



SEO report

www.lismoreoutboards.com.au

JAN-01 2026 - JAN-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.lismoreoutboards.com.au

Average position	Search visibility	Traffic forecast	Keywords in SERP
52 ▲ 4	10% ▼ -1.4%	208 ▼ 44	31

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			
new fishing boats for sale	90M	32	1 ▲ 31
mercury outboard service	5.1M	1	1
outboard service nsw	319K	1	1
outboard repairs	4.9M	1	1
stacer boat dealers nsw	271K	3	2 ▲ 1
stacer dealers	495K	2	2
mercury dealers nsw	248K	2	2
suzuki outboard dealers nsw	17K	3	2 ▲ 1
used boat trailers	59M	1	2 ▼ 1
suzuki outboard service	4.7M	3	2 ▲ 1
buy used fishing boat	85M	4	4
second hand fishing boats for sale	35M	5	5
suzuki outboard for sale	4.4M	25	6 ▲ 19
trailers for sale lismore	167K	11	6 ▲ 5
used outboards for sale	5.7M	-	7 ▲ 93

Keyword	Results	Month ago ▲	Current rankings
new outboard motors for sale	8.7M	56	9 ▲ 47
redco trailers	21K	11	11
new stacer boat for sale	203K	-	13 ▲ 87
new boats for sale nsw	10M	17	13 ▲ 4
stacer boats	610K	-	16 ▲ 84
mercury genuine parts	11M	29	28 ▲ 1
boat accessories nsw	8M	29	30 ▼ 1
stacer boat sales	199K	41	35 ▲ 6
used stacer boat for sale	134K	44	37 ▲ 7
stacer sea runner	32K	-	41 ▲ 59
stacer seamaster	17K	-	44 ▲ 56
stacer aluminium boats	84K	71	60 ▲ 11
plate aluminium fishing boats	1.3M	-	61 ▲ 39
mercury outboard	64M	50	71 ▼ 21
mercury boat engines for sale	5M	59	73 ▼ 14
new stacer boats	207K	-	77 ▲ 23
stacer tinnie	18K	-	79 ▲ 21
stacer boats for sale nsw	595K	-	-
suzuki marine	46M	-	-
lismore outboards	3K	1	-
stacer crossfire	19K	-	-
stacer proline	32K	-	-
stacer wildrider	12K	-	-
stacer boat packages	584K	-	-
stacer skimmer	2.9K	-	-
fishing boats for sale	89M	8	-
small fishing boats for sale	70M	-	-
new suzuki engines for sale	19M	77	-

Keyword	Results	Month ago ▲	Current rankings
mercury outboard for sale	5.2M	-	-
move boat trailers	51M	-	-
dunbier trailers	227K	-	-
stacer boat accessories	559K	-	-
stacer bimini	121K	-	-
suzuki genuine parts	26M	-	-
suzuki finance	121M	-	-

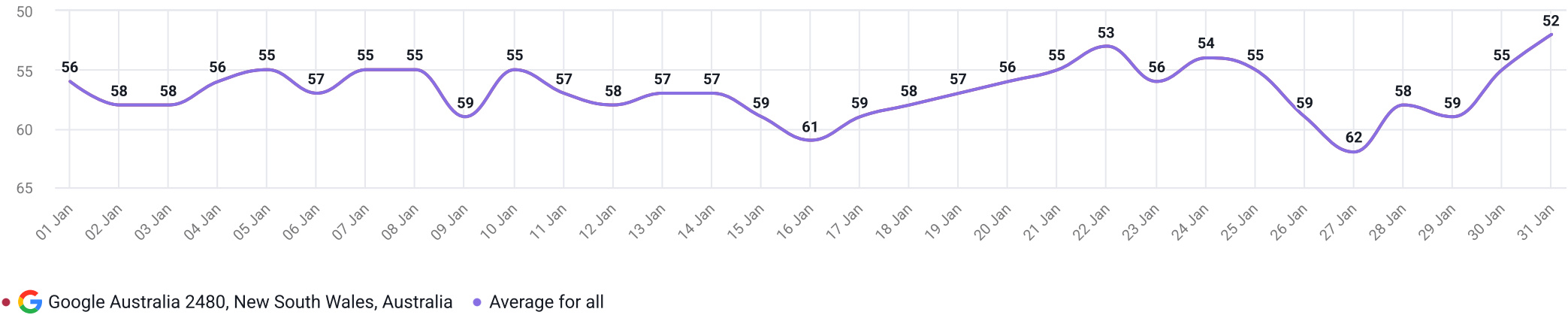
Distribution of Keywords

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	4	10	7	4	10	19	52
 General	50	4	10	7	4	10	19	52

Average Position Trend

Average position

Jan-01 2026 - Jan-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

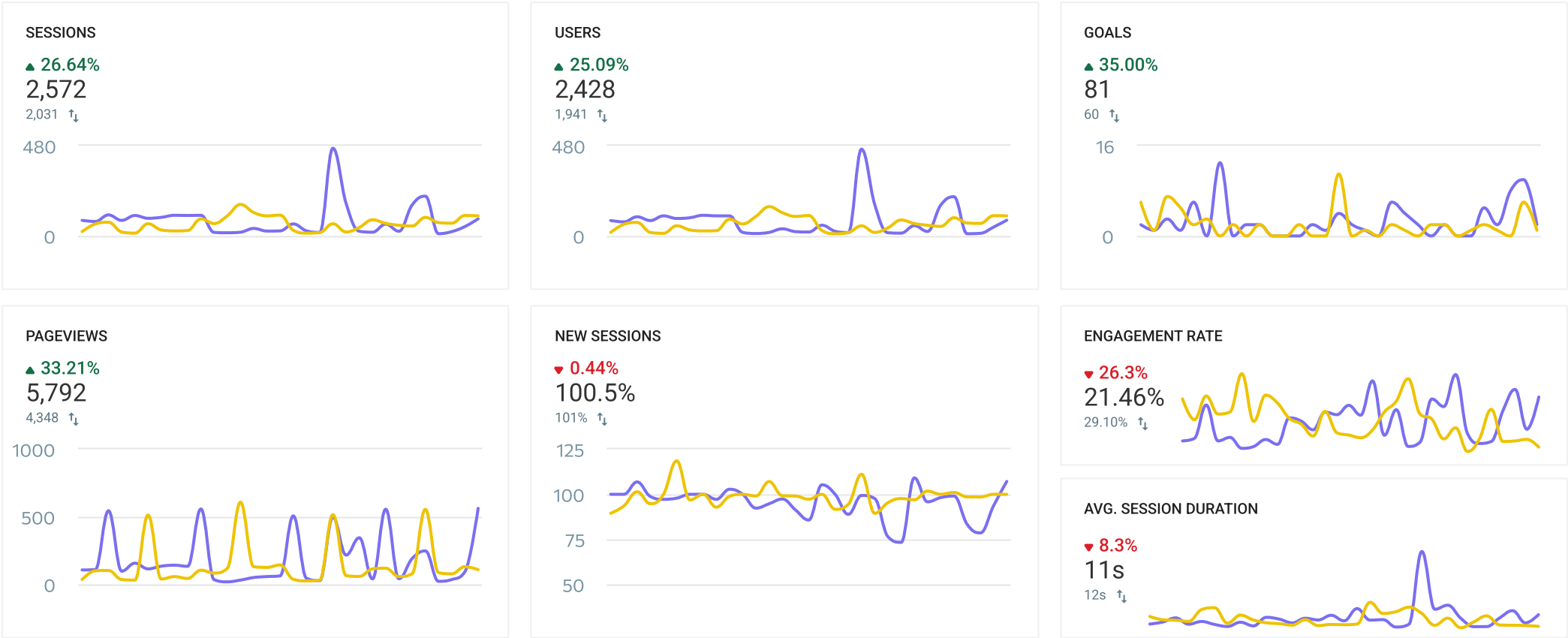
Average length of time that the website had focus in the browser



Traffic Overview

Audience GOOGLE ANALYTICS

Jan-01 2026 - Jan-31 2026



● Jan-01 2026 - Jan-31 2026 ● Dec-01 2025 - Dec-31 2025

Pages

All pages GOOGLE ANALYTICS

Jan-01 2026 - Jan-31 2026

Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	Jan-01 2026 - Jan-31 2026	264	92.46%	199	382	17s	73.86%	7
2	/boatranges/stacer/downloadsspecs							
	Jan-01 2026 - Jan-31 2026	62	82.26%	62	553	11s	100%	0
3	/BoatRanges/usedboats							
	Jan-01 2026 - Jan-31 2026	56	0%	45	65	10s	87.5%	2
4	/BoatRanges/newboats							
	Jan-01 2026 - Jan-31 2026	53	0%	46	63	12s	98.11%	2
5	/service/news							
	Jan-01 2026 - Jan-31 2026	45	53.49%	43	57	07s	57.78%	0
6	/BoatRanges/stacer							
	Jan-01 2026 - Jan-31 2026	34	3.45%	29	51	27s	97.06%	0
7	/products							

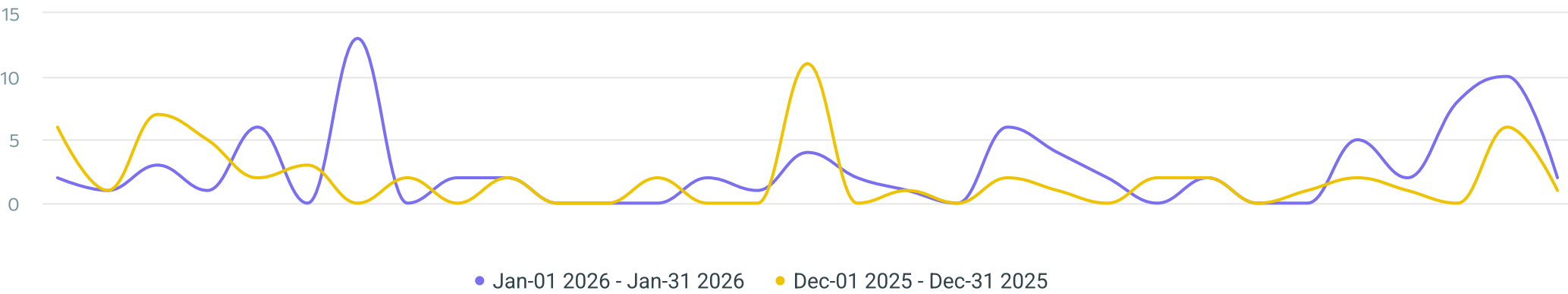
No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
	Jan-01 2026 - Jan-31 2026	34	28.13%	32	46	19s	88.24%	0
8	/engines/mercury-engines							
	Jan-01 2026 - Jan-31 2026	30	18.52%	27	44	30s	100%	0
9	/general/contact							
	Jan-01 2026 - Jan-31 2026	30	30.77%	26	31	06s	70%	0
10	/products/all-categories/used-engines							
	Jan-01 2026 - Jan-31 2026	27	0%	26	33	15s	100%	0

Conversions

Goals GOOGLE ANALYTICS

Jan-01 2026 - Jan-31 2026

Goals



No.	Goal	Goals	Goal value
1	book_a_service		
	Jan-01 2026 - Jan-31 2026	40	0
	Dec-01 2025 - Dec-31 2025	24	0
	% Change	▲ 66.7%	
2	form_start		
	Jan-01 2026 - Jan-31 2026	19	0
	Dec-01 2025 - Dec-31 2025	21	0

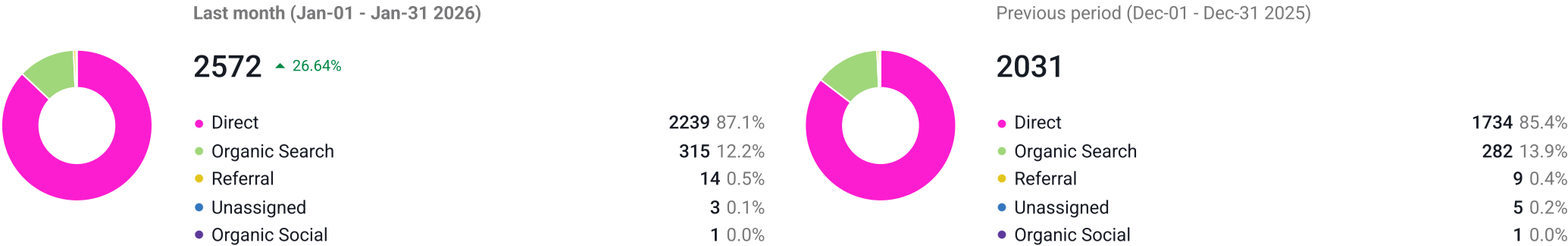
No.	Goal	Goals	Goal value
	% Change	▼ 9.5%	
3	form_submit		
	Jan-01 2026 - Jan-31 2026	14	0
	Dec-01 2025 - Dec-31 2025	12	0
	% Change	▲ 16.7%	
4	click_telephone		
	Jan-01 2026 - Jan-31 2026	5	0
	Dec-01 2025 - Dec-31 2025	0	0
	% Change		
5	click_direction		
	Jan-01 2026 - Jan-31 2026	2	0
	Dec-01 2025 - Dec-31 2025	0	0
	% Change		
6	file_download		
	Jan-01 2026 - Jan-31 2026	1	0
	Dec-01 2025 - Dec-31 2025	3	0

No.	Goal	Goals	Goal value
	% Change	▼ 66.7%	

Traffic Source

Overview: Sessions

Last month (Jan-01 - Jan-31 2026) ↑ Previous period (Dec-01 - Dec-31 2025)



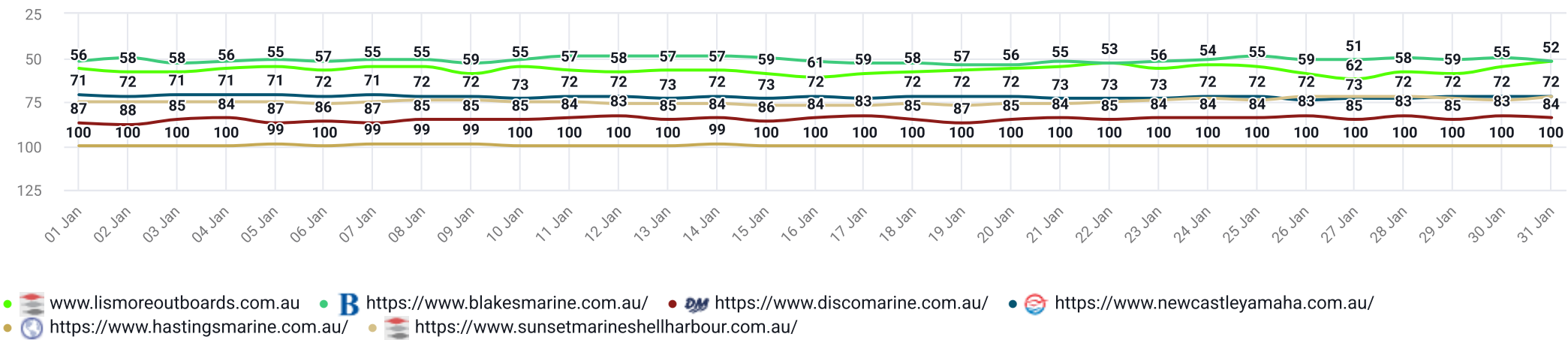
Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Direct								
Jan-01 2026 - Jan-31 2026	2.2K	334	2.2K	14.92%	101.16%	37	6.51 sec	4.7K
Dec-01 2025 - Dec-31 2025	1.7K	384	1.7K	22.15%	102.07%	27	7.07 sec	3.6K
% Change	▲ 29.1%	▼ -13.0%	▲ 27.7%	▼ -32.6%	▼ -0.9%	▲ 37.0%	▼ -7.9%	▲ 32.5%
2 Organic Search								
Jan-01 2026 - Jan-31 2026	315	204	255	64.76%	95.29%	32	42.63 sec	875
Dec-01 2025 - Dec-31 2025	282	200	234	70.92%	94.87%	31	43.67 sec	754
% Change	▲ 11.7%	▲ 2%	▲ 9.0%	▼ -8.7%	▲ 0.4%	▲ 3.2%	▼ -2.4%	▲ 16.0%
3 Referral								
Jan-01 2026 - Jan-31 2026	14	12	9	85.71%	88.89%	12	95.64 sec	166
Dec-01 2025 - Dec-31 2025	9	5	7	55.56%	100%	2	31.89 sec	26
% Change	▲ 55.6%	▲ 140%	▲ 28.6%	▲ 54.3%	▼ -11.1%	▲ 500%	▲ 199.9%	▲ 538.5%
4 Unassigned								

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
Jan-01 2026 - Jan-31 2026	3	0	3	0%	33.33%	0	5.67 sec	1
Dec-01 2025 - Dec-31 2025	5	1	5	20%	20%	0	9.6 sec	2
% Change	▼ -40%	▼ -100%	▼ -40%	▼ -100%	▲ 66.7%	▼ 0%	▼ -40.9%	▼ -50%
5 Organic Social								
Jan-01 2026 - Jan-31 2026	1	1	1	100%	100%	0	11 sec	28
Dec-01 2025 - Dec-31 2025	1	1	1	100%	100%	0	1 sec	1
% Change	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▲ 1K%	▲ 2.7K%

Competitors Average Position Trend

Average position

Jan-01 2026 - Jan-31 2026



HEALTH SCORE



Backlinks

