Optimise™

Targeted Marketing and SEO

SEO report

www.reefmarine.net

MAR-01 2026 - MAR-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
46 ▲ 12	32.7% ▲ 10.7%	1950 ▲ 875	29

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	190	1	1
boat shop	214	1	1
offshore boats mackay qld	109K	1	1
yeti for sale mackay qld	12K	26	1 ▲ 25
yeti accessories mackay qld	4.9K	5	1 ▲ 4
redco boat trailers	205	3	2 ▲ 1
new boats for sale	230	1	2 ▼ 1
bargain boat bits	1.8M	3	2 ▲ 1
yamaha boat motors mackay qld	155	1	2 ▼ 1
trailer boat for sale mackay qld	205	1	2 ▼ 1
stacer boats	203	-	3 ▲ 97
stacer	700K	-	3 ▲ 97
yamaha marine dealers	128	2	3 ▼ 1
boats and accessories	88M	4	3 ▲ 1

Keyword	Results	Month ago ▲	Current rankings
boat services	801M	-	3 ▲ 97
suzuki outboard mackay qld	150	1	3 ▼ 2
suzuki boat motors mackay qld	136	1	3 ▼ 2
suzuki boat engine mackay qld	70K	2	3 ▼ 1
boat accessories mackay qld	921K	1	3 ▼ 2
boat parts mackay qld	187	2	3 ▼ 1
yeti mackay qld	15K	-	4 ▲ 96
tinnies for sale mackay qld	151	3	5 ▼ 2
mclay boats	172K	5	6 ▼ 1
outboard for sale mackay qld	186	3	6 ▼ 3
mclay boats for sale	198	10	9 ▲ 1
seajay boats for sale	200	-	11 ▲ 89
sportsman	125	19	27 ▼ 8
boats for sale qld	126	-	-
boat trailers for sale	37M	-	-
sea jay	66	-	-
sea jay boats	8.5M	-	-
kevlacat 2400 for sale	4.7K	26	-
stacer crossfire	199	-	-
boats for sale queensland	126	-	-
used boats for sale	143M	-	-
aluminum boats for sale	234	-	-
aluminium boat	226	-	-
fishing boat	232	-	-
centre console boats	231	-	-
centre console	230	-	-
fishing boat for sale qld	203	-	-
bow rider boat for sale	172	-	-

Keyword	Results	Month ago ▲	Current rankings
catamaran power for sale	200	-	-
side console boat for sale	205	-	-
suzuki outboard engines	3.2M	25	-
suzuki marine outboards	198	-	-
yamaha outboard engine	8.4M	-	-
suzuki boat motors prices	2M	-	-
used boats for sale qld	3.7M	-	-
aluminum boat trailer mackay qld	122	19	-

Distribution of Keywords

www.reefmarine.net

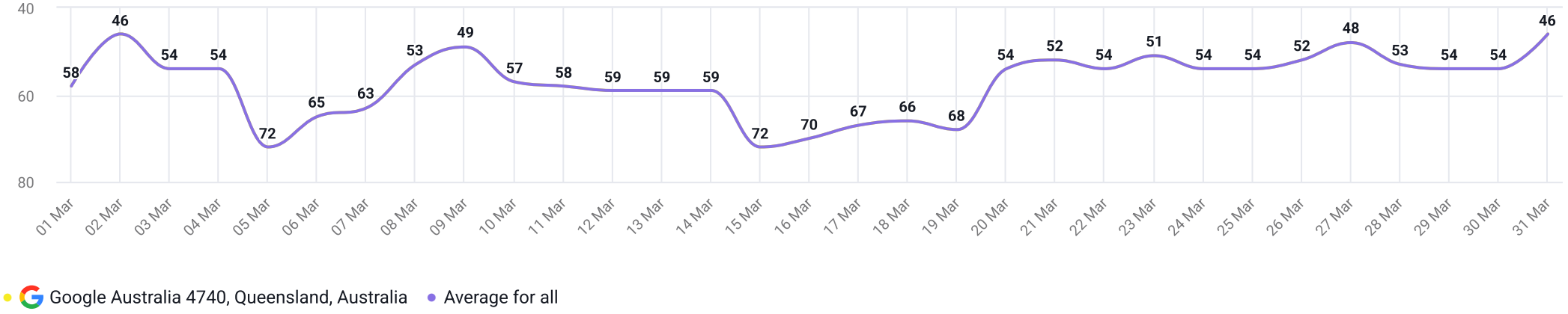
Search Engines	Total Keywords	Top 1	Top 3	Top 4..10	Top 11..30	Top 100	Out of SERP	Avg. Position
Google Australia 4740, Queensland, Australia	50	6	18	5	5	1	21	46
General	50	6	18	5	5	1	21	46

Average Position Trend

www.reefmarine.net

Average position

Mar-01 2026 - Mar-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

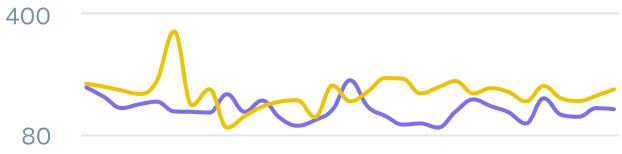
Mar-01 2026 - Mar-31 2026

SESSIONS

▼ 21.95%

4,648

5,955

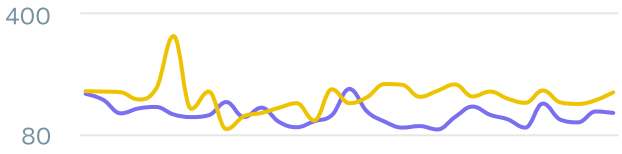


USERS

▼ 27.24%

3,926

5,396

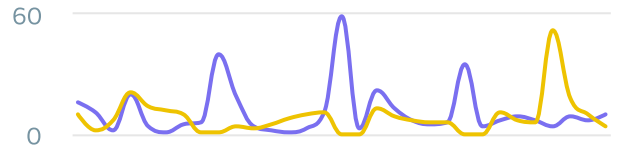


GOALS

▲ 31.34%

352

268

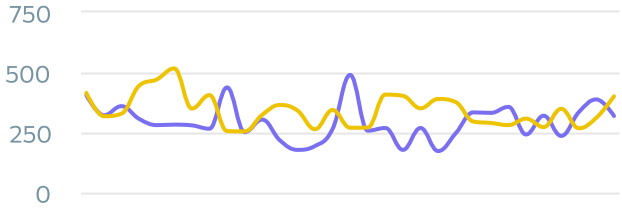


PAGEVIEWS

▼ 14.54%

9,101

10,649

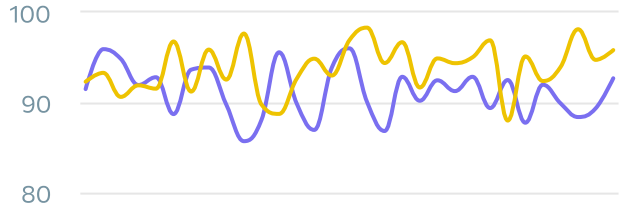


NEW SESSIONS

▼ 0.98%

96.4%

97.3%



ENGAGEMENT RATE

▲ 30.7%

36.60%

28.01%



AVG. SESSION DURATION

▲ 35.7%

38s

28s



● Mar-01 2026 - Mar-31 2026 ● Jan-29 2026 - Feb-28 2026

All pages GOOGLE ANALYTICS

Mar-01 2026 - Mar-31 2026

Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	Mar-01 2026 - Mar-31 2026	1.3K	90.91%	1.1K	1.6K	21s	65.08%	17
2	/products/all-categories/bargain-boat-bits							
	Mar-01 2026 - Mar-31 2026	396	78.76%	339	756	45s	51.77%	13
3	/boatranges/NewBoats							
	Mar-01 2026 - Mar-31 2026	240	31.32%	182	395	57s	86.25%	23
4	/products							
	Mar-01 2026 - Mar-31 2026	233	17.05%	217	309	41s	91.42%	14
5	/error404.aspx							
	Mar-01 2026 - Mar-31 2026	183	95.63%	183	181	01s	12.57%	0
6	/boatranges/UsedBoats							
	Mar-01 2026 - Mar-31 2026	133	10.34%	116	168	27s	95.49%	4
7	/products/all-categories/yeti							

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
	Mar-01 2026 - Mar-31 2026	119	20%	105	199	33s	91.6%	0
8	/products/all-categories/trailer-range/redco-boat-trailers							
	Mar-01 2026 - Mar-31 2026	102	67.74%	93	149	30s	61.76%	0
9	/products/all-categories							
	Mar-01 2026 - Mar-31 2026	80	57.33%	75	132	35s	50%	6
10	/boatranges/NewBoats/mclay-491-mclay-fortress-2025-n-amc491s							
	Mar-01 2026 - Mar-31 2026	79	13.64%	22	91	25s	53.16%	0

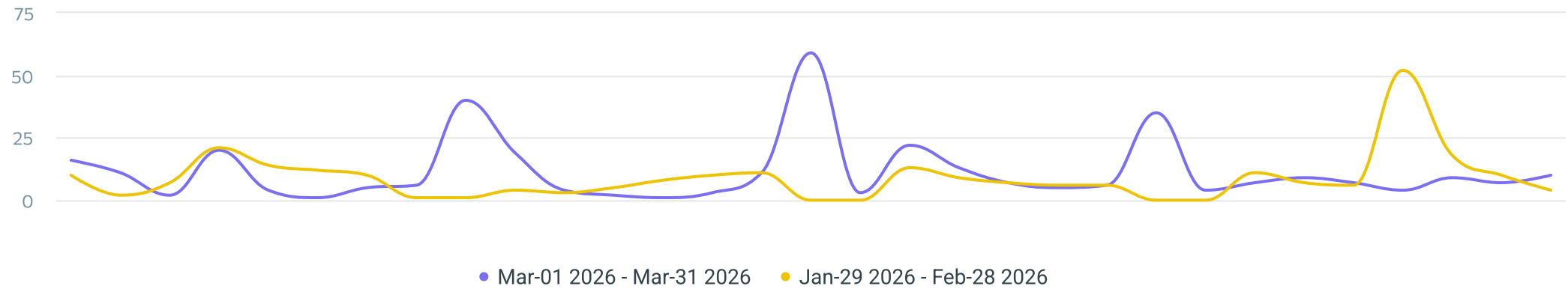
Conversions

www.reefmarine.net

Goals GOOGLE ANALYTICS

Mar-01 2026 - Mar-31 2026

Goals



No.	Goal	Goals	Goal value
1	form_start		
	Mar-01 2026 - Mar-31 2026	196	0
	Jan-29 2026 - Feb-28 2026	141	0
	% Change	▲ 39%	
2	form_submit		
	Mar-01 2026 - Mar-31 2026	140	0
	Jan-29 2026 - Feb-28 2026	123	0

No.	Goal	Goals	Goal value
	% Change	▲ 13.8%	
3	file_download		
	Mar-01 2026 - Mar-31 2026	8	0
	Jan-29 2026 - Feb-28 2026	4	0
	% Change	▲ 100%	
4	phone click		
	Mar-01 2026 - Mar-31 2026	8	0
	Jan-29 2026 - Feb-28 2026	0	0
	% Change		

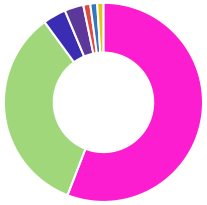
Traffic Source

www.reefmarine.net

Overview: Sessions

Last month (Mar-01 - Mar-31 2026) ⇅ Previous period (Jan-29 - Feb-28 2026)

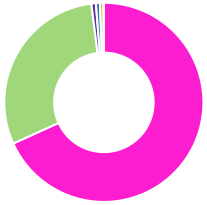
Last month (Mar-01 - Mar-31 2026)



4648 ▼ 21.95%

Direct	**2537**	54.6%
Organic Search	**1545**	33.2%
Paid Social	**170**	3.7%
Organic Social	**139**	3.0%
Paid Search	**52**	1.1%
Unassigned	**50**	1.1%
Referral	**46**	1.0%

Previous period (Jan-29 - Feb-28 2026)



5955

Direct	**4006**	67.3%
Organic Search	**1747**	29.3%
Organic Social	**43**	0.7%
Unassigned	**38**	0.6%
Referral	**37**	0.6%
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								
Mar-01 2026 - Mar-31 2026	2.5K	381	2.5K	15.02%	99.51%	41	8.8 sec	3.4K
Jan-29 2026 - Feb-28 2026	4K	375	4K	9.36%	99.6%	20	4.53 sec	4.8K
% Change	▼ -36.7%	▲ 1.6%	▼ -38.8%	▲ 60.5%	▼ -0.1%	▲ 105%	▲ 94.3%	▼ -29.4%
2 Organic Search								
Mar-01 2026 - Mar-31 2026	1.5K	1.1K	1.1K	70.81%	92.07%	279	88.04 sec	4.7K
Jan-29 2026 - Feb-28 2026	1.7K	1.2K	1.3K	70.69%	92.3%	242	81.59 sec	5.6K
% Change	▼ -11.6%	▼ -11.4%	▼ -15.6%	▲ 0.2%	▼ -0.2%	▲ 15.3%	▲ 7.9%	▼ -15.4%
3 Paid Social								
Mar-01 2026 - Mar-31 2026	170	96	151	56.47%	96.69%	0	55.06 sec	415
Jan-29 2026 - Feb-28 2026	-	-	-	-	-	-	-	-

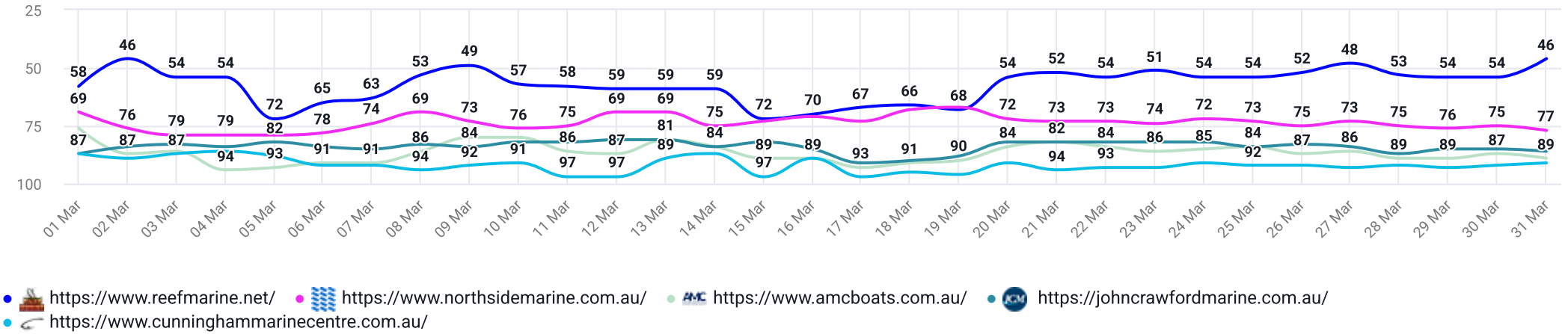
Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
% Change	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%
4 Organic Social								
Mar-01 2026 - Mar-31 2026	139	89	124	64.03%	96.77%	7	35.88 sec	297
Jan-29 2026 - Feb-28 2026	43	26	43	60.47%	100%	0	40.95 sec	88
% Change	▲ 223.3%	▲ 242.3%	▲ 188.4%	▲ 5.9%	▼ -3.2%	▼ 0%	▼ -12.4%	▲ 237.5%
5 Paid Search								
Mar-01 2026 - Mar-31 2026	52	4	45	7.69%	100%	0	1.38 sec	54
Jan-29 2026 - Feb-28 2026	-	-	-	-	-	-	-	-
% Change	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%
6 Unassigned								
Mar-01 2026 - Mar-31 2026	50	3	50	6%	10%	0	11.74 sec	21
Jan-29 2026 - Feb-28 2026	38	2	38	5.26%	13.16%	0	11.97 sec	7
% Change	▲ 31.6%	▲ 50%	▲ 31.6%	▲ 14.1%	▼ -24.0%	▼ 0%	▼ -1.9%	▲ 200%
7 Referral								
Mar-01 2026 - Mar-31 2026	46	35	29	76.09%	75.86%	25	94.65 sec	169
Jan-29 2026 - Feb-28 2026	37	28	24	75.68%	75%	6	50 sec	120
% Change	▲ 24.3%	▲ 25%	▲ 20.8%	▲ 0.5%	▲ 1.1%	▲ 316.7%	▲ 89.3%	▲ 40.8%

Competitors Average Position Trend

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Average position

Mar-01 2026 - Mar-31 2026

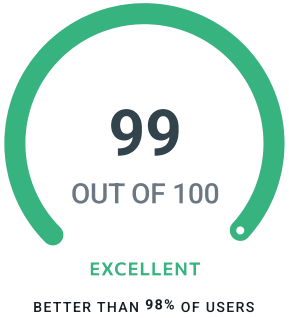


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Audit overview

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HEALTH SCORE



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