



SEO report

www.macsmarine.com.au

JUN-01 2026 - JUN-30 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.

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
50 ▲ 26	18.6% ▲ 7.6%	394 ▲ 111	29

Keywords Ranking

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

Google Australia 2340, New South Wales, Australia

Keyword	Results	Month ago ▲	Current rankings
General			
macs marine	97	1	1
macs marine tamworth	96	N/A	1
boat servicing tamworth	112	N/A	1
stacer dealers	129	9	3 ▲ 6
new boats for sale	224	N/A	4
second hand fishing boats	201	N/A	4
mercury service centre nsw	113	N/A	4
stacer boats	167	N/A	7
lewis ski boats	157	N/A	7
dunbier boat trailers	215	N/A	7
stacer tinnie	164	N/A	8
lewis ski boats for sale nsw	104	N/A	8
stacer boat dealers nsw	106	15	9 ▲ 6
move boat trailers nsw	163	N/A	9
stacer aluminium boats	165	N/A	10
lewis boats for sale	160	N/A	10

Keyword	Results	Month ago ▲	Current rankings
crossfire boats	159	N/A	18
electric outboard for sale	188	N/A	18
wild rider boat	166	15	22 ▼ 7
wild rider boat	166	N/A	22
mercury boat motor	194	N/A	22
new stacer boats for sale	162	N/A	23
mercury outboards for sale	175	N/A	23
outboard motor finance	115	N/A	23
mercury boat engines	195	N/A	25
diesel outboard motor	185	N/A	25
stacer boat trailers	164	8	27 ▼ 19
mercury outboard motors	199	N/A	27
outboard motor service	172	N/A	34
stacer boats for sale	103	N/A	-
aluminium boats for sale nsw	112	N/A	-
lewis boats	107	N/A	-
ski boats for sale	178	N/A	-
fishing boats for sale	214	N/A	-
boats for sale nsw	108	N/A	-
boat for fishing	213	N/A	-
used boats for sale nsw	110	N/A	-
used stacer boats for sale	125	N/A	-
inboard boat motors	3.4M	N/A	-
mercruiser engine	197	N/A	-
mercury electric outboard motor	191	N/A	-
portable boat motor	187	N/A	-
aluminium boat trailers	195	N/A	-
move jet ski boat trailers	164	N/A	-
boat accessories nsw	174	N/A	-
life jackets for sale	171	N/A	-

Keyword	Results	Month ago ▲	Current rankings
fish finder for sale	189	N/A	-
electric trolling motors	192	N/A	-
watersports accessories	198	N/A	-
boat insurance australia	109	N/A	-

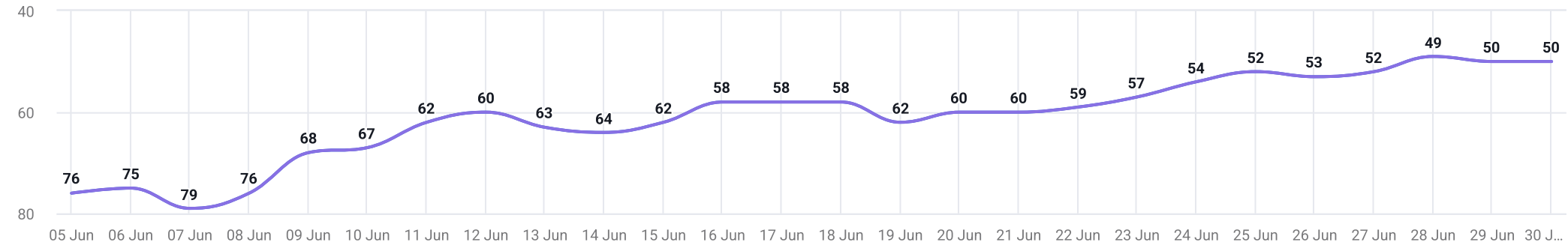
Distribution of Keywords

Search Engines	Total Keywords	Top 1	Top 3	Top 4..10	Top 11..30	Top 100	Out of SERP	Avg. Position
 Google Australia 2340, New South Wales, Australia	50	3	4	11	12	2	21	50
 General	50	3	4	11	12	2	21	50

Average Position Trend

Average position

Jun-05 2026 - Jun-30 2026



-  Google Australia 2340, New South Wales, Australia
-  Average for all

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

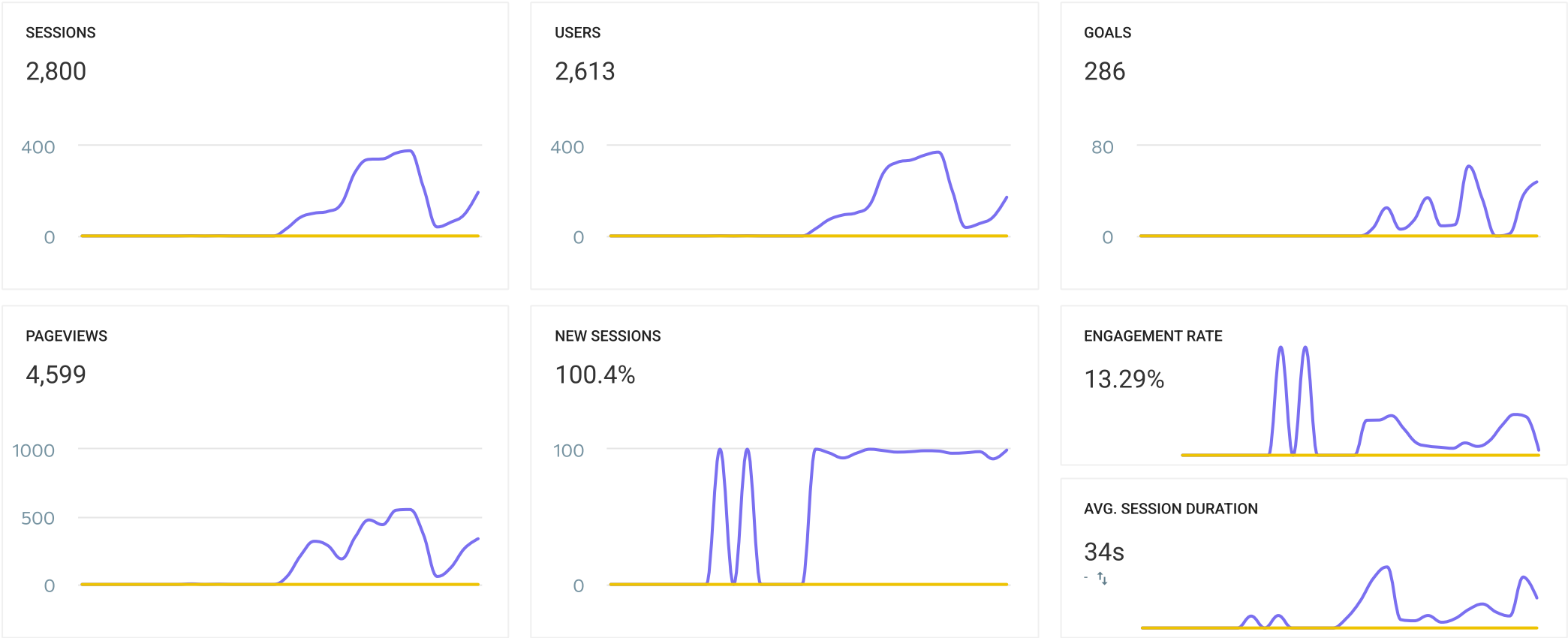
Average length of time that the website had focus in the browser



Traffic Overview

Audience GOOGLE ANALYTICS

Jun-01 2026 - Jun-30 2026



● Jun-01 2026 - Jun-30 2026 ● May-02 2026 - May-31 2026

Pages

All pages GOOGLE ANALYTICS

Jun-01 2026 - Jun-30 2026

Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	Jun-01 2026 - Jun-30 2026	488	95.82%	383	639	22s	43.44%	18
2	/stacer-499-wildrider-Mercury							
	Jun-01 2026 - Jun-30 2026	237	100%	228	259	01s	16.03%	0
3	/products/all-categories/mercury-outboard-motors							
	Jun-01 2026 - Jun-30 2026	188	94.23%	156	238	43s	29.26%	17
4	/products							
	Jun-01 2026 - Jun-30 2026	75	27.66%	47	128	59s	86.67%	5
5	/boats-in-stock/NewBoats/stacer							
	Jun-01 2026 - Jun-30 2026	56	10%	40	127	01m:42s	85.71%	0
6	/boats-in-stock/UsedBoats							
	Jun-01 2026 - Jun-30 2026	38	20%	35	47	18s	78.95%	1
7	/siteinfo/error-occurred.aspx							

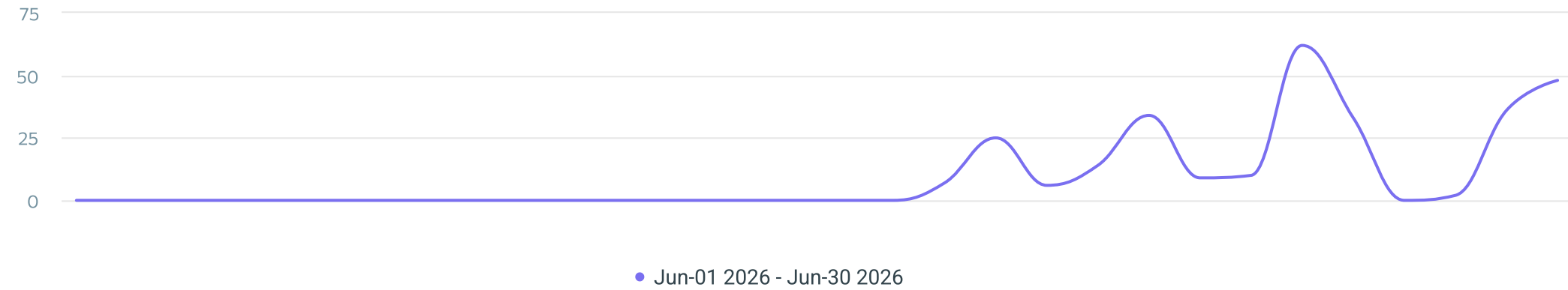
No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
	Jun-01 2026 - Jun-30 2026	35	75.76%	33	39	07s	25.71%	0
8	/boat-ranges/stacer							
	Jun-01 2026 - Jun-30 2026	29	21.74%	23	32	18s	79.31%	0
9	/boats-in-stock/NewBoats/stacer-409-proline-angler-with-side-console-2025-409s							
	Jun-01 2026 - Jun-30 2026	25	33.33%	18	33	33s	52%	2
10	/engines/mercury-engines/mercury-outboard-motors							
	Jun-01 2026 - Jun-30 2026	24	25%	16	43	32s	79.17%	0

Conversions

Goals GOOGLE ANALYTICS

Jun-01 2026 - Jun-30 2026

Goals



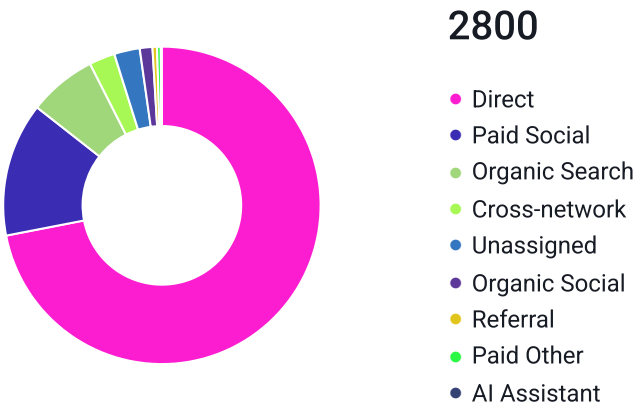
No.	Goal	Goals	Goal value
1	form_start		
	Jun-01 2026 - Jun-30 2026	167	0
2	form_submit		
	Jun-01 2026 - Jun-30 2026	114	0
3	book_a_service		
	Jun-01 2026 - Jun-30 2026	3	0
4	click_direction		

No.	Goal	Goals	Goal value
	Jun-01 2026 - Jun-30 2026	1	0
5	click_phone_number		
	Jun-01 2026 - Jun-30 2026	1	0

Traffic Source

Overview: Sessions

Last month (Jun-01 - Jun-30 2026)



2062	73.6%
391	14.0%
199	7.1%
75	2.7%
75	2.7%
37	1.3%
13	0.5%
11	0.4%
3	0.1%

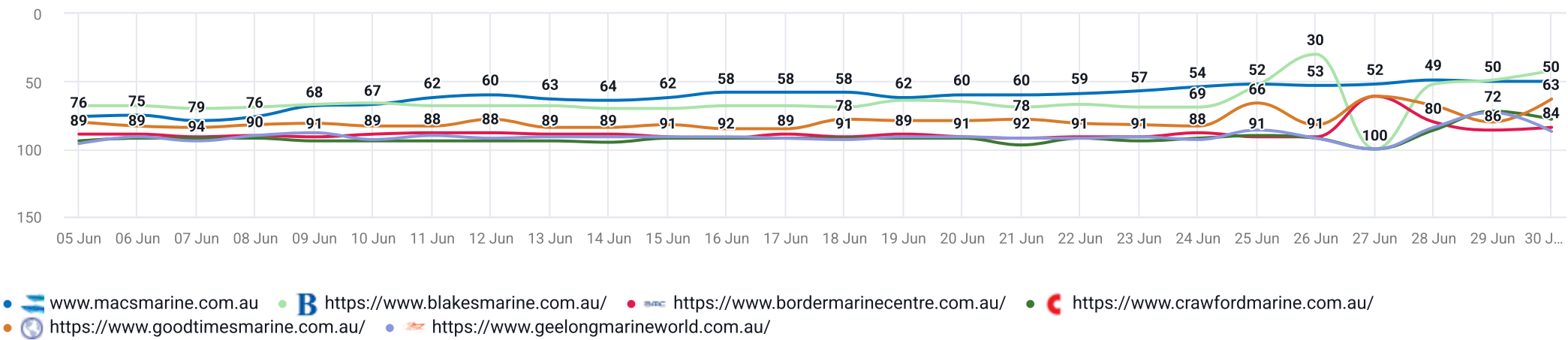
Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Direct								
Jun-01 2026 - Jun-30 2026	2.1K	171	2K	8.29%	100.31%	243	34.48 sec	3.2K
2 Paid Social								
Jun-01 2026 - Jun-30 2026	391	42	377	10.74%	101.06%	1	7.35 sec	469
3 Organic Search								
Jun-01 2026 - Jun-30 2026	199	129	151	64.82%	99.34%	16	71.77 sec	612
4 Cross-network								
Jun-01 2026 - Jun-30 2026	75	2	74	2.67%	104.05%	0	13.07 sec	94
5 Unassigned								
Jun-01 2026 - Jun-30 2026	75	0	47	0%	0%	26	68.01 sec	93
6 Organic Social								

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
Jun-01 2026 - Jun-30 2026	37	14	34	37.84%	102.94%	0	6.32 sec	44
7 Referral								
Jun-01 2026 - Jun-30 2026	13	11	11	84.62%	100%	0	38.23 sec	33
8 Paid Other								
Jun-01 2026 - Jun-30 2026	11	2	11	18.18%	100%	0	7 sec	15
9 AI Assistant								
Jun-01 2026 - Jun-30 2026	3	1	2	33.33%	100%	0	6.33 sec	7

Competitors Average Position Trend

Average position

Jun-05 2026 - Jun-30 2026



HEALTH SCORE



Backlinks

