Optimise™

Targeted Marketing and SEO

SEO report

www.reefmarine.net

APR-01 2026 - APR-30 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.

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

www.reefmarine.net

Average position	Search visibility	Traffic forecast	Keywords in SERP
44 ▲ 2	35.2% ▲ 1.2%	1953 ▲ 36	31

Keywords Ranking

www.reefmarine.net

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

Google Australia 4740, Queensland, Australia

Keyword	Results	Month ago ▲	Current rankings
General			
Reef Marine	92M	1	1
yamaha marine dealers	3.3M	1	1
boat shop	654M	1	1
new boats for sale	192M	1	1
offshore boats mackay qld	101K	1	1
yamaha boat motors mackay qld	30K	2	1 ▲ 1
suzuki boat motors mackay qld	37K	3	1 ▲ 2
suzuki boat engine mackay qld	26K	3	1 ▲ 2
boat services	754M	3	2 ▲ 1
suzuki outboard mackay qld	114	3	2 ▲ 1
yeti accessories mackay qld	4.1K	2	2
bargain boat bits	1.8M	2	3 ▼ 1
trailer boat for sale mackay qld	170	3	3
boat accessories mackay qld	741K	1	3 ▼ 2
yeti for sale mackay qld	10K	5	3 ▲ 2

Keyword	Results	Month ago ▲	Current rankings
boat parts mackay qld	785K	3	3
outboard for sale mackay qld	72K	4	3 ▲ 1
stacer	744K	-	4 ▲ 96
redco boat trailers	27K	3	4 ▼ 1
mclay boats	247K	4	5 ▼ 1
mclay boats for sale	46K	4	5 ▼ 1
boats and accessories	79M	5	6 ▼ 1
tinnies for sale mackay qld	4.2K	6	6
seajay boats for sale	113K	15	9 ▲ 6
fishing boat	618M	-	10 ▲ 90
aluminum boat trailer mackay qld	133K	8	10 ▼ 2
stacer boats	593K	-	14 ▲ 86
suzuki outboard engines	3.4M	-	28 ▲ 72
suzuki boat motors prices	2M	-	29 ▲ 71
boat trailers for sale	42M	-	31 ▲ 69
sportsman	55M	3	35 ▼ 32
suzuki marine outboards	4.6M	-	41 ▲ 59
boats for sale qld	5.4M	-	-
sea jay	357M	18	-
sea jay boats	8M	16	-
kevlacat 2400 for sale	3.5K	30	-
stacer crossfire	21K	50	-
boats for sale queensland	4.4M	-	-
used boats for sale	132M	-	-
aluminum boats for sale	16M	-	-
aluminium boat	28M	-	-
centre console boats	5.6M	-	-
centre console	274M	-	-

Keyword	Results	Month ago ▲	Current rankings
fishing boat for sale qld	1.9M	-	-
bow rider boat for sale	3.9M	-	-
catamaran power for sale	4.3M	-	-
side console boat for sale	16M	-	-
yamaha outboard engine	173	-	-
used boats for sale qld	3.8M	-	-
yeti mackay qld	52	-	-

Distribution of Keywords

www.reefmarine.net

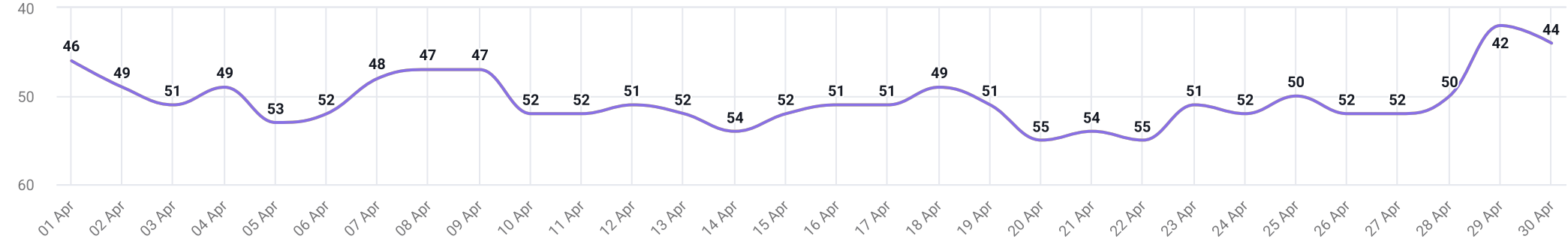
Search Engines	Total Keywords	Top 1	Top 3	Top 4..10	Top 11..30	Top 100	Out of SERP	Avg. Position
Google Australia 4740, Queensland, Australia	50	11	15	9	2	5	19	44
General	50	11	15	9	2	5	19	44

Average Position Trend

www.reefmarine.net

Average position

Apr-01 2026 - Apr-30 2026



Google Australia 4740, Queensland, 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

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

PAGEVIEWS

Total number of web pages users visited during the selected period

Traffic Overview

www.reefmarine.net

Audience GOOGLE ANALYTICS

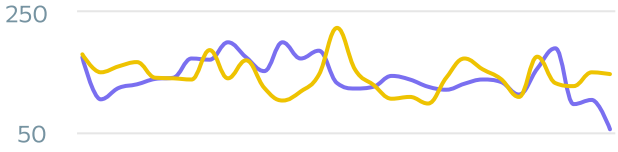
Apr-01 2026 - Apr-30 2026

SESSIONS

▼ 1.99%

4,340

4,428

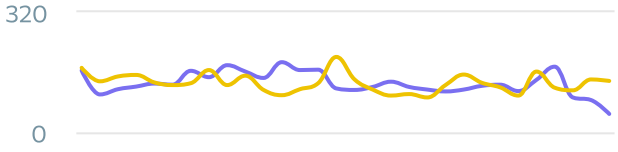


USERS

▼ 1.89%

3,680

3,751

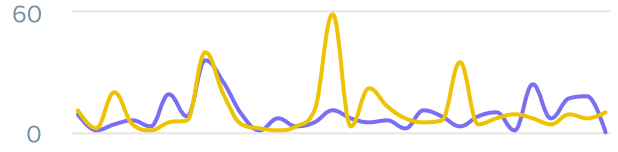


GOALS

▼ 18.45%

274

336

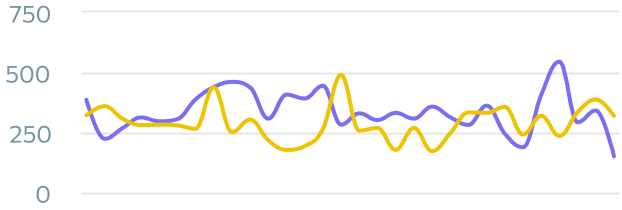


PAGEVIEWS

▲ 16.37%

10,118

8,695

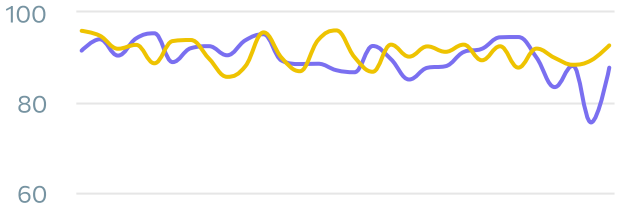


NEW SESSIONS

▼ 0.10%

96.2%

96.3%



ENGAGEMENT RATE

▲ 19.8%

44.17%

36.86%

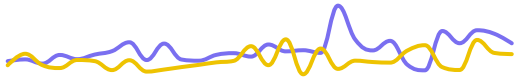


AVG. SESSION DURATION

▲ 35.9%

53s

39s



Apr-01 2026 - Apr-30 2026 Mar-02 2026 - Mar-31 2026

All pages GOOGLE ANALYTICS

Apr-01 2026 - Apr-30 2026

Sessions

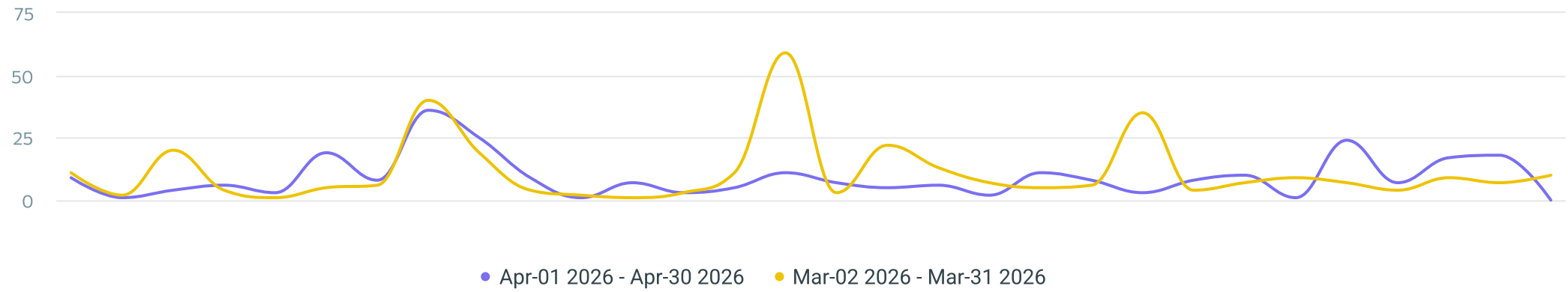
No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	Apr-01 2026 - Apr-30 2026	1.4K	91.99%	1.2K	1.9K	24s	72.52%	49
2	/products/all-categories/bargain-boat-bits							
	Apr-01 2026 - Apr-30 2026	511	80.87%	460	982	49s	43.05%	4
3	/boatranges/NewBoats							
	Apr-01 2026 - Apr-30 2026	268	8.21%	207	550	01m:22s	96.64%	20
4	/products							
	Apr-01 2026 - Apr-30 2026	260	14.47%	235	381	38s	95%	26
5	/boatranges/UsedBoats							
	Apr-01 2026 - Apr-30 2026	196	10.11%	178	241	20s	93.88%	10
6	/products/all-categories/yeti							
	Apr-01 2026 - Apr-30 2026	185	28.49%	172	279	26s	94.59%	1
7	/products/all-categories/yeti/drinkware							

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
	Apr-01 2026 - Apr-30 2026	112	0%	106	136	10s	93.75%	2
8	/boatranges/sea-jay							
	Apr-01 2026 - Apr-30 2026	98	9.41%	85	164	23s	90.82%	0
9	/boatranges/mclay-boats							
	Apr-01 2026 - Apr-30 2026	88	28.75%	80	170	21s	89.77%	2
10	/boatranges/newboats/stacer							
	Apr-01 2026 - Apr-30 2026	83	7.04%	71	120	46s	95.18%	4

Goals GOOGLE ANALYTICS

Apr-01 2026 - Apr-30 2026

Goals



No.	Goal	Goals	Goal value
1	form_start		
	Apr-01 2026 - Apr-30 2026	144	0
	Mar-02 2026 - Mar-31 2026	186	0
	% Change	▼ 22.6%	
2	form_submit		
	Apr-01 2026 - Apr-30 2026	88	0
	Mar-02 2026 - Mar-31 2026	134	0

No.	Goal	Goals	Goal value
	% Change	▼ 34.3%	
3	phone click		
	Apr-01 2026 - Apr-30 2026	33	0
	Mar-02 2026 - Mar-31 2026	8	0
	% Change	▲ 312.5%	
4	file_download		
	Apr-01 2026 - Apr-30 2026	9	0
	Mar-02 2026 - Mar-31 2026	8	0
	% Change	▲ 12.5%	

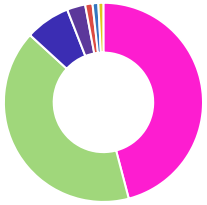
Traffic Source

www.reefmarine.net

Overview: Sessions

Last month (Apr-01 - Apr-30 2026) ↑↓ Previous period (Mar-02 - Mar-31 2026)

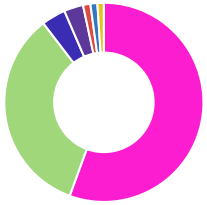
Last month (Apr-01 - Apr-30 2026)



4340 ▼ 1.99%

Direct	**1962** 45.2%
Organic Search	**1747** 40.3%
Paid Social	**311** 7.2%
Organic Social	**127** 2.9%
Paid Search	**51** 1.2%
Unassigned	**40** 0.9%
Referral	**35** 0.8%

Previous period (Mar-02 - Mar-31 2026)



4428

Direct	**2409** 54.4%
Organic Search	**1474** 33.3%
Paid Social	**170** 3.8%
Organic Social	**135** 3.0%
Paid Search	**52** 1.2%
Unassigned	**49** 1.1%
Referral	**45** 1.0%

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Direct								
Apr-01 2026 - Apr-30 2026	2K	350	1.9K	17.84%	99.31%	37	14.17 sec	3K
Mar-02 2026 - Mar-31 2026	2.4K	365	2.3K	15.15%	99.53%	40	9.04 sec	3.3K
% Change	▼ -18.6%	▼ -4.1%	▼ -18.7%	▲ 17.8%	▼ -0.2%	▼ -7.5%	▲ 56.7%	▼ -7.4%
2 Organic Search								
Apr-01 2026 - Apr-30 2026	1.7K	1.3K	1.3K	75.44%	93.43%	228	96.95 sec	5.8K
Mar-02 2026 - Mar-31 2026	1.5K	1K	1K	70.9%	92.11%	264	88.16 sec	4.5K
% Change	▲ 18.5%	▲ 26.1%	▲ 26.0%	▲ 6.4%	▲ 1.4%	▼ -13.6%	▲ 10.0%	▲ 28.5%
3 Paid Social								
Apr-01 2026 - Apr-30 2026	311	128	272	41.16%	94.12%	0	66.07 sec	770
Mar-02 2026 - Mar-31 2026	170	96	151	56.47%	96.69%	0	55.06 sec	415

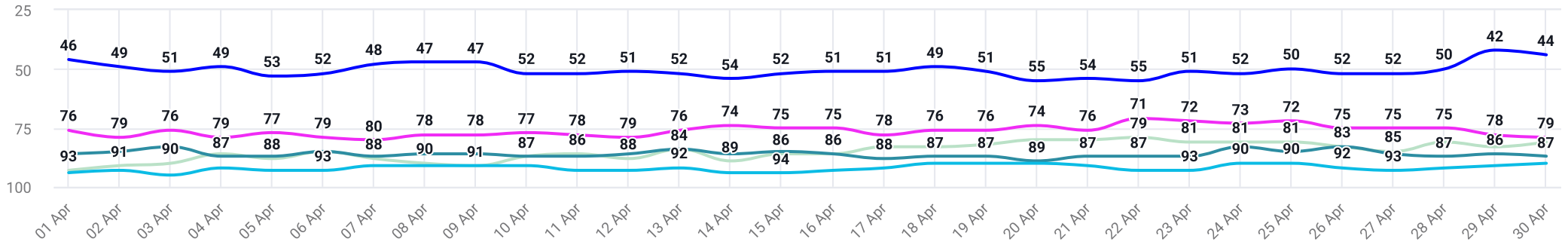
Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
% Change	▲ 82.9%	▲ 33.3%	▲ 80.1%	▼ -27.1%	▼ -2.7%	▼ 0%	▲ 20.0%	▲ 85.5%
4 Organic Social								
Apr-01 2026 - Apr-30 2026	127	83	111	65.35%	97.3%	8	38.27 sec	309
Mar-02 2026 - Mar-31 2026	135	86	120	63.7%	96.67%	7	35.56 sec	286
% Change	▼ -5.9%	▼ -3.5%	▼ -7.5%	▲ 2.6%	▲ 0.7%	▲ 14.3%	▲ 7.6%	▲ 8.0%
5 Paid Search								
Apr-01 2026 - Apr-30 2026	51	11	40	21.57%	97.5%	0	14.75 sec	82
Mar-02 2026 - Mar-31 2026	52	4	45	7.69%	100%	0	1.38 sec	54
% Change	▼ -1.9%	▲ 175%	▼ -11.1%	▲ 180.5%	▼ -2.5%	▼ 0%	▲ 968.8%	▲ 51.9%
6 Unassigned								
Apr-01 2026 - Apr-30 2026	40	2	40	5%	12.5%	0	44.6 sec	25
Mar-02 2026 - Mar-31 2026	49	2	49	4.08%	8.16%	0	10.43 sec	14
% Change	▼ -18.4%	▼ 0%	▼ -18.4%	▲ 22.5%	▲ 53.2%	▼ 0%	▲ 327.6%	▲ 78.6%
7 Referral								
Apr-01 2026 - Apr-30 2026	35	26	28	74.29%	85.71%	1	81.6 sec	131
Mar-02 2026 - Mar-31 2026	45	34	28	75.56%	75%	25	96.51 sec	168
% Change	▼ -22.2%	▼ -23.5%	▼ 0%	▼ -1.7%	▲ 14.3%	▼ -96%	▼ -15.4%	▼ -22.0%

Competitors Average Position Trend

www.reefmarine.net

Average position

Apr-01 2026 - Apr-30 2026

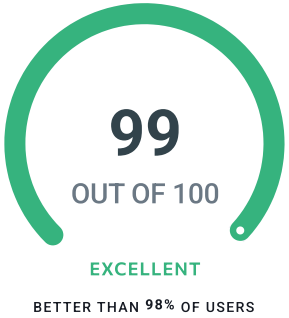


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- https://www.northsidemarine.com.au/
- https://www.amcboats.com.au/
- https://johncrawfordmarine.com.au/
- https://www.cunninghammarinecentre.com.au/

Audit overview

www.reefmarine.net

HEALTH SCORE



Backlinks

www.reefmarine.net

