Optimise™

Targeted Marketing and SEO

SEO report

www.reefmarine.net

FEB-01 2026 - FEB-28 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
62 ▼ 13	17.3% ▼ -19.8%	951 ▼ 878	21

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	88M	1	1
sportsman	63M	-	1 ▲ 99
yamaha marine dealers	2.4M	2	1 ▲ 1
boat shop	417M	2	1 ▲ 1
boats and accessories	63M	4	1 ▲ 3
new boats for sale	141M	2	1 ▲ 1
offshore boats mackay qld	82K	1	1
yamaha boat motors mackay qld	24K	2	1 ▲ 1
trailer boat for sale mackay qld	149K	3	1 ▲ 2
boat accessories mackay qld	278K	1	1
boat parts mackay qld	233K	3	1 ▲ 2
mclay boats for sale	60K	4	2 ▲ 2
stacer	613K	4	2 ▲ 2
redco boat trailers	16K	3	2 ▲ 1

Keyword	Results	Month ago ▲	Current rankings
suzuki outboard mackay qld	45K	3	2 ▲ 1
suzuki boat motors mackay qld	15K	3	2 ▲ 1
suzuki boat engine mackay qld	26K	3	2 ▲ 1
outboard for sale mackay qld	112K	2	2
bargain boat bits	1.5M	14	3 ▲ 11
boat services	528M	4	3 ▲ 1
tinnies for sale mackay qld	6.6K	5	3 ▲ 2
mclay boats	181K	5	4 ▲ 1
stacer boats	613K	4	5 ▼ 1
yeti accessories mackay qld	4.4K	3	5 ▼ 2
yeti mackay qld	15K	6	8 ▼ 2
aluminum boat trailer mackay qld	94K	6	10 ▼ 4
boat trailers for sale	22M	-	15 ▲ 85
kevlacat 2400 for sale	5.8K	-	26 ▲ 74
boats for sale qld	4.8M	-	-
sea jay	258M	-	-
sea jay boats	8M	-	-
seajay boats for sale	123K	-	-
stacer crossfire	52K	-	-
boats for sale queensland	3.9M	-	-
used boats for sale	94M	-	-
aluminum boats for sale	11M	-	-
aluminium boat	23M	-	-
fishing boat	476M	8	-
centre console boats	4.7M	-	-
centre console	196M	-	-
fishing boat for sale qld	1.4M	-	-
bow rider boat for sale	3.2M	-	-

Keyword	Results	Month ago ▲	Current rankings
catamaran power for sale	5.2M	-	-
side console boat for sale	11M	-	-
suzuki outboard engines	2.2M	-	-
suzuki marine outboards	1.6M	-	-
yamaha outboard engine	7.1M	-	-
suzuki boat motors prices	1.2M	67	-
used boats for sale qld	3.7M	-	-
yeti for sale mackay qld	11K	68	-

Distribution of Keywords

www.reefmarine.net

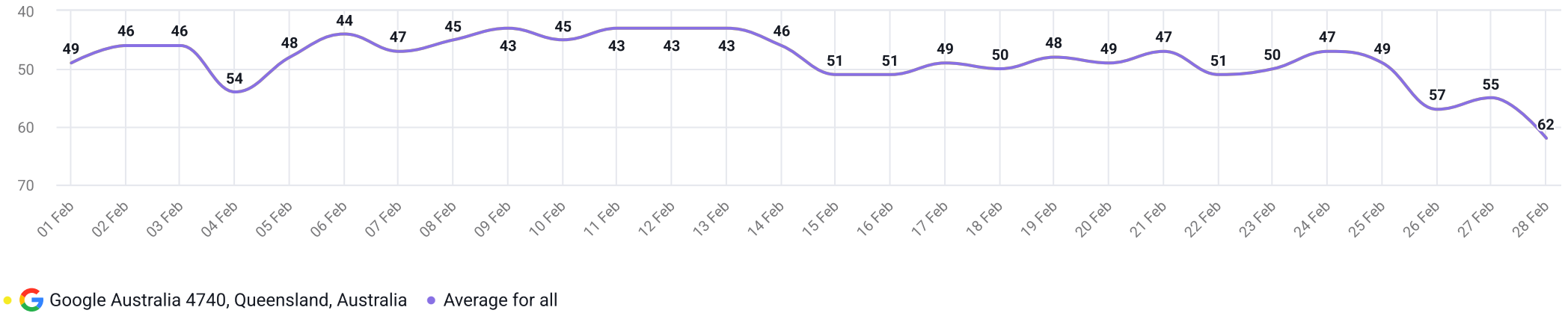
Search Engines	Total Keywords	Top 1	Top 3	Top 4..10	Top 11..30	Top 100	Out of SERP	Avg. Position
Google Australia 4740, Queensland, Australia	50	2	9	5	6	1	29	62
General	50	2	9	5	6	1	29	62

Average Position Trend

www.reefmarine.net

Average position

Feb-01 2026 - Feb-28 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

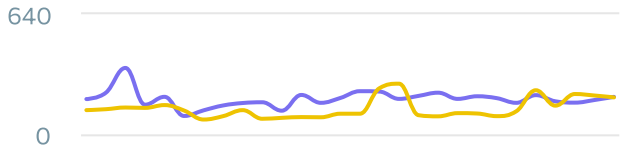
Feb-01 2026 - Feb-28 2026

SESSIONS

▲ 38.39%

5,310

3,837

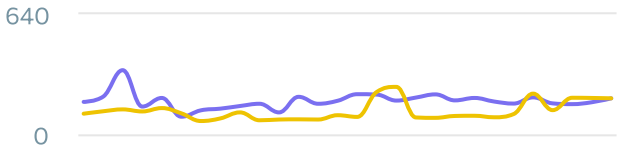


USERS

▲ 45.27%

4,839

3,331

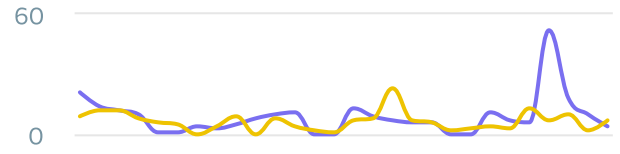


GOALS

▲ 36.81%

249

182

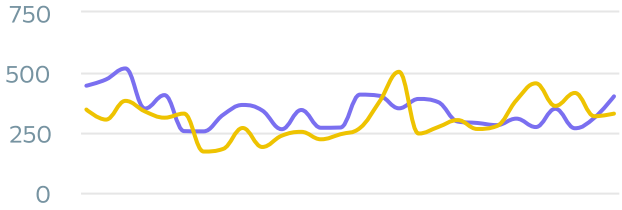


PAGEVIEWS

▲ 12.08%

9,587

8,554

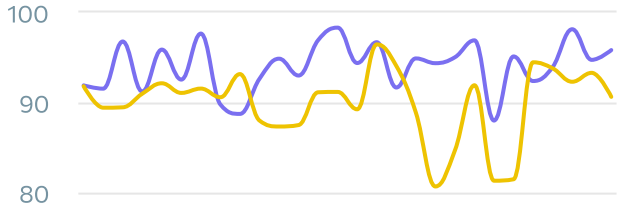


NEW SESSIONS

▲ 2.08%

97.5%

95.5%



ENGAGEMENT RATE

▼ 30.2%

28.49%

40.84%

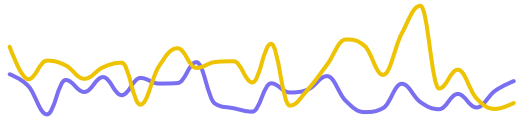


AVG. SESSION DURATION

▼ 33.3%

28s

42s



● Feb-01 2026 - Feb-28 2026 ● Jan-04 2026 - Jan-31 2026

All pages GOOGLE ANALYTICS

Feb-01 2026 - Feb-28 2026

Sessions

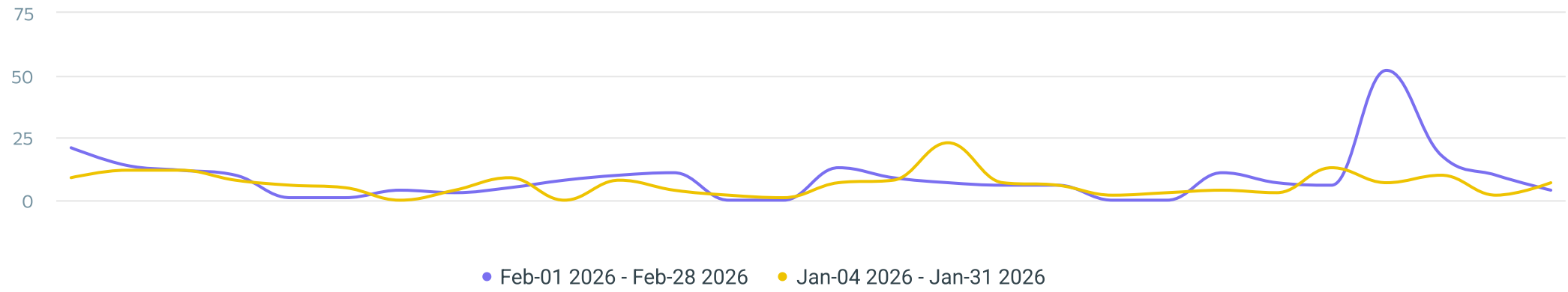
No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	Feb-01 2026 - Feb-28 2026	1.2K	90.98%	987	1.5K	22s	63.81%	20
2	/boatranges/NewBoats							
	Feb-01 2026 - Feb-28 2026	207	8.39%	155	361	55s	91.3%	13
3	/products							
	Feb-01 2026 - Feb-28 2026	165	12.16%	148	234	31s	93.94%	16
4	/boatranges/UsedBoats							
	Feb-01 2026 - Feb-28 2026	160	5.84%	137	225	26s	95.63%	4
5	/products/all-categories/bargain-boat-bits							
	Feb-01 2026 - Feb-28 2026	151	59.15%	142	337	58s	48.34%	5
6	/products/all-categories/trailer-range/redco-boat-trailers							
	Feb-01 2026 - Feb-28 2026	131	75.63%	119	255	40s	63.36%	0
7	/boatranges/mclay-boats							

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
	Feb-01 2026 - Feb-28 2026	98	46.51%	86	168	15s	87.76%	0
8	/error404.aspx							
	Feb-01 2026 - Feb-28 2026	85	92.94%	85	87	01s	10.59%	0
9	/products/all-categories							
	Feb-01 2026 - Feb-28 2026	74	48.61%	72	133	34s	58.11%	0
10	/boatranges/sea-jay							
	Feb-01 2026 - Feb-28 2026	71	17.91%	67	118	21s	90.14%	0

Goals GOOGLE ANALYTICS

Feb-01 2026 - Feb-28 2026

Goals



No.	Goal	Goals	Goal value
1	form_start		
	Feb-01 2026 - Feb-28 2026	130	0
	Jan-04 2026 - Jan-31 2026	103	0
	% Change	▲ 26.2%	
2	form_submit		
	Feb-01 2026 - Feb-28 2026	116	0
	Jan-04 2026 - Jan-31 2026	76	0

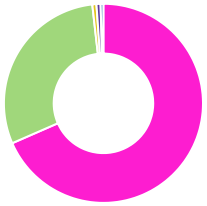
No.	Goal	Goals	Goal value
	% Change	▲ 52.6%	
3	file_download		
	Feb-01 2026 - Feb-28 2026	3	0
	Jan-04 2026 - Jan-31 2026	3	0
	% Change		

Traffic Source

www.reefmarine.net

Overview: Sessions

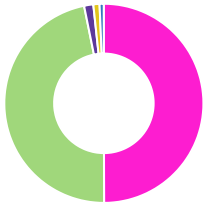
Last month (Feb-01 - Feb-28 2026) ⇅ Previous period (Jan-04 - Jan-31 2026)



Last month (Feb-01 - Feb-28 2026)

5310 ▲ 38.39%

Direct	**3592**	67.6%
Organic Search	**1562**	29.4%
Referral	**35**	0.7%
Organic Social	**35**	0.7%
Unassigned	**24**	0.5%



Previous period (Jan-04 - Jan-31 2026)

3837

Direct	**1940**	50.6%
Organic Search	**1818**	47.4%
Organic Social	**58**	1.5%
Referral	**39**	1.0%
Unassigned	**27**	0.7%

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Direct								
Feb-01 2026 - Feb-28 2026	3.6K	341	3.6K	9.49%	99.56%	13	4.39 sec	4.3K
Jan-04 2026 - Jan-31 2026	1.9K	245	1.9K	12.63%	99.31%	28	10.89 sec	2.8K
% Change	▲ 85.2%	▲ 39.2%	▲ 90.9%	▼ -24.9%	▲ 0.3%	▼ -53.6%	▼ -59.7%	▲ 56.7%
2 Organic Search								
Feb-01 2026 - Feb-28 2026	1.6K	1.1K	1.2K	71.77%	92.16%	230	84.55 sec	5.1K
Jan-04 2026 - Jan-31 2026	1.8K	1.3K	1.3K	68.87%	91.14%	145	74.64 sec	5.5K
% Change	▼ -14.1%	▼ -10.5%	▼ -13.6%	▲ 4.2%	▲ 1.1%	▲ 58.6%	▲ 13.3%	▼ -7.4%
3 Referral								
Feb-01 2026 - Feb-28 2026	35	27	22	77.14%	77.27%	6	52.54 sec	116
Jan-04 2026 - Jan-31 2026	39	34	24	87.18%	91.67%	5	86.85 sec	177
% Change	▼ -10.3%	▼ -20.6%	▼ -8.3%	▼ -11.5%	▼ -15.7%	▲ 20%	▼ -39.5%	▼ -34.5%
4 Organic Social								

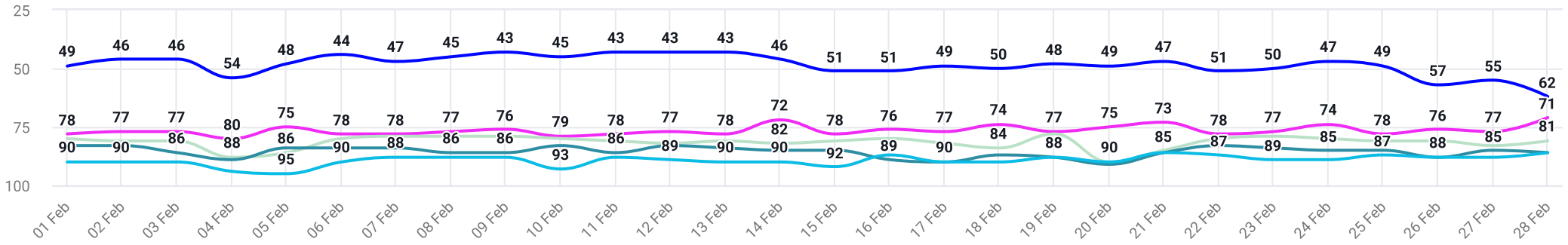
Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
Feb-01 2026 - Feb-28 2026	35	20	35	57.14%	100%	0	33.89 sec	64
Jan-04 2026 - Jan-31 2026	58	32	56	55.17%	98.21%	4	32.53 sec	127
% Change	▼ -39.7%	▼ -37.5%	▼ -37.5%	▲ 3.6%	▲ 1.8%	▼ -100%	▲ 4.2%	▼ -49.6%
5 Unassigned								
Feb-01 2026 - Feb-28 2026	24	2	24	8.33%	20.83%	0	18.13 sec	7
Jan-04 2026 - Jan-31 2026	27	2	27	7.41%	11.11%	0	17.56 sec	15
% Change	▼ -11.1%	▼ 0%	▼ -11.1%	▲ 12.4%	▲ 87.5%	▼ 0%	▲ 3.2%	▼ -53.3%

Competitors Average Position Trend

www.reefmarine.net

Average position

Feb-01 2026 - Feb-28 2026

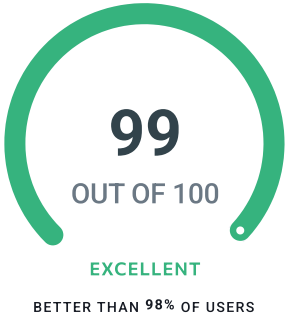


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- https://www.northsidemarine.com.au/
- https://www.amcboats.com.au/
- https://johncrawfordmarine.com.au/
- https://www.cunninghammarinecentre.com.au/

Audit overview

www.reefmarine.net

HEALTH SCORE



Backlinks

www.reefmarine.net

