Optimise™

Targeted Marketing and SEO



SEO report

www.reefmarine.net

JUN-01 2026 - JUN-30 2026

Table of Contents

Key Ranking Metrics 4
Keywords Ranking 4
Distribution of Keywords 7
Average Position Trend 7
Traffic Overview 9
Pages 10
Conversions 12
Traffic Source 14
Competitors Average Position Trend 16
Audit overview 17
Backlinks 18

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
58 ▼ 11	33.2% ▼ -1.2%	1714 ▲ 76	22

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	161	1	1
boat shop	237	4	1 ▲ 3
offshore boats mackay qld	142	1	1
suzuki outboard mackay qld	171	3	1 ▲ 2
yamaha boat motors mackay qld	174	1	1
suzuki boat motors mackay qld	168	3	1 ▲ 2
suzuki boat engine mackay qld	166	3	1 ▲ 2
boat accessories mackay qld	169	3	2 ▲ 1
boat parts mackay qld	95	3	2 ▲ 1
mclay boats	105	6	3 ▲ 3
trailer boat for sale mackay qld	175	2	3 ▼ 1
outboard for sale mackay qld	176	4	3 ▲ 1
mclay boats for sale	184	6	4 ▲ 2
seajay boats for sale	168	11	4 ▲ 7

Keyword	Results	Month ago ▲	Current rankings
fishing boat	205	23	4 ▲ 19
redco boat trailers	168	4	4
new boats for sale	240	1	4 ▼ 3
bargain boat bits	159	2	4 ▼ 2
tinnies for sale mackay qld	167	5	5
sea jay boats	115	13	6 ▲ 7
yamaha marine dealers	136	2	6 ▼ 4
boat services	184	2	8 ▼ 6
boats and accessories	234	4	13 ▼ 9
stacer boats	167	2	-
boats for sale qld	112	-	-
boat trailers for sale	222	-	-
sea jay	139	20	-
sportsman	147	3	-
kevlacat 2400 for sale	166	24	-
stacer	88	-	-
stacer crossfire	159	47	-
boats for sale queensland	113	-	-
used boats for sale	212	-	-
aluminum boats for sale	214	-	-
aluminium boat	205	-	-
centre console boats	198	-	-
centre console	193	-	-
fishing boat for sale qld	178	-	-
bow rider boat for sale	171	-	-
catamaran power for sale	197	-	-
side console boat for sale	194	-	-
suzuki outboard engines	163	25	-
suzuki marine outboards	172	-	-

Keyword	Results	Month ago ▲	Current rankings
yamaha outboard engine	96	-	-
suzuki boat motors prices	161	-	-
used boats for sale qld	110	-	-
aluminum boat trailer mackay qld	191	-	-
yeti for sale mackay qld	167	-	-
yeti mackay qld	113	-	-
yeti accessories mackay qld	168	-	-

Distribution of Keywords

www.reefmarine.net

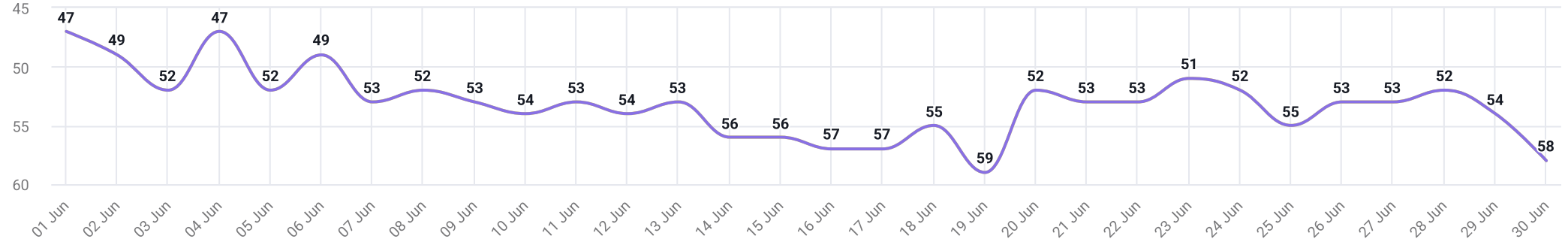
Search Engines	Total Keywords	Top 1	Top 3	Top 4..10	Top 11..30	Top 100	Out of SERP	Avg. Position
Google Australia 4740, Queensland, Australia	50	7	12	9	1	0	28	58
General	50	7	12	9	1	-	28	58

Average Position Trend

www.reefmarine.net

Average position

Jun-01 2026 - Jun-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

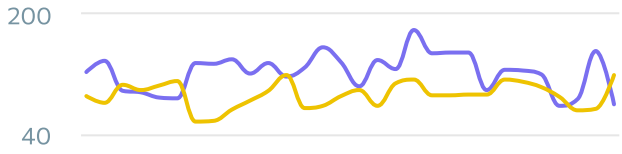
Jun-01 2026 - Jun-30 2026

SESSIONS

▲ 31.87%

3,662

2,777

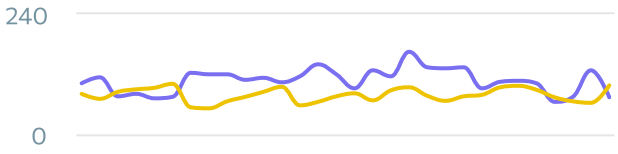


USERS

▲ 39.06%

3,012

2,166

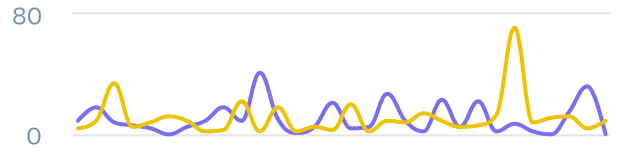


GOALS

▼ 5.90%

319

339

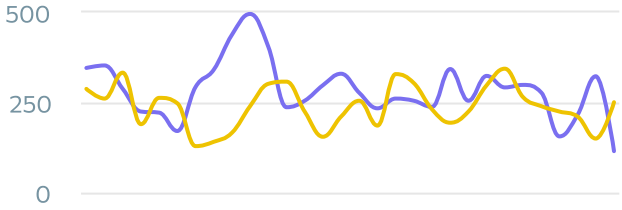


PAGEVIEWS

▲ 19.48%

8,564

7,168

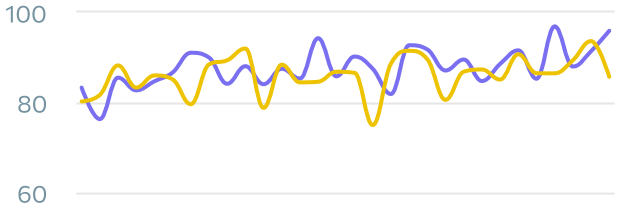


NEW SESSIONS

▲ 0.54%

94.3%

93.8%



ENGAGEMENT RATE

▼ 22.7%

40.88%

52.90%

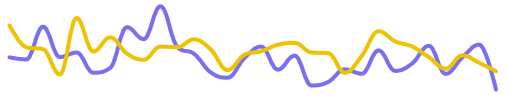


AVG. SESSION DURATION

▼ 17.2%

53s

01m:04s



● Jun-01 2026 - Jun-30 2026 ● May-02 2026 - May-31 2026

Pages

www.reefmarine.net

All pages GOOGLE ANALYTICS

Jun-01 2026 - Jun-30 2026

Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	Jun-01 2026 - Jun-30 2026	1.2K	89.76%	1K	1.5K	25s	67.95%	43
2	/boatranges/NewBoats							
	Jun-01 2026 - Jun-30 2026	231	12.24%	147	408	01m:10s	90.91%	11
3	/products							
	Jun-01 2026 - Jun-30 2026	202	13.3%	188	284	42s	95.05%	21
4	/boatranges/NewBoats/sea-jay-390-creek-masta-hs-2026-sj390crmast							
	Jun-01 2026 - Jun-30 2026	176	50%	2	210	00s	15.91%	0
5	/products/all-categories/bargain-boat-bits							
	Jun-01 2026 - Jun-30 2026	162	66.03%	156	246	35s	39.51%	4
6	/boatranges/UsedBoats							
	Jun-01 2026 - Jun-30 2026	155	9.09%	132	186	26s	92.26%	7
7	/error404.aspx							

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
	Jun-01 2026 - Jun-30 2026	108	88.79%	107	108	01s	16.67%	0
8	/products/all-categories/yeti							
	Jun-01 2026 - Jun-30 2026	103	38.78%	98	166	37s	87.38%	0
9	/boatranges/sea-jay							
	Jun-01 2026 - Jun-30 2026	82	9.09%	66	114	23s	93.9%	0
10	/boatranges/newboats/stacer							
	Jun-01 2026 - Jun-30 2026	79	4%	75	91	38s	94.94%	8

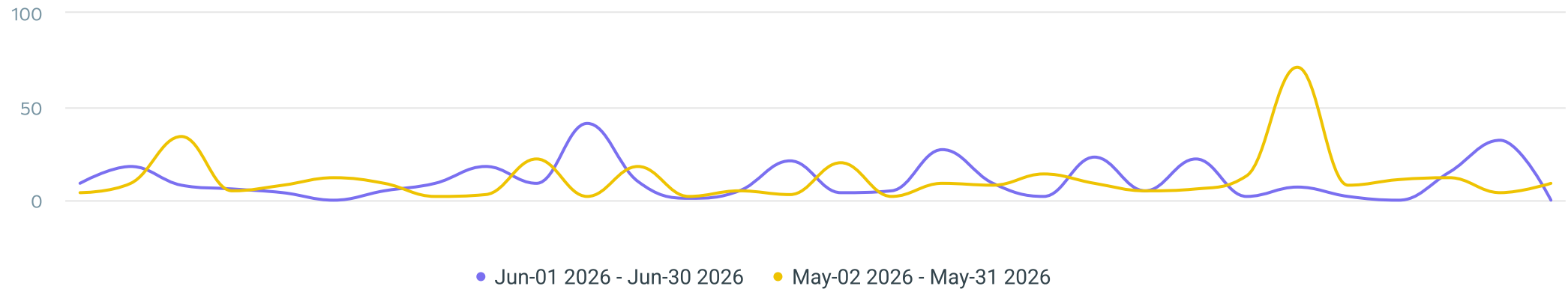
Conversions

www.reefmarine.net

Goals GOOGLE ANALYTICS

Jun-01 2026 - Jun-30 2026

Goals



No.	Goal	Goals	Goal value
1	form_start		
	Jun-01 2026 - Jun-30 2026	149	0
	May-02 2026 - May-31 2026	170	0
	% Change	▼ 12.4%	
2	form_submit		
	Jun-01 2026 - Jun-30 2026	130	0
	May-02 2026 - May-31 2026	118	0

No.	Goal	Goals	Goal value
	% Change	▲ 10.2%	
3	phone click		
	Jun-01 2026 - Jun-30 2026	38	0
	May-02 2026 - May-31 2026	46	0
	% Change	▼ 17.4%	
4	file_download		
	Jun-01 2026 - Jun-30 2026	2	0
	May-02 2026 - May-31 2026	5	0
	% Change	▼ 60%	

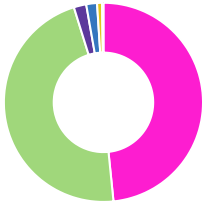
Traffic Source

www.reefmarine.net

Overview: Sessions

Last month (Jun-01 - Jun-30 2026) Previous period (May-02 - May-31 2026)

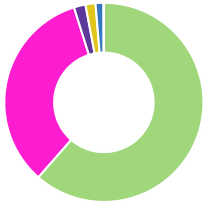
Last month (Jun-01 - Jun-30 2026)



3662 ▲ 31.87%

Direct	**1783**	48.7%
Organic Search	**1724**	47.1%
Organic Social	**75**	2.0%
Unassigned	**64**	1.7%
Referral	**30**	0.8%
AI Assistant	**7**	0.2%
Paid Search	**1**	0.0%

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



2777

Organic Search	**1702**	61.3%
Direct	**934**	33.6%
Organic Social	**52**	1.9%
Referral	**45**	1.6%
Unassigned	**37**	1.3%
AI Assistant	**0**	0.0%
Paid Search	**0**	0.0%

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Direct								
Jun-01 2026 - Jun-30 2026	1.8K	282	1.7K	15.82%	99.36%	31	17.36 sec	3K
May-02 2026 - May-31 2026	934	209	885	22.38%	98.64%	121	25.75 sec	1.8K
% Change	▲ 90.9%	▲ 34.9%	▲ 94.4%	▼ -29.3%	▲ 0.7%	▼ -74.4%	▼ -32.6%	▲ 61.1%
2 Organic Search								
Jun-01 2026 - Jun-30 2026	1.7K	1.1K	1.2K	65.95%	91.31%	280	87.59 sec	5K
May-02 2026 - May-31 2026	1.7K	1.2K	1.2K	69.92%	91.63%	197	86.4 sec	5K
% Change	▲ 1.3%	▼ -4.5%	▼ -2.7%	▼ -5.7%	▼ -0.3%	▲ 42.1%	▲ 1.4%	▲ 0.3%
3 Organic Social								
Jun-01 2026 - Jun-30 2026	75	54	68	72%	88.24%	1	55.56 sec	228
May-02 2026 - May-31 2026	52	33	48	63.46%	93.75%	7	54.29 sec	157

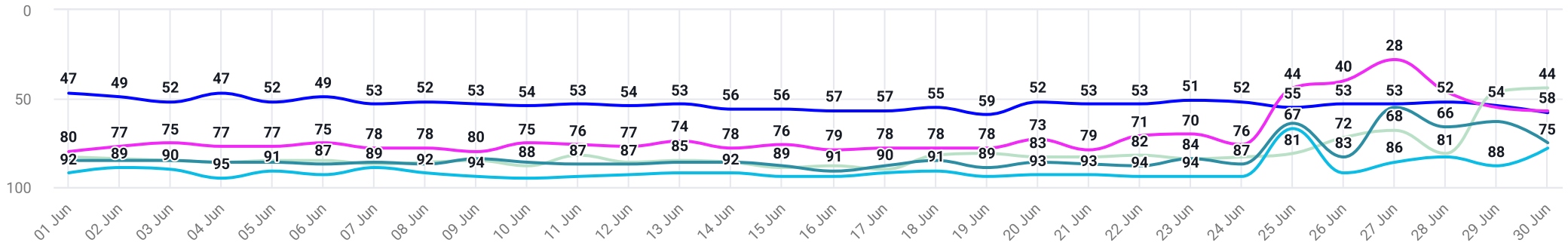
Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
% Change	▲ 44.2%	▲ 63.6%	▲ 41.7%	▲ 13.5%	▼ -5.9%	▼ -85.7%	▲ 2.3%	▲ 45.2%
4 Unassigned								
Jun-01 2026 - Jun-30 2026	64	0	64	0%	0%	0	20.94 sec	33
May-02 2026 - May-31 2026	37	4	37	10.81%	32.43%	0	14.43 sec	32
% Change	▲ 73.0%	▼ -100%	▲ 73.0%	▼ -100%	▼ -100%	▼ 0%	▲ 45.1%	▲ 3.1%
5 Referral								
Jun-01 2026 - Jun-30 2026	30	20	17	66.67%	76.47%	7	196.27 sec	286
May-02 2026 - May-31 2026	45	31	22	68.89%	81.82%	14	44.69 sec	115
% Change	▼ -33.3%	▼ -35.5%	▼ -22.7%	▼ -3.2%	▼ -6.5%	▼ -50%	▲ 339.2%	▲ 148.7%
6 AI Assistant								
Jun-01 2026 - Jun-30 2026	7	0	7	0%	100%	0	0.71 sec	7
May-02 2026 - May-31 2026	-	-	-	-	-	-	-	-
% Change	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%
7 Paid Search								
Jun-01 2026 - Jun-30 2026	1	1	1	100%	100%	0	8 sec	3
May-02 2026 - May-31 2026	-	-	-	-	-	-	-	-
% Change	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%

Competitors Average Position Trend

www.reefmarine.net

Average position

Jun-01 2026 - Jun-30 2026

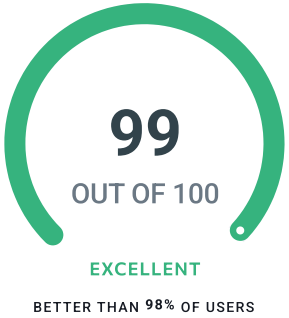


- https://www.reefmarine.net/
- https://www.northsidemarine.com.au/
- https://www.amcboats.com.au/
- https://johncrawfordmarine.com.au/
- https://www.cunninghammarinecentre.com.au/

Audit overview

www.reefmarine.net

HEALTH SCORE



EXCELLENT

BETTER THAN 98% OF USERS

Backlinks

www.reefmarine.net

