



SEO report

www.lismoreoutboards.com.au

FEB-01 2026 - FEB-28 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.lismoreoutboards.com.au

Average position	Search visibility	Traffic forecast	Keywords in SERP
59 ▼ 7	10.2% ▲ 0.2%	248 ▼ 1	26

Keywords Ranking

 www.lismoreoutboards.com.au

● 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	2.7K	1	1
new fishing boats for sale	63M	1	1
mercury dealers nsw	317K	2	1 ▲ 1
mercury outboard service	4.1M	1	1
outboard service nsw	277K	1	1
outboard repairs	4M	1	1
stacer dealers	424K	2	2
buy used fishing boat	59M	4	2 ▲ 2
suzuki outboard dealers nsw	14K	2	2
suzuki outboard service	3.1M	3	2 ▲ 1
used outboards for sale	5M	7	3 ▲ 4
used boat trailers	33M	2	3 ▼ 1
trailers for sale lismore	152K	9	6 ▲ 3
redco trailers	20K	11	10 ▲ 1
used stacer boat for sale	260K	41	14 ▲ 27

Keyword	Results	Month ago ▲	Current rankings
mercury genuine parts	7.9M	28	22 ▲ 6
new boats for sale nsw	8.8M	10	38 ▼ 28
boat accessories nsw	6.5M	29	42 ▼ 13
stacer aluminium boats	105K	60	48 ▲ 12
stacer sea runner	55K	34	49 ▼ 15
new suzuki engines for sale	17M	-	52 ▲ 48
new outboard motors for sale	6.5M	46	56 ▼ 10
mercury outboard	50M	71	77 ▼ 6
stacer tinnie	17K	-	90 ▲ 10
stacer boat dealers nsw	213K	2	-
stacer boats for sale nsw	560K	-	-
suzuki marine	44M	-	-
stacer boats	616K	18	-
stacer crossfire	52K	-	-
new stacer boats	269K	78	-
stacer proline	50K	-	-
stacer seamaster	46K	62	-
new stacer boat for sale	258K	24	-
stacer wildrider	19K	-	-
stacer boat packages	614K	-	-
stacer skimmer	4.7K	-	-
fishing boats for sale	63M	-	-
small fishing boats for sale	50M	-	-
plate aluminium fishing boats	1.2M	58	-
second hand fishing boats for sale	26M	7	-
stacer boat sales	260K	36	-
mercury outboard for sale	4.1M	-	-
mercury boat engines for sale	5M	61	-
suzuki outboard for sale	3.1M	-	-

Keyword	Results	Month ago ▲	Current rankings
move boat trailers	25M	-	-
dunbier trailers	228K	-	-
stacer boat accessories	515K	-	-
stacer bimini	149K	-	-
suzuki genuine parts	21M	-	-
suzuki finance	83M	-	-

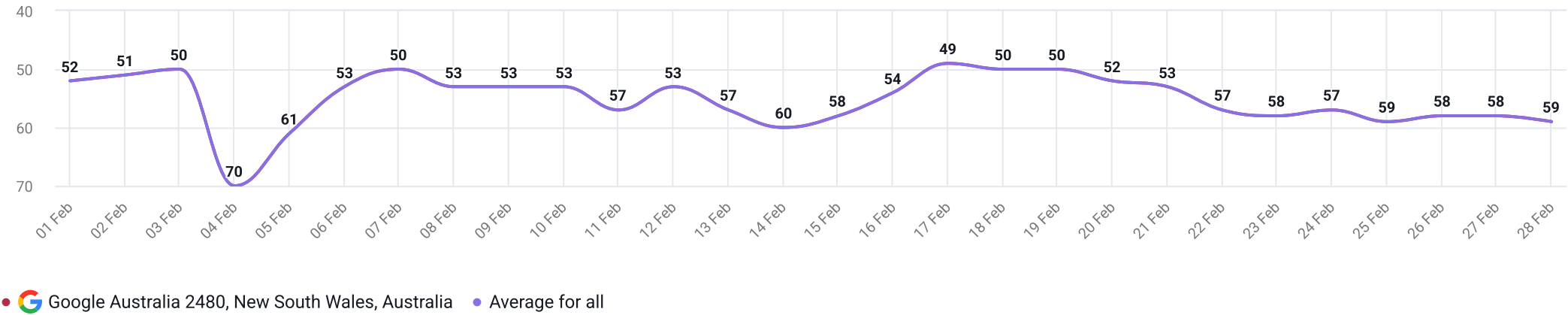
Distribution of Keywords

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	5	12	3	2	9	24	59
 General	50	5	12	3	2	9	24	59

Average Position Trend

Average position

Feb-01 2026 - Feb-28 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

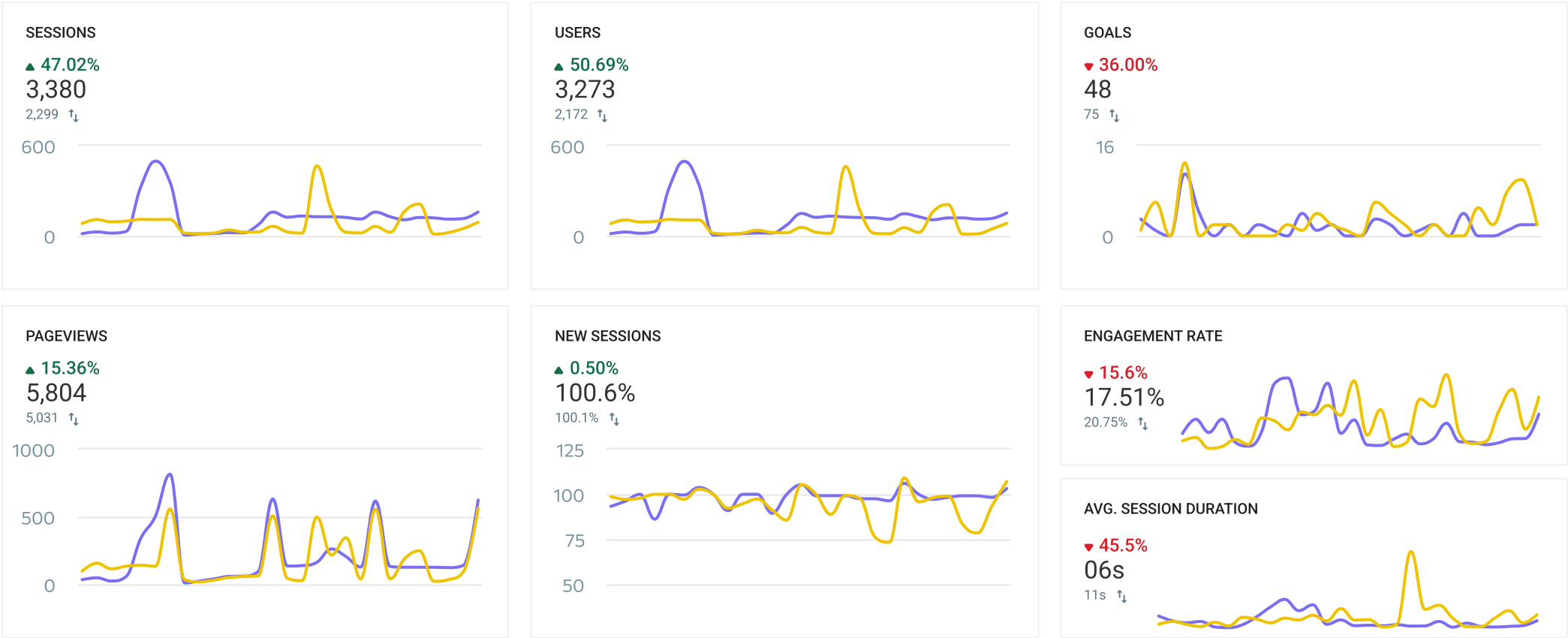
Average length of time that the website had focus in the browser



Traffic Overview

Audience GOOGLE ANALYTICS

Feb-01 2026 - Feb-28 2026



● Feb-01 2026 - Feb-28 2026 ● Jan-04 2026 - Jan-31 2026

Pages

All pages GOOGLE ANALYTICS

Feb-01 2026 - Feb-28 2026

Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	Feb-01 2026 - Feb-28 2026	184	90.85%	153	245	16s	62.5%	2
2	/boatranges/stacer/downloadsspecs							
	Feb-01 2026 - Feb-28 2026	48	83.33%	48	492	10s	100%	0
3	/service/news							
	Feb-01 2026 - Feb-28 2026	38	48.65%	37	45	06s	65.79%	0
4	/BoatRanges/usedboats							
	Feb-01 2026 - Feb-28 2026	34	0%	32	36	10s	97.06%	2
5	/BoatRanges/newboats							
	Feb-01 2026 - Feb-28 2026	31	0%	28	36	10s	96.77%	2
6	/products							
	Feb-01 2026 - Feb-28 2026	26	34.62%	26	34	18s	88.46%	2
7	/products/all-categories							

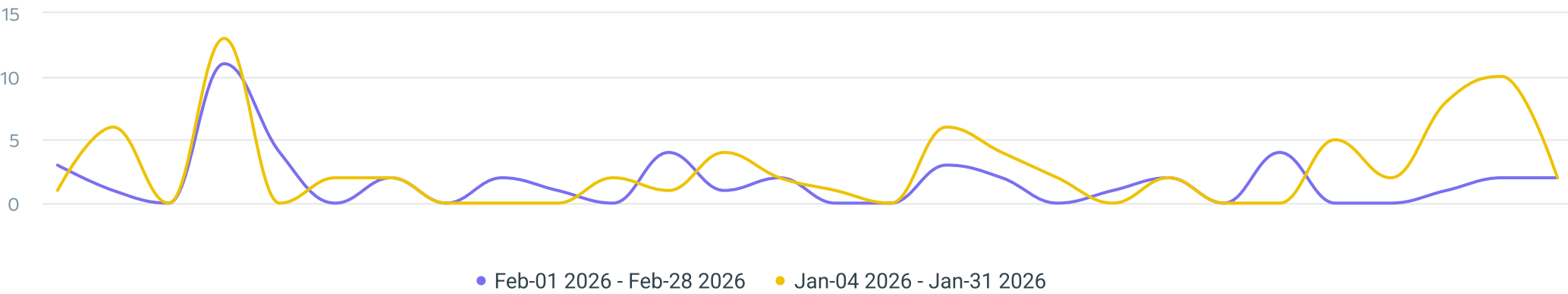
No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
	Feb-01 2026 - Feb-28 2026	24	40.91%	22	26	02s	58.33%	2
8	/BoatRanges/stacer							
	Feb-01 2026 - Feb-28 2026	19	0%	17	26	30s	100%	0
9	/products/all-categories/used-engines							
	Feb-01 2026 - Feb-28 2026	19	15.79%	19	23	13s	89.47%	0
10	/general/contact							
	Feb-01 2026 - Feb-28 2026	19	66.67%	18	19	08s	73.68%	4

Conversions

Goals GOOGLE ANALYTICS

Feb-01 2026 - Feb-28 2026

Goals



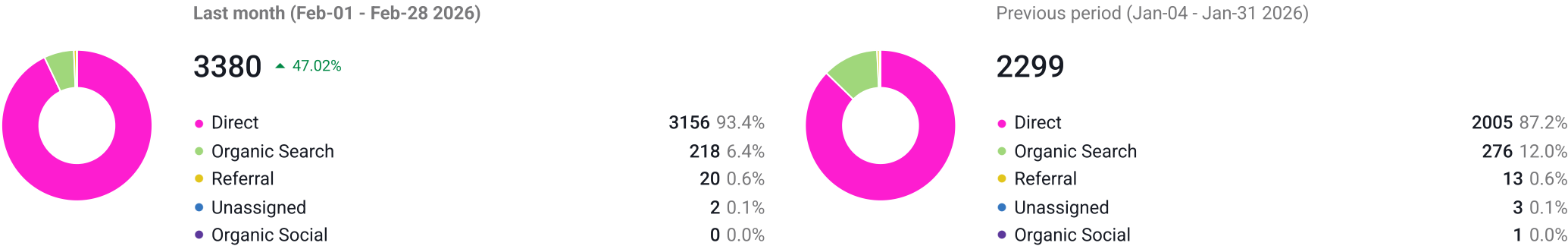
No.	Goal	Goals	Goal value
1	book_a_service		
	Feb-01 2026 - Feb-28 2026	17	0
	Jan-04 2026 - Jan-31 2026	36	0
	% Change	▼ 52.8%	
2	form_start		
	Feb-01 2026 - Feb-28 2026	17	0
	Jan-04 2026 - Jan-31 2026	17	0

No.	Goal	Goals	Goal value
	% Change		
3	form_submit		
	Feb-01 2026 - Feb-28 2026	11	0
	Jan-04 2026 - Jan-31 2026	14	0
	% Change	▼ 21.4%	
4	file_download		
	Feb-01 2026 - Feb-28 2026	3	0
	Jan-04 2026 - Jan-31 2026	1	0
	% Change	▲ 200%	

Traffic Source

Overview: Sessions

Last month (Feb-01 - Feb-28 2026) ↑ Previous period (Jan-04 - Jan-31 2026)

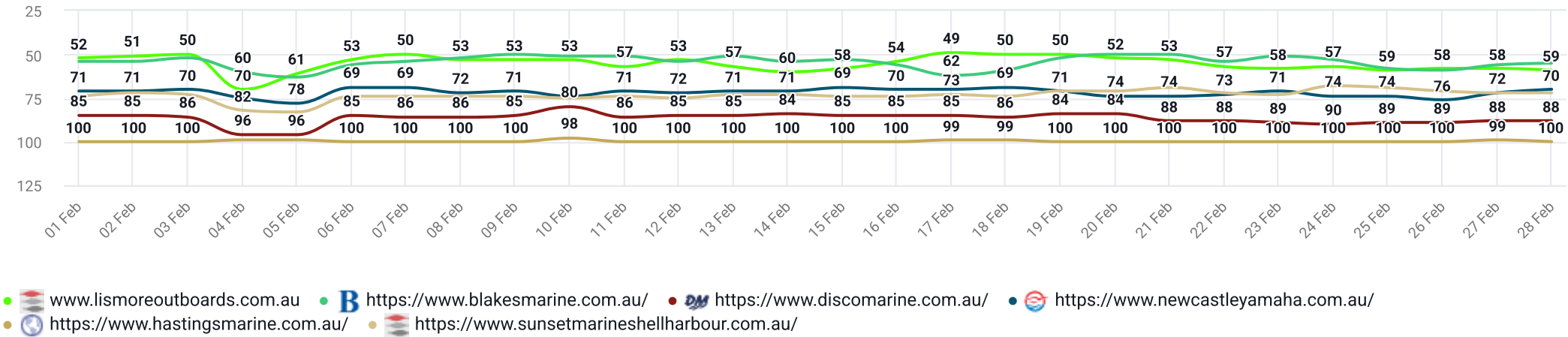


Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Direct								
Feb-01 2026 - Feb-28 2026	3.2K	439	3.1K	13.91%	100.97%	26	3.22 sec	5K
Jan-04 2026 - Jan-31 2026	2K	288	1.9K	14.36%	100.88%	35	6.39 sec	4.1K
% Change	▲ 57.4%	▲ 52.4%	▲ 58.9%	▼ -3.1%	▲ 0.1%	▼ -25.7%	▼ -49.6%	▲ 23.2%
2 Organic Search								
Feb-01 2026 - Feb-28 2026	218	140	179	64.22%	96.09%	21	41.92 sec	533
Jan-04 2026 - Jan-31 2026	276	176	223	63.77%	94.17%	28	42.85 sec	775
% Change	▼ -21.0%	▼ -20.5%	▼ -19.7%	▲ 0.7%	▲ 2.0%	▼ -25%	▼ -2.2%	▼ -31.2%
3 Referral								
Feb-01 2026 - Feb-28 2026	20	13	10	65%	90%	1	54.05 sec	259
Jan-04 2026 - Jan-31 2026	13	11	8	84.62%	87.5%	12	90 sec	161
% Change	▲ 53.8%	▲ 18.2%	▲ 25%	▼ -23.2%	▲ 2.9%	▼ -91.7%	▼ -39.9%	▲ 60.9%
4 Unassigned								

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
Feb-01 2026 - Feb-28 2026	2	0	2	0%	50%	0	3 sec	1
Jan-04 2026 - Jan-31 2026	3	0	3	0%	33.33%	0	5.67 sec	1
% Change	▼ -33.3%	▼ 0%	▼ -33.3%	▼ 0%	▲ 50.0%	▼ 0%	▼ -47.1%	▼ 0%
5 Organic Social								
Feb-01 2026 - Feb-28 2026	-	-	-	-	-	-	-	-
Jan-04 2026 - Jan-31 2026	1	1	1	100%	100%	0	11 sec	28
% Change	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%

Competitors Average Position Trend

Average position Feb-01 2026 - Feb-28 2026



HEALTH SCORE



Backlinks

