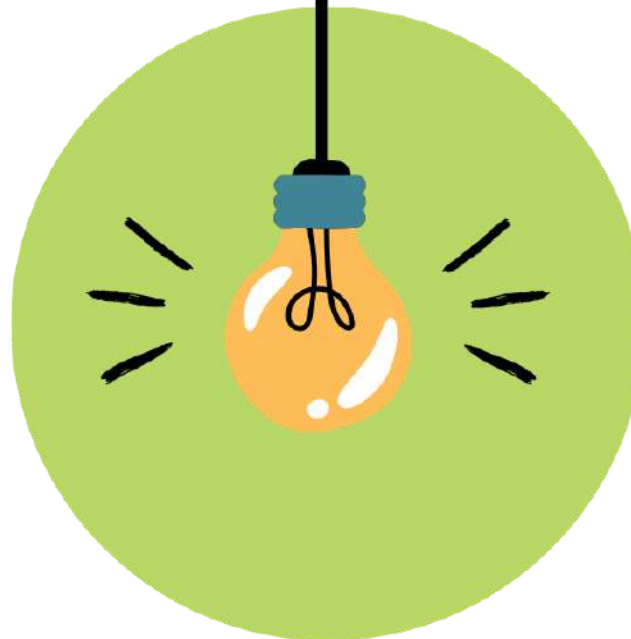
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KEYRANKING METRICS



SEARCH VISIBILITY

Share of impressions a website gets in a given search engine for a given search query.

TRAFFIC FORECAST

The potential volume of traffic that keywords can attract to a website.

AVERAGE POSITION

The arithmetic mean of ranking positions of all keywords of 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 56 ▲ 2	Search visibility 9.9% ▲ 3.1%	Traffic forecast 232 ▲ 12	Keywords in SERP 27
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Keywords Ranking

Entered Top 10 Left Top 10 In Top 10 Entered Top 100

Google Australia 2480, New South Wales, Australia

Keyword	Results	Month ago ▲	Current rankings
General			
lismore outboards	122	1	1
used boat trailers	204	2	1 ▲ 1
outboard repairs	169	1	1
stacer dealers	138	2	2
buy used fishing boat	241	4	4
outboard service nsw	113	6	4 ▲ 2
trailers for sale lismore	108	7	5 ▲ 2
stacer boat dealers nsw	109	6	7 ▼ 1
fishing boats for sale	218	10	7 ▲ 3
mercury outboard service	165	18	7 ▲ 11
second hand fishing boats for sale	214	5	8 ▼ 3
suzuki outboard dealers nsw	108	7	8 ▼ 1
stacer boats for sale nsw	109	10	10
mercury dealers nsw	113	14	10 ▲ 4
used outboards for sale	186	15	13 ▲ 2
suzuki outboard service	135	12	13 ▼ 1

Keyword	Results	Month ago ▲	Current rankings
stacer boat packages	170	-	15 ▲ 85
redco trailers	169	17	15 ▲ 2
new boats for sale nsw	115	25	26 ▼ 1
suzuki marine	153	21	27 ▼ 6
new outboard motors for sale	185	22	29 ▼ 7
new suzuki engines for sale	175	-	31 ▲ 69
stacer wildrider	107	-	42 ▲ 58
stacer seamaster	161	-	45 ▲ 55
mercury outboard for sale	189	-	51 ▲ 49
mercury outboard	194	28	62 ▼ 34
stacer boats	173	-	63 ▲ 37
stacer crossfire	171	-	-
stacer aluminium boats	171	-	-
new stacer boats	175	53	-
used stacer boat for sale	179	-	-
stacer sea runner	168	-	-
stacer proline	172	-	-
new stacer boat for sale	180	-	-
stacer skimmer	106	36	-
stacer tinie	163	-	-
small fishing boats for sale	231	-	-
new fishing boats for sale	208	13	-
plate aluminium fishing boats	210	-	-
stacer boat sales	114	-	-
mercury boat engines for sale	203	65	-
suzuki outboard for sale	200	-	-
move boat trailers	186	-	-
dunbier trailers	201	-	-
stacer boat accessories	171	-	-
stacer bimini	170	-	-

Keyword	Results	Month ago ▲	Current rankings
boat accessories nsw	182	29	-
suzuki genuine parts	173	-	-
mercury genuine parts	112	43	-
suzuki finance	108	-	-

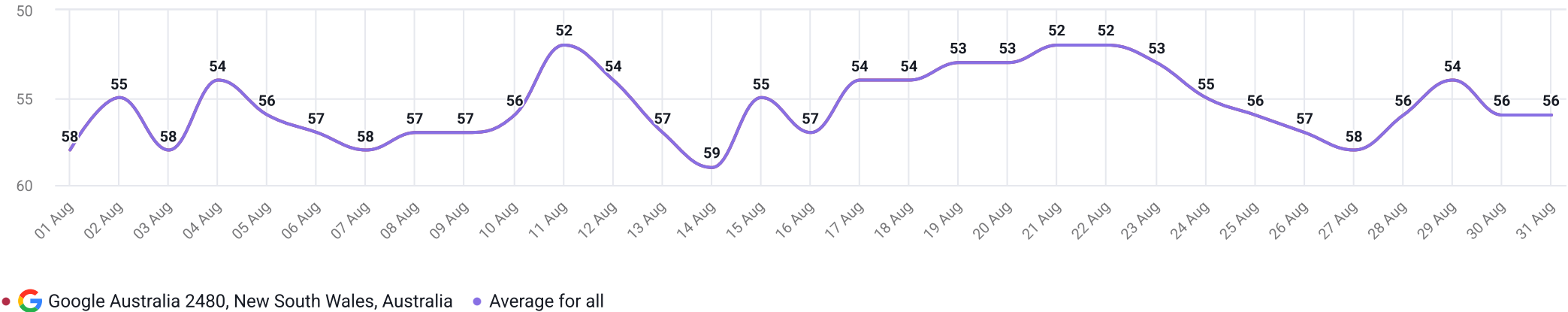
Distribution of Keywords

Search Engines	Total Keywords	Top 1	Top 3	Top 4..10	Top 11..30	Top 100	Out of SERP	Avg. Position
 Google Australia 2480, New South Wales, Australia	50	3	4	9	8	6	23	56
 General	50	3	4	9	8	6	23	56

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

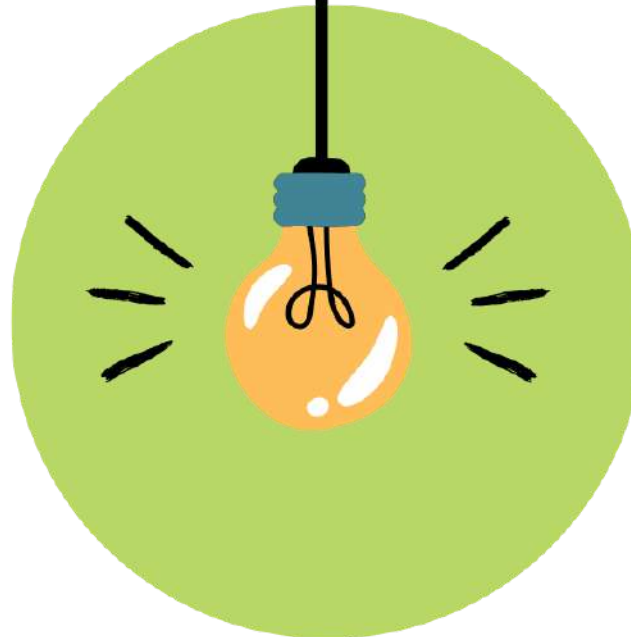
Number of times users triggered a conversion event or goals

ENGAGEMENT RATE

Ratio of engaged sessions to total sessions

AVG. ENGAGEMENT TIME

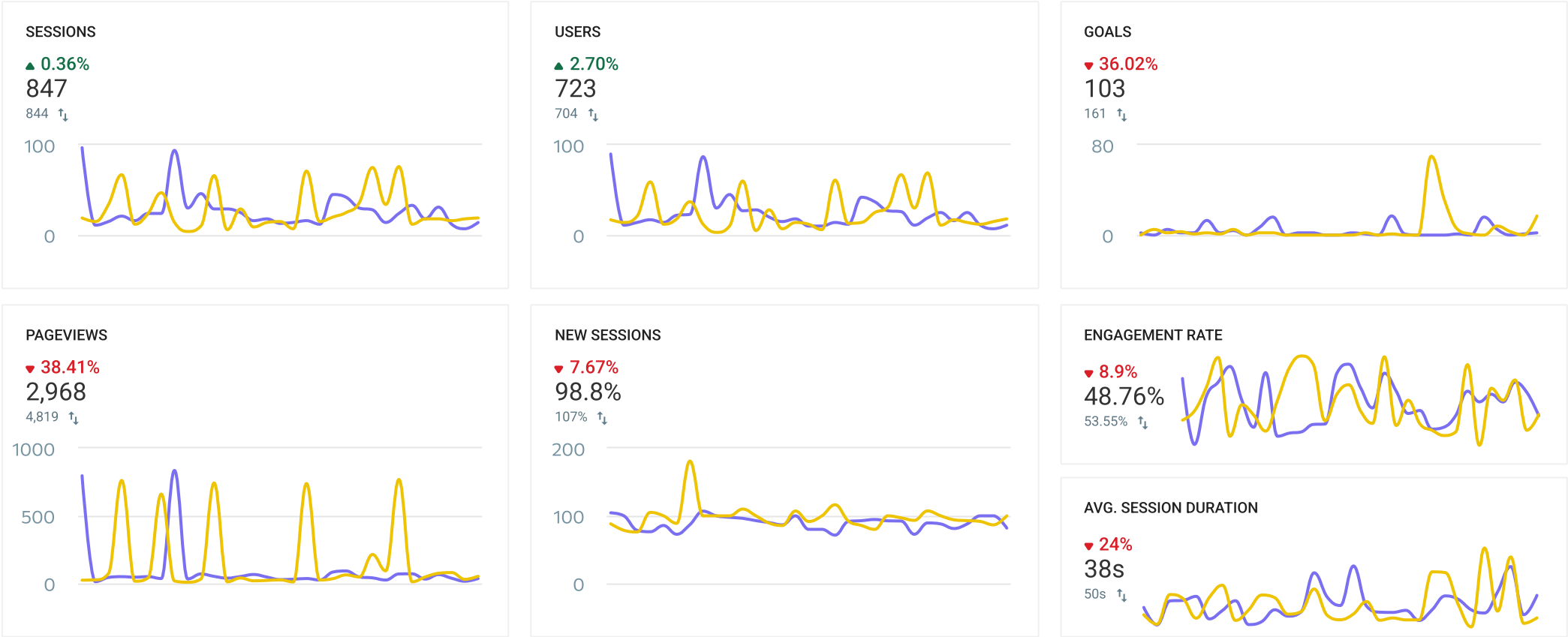
Average length of time that the website had focus in the browser



Traffic Overview

Audience GOOGLE ANALYTICS

Aug-01 2026 - Aug-31 2026



● Aug-01 2026 - Aug-31 2026 ● Jul-01 2026 - Jul-31 2026

Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	Aug-01 2026 - Aug-31 2026	291	90.99%	233	387	22s	72.85%	15
2	/boatranges/stacer/downloadsspecs							
	Aug-01 2026 - Aug-31 2026	57	70.91%	55	434	15s	94.74%	0
3	/BoatRanges/usedboats							
	Aug-01 2026 - Aug-31 2026	52	5.26%	38	81	44s	94.23%	1
4	/BoatRanges/newboats							
	Aug-01 2026 - Aug-31 2026	44	2.78%	36	53	41s	90.91%	3
5	/boatranges/newboats/stacer							
	Aug-01 2026 - Aug-31 2026	27	0%	24	35	39s	92.59%	2
6	/products							
	Aug-01 2026 - Aug-31 2026	24	26.32%	19	32	23s	83.33%	0
7	/general/contact							
	Aug-01 2026 - Aug-31 2026	23	40%	20	27	16s	69.57%	2

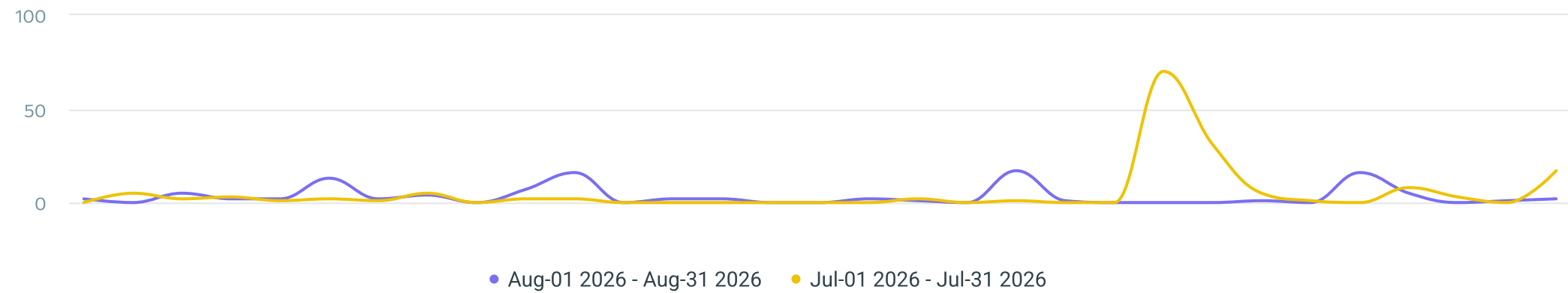
No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
8	/products/all-categories/used-engines							
	Aug-01 2026 - Aug-31 2026	20	20%	20	26	10s	85%	0
9	/BoatRanges/stacer							
	Aug-01 2026 - Aug-31 2026	18	0%	18	24	45s	100%	0
10	/products/all-categories/new-engines							
	Aug-01 2026 - Aug-31 2026	18	11.76%	17	23	10s	100%	0

Conversions

Goals GOOGLE ANALYTICS

Aug-01 2026 - Aug-31 2026

Goals



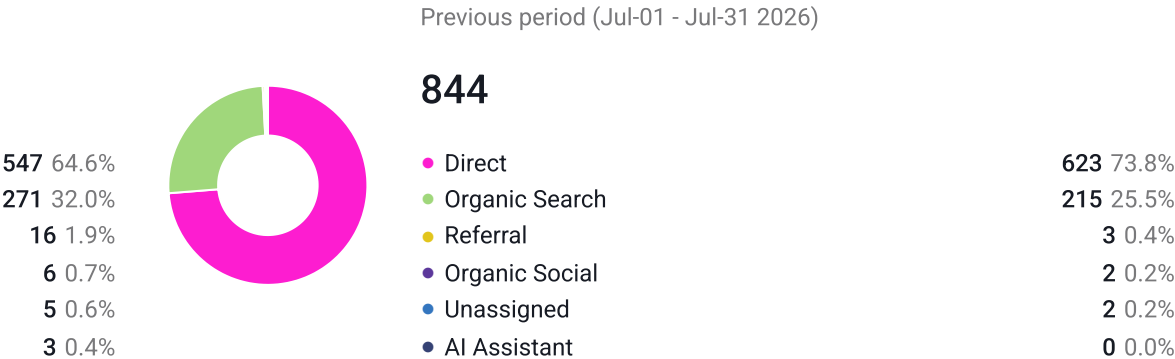
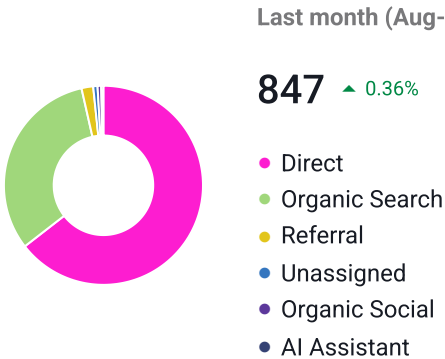
No.	Goal	Goals	Goal value
1	form_start		
	Aug-01 2026 - Aug-31 2026	31	0
	Jul-01 2026 - Jul-31 2026	69	0
	% Change	▼ 55.1%	
2	book_a_service		
	Aug-01 2026 - Aug-31 2026	30	0
	Jul-01 2026 - Jul-31 2026	24	0
	% Change	▲ 25%	

No.	Goal	Goals	Goal value
3	form_submit		
	Aug-01 2026 - Aug-31 2026	27	0
	Jul-01 2026 - Jul-31 2026	56	0
	% Change	▼ 51.8%	
4	click_telephone		
	Aug-01 2026 - Aug-31 2026	8	0
	Jul-01 2026 - Jul-31 2026	9	0
	% Change	▼ 11.1%	
5	file_download		
	Aug-01 2026 - Aug-31 2026	4	0
	Jul-01 2026 - Jul-31 2026	1	0
	% Change	▲ 300%	
6	click_direction		
	Aug-01 2026 - Aug-31 2026	3	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)



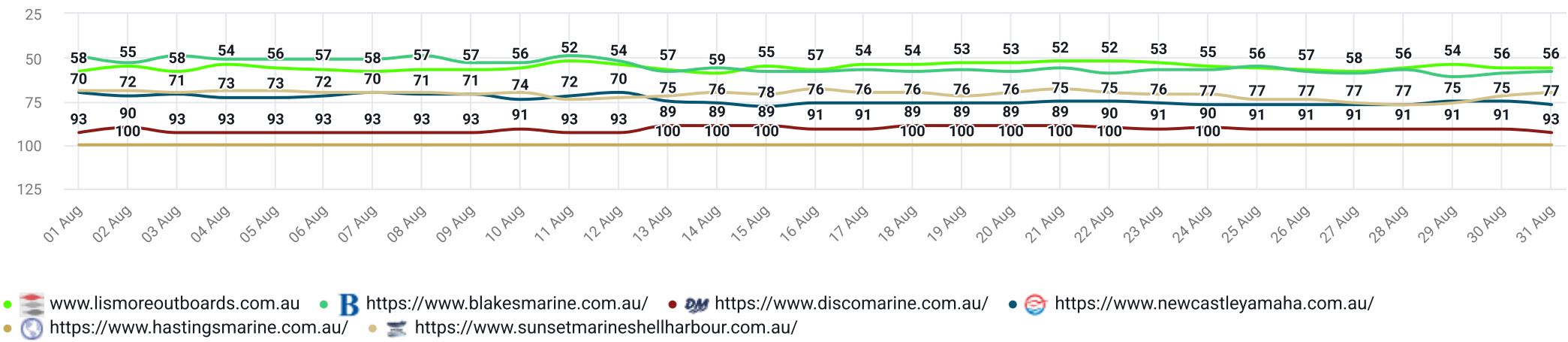
Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Direct								
Aug-01 2026 - Aug-31 2026	547	182	521	33.27%	101.34%	33	19.2 sec	2K
Jul-01 2026 - Jul-31 2026	623	302	570	48.48%	108.95%	31	28.46 sec	4K
% Change	▼ -12.2%	▼ -39.7%	▼ -8.6%	▼ -31.4%	▼ -7.0%	▲ 6.5%	▼ -32.5%	▼ -50.3%
2 Organic Search								
Aug-01 2026 - Aug-31 2026	271	205	175	75.65%	91.43%	51	69.19 sec	867
Jul-01 2026 - Jul-31 2026	215	143	130	66.51%	97.69%	114	114.06 sec	776
% Change	▲ 26.0%	▲ 43.4%	▲ 34.6%	▲ 13.7%	▼ -6.4%	▼ -55.3%	▼ -39.3%	▲ 11.7%
3 Referral								
Aug-01 2026 - Aug-31 2026	16	15	15	93.75%	93.33%	19	71.5 sec	62
Jul-01 2026 - Jul-31 2026	3	3	3	100%	66.67%	16	32.67 sec	6
% Change	▲ 433.3%	▲ 400%	▲ 400%	▼ -6.3%	▲ 40.0%	▲ 18.8%	▲ 118.9%	▲ 933.3%
4 Unassigned								
Aug-01 2026 - Aug-31 2026	6	5	5	83.33%	80%	0	82.33 sec	17

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
Jul-01 2026 - Jul-31 2026	2	1	2	50%	50%	0	2.5 sec	4
% Change	▲ 200%	▲ 400%	▲ 150%	▲ 66.7%	▲ 60%	▼ 0%	▲ 3.2K%	▲ 325%
5 Organic Social								
Aug-01 2026 - Aug-31 2026	5	5	5	100%	100%	0	182.4 sec	16
Jul-01 2026 - Jul-31 2026	2	2	2	100%	100%	0	24 sec	4
% Change	▲ 150%	▲ 150%	▲ 150%	▼ 0%	▼ 0%	▼ 0%	▲ 660%	▲ 300%
6 AI Assistant								
Aug-01 2026 - Aug-31 2026	3	1	3	33.33%	100%	0	22.67 sec	3
Jul-01 2026 - Jul-31 2026	-	-	-	-	-	-	-	-
% Change	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%

Competitors Average Position Trend

Average position

Aug-01 2026 - Aug-31 2026



HEALTH SCORE



