

Organic Search Performance

1 Dec 2025 - 28 Feb 2026

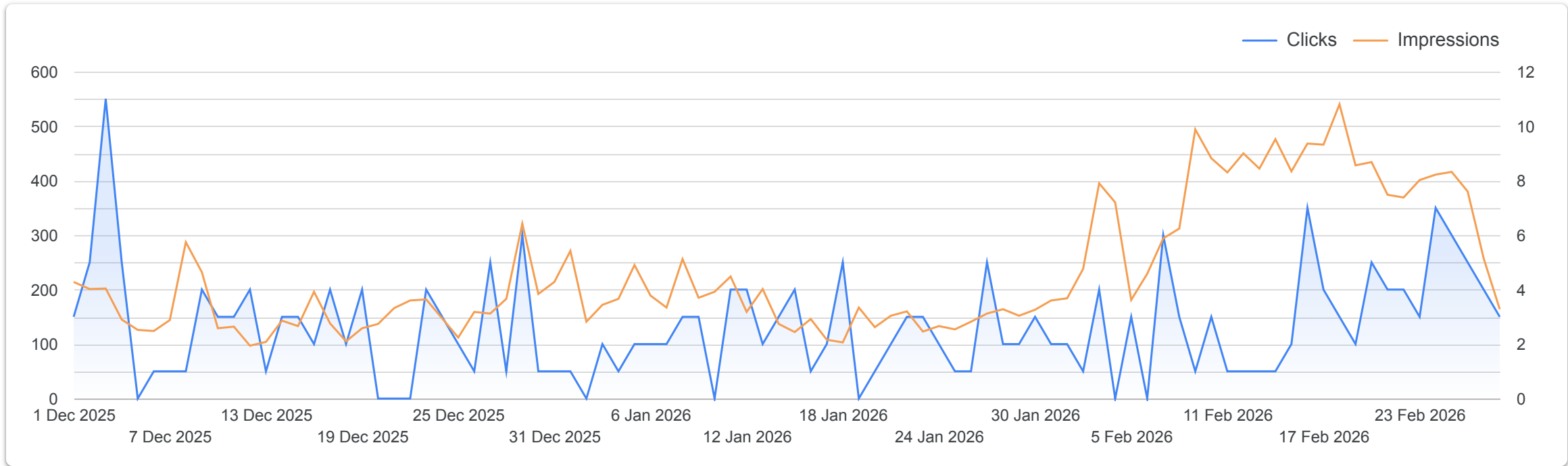
Clicks
238
↑ 83.1%

CTR
1.15%
↑ 8.2%

Impressions
20,700
↑ 69.2%

Avg. Pos.
32.77
↑ 25.6%

Clicks and Impressions over time



Filter by keyword

Top Queries

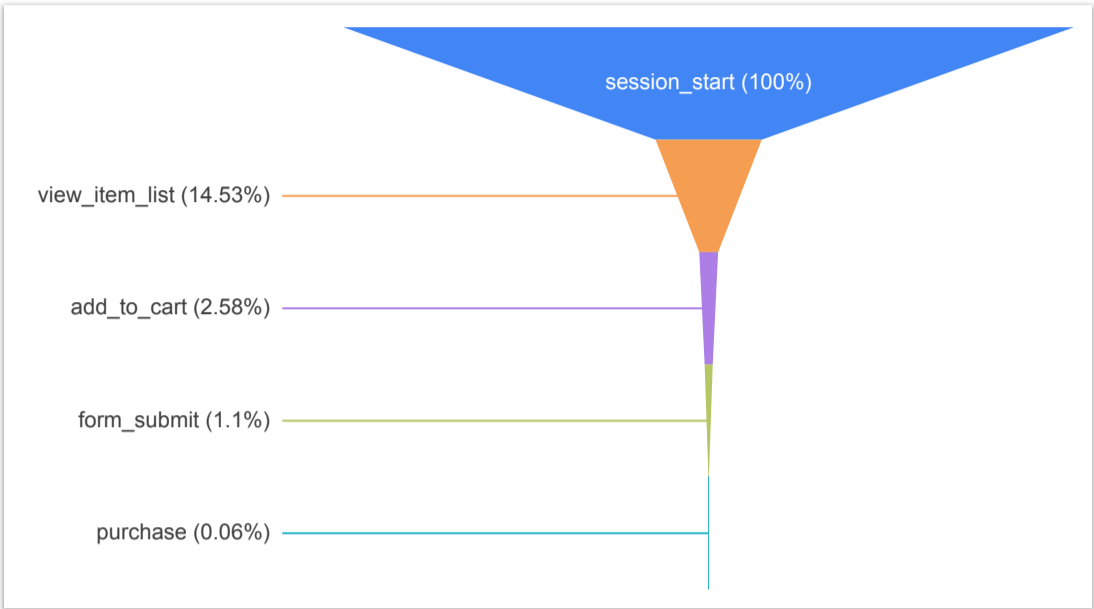
Query	Clicks ▾	Δ	Impressions	Δ	Avg Position	Δ	Site CTR	Δ
gulf coast outfitters	77	46 ↑	181	83 ↑	1.2	0.1 ↑	42.54%	10.91% ↑
gulf coast marine outfitters	21	20 ↑	98	95 ↑	2.62	0.62 ↑	21.43%	-11.9% ↓
best livewell pump	1	1 ↑	23	21 ↑	15.65	-49.35 ↓	4.35%	4.35% ↑
gpsmap 9013xsv	1	-	2	-	11	-	50%	-
gulf coast trolling motors	1	1 ↑	192	-19 ↓	14.01	5.83 ↑	0.52%	0.52% ↑
marine search light	1	1 ↑	2	1 ↑	48	-18 ↓	50%	50% ↑
sporting goods store near...	1	-	3	-	24	-	33.33%	-
"7318.16.00.60" stainless...	0	0	2	-46 ↓	12	2.88 ↑	0%	0%
lectro tab	0	-	1	-	47	-	0%	-
"cfx3 100" 130w	0	-	1	-	10	-	0%	-
"uniden bcd536hp" "rear"...	0	-	22	-	9.55	-	0%	-
-site:facebook.com -site:f...	0	-	3	-	44.67	-	0%	-

Website Performance Overview

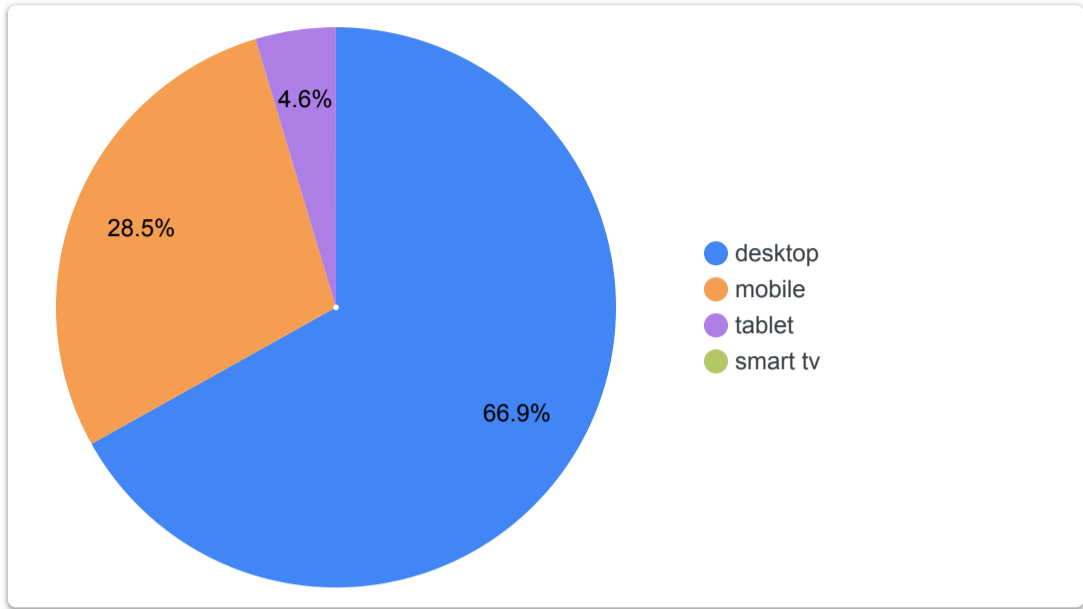
1 Dec 2025 - 28 Feb 2026

New users 63,212 ↑ 1,017.8%	Active users 63,106 ↑ 1,009.1%	Purchases 43 ↑ 290.9%	Add to carts 1,663 ↑ 1,563.0%	Engagement rate 37.69% ↓ -28.4%	Bounce rate 62.31% ↑ 31.5%	Purchase revenue \$51,552.97 ↑ 445.5%	Avg Revenue per User \$0.82 ↓ -50.8%
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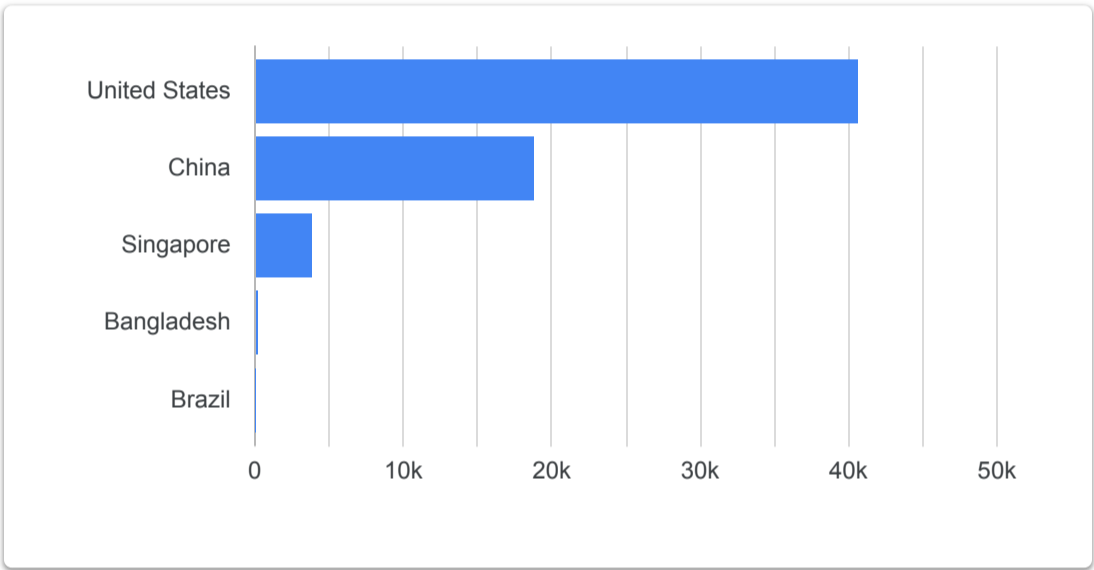
Website Sales Funnel



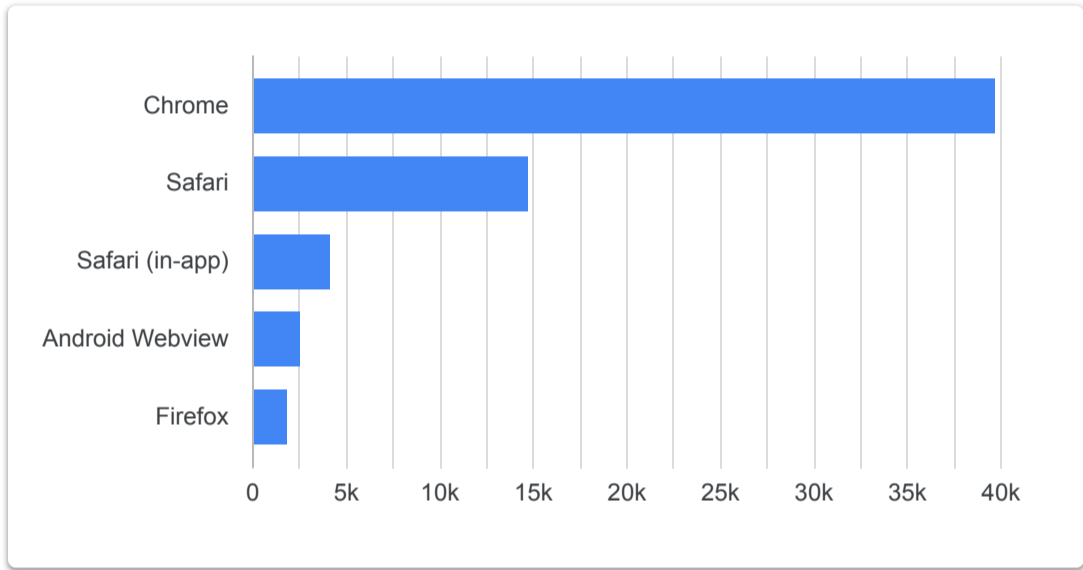
Device Category



Top Countries

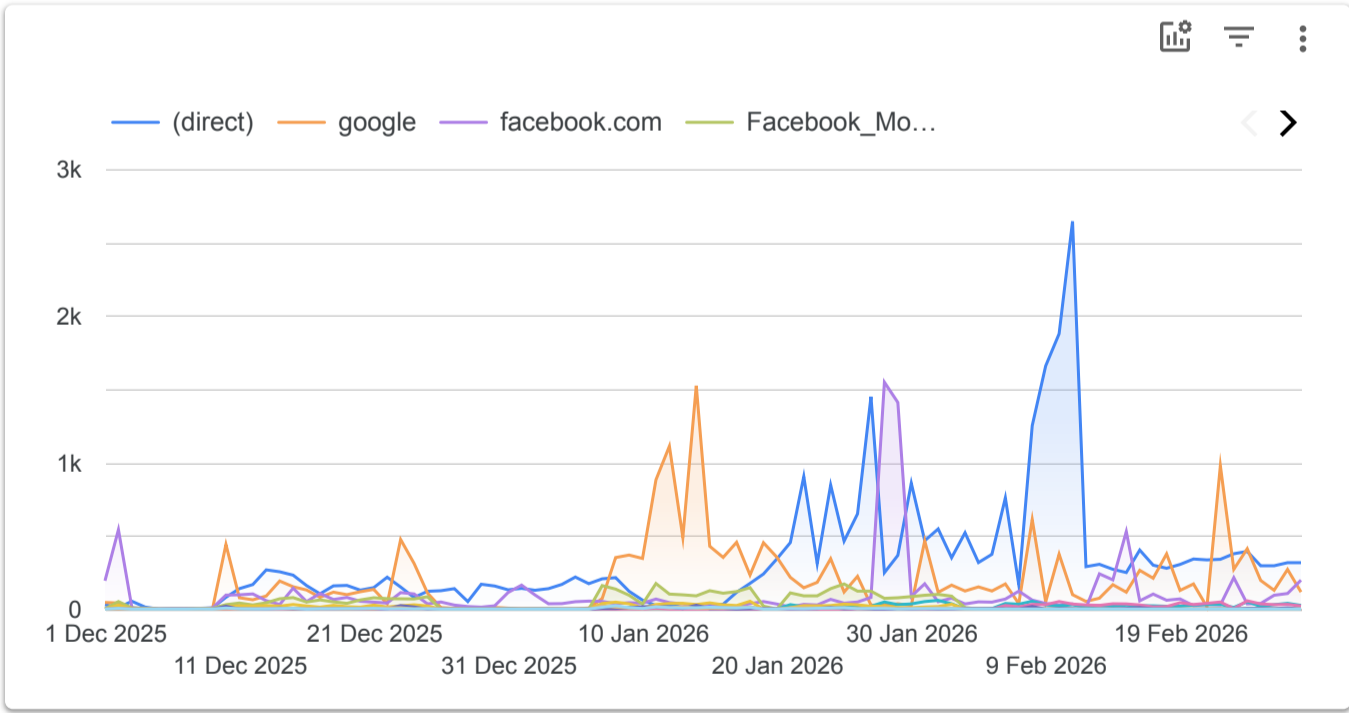


Top Browsers



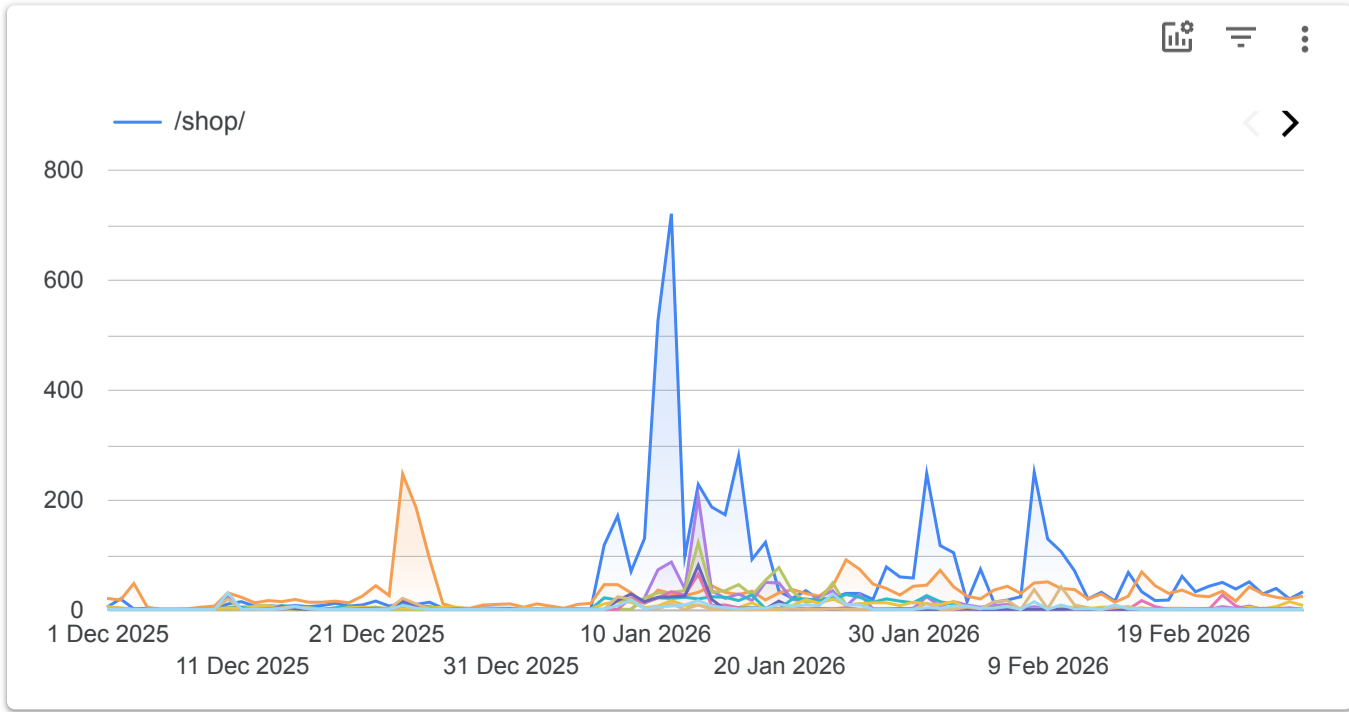
Top Traffic Source

Session source	Session medium	Active users
(direct)	(none)	28,731
google	cpc	17,175
facebook.com	referral	9,363
Facebook_Mobile_Feed	GCO New Sales Campaign 2026	1,305
Facebook_Mobile_Feed	GCO New Retarget Sales Campaign 2026	1,263
m.facebook.com	referral	1,152
Facebook_Mobile_Feed	GCO Christmas Sales campaign	877
Facebook_Marketplace	GCO New Sales Campaign 2026	404



Top Pages

Page path	Views	Active users
1. /shop/	6,308	5,049
2. /	4,362	2,528
3. /product/t-spec-v10-series-rca-au...	1,031	826
4. /product/t-spec-v10-series-rca-au...	781	636
5. /product/garmin-echomap-uhd2-...	650	516
6. /product-category/marine-navigat...	484	378
7. /page/2/	415	178
8. /product/garmin-panoptix-ps51-th...	411	312
9. /product/whitecap-heavy-duty-rat...	374	311
10. /product/digital-antenna-4-wi-fi-a...	371	273



Google Ads Performance

Filter by Campaign ▾

1 Dec 2025 - 28 Feb 2026 ▾

Cost
\$6,271.31

Clicks
23,231
⬆️ 521.6%

CTR
1.06%
⬆️ 8.2%

Impressions
2,186,416
⬆️ 474.7%

Conversions
24
⬇️ -86.3%

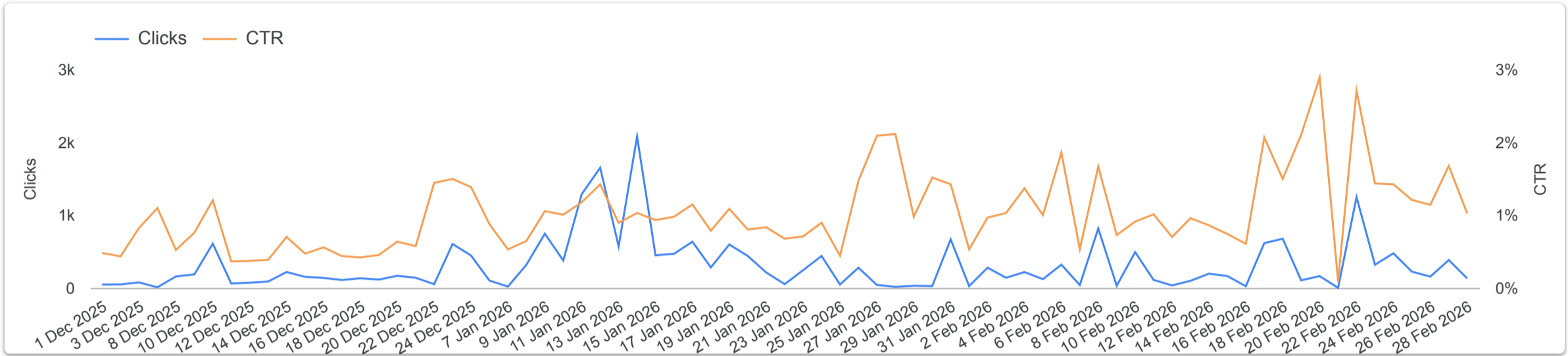
conversion rate
0.10%
⬇️ -97.8%

Cost / conv.
\$261.30
⬆️ 1,587.6%

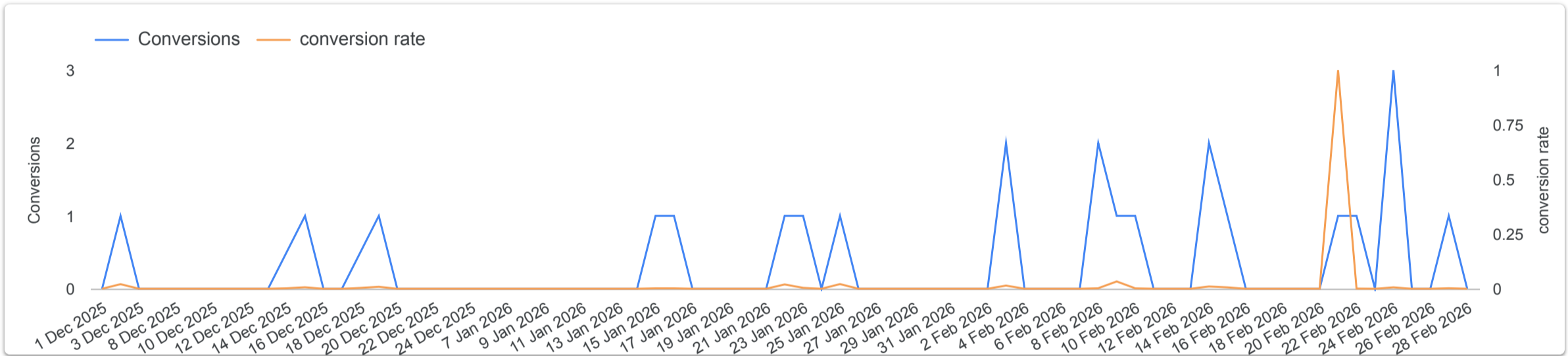
Avg. CPC
\$0.27
⬇️ -62.8%

All conv. value
\$25,606.89
⬆️ 61.4%

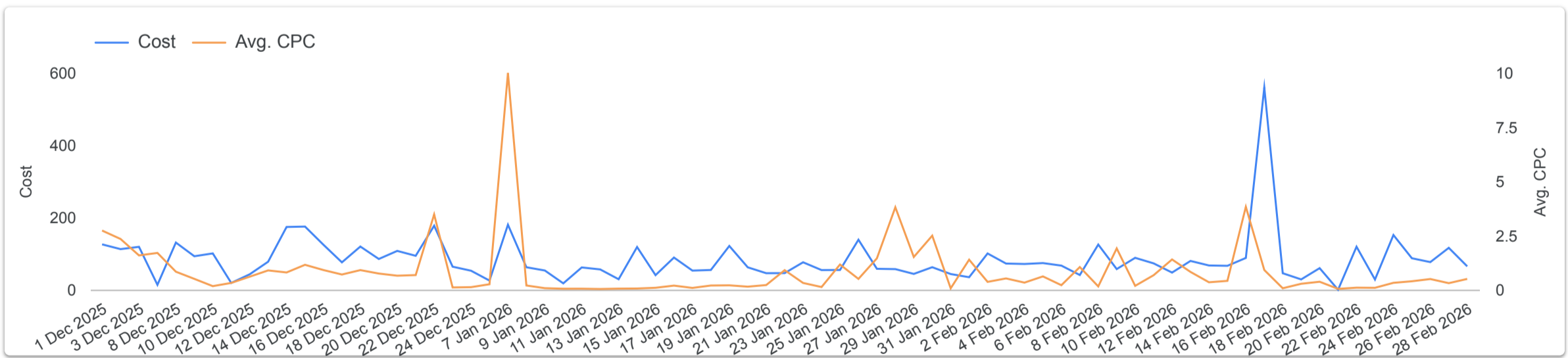
Clicks and CTR by Date



Conversions and conversion rate by Date



Cost and Avg. CPC by Date



Keyword performance

Search term	Clicks	Impressions	CTR	Avg. CPC	Cost
simrad autopilot pump	2	4	50%	\$2.02	\$4.04
fish finders	7	319	2.19%	\$0.43	\$3.02
livescope	6	794	0.76%	\$0.41	\$2.44
personal fish finder	1	1	100%	\$2.07	\$2.07
eagle fishmark 480 transducer replacement	4	6	66.67%	\$0.52	\$2.06
humminbird ice fishing bundle	1	6	16.67%	\$2.05	\$2.05
garmin charts	1	1	100%	\$2.03	\$2.03
satellite phone antenna	1	1	100%	\$1.94	\$1.94

Meta Ads Performance

Campaign Name ▾

1 Dec 2025 - 28 Feb 2026 ▾

Purchases
23
No data

Spend
\$6,183.07
⬆️ 4,310.5%

Cost Per Purchases
\$268.83
No data

Purchases Values
\$61,478.38
No data

Purchase Roas
9.94

Reach
149,056
⬆️ 53,517.3%

Impressions
649,713
⬆️ 17,729.7%

CPC (All)
0.29
⬇️ -95.2%

CTR (all)
3.24%
⬆️ 412.8%

Adds to Cart
303
0

Leads
205
0

Campaign Name	Ad Name	Purchases	Purchases Values	Cost Per Purchases	Adds to Cart	Reach	Impressions	CPC (All)
GCO New Retarget Sales Campaign 2026	Marine GPS and Fish Finder Collection	4	\$14,314.95	\$34.49	13	6,843	15,208	0.17
GCO Christmas Sales campaign	Marine Electronics Carousel Sales ad	3	\$3,410.94	\$125.52	34	12,380	30,046	0.22
February Sales campaign	All Electronics Collection ad	2	\$10,530.85	\$129.04	18	7,281	18,482	0.37
GCO New Retarget Sales Campaign 2026	Marine Electronics Carousel	2	\$4,999.98	\$255.6	32	19,132	59,286	0.2
GCO New Retarget Sales Campaign 2026	Marine Electronics Product Collection	2	\$5,048.03	\$23.31	9	1,789	3,772	0.37
GCO Christmas Sales campaign	Marine GPS and Fish Finder Carousel Sales ad	2	\$3,509.98	\$58.11	9	7,776	13,029	0.21
Pre Season Sales campaign	Boat Outfitting Cat	1	\$3,739.99	\$41.8	1	2,612	4,640	1.64
February Sales campaign	Branding Video Reel	1	\$239.99	\$164.76	2	6,377	17,008	0.81
February Sales campaign	Trolling Motor Collection ad	1	\$4,370.99	\$373.53	5	18,670	43,036	0.31
GCO Black Friday Retarget Sales campaign	Marine Audio & Entertainment Carousel Sales ad	1	\$4,399.99	\$19.72	1	508	783	0.49
GCO New Retarget Sales Campaign 2026	Marine Audio & Entertainment Carousel	1	\$399.97	\$272.52	16	8,420	22,688	0.34
GCO New Retarget Sales Campaign 2026	Marine GPS and Fish Finder Carousel	1	\$2,607.74	\$250.54	38	12,257	29,897	0.18
GCO New Sales Campaign 2026	Marine Electronics Carousel	1	\$214.99	\$638.91	35	24,956	66,044	0.24
GCO Christmas Sales campaign	Marine GPS and Fish Finder Product Collection - Sales	1	\$3,689.99	\$120.31	12	4,323	11,652	0.26