Optimise™

Targeted Marketing and SEO

SEO report

www.reefmarine.net

AUG-01 2026 - AUG-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.

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
56 ▼ 5	30.4% ▼ -1.7%	1641 ▲ 21	23

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	173	1	1
boat shop	239	1	1
offshore boats mackay qld	113	1	1
new boats for sale	237	4	2 ▲ 2
suzuki outboard mackay qld	174	2	2
yamaha boat motors mackay qld	177	1	2 ▼ 1
suzuki boat motors mackay qld	179	2	2
suzuki boat engine mackay qld	177	2	2
boat accessories mackay qld	177	2	2
boat parts mackay qld	180	2	2
redco boat trailers	169	4	3 ▲ 1
trailer boat for sale mackay qld	186	4	3 ▲ 1
mclay boats	107	9	4 ▲ 5
yamaha marine dealers	143	4	4
bargain boat bits	167	7	4 ▲ 3

Keyword	Results	Month ago ▲	Current rankings
outboard for sale mackay qld	166	3	4 ▼ 1
seajay boats for sale	176	10	5 ▲ 5
tinnies for sale mackay qld	178	5	7 ▼ 2
mclay boats for sale	179	5	8 ▼ 3
boat services	191	10	9 ▲ 1
boats and accessories	232	7	11 ▼ 4
suzuki boat motors prices	168	-	28 ▲ 72
stacer crossfire	170	-	29 ▲ 71
stacer boats	172	-	-
boats for sale qld	113	-	-
boat trailers for sale	243	-	-
sea jay	109	-	-
sea jay boats	110	-	-
sportsman	158	5	-
kevlacat 2400 for sale	169	-	-
stacer	109	-	-
boats for sale queensland	111	-	-
used boats for sale	223	-	-
aluminum boats for sale	233	-	-
aluminium boat	213	-	-
fishing boat	210	5	-
centre console boats	208	-	-
centre console	205	-	-
fishing boat for sale qld	182	-	-
bow rider boat for sale	178	-	-
catamaran power for sale	203	-	-
side console boat for sale	203	-	-
suzuki outboard engines	170	-	-
suzuki marine outboards	170	-	-

Keyword	Results	Month ago ▲	Current rankings
yamaha outboard engine	178	-	-
used boats for sale qld	110	-	-
aluminum boat trailer mackay qld	180	-	-
yeti for sale mackay qld	180	7	-
yeti mackay qld	109	6	-
yeti accessories mackay qld	180	-	-

Distribution of Keywords

www.reefmarine.net

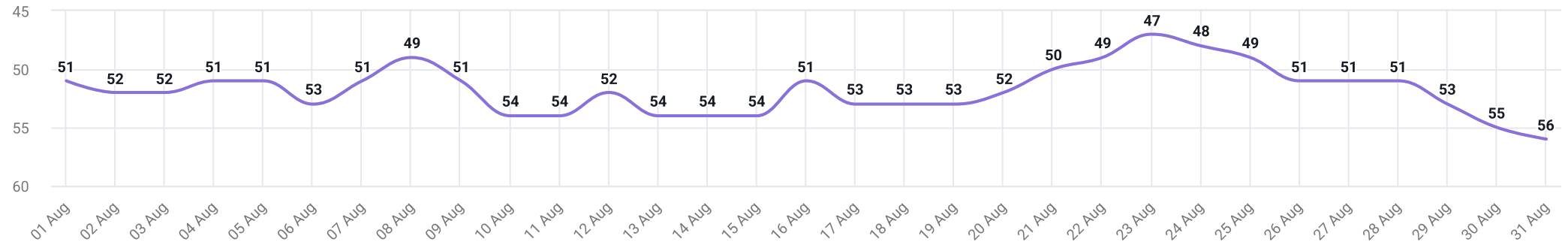
Search Engines	Total Keywords	Top 1	Top 3	Top 4..10	Top 11..30	Top 100	Out of SERP	Avg. Position
Google Australia 4740, Queensland, Australia	50	3	11	10	1	1	27	56
General	50	3	11	10	1	1	27	56

Average Position Trend

www.reefmarine.net

Average position

Aug-01 2026 - Aug-31 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

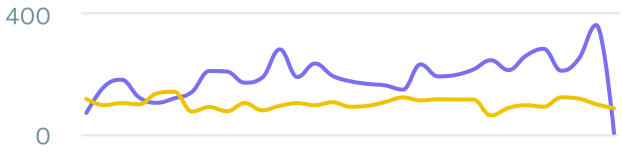
Aug-01 2026 - Aug-31 2026

SESSIONS

▲ 89.36%

5,872

3,101

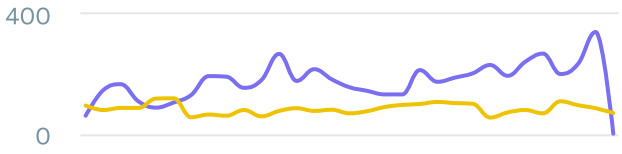


USERS

▲ 115.04%

5,189

2,413

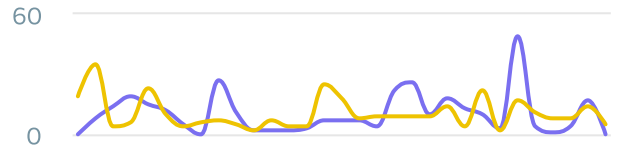


GOALS

▼ 1.83%

322

328

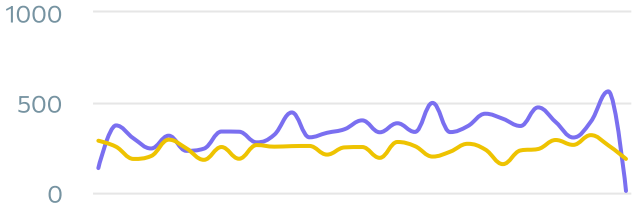


PAGEVIEWS

▲ 41.47%

10,575

7,475

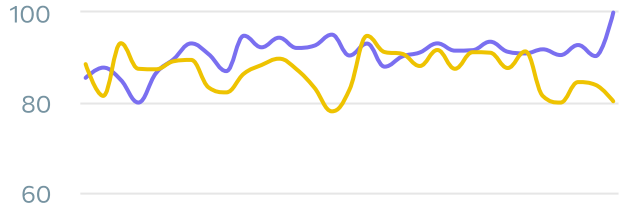


NEW SESSIONS

▲ 0.36%

95.5%

95.2%



ENGAGEMENT RATE

▼ 36.9%

31.34%

49.63%



AVG. SESSION DURATION

▼ 38.6%

35s

57s



● Aug-01 2026 - Aug-31 2026 ● Jul-01 2026 - Jul-31 2026

All pages GOOGLE ANALYTICS

Aug-01 2026 - Aug-31 2026

Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	Aug-01 2026 - Aug-31 2026	1.3K	89.03%	1.1K	1.6K	22s	66.56%	35
2	/products/all-categories/bargain-boat-bits							
	Aug-01 2026 - Aug-31 2026	455	79.13%	393	1.1K	01m:29s	58.9%	37
3	/products							
	Aug-01 2026 - Aug-31 2026	225	15.64%	211	303	45s	93.78%	10
4	/boatranges/NewBoats							
	Aug-01 2026 - Aug-31 2026	221	13.41%	164	396	01m:20s	94.57%	12
5	/boatranges/UsedBoats							
	Aug-01 2026 - Aug-31 2026	189	9.27%	151	254	26s	94.18%	5
6	/boatranges/NewBoats/sea-jay-390-creek-masta-hs-2026-sj390crmast							
	Aug-01 2026 - Aug-31 2026	145	0%	1	195	00s	24.83%	0
7	/boatranges/sea-jay							

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
	Aug-01 2026 - Aug-31 2026	75	7.58%	66	132	22s	93.33%	16
8	/boatranges/mclay-boats							
	Aug-01 2026 - Aug-31 2026	75	37.1%	62	123	26s	90.67%	0
9	/boatranges/sportsman-boats							
	Aug-01 2026 - Aug-31 2026	68	44.26%	61	106	23s	85.29%	1
10	/products/all-categories/trailer-range/redco-boat-trailers							
	Aug-01 2026 - Aug-31 2026	66	61.67%	60	136	46s	80.3%	2

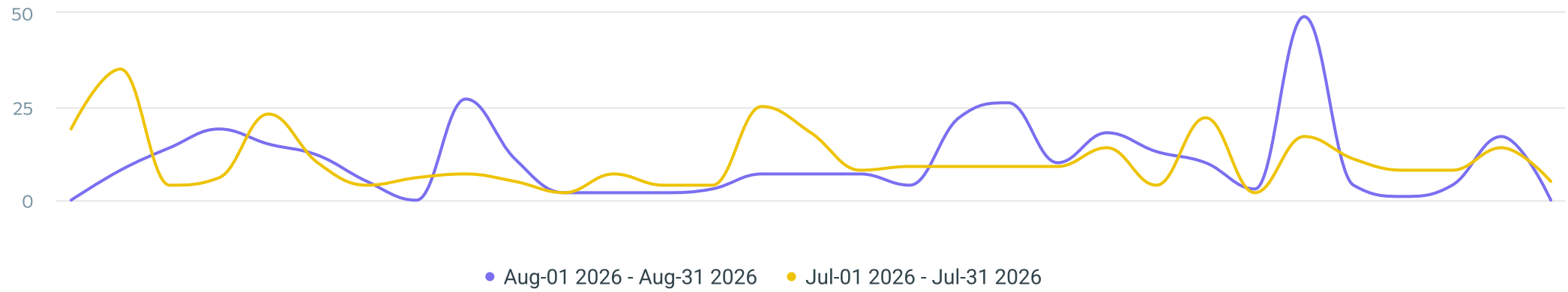
Conversions

www.reefmarine.net

Goals GOOGLE ANALYTICS

Aug-01 2026 - Aug-31 2026

Goals



No.	Goal	Goals	Goal value
1	form_submit		
	Aug-01 2026 - Aug-31 2026	147	0
	Jul-01 2026 - Jul-31 2026	128	0
	% Change	▲ 14.8%	
2	form_start		
	Aug-01 2026 - Aug-31 2026	129	0
	Jul-01 2026 - Jul-31 2026	168	0

No.	Goal	Goals	Goal value
	% Change	▼ 23.2%	
3	phone click		
	Aug-01 2026 - Aug-31 2026	40	0
	Jul-01 2026 - Jul-31 2026	27	0
	% Change	▲ 48.1%	
4	file_download		
	Aug-01 2026 - Aug-31 2026	5	0
	Jul-01 2026 - Jul-31 2026	3	0
	% Change	▲ 66.7%	
5	purchase		
	Aug-01 2026 - Aug-31 2026	1	0
	Jul-01 2026 - Jul-31 2026	0	0
	% Change		

Traffic Source

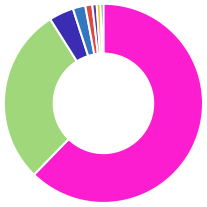
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Overview: Sessions

Last month (Aug-01 - Aug-31 2026) ⇅ Previous period (Jul-01 - Jul-31 2026)

Last month (Aug-01 - Aug-31 2026)

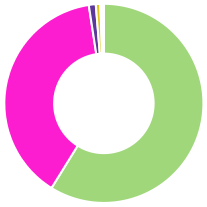
5872 ▲ 89.36%



Direct	**3695**	62.9%
Organic Search	**1704**	29.0%
Paid Social	**238**	4.1%
Unassigned	**120**	2.0%
Paid Search	**68**	1.2%
Organic Social	**41**	0.7%
Referral	**38**	0.6%
AI Assistant	**27**	0.5%

Previous period (Jul-01 - Jul-31 2026)

3101



Organic Search	**1865**	60.1%
Direct	**1229**	39.6%
Organic Social	**36**	1.2%
Referral	**23**	0.7%
AI Assistant	**9**	0.3%
Unassigned	**9**	0.3%
Paid Social	**0**	0.0%
Paid Search	**0**	0.0%

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Direct								
Aug-01 2026 - Aug-31 2026	3.7K	371	3.5K	10.04%	99.63%	16	5.35 sec	4.5K
Jul-01 2026 - Jul-31 2026	1.2K	236	1.1K	19.2%	98.76%	34	14.95 sec	1.9K
% Change	▲ 200.7%	▲ 57.2%	▲ 207.0%	▼ -47.7%	▲ 0.9%	▼ -52.9%	▼ -64.2%	▲ 138.4%
2 Organic Search								
Aug-01 2026 - Aug-31 2026	1.7K	1.2K	1.3K	71.77%	92%	270	89.69 sec	5K
Jul-01 2026 - Jul-31 2026	1.9K	1.3K	1.2K	67.61%	92.24%	280	82.84 sec	5.4K
% Change	▼ -8.6%	▼ -3.0%	▲ 2.1%	▲ 6.2%	▼ -0.3%	▼ -3.6%	▲ 8.3%	▼ -6.9%
3 Paid Social								
Aug-01 2026 - Aug-31 2026	238	147	209	61.76%	98.09%	9	118.07 sec	670

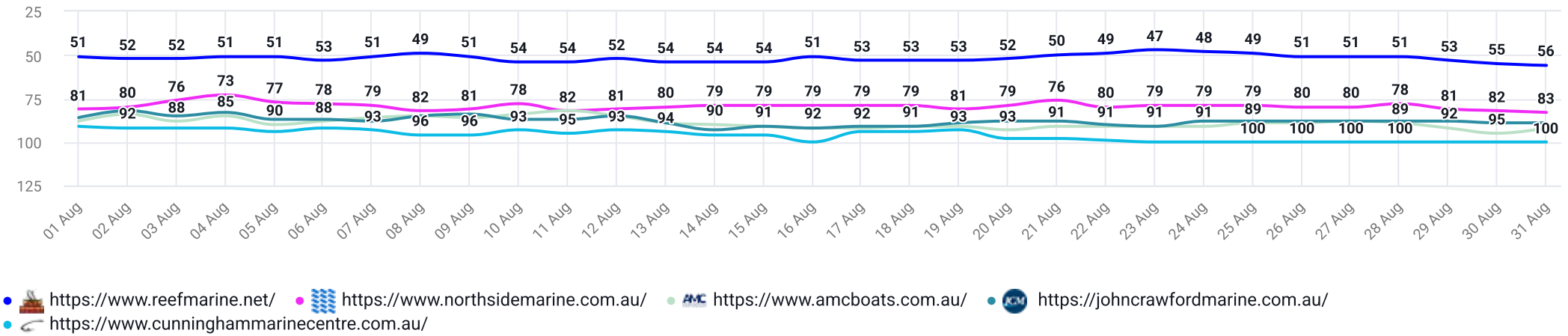
Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
Jul-01 2026 - Jul-31 2026	-	-	-	-	-	-	-	-
% Change	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%
4 Unassigned								
Aug-01 2026 - Aug-31 2026	120	0	120	0%	0%	0	3.51 sec	3
Jul-01 2026 - Jul-31 2026	9	0	9	0%	0%	0	84.89 sec	6
% Change	▲ 1.2K%	▼ 0%	▲ 1.2K%	▼ 0%	▼ 0%	▼ 0%	▼ -95.9%	▼ -50%
5 Paid Search								
Aug-01 2026 - Aug-31 2026	68	31	65	45.59%	100%	0	18.79 sec	82
Jul-01 2026 - Jul-31 2026	-	-	-	-	-	-	-	-
% Change	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%
6 Organic Social								
Aug-01 2026 - Aug-31 2026	41	25	31	60.98%	90.32%	5	70.05 sec	113
Jul-01 2026 - Jul-31 2026	36	16	33	44.44%	87.88%	0	24.39 sec	80
% Change	▲ 13.9%	▲ 56.3%	▼ -6.1%	▲ 37.2%	▲ 2.8%	▼ 0%	▲ 187.2%	▲ 41.3%
7 Referral								
Aug-01 2026 - Aug-31 2026	38	28	28	73.68%	82.14%	20	53.63 sec	124
Jul-01 2026 - Jul-31 2026	23	16	16	69.57%	81.25%	9	64.39 sec	74
% Change	▲ 65.2%	▲ 75%	▲ 75%	▲ 5.9%	▲ 1.1%	▲ 122.2%	▼ -16.7%	▲ 67.6%
8 AI Assistant								
Aug-01 2026 - Aug-31 2026	27	15	25	55.56%	96%	2	27.15 sec	42
Jul-01 2026 - Jul-31 2026	9	8	9	88.89%	88.89%	5	80.67 sec	31
% Change	▲ 200%	▲ 87.5%	▲ 177.8%	▼ -37.5%	▲ 8.0%	▼ -60%	▼ -66.3%	▲ 35.5%

Competitors Average Position Trend

www.reefmarine.net

Average position

Aug-01 2026 - Aug-31 2026

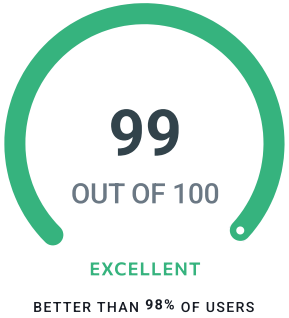


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Audit overview

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HEALTH SCORE



Backlinks

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