Optimise™

Targeted Marketing and SEO

SEO report

www.reefmarine.net

JAN-01 2026 - JAN-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
49 ▲ 1	37.8% ▼ -3%	1602 ▼ 413	28

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	93M	1	1
boat shop	653M	1	1
offshore boats mackay qld	85K	N/A	1
boat accessories mackay qld	262K	N/A	1
boat parts mackay qld	303K	N/A	1
mclay boats for sale	46K	4	2 ▲ 2
yamaha marine dealers	3.1M	3	2 ▲ 1
new boats for sale	205M	1	2 ▼ 1
yamaha boat motors mackay qld	25K	N/A	2
suzuki boat engine mackay qld	23K	N/A	2
boat services	745M	3	3
suzuki outboard mackay qld	7.7K	N/A	3
suzuki boat motors mackay qld	14K	N/A	3
trailer boat for sale mackay qld	148K	N/A	3
yeti accessories mackay qld	5.4K	N/A	3
stacer boats	610K	5	4 ▲ 1

Keyword	Results	Month ago ▲	Current rankings
stacer	599K	4	4
boats and accessories	74M	4	4
yeti mackay qld	14K	N/A	4
outboard for sale mackay qld	103K	N/A	4
mclay boats	180K	4	5 ▼ 1
fishing boat	565M	11	5 ▲ 6
redco boat trailers	17K	4	5 ▼ 1
tinnies for sale mackay qld	2.9K	N/A	5
bargain boat bits	2M	12	6 ▲ 6
aluminum boat trailer mackay qld	176K	N/A	8
yeti for sale mackay qld	12K	N/A	14
fishing boat for sale qld	1.1M	-	42 ▲ 58
suzuki boat motors prices	1.2M	55	67 ▼ 12
boats for sale qld	7.1M	-	-
boat trailers for sale	36M	-	-
sea jay	348M	15	-
sea jay boats	9.6M	9	-
sportsman	67M	3	-
kevlacat 2400 for sale	3.8K	13	-
seajay boats for sale	110K	-	-
stacer crossfire	19K	-	-
boats for sale queensland	5.5M	-	-
used boats for sale	137M	-	-
aluminum boats for sale	15M	-	-
aluminium boat	29M	-	-
centre console boats	7.3M	-	-
centre console	293M	-	-
bow rider boat for sale	4M	-	-
catamaran power for sale	5.4M	-	-

Keyword	Results	Month ago ▲	Current rankings
side console boat for sale	14M	-	-
suzuki outboard engines	3M	-	-
suzuki marine outboards	1.9M	-	-
yamaha outboard engine	8.6M	-	-
used boats for sale qld	5.1M	-	-

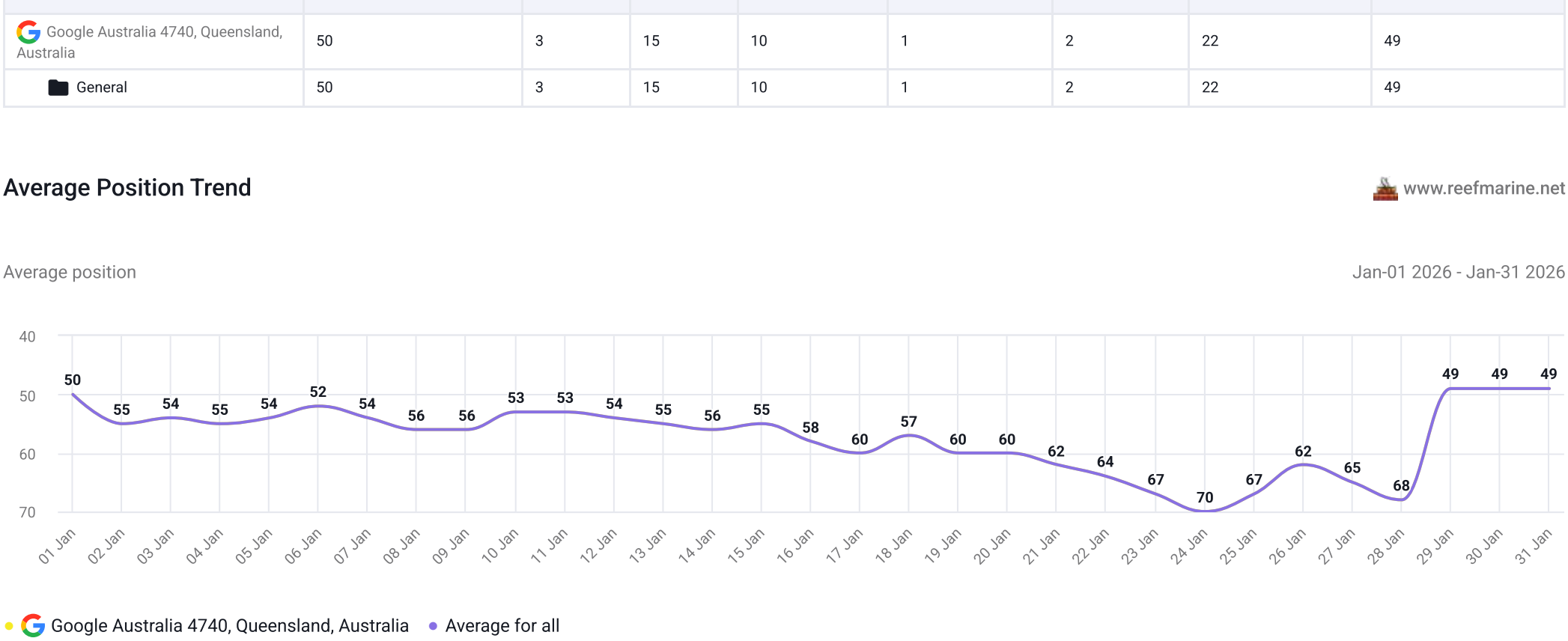
Distribution of Keywords

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	15	10	1	2	22	49
General	50	3	15	10	1	2	22	49

Average Position Trend

www.reefmarine.net



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

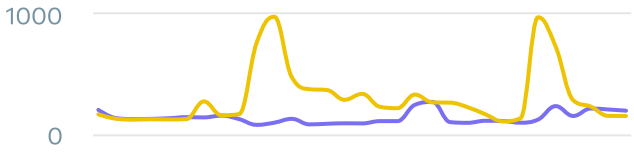
Jan-01 2026 - Jan-31 2026

SESSIONS

▼ 53.54%

4,295

9,244

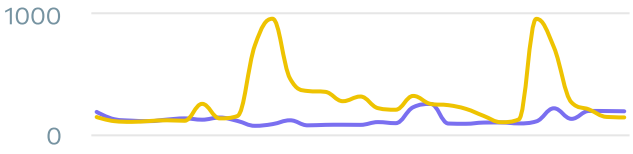


USERS

▼ 57.07%

3,734

8,697

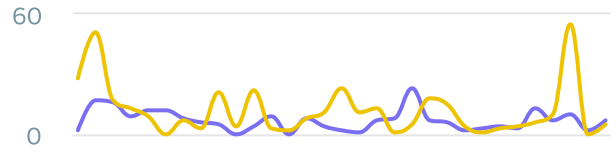


GOALS

▼ 41.82%

217

373

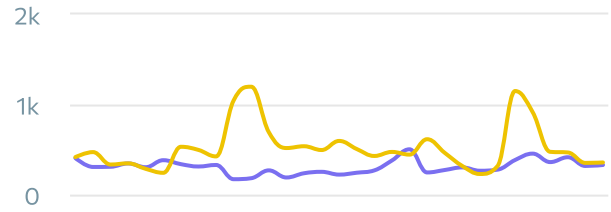


PAGEVIEWS

▼ 40.68%

9,576

16,143

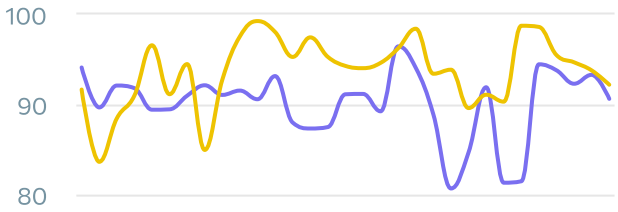


NEW SESSIONS

▼ 3.38%

95.7%

99.1%

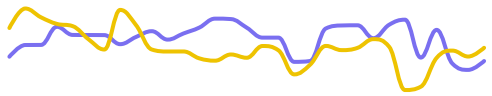


ENGAGEMENT RATE

▲ 27.7%

40.16%

31.46%

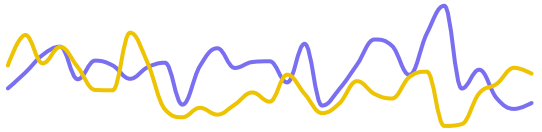


AVG. SESSION DURATION

▲ 68%

42s

25s



● Jan-01 2026 - Jan-31 2026 ● Dec-01 2025 - Dec-31 2025

All pages GOOGLE ANALYTICS

Jan-01 2026 - Jan-31 2026

Sessions

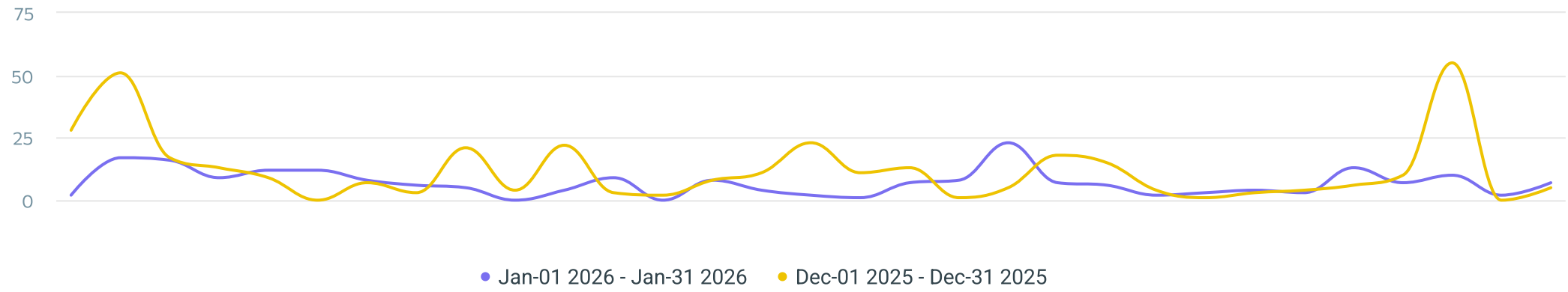
No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	Jan-01 2026 - Jan-31 2026	1.5K	90.46%	1.2K	1.8K	21s	63.9%	14
2	/boatranges/NewBoats							
	Jan-01 2026 - Jan-31 2026	232	13.71%	175	376	56s	88.79%	9
3	/products							
	Jan-01 2026 - Jan-31 2026	220	13.64%	198	315	32s	90.45%	20
4	/boatranges/UsedBoats							
	Jan-01 2026 - Jan-31 2026	183	7.41%	162	229	20s	95.08%	3
5	/products/all-categories/trailer-range/redco-boat-trailers							
	Jan-01 2026 - Jan-31 2026	168	73.38%	154	289	36s	73.21%	0
6	/products/all-categories/bargain-boat-bits							
	Jan-01 2026 - Jan-31 2026	113	17.71%	96	410	01m:46s	76.11%	6
7	/boatranges/sea-jay							

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
	Jan-01 2026 - Jan-31 2026	103	8.79%	91	175	17s	92.23%	0
8	/products/all-categories/yeti							
	Jan-01 2026 - Jan-31 2026	81	28%	75	135	23s	91.36%	0
9	/boatranges/mclay-boats							
	Jan-01 2026 - Jan-31 2026	78	41.89%	74	132	19s	93.59%	2
10	/boatranges/stacer							
	Jan-01 2026 - Jan-31 2026	74	21.88%	64	116	31s	89.19%	0

Goals GOOGLE ANALYTICS

Jan-01 2026 - Jan-31 2026

Goals



No.	Goal	Goals	Goal value
1	form_start		
	Jan-01 2026 - Jan-31 2026	120	0
	Dec-01 2025 - Dec-31 2025	203	0
	% Change	▼ 40.9%	
2	form_submit		
	Jan-01 2026 - Jan-31 2026	93	0
	Dec-01 2025 - Dec-31 2025	156	0

No.	Goal	Goals	Goal value
	% Change	▼ 40.4%	
3	file_download		
	Jan-01 2026 - Jan-31 2026	4	0
	Dec-01 2025 - Dec-31 2025	14	0
	% Change	▼ 71.4%	

Traffic Source

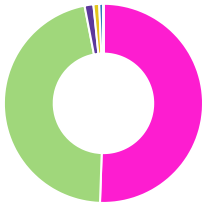
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Overview: Sessions

Last month (Jan-01 - Jan-31 2026) ↑↓ Previous period (Dec-01 - Dec-31 2025)

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

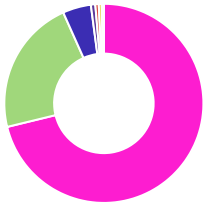
4295 ▼ 53.54%



Direct	2195 51.1%
Organic Search	2014 46.9%
Organic Social	62 1.4%
Referral	41 1.0%
Unassigned	28 0.7%
Paid Search	1 0.0%
Paid Social	0 0.0%
Cross-network	0 0.0%

Previous period (Dec-01 - Dec-31 2025)

9244



Direct	6626 71.7%
Organic Search	2058 22.3%
Paid Social	427 4.6%
Organic Social	67 0.7%
Paid Search	52 0.6%
Referral	45 0.5%
Unassigned	30 0.3%
Cross-network	1 0.0%

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Direct								
Jan-01 2026 - Jan-31 2026	2.2K	265	2.1K	12.07%	99.35%	29	10.21 sec	3.1K
Dec-01 2025 - Dec-31 2025	6.6K	1.1K	6.7K	16.56%	100.63%	86	5.93 sec	7.8K
% Change	▼ -66.9%	▼ -75.8%	▼ -67.8%	▼ -27.1%	▼ -1.3%	▼ -66.3%	▲ 72.2%	▼ -60.5%
2 Organic Search								
Jan-01 2026 - Jan-31 2026	2K	1.4K	1.5K	68.87%	91.4%	179	76.3 sec	6.1K
Dec-01 2025 - Dec-31 2025	2.1K	1.5K	1.6K	73.37%	92.93%	270	75.41 sec	6.5K
% Change	▼ -2.1%	▼ -8.1%	▼ -4.4%	▼ -6.1%	▼ -1.6%	▼ -33.7%	▲ 1.2%	▼ -6.0%
3 Organic Social								
Jan-01 2026 - Jan-31 2026	62	35	60	56.45%	98.33%	4	31.39 sec	131

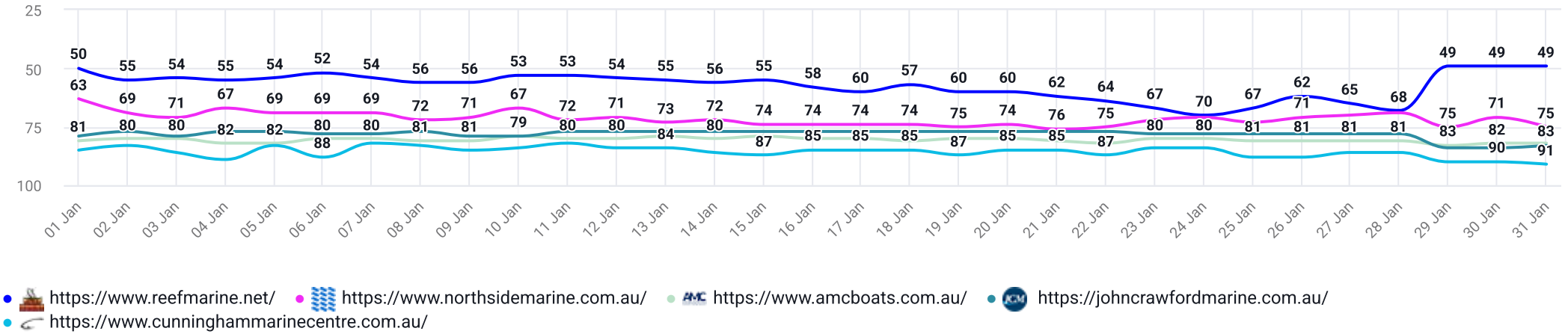
Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
Dec-01 2025 - Dec-31 2025	67	39	65	58.21%	96.92%	0	23.94 sec	144
% Change	▼ -7.5%	▼ -10.3%	▼ -7.7%	▼ -3.0%	▲ 1.5%	▼ 0%	▲ 31.1%	▼ -9.0%
4 Referral								
Jan-01 2026 - Jan-31 2026	41	35	26	85.37%	88.46%	5	84.05 sec	183
Dec-01 2025 - Dec-31 2025	45	39	27	86.67%	85.19%	17	118.84 sec	305
% Change	▼ -8.9%	▼ -10.3%	▼ -3.7%	▼ -1.5%	▲ 3.8%	▼ -70.6%	▼ -29.3%	▼ -40%
5 Unassigned								
Jan-01 2026 - Jan-31 2026	28	2	28	7.14%	14.29%	0	16.93 sec	16
Dec-01 2025 - Dec-31 2025	30	2	30	6.67%	20%	0	22.23 sec	12
% Change	▼ -6.7%	▼ 0%	▼ -6.7%	▲ 7.0%	▼ -28.6%	▼ 0%	▼ -23.8%	▲ 33.3%
6 Paid Search								
Jan-01 2026 - Jan-31 2026	1	0	0	0%	100%	0	0 sec	1
Dec-01 2025 - Dec-31 2025	52	14	47	26.92%	100%	0	54.29 sec	133
% Change	▼ -98.1%	▼ -100%	▼ -100%	▼ -100%	▼ 0%	▼ 0%	▼ -100%	▼ -99.2%
7 Paid Social								
Jan-01 2026 - Jan-31 2026	-	-	-	-	-	-	-	-
Dec-01 2025 - Dec-31 2025	427	208	355	48.71%	92.68%	0	58.51 sec	1.2K
% Change	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%
8 Cross-network								
Jan-01 2026 - Jan-31 2026	-	-	-	-	-	-	-	-
Dec-01 2025 - Dec-31 2025	1	1	1	100%	100%	0	14 sec	2
% Change	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%

Competitors Average Position Trend

www.reefmarine.net

Average position

Jan-01 2026 - Jan-31 2026

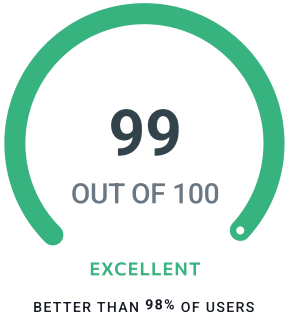


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- https://www.amcboats.com.au/
- https://johncrawfordmarine.com.au/
- https://www.cunninghammarinecentre.com.au/

Audit overview

www.reefmarine.net

HEALTH SCORE



Backlinks

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