Optimise™

Targeted Marketing and SEO



SEO report

www.reefmarine.net

JUL-01 2026 - JUL-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
52 ▲ 4	28.5% ▼ -13.5%	1626 ▼ 274	25

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	172	1	1
boat shop	234	1	1
offshore boats mackay qld	143	1	1
yamaha boat motors mackay qld	181	7	1 ▲ 6
suzuki outboard mackay qld	177	1	2 ▼ 1
suzuki boat motors mackay qld	184	1	2 ▼ 1
suzuki boat engine mackay qld	177	1	2 ▼ 1
boat accessories mackay qld	183	2	2
boat parts mackay qld	182	2	2
outboard for sale mackay qld	177	3	3
yamaha marine dealers	144	5	4 ▲ 1
redco boat trailers	176	4	4
new boats for sale	245	4	4
trailer boat for sale mackay qld	182	1	4 ▼ 3
sportsman	154	-	5 ▲ 95

Keyword	Results	Month ago ▲	Current rankings
mclay boats for sale	194	4	5 ▼ 1
tinnies for sale mackay qld	178	5	5
boats and accessories	240	5	6 ▼ 1
yeti mackay qld	106	-	6 ▲ 94
mclay boats	109	6	7 ▼ 1
bargain boat bits	171	4	7 ▼ 3
yeti for sale mackay qld	179	-	7 ▲ 93
seajay boats for sale	177	5	10 ▼ 5
boat services	186	9	12 ▼ 3
fishing boat	215	4	13 ▼ 9
stacer boats	177	-	-
boats for sale qld	113	-	-
boat trailers for sale	236	-	-
sea jay	111	-	-
sea jay boats	113	9	-
kevlacat 2400 for sale	173	-	-
stacer	146	-	-
stacer crossfire	175	-	-
boats for sale queensland	114	-	-
used boats for sale	231	-	-
aluminum boats for sale	227	-	-
aluminium boat	204	-	-
centre console boats	211	-	-
centre console	204	-	-
fishing boat for sale qld	181	-	-
bow rider boat for sale	178	-	-
catamaran power for sale	204	-	-
side console boat for sale	193	-	-
suzuki outboard engines	175	-	-

Keyword	Results	Month ago ▲	Current rankings
suzuki marine outboards	175	-	-
yamaha outboard engine	174	-	-
suzuki boat motors prices	171	-	-
used boats for sale qld	112	-	-
aluminum boat trailer mackay qld	208	21	-
yeti accessories mackay qld	176	-	-

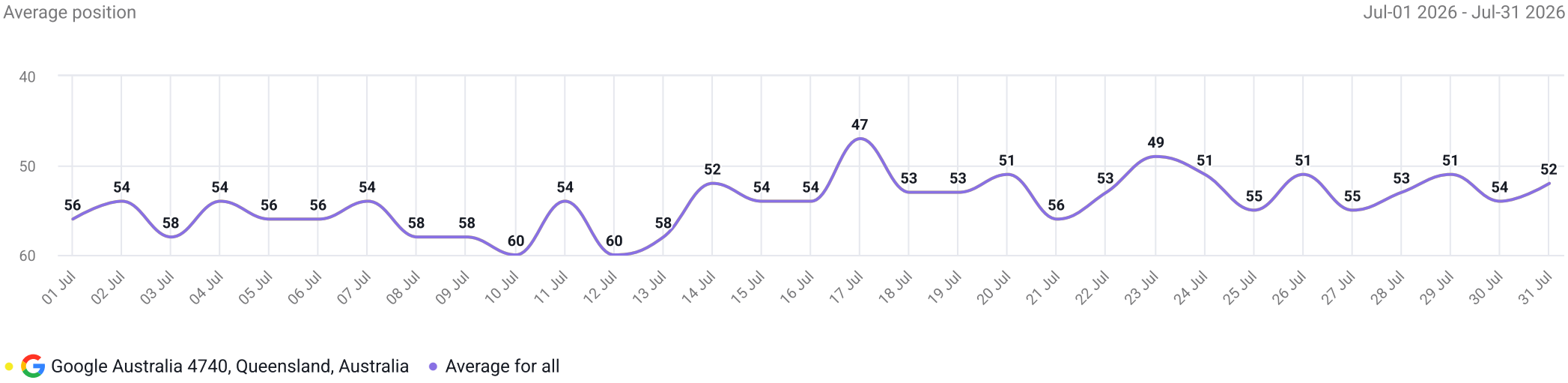
Distribution of Keywords

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	4	11	13	1	0	25	52
General	50	4	11	13	1	-	25	52

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

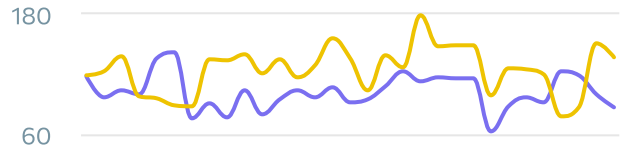
Jul-01 2026 - Jul-31 2026

SESSIONS

▼ 19.93%

3,101

3,873

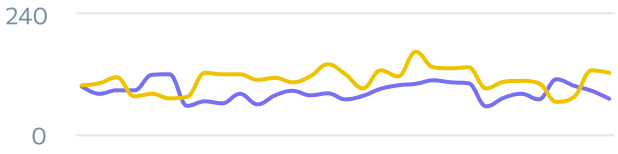


USERS

▼ 23.25%

2,413

3,144

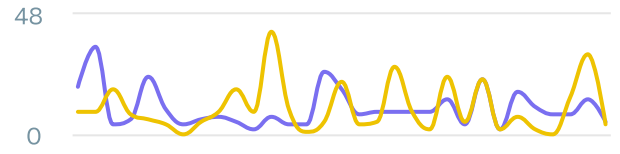


GOALS

▼ 1.20%

328

332

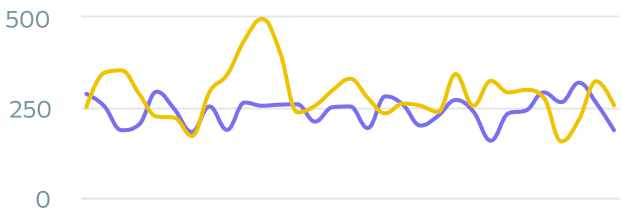


PAGEVIEWS

▼ 16.54%

7,475

8,956

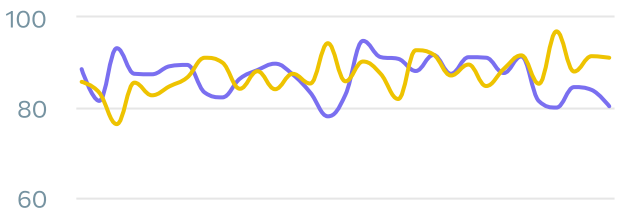


NEW SESSIONS

▲ 0.90%

95.2%

94.3%



ENGAGEMENT RATE

▲ 20.8%

49.63%

41.08%

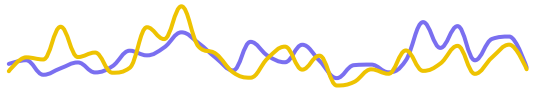


AVG. SESSION DURATION

▲ 9.6%

57s

52s



● Jul-01 2026 - Jul-31 2026 ● May-31 2026 - Jun-30 2026

All pages GOOGLE ANALYTICS

Jul-01 2026 - Jul-31 2026

Sessions

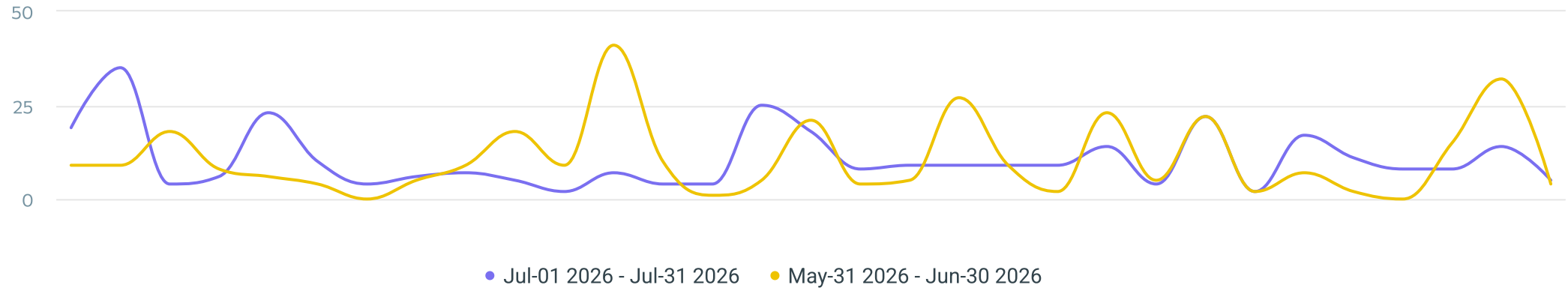
No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	Jul-01 2026 - Jul-31 2026	1.2K	89.58%	1K	1.5K	21s	68.08%	41
2	/boatranges/NewBoats							
	Jul-01 2026 - Jul-31 2026	221	7.01%	157	386	01m:08s	89.14%	16
3	/products							
	Jul-01 2026 - Jul-31 2026	216	12.18%	197	299	38s	95.83%	18
4	/boatranges/UsedBoats							
	Jul-01 2026 - Jul-31 2026	213	14.01%	157	290	32s	82.63%	10
5	/boatranges/NewBoats/sea-jay-390-creek-masta-hs-2026-sj390crmast							
	Jul-01 2026 - Jul-31 2026	174	66.67%	3	237	00s	22.41%	0
6	/products/all-categories/bargain-boat-bits							
	Jul-01 2026 - Jul-31 2026	118	64.55%	110	184	31s	39.83%	11
7	/boatranges/mclay-boats							

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
	Jul-01 2026 - Jul-31 2026	82	28.38%	74	150	21s	96.34%	0
8	/boatranges/sea-jay							
	Jul-01 2026 - Jul-31 2026	82	5.8%	69	141	25s	96.34%	0
9	/products/all-categories/yeti							
	Jul-01 2026 - Jul-31 2026	80	31.34%	67	99	14s	82.5%	0
10	/boatranges/newboats/stacer							
	Jul-01 2026 - Jul-31 2026	69	5.26%	57	92	43s	86.96%	9

Goals GOOGLE ANALYTICS

Jul-01 2026 - Jul-31 2026

Goals



No.	Goal	Goals	Goal value
1	form_start		
	Jul-01 2026 - Jul-31 2026	168	0
	May-31 2026 - Jun-30 2026	152	0
	% Change	▲ 10.5%	
2	form_submit		
	Jul-01 2026 - Jul-31 2026	128	0
	May-31 2026 - Jun-30 2026	134	0

No.	Goal	Goals	Goal value
	% Change	▼ 4.5%	
3	phone click		
	Jul-01 2026 - Jul-31 2026	27	0
	May-31 2026 - Jun-30 2026	44	0
	% Change	▼ 38.6%	
4	file_download		
	Jul-01 2026 - Jul-31 2026	3	0
	May-31 2026 - Jun-30 2026	2	0
	% Change	▲ 50%	
5	Click Direction		
	Jul-01 2026 - Jul-31 2026	2	0
	May-31 2026 - Jun-30 2026	0	0
	% Change		

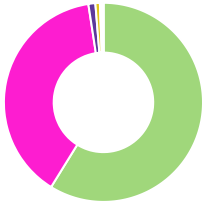
Traffic Source

www.reefmarine.net

Overview: Sessions

Last month (Jul-01 - Jul-31 2026) ↑↓ Previous period (May-31 - Jun-30 2026)

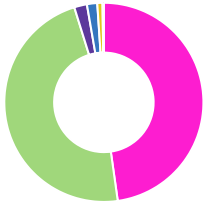
Last month (Jul-01 - Jul-31 2026)



3101 ▼ 19.93%

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 Search	**0**	0.0%

Previous period (May-31 - Jun-30 2026)



3873

Direct	**1843**	47.6%
Organic Search	**1830**	47.3%
Organic Social	**80**	2.1%
Unassigned	**64**	1.7%
Referral	**33**	0.9%
AI Assistant	**7**	0.2%
Paid Search	**1**	0.0%

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Organic Search								
Jul-01 2026 - Jul-31 2026	1.9K	1.3K	1.2K	67.61%	92.24%	280	82.84 sec	5.4K
May-31 2026 - Jun-30 2026	1.8K	1.2K	1.2K	66.01%	91.41%	290	85.76 sec	5.3K
% Change	▲ 1.9%	▲ 4.4%	▲ 0.1%	▲ 2.4%	▲ 0.9%	▼ -3.4%	▼ -3.4%	▲ 1.9%
2 Direct								
Jul-01 2026 - Jul-31 2026	1.2K	236	1.1K	19.2%	98.76%	34	14.95 sec	1.9K
May-31 2026 - Jun-30 2026	1.8K	298	1.8K	16.17%	99.27%	34	18.05 sec	3.1K
% Change	▼ -33.3%	▼ -20.8%	▼ -36.2%	▲ 18.7%	▼ -0.5%	▼ 0%	▼ -17.2%	▼ -38.6%
3 Organic Social								
Jul-01 2026 - Jul-31 2026	36	16	33	44.44%	87.88%	0	24.39 sec	80
May-31 2026 - Jun-30 2026	80	58	72	72.5%	87.5%	1	56 sec	241

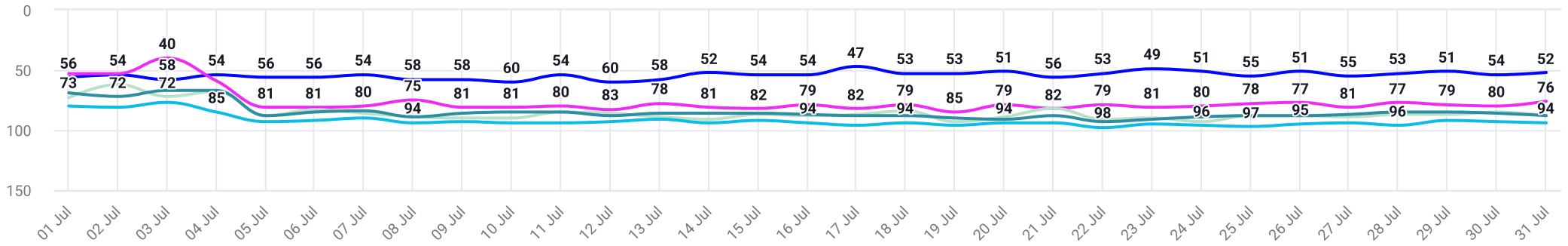
Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
% Change	▼ -55.0%	▼ -72.4%	▼ -54.2%	▼ -38.7%	▲ 0.4%	▼ -100%	▼ -56.4%	▼ -66.8%
4 Referral								
Jul-01 2026 - Jul-31 2026	23	16	16	69.57%	81.25%	9	64.39 sec	74
May-31 2026 - Jun-30 2026	33	23	20	69.7%	80%	7	180.36 sec	291
% Change	▼ -30.3%	▼ -30.4%	▼ -20%	▼ -0.2%	▲ 1.6%	▲ 28.6%	▼ -64.3%	▼ -74.6%
5 AI Assistant								
Jul-01 2026 - Jul-31 2026	9	8	9	88.89%	88.89%	5	80.67 sec	31
May-31 2026 - Jun-30 2026	7	0	7	0%	100%	0	0.71 sec	7
% Change	▲ 28.6%	▼ 0%	▲ 28.6%	▼ 0%	▼ -11.1%	▼ 0%	▲ 11K%	▲ 342.9%
6 Unassigned								
Jul-01 2026 - Jul-31 2026	9	0	9	0%	0%	0	84.89 sec	6
May-31 2026 - Jun-30 2026	64	0	64	0%	0%	0	20.94 sec	33
% Change	▼ -85.9%	▼ 0%	▼ -85.9%	▼ 0%	▼ 0%	▼ 0%	▲ 305.4%	▼ -81.8%
7 Paid Search								
Jul-01 2026 - Jul-31 2026	-	-	-	-	-	-	-	-
May-31 2026 - Jun-30 2026	1	1	1	100%	100%	0	8 sec	3
% Change	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%

Competitors Average Position Trend

www.reefmarine.net

Average position

Jul-01 2026 - Jul-31 2026

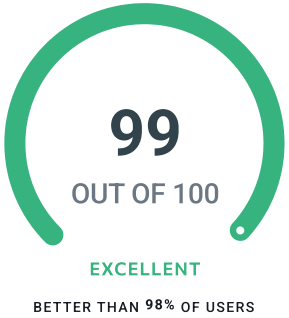


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- https://www.amcboats.com.au/
- https://johncrawfordmarine.com.au/
- https://www.cunninghammarinecentre.com.au/

Audit overview

www.reefmarine.net

HEALTH SCORE



Backlinks

www.reefmarine.net

