



SEO report

www.lismoreoutboards.com.au

JUL-01 2026 - JUL-31 2026



Table of Contents

Key Ranking Metrics 4

Keywords Ranking 4

Distribution of Keywords 7

Average Position Trend 7

Traffic Overview 9

Pages 10

Conversions 12

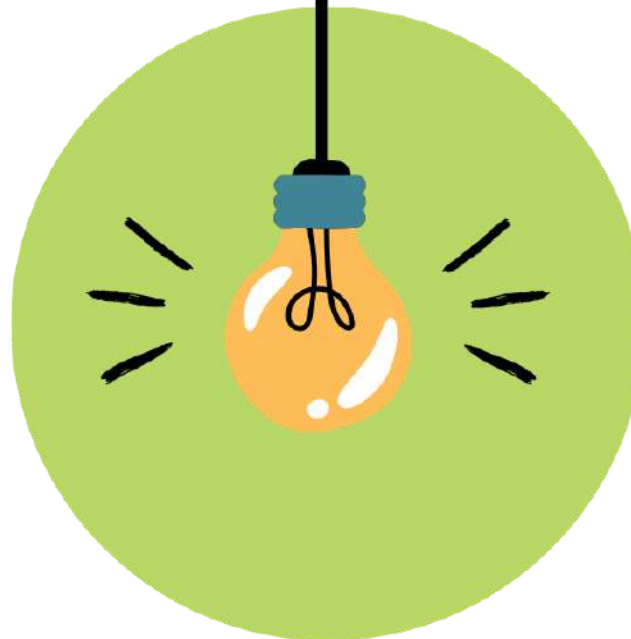
Traffic Source 14

Competitors Average Position Trend 16

Audit overview 17

Backlinks 18

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 55 ▲ 2	Search visibility 7.5% ▼ -0.7%	Traffic forecast 181 ▼ 23	Keywords in SERP 28
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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	117	1	1
used boat trailers	213	2	1 ▲ 1
outboard repairs	184	1	1
stacer dealers	136	7	2 ▲ 5
buy used fishing boat	240	5	3 ▲ 2
new fishing boats for sale	239	18	4 ▲ 14
second hand fishing boats for sale	220	12	5 ▲ 7
stacer boat dealers nsw	109	7	6 ▲ 1
trailers for sale lismore	109	7	6 ▲ 1
outboard service nsw	112	2	6 ▼ 4
suzuki outboard dealers nsw	108	7	7
fishing boats for sale	220	7	9 ▼ 2
stacer boats for sale nsw	108	12	10 ▲ 2
suzuki outboard service	136	15	12 ▲ 3
used outboards for sale	189	14	14
mercury dealers nsw	110	36	16 ▲ 20

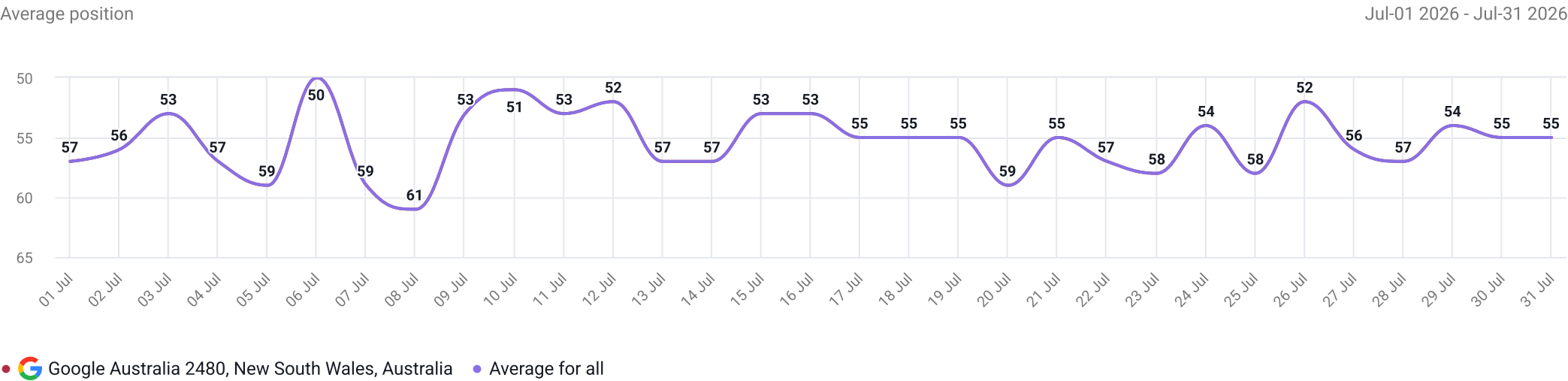
Keyword	Results	Month ago ▲	Current rankings
mercury outboard service	164	5	16 ▼ 11
redco trailers	177	19	17 ▲ 2
new outboard motors for sale	186	-	18 ▲ 82
mercury outboard	206	53	23 ▲ 30
stacer sea runner	171	-	25 ▲ 75
new boats for sale nsw	111	25	25
suzuki marine	141	23	26 ▼ 3
boat accessories nsw	185	-	30 ▲ 70
stacer skimmer	106	34	33 ▲ 1
mercury genuine parts	111	44	48 ▼ 4
new stacer boats	180	-	52 ▲ 48
stacer boats	181	-	-
stacer crossfire	172	-	-
stacer aluminium boats	171	-	-
used stacer boat for sale	196	-	-
stacer proline	165	-	-
stacer seamaster	173	-	-
new stacer boat for sale	179	-	-
stacer wildrider	109	-	-
stacer boat packages	181	-	-
stacer tinnie	171	-	-
small fishing boats for sale	239	14	-
plate aluminium fishing boats	213	-	-
stacer boat sales	113	-	-
new suzuki engines for sale	175	-	-
mercury outboard for sale	179	-	-
mercury boat engines for sale	191	-	-
suzuki outboard for sale	176	-	-
move boat trailers	191	-	-
dunbier trailers	212	-	-
stacer boat accessories	174	-	-

Keyword	Results	Month ago ▲	Current rankings
stacer bimini	172	-	-
suzuki genuine parts	172	-	-
suzuki finance	109	-	-

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	2	3	7	11	7	22	55
 General	50	2	3	7	11	7	22	55

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

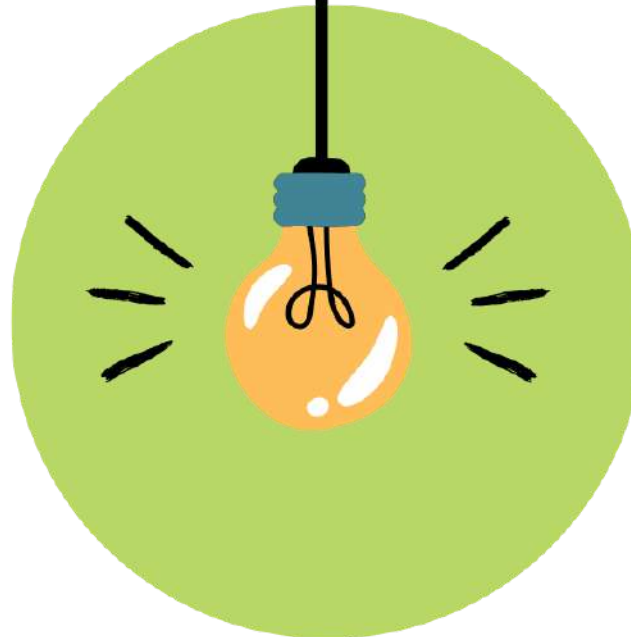
Number of times users triggered a conversion event or goals

ENGAGEMENT RATE

Ratio of engaged sessions to total sessions

AVG. ENGAGEMENT TIME

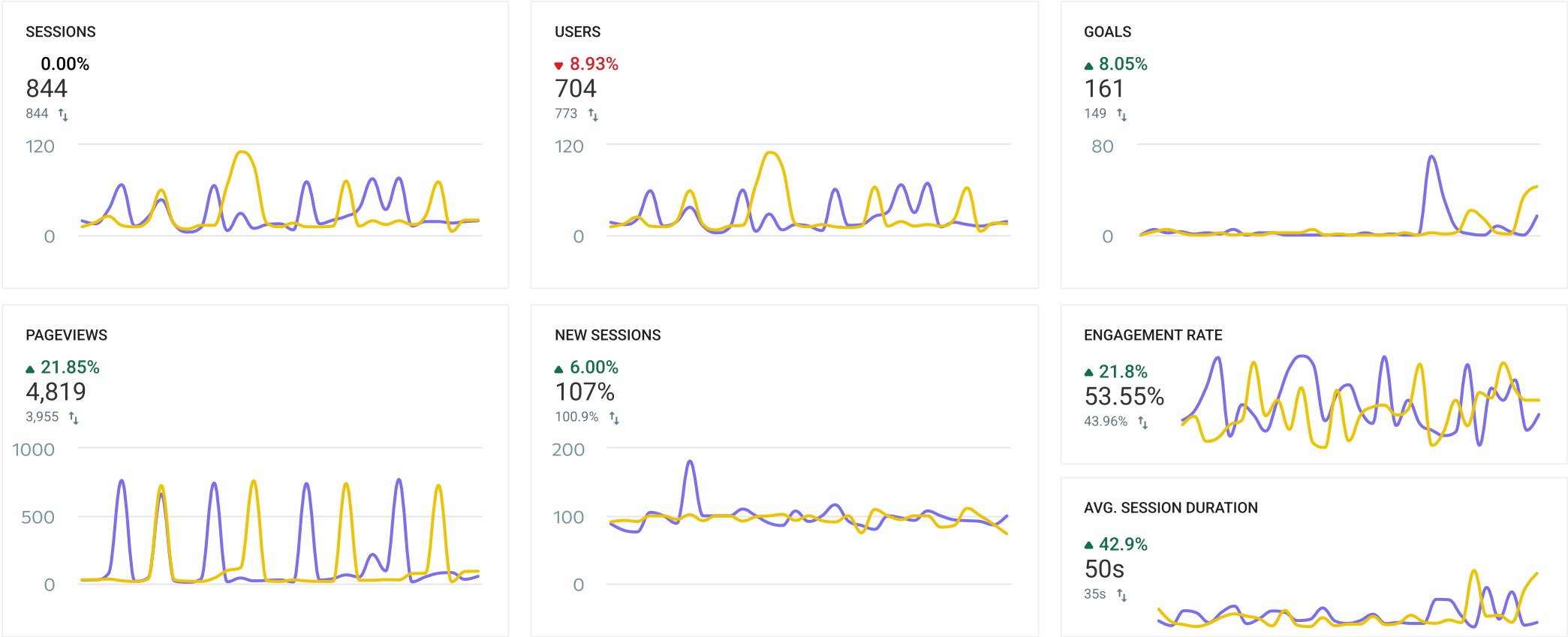
Average length of time that the website had focus in the browser



Traffic Overview

Audience GOOGLE ANALYTICS

Jul-01 2026 - Jul-31 2026



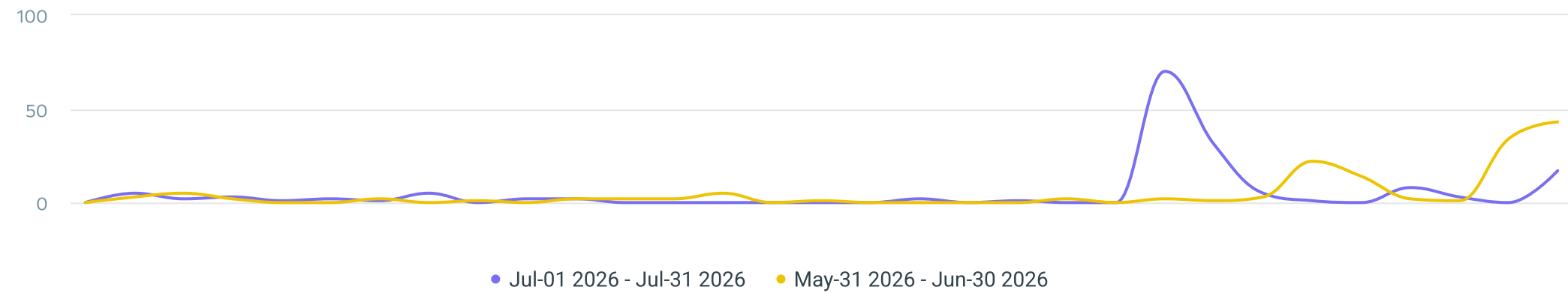
● Jul-01 2026 - Jul-31 2026 ● May-31 2026 - Jun-30 2026

Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	Jul-01 2026 - Jul-31 2026	223	90%	160	324	29s	70.85%	18
2	/boatranges/stacer/downloadsspecs							
	Jul-01 2026 - Jul-31 2026	94	89.25%	93	873	10s	91.49%	0
3	/BoatRanges/newboats							
	Jul-01 2026 - Jul-31 2026	46	0%	28	49	26s	86.96%	2
4	/BoatRanges/newboats/stacer-449-outlaw-ts-2025-374107							
	Jul-01 2026 - Jul-31 2026	27	50%	14	34	33s	70.37%	0
5	/general/contact							
	Jul-01 2026 - Jul-31 2026	23	25%	20	25	58s	82.61%	2
6	/BoatRanges/usedboats							
	Jul-01 2026 - Jul-31 2026	21	5.88%	17	45	34s	95.24%	0
7	/service/news							
	Jul-01 2026 - Jul-31 2026	21	26.32%	19	35	07s	95.24%	0

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
8	/products/all-categories/used-engines							
	Jul-01 2026 - Jul-31 2026	20	57.89%	19	22	06s	60%	0
9	/products/all-categories/trailer-range/in-stock-used-trailers							
	Jul-01 2026 - Jul-31 2026	18	14.29%	14	23	18s	83.33%	0
10	/boatranges/newboats/stacer							
	Jul-01 2026 - Jul-31 2026	17	0%	13	22	36s	82.35%	0

Goals



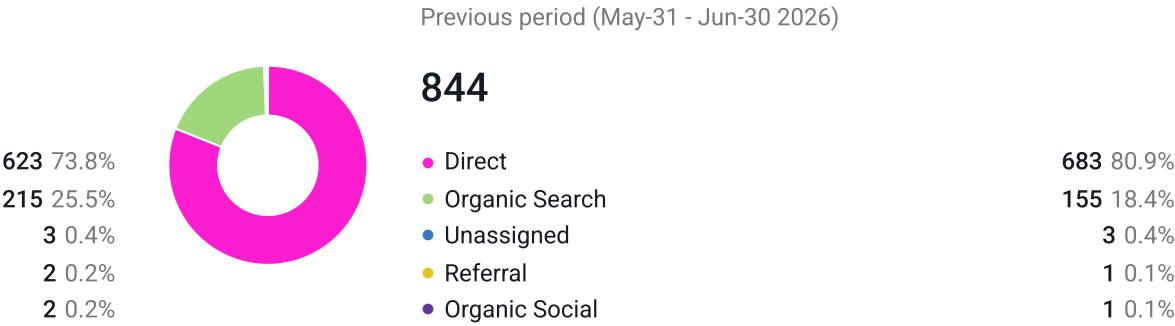
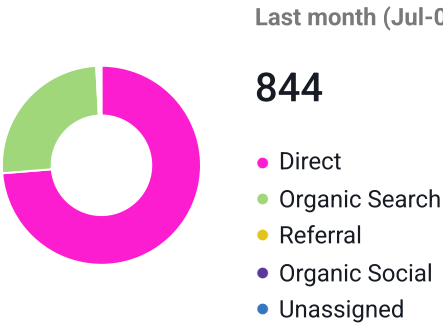
No.	Goal	Goals	Goal value
1	form_start		
	Jul-01 2026 - Jul-31 2026	69	0
	May-31 2026 - Jun-30 2026	65	0
	% Change	▲ 6.2%	
2	form_submit		
	Jul-01 2026 - Jul-31 2026	56	0
	May-31 2026 - Jun-30 2026	62	0
	% Change	▼ 9.7%	

No.	Goal	Goals	Goal value
3	book_a_service		
	Jul-01 2026 - Jul-31 2026	24	0
	May-31 2026 - Jun-30 2026	21	0
	% Change	▲ 14.3%	
4	click_telephone		
	Jul-01 2026 - Jul-31 2026	9	0
	May-31 2026 - Jun-30 2026	0	0
	% Change		
5	click_direction		
	Jul-01 2026 - Jul-31 2026	2	0
	May-31 2026 - Jun-30 2026	0	0
	% Change		
6	file_download		
	Jul-01 2026 - Jul-31 2026	1	0
	May-31 2026 - Jun-30 2026	1	0
	% Change		

Traffic Source

Overview: Sessions

Last month (Jul-01 - Jul-31 2026) ↑ Previous period (May-31 - Jun-30 2026)



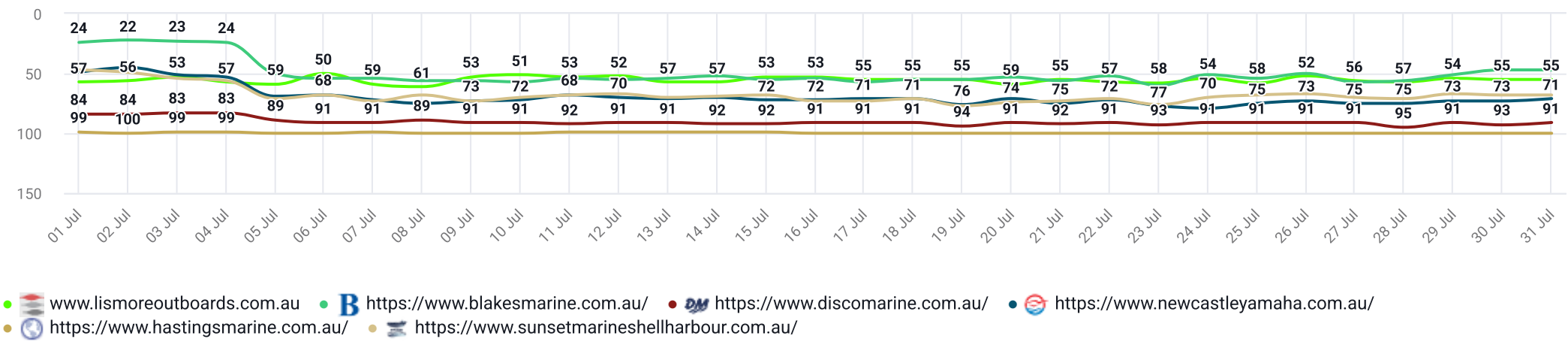
Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Direct								
Jul-01 2026 - Jul-31 2026	623	302	570	48.48%	108.95%	31	28.46 sec	4K
May-31 2026 - Jun-30 2026	683	257	655	37.63%	102.14%	63	22.88 sec	3.4K
% Change	▼ -8.8%	▲ 17.5%	▼ -13.0%	▲ 28.8%	▲ 6.7%	▼ -50.8%	▲ 24.4%	▲ 17.9%
2 Organic Search								
Jul-01 2026 - Jul-31 2026	215	143	130	66.51%	97.69%	114	114.06 sec	776
May-31 2026 - Jun-30 2026	155	111	114	71.61%	94.74%	85	87.86 sec	527
% Change	▲ 38.7%	▲ 28.8%	▲ 14.0%	▼ -7.1%	▲ 3.1%	▲ 34.1%	▲ 29.8%	▲ 47.2%
3 Referral								
Jul-01 2026 - Jul-31 2026	3	3	3	100%	66.67%	16	32.67 sec	6
May-31 2026 - Jun-30 2026	1	1	1	100%	100%	1	168 sec	9
% Change	▲ 200%	▲ 200%	▲ 200%	▼ 0%	▼ -33.3%	▲ 1.5K%	▼ -80.6%	▼ -33.3%
4 Organic Social								
Jul-01 2026 - Jul-31 2026	2	2	2	100%	100%	0	24 sec	4

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
May-31 2026 - Jun-30 2026	1	1	1	100%	100%	0	9 sec	1
% Change	▲ 100%	▲ 100%	▲ 100%	▼ 0%	▼ 0%	▼ 0%	▲ 166.7%	▲ 300%
5 Unassigned								
Jul-01 2026 - Jul-31 2026	2	1	2	50%	50%	0	2.5 sec	4
May-31 2026 - Jun-30 2026	3	0	3	0%	33.33%	0	6.33 sec	1
% Change	▼ -33.3%	▼ 0%	▼ -33.3%	▼ 0%	▲ 50.0%	▼ 0%	▼ -60.5%	▲ 300%

Competitors Average Position Trend

Average position

Jul-01 2026 - Jul-31 2026



HEALTH SCORE



