DIGITAL MARKETING INTELLIGENCE

Harbour Jet Skis Monthly Intelligence

August 2026

KnowYourMarket.ai

SUMMARY

Organic search led growth as paid and social volumes eased in August 2026.

ORGANIC SEARCH CLICKS

2,651

2,162 → 2,651

Working for you

FACEBOOK PAGE VIEWS

255,057

299,376 → 255,057

Working against you

META ADS SPEND

$1,927.76

$2,674.08 → $1,927.76

Working for you

Organic search was the standout in August, with clicks up 23% to 2,651 and CTR improving from 1.46% to 1.87%, while Meta Ads delivered 4,682 link clicks at a solid 1.26% CTR on a reduced budget of $1,927.76; Facebook views declined to 255,057 and Instagram held steady at 67,472, making organic search the channel driving the most meaningful growth this month.

FACEBOOK PAGE PERFORMANCE

NEW FOLLOWERS

26

Prev month: 32

↓ 18.8%

TOTAL FOLLOWERS

8,662

Live count at report time

VIEWS

255,057

Prev month: 299,376

↓ 14.8%

ENGAGEMENTS

44

Prev month: 81

↓ 45.7%

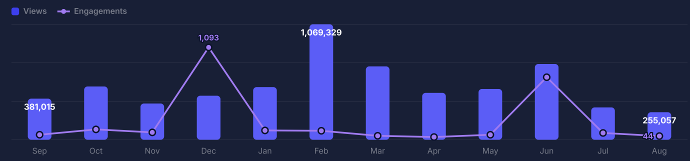
AD SPEND

$1,927.76

Prev month: $2,674.08

-

13 MONTHS: VIEWS AND ENGAGEMENTS



13-MONTH RESULTS OVERVIEW

MONTH	NEW FOLLOWERS	VIEWS	ENGAGEMENTS	AD SPEND
Sep 2025	18	381,015	59	$2,899.45
Oct 2025	35	493,252	123	$2,307.82

Nov 2025	42	335,372	87	$2,077.91
Dec 2025	98	408,078	1,093	$2,851.20
Jan 2026	82	487,523	110	$2,640.63
Feb 2026	76	1,069,329	106	$2,394.97
Mar 2026	40	679,913	47	$2,497.53
Apr 2026	18	434,103	32	$2,464.15
May 2026	15	470,301	59	$2,764.99
Jun 2026	83	701,452	740	$2,900.43
Jul 2026	32	299,376	81	$2,674.08
Aug 2026	26	255,057	44	$1,927.76

FACEBOOK: KEY LEARNINGS & ACTIONS

KEY LEARNINGS

- **Community-focused content drives the highest engagement.** The top two performing posts in August 2026 both celebrated real customers and local relationships - the Sam Fish Pro Sport post achieved a 1.08% engagement rate from 739 views, outperforming the page average, suggesting personalised customer spotlights resonate strongly with the audience.
- **Reach is strong but engagement volume remains low.** August 2026 delivered 255,057 views across Facebook, yet generated only 44 interactions in total - indicating the content is being surfaced widely but not consistently compelling users to act, which points to an opportunity to include stronger calls-to-action.
- **Follower growth is modest relative to reach.** Despite 255,057 views in August 2026, the page added just 26 new followers - a conversion rate of roughly 0.01% from views to follows - suggesting that while content is reaching a broad audience, few are choosing to connect with the page long-term.

ACTION ITEMS

1. **Leverage customer delivery posts to drive engagement**

   August's top two posts were both customer-focused moments - the Fish Pro Sport delivery (739 views, 1.08% engagement rate) and the our customer community shoutout (881 views, 0.79%) - yet overall interactions totalled just 44 against 255,057 views, signalling that more of this content style is needed to convert reach into engagement.

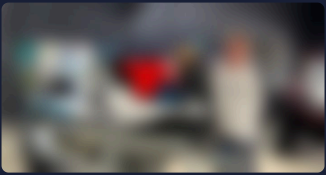
   → Publish at least 2 customer delivery or community recognition posts per week in September, tagging the customer and location to encourage shares and comments from their networks.

2. **Close the gap between reach and follower growth**

   255,057 views in August resulted in only 26 new followers - a conversion rate of roughly 0.01% - indicating that high-reach content is not compelling enough viewers to follow the page.

   → Add a clear call-to-action ("Follow us for more") to the caption of every high-reach post, and test a pinned post or Reel that introduces the dealership to first-time viewers landing on the page.

FACEBOOK: TOP PERFORMING POSTS



Congrats to Sam on his new Fish Pro Sport! 🔥 We can't wait to see the first catch 🎣

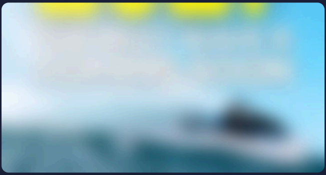
View Post →

ENG. RATE	VIEWS	ENGAGEMENTS
1.08%	739	8

Local backs local 💛 Thank you our customer for Baldivis for choosing Harbour for your brand-new Sea-Doo 🌊 Suppor

View Post →

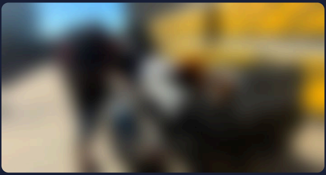
ENG. RATE	VIEWS	ENGAGEMENTS
0.79%	881	7



The all-new MY27 Sea-Doo range is nearly here. Fresh models, fresh looks and the same ride quality that keeps you comin

View Post →

ENG. RATE	VIEWS	ENGAGEMENTS
0.69%	1,014	7



Mick 's ready to go fishing 😍🎣

View Post →

ENG. RATE	VIEWS	ENGAGEMENTS
0.67%	596	4

INSTAGRAM PAGE PERFORMANCE

NEW FOLLOWERS

7

Prev month: -

-

TOTAL FOLLOWERS

3,419

Live count at report time

VIEWS

67,472

Prev month: 60,610

↑ 11.3%

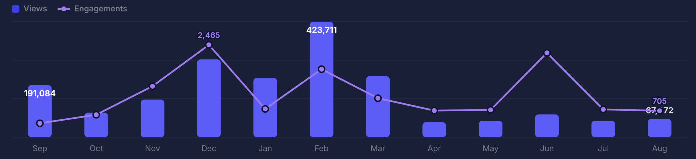
ENGAGEMENTS

705

Prev month: 743

↓ 5.1%

13 MONTHS: VIEWS AND ENGAGEMENTS



13-MONTH RESULTS OVERVIEW

MONTH	NEW FOLLOWERS	VIEWS	ENGAGEMENTS
Sep 2025	-	191,084	372
Oct 2025	-	89,983	599
Nov 2025	-	137,974	1,361
Dec 2025	-	285,658	2,465
Jan 2026	-	217,913	755
Feb 2026	-	423,711	1,815
Mar 2026	-	223,970	1,042
Apr 2026	-	54,855	711

May 2026	-	60,040	730
Jun 2026	-	83,816	2,252
Jul 2026	-	60,610	743
Aug 2026	7	67,472	705

INSTAGRAM: KEY LEARNINGS & ACTIONS

KEY LEARNINGS

- **Customer milestone content drives outsized engagement.** The Sea-Doo handover post for Jack achieved 6,393 views and a 4.33% engagement rate - nearly double the channel's next best performer - suggesting personalised, real-customer moments consistently outperform lifestyle content on this account.
- **Views are strong but follower conversion remains very low.** With 67,472 views in August 2026, the account attracted only 7 new followers, indicating content is reaching a broad audience that isn't yet motivated to follow - a call-to-action or "follow for more" strategy within top-performing posts could help close this gap.
- **Engagement rate varies significantly by content type.** The customer handover post recorded a 4.33% engagement rate against 705 total monthly interactions, while the lifestyle post "Life's precious moments" achieved just 2.36% from 931 views - reinforcing that community-focused, people-first content is the stronger creative direction for this audience.

ACTION ITEMS

1. **Publish more customer handover and user-generated content**

   The Sea-Doo customer pickup post drove 6,393 views and a 4.33% engagement rate - more than 6x the reach of the next top post - confirming that real customer moments are your strongest-performing content format in August 2026.

   → Aim for at least 2-3 customer handover or purchase celebration posts per month, tagging the customer (with permission) and the specific Sea-Doo model to boost discoverability.

   → Ask customers at point of pickup if they're happy to be filmed or photographed for a short Reel, as video content typically extends organic reach beyond static posts.

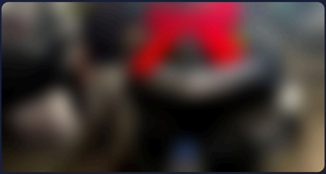
2. **Add a clear call-to-action to high-reach posts to convert views into followers**

   Despite 67,472 views in August 2026, only 7 new followers were gained, indicating that content is being seen but not compelling enough for viewers to follow the account.

   → Include a direct follow prompt in captions on top-performing post types (e.g. "Follow us for more Sea-Doo stories and deals").

   → Test adding a Story immediately after a high-performing feed post goes live, using the "New Post" sticker to push existing followers to engage and trigger further algorithmic distribution to non-followers.

INSTAGRAM: TOP PERFORMING POSTS



Big congrats to Jack who came in to pick up his new Sea-Doo 😍🔥

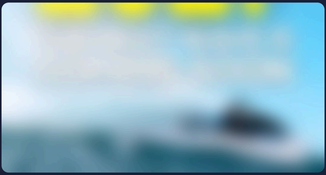
View Post →

ENG. RATE	VIEWS	ENGAGEMENTS
4.33%	6,393	277

Life's precious moments 🥰

View Post →

ENG. RATE	VIEWS	ENGAGEMENTS
2.36%	931	22



The all-new MY27 Sea-Doo range is nearly here. Fresh models, fresh looks and the same ride quality that keeps you comin

View Post →

ENG. RATE	VIEWS	ENGAGEMENTS
2.00%	849	17

Get your first look at the all-new MY27 Sea-Doo range tonight! 🌊 Fresh looks, next-level features and the same ride qu

View Post →

ENG. RATE	VIEWS	ENGAGEMENTS
1.91%	997	19

META ADS PERFORMANCE

TOTAL LINK CLICKS
4,682
Across all campaigns

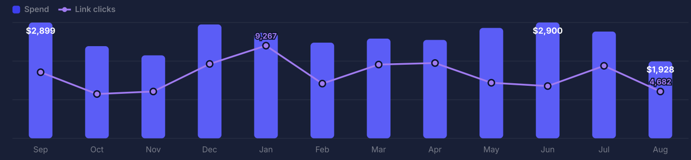
TOTAL IMPRESSIONS
373,033
Across all campaigns

TOTAL REACH
185,524
Across all campaigns

TOTAL AD SPEND
$1,927.76
Across all campaigns

AVG CTR
1.26%
Blended across campaigns

13 MONTHS: SPEND AND LINK CLICKS



Harbour Jet Skis | Sea-Doo | MY26 Winter Promotions | Jul-Aug 2026

LINK CLICKS	IMPRESSIONS	REACH	CTR	SPEND
2,837	186,199	109,747	1.52%	$730.06

Harbour Jet Skis | Can-Am | MY26 Finance Offers | Jul-Sep 2026

LINK CLICKS	IMPRESSIONS	REACH	CTR	SPEND
1,524	138,571	62,982	1.10%	$676.95

Harbour Jet Skis | Webstore Remarketing | May-Sep 2026

LINK CLICKS	IMPRESSIONS	REACH	CTR	SPEND
298	35,649	2,532	0.84%	$486.28

Harbour Jet Skis | 2026 Boat Show Deals | Aug-Sep 2026

LINK CLICKS	IMPRESSIONS	REACH	CTR	SPEND
23	12,614	10,263	0.18%	$34.47

META ADS: KEY LEARNINGS & ACTIONS

KEY LEARNINGS

- **Sea-Doo Winter Promotions drove the majority of Meta traffic at the lowest cost.** The Sea-Doo MY26 Winter Promotions campaign delivered 2,837 clicks at a 1.52% CTR - the highest of any campaign - while spending just $730.06, making it the most efficient driver of traffic in August 2026 at $0.26 per click.
- **Webstore Remarketing generated the fewest clicks relative to its spend.** Despite a $486.28 investment - the second-highest budget allocation in August 2026 - the Webstore Remarketing campaign returned only 298 clicks at a 0.84% CTR, indicating the remarketing audience may be saturating or requiring creative refresh to maintain engagement.
- **The Boat Show Deals campaign launched in August but gained minimal traction.** With just 23 clicks and a 0.18% CTR from $34.47 in spend, the Boat Show Deals campaign was the lowest performer across all metrics in August 2026, suggesting the campaign was in early ramp-up and audience targeting had not yet found its stride.

ACTION ITEMS

1. **Investigate and urgently optimise the Boat Show Deals campaign**

   The Harbour Jet Skis | 2026 Boat Show Deals campaign delivered only 23 clicks at a 0.18% CTR - well below the account average of 1.26% - indicating the creative or audience targeting is significantly underperforming relative to its $34.47 spend.

   - → Review ad creative and copy against the Sea-Doo Winter Promotions benchmark (1.52% CTR) and refresh messaging to reflect specific Boat Show offers or urgency-driven calls to action
   - → Audit audience targeting to ensure the campaign is reaching in-market buyers rather than broad or overlapping segments already covered by other active campaigns
   - → If CTR does not improve within the first week of September, reallocate budget to the Sea-Doo Winter Promotions campaign, which is generating 2,837 clicks at the strongest CTR in the account

2. **Reduce Webstore Remarketing cost-per-click by refreshing ad creative**

   The Webstore Remarketing campaign is consuming $486.28 - the second-highest spend in the account - yet producing only 298 clicks at a 0.84% CTR, suggesting audience fatigue is driving up costs and suppressing engagement from a high-intent audience.

   - → Rotate in new creative assets (updated imagery, revised offers, or product-specific copy) to counter ad fatigue among users who have already visited the webstore
   - → Segment the remarketing audience by recency (e.g. visited within 7 days vs. 30 days) and tailor ad messaging accordingly to improve relevance and lift CTR toward the 1.26% account average
   - → Set a CPM and frequency cap review for this campaign to ensure the $486.28 budget is not being exhausted on repeat impressions to a small, saturated pool

SEARCH & SITE PERFORMANCE

ORGANIC CLICKS
2,651
Prev month: 2,162
↑ 22.6%

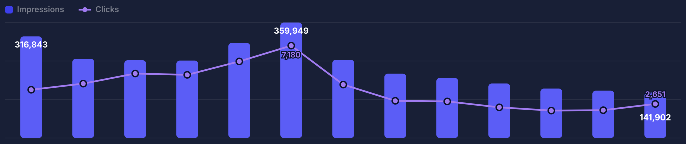
IMPRESSIONS
141,902
Prev month: 147,679
↓ 3.9%

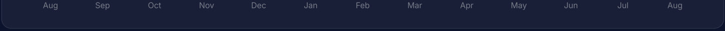
AVG CTR
1.87%
Prev month: 1.46%
↑ 27.6%

AVG POSITION
10.7
Prev month: 11.0
↑ 3.1%

ORGANIC USERS
2,659
Prev month: 2,398
↑ 10.9%

13 MONTHS: SEARCH DEMAND (IMPRESSIONS) AND ORGANIC CLICKS





13-MONTH RESULTS OVERVIEW

MONTH	CLICKS	IMPRESSIONS	CTR	POSITION	ORGANIC USERS
Aug 2025	3,754	316,843	1.18%	18.2	-
Sep 2025	4,229	247,026	1.71%	12.8	4,029
Oct 2025	5,013	242,382	2.07%	9.3	5,596
Nov 2025	4,911	241,413	2.03%	9.0	4,284
Dec 2025	5,953	296,486	2.01%	8.8	5,256
Jan 2026	7,180	359,949	1.99%	9.0	6,339
Feb 2026	4,151	243,838	1.70%	9.1	3,891
Mar 2026	2,893	200,618	1.44%	8.6	3,091
Apr 2026	2,845	187,429	1.52%	9.4	2,978
May 2026	2,382	169,936	1.40%	11.2	2,592
Jun 2026	2,128	154,207	1.38%	10.5	2,396
Jul 2026	2,162	147,679	1.46%	11.0	2,398
Aug 2026	2,651	141,902	1.87%	10.7	2,659

TOP SEARCH QUERIES

QUERY	CLICKS	IMPRESSIONS	CTR	POSITION
jet ski	27	2,186	1.24%	5.0
harbour jetskis	23	363	6.34%	1.8
harbour seadoo	21	303	6.93%	2.3
jetski	21	962	2.18%	10.9
jet skis for sale perth	14	185	7.57%	4.1
jetski for sale perth	13	167	7.78%	4.6
linq accessories	13	72	18.06%	6.3
seadoo life jacket	12	123	9.76%	3.5
jetski accessories	10	207	4.83%	2.9
jetski for sale	10	217	4.61%	8.0
jetski trailer rack	10	54	18.52%	2.1
jetskis	10	77	12.99%	6.2
can am defender	9	39	23.08%	8.9
jet ski for sale	9	163	5.52%	6.2
jet ski for sale perth	9	112	8.04%	4.8

TOP LANDING PAGES (ORGANIC)

PAGE	SESSIONS	USERS	NEW USERS	AVG ENGAGEMENT	KEY EVENTS
/	781	636	543	1m 34s	2
(not set)	183	114	0	0m 6s	0
/products/oceanic-cargo-rack	79	73	65	0m 45s	0
/products/harbour-custom-trailers	72	68	62	0m 41s	0
/collections/seadoo-spark-graphics	71	62	60	0m 46s	0
/collections/life-jackets	63	58	44	1m 9s	0
/collections/2018-linq-accessories	50	41	32	1m 15s	0
/collections/sport-fishing	44	34	23	1m 30s	0
/collections/can-am-atv-sales	42	40	37	0m 35s	0
/products/2026-sea-doo-rxt-x-325	42	38	36	0m 28s	0

SEARCH — KEY LEARNINGS & ACTIONS

KEY LEARNINGS

- **CTR improved sharply despite lower impressions.** Clicks grew 22.6% month on month (2,651 vs 2,162) while impressions fell from 147,679 to 141,902, pushing CTR from 1.46% to 1.87% and average position from 11.0 to 10.7, indicating the site attracted more relevant, intent-driven traffic in August.
- **Brand queries are driving efficient, high-converting traffic.** "harbour jetskis" and "harbour seadoo" combined for 44 clicks from just 666 impressions at average positions of 1.8 and 2.3 respectively, reflecting strong brand recognition, yet the homepage (781 sessions, 2 key events) and all top landing pages recorded near-zero conversions, suggesting the site is not capitalising on this demand.
- **High-volume generic queries represent an untapped ranking opportunity.** "jet ski" generated 2,186 impressions at position 5.0 but only 27 clicks (1.2% CTR), and "jetski" attracted 962 impressions at position 10.9 for just 21 clicks, meaning stronger on-page optimisation and moving these terms into the top 3 positions could deliver a material lift in organic sessions without any increase in search demand.

ACTION ITEMS

1. **Convert high-impression, low-CTR queries into clicks**

   The query "jet ski" generated 2,186 impressions at position 5.0 but only 27 clicks (1.23% CTR), and "jetski for sale" drew 217 impressions at position 8.0 with just 10 clicks, indicating title tags and meta descriptions are not compelling enough to win the click.

   → Rewrite the title tag and meta description for the homepage and primary jet ski sales pages to include a clear value proposition such as Perth's largest range or same-day availability, targeting the "jet ski" and "jetski for sale" queries specifically.

   → Review search appearance for "jetski" (962 impressions, position 10.9) and optimise the relevant page to push it into the top 10, where CTR gains are most significant.

2. **Add conversion pathways to high-traffic landing pages generating zero key events**

   Seven of the eight top organic landing pages recorded zero key events in August despite collectively driving over 562 sessions, meaning strong rankings for terms like "seadoo life jacket" (position 3.5) and "linq accessories" (position 6.3) are delivering traffic that does not convert.

   → Add prominent calls to action, such as enquire now or add to cart buttons, above the fold on /collections/life-jackets (63 sessions), /collections/2018-linq-accessories (50 sessions) and /products/oceanic-cargo-rack (79 sessions).

   → Audit /products/harbour-custom-trailers (72 sessions, zero key events) for missing contact forms or quote request options, given the high commercial intent of trailer queries.

KEYWORD RANKINGS & SHARE OF VOICE

No rankings check ran in this month; showing the latest check on file (September 2026).

SHARE OF VOICE	KEYWORDS TRACKED	RANKING (TOP 100)
43% Prev month: -	**5**	**4**

PAGE 1 (TOP 10)

4

TOP 3

3

SHARE OF VOICE ACROSS THE KEYWORD LIST

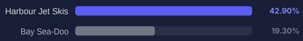
BUSINESS	VISIBILITY	SHARE	PAGE 1 KEYWORDS
Harbour Jet Skis YOU		43%	4
Bay Sea-Doo		19%	3
Coastal Sea-Doo and Marine	●	0%	0

KEYWORD	POSITION	LOCAL PACK	ADS ON PAGE
jet ski dealer perth	1	-	1
jet skis for sale perth	2	-	1
used jet ski perth	3	-	0
jet ski perth	5	-	0
jet ski hire perth	not in top 50	-	0

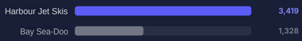
Positions are Google Australia mobile results checked weekly; the month shows the latest check. Share of voice weights each keyword by the click share its position earns, so a #1 counts far more than a #9.

COMPETITORS

SHARE OF VOICE ON TRACKED KEYWORDS



INSTAGRAM FOLLOWERS



GOOGLE REVIEWS

BUSINESS	IG FOLLOWERS	POSTS / 30D	GOOGLE RATING	REVIEWS	ACTIVE META ADS	NEW ADS THIS MONTH	SITE SPEED (MOBILE)	NEW PAGES THIS MONTH
Harbour Jet Skis YOU	3,419	-	-	-	4 campaigns	-	-	-
Bay Sea-Doo @bayseadoo first reading 2026-09	1,328	20	4.8	142	-	-	-	-

Not yet reporting: Coastal Sea-Doo and Marine *First numbers land the day after a competitor is added.*

WHAT THE COMPETITION DID

- **Bay Sea-Doo: active posting, low engagement.** Bay Sea-Doo posted 20 times in 30 days yet averaged only 13 likes per post across 1,328 followers. Harbour Jet Skis holds 3,419 Instagram followers with far stronger relative engagement.
- **Competitor review rating signals trust gap.** Bay Sea-Doo holds a 4.8 Google rating from 142 reviews. Harbour Jet Skis should benchmark its own review volume against this.

THE ONE THING TO TAKE FROM IT

1. **Build Google reviews to close the trust gap**

   Bay Sea-Doo's 4.8 rating from 142 reviews gives them strong local credibility in search results. Prompt recent customers to leave Google reviews to compete directly on trust signals.

AD CREATIVE: WHAT THE MARKET IS PUSHING

GAPS AND OVERLAPS AGAINST YOUR OWN ADS

- **No competitor ads detected in August.** Harbour Jet Skis ran unopposed on Meta in August 2026, with no rival creative captured in the Ad Library.
- **Own campaigns cover finance and bundles.** Sea-Doo Winter Promotions led clicks at 2,837 while Can-Am finance and remarketing filled the funnel without competitive pressure.

THREE CREATIVE TESTS TO RUN

1. **Test GTX Limited video against static bundle ad**
   - → For: In-market Sea-Doo shoppers, 25-54
   - → Proof: CTR lift above 1.52%
2. **Push 2.99% Defender HD9 to cold audiences**
   - → For: Off-road and utility vehicle intenders
   - → Proof: CTR lift above 0.18% Boat Show baseline
3. **Expand remarketing carousel to past website visitors**
   - → For: Site visitors from May to August 2026
   - → Proof: CTR above current 0.84% remarketing rate

DEMAND: HOW MUCH IS OUT THERE, AND HOW MUCH YOU CAPTURE

SEARCH DEMAND (IMPRESSIONS)

141,902

Prev month: 147,679

↓ 4%

SAME MONTH LAST YEAR

316,843

CAPTURED (ORGANIC CLICKS)

2,651

Prev month: 2,162

↑ 23%

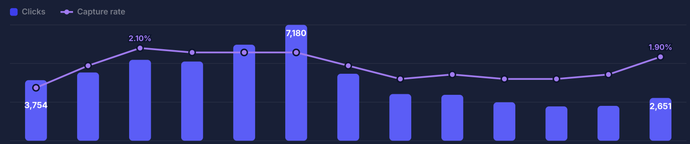
CAPTURE RATE (CTR)

1.87%

Prev month: 1.46%

WHERE THE DEMAND IS (TOP SEARCHES BY IMPRESSIONS)	IMPRESSIONS	CLICKS	POSITION
jet ski	2,186	27	5.0
seadoo	1,017	8	8.1
jetski	962	21	10.9
jet ski finance	697	3	13.8
fishing jet ski	471	5	8.7
seadoo jetski	417	2	9.5
harbour jetskis	363	23	1.8
sea doo	350	3	9.9
jetski trailer	344	3	10.8
harbour seadoo	303	21	2.3

13 MONTHS: CAPTURED CLICKS AND CAPTURE RATE



WHAT THE DEMAND DATA SAYS **DEMAND FALLING**

- **Demand falling month on month and year on year.** Impressions dropped 4% month on month to 141,902 and are 55% below August 2025's 316,843. The 12-month peak was 359,949 in January 2026, so current volume sits 61% below that high.
- **Clear seasonal trough continuing through winter.** Impressions have fallen every month since January 2026, from 359,949 down to 141,902 in August. The same pattern appeared in 2025, confirming a strong summer peak and deep winter trough.
- **Brand queries convert; broad terms mostly missed.** Branded queries like 'harbour jetskis' (pos 1.8, 23 clicks) and 'harbour seadoo' (pos 2.3, 21 clicks) perform well. High-volume terms like 'jet ski' (2,186 impr, 27 clicks, pos 5.0) and 'jet ski finance' (697 impr, 3 clicks, pos 13.8) are under-captured.

WHAT CAPTURING MORE TAKES

1. **Lift CTR and rankings on top non-brand queries**
   CTR improved to 1.87% from 1.46% on 2,651 clicks, but average position 10.7 limits volume across 141,902 impressions. Moving 'jet ski finance' and 'jetski for sale' from page two to page one would materially lift captured clicks.

Demand is measured as the number of times Google showed Harbour Jet Skis*'s pages for a search (Search Console impressions), so it tracks the searches the site already competes for. Capture is the share of those that clicked through.*

WHY IT HAPPENED, AND WHERE THE OPPORTUNITIES ARE

META SPEND CUT DROVE FEWER FACEBOOK VIEWS

- **Because.** Meta Ads budget dropped 28% from $2,674 to $1,928, reducing paid amplification of Facebook content.
- **So.** Facebook views fell 15% from 299,376 to 255,057 and new followers dropped from 32 to 26.

SEA-DOO WINTER CAMPAIGN LED PAID CLICKS

- **Because.** The Sea-Doo MY26 Winter Promotions campaign delivered 2,837 clicks at a 1.52% CTR, the strongest performer of four campaigns.
- **So.** It accounted for 61% of all 4,682 Meta link clicks despite taking only 38% of total spend.

ORGANIC SEARCH RECOVERED WHILE IMPRESSIONS DIPPED

- **Because.** Organic clicks rose 23% from 2,162 to 2,651 and CTR improved from 1.46% to 1.87%, even as impressions fell from 147,679 to 141,902.
- **So.** Better position 10.7 versus 11.0 and stronger query relevance drove more users, 2,659 versus 2,398, without extra paid support.

INSTAGRAM VIEWS LIFTED DESPITE LOW FOLLOWER ADDS

- **Because.** Instagram views grew 11% from 60,610 to 67,472 while only 7 new followers were added in August.
- **So.** Content reached beyond existing followers but failed to convert viewers, signalling a gap between reach and follower growth.

ACCESSORY QUERIES DROVE HIGH-VALUE ORGANIC SESSIONS

- **Because.** Queries for linq accessories and seadoo life jacket generated 25 combined clicks from strong positions 6.3 and 3.5 respectively.
- **So.** Accessory product pages like oceanic cargo rack pulled 79 sessions, showing accessories as a growing organic traffic source.

THE BIGGEST OPPORTUNITY

1. **Scale Sea-Doo ads to capture organic search demand**
   Top purchase queries like jet skis for sale perth sit at position 4 to 5, meaning paid and SEO together could capture far more of the estimated high-intent traffic. Increasing the Sea-Doo campaign budget and publishing supporting content could push clicks back toward the 5,000-plus levels seen in late 2025.

COMMERCIAL IMPLICATIONS AND ROADMAP

WHAT THIS MONTH MEANS COMMERCIALLY

- **Paid spend down 28%, organic clicks up 23%.** Meta spend fell from $2,674 to $1,928 yet organic clicks rose from 2,162 to 2,651, signalling search demand is growing without paid support.
- **Boat Show campaign under-delivered badly.** The Boat Show campaign spent $34.47 and generated only 23 clicks at 0.18% CTR, the weakest of all four campaigns by a wide margin.
- **Social reach contracting at the wrong season.** Facebook views dropped to 255,057, down 15% from July and 76% below the Feb 2026 peak, while Instagram interactions held at 705 despite lower spend.

UNDER-OWNED

1. **High-intent Perth purchase search traffic**
   Queries like 'jet ski for sale perth' and 'jetski for sale perth' combined for 27 clicks at positions 4.1 to 4.6, meaning strong commercial intent sits just outside the top three. Capturing it requires dedicated product landing pages optimised for Perth purchase queries, supported by paid search to bridge the gap while organic rankings improve.

THE ORDER TO DO IT IN

1. **Build dedicated Perth purchase landing pages**
   Position 4.1 to 4.6 on high-converting queries means small ranking gains directly lift revenue-ready traffic.
2. **Launch Google Search campaigns on Perth buy queries** AFTER 1
   Paid search immediately captures clicks that organic rankings at position 4 to 5 are currently missing.
3. **Reallocate Boat Show budget to top-performing campaigns**
   The Boat Show campaign wasted $34.47 at 0.18% CTR; shifting spend to Sea-Doo at 1.52% CTR improves return on every dollar.
4. **Produce video content targeting seasonal Facebook reach recovery** AFTER 3
   Facebook views are 76% below the Feb 2026 peak and winter is suppressing demand that content can help sustain.
5. **Convert organic accessory interest into webstore revenue** AFTER 2
   Pages for Oceanic Cargo Rack and Spark Graphics each drew over 70 sessions, showing accessory demand that remarketing at 0.84% CTR has not yet captured fully.

NEXT MONTH: THREE ACTIONS

ACTIONS FOR SEPTEMBER 2026

1. **Scale the Boat Show Deals campaign budget before it ends**
   The Harbour Jet Skis | 2026 Boat Show Deals | Aug-Sep 2026 campaign delivered only 23 clicks from $34.47 spend at a 0.18% CTR, meaning it has barely run and the Sep 2026 end date leaves a narrow window to generate meaningful returns before it closes.
   → Owner: Marketing lead
   → Measured on: Link clicks and CTR for the Boat Show Deals campaign
2. **Publish at least three reels or short-form videos on Facebook in September to rebuild organic reach**
   Facebook views have fallen from a 12-month peak of 1,069,329 in Feb 2026 to just 255,057 in Aug 2026, the lowest point in the tracked period, and increased native video content is the primary lever available to reverse that trend without additional ad spend.
   → Owner: Client
   → Measured on: Facebook monthly views
3. **Target the query 'jetski' with a dedicated optimised page or content update to lift it from position 10.9**
   'Jetski' drove 21 clicks in August 2026 at an average position of 10.9, meaning it sits just outside the top ten and a modest ranking improvement could meaningfully increase organic clicks given the high search volume implied by its performance alongside 'jet ski' at position 5.0 with 27 clicks.
   → Owner: Marketing lead
   → Measured on: Organic clicks and average position for the query 'jetski'