Optimise™

Targeted Marketing and SEO

SEO report

www.reefmarine.net

MAY-01 2026 - MAY-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
51 ▼ 10	33.5% ▼ -3.4%	1593 ▼ 373	26

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	163	1	1
new boats for sale	219	1	1
offshore boats mackay qld	124	1	1
yamaha boat motors mackay qld	137	1	1
stacer boats	173	-	2 ▲ 98
yamaha marine dealers	134	1	2 ▼ 1
bargain boat bits	159	2	2
boat services	160	2	2
trailer boat for sale mackay qld	176	1	2 ▼ 1
sportsman	120	34	3 ▲ 31
suzuki outboard mackay qld	128	1	3 ▼ 2
suzuki boat motors mackay qld	114	1	3 ▼ 2
suzuki boat engine mackay qld	120	1	3 ▼ 2
boat accessories mackay qld	160	3	3
boat parts mackay qld	162	3	3

Keyword	Results	Month ago ▲	Current rankings
redco boat trailers	178	4	4
boat shop	211	1	4 ▼ 3
boats and accessories	216	5	4 ▲ 1
outboard for sale mackay qld	153	5	4 ▲ 1
tinnies for sale mackay qld	130	6	5 ▲ 1
mclay boats	130	6	6
mclay boats for sale	85	2	6 ▼ 4
seajay boats for sale	174	9	11 ▼ 2
sea jay boats	143	-	13 ▲ 87
sea jay	138	-	20 ▲ 80
fishing boat	209	10	23 ▼ 13
kevlacat 2400 for sale	154	33	24 ▲ 9
suzuki outboard engines	195	48	25 ▲ 23
stacer crossfire	166	-	47 ▲ 53
boats for sale qld	115	-	-
boat trailers for sale	221	31	-
stacer	177	4	-
boats for sale queensland	113	-	-
used boats for sale	206	-	-
aluminum boats for sale	218	-	-
aluminium boat	212	-	-
centre console boats	205	-	-
centre console	200	-	-
fishing boat for sale qld	171	-	-
bow rider boat for sale	174	-	-
catamaran power for sale	199	-	-
side console boat for sale	186	-	-
suzuki marine outboards	172	40	-

Keyword	Results	Month ago ▲	Current rankings
yamaha outboard engine	176	-	-
suzuki boat motors prices	165	39	-
used boats for sale qld	111	-	-
aluminum boat trailer mackay qld	191	-	-
yeti for sale mackay qld	82	1	-
yeti mackay qld	106	4	-
yeti accessories mackay qld	136	1	-

Distribution of Keywords

www.reefmarine.net

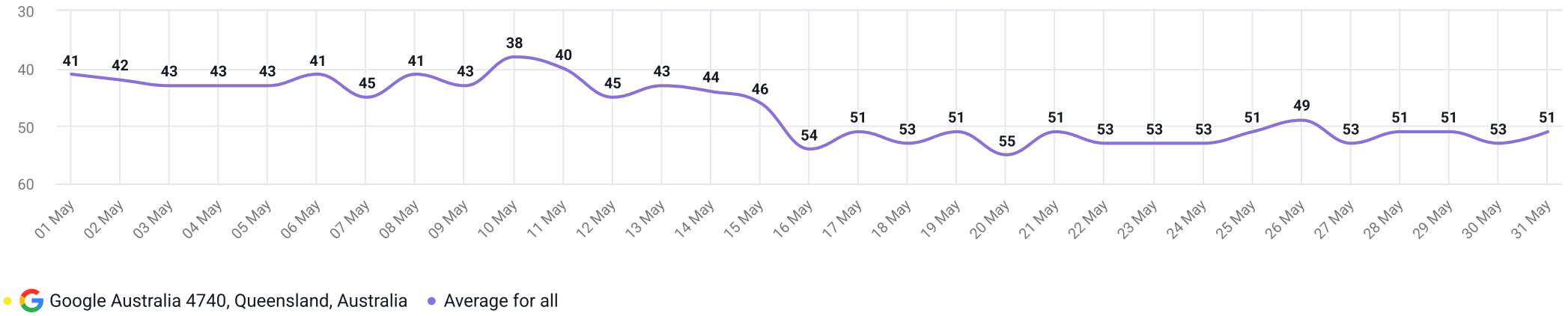
Search Engines	Total Keywords	Top 1	Top 3	Top 4..10	Top 11..30	Top 100	Out of SERP	Avg. Position
Google Australia 4740, Queensland, Australia	50	4	16	6	4	0	24	51
General	50	4	16	6	4	-	24	51

Average Position Trend

www.reefmarine.net

Average position

May-01 2026 - May-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

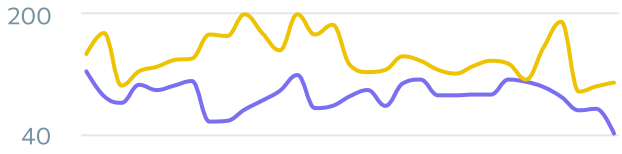
May-01 2026 - May-31 2026

SESSIONS

▼ 37.61%

2,820

4,520

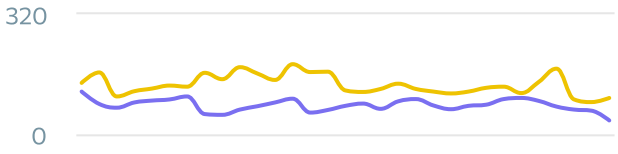


USERS

▼ 42.50%

2,219

3,859

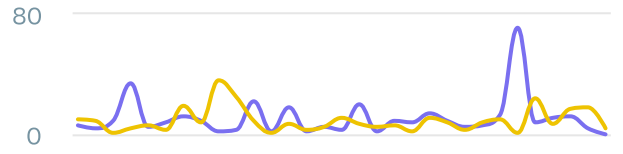


GOALS

▲ 16.67%

336

288

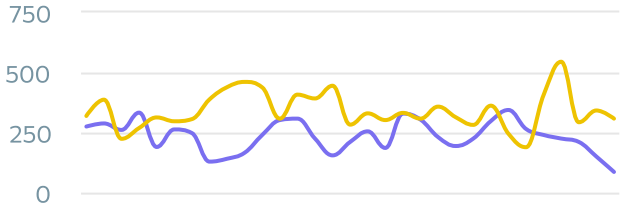


PAGEVIEWS

▼ 31.30%

7,278

10,594

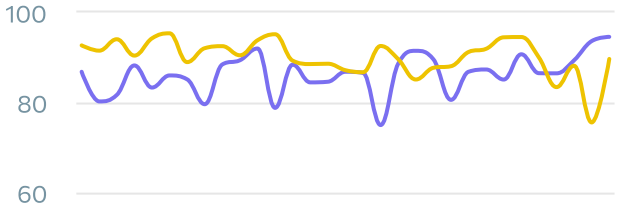


NEW SESSIONS

▼ 2.40%

93.8%

96.1%



ENGAGEMENT RATE

▲ 18.4%

52.34%

44.20%



AVG. SESSION DURATION

▲ 20.8%

01m:04s

53s



● May-01 2026 - May-31 2026 ● Mar-31 2026 - Apr-30 2026

All pages GOOGLE ANALYTICS

May-01 2026 - May-31 2026

Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	May-01 2026 - May-31 2026	1.2K	90.87%	1K	1.6K	25s	67.73%	34
2	/boatranges/NewBoats							
	May-01 2026 - May-31 2026	198	11.49%	148	372	01m:22s	95.96%	15
3	/products							
	May-01 2026 - May-31 2026	188	14.79%	169	266	41s	89.89%	12
4	/products/all-categories/bargain-boat-bits							
	May-01 2026 - May-31 2026	155	59.59%	146	339	59s	45.81%	18
5	/boatranges/UsedBoats							
	May-01 2026 - May-31 2026	143	13.74%	131	164	22s	93.71%	3
6	/boatranges/NewBoats/sea-jay-390-creek-masta-hs-2026-sj390crmast							
	May-01 2026 - May-31 2026	98	0%	4	145	02s	39.8%	0
7	/boatranges/newboats/stacer							

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
	May-01 2026 - May-31 2026	89	3.75%	80	123	50s	95.51%	5
8	/products/all-categories/yeti							
	May-01 2026 - May-31 2026	87	43.21%	81	139	32s	86.21%	4
9	/boatranges/sea-jay							
	May-01 2026 - May-31 2026	71	10.45%	67	107	18s	92.96%	0
10	/boatranges/mclay-boats							
	May-01 2026 - May-31 2026	70	27.94%	68	138	23s	91.43%	0

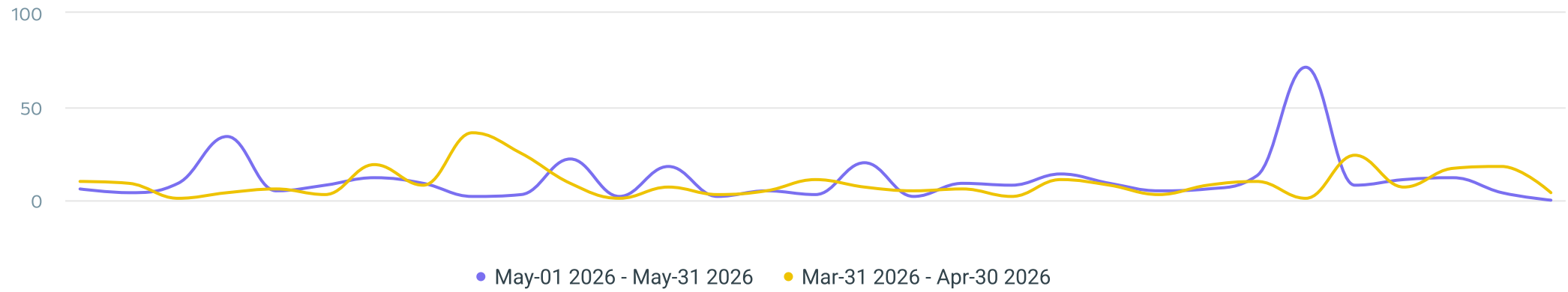
Conversions

www.reefmarine.net

Goals GOOGLE ANALYTICS

May-01 2026 - May-31 2026

Goals



No.	Goal	Goals	Goal value
1	form_start		
	May-01 2026 - May-31 2026	169	0
	Mar-31 2026 - Apr-30 2026	150	0
	% Change	▲ 12.7%	
2	form_submit		
	May-01 2026 - May-31 2026	115	0
	Mar-31 2026 - Apr-30 2026	94	0

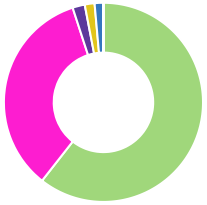
No.	Goal	Goals	Goal value
	% Change	▲ 22.3%	
3	phone click		
	May-01 2026 - May-31 2026	45	0
	Mar-31 2026 - Apr-30 2026	35	0
	% Change	▲ 28.6%	
4	file_download		
	May-01 2026 - May-31 2026	7	0
	Mar-31 2026 - Apr-30 2026	9	0
	% Change	▼ 22.2%	

Traffic Source

www.reefmarine.net

Overview: Sessions

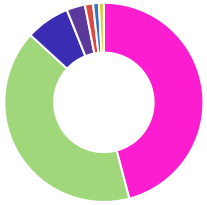
Last month (May-01 - May-31 2026) ⇅ Previous period (Mar-31 - Apr-30 2026)



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

2820 ▼ 37.61%

Organic Search	**1705**	60.5%
Direct	**968**	34.3%
Organic Social	**56**	2.0%
Referral	**45**	1.6%
Unassigned	**40**	1.4%
Paid Social	**0**	0.0%
Paid Search	**0**	0.0%



Previous period (Mar-31 - Apr-30 2026)

4520

Direct	**2054**	45.4%
Organic Search	**1830**	40.5%
Paid Social	**320**	7.1%
Organic Social	**134**	3.0%
Paid Search	**59**	1.3%
Unassigned	**43**	1.0%
Referral	**35**	0.8%

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Organic Search								
May-01 2026 - May-31 2026	1.7K	1.2K	1.2K	69.85%	91.7%	193	88.5 sec	5.1K
Mar-31 2026 - Apr-30 2026	1.8K	1.4K	1.4K	74.97%	93.52%	242	97.49 sec	6.1K
% Change	▼ -6.8%	▼ -13.2%	▼ -13.1%	▼ -6.8%	▼ -1.9%	▼ -20.2%	▼ -9.2%	▼ -17.3%
2 Direct								
May-01 2026 - May-31 2026	968	214	922	22.11%	98.92%	119	25.03 sec	1.9K
Mar-31 2026 - Apr-30 2026	2.1K	367	2K	17.87%	99.3%	37	13.78 sec	3.1K
% Change	▼ -52.9%	▼ -41.7%	▼ -53.6%	▲ 23.7%	▼ -0.4%	▲ 221.6%	▲ 81.6%	▼ -39.3%
3 Organic Social								
May-01 2026 - May-31 2026	56	37	50	66.07%	92%	10	55.32 sec	170
Mar-31 2026 - Apr-30 2026	134	88	118	65.67%	97.46%	8	36.73 sec	319

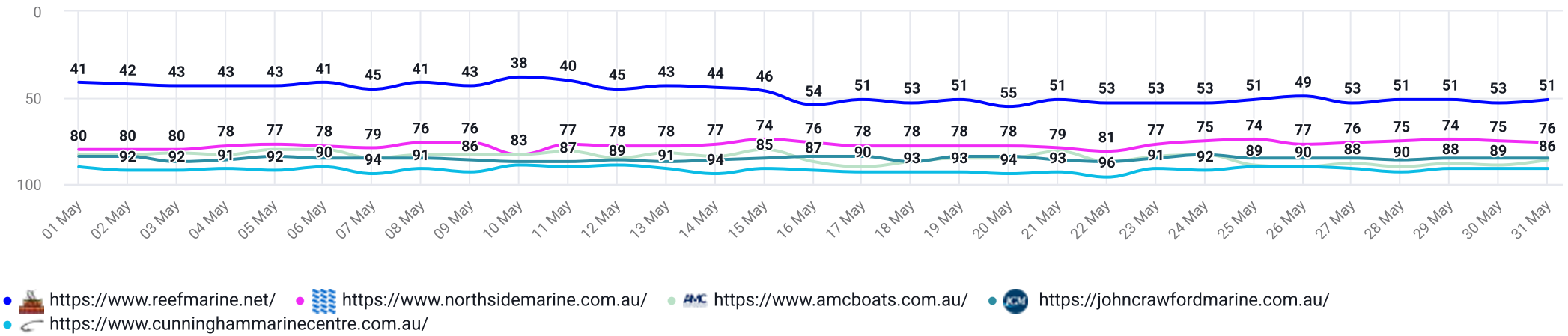
Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
% Change	▼ -58.2%	▼ -58.0%	▼ -57.6%	▲ 0.6%	▼ -5.6%	▲ 25%	▲ 50.6%	▼ -46.7%
4 Referral								
May-01 2026 - May-31 2026	45	30	21	66.67%	85.71%	14	48.24 sec	120
Mar-31 2026 - Apr-30 2026	35	26	28	74.29%	85.71%	1	81.6 sec	131
% Change	▲ 28.6%	▲ 15.4%	▼ -25%	▼ -10.3%	▼ 0%	▲ 1.3K%	▼ -40.9%	▼ -8.4%
5 Unassigned								
May-01 2026 - May-31 2026	40	4	40	10%	30%	0	13.55 sec	32
Mar-31 2026 - Apr-30 2026	43	2	43	4.65%	11.63%	0	42.12 sec	25
% Change	▼ -7.0%	▲ 100%	▼ -7.0%	▲ 115.1%	▲ 158.0%	▼ 0%	▼ -67.8%	▲ 28.0%
6 Paid Social								
May-01 2026 - May-31 2026	-	-	-	-	-	-	-	-
Mar-31 2026 - Apr-30 2026	320	131	280	40.94%	93.93%	0	65.29 sec	790
% Change	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%
7 Paid Search								
May-01 2026 - May-31 2026	-	-	-	-	-	-	-	-
Mar-31 2026 - Apr-30 2026	59	13	47	22.03%	97.87%	0	13.39 sec	91
% Change	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%

Competitors Average Position Trend

www.reefmarine.net

Average position

May-01 2026 - May-31 2026

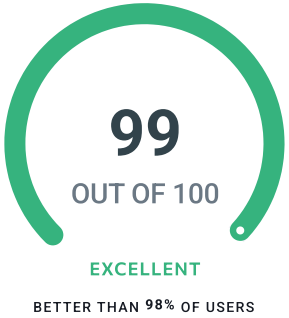


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Audit overview

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HEALTH SCORE



Backlinks

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