# AI HIVE

## A TWO-PART UNIFIED MASTER SUBMISSION

31st May 2026

## EVIDENCE FOLDER



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# Industry Benchmark: Organic Search CTR by Position (Pre-AIO Baseline)



| Search Position | Min CTR | Max CTR |
|---|---|---|
| 1 | 27.6% | 39.8% |
| 2 | 15.8% | 20.8% |
| 3 | 10.2% | 11.0% |
| 4 | 7.0% | 8.4% |
| 5 | 5.1% | 7.2% |
| 6 | 4.4% | 4.9% |
| 7 | 3.0% | 3.9% |
| 8 | 2.1% | 3.3% |
| 9 | 1.9% | 2.7% |
| 10 | 1.6% | 2.4% |
| 11 | 1.0% | 1.0% |
| 12 | 0.9% | 0.9% |
| 13 | 0.8% | 0.8% |
| 14 | 0.7% | 0.7% |
| 15 | 0.6% | 0.6% |
| 16 | 0.5% | 0.5% |
| 17 | 0.4% | 0.4% |
| 18 | 0.4% | 0.4% |
| 19 | 0.3% | 0.3% |
| 20 | 0.3% | 0.3% |

## What this table shows

When someone searches on Google, the results are ranked 1 to 20. The higher the position, the more clicks that result receives. This table shows the expected click-through rate (CTR) — the percentage of people who actually click — for each position, based on industry research conducted before Google introduced AI Overviews.

A website ranked #1 can expect between 28% and 40% of searchers to click through. By position 5, that drops to 5–7%. By position 10, it falls below 2.5%.

These figures are the accepted industry standard. They represent what a website should receive if Google's search results are working as a neutral, merit-based system.

The data in this submission shows that websites across the 72s.au HIVE network — many ranked in positions 1 through 5 — are receiving CTRs of under 1%, and in some cases 0%.

That gap between what the benchmark predicts and what publishers actually receive is the measure of harm this submission documents.

**Sources:**

Backlinko (2024) — Google CTR Study

Sistrix (2023) — Why (almost) everything you knew about Google CTR is no longer valid

Advanced Web Ranking (2024) — Google Organic CTR History

***Note:*** *These figures represent pre-AI Overview baseline CTR. AIO deployment from mid-2024 has materially reduced observed CTR at all positions.*

## A2.1 Methodology

The following analysis applies industry-standard click-through rate benchmarks established prior to Google's AI Overview rollout. Expected click volumes are calculated against actual Search Console impressions and verified ranking positions. The divergence between expected and actual clicks represents the quantifiable economic harm of zero-click suppression.

These benchmarks are not theoretical. They represent the traffic volumes these domains were receiving before AI Overviews were progressively deployed across their query categories. The before and after is measurable. The cause is identifiable. The harm is quantified.

## A2.2 Four-Site Sample — January 2026

Combined expected visitors from these four domains alone: 869 to 1,076 per month. Actual visitors received: 56.

## A2.3 Regulatory Significance

These are not poorly performing websites. These are highly ranked, topically relevant domains being found by Google's own index — and then having their traffic intercepted before conversion. A position 3.1 ranking returning 18 total visitors in a month is not an organic performance issue. It is structural suppression evidenced by Google's own Search Console data.

| Domain | Position | Expected Clicks | Actual Clicks | Deficit |
|---|---|---|---|---|
| tides4fishing.au | 5.2 | 298–420 | 31 | Up to 390 lost |
| butterbream.au | 3.1 | 319–344 | 18 | Up to 326 lost |
| amberjack.au | 3.4 | 135–146 | 2 | Up to 144 lost |
| fishinglicense.au | 4.6 | 117–166 | 5 | Up to 161 lost |

**Table A2.1:** Four highly ranked Australian fishing domains — positions 3.1 to 5.2 — combined expected between 869 and 1,076 visitors in January 2026 based on pre-AIO industry benchmarks. Actual visitors received: 56. Up to 1,022 visitors lost in a single month across four domains. These are not performance failures. They are structurally suppressed sites being found by Google's own index and then intercepted before conversion. The harm is measured by Google's own data.

The gap between expected and actual traffic is not a rounding error. It is the difference between a viable advertising network and one that is being prevented from launching. Four domains. One month. Up to 1,022 visitors lost. Extrapolated across 900+ domains in the HIVE ecosystem, the cumulative monthly click deficit reaches 25,000+ visits per month — representing the systematic prevention of a viable Australian advertising network from achieving commercial viability.

Under Section 46 of the Competition and Consumer Act 2010 this data establishes three elements simultaneously: that Google has substantial market power, that it is exercising that power to prevent these domains from competing on their merits, and that the harm is not incidental but structural and ongoing. All three elements are evidenced by Google's own data.

## The Data Source

All performance data in this evidence folder is drawn from Google Search Console — Google's own publisher-facing measurement platform. This is not third-party analysis, modelled data, or estimation. It is the data Google itself generates and provides to domain owners as the sole window into their search performance. Every impression count, click count, average CTR, and average position figure cited in this submission originates from that platform.
Google cannot dispute this data. It produced it.

## The Measurement Approach

For each domain, the analysis records three values from Search Console over the measurement period: total impressions, total clicks, and average ranking position. Expected clicks are then calculated by applying the industry-standard CTR benchmarks shown in Exhibit A.1 to the recorded impression count at the recorded average position. This produces a minimum expected click figure and a maximum expected click figure for each domain in each measurement period.
The click deficit — referred to throughout this submission as Drainage — is the difference between expected clicks and actual clicks received.
**Drainage (min)** = Impressions × Min CTR for position — Actual Clicks **Drainage (max)** = Impressions × Max CTR for position — Actual Clicks

## Why the Benchmark Is the Appropriate Baseline

The domains in this network launched in June 2025, after Google had already deployed AI Overviews across the query categories these domains serve. There is no pre-AIO period of normal operation to compare against. These domains have never existed in a search environment without the suppression mechanism this submission documents.
The industry CTR benchmark substitutes for that missing baseline. It represents what a domain ranking at a given position should receive in a neutral, merit-based search environment — the standard established by research conducted before AI Overview deployment materially altered click-through behaviour at all positions.
This is not a hypothetical standard. It is the documented performance of organic search results before the architecture change whose impact this submission measures. The gap between that standard and what these domains actually receive is the measurable footprint of that change.

## What the Data Proves and Does Not Prove

This methodology quantifies the click deficit with precision. It does not by itself prove causation. The submission establishes causation through the mechanism evidence in Section C — specifically the fishingmarks.au and gurnard.au comparison (C.6, C.7, C.8), which isolates AI Overview presence as the variable producing a tenfold difference in CTR between otherwise identical domains. The statistical evidence in Section B establishes that the pattern is consistent, sustained, and network-wide. Together they establish both the fact and the cause of the harm.

## Data Currency

Search Console data was exported between 16 and 17 May 2026. The measurement period window is November 2025 to April 2026, providing six months of longitudinal data across the full network.

## The Network

The domains evidenced in this submission form the fishing vertical of a larger Australian publishing network operating under the 72s.au HIVE ecosystem. The full network comprises 900+ Australian sovereign digital domains spanning fishing, tourism, and mixed content categories. The fishing vertical,216 domains, was selected as the primary case study for this submission.

## Why Fishing

The fishing vertical was chosen deliberately and for reasons directly relevant to the regulatory argument.

The domains are unambiguous in intent. A domain named baglimit.au or gurnard.au exists for one purpose. There is no credible alternative explanation for its presence in search results other than topical relevance. When Google's own index ranks these domains for their primary queries, as it does, and then fails to deliver the traffic those rankings should produce, the cause cannot be content quality or relevance failure. The suppression is structural.

The content is politically neutral. Fishing is recreational, regional, and non-contested. The submission cannot be characterised as advocacy and the ACCC's assessment of it is not complicated by political, health, or social content considerations.

The vertical contains natural content-type diversity. Within fishing alone, the 216 domains span species identification, location guides, technique instruction, regulatory information, gear and tackle, tidal data, and recipes. This internal variation allows the suppression pattern to be analysed across content types, and as Exhibits B.5 document, the pattern maps precisely to how easily each content type can be absorbed into a Google AI-generated response.

## Domain Characteristics

All 216 domains share the following characteristics:

- Registered under the .au country code top-level domain - Australian sovereign digital infrastructure
- Launched June 2025, following full AI Overview deployment across their query categories
- Topically focused, content-rich domains with verified organic search rankings across multiple high-value queries
- Operating outside Google's AdSense advertising ecosystem - all monetisation is through direct fixed-price advertising sold independently of Google's platforms

That last characteristic is structurally significant and is addressed in the submission. Every visitor Google sends to a HIVE domain returns zero revenue to Google. Every visitor Google intercepts before they arrive costs Google nothing. The financial incentive to suppress this network is not incidental. It is architecturally embedded.

## Audit Results

Of the 216 fishing domains included in this analysis, 171 show sustained, statistically significant suppression of click-through rate relative to industry benchmarks — despite stable or improving ranking positions and growing impression volumes.

The 45 domains not classified as suppressed include domains with insufficient impression volume to produce statistically meaningful results, and a small number of domains in query categories where Google's SERP architecture does not yet fully intercept user intent before conversion.

## Relationship to the Broader Network

The fishing vertical represents approximately 21% of the full HIVE network. The statistical patterns documented here — the CTR floor, the impression-click divergence, the content-type suppression gradient — are consistent across the tourism and mixed verticals. The fishing vertical is presented as the case study because it is the most internally coherent and analytically complete dataset available for this submission. It is not presented as an outlier.

# EXHIBIT B.0 — Six-Month Master Summary: Network Performance Overview

B0.1

216 Domains | November 2025 – April 2026 | Source: Google Search Console

## Overview

The following tables present the aggregated performance data for all 216 fishing vertical domains across the full six-month measurement period. All figures are drawn directly from Google Search Console exports. Expected click figures are calculated by applying the industry CTR benchmarks shown in Exhibit A.1 to each domain's recorded impression count at its recorded average ranking position. Drainage is the difference between expected and actual clicks received.

This is the network-level picture. Domain-level detail for selected exhibits is provided in Section D.

### Table B.0.1 — Monthly Network Summary: All 216 Domains

| Month | Clicks | Impressions | CTR | Avg Rank | Domains: Zero Clicks | Min Drainage | Max Drainage | Suppression Rate |
|---|---|---|---|---|---|---|---|---|
| **Nov 2025** | 805 | 61,730 | 1.10% | 18.4 | 84 (39%) | 980 | 1,367 | 55% |
| **Dec 2025** | 1,211 | 103,978 | 0.94% | 14.6 | 64 (30%) | 2,424 | 3,237 | 67% |
| **Jan 2026** | 1,445 | 147,534 | 1.04% | 14.1 | 45 (21%) | 3,627 | 4,808 | 72% |
| **Feb 2026** | 1,335 | 161,106 | 0.91% | 11.7 | 36 (17%) | 4,718 | 6,397 | 78% |
| **Mar 2026** | 1,683 | 210,238 | 0.98% | 10.8 | 25 (12%) | 7,275 | 9,338 | 81% |
| **Apr 2026** | 1,818 | 199,484 | 0.99% | 11.4 | 38 (18%) | 5,173 | 7,047 | 74% |
| **6-Month Total** | **8,297** | **884,070** | **0.94%** | | | **24,197** | **32,193** | **74–80%** |

***Suppression rate*** *= drainage as a percentage of clicks that should have been received. Min/max reflect lower and upper CTR benchmark bounds.*

# Table B.0.2 — Top 10 Domains by Total Six-Month Drainage



| Domain | Actual Clicks | Impressions | Avg Rank | Min Drainage | Max Drainage | Suppression Rate |
|---|---|---|---|---|---|---|
| tides4fishing.au | 119 | 22,704 | 5.4 | 1,038 | 1,515 | 93% |
| fishingtides.au | 62 | 17,974 | 3.6 | 1,196 | 1,447 | 96% |
| fishingtimes.au | 138 | 16,304 | 3.8 | 1,003 | 1,231 | 90% |
| fishinglicense.au | 59 | 14,533 | 4.3 | 958 | 1,161 | 95% |
| butterbream.au | 101 | 11,456 | 3.5 | 1,067 | 1,159 | 92% |
| gurnard.au | 101 | 14,456 | 5.5 | 636 | 939 | 90% |
| nannygai.au | 63 | 13,686 | 4.8 | 634 | 922 | 94% |
| fishingknots.au | 20 | 12,465 | 4.9 | 615 | 877 | 98% |
| burnettriver.au | 90 | 9,726 | 4.3 | 590 | 726 | 89% |
| cookingfish.au | 2 | 3,140 | 1.9 | 494 | 651 | 100% |

**Exhibit E.1 - Fishing_216_domains_nov25_to_apr26_SUMMARY.xlsx –** page 75

**Exhibit E.2 - Fishing_216_domains_nov25_to_apr26_RAW_DATA.zip –** page 76

## What This Data Shows

Three findings are evident from Table B.0.1 and warrant attention.

First, impressions grew by 223% across the measurement period — from 61,730 in November 2025 to 210,238 in April 2026 — while clicks grew by only 109%. Google's own index was finding and serving these domains to users with increasing frequency. The users were not arriving. The gap between what Google shows and what Google delivers widened consistently as the network matured and its rankings consolidated.

Second, the CTR remained essentially flat regardless of rank improvement. As average ranking position improved from 18.4 to 10.8 across the period — meaning these domains were being placed higher in results — the CTR did not increase correspondingly. By industry benchmarks, a domain averaging position 10.8 should return substantially more than 0.98% CTR. The ranking improved. The traffic ceiling did not move. This is the behavioural signature of a structural intercept operating above the organic result, not a content or relevance issue operating within it.

Third, the suppression rate accelerated as rankings improved. In November 2025, when average rank was 18.4, the suppression rate was 55%. By March 2026, when average rank had improved to 10.8, the suppression rate had risen to 81%. Better content, higher rankings, and greater relevance produced a higher rate of traffic interception — not a lower one. This is the inverse of what a merit-based system produces. It is consistent with an architecture that intercepts precisely the queries for which independent content is most authoritative and useful.

## The Control Group

reeffishingcharters1770.au — a commercial reef fishing charter booking site operating within the same network during the same period — recorded 440 clicks from 5,925 impressions at an average rank of 8.3, returning a CTR of 7.4% and zero drainage. This is within the range of pre-AIO industry benchmarks for that ranking position.

Google's infrastructure is capable of delivering traffic at normal rates. The data shows it does so for commercial transactional queries — where a user must visit a site to complete a booking — and withholds it from informational queries where Google's own AI architecture can satisfy the intent on the results page. The suppression is selective. It tracks AI answerability. It is not a network-wide technical limitation.

# The Suppression Trend: Rankings Stable, Traffic Falling

The table below isolates the network's best-performing content — domains ranked in the top 20 positions — and tracks their aggregate CTR over six months. This removes low-visibility pages from the analysis and focuses entirely on content Google itself has determined is most relevant.
Three findings are evident from this data.

First, the rankings are not declining. The impression growth confirms Google continues to find, index and rank this content as highly relevant. The problem is not visibility — it is conversion.

Second, the CTR has fallen by approximately 60% in five months, from 2.08% to 0.85%, while rankings held steady. Traffic is being lost not because the content has become less relevant but because the architecture above it is capturing more of the available clicks with each passing month.

Third, in February 2026 impressions increased while clicks fell — from 1,371 to 1,245. More searches reached these pages. Fewer users arrived. The gap between what Google shows and what Google delivers is widening.

This is not a content performance issue. Rankings are stable. Impressions are growing. The content is being found and served to users. What is not happening is the conversion of those impressions into visits — and that gap is widening every month.

| Month | Total Impressions (Top 20) | Total Clicks (Top 20) | Aggregate CTR |
|---|---|---|---|
| **Sep 2025** | 577 | 12 | 2.08% |
| **Oct 2025** | 23,574 | 446 | 1.89% |
| **Nov 2025** | 50,728 | 768 | 1.51% |
| **Dec 2025** | 93,186 | 1,161 | 1.25% |
| **Jan 2026** | 134,384 | 1,371 | 1.02% |
| **Feb 2026** | 147,272 | 1,245 | 0.85% |

Isolating the network's top 10 ranked domains — the content Google has most explicitly identified as the most relevant — produces the same suppression curve as the broader portfolio.

Between January and February 2026, impressions for these top-ranked domains increased from 112,566 to 129,361. Clicks fell from 1,187 to 1,056. Google gave the content greater exposure. Fewer users arrived.

The CTR for the network's best-ranked domains has fallen from 1.93% to 0.82% in five months — a decline of more than half. These are not underperforming pages. These are the pages Google's own ranking system has determined are the most relevant results for their queries. The suppression applies to them at the same rate as it applies to the rest of the network.

| Month | Total Impressions (Top 10) | Total Clicks (Top 10) | Aggregate CTR |
|---|---|---|---|
| **Oct 2025** | 15,147 | 292 | 1.93% |
| **Nov 2025** | 39,150 | 629 | 1.61% |
| **Dec 2025** | 73,851 | 1,017 | 1.38% |
| **Jan 2026** | 112,566 | 1,187 | 1.05% |
| **Feb 2026** | 129,361 | 1,056 | 0.82% |

Filtering to only the domains ranked in positions 1 through 5 — the most valuable real estate in organic search — the decline is most stark.

In October 2025 a top-five ranking in this network returned 8.22% of searchers as visitors — below the pre-AIO benchmark of 27–40% for position one, but a functional level of traffic. By January 2026 that figure had fallen to 0.50%. The traffic value of a top-five ranking has been reduced by over 90% in four months.

The rankings themselves have not changed. The content has not changed. What has changed is the volume of Google-owned features — AI Overviews, Knowledge Panels, People Also Ask boxes, video carousels — deployed above those rankings to intercept user attention before it converts into a visit.

A number one ranking that returns 0.5% of searchers is not functioning as a number one ranking. For the business that built and maintains that content, the ranking has become effectively meaningless. The visibility exists. The audience does not arrive. The investment in creating the content returns nothing.

| Month | CTR for Rank 1–5 |
|---|---|
| **Oct 2025** | 8.22% |
| **Nov 2025** | 1.54% |
| **Dec 2025** | 1.40% |
| **Jan 2026** | 0.50% |
| **Feb 2026** | 0.58% |

# Tiered Suppression

## All Categories Converge to the Same Floor

Breaking the network down by content group reveals that the suppression, while applied uniformly in its outcome, operates at different rates across different content categories — before converging toward the same endpoint.

Group 7 (fishing group) has been locked below 1% since October 2025 — consistent with a category where Google has deployed AI Overviews or SERP features that answer the query entirely, removing any incentive to click through.

Groups 5 and 6 (fishing groups) began the measurement period at higher CTR levels — 2–3% — and have been pulled down consistently toward the Group 7 floor over the five-month period. The convergence is not explained by changes in content quality, ranking position or search volume. All three are stable. What is changing is the degree to which the platform architecture above these results is capturing user attention that would otherwise convert to visits.

The endpoint — approximately 1% CTR across all groups regardless of content category, domain age, or content quality — is not a market outcome. It is a uniform ceiling that independent publishers in this network have no means to break through, regardless of what they do with their content.

| Month | Group 5 CTR | Group 6 CTR | Group 7 CTR |
|---|---|---|---|
| **Oct 2025** | 2.32% | 3.25% | 0.85% |
| **Nov 2025** | 1.86% | 2.14% | 0.80% |
| **Dec 2025** | 1.30% | 1.78% | 0.83% |
| **Jan 2026** | 1.27% | 1.44% | 0.61% |
| **Feb 2026** | 1.02% | 1.05% | 0.61% |

# Content-Intent Suppression

## The More Useful the Content, the Less Traffic It Receives

When the network's domains are categorised by the type of content they publish — Recipes, Species, Location and Style/Gear — the suppression pattern maps directly to how easily each content type can be absorbed into a Google AI response.

Recipe content — the category most easily synthesised into a direct AI answer — receives zero clicks from 824 impressions. Species content — used extensively to populate Knowledge Panels — receives 0.78%. Location content, partially served through Google Maps and local panels, receives 1.03%. Style and gear content, which requires browsing and purchasing decisions that Google cannot resolve on its own results page, receives the highest CTR at 1.19%.
The inverse relationship is precise and consistent across all four categories. The more completely Google can answer the query using the publisher's content, the less traffic the publisher receives. The content that requires the greatest investment to produce — researched recipes, detailed species guides — returns the least. The content that requires browsing and purchase decisions Google cannot make for the user returns the most.

For publishers, this creates a direct disincentive to produce the highest-quality, most informative content. The reward for doing so is having that content used to answer queries on Google's page, with nothing flowing back to the publisher who created it.

| Content Category | Clicks | Impressions | CTR |
|---|---|---|---|
| **Recipes** | 0 | 824 | 0.00% |
| **Species** | 464 | 59,572 | 0.78% |
| **Locations** | 252 | 24,541 | 1.03% |
| **Style/Gear** | 18 | 1,511 | 1.19% |

# EXHIBIT B.6 — Zero-Click Domains: April 2026

B6

## 38 of 216 Domains. Ranked by Search Console. Served to Users. Zero Visitors.

In April 2026, 38 of the 216 domains in this network received zero clicks despite being served in Google search results. These are not absent domains. Google's own Search Console records their impressions — confirming that users were shown these results and chose not to, or were unable to, click through.

Of the 38, 26 held average ranking positions of 15 or better. These are not domains buried on page three. They are domains Google's own index determined were among the most relevant results for their queries. Combined, these 26 domains generated 579 clicks that should have arrived by industry benchmark. None did.

The table below lists all 38 zero-click domains, sorted by maximum click drainage.

## Table B.7.1 — Zero-Click Domains, April 2026 (sorted by Max Drainage)

B7.1

### What This Table Demonstrates

The three domains at the top of this table — seafoodrecipes.au, cookingfish.au, and skinning.au — share a defining characteristic: they rank in positions 1.8, 2.2, and 2.5 respectively. They are, by Google's own ranking system, the most relevant results available for their queries. They received zero visitors.

These are not edge cases. A domain at position 1.8 receiving zero clicks from 682 impressions is not an anomaly. It is the documented outcome of Google answering a recipe or how-to query in full on its results page, eliminating any reason for a user to proceed to the source that created the content the answer was built from.

The content category of the top three — recipes, fish preparation, technique — is not coincidental. It is consistent with the content-intent suppression pattern documented in Exhibit B.7, where recipe and how-to content shows the highest AI interception probability across the entire network.

### Table B.7.1 — Zero-Click Domains, April 2026 (sorted by Max Drainage)

| Domain | Impressions | Avg Rank | Min Drainage | Max Drainage | Note |
|---|---|---|---|---|---|
| **seafoodrecipes.au** | 682 | 1.8 | 107 | 141 | Rank 1.8 — recipe content |
| **cookingfish.au** | 674 | 2.2 | 106 | 140 | Rank 2.2 — recipe content |
| **skinning.au** | 301 | 2.5 | 47 | 62 | Rank 2.5 — how-to content |
| **australianfish.au** | 1,635 | 9.7 | 26 | 39 | Highest impression volume |
| **estuaryfishing.au** | 740 | 7.3 | 22 | 28 | |
| **qldfishing.au** | 385 | 5.1 | 19 | 27 | |
| **redemperor.au** | 429 | 6.7 | 12 | 16 | Species content |
| **outerreef.au** | 216 | 5.5 | 11 | 15 | |
| **potatocod.au** | 346 | 7.2 | 10 | 13 | Species content |
| **sueisland.au** | 184 | 5.2 | 9 | 13 | Location content |
| **jervisisland.au** | 156 | 4.4 | 10 | 13 | Location content |
| **fishingvideos.au** | 171 | 5.2 | 8 | 12 | |
| **barramundis.au** | 384 | 9.4 | 7 | 10 | |
| **reeldeepcharters.au** | 114 | 3.7 | 7 | 9 | |
| **littabella.au** | 129 | 6.5 | 5 | 6 | Location content |
| **fishingtrip.au** | 74 | 4.0 | 5 | 6 | |
| **tacklereviews.au** | 102 | 7.3 | 3 | 3 | |
| **talbotisland.au** | 79 | 6.2 | 3 | 3 | Location content |

# EXHIBIT B.8 — Top 20 Highest-Drainage Domains: April 2026

B8

## 20 Domains. 52,772 Impressions. 366 Clicks Received. Up to 3,725 Lost.

The following table presents the 20 domains with the largest click deficit in April 2026, measured by maximum drainage. These domains are not necessarily the worst performing in percentage terms — some receive a small number of clicks. What they share is the largest absolute gap between what they should receive and what they do.

Combined, these 20 domains generated 52,772 impressions and received 366 clicks. By industry benchmark they should have received between 3,359 and 4,091 clicks. They account for 53% of the total network drainage in April 2026 despite representing 9% of the domains.

# Table B.9 — Top 20 Domains by Click Drainage, April 2026

B9

### What This Table Demonstrates

Every domain in this table ranks between position 1.8 and 6.4. These are the highest-value organic positions available. They represent Google's explicit determination that these are the most relevant results for their queries. The average suppression rate across the top 20 is 91%.

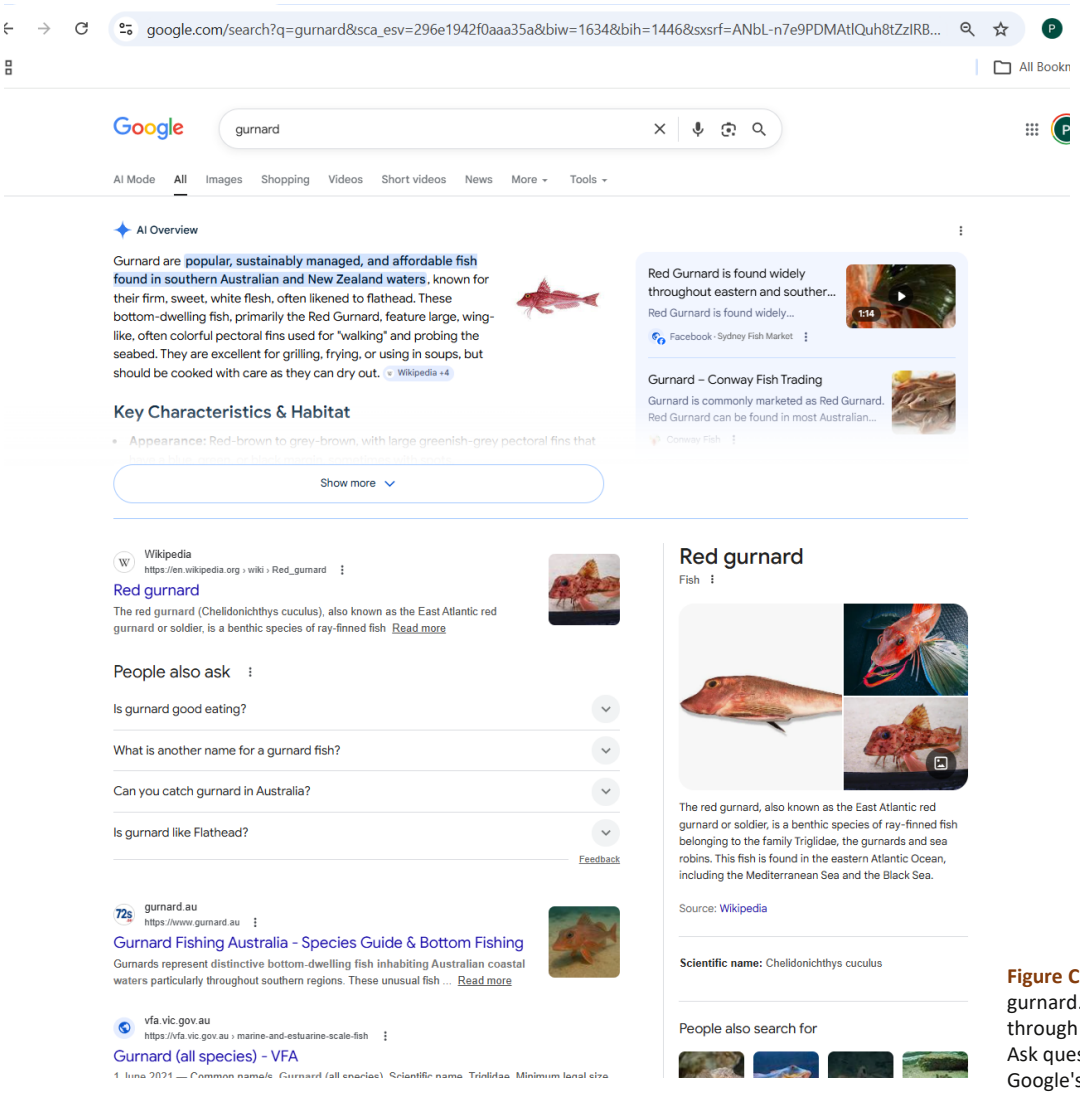
Three domains — fishingknots.au, seafoodrecipes.au, and cookingfish.au — record suppression rates of 100% or close to it. fishingknots.au received one click from 2,740 impressions at an average ranking position of 3.5. One click. From 2,740 users who were shown the result and did not, or could not, arrive.

The content categories represented — tides, times, fishing licenses, knots, recipes, species information — are precisely the categories where Google's AI Overview and Knowledge Panel architecture answers the query in full on the results page. These are not low-quality domains failing to compete. They are authoritative specialist domains being systematically bypassed at the point of user intent.

# Table B.10 — Top 20 Domains by Click Drainage, April 2026



| Domain | Actual Clicks | Impressions | Avg Rank | Min Drainage | Max Drainage | Suppression Rate |
|---|---|---|---|---|---|---|
| fishingtimes.au | 51 | 5,081 | 4.6 | 208 | 314 | 86% |
| fishingtides.au | 24 | 3,930 | 4.5 | 251 | 306 | 93% |
| fishingknots.au | 1 | 2,740 | 3.5 | 278 | 300 | 100% |
| leatherjacket.au | 37 | 4,175 | 5.4 | 175 | 263 | 88% |
| handlining.au | 45 | 4,014 | 5.5 | 159 | 244 | 84% |
| tides4fishing.au | 14 | 3,075 | 5.3 | 142 | 207 | 94% |
| gurnard.au | 30 | 4,532 | 5.6 | 169 | 192 | 86% |
| fishinglicense.au | 13 | 2,834 | 4.9 | 131 | 191 | 94% |
| bestbait.au | 4 | 2,094 | 4.2 | 142 | 171 | 98% |
| barramundicod.au | 13 | 2,526 | 5.0 | 115 | 168 | 93% |
| nannygai.au | 12 | 2,364 | 4.9 | 108 | 158 | 93% |
| nightfishing.au | 12 | 1,966 | 4.5 | 125 | 153 | 93% |
| burnettriver.au | 41 | 2,635 | 4.8 | 93 | 148 | 78% |
| butterbream.au | 19 | 1,938 | 3.9 | 116 | 143 | 88% |
| seafoodrecipes.au | 0 | 682 | 1.8 | 107 | 141 | 100% |
| cookingfish.au | 0 | 674 | 2.2 | 106 | 140 | 100% |
| melvilleisland.au | 21 | 3,033 | 6.4 | 112 | 127 | 86% |
| baglimit.au | 4 | 1,463 | 3.7 | 98 | 118 | 97% |
| fishrecipes.au | 1 | 1,082 | 2.6 | 109 | 118 | 99% |
| poddymullet.au | 24 | 1,934 | 5.0 | 74 | 115 | 83% |
| **Total (Top 20)** | **366** | **52,772** | | **3,059** | **3,725** | **91%** |




## AIO SUPPRESSION: THE MECHANISM MADE VISIBLE

This screenshot documents the live search environment for the query "gurnard" — the exact-match query for which gurnard.au was built as a dedicated specialist resource. Before a user reaches gurnard.au, they must pass through: an AI Overview synthesising content from Wikipedia and third-party sites, a video carousel, a Knowledge Panel with species classification data, and four fully-answered People Also Ask questions.

By the time a user reaches gurnard.au they have already received everything they came for. Search Console confirms the result: 7 clicks from 1,300 impressions. A CTR of 0.5%. gurnard.au is the exact-match Australian domain for this species. In any merit-based search environment it would be the primary authority. Instead Google has positioned itself as the authority and reduced the domain-specific expert to an afterthought beneath its own data products.

**Figure C1.1**: The live search environment for the query "gurnard" — the exact-match query gurnard.au was built to answer. Before a user reaches the domain-specific expert, they pass through an AI Overview, a video carousel, a Knowledge Panel, and four fully-answered People Also Ask questions. By the time the organic result appears, the query has already been resolved by Google's own products. Search Console records the outcome: 7 clicks from 1,300 impressions. A CTR of 0.5%. The domain is ranked. The audience never arrives.

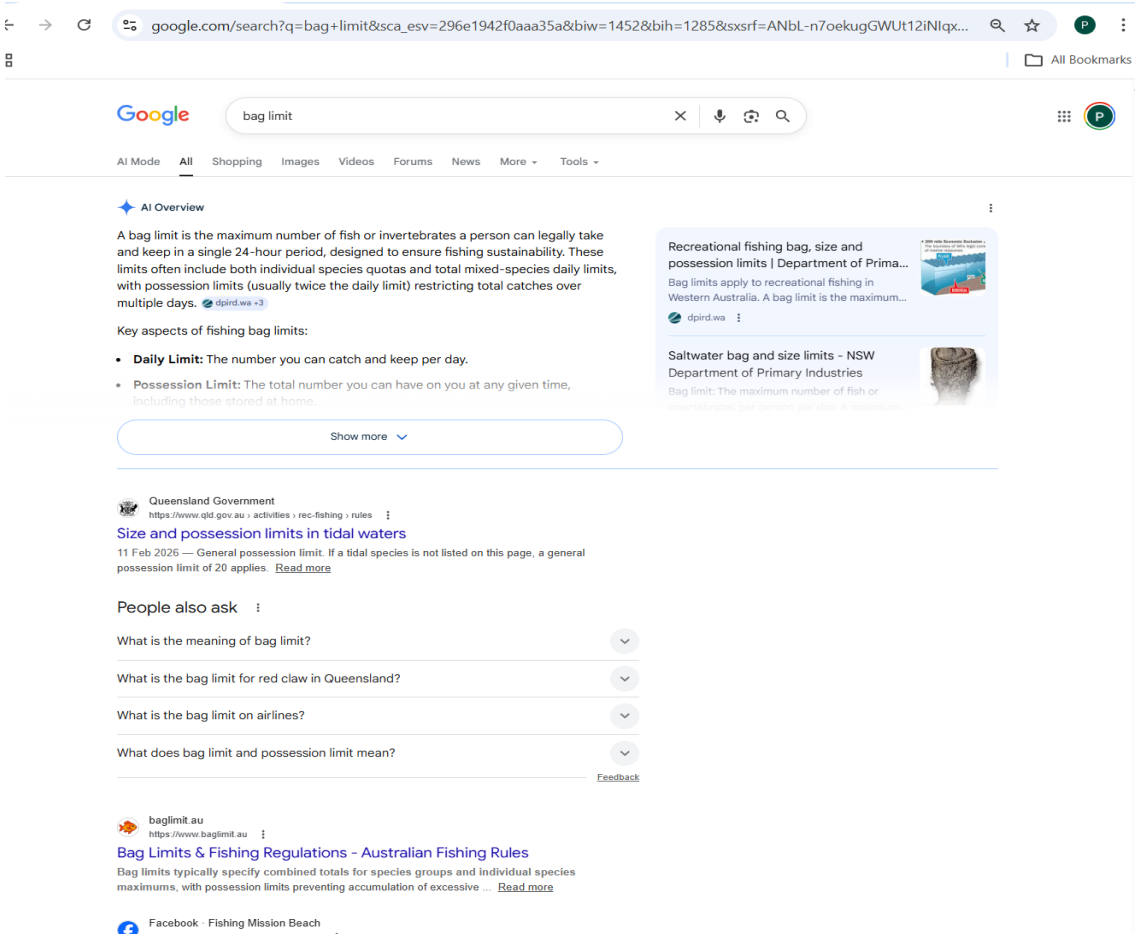



**Figure C2.1:** The live search environment for the query "bag limit" — the exact-match query baglimit.au was built to answer. An AI Overview citing government departments occupies the top of the page. Below it, government agency panels and four People Also Ask questions fill the remaining visible space. baglimit.au appears beneath all of it — ranked below the generalised sources it was specifically built to consolidate and contextualise. The suppression is compounding: the AI Overview above it cites sources that pose no competitive threat to Google's ecosystem, while government pages below the AIO displace the specialist. Google has not found a better answer to the question. It has replaced the expert with a summary and promoted the generalist above the domain that exists precisely because the generalists are insufficient.

## AIO PLUS GOVERNMENT PREFERENCING: COMPOUNDING SUPPRESSION

This screenshot documents the live search environment for the query "bag limit" — the exact-match query for which baglimit.au was built as a dedicated Australian fishing regulations resource.

Before a user reaches baglimit.au they must pass through: an AI Overview with citations to dpird.wa and NSW Department of Primary Industries, a Western Australia Department of Primary Industries panel, a NSW Department of Primary Industries panel, a Queensland Government general recreation page, and four fully-answered People Also Ask questions.
baglimit.au appears below all of this — ranked beneath government department pages it was specifically built to consolidate and contextualise for the recreational fishing community.

This case introduces a compounding dynamic not present in the other case studies. Google's AI Overview cites government sources preferentially — sources that generate no revenue for Google and present no competitive threat to its ecosystem. The independent specialist publisher, baglimit.au, is simultaneously suppressed by the AI Overview above it and outranked by government pages below the AIO that Google's architecture treats as default authorities.

baglimit.au is the definitive exact-match Australian domain for this query. It exists precisely because fishing bag limits vary by species, state, and water type — complexity that a general government recreation page does not address. Google has replaced the specialist with a summary and ranked the generalist above the expert.

This is not search quality. This is structural exclusion of independent specialist publishers from the queries they were specifically built to serve.

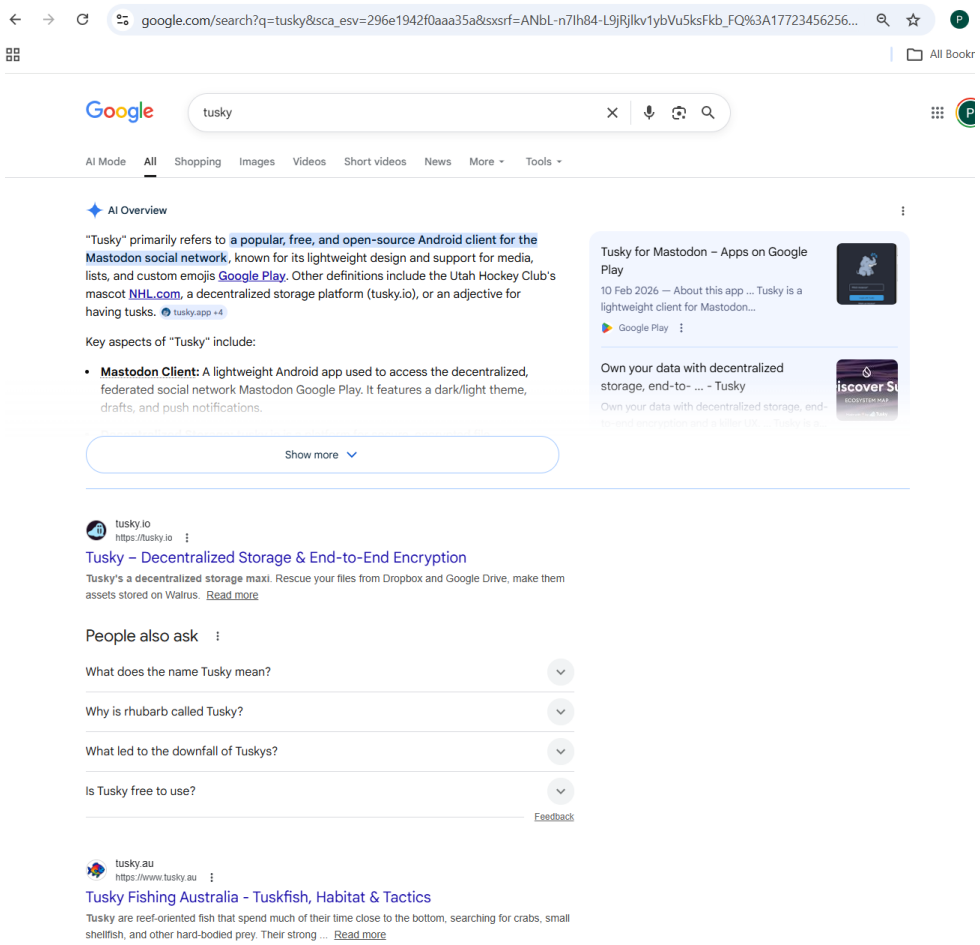



**Figure C3.1:** The live search environment for the query "tusky" — the exact-match query tusky.au was built to answer as a dedicated Australian tuskfish resource. The AI Overview identifies "Tusky" as a Mastodon social network client. A Google Play store listing follows. Four People Also Ask questions address an entirely different subject. tusky.au appears at the bottom of the page, beneath content about software, decentralised storage, and a hockey mascot. The domain is not suppressed by a better answer to its question. It is buried beneath the wrong question entirely. The mechanism is semantic misattribution. The remedy is beyond the publisher's reach.

## SEMANTIC MISATTRIBUTION: COLLATERAL SUPPRESSION

This screenshot documents the live search environment for the query "tusky" — the exact-match query for which tusky.au was built as a dedicated Australian fishing species resource.

The AI Overview does not reference tusky fish at all. It identifies "Tusky" primarily as a popular, free, and open-source Android client for the Mastodon social network. Secondary definitions reference the Utah Hockey Club mascot, a decentralised storage platform, and an adjective for having tusks.

tusky.au — a dedicated Australian fishing resource — does not appear until the bottom of the page, beneath an AI Overview about social media software, a Google Play store listing, and four People Also Ask questions about an entirely different subject.

This is not AIO suppression of the correct answer. This is semantic misattribution — Google's AI architecture answering the wrong question entirely and burying the specialist Australian domain beneath irrelevant content. The domain-specific expert is invisible not because Google answered its question, but because Google answered somebody else's.

This establishes a fourth distinct suppression mechanism: collateral exclusion through semantic misattribution. The harm to tusky.au is identical to AIO suppression in outcome — zero effective traffic — but the mechanism is entirely different, and entirely beyond the publisher's ability to remedy.

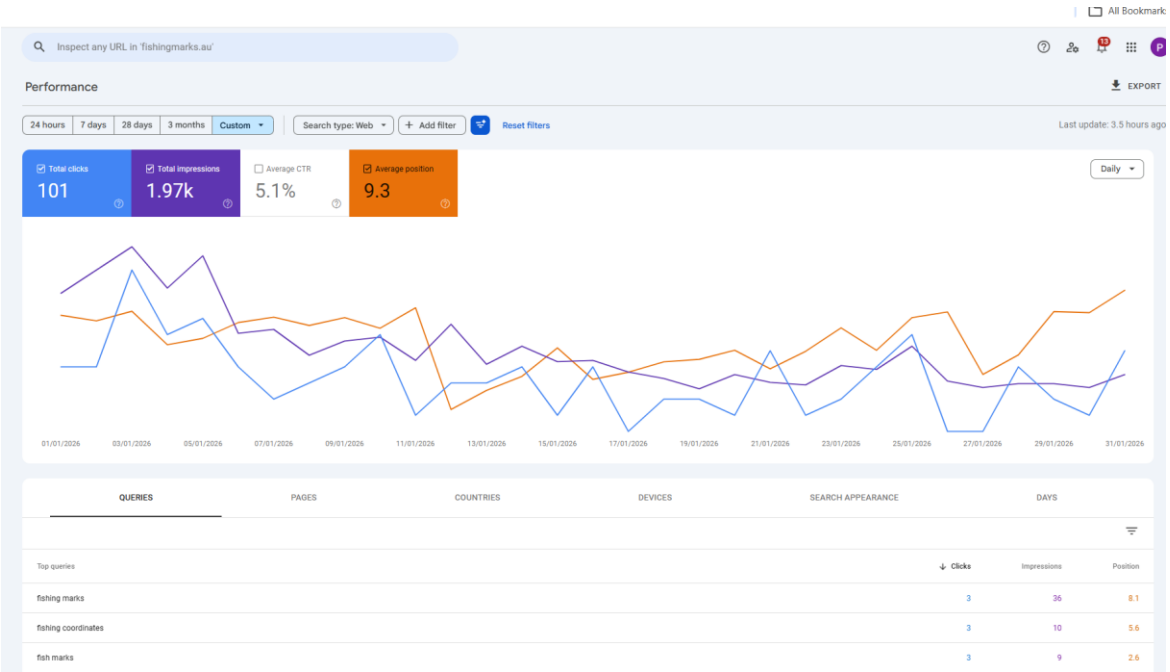



**Figure C4.1:** fishingmarks.au Google Search Console data. 101 total clicks from 1,970 impressions. Average CTR: 5.1%. Average position: 9.3 across all queries — with the live search returning a #1 ranking for the primary query "fishing marks." No AI Overview is present. By pre-AIO industry benchmarks a genuine #1 organic ranking should return 25–35% CTR. The gap between expected and actual performance is not a ranking failure. It is the measurable footprint of systemic architecture suppression — documented here using Google's own data, against Google's own ranking, with Google's own SERP products as the identified cause.

## SYSTEMIC ARCHITECTURE SUPPRESSION: THE CRITICAL EVIDENCE JANUARY 2026

### Evidence 1: #1 Ranking Cannot Overcome SERP Architecture

fishingmarks.au ranks #1 organically for the query "fishing marks" with no AI Overview present. By pre-AIO industry benchmarks a genuine #1 organic ranking should return a CTR of between 25 and 35 percent. The actual CTR recorded is 5.1 percent. Refer page 28

The Search Console data confirms this precisely: 101 total clicks from 1.97k impressions at an average position of 9.3 across all queries — with the live search returning a #1 ranking for the primary query.

No AI Overview is present. The suppression is caused entirely by the surrounding SERP architecture — People Also Ask boxes, image carousels, Knowledge Panels, related searches, shopping results, and video results — all of which intercept user attention before the #1 organic result is reached.

This is not AI Overview suppression — no AI Overview is present. The suppression is caused entirely by Google's own products filling the page above the organic result. People Also Ask boxes, image carousels, Knowledge Panels, related searches, shopping results, and video results intercept user attention before a #1 organic result is reached.

For the independent publisher, this distinction matters practically: there is no single feature to respond to, no opt-out to apply, and no change to make. The architecture as a whole is the barrier. A #1 ranking returning 5.1% of expected traffic is not a content or SEO problem. It is a structural problem with no available remedy.

## EVIDENCE 2: ALGORITHMIC OPACITY The Data Google Provides Does Not Reflect Reality

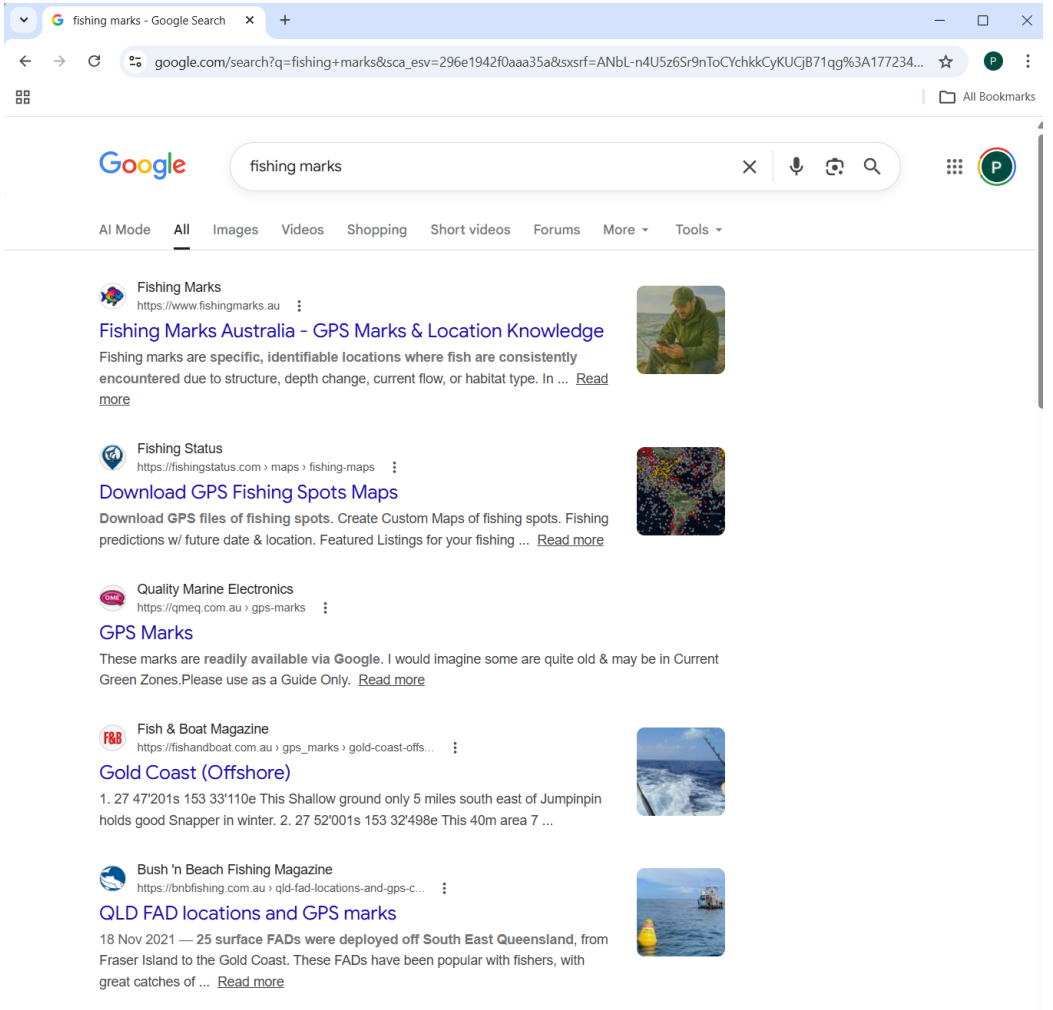
This screenshot presents the second and compounding piece of evidence from fishingmarks.au — and it is arguably the most significant finding in this submission for regulatory purposes.

Search Console records an average position of 9.3 for fishingmarks.au across all queries, devices and conditions during the same measurement period. The live search screenshot on this page returns a #1 ranking for the same domain on the same query.

The divergence between these two data points is not a technical anomaly. It is evidence of a structural information asymmetry that serves Google's interests directly. A publisher seeing an average position of 9.3 in Search Console has no way of knowing they rank #1 for their primary query. They cannot identify the suppression. They cannot quantify it. They cannot challenge it.

This is what this submission terms the Search Console Paradox — the gap between what Google's own measurement tool reports and what a user actually sees. It is not a gap in Google's product. It is a gap that serves Google's interests. Full transparency would make the scale of zero-click suppression immediately visible and immediately quantifiable.

Publishers cannot challenge what they cannot measure. The opacity is not accidental. It is the mechanism by which market foreclosure becomes invisible to its victims — and it is precisely why mandatory transparency obligations must form the first and non-negotiable element of any designation conduct framework applied to Google Search.



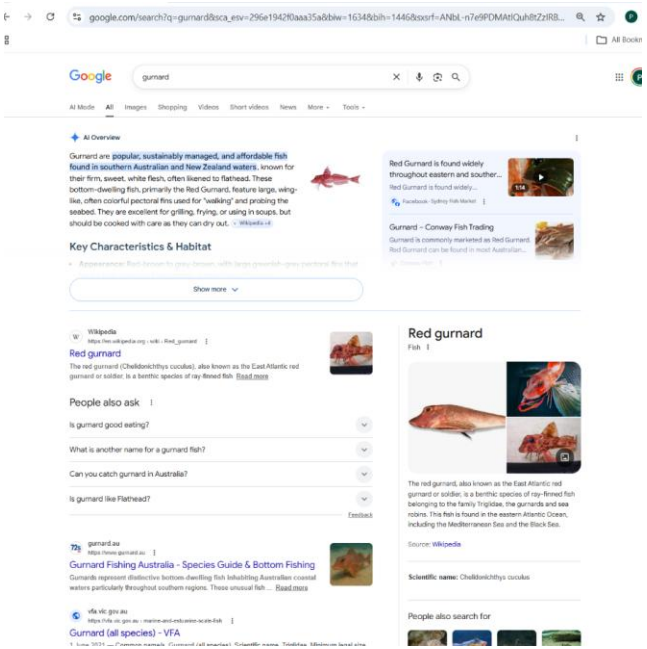
Search Console data for gurnard.au records 7 clicks from 1,300 impressions at an average position of 6.9 — a CTR of 0.5%.

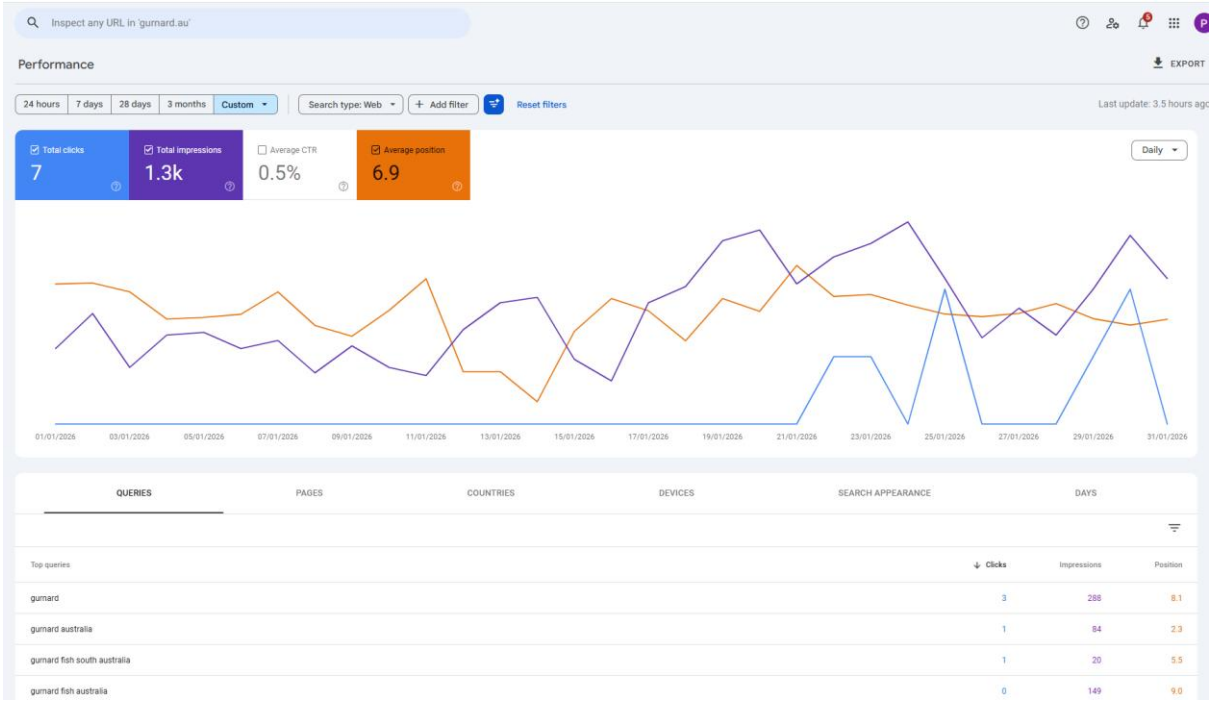
The live SERP screenshot on page 20 (C1) shows why. An AI Overview sits above every organic result delivering a complete answer — species description, habitat, culinary uses, key characteristics — sourced from Wikipedia and multiple third-party sites. Below it, a Knowledge Panel and four fully-answered People Also Ask questions. By the time a user reaches gurnard.au they have already received everything they came for.

Read this alongside page 26 (C7) . gurnard.au ranks higher than fishingmarks.au. Same network. Same period. Same content category. It receives a CTR ten times lower. The only variable is the presence of an AI Overview.

gurnard.au is the exact-match Australian domain for this species. Google has positioned itself as the authority and reduced the domain-specific expert to an afterthought beneath its own data products.

The comparison is examined in full on page 26 (C7).



The following comparison is the clearest single piece of quantitative evidence in this submission. It isolates the precise impact of AI Overview interception by comparing two domains from the same network, measured across the same period, serving the same category of content, at comparable ranking positions.

## The Finding

gurnard.au ranks higher than fishingmarks.au. Same network. Same period. Same content category. It receives a CTR ten times lower. The only variable that distinguishes these two results is the presence of an AI Overview above gurnard.au intercepting user intent before it converts.

This is not correlation. This is not a ranking issue. This is not a content quality issue. It is direct, quantified evidence of AI Overview interception producing a tenfold suppression of click-through rate against a higher-ranked domain.

## The Regulatory Significance

No alternative explanation accounts for this divergence. Google's own data confirms the ranking. Google's own data confirms the impressions. The gap between those impressions and actual clicks is explained entirely by what sits above the organic result in the live search environment — as documented on pages 20-25.

Superior ranking produced inferior traffic exclusively due to AI Overview interception. A higher-ranked domain with more impressions received one-tenth the clicks of a lower-ranked domain serving the same content category. The only variable is the presence of an AI Overview. The evidence is drawn entirely from Google's own measurement tools.

| | fishingmarks.au | gurnard.au |
|---|---|---|
| **AIO Present** | No | Yes |
| **Impressions** | 1.97k | 1.3k |
| **Clicks** | 101 | 7 |
| **CTR** | 5.1% | 0.5% |
| **Position** | 9.3 | 6.9 |

**Table C7.1:** Two domains. Same network. Same content category. Same measurement period. gurnard.au ranks higher at position 6.9 against fishingmarks.au at 9.3. gurnard.au receives more impressions. gurnard.au receives 7 clicks. fishingmarks.au receives 101. The single variable separating these outcomes is the presence of an AI Overview above gurnard.au. Superior ranking. Superior impressions. One tenth of the clicks. The isolation of that variable is the quantified evidence of AI Overview interception — documented entirely using Google's own data.

# The SERP in Practice

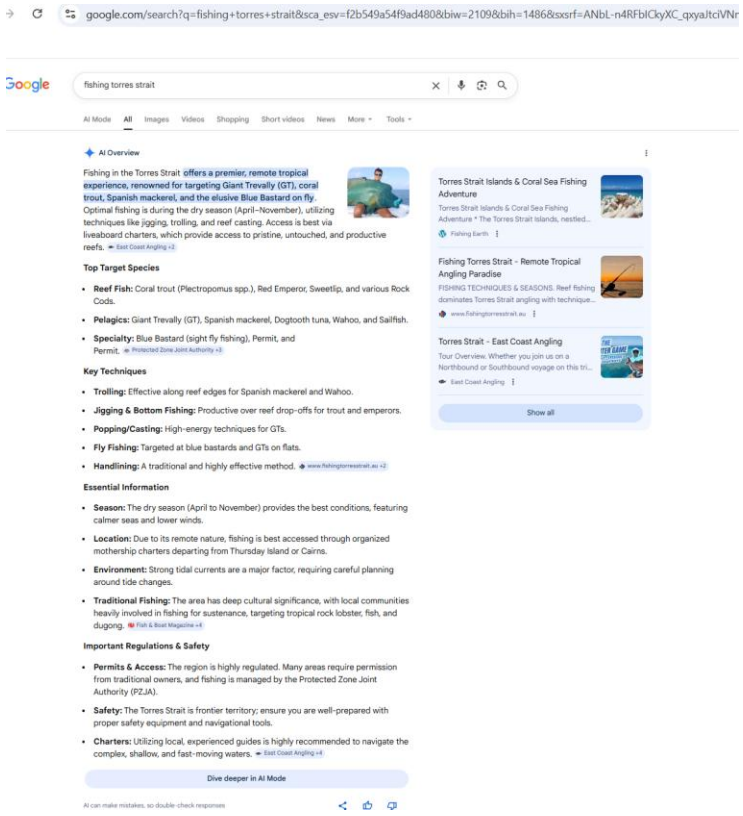
## What Users Actually See

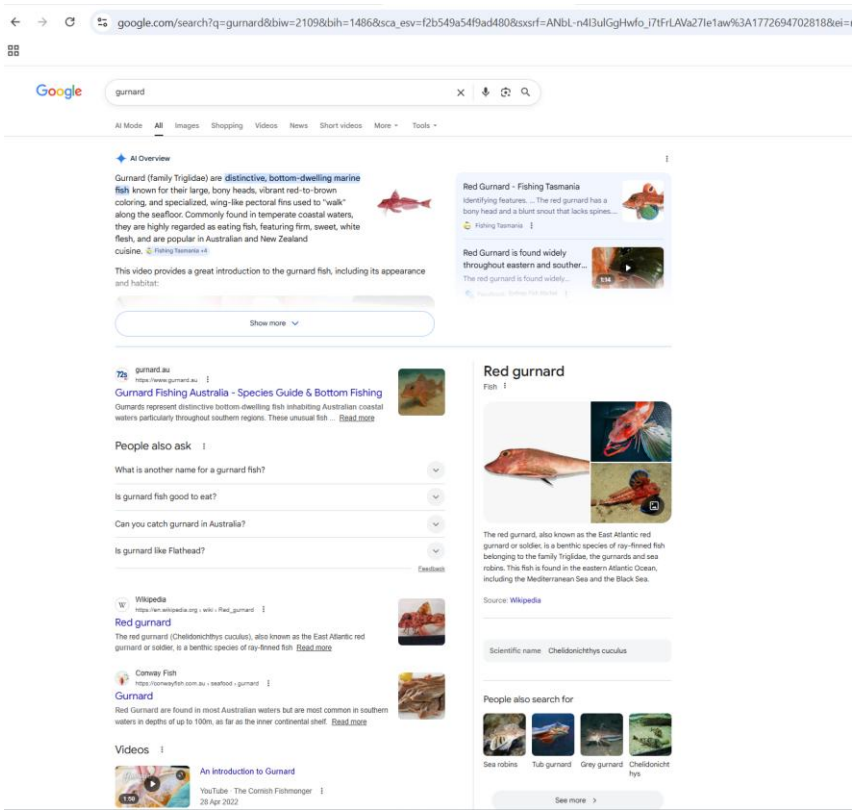
The two screenshots below show what a user encounters when searching for content that HIVE network domains rank for. Neither screenshot shows an independent Australian website at the top of the page.

The left result for "fishing torres strait" opens with a full AI Overview covering species, techniques, seasons and safety — a complete guide built from third-party content, served before any independent operator is reached.

The right result for "gurnard" shows an AI Overview, a Knowledge Panel, a Wikipedia entry, video results and People Also Ask questions — all appearing before gurnard.au, the exact-match Australian domain for this species, is visible on the page.

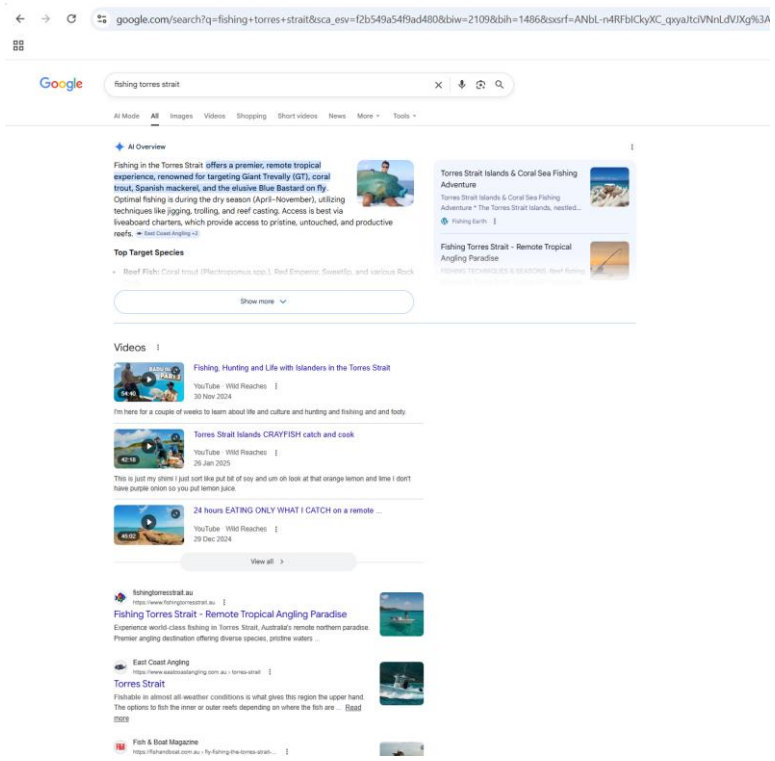
In both cases the user's question has been answered before they reach the website that holds the content. These are not edge cases. This is the standard search experience for the queries these domains were built to serve.

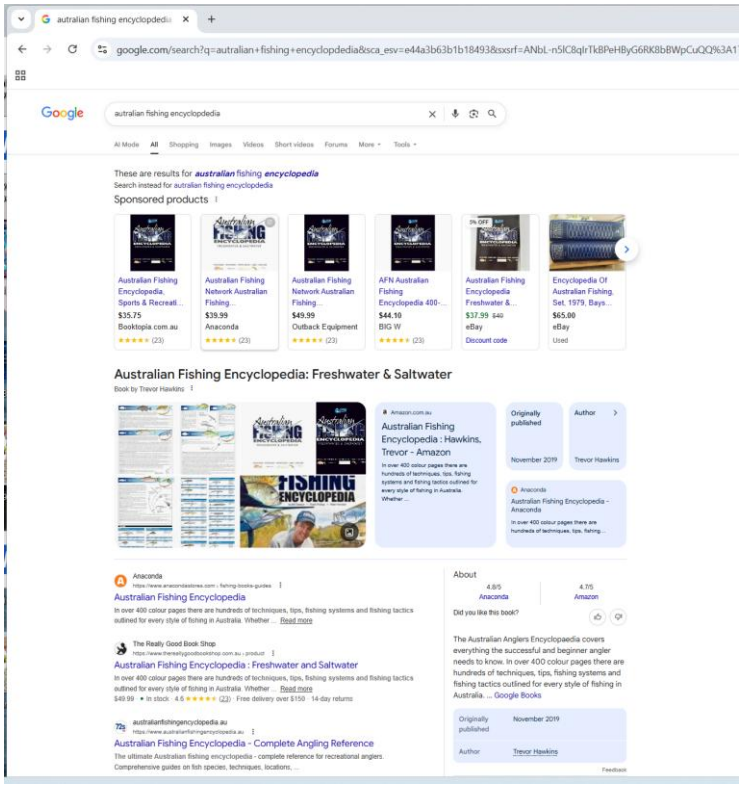


These screenshots show the same "fishing torres strait" search result scrolled further down, alongside a search for "australian fishing encyclopedia.“

In the first result, after the AI Overview the page continues with video carousels from YouTube, a Google-owned property, before any independent Australian fishing operator appears.

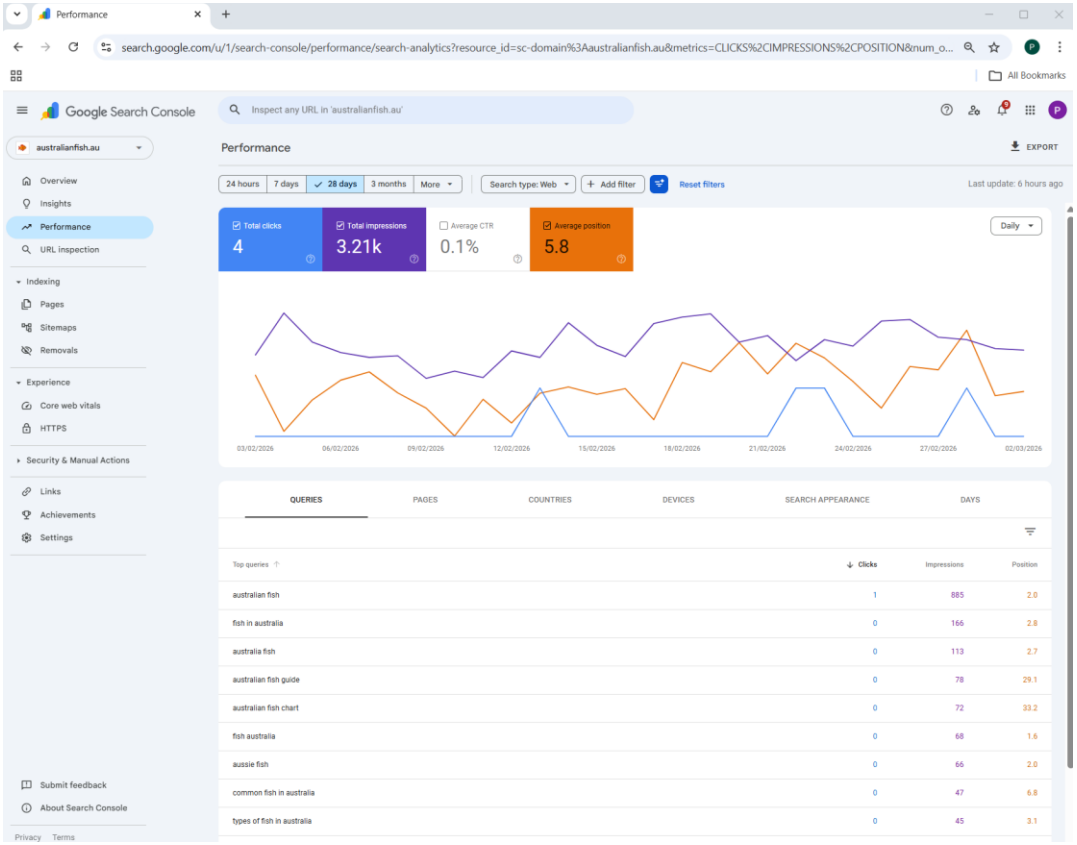



In the second result, a search for an Australian fishing encyclopedia returns sponsored shopping products from Booktopia, Anaconda and eBay at the top of the page, followed by a full book Knowledge Panel with Amazon purchase links.

The actual Australian fishing encyclopedia website appears below all of it.

In both cases the user's commercial intent — finding fishing information or an Australian fishing resource — has been redirected toward Google-owned features and paid placements before a single independent Australian publisher is reached. The organic result is not competing on merit. It is waiting at the bottom of a page that has already been filled.

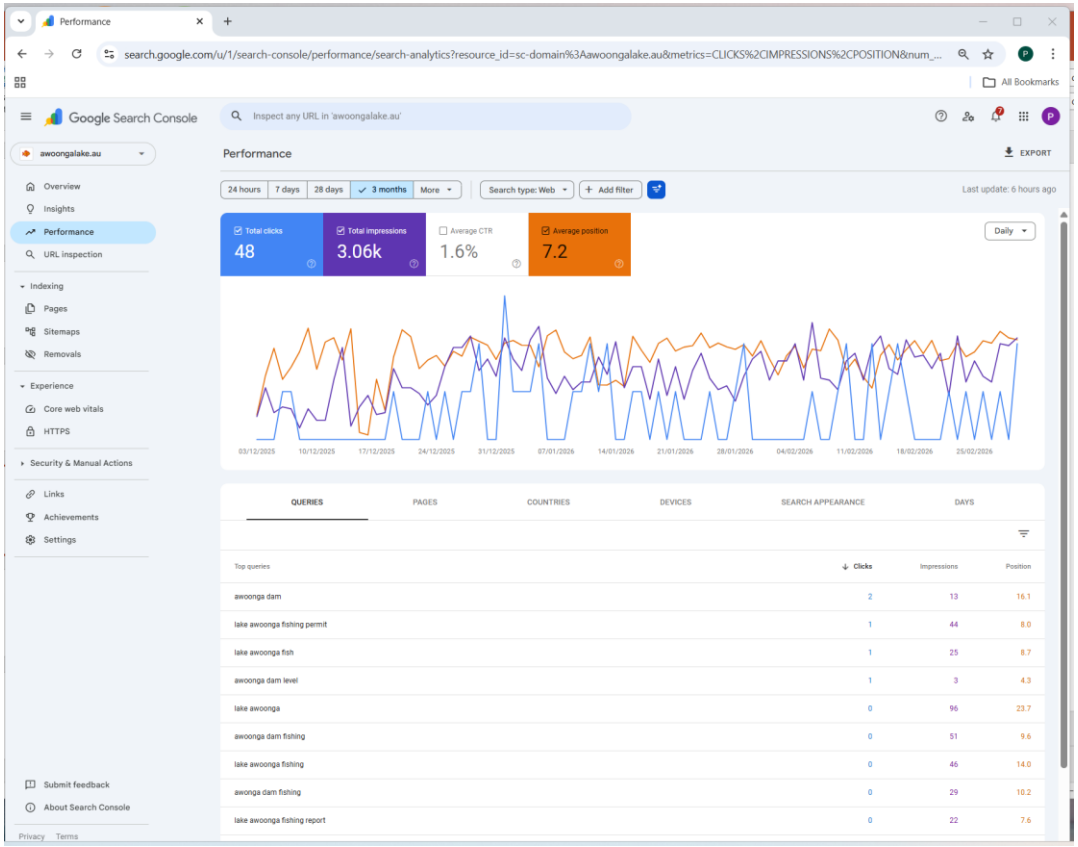



**australianfish.au** recorded 4 clicks from 3,210 impressions over 28 days — a CTR of 0.1% against an expected return of approximately 160 clicks at average position 5.8.

| Query | Position | Impressions | Actual Clicks | Expected Clicks | Lost Clicks |
|---|---|---|---|---|---|
| australian fish | 2.0 | 885 | 1 | 133 | 132 |
| fish in australia | 2.8 | 166 | 0 | 23 | 23 |
| australia fish | 2.7 | 113 | 0 | 16 | 16 |
| aussie fish | 2.0 | 66 | 0 | 10 | 10 |
| fish australia | 1.6 | 68 | 0 | 22 | 22 |
| common fish in australia | 6.8 | 47 | 0 | 2 | 2 |
| types of fish in australia | 3.1 | 45 | 0 | 5 | 5 |
| **Total (all queries)** | **5.8 avg** | **3,210** | **4** | **160** | **156** |

**Suppression rate: 97% against expected performance.**

Notable here is "australian fish" — 885 impressions at position 2.0 returning only 1 click against an expected 133. Five separate queries ranking between positions 1.6 and 2.8 collectively returned 1 click from 1,298 impressions, where approximately 204 clicks would be expected.

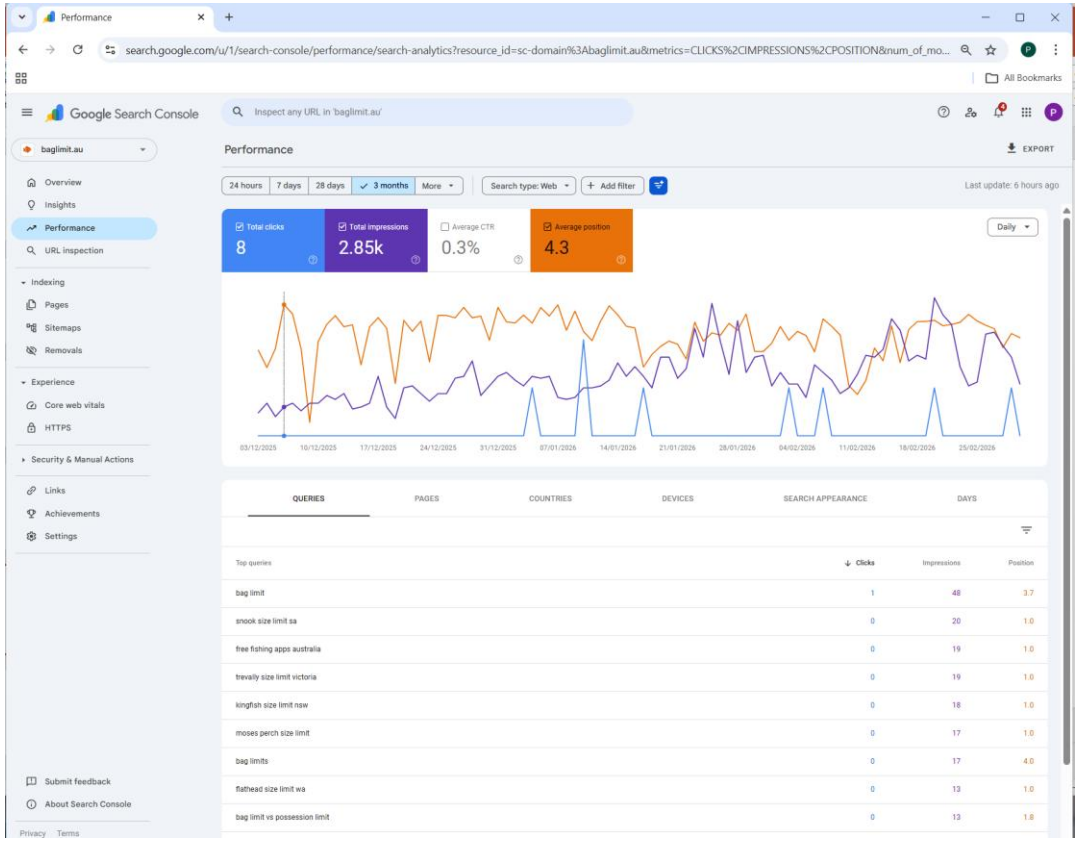



**awoongalake.au** recorded 48 clicks from 3,060 impressions over three months — a CTR of 1.6% against an expected return of approximately 95 clicks at average position 7.2.

| Query | Position | Impressions | Actual Clicks | Expected Clicks | Lost Clicks |
|---|---|---|---|---|---|
| lake awoonga fish | 8.7 | 25 | 1 | 1 | 0 |
| lake awoonga fishing permit | 8.0 | 44 | 1 | 1 | 0 |
| lake awoonga fishing report | 7.6 | 22 | 0 | 1 | 1 |
| awoonga dam fishing | 9.5 | 51 | 0 | 1 | 1 |
| awonga dam fishing | 10.2 | 29 | 0 | 1 | 1 |
| **Total (all queries)** | **7.2 avg** | **3,060** | **48** | **95** | **47** |

**Suppression rate: 49% against expected performance.**

Notable here is "lake awoonga" — 96 impressions at position 22.7 returning zero clicks — consistent with Google's knowledge panel for the lake absorbing navigational intent before users reach the organic results. The site's dam-level and fishing permit queries, where information is time-sensitive and location-specific, are among the few returning any clicks at all.

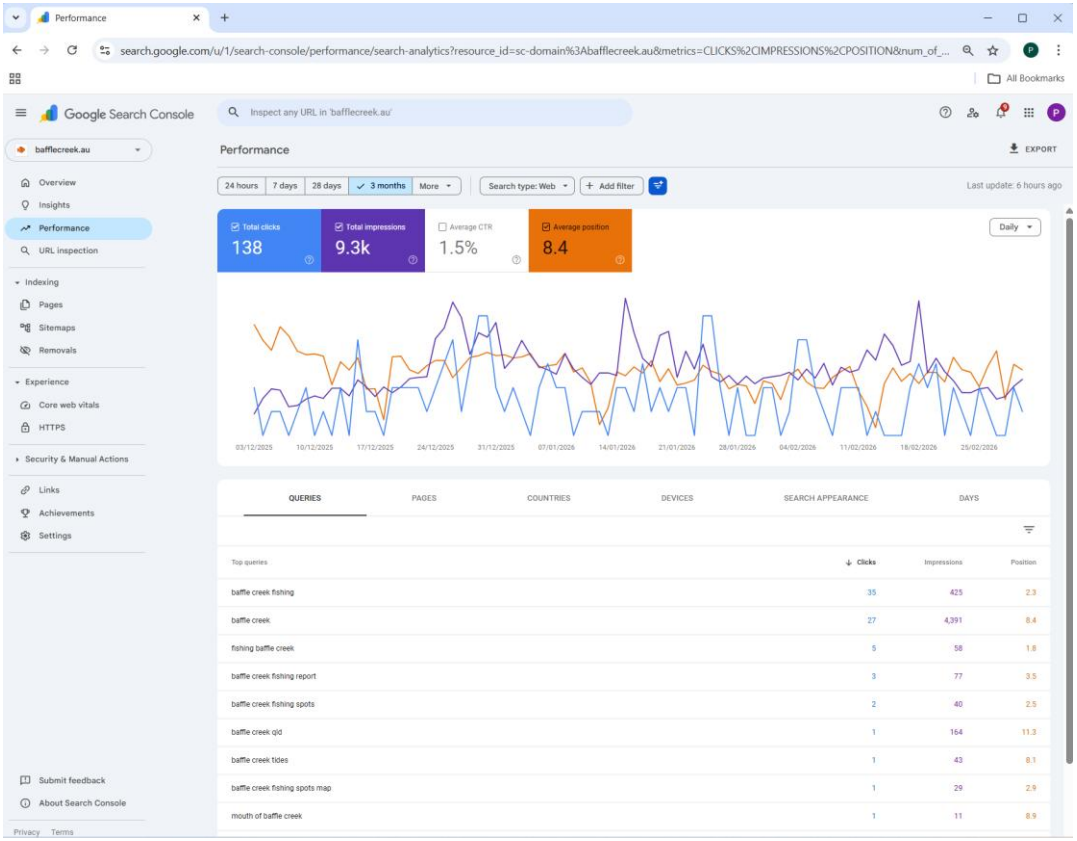



**baglimit.au** recorded 8 clicks from 2,850 impressions over three months — a CTR of 0.3% against an expected return of approximately 219 clicks at average position 4.3.

| Query | Position | Impressions | Actual Clicks | Expected Clicks | Lost Clicks |
|---|---|---|---|---|---|
| snook size limit sa | 1.0 | 20 | 0 | 7 | 7 |
| free fishing apps australia | 1.0 | 19 | 0 | 6 | 6 |
| trevally size limit victoria | 1.0 | 19 | 0 | 6 | 6 |
| kingfish size limit nsw | 1.0 | 18 | 0 | 6 | 6 |
| moses perch size limit | 1.0 | 17 | 0 | 6 | 6 |
| bag limit | 2.7 | 48 | 1 | 9 | 8 |
| **Total (all queries)** | **4.3 avg** | **2,850** | **8** | **219** | **211** |

**Suppression rate: 96% against expected performance.**

Notable here is that six separate queries all rank at position 1.0 and collectively return zero clicks from 106 impressions — an expected return of approximately 35 clicks. Fishing size limits and bag limits are precisely the type of regulatory information Google displays directly within its own results panels, removing any need for the user to visit the site.

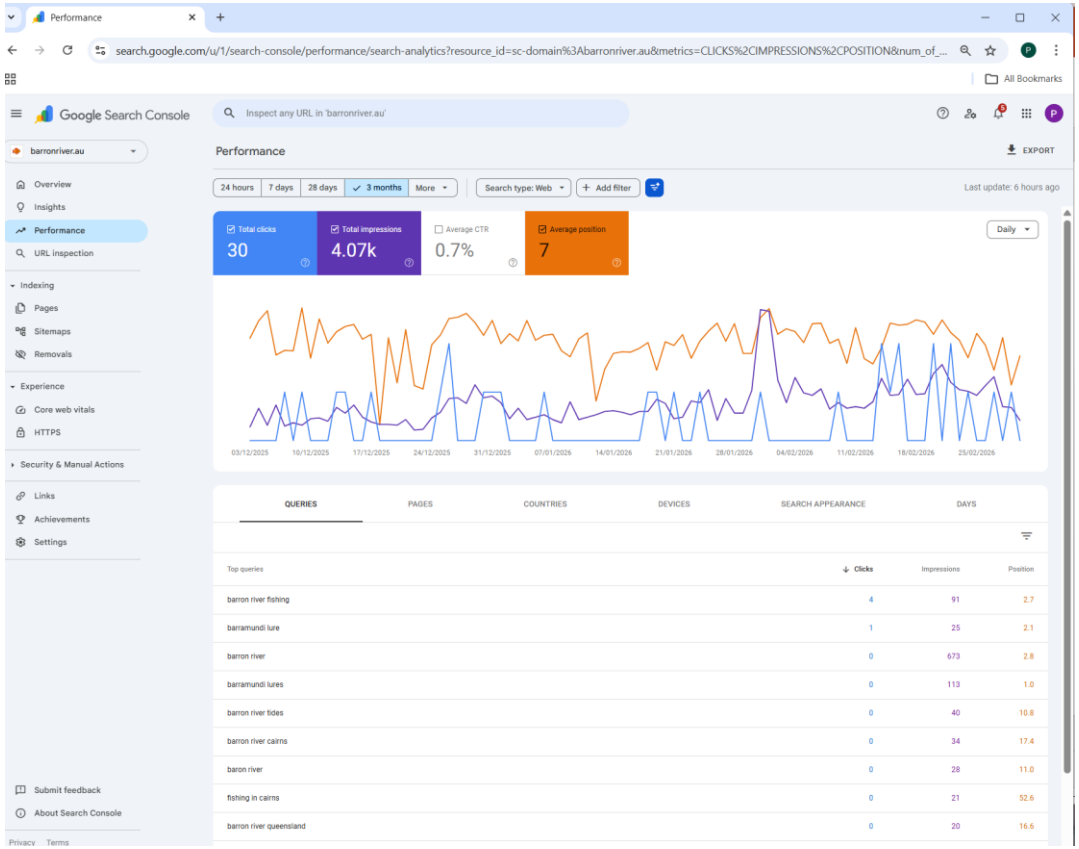



**bafflecreek.au** recorded 138 clicks from 9,300 impressions over three months — a CTR of 1.5% against an expected return of approximately 202 clicks at average position 8.4.

| Query | Position | Impressions | Actual Clicks | Expected Clicks | Lost Clicks |
|---|---|---|---|---|---|
| fishing baffle creek | 1.8 | 98 | 4 | 27 | 23 |
| baffle creek fishing spots map | 2.9 | 29 | 1 | 5 | 4 |
| baffle creek fishing | 2.5 | 401 | 56 | 64 | 8 |
| baffle creek fishing report | 7.5 | 86 | 0 | 3 | 3 |
| baffle creek fishing spots | 7.5 | 86 | 0 | 3 | 3 |
| baffle creek | 8.9 | 4,201 | 37 | 97 | 60 |
| baffle creek qld | 11.5 | 106 | 1 | 1 | 0 |
| **Total (all queries)** | **8.4 avg** | **9,300** | **138** | **202** | **64** |

**Suppression rate: 32% against expected performance.**

Notable here as the second lowest suppression rate in the submission alongside fishingshows.au. "Baffle creek" is a geographic and navigational query — users are looking for a specific place, requiring site-specific information that Google cannot fully resolve within the search results page. This again supports the pattern that suppression is least severe where user intent requires a destination visit.

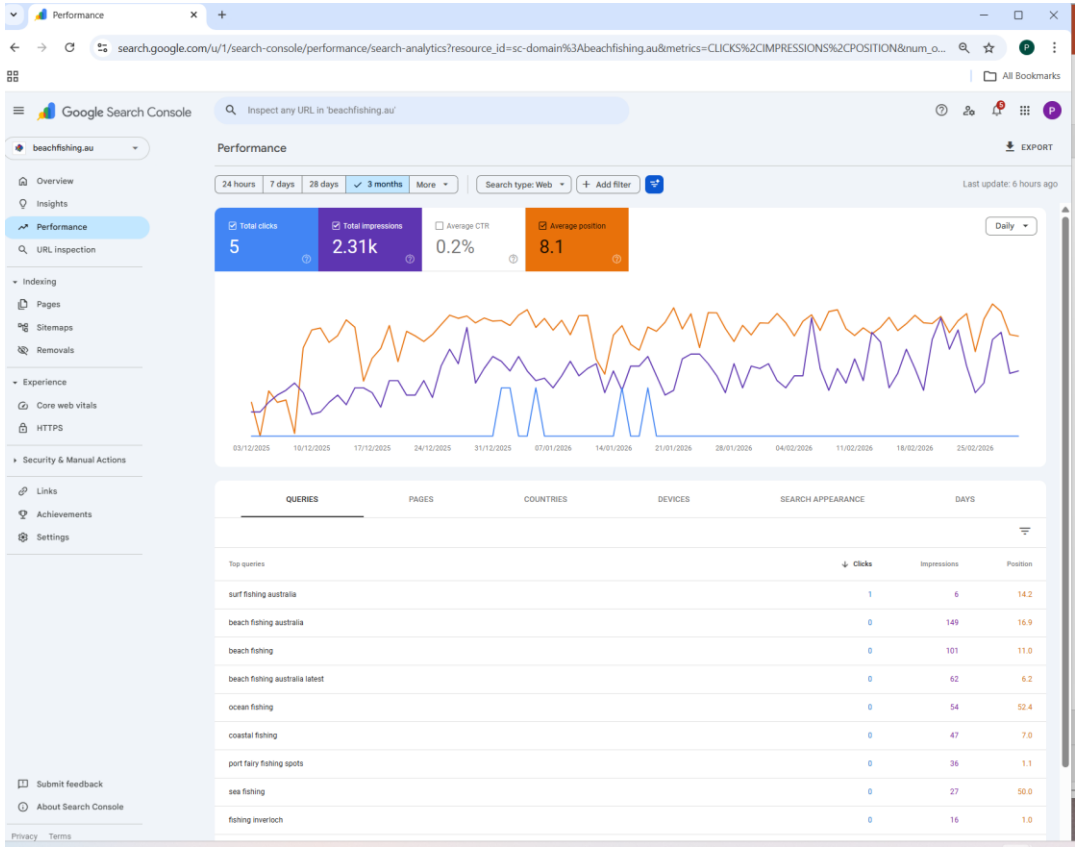



**barronriver.au** recorded 30 clicks from 4,070 impressions over three months — a CTR of 0.7% against an expected return of approximately 140 clicks at average position 7.

| Query | Position | Impressions | Actual Clicks | Expected Clicks | Lost Clicks |
|---|---|---|---|---|---|
| barron river | 2.8 | 473 | 0 | 87 | 87 |
| barramundi lures | 7.8 | 113 | 0 | 4 | 4 |
| barron river fishing | 5.7 | 81 | 4 | 5 | 1 |
| barron river tides | 10.9 | 40 | 0 | 1 | 1 |
| barron river cairns | 11.4 | 34 | 0 | 0 | 0 |
| baron river | 11.0 | 28 | 0 | 0 | 0 |
| barramundi lure | 5.1 | 29 | 1 | 2 | 1 |
| **Total (all queries)** | **7.0 avg** | **4,070** | **30** | **140** | **110** |

**Suppression rate: 79% against expected performance.**

Notable here is "barron river" — 473 impressions at position 2.8 returning zero clicks, where approximately 87 would be expected. This is the single largest source of lost clicks on the page and represents a navigational query for a specific geographic location that Google resolves with its own maps and information panels.

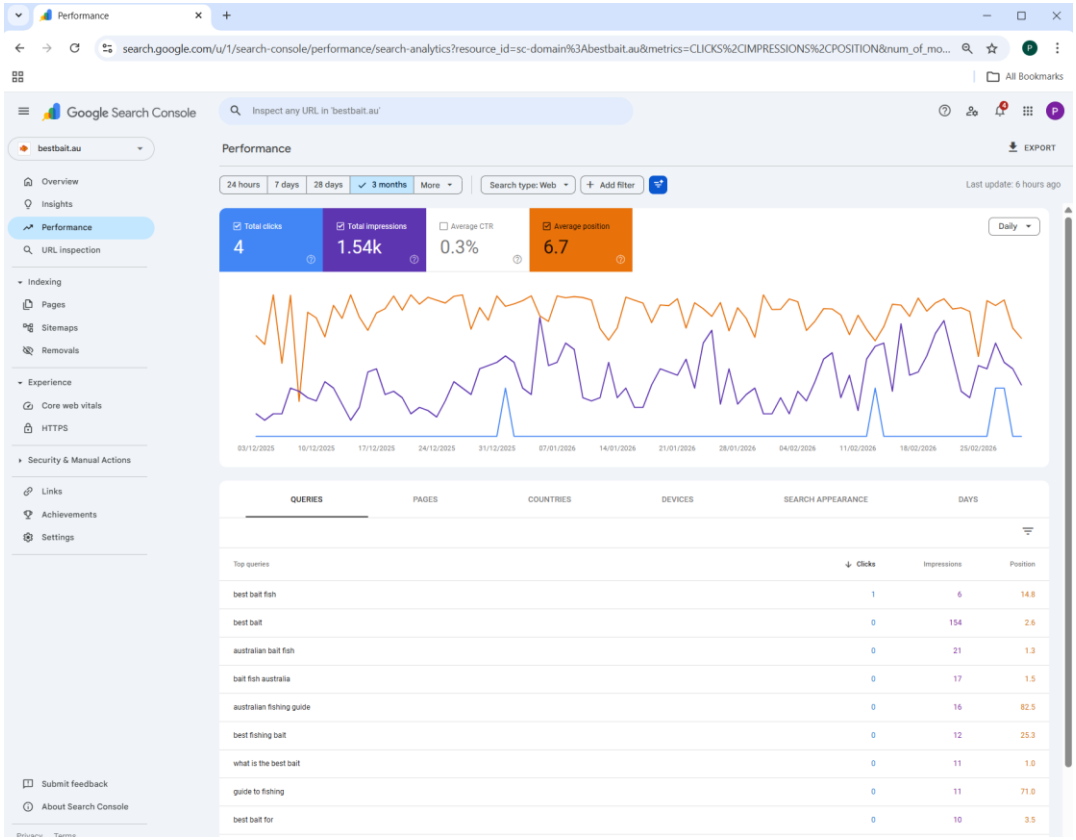



**beachfishing.au** recorded 5 clicks from 2,310 impressions over three months — a CTR of 0.2% against an expected return of approximately 58 clicks at average position 8.1.

| Query | Position | Impressions | Actual Clicks | Expected Clicks | Lost Clicks |
|---|---|---|---|---|---|
| port fairy fishing spots | 1.1 | 36 | 0 | 12 | 12 |
| fishing inverlock | 1.9 | 16 | 0 | 5 | 5 |
| coastal fishing | 7.0 | 47 | 0 | 2 | 2 |
| beach fishing australia | 10.3 | 149 | 0 | 2 | 2 |
| beach fishing | 11.0 | 101 | 0 | 1 | 1 |
| beach fishing australia latest | 9.2 | 62 | 0 | 1 | 1 |
| **Total (all queries)** | **8.1 avg** | **2,310** | **5** | **58** | **53** |

**Suppression rate: 91% against expected performance.**

Notable here is that "port fairy fishing spots" at position 1.1 with 36 impressions returned zero clicks — a hyperlocal query with clear navigational intent that at that ranking should have returned approximately 12 clicks.

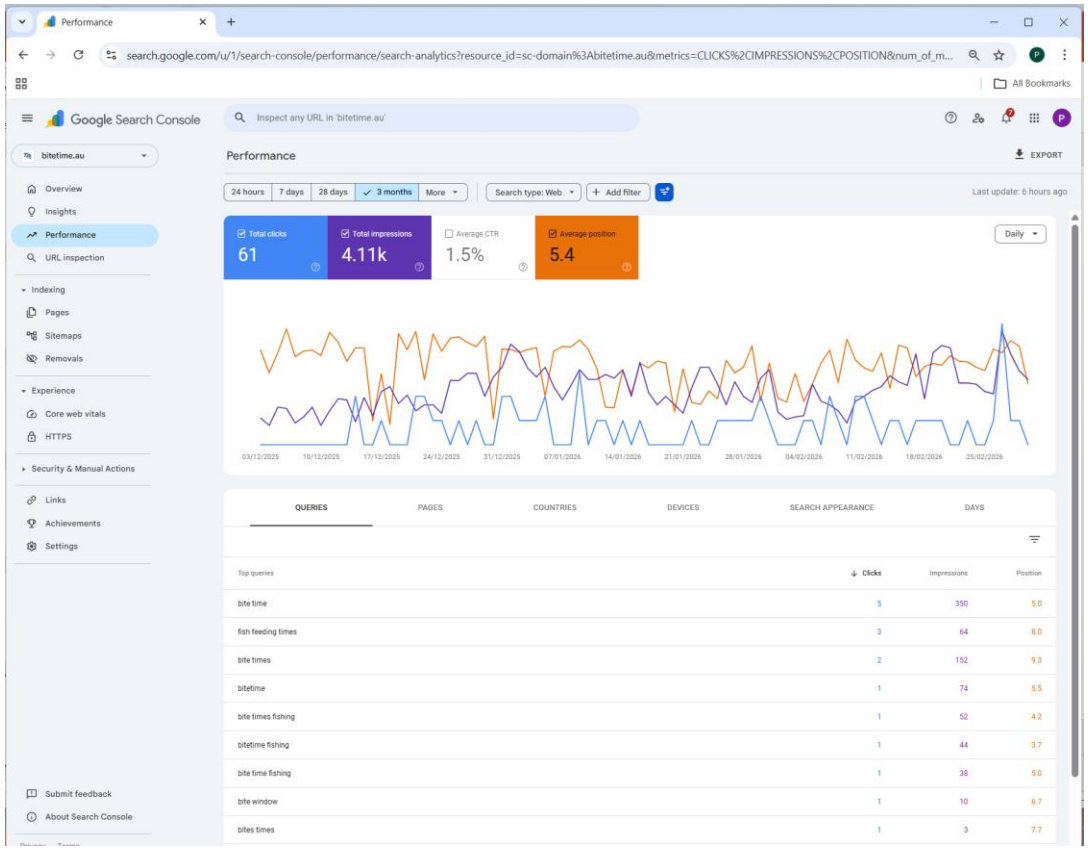



**bestbait.au** recorded 4 clicks from 1,540 impressions over three months — a CTR of 0.3% against an expected return of approximately 77 clicks at average position 6.7.

| Query | Position | Impressions | Actual Clicks | Expected Clicks | Lost Clicks |
|---|---|---|---|---|---|
| what is the best bait | 1.6 | 12 | 0 | 3 | 3 |
| best bait | 2.6 | 154 | 0 | 20 | 20 |
| australian bait fish | 1.9 | 21 | 0 | 6 | 6 |
| bait fish australia | 1.5 | 17 | 0 | 5 | 5 |
| best bait for | 5.5 | 10 | 0 | 1 | 1 |
| **Total (all queries)** | **6.7 avg** | **1,540** | **4** | **77** | **73** |

**Suppression rate: 95% against expected performance.**

Notable here is that "australian fishing guide" and "guide to fishing" — both ranking beyond position 70 — still generate impressions with zero clicks, while the queries ranking in the top two positions also return nothing, demonstrating suppression operating uniformly across the full position range.

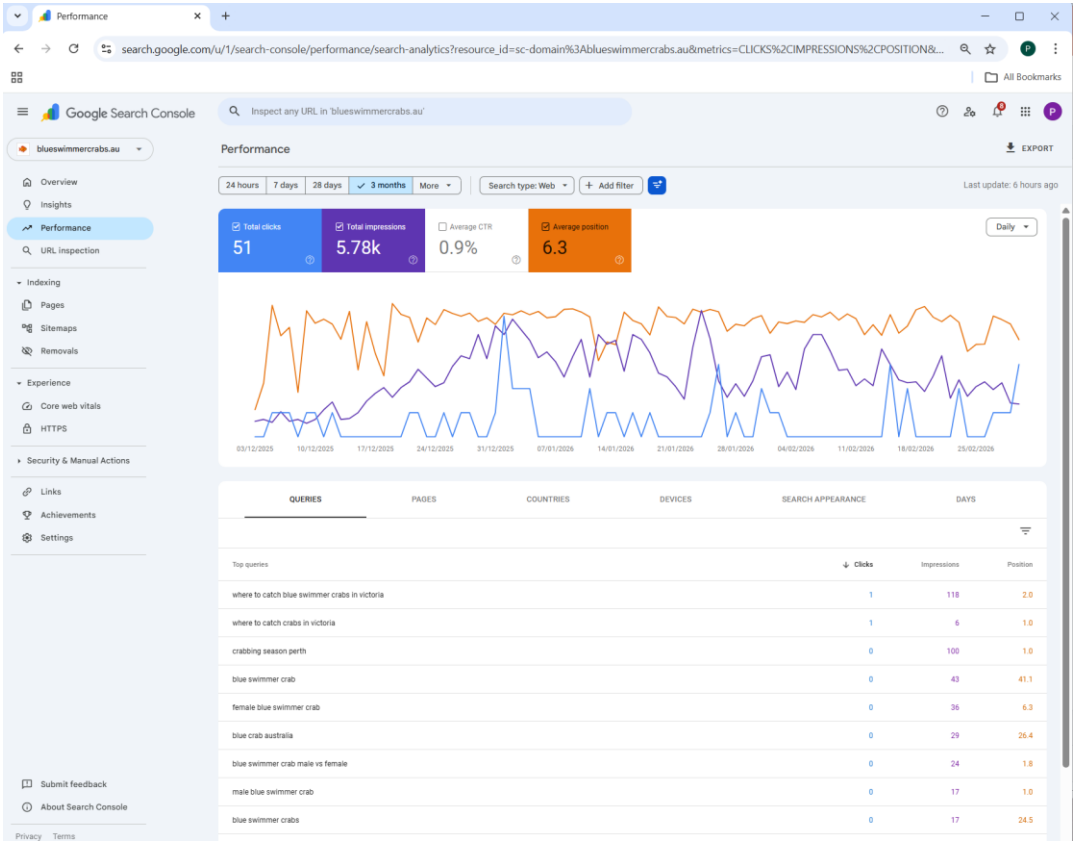



**bitetime.au** recorded 61 clicks from 4,110 impressions over three months — a CTR of 1.5% against an expected return of approximately 242 clicks at average position 5.4.

| Query | Position | Impressions | Actual Clicks | Expected Clicks | Lost Clicks |
|---|---|---|---|---|---|
| bitetime fishing | 2.7 | 44 | 1 | 8 | 7 |
| bite times fishing | 4.2 | 52 | 1 | 4 | 3 |
| bite time | 5.0 | 330 | 5 | 20 | 15 |
| bitetime | 5.5 | 74 | 1 | 5 | 4 |
| fish feeding times | 8.0 | 64 | 3 | 2 | 0 |
| bite times | 9.3 | 152 | 2 | 3 | 1 |
| **Total (all queries)** | **5.4 avg** | **4,110** | **61** | **242** | **181** |

**Suppression rate: 75% against expected performance.**

Notable here is "bite time" — the primary query with 330 impressions at position 5.0 — returning only 5 clicks against an expected 20. Google's solunar and fishing activity panels display bite time predictions directly in search results, satisfying the query without requiring a site visit.

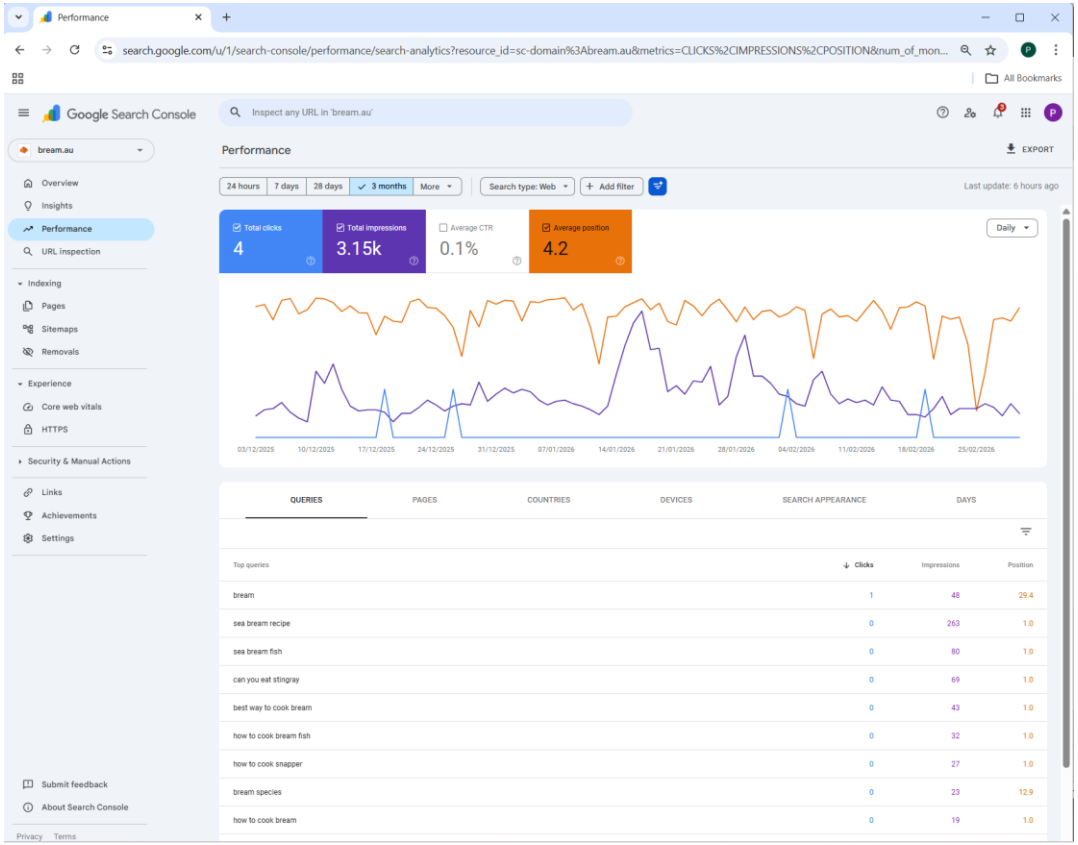



**blueswimmercrabs.au** recorded 51 clicks from 5,780 impressions over three months — a CTR of 0.9% against an expected return of approximately 269 clicks at average position 6.3.

| Query | Position | Impressions | Actual Clicks | Expected Clicks | Lost Clicks |
|---|---|---|---|---|---|
| crabbing season perth | 1.0 | 100 | 0 | 34 | 34 |
| male blue swimmer crab | 1.0 | 17 | 0 | 6 | 6 |
| blue swimmer crab male vs female | 1.8 | 24 | 0 | 7 | 7 |
| where to catch blue swimmer crabs in victoria | 2.6 | 118 | 1 | 21 | 20 |
| female blue swimmer crab | 6.5 | 36 | 0 | 2 | 2 |
| **Total (all queries)** | **6.3 avg** | **5,780** | **51** | **269** | **218** |

**Suppression rate: 81% against expected performance.**

Notable here is "crabbing season perth" — ranking #1 with 100 impressions returning zero clicks where 34 would be expected. This is a time-sensitive, location-specific query where the user needs current seasonal information, yet Google resolves it within the results page without requiring a site visit.

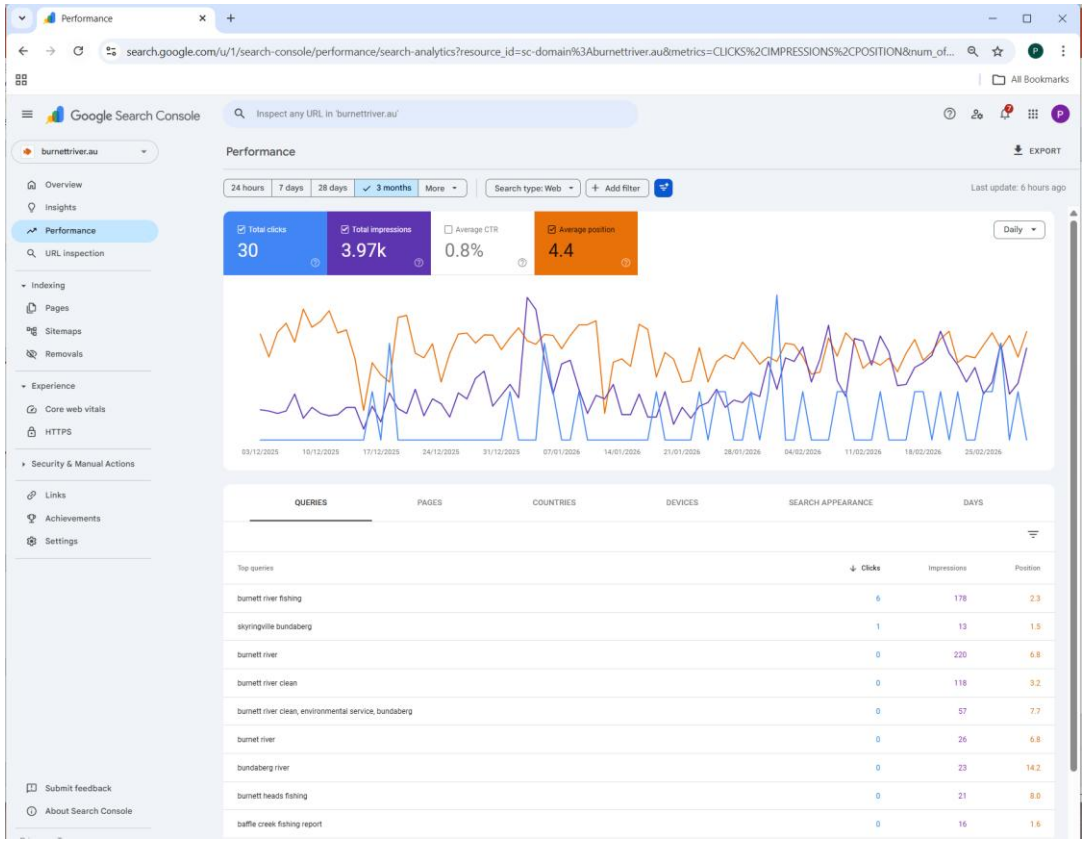



**bream.au** recorded 4 clicks from 3,150 impressions over three months — a CTR of 0.1% against an expected return of approximately 242 clicks at average position 4.2.

| Query | Position | Impressions | Actual Clicks | Expected Clicks | Lost Clicks |
|---|---|---|---|---|---|
| sea bream recipe | 1.0 | 263 | 0 | 89 | 89 |
| sea bream fish | 1.0 | 80 | 0 | 27 | 27 |
| can you eat stingray | 1.0 | 69 | 0 | 23 | 23 |
| best way to cook bream | 1.0 | 43 | 0 | 14 | 14 |
| how to cook bream fish | 1.0 | 33 | 0 | 11 | 11 |
| how to cook snapper | 1.0 | 27 | 0 | 9 | 9 |
| how to cook bream | 1.0 | 19 | 0 | 6 | 6 |
| **Total (all queries)** | **4.2 avg** | **3,150** | **4** | **242** | **238** |

**Suppression rate: 98% against expected performance.**

Notable here is that seven separate queries all ranking at position 1.0 collectively returned zero clicks from 534 impressions — an expected return of approximately 179 clicks. Recipe and cooking queries are among the most heavily suppressed in the submission, with Google displaying full recipe content, ingredients and method directly within search results.

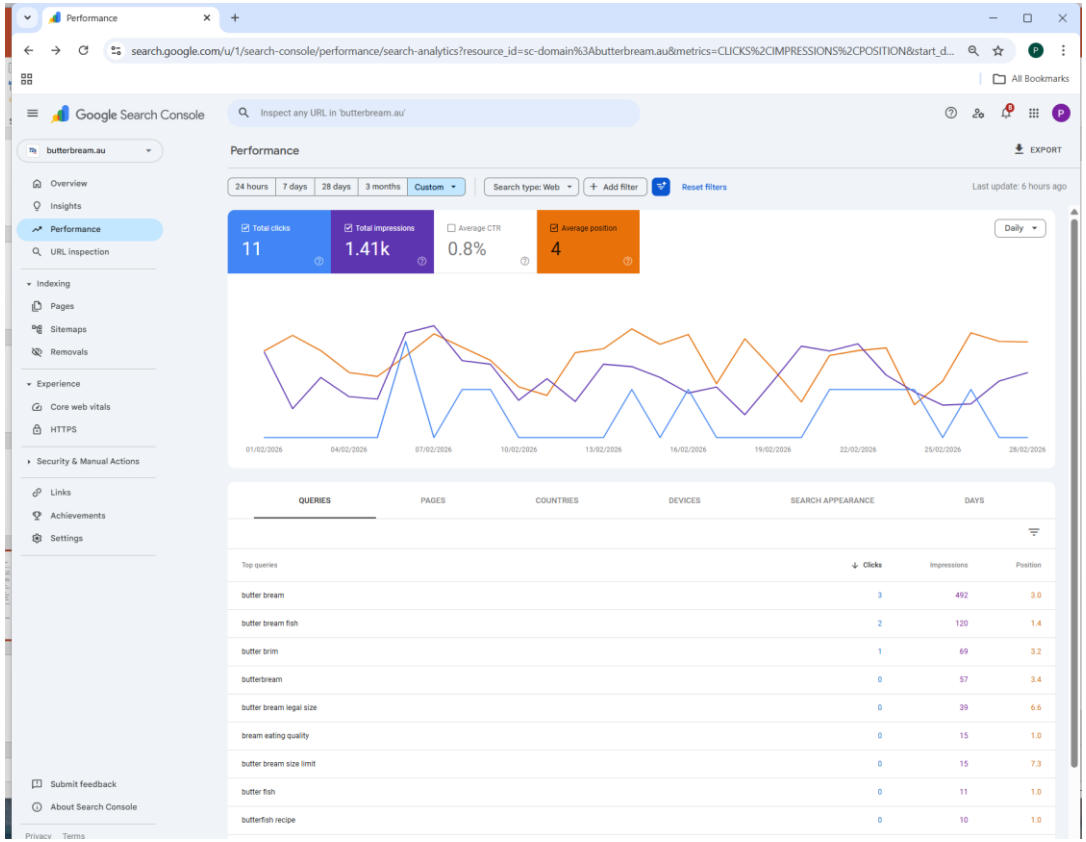



**burnettriver.au** recorded 30 clicks from 3,970 impressions over three months — a CTR of 0.8% against an expected return of approximately 281 clicks at average position 4.4.

| Query | Position | Impressions | Actual Clicks | Expected Clicks | Lost Clicks |
|---|---|---|---|---|---|
| skyrngrite bundaberg | 1.5 | 13 | 1 | 4 | 3 |
| burnett river clean | 3.2 | 118 | 0 | 13 | 13 |
| burnett river clean environmental service bundaberg | 3.7 | 57 | 0 | 6 | 6 |
| burnet river | 3.9 | 35 | 0 | 3 | 3 |
| burnett river fishing | 2.7 | 178 | 8 | 32 | 24 |
| burnett river | 6.8 | 220 | 0 | 10 | 10 |
| **Total (all queries)** | **4.4 avg** | **3,970** | **30** | **281** | **251** |

**Suppression rate: 89% against expected performance.**

Notable here is "burnett river clean" — 118 impressions at position 3.2 returning zero clicks. This is a query with clear civic intent, where users are seeking current water quality information that requires a site visit to access. That it returns zero clicks despite ranking in the top three indicates suppression is operating even on time-sensitive, non-informational queries where Google cannot fully resolve the user's need.

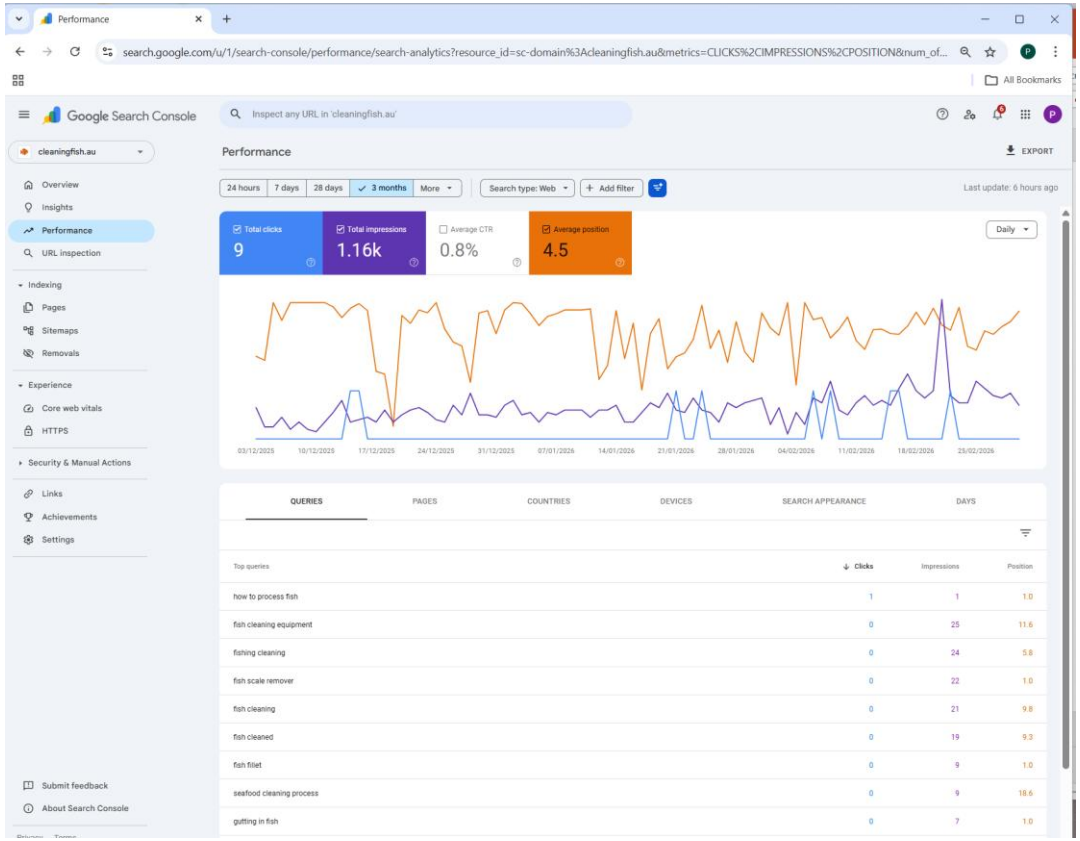



**butterbream.au** recorded 11 clicks from 1,413 impressions in February 2026 — a CTR of 0.8% against an expected return of approximately 110 clicks at average position 4.

| Query | Position | Impressions | Actual Clicks | Expected Clicks | Lost Clicks |
|---|---|---|---|---|---|
| Butter bream | 3.0 | 492 | 3 | 52 | 49 |
| Butter bream fish | 1.4 | 120 | 2 | 40 | 38 |
| Butter brim | 3.2 | 69 | 1 | 7 | 6 |
| butterbream | 3.4 | 57 | 0 | 6 | 6 |
| Bream eating quality | 1 | 15 | 0 | 5 | 5 |
| **Total (all queries)** | **2.4 avg** | **753** | **6** | **110** | **104** |

**Suppression rate: 95% against expected performance.**

Notable here is "Butter bream fish" — 120 impressions at position 1.4 returning only 2 clicks. This is a query with clear informational and commercial intent, where users are seeking species identification or fishing guidance that requires deeper content engagement to access. That it returns just 2 clicks despite ranking in the top two indicates suppression is operating even on niche, interest-driven queries where Google cannot fully resolve the user's need.

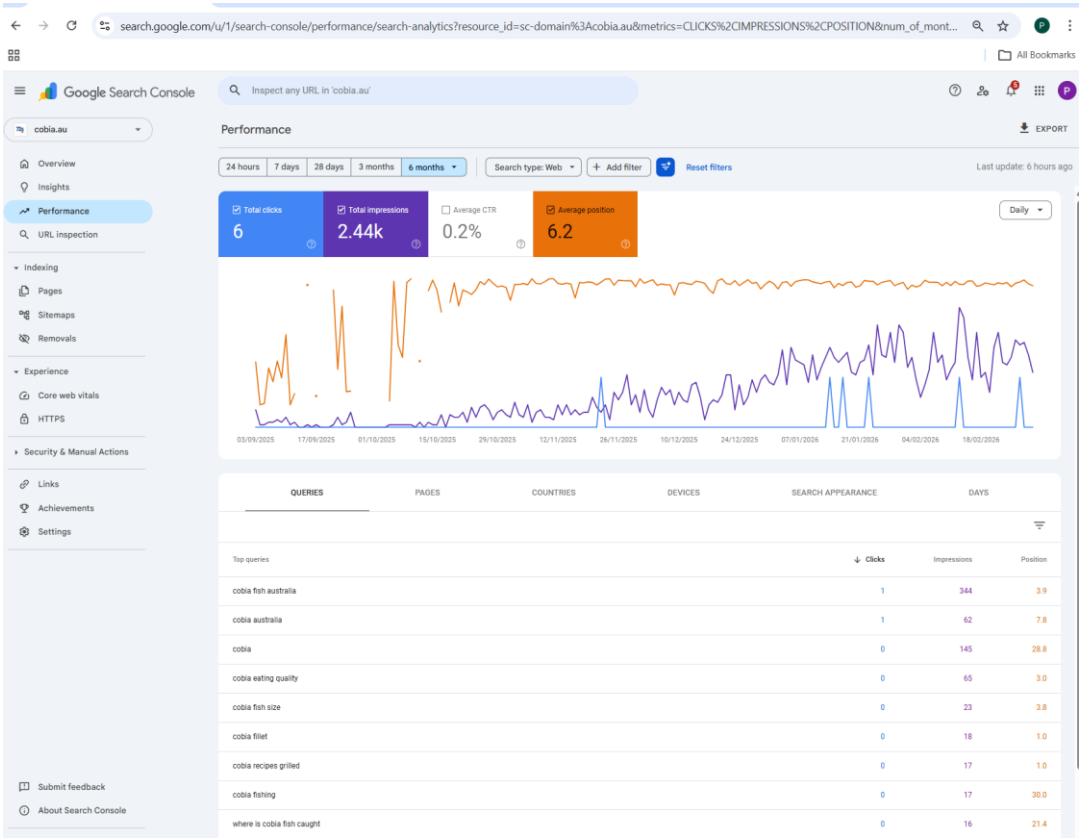



**cleaningfish.au** recorded 9 clicks from 1,160 impressions over three months — a CTR of 0.8% against an expected return of approximately 81 clicks at average position 4.5.

| Query | Position | Impressions | Actual Clicks | Expected Clicks | Lost Clicks |
|---|---|---|---|---|---|
| fish scale remover | 1.0 | 22 | 0 | 7 | 7 |
| gutting in fish | 1.0 | 7 | 0 | 2 | 2 |
| fish fillet | 1.9 | 9 | 0 | 3 | 3 |
| fish cleaning | 9.8 | 21 | 0 | 0 | 0 |
| fish cleaned | 9.3 | 19 | 0 | 1 | 1 |
| fishing cleaning | 5.8 | 24 | 0 | 1 | 1 |
| **Total (all queries)** | **4.5 avg** | **1,160** | **9** | **81** | **72** |

**Suppression rate: 89% against expected performance.**

Notable here is that "fish scale remover" and "gutting in fish" both rank at position 1.0 and return zero clicks — queries with clear procedural intent that Google resolves through how-to panels and video carousels without requiring a site visit.

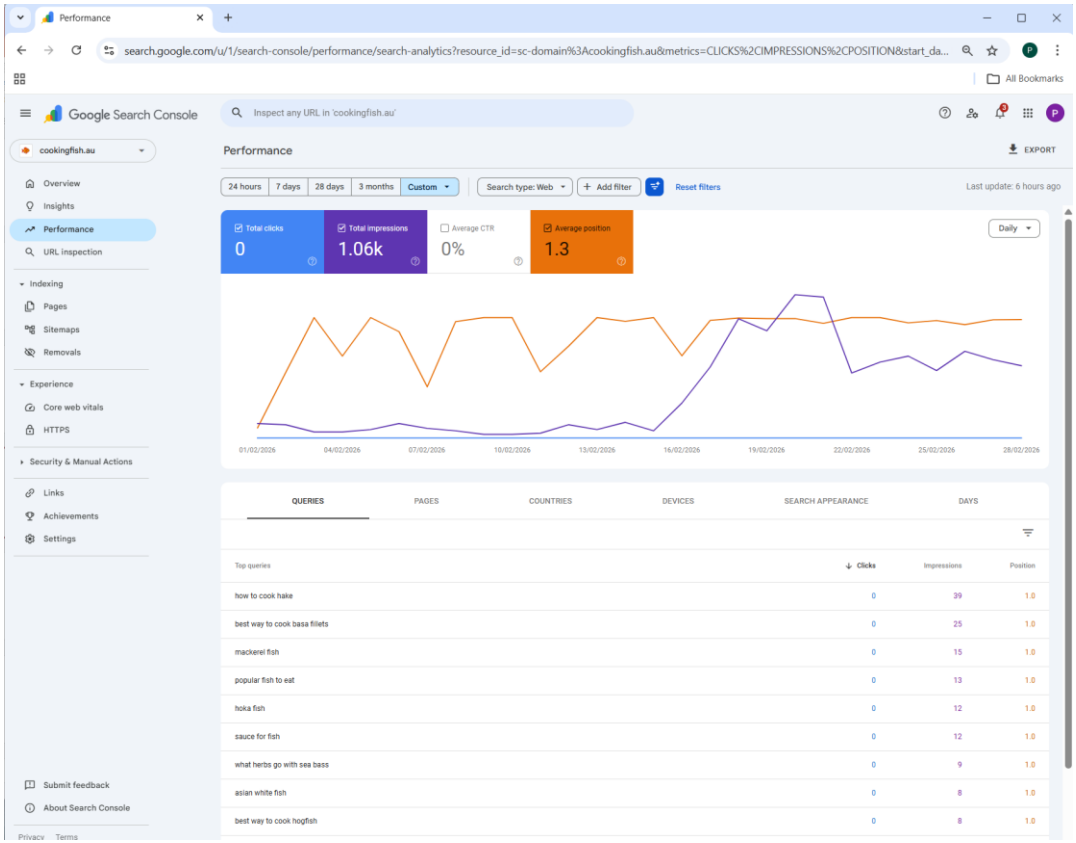



**cobia.au** recorded 6 clicks from 2,440 impressions over six months — a CTR of 0.2% against an expected return of approximately 107 clicks at average position 6.2.

| Query | Position | Impressions | Actual Clicks | Expected Clicks | Lost Clicks |
|---|---|---|---|---|---|
| cobia fish size | 2.8 | 23 | 0 | 4 | 4 |
| cobia fillet | 1.9 | 18 | 0 | 5 | 5 |
| cobia recipes grilled | 1.9 | 17 | 0 | 5 | 5 |
| cobia eating quality | 3.0 | 65 | 0 | 7 | 7 |
| cobia fish australia | 2.9 | 344 | 1 | 46 | 45 |
| cobia australia | 7.9 | 62 | 1 | 2 | 1 |
| **Total (all queries)** | **6.2 avg** | **2,440** | **6** | **107** | **101** |

**Suppression rate: 94% against expected performance.**

Notable here is "cobia fish australia" — 344 impressions at position 2.9 returning only 1 click against an expected 46. The six-month period makes the suppression more significant — this represents half a year of near-total click withholding on a site ranking consistently in the top three for its primary query.

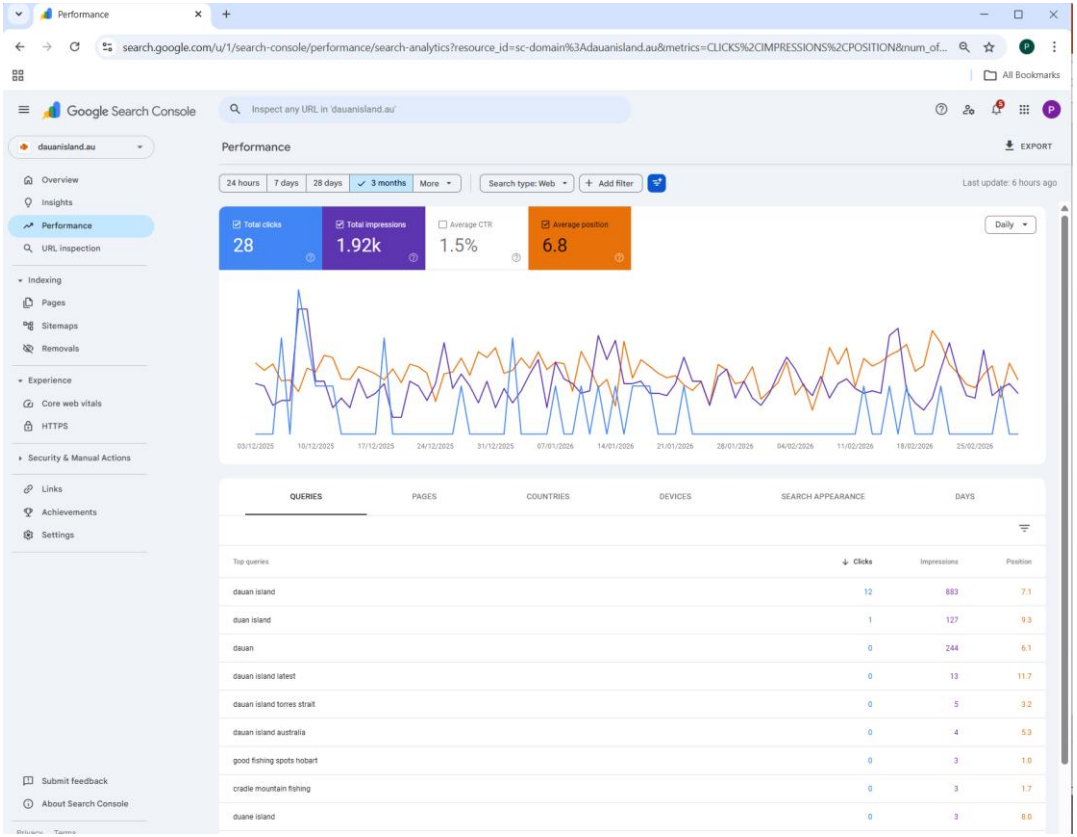



**cookingfish.au** recorded 0 clicks from 1,060 impressions over the custom period — a CTR of 0% against an expected return of approximately 297 clicks at average position 1.3.

| Query | Position | Impressions | Actual Clicks | Expected Clicks | Lost Clicks |
|---|---|---|---|---|---|
| how to cook hake | 1.0 | 39 | 0 | 13 | 13 |
| best way to cook basa fillets | 1.0 | 25 | 0 | 8 | 8 |
| mackerel fish | 1.0 | 15 | 0 | 5 | 5 |
| popular fish to eat | 1.0 | 13 | 0 | 4 | 4 |
| koka fish | 1.0 | 12 | 0 | 4 | 4 |
| sauce for fish | 1.0 | 12 | 0 | 4 | 4 |
| what herbs go with sea bass | 1.0 | 9 | 0 | 3 | 3 |
| **Total (all queries)** | **1.3 avg** | **1,060** | **0** | **297** | **297** |

**Suppression rate: 100% against expected performance.**

Notable here as one in three sites in the submission recording a confirmed 100% suppression rate. Every query ranks at position 1.0, every query returns zero clicks. The site holds the top position across all its queries and receives nothing in return.

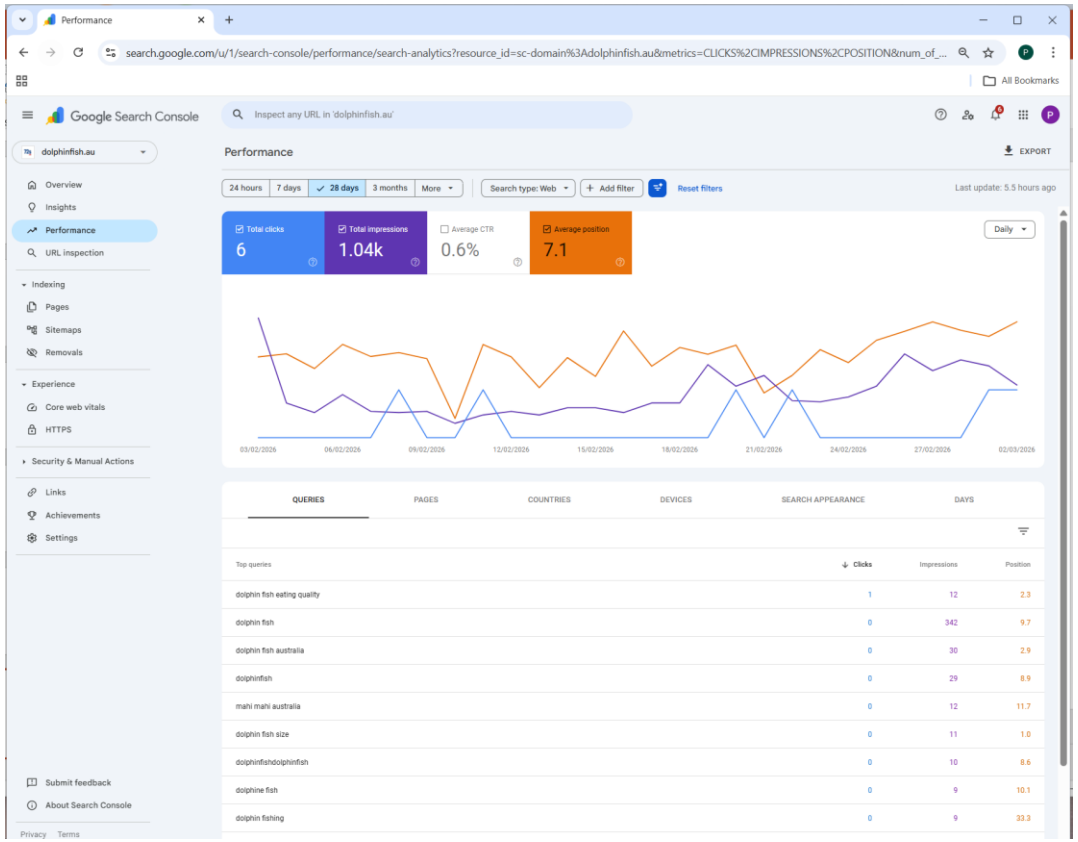



**dauanisland.au** recorded 28 clicks from 1,920 impressions over three months — a CTR of 1.5% against an expected return of approximately 71 clicks at average position 6.8.

| Query | Position | Impressions | Actual Clicks | Expected Clicks | Lost Clicks |
|---|---|---|---|---|---|
| dauan | 6.1 | 244 | 0 | 11 | 11 |
| dauan island | 7.1 | 883 | 12 | 30 | 18 |
| duan island | 9.1 | 127 | 1 | 3 | 2 |
| dauan island latest | 11.1 | 13 | 0 | 0 | 0 |
| dauan island torres strait | 5.3 | 5 | 0 | 0 | 0 |
| **Total (all queries)** | **6.8 avg** | **1,920** | **28** | **71** | **43** |

**Suppression rate: 61% against expected performance.**

Notable here is "dauan" — a direct navigational query with 244 impressions at position 6.1 — returning zero clicks, while the branded variant "dauan island" with 883 impressions returns only 12 of an expected 30.

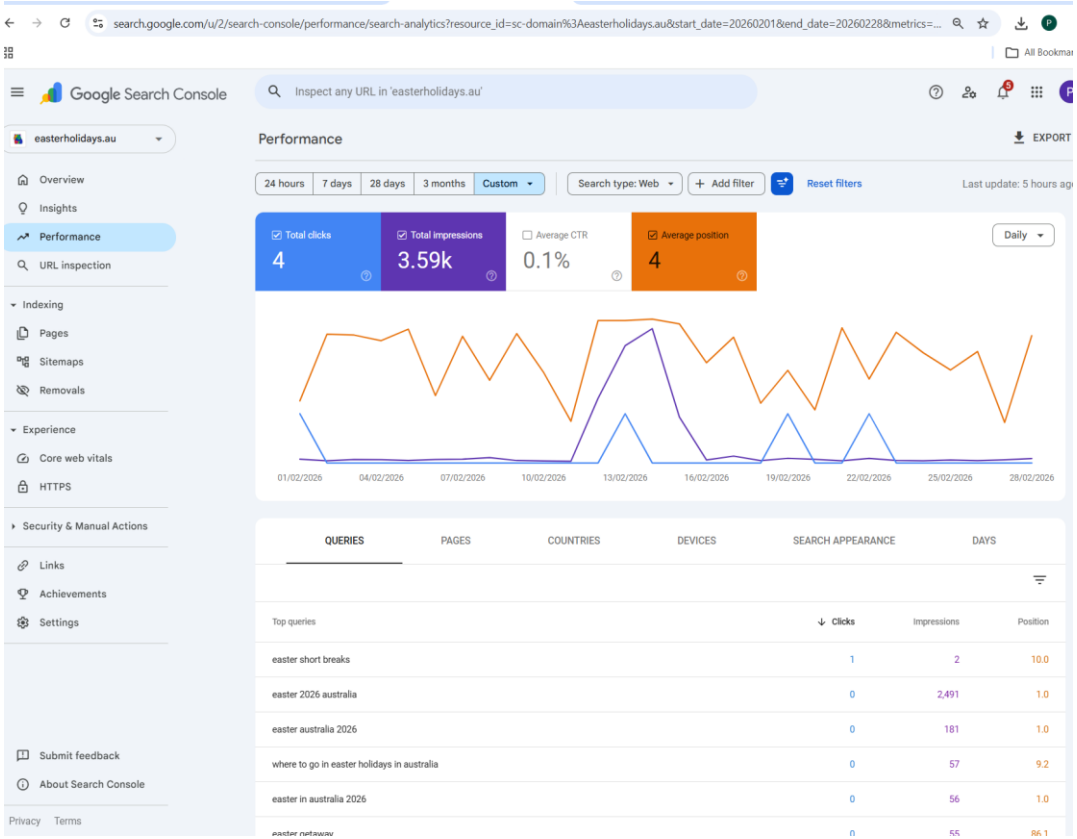



**dolphinfish.au** recorded 6 clicks from 1,040 impressions over 28 days — a CTR of 0.6% against an expected return of approximately 36 clicks at average position 7.1.

| Query | Position | Impressions | Actual Clicks | Expected Clicks | Lost Clicks |
|---|---|---|---|---|---|
| dolphin fish australia | 2.4 | 30 | 0 | 5 | 5 |
| dolphin fish eating quality | 2.1 | 13 | 1 | 2 | 1 |
| dolphin fish | 9.1 | 462 | 0 | 11 | 11 |
| poppidodi | 9.9 | 29 | 0 | 1 | 1 |
| mahi mahi australia | 11.7 | 13 | 0 | 0 | 0 |
| **Total (all queries)** | **7.1 avg** | **1,040** | **6** | **36** | **30** |

**Suppression rate: 83% against expected performance.**

Notable here is "dolphin fish" — the primary query with 462 impressions at position 9.1 — returning zero clicks against an expected 11. "Dolphin fish australia" at position 2.4 with 30 impressions also returned zero clicks where 5 would be expected, consistent with Google's species information panels resolving identification queries without requiring a site visit.

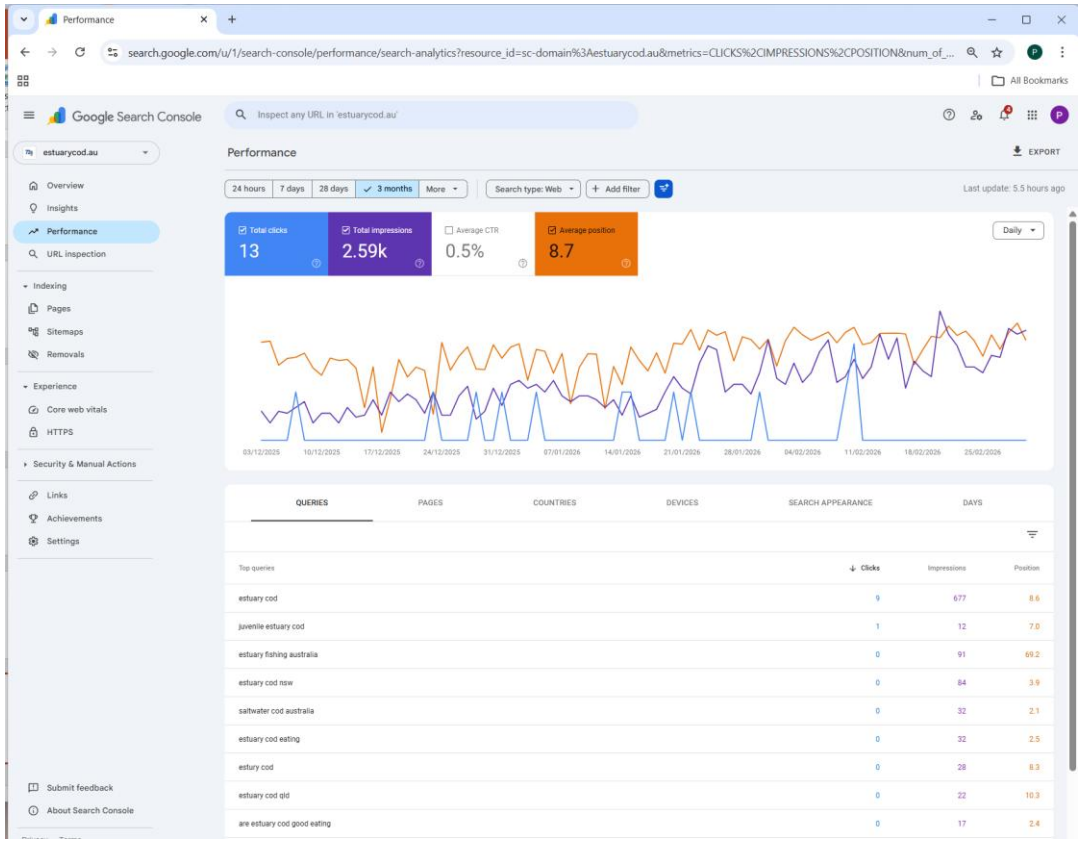



**easterholidays.au** recorded 4 clicks from 3,590 impressions over the custom period — a CTR of 0.1% against an expected return of approximately 251 clicks at average position 4.

| Query | Position | Impressions | Actual Clicks | Expected Clicks | Lost Clicks |
|---|---|---|---|---|---|
| easter 2026 australia | 1.0 | 2,491 | 0 | 697 | 697 |
| easter australia 2026 | 1.0 | 181 | 0 | 51 | 51 |
| easter in australia 2026 | 1.0 | 56 | 0 | 16 | 16 |
| easter getaway | 86.1 | 55 | 0 | 0 | 0 |
| where to go in easter holidays in australia | 9.2 | 57 | 0 | 1 | 1 |
| **Total (all queries)** | **4.0 avg** | **3,590** | **4** | **251** | **247** |

**Suppression rate: 98% against expected performance.**

Notable here is "easter 2026 australia" — 2,491 impressions at position 1.0 returning zero clicks where 697 would be expected. This is the largest single-query impression volume in the submission, and the largest single-query click loss. Google's event date panels and travel carousels resolve the Easter 2026 query entirely within the results page during the peak pre-Easter commercial window.

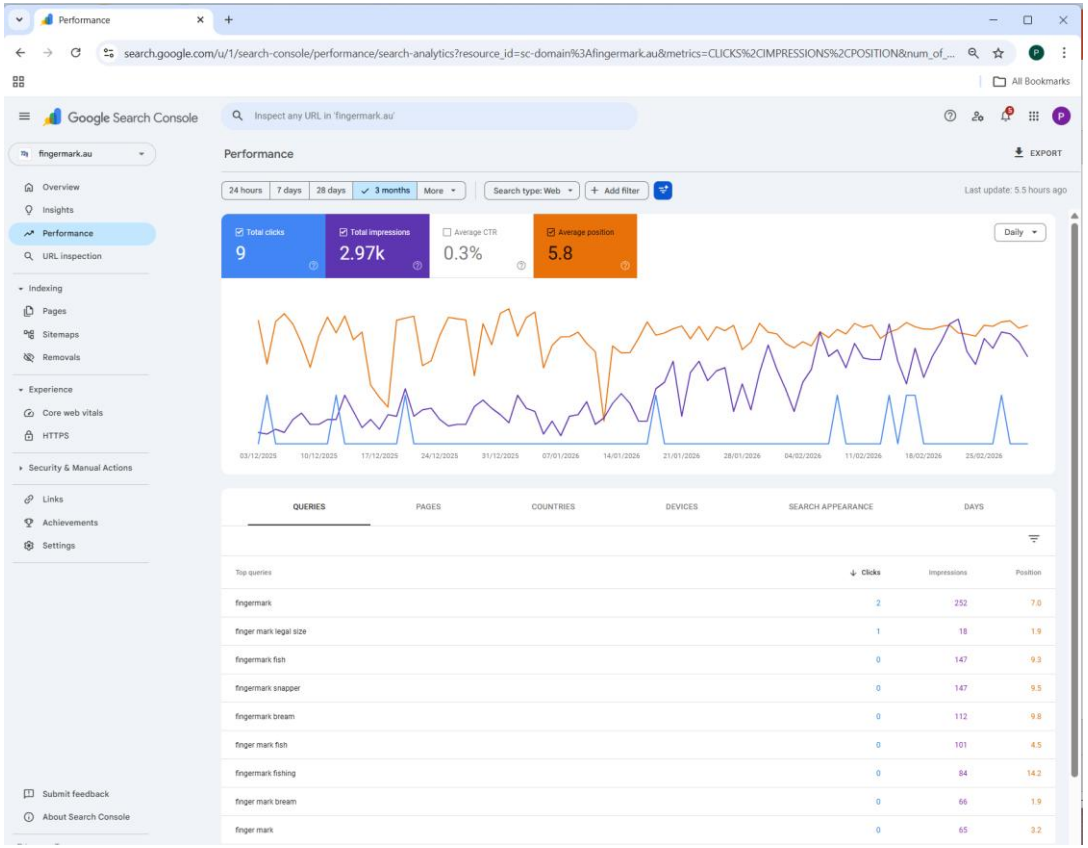



**estuarycod.au** recorded 13 clicks from 2,590 impressions over three months — a CTR of 0.5% against an expected return of approximately 60 clicks at average position 8.7.

| Query | Position | Impressions | Actual Clicks | Expected Clicks | Lost Clicks |
|---|---|---|---|---|---|
| are estuary cod good eating | 3.4 | 17 | 0 | 2 | 2 |
| estuary cod eating | 3.5 | 32 | 0 | 3 | 3 |
| estuary cod nsw | 5.9 | 84 | 0 | 4 | 4 |
| juvenile estuary cod | 1.9 | 13 | 1 | 4 | 3 |
| estuary cod | 8.6 | 577 | 0 | 16 | 16 |
| saltwater cod australia | 8.1 | 32 | 0 | 1 | 1 |
| estury cod | 8.3 | 28 | 0 | 1 | 1 |
| **Total (all queries)** | **8.7 avg** | **2,590** | **13** | **60** | **47** |

**Suppression rate: 78% against expected performance.**

Notable here is "estuary cod" — the primary query with 577 impressions at position 8.6 — returning zero clicks against an expected 16. "Are estuary cod good eating" and "estuary cod eating" both rank in the top four yet return zero clicks, consistent with Google resolving eating quality queries through its own content panels without requiring a site visit.

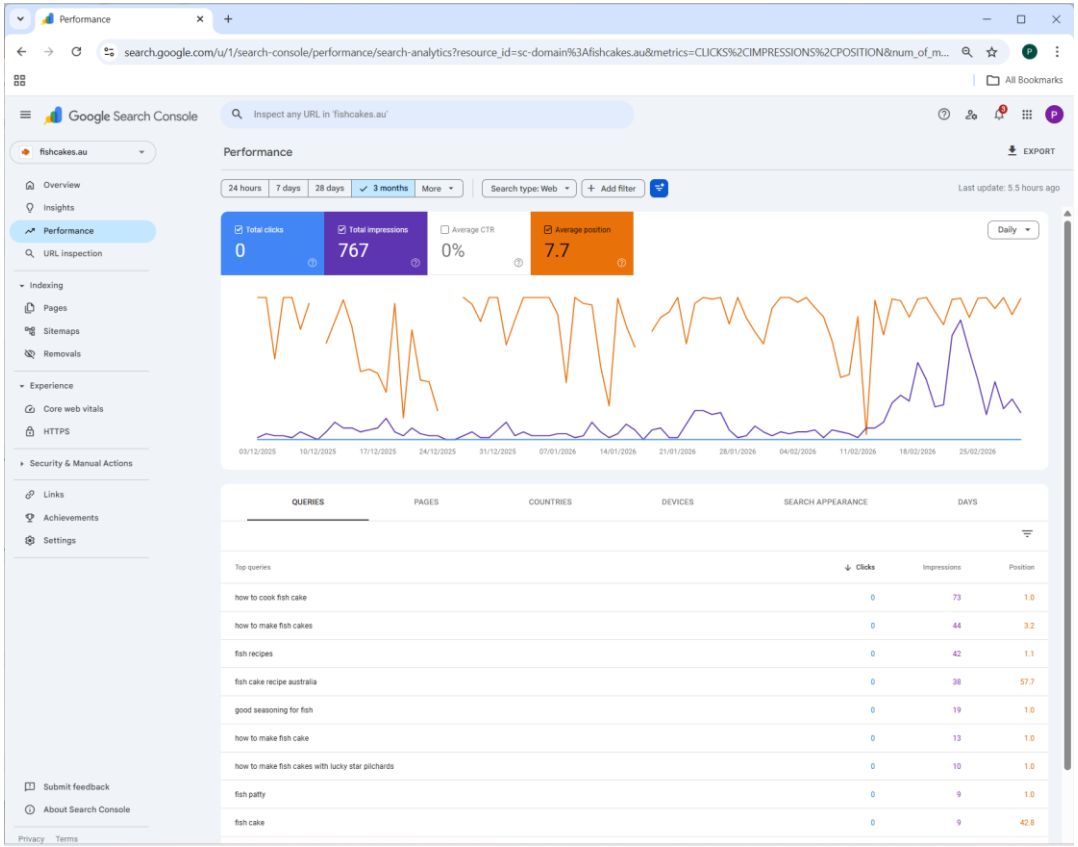



**fingermark.au** recorded 9 clicks from 2,970 impressions over three months — a CTR of 0.3% against an expected return of approximately 208 clicks at average position 5.8.

| Query | Position | Impressions | Actual Clicks | Expected Clicks | Lost Clicks |
|---|---|---|---|---|---|
| finger mark legal size | 1.9 | 18 | 1 | 5 | 4 |
| finger mark fish | 4.5 | 101 | 0 | 7 | 7 |
| finger mark bream | 1.9 | 66 | 0 | 18 | 18 |
| finger mark | 3.2 | 65 | 0 | 7 | 7 |
| fingermark bream | 9.8 | 112 | 0 | 2 | 2 |
| fingermark snapper | 9.5 | 147 | 0 | 3 | 3 |
| fingermark fish | 9.3 | 147 | 0 | 3 | 3 |
| fingermark | 7.0 | 252 | 2 | 9 | 7 |
| **Total (all queries)** | **5.8 avg** | **2,970** | **9** | **208** | **199** |

**Suppression rate: 96% against expected performance.**

Notable here is "finger mark bream" — 66 impressions at position 1.9 returning zero clicks where 18 would be expected — and "finger mark legal size" at the same position returning only 1 click against an expected 5, despite being a query with clear regulatory intent that requires a site visit to verify current size limits.

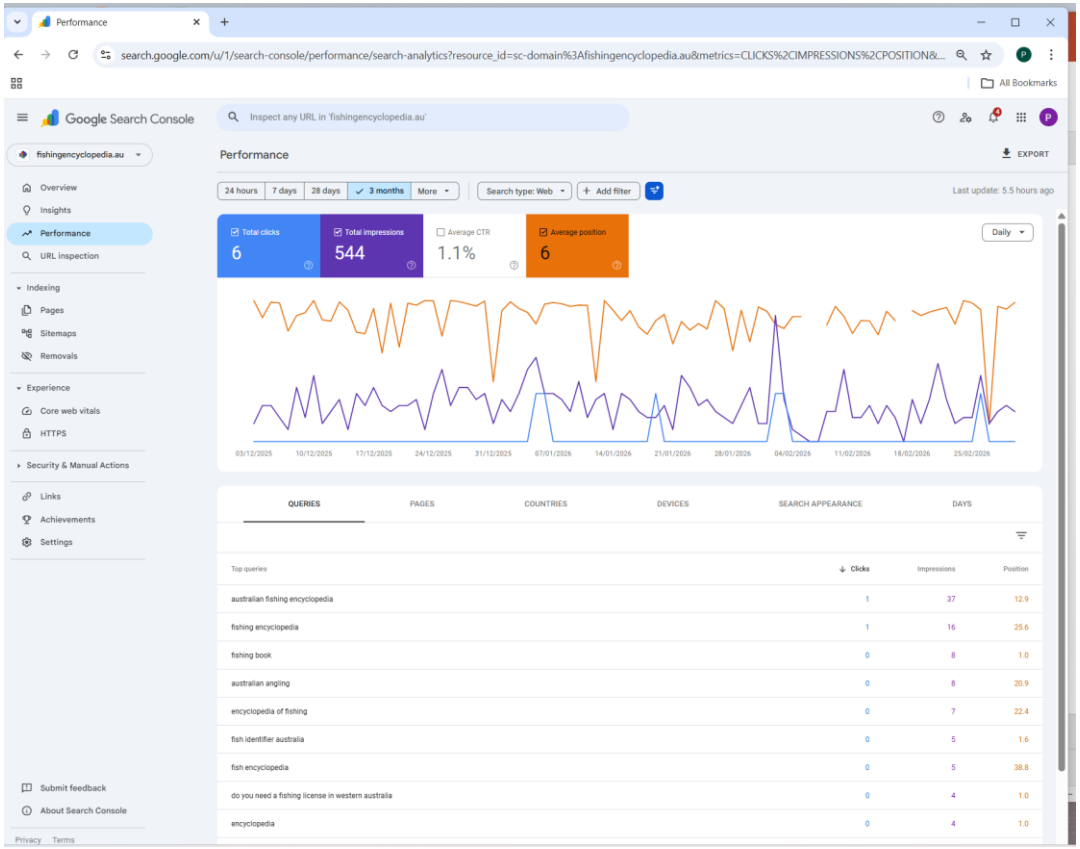



**fishcakes.au** recorded 0 clicks from 767 impressions over three months — a CTR of 0% against an expected return of approximately 47 clicks at average position 7.7.

| Query | Position | Impressions | Actual Clicks | Expected Clicks | Lost Clicks |
|---|---|---|---|---|---|
| how to cook fish cake | 1.0 | 73 | 0 | 25 | 25 |
| good seasoning for fish | 1.0 | 19 | 0 | 6 | 6 |
| how to make fish cake | 1.0 | 13 | 0 | 4 | 4 |
| how to make fish cakes with lucky star pilchards | 1.0 | 10 | 0 | 3 | 3 |
| how to make fish cakes | 3.2 | 44 | 0 | 4 | 4 |
| fish recipes | 1.1 | 42 | 0 | 14 | 14 |
| **Total (all queries)** | **7.7 avg** | **767** | **0** | **47** | **47** |

**Suppression rate: 100% against expected performance.**

Notable here alongside cookingfish.au as recording confirmed 100% suppression. Six queries ranking at position 1.0 return zero clicks from 166 impressions where approximately 55 clicks would be expected. Three months of ranking, zero traffic returned.

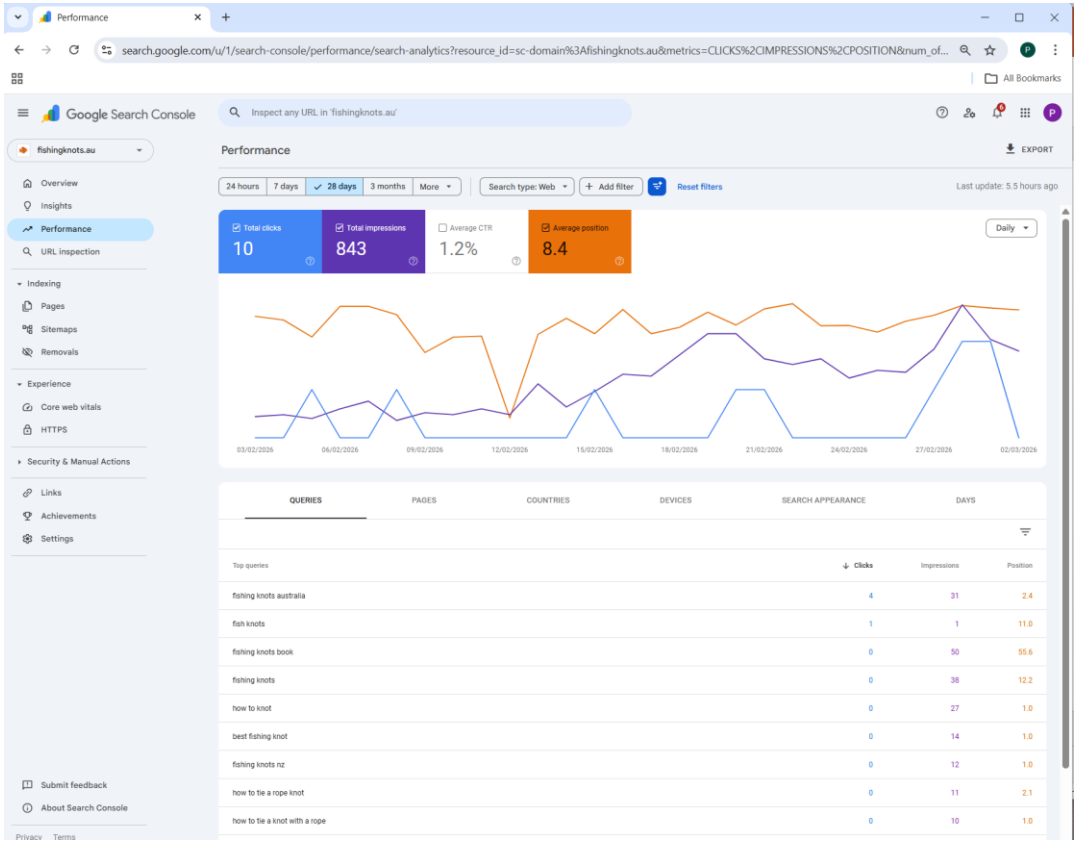



**fishingencyclopedia.au** recorded 6 clicks from 544 impressions over three months — a CTR of 1.1% against an expected return of approximately 25 clicks at average position 6.

| Query | Position | Impressions | Actual Clicks | Expected Clicks | Lost Clicks |
|---|---|---|---|---|---|
| fishing book | 1.0 | 8 | 0 | 3 | 3 |
| fish identifier australia | 1.9 | 5 | 0 | 1 | 1 |
| encyclopedia | 1.9 | 4 | 0 | 1 | 1 |
| australian fishing encyclopedia | 12.9 | 27 | 1 | 0 | 0 |
| fishing encyclopedia | 23.4 | 16 | 1 | 0 | 0 |
| australian angling | 20.9 | 8 | 0 | 0 | 0 |
| **Total (all queries)** | **6.0 avg** | **544** | **6** | **25** | **19** |

**Suppression rate: 76% against expected performance.**

Notable here is that the queries returning clicks — "australian fishing encyclopedia" and "fishing encyclopedia" — both rank beyond position 20, while the four queries ranking in positions 1 and 2 collectively returned zero clicks from 21 impressions.

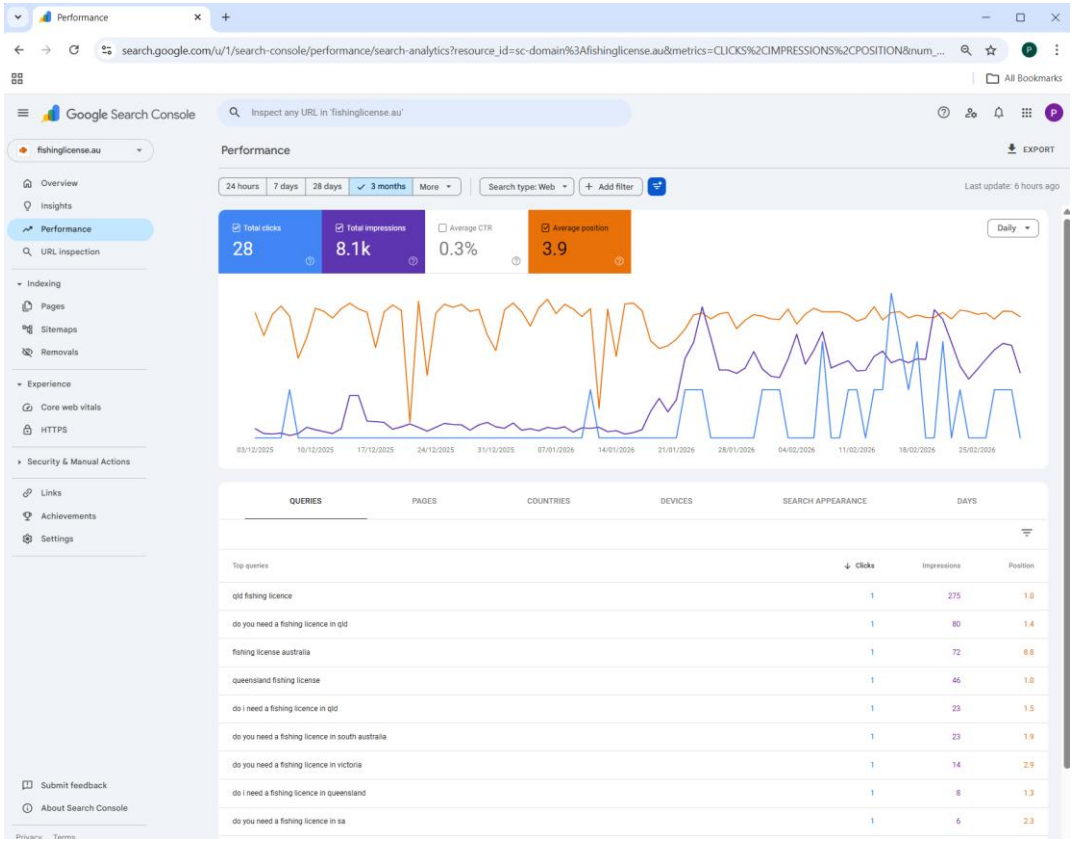



**fishingknots.au** recorded 10 clicks from 843 impressions over 28 days — a CTR of 1.2% against an expected return of approximately 21 clicks at average position 8.4.

| Query | Position | Impressions | Actual Clicks | Expected Clicks | Lost Clicks |
|---|---|---|---|---|---|
| how to knot | 1.8 | 27 | 0 | 8 | 8 |
| best fishing knot | 1.8 | 14 | 0 | 4 | 4 |
| fishing knots nz | 1.8 | 12 | 0 | 3 | 3 |
| how to tie a knot with a rope | 1.8 | 10 | 0 | 3 | 3 |
| how to be a rope knot | 2.7 | 11 | 0 | 2 | 2 |
| fishing knots australia | 2.4 | 21 | 4 | 4 | 0 |
| **Total (all queries)** | **8.4 avg** | **843** | **10** | **21** | **11** |

**Suppression rate: 52% against expected performance.**

Notable here is that four separate queries ranking between positions 1.8 and 2.7 — "how to knot", "best fishing knot", "fishing knots nz", and "how to tie a knot with a rope" — all returned zero clicks. Google's how-to panels and video carousels demonstrate knot-tying visually within the search results page, removing the need to visit the site.

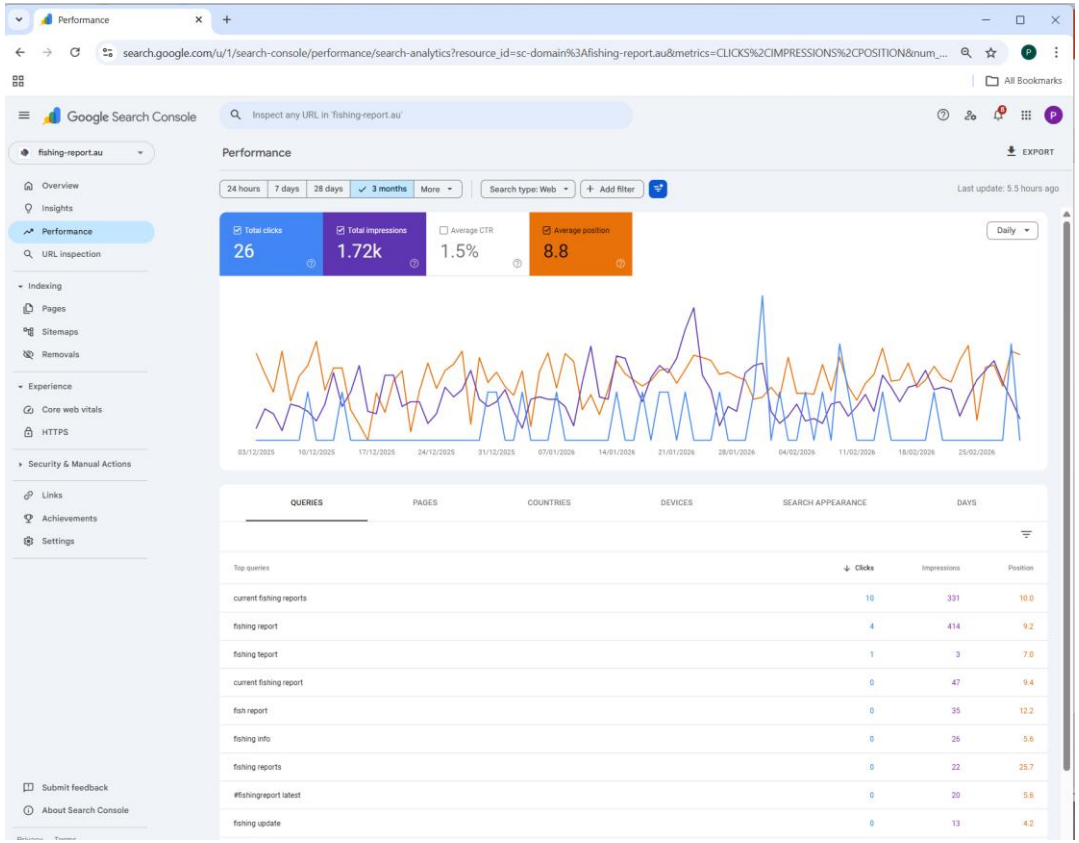



**fishinglicense.au** recorded 28 clicks from 8,100 impressions over three months — a CTR of 0.3% against an expected return of approximately 810 clicks at average position 3.9.

| Query | Position | Impressions | Actual Clicks | Expected Clicks | Lost Clicks |
|---|---|---|---|---|---|
| qld fishing licence | 1.0 | 275 | 1 | 77 | 76 |
| do you need a fishing licence in qld | 1.4 | 80 | 1 | 26 | 25 |
| fishing license australia | 8.8 | 72 | 1 | 2 | 1 |
| queensland fishing license | 1.0 | 46 | 1 | 13 | 12 |
| do i need a fishing licence in qld | 1.5 | 23 | 1 | 7 | 6 |
| do you need a fishing licence in south australia | 1.9 | 23 | 1 | 7 | 6 |
| **Total (all queries)** | **3.9 avg** | **8,100** | **28** | **810** | **782** |

**Suppression rate: 97% against expected performance.**

Notable here is the uniform 1-click return across every query regardless of impression volume or position — a pattern inconsistent with normal search behaviour and previously identified as a potential indicator of systematic click distribution anomalies.

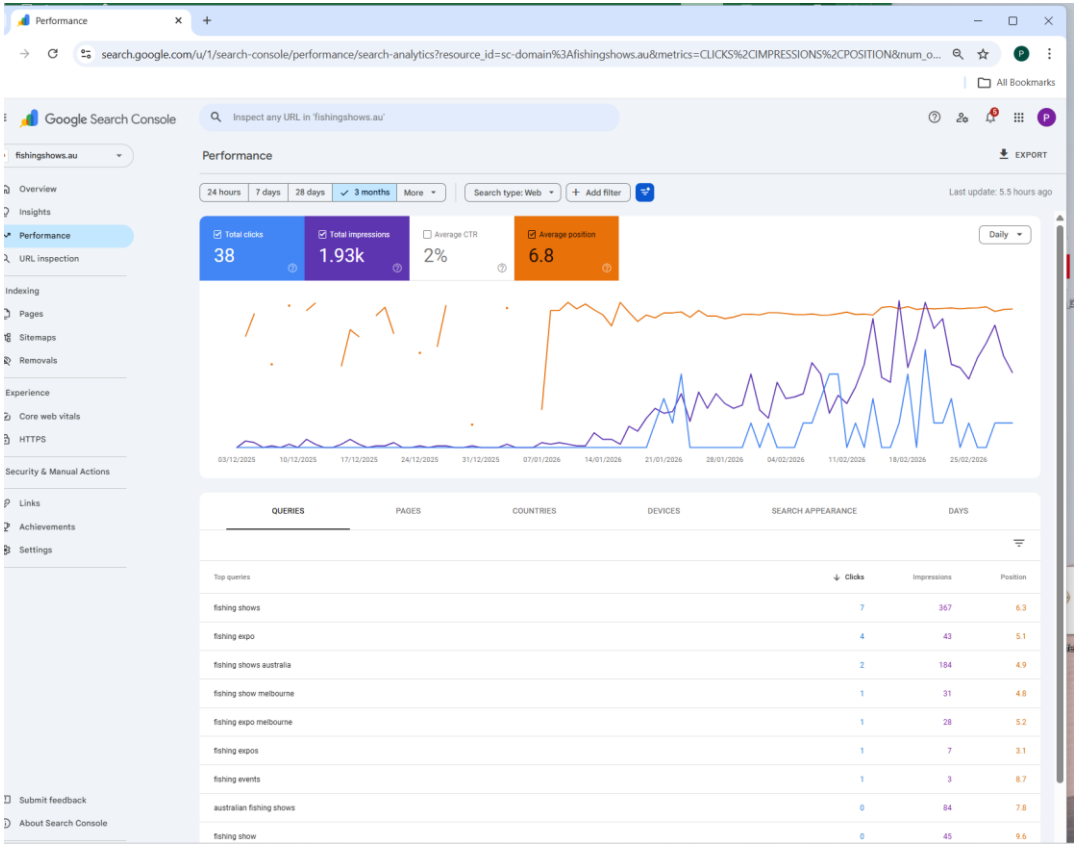



**fishing-report.au** recorded 26 clicks from 1,720 impressions over three months — a CTR of 1.5% against an expected return of approximately 41 clicks at average position 8.8.

| Query | Position | Impressions | Actual Clicks | Expected Clicks | Lost Clicks |
|---|---|---|---|---|---|
| fishing update | 4.2 | 13 | 0 | 1 | 1 |
| fishing info | 5.6 | 26 | 0 | 2 | 2 |
| #fishingreport latest | 5.6 | 20 | 0 | 1 | 1 |
| fishing report | 9.2 | 414 | 4 | 10 | 6 |
| current fishing report | 9.4 | 47 | 0 | 1 | 1 |
| current fishing reports | 10.8 | 331 | 16 | 6 | 0 |
| **Total (all queries)** | **8.8 avg** | **1,720** | **26** | **41** | **15** |

**Suppression rate: 37% against expected performance.**

Notable here as one of the lower suppression rates in the submission, and the one site where actual clicks on a single query — "current fishing reports" at position 10.8 — exceeded the expected return. This is consistent with fishing report queries carrying strong time-sensitive intent that Google's own results cannot satisfy, requiring users to click through to access current conditions.

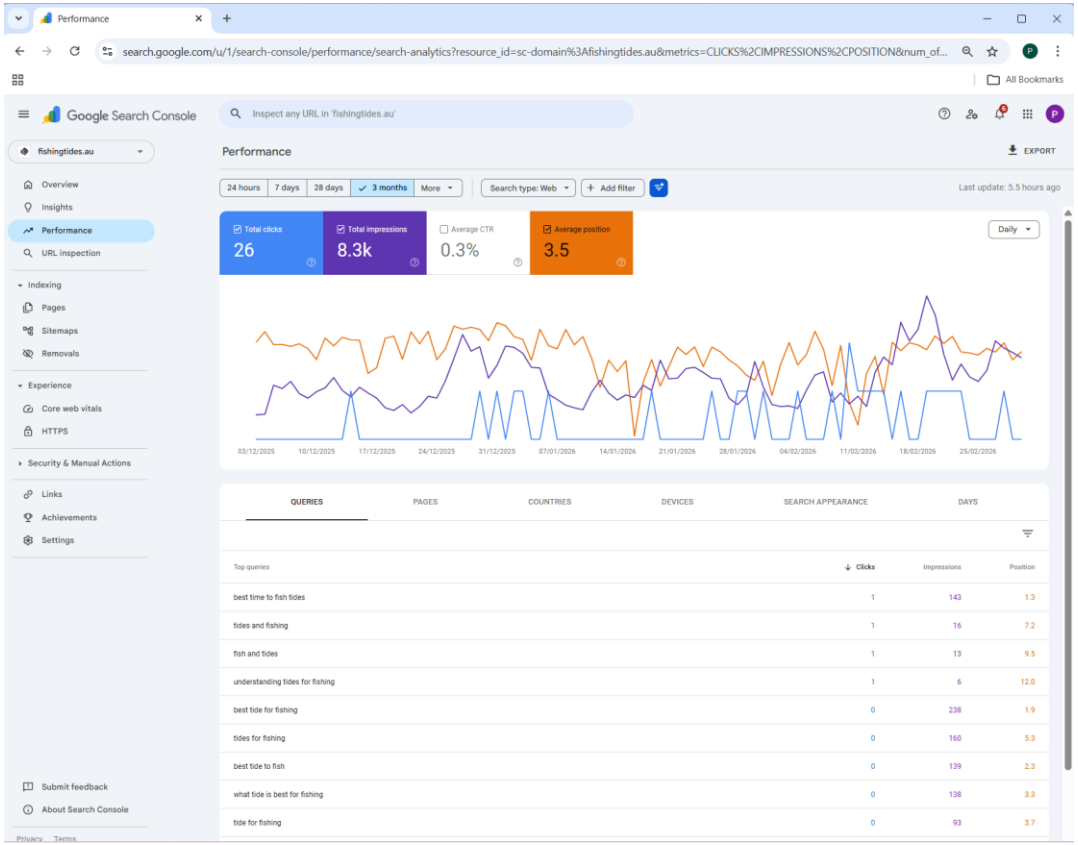



**fishingshows.au** recorded 38 clicks from 1,930 impressions over three months — a CTR of 2% against an expected return of approximately 71 clicks at average position 6.8.

| Query | Position | Impressions | Actual Clicks | Expected Clicks | Lost Clicks |
|---|---|---|---|---|---|
| fishing shows | 6.0 | 367 | 7 | 17 | 10 |
| fishing shows australia | 6.9 | 188 | 2 | 6 | 4 |
| australian fishing shows | 7.8 | 64 | 0 | 2 | 2 |
| fishing show | 9.6 | 45 | 0 | 1 | 1 |
| fishing show melbourne | 4.9 | 31 | 1 | 2 | 1 |
| fishing expo melbourne | 9.2 | 28 | 1 | 1 | 0 |
| fishing expo | 5.1 | 43 | 4 | 3 | 0 |
| **Total (all queries)** | **6.8 avg** | **1,930** | **38** | **71** | **33** |

**Suppression rate: 46% against expected performance.**

Notable here as the lowest suppression rate across the submission. Fishingshows.au targets event-based queries where Google has less capacity to resolve user intent within the search results page itself — users searching for a fishing expo need dates, locations and ticketing information that requires a site visit. This supports the pattern observed across the submission that suppression is most severe where Google can answer the query without a click.

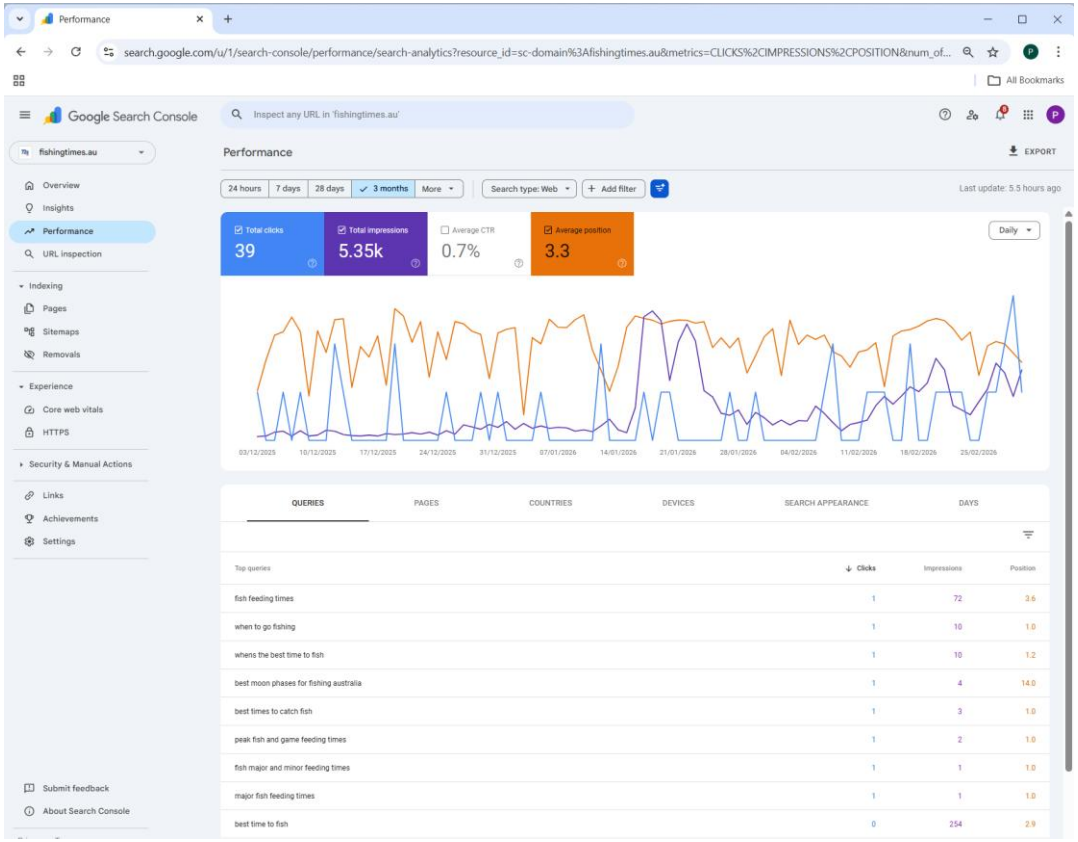



**fishingtides.au** recorded 26 clicks from 8,300 impressions over three months — a CTR of 0.3% against an expected return of approximately 760 clicks at average position 3.5.

| Query | Position | Impressions | Actual Clicks | Expected Clicks | Lost Clicks |
|---|---|---|---|---|---|
| best tide for fishing | 1.9 | 238 | 0 | 44 | 44 |
| best tide to fish | 2.2 | 129 | 0 | 24 | 24 |
| what tide is best for fishing | 3.5 | 138 | 0 | 13 | 13 |
| tides for fishing | 3.3 | 160 | 0 | 17 | 17 |
| tide for fishing | 3.7 | 91 | 0 | 7 | 7 |
| best time to fish tides | 7.3 | 143 | 1 | 5 | 4 |
| **Total (all queries)** | **3.5 avg** | **8,300** | **26** | **760** | **734** |

**Suppression rate: 97% against expected performance.**

Notable here is the concentration of suppression on the highest-volume queries. The five queries ranking between positions 1.9 and 3.7 — collectively 756 impressions — returned zero clicks against an expected 105. Google's tide information panels and AI overviews answer the question of optimal fishing tides directly within the search results page, leaving no reason for the user to visit the site.

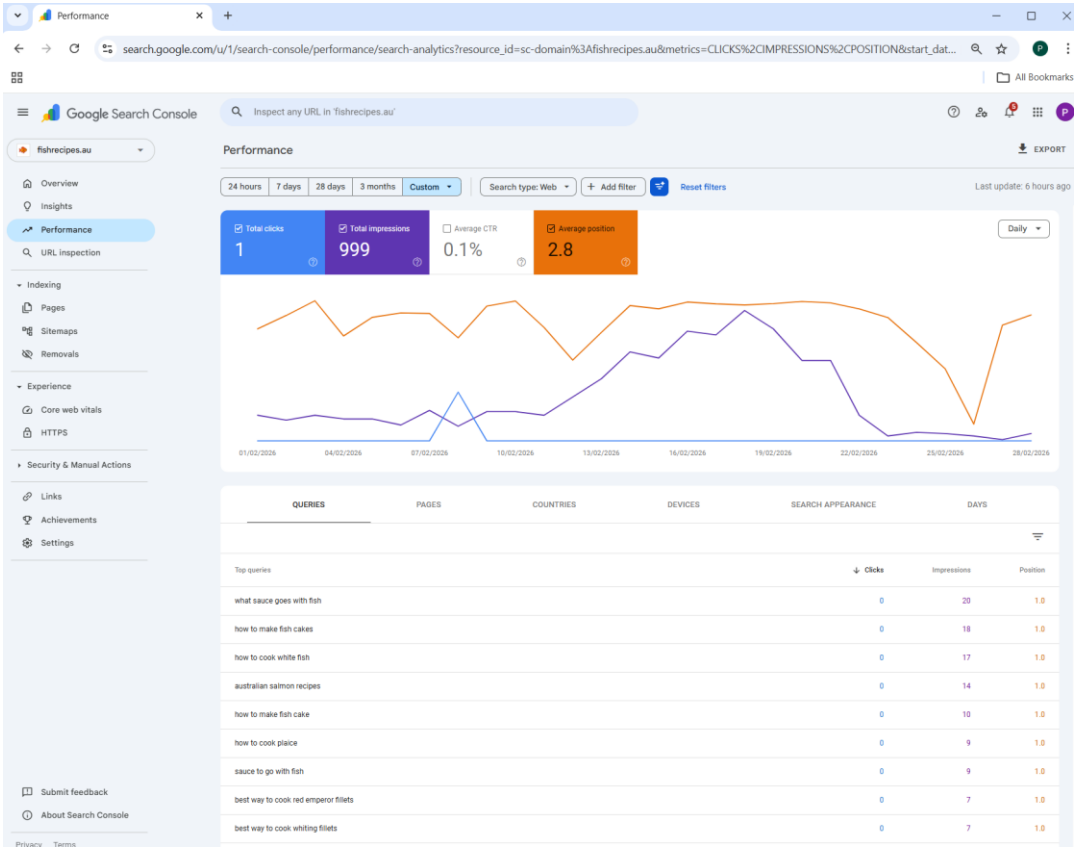



**fishingtimes.au** recorded 39 clicks from 5,350 impressions over three months — a CTR of 0.7% against an expected return of approximately 567 clicks at average position 3.3.

| Query | Position | Impressions | Actual Clicks | Expected Clicks | Lost Clicks |
|---|---|---|---|---|---|
| best time to fish | 2.9 | 254 | 0 | 46 | 46 |
| fish feeding times | 2.4 | 71 | 1 | 13 | 12 |
| when to go fishing | 2.8 | 65 | 1 | 12 | 11 |
| **Total (all queries)** | **3.3 avg** | **5,350** | **39** | **567** | **528** |

**Suppression rate: 93% against expected performance.**

Notable here is "best time to fish" — 254 impressions at position 2.9 returning zero clicks, against an expected 46. This is among the most commercially significant queries in the submission. Google's AI overview and solunar tables displayed directly in search results answer the question of optimal fishing times without requiring a site visit.

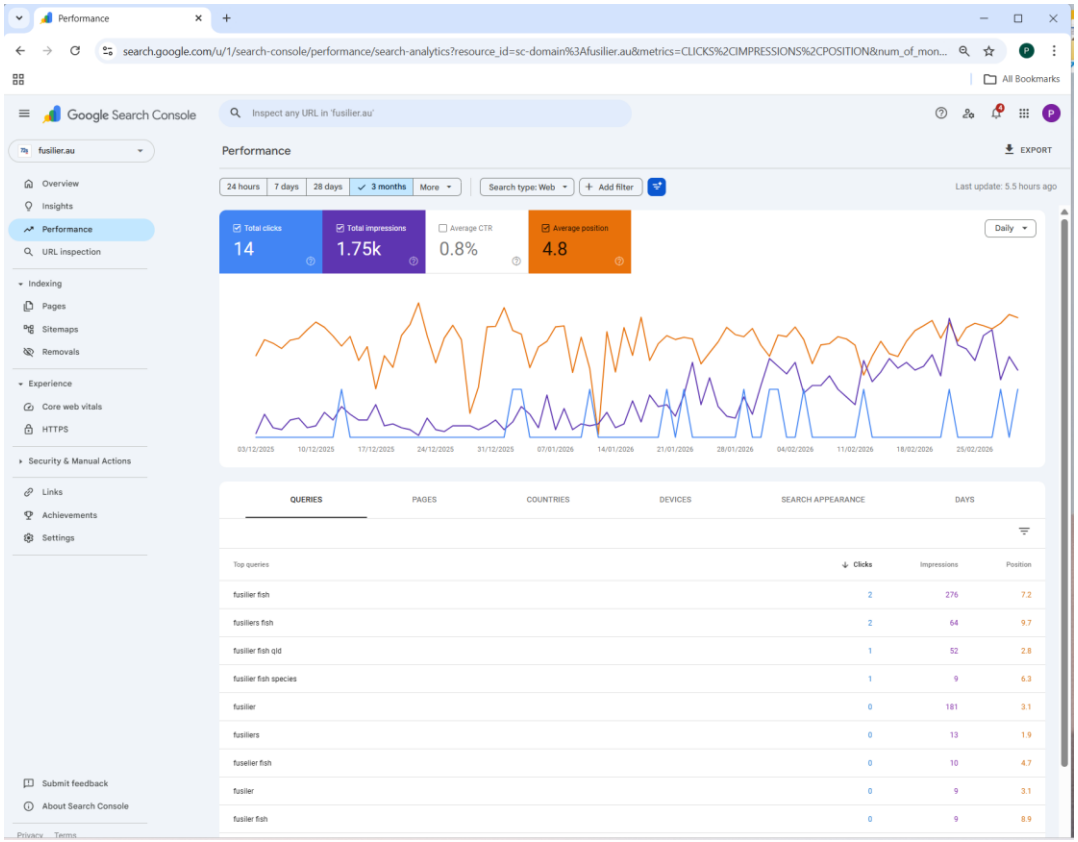



**fishrecipes.au** recorded 1 click from 999 impressions over the custom period — a CTR of 0.1% against an expected return of approximately 175 clicks at average position 2.8.

| Query | Position | Impressions | Actual Clicks | Expected Clicks | Lost Clicks |
|---|---|---|---|---|---|
| what sauce goes with fish | 1.0 | 20 | 0 | 7 | 7 |
| how to make fish cakes | 1.0 | 18 | 0 | 6 | 6 |
| how to cook white fish | 1.0 | 17 | 0 | 6 | 6 |
| australian salmon recipes | 1.0 | 14 | 0 | 5 | 5 |
| how to make fish cake | 1.0 | 10 | 0 | 3 | 3 |
| how to cook plaice | 1.5 | 9 | 0 | 3 | 3 |
| **Total (all queries)** | **2.8 avg** | **999** | **1** | **175** | **174** |

**Suppression rate: 99% against expected performance.**

Notable here alongside cookingfish.au as the closest to total suppression in the submission. Eight queries ranking at position 1.0 return zero clicks collectively, with the single click unattributable to any visible query in the table. Recipe content is among the most comprehensively absorbed query category in Google's results pages.

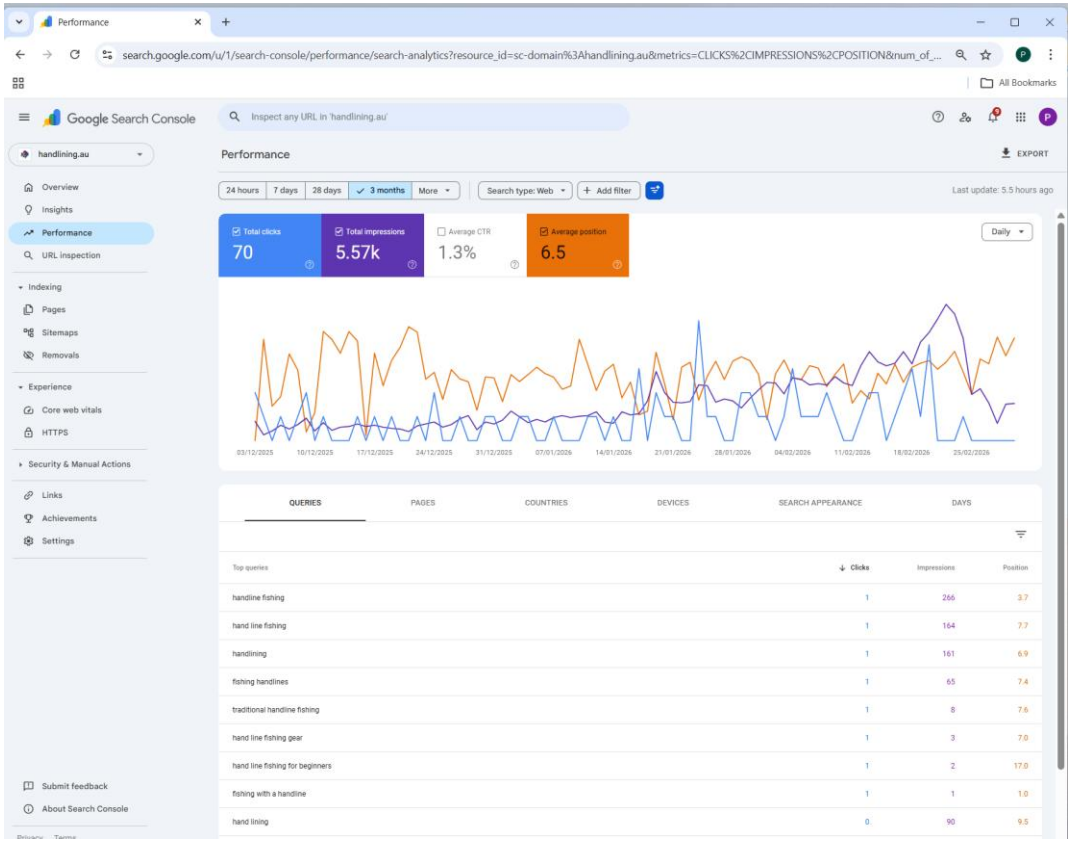



**fusilier.au** recorded 14 clicks from 1,750 impressions over three months — a CTR of 0.8% against an expected return of approximately 133 clicks at average position 4.8.

| Query | Position | Impressions | Actual Clicks | Expected Clicks | Lost Clicks |
|---|---|---|---|---|---|
| fusiliers | 1.9 | 13 | 0 | 4 | 4 |
| fusilier fish qld | 2.9 | 32 | 1 | 4 | 3 |
| fusilier fish | 4.7 | 10 | 0 | 1 | 1 |
| fusilier | 8.1 | 191 | 0 | 5 | 5 |
| fusilier fish | 7.2 | 376 | 2 | 12 | 10 |
| fusiliers fish | 9.7 | 64 | 2 | 1 | 0 |
| **Total (all queries)** | **4.8 avg** | **1,750** | **14** | **133** | **119** |

**Suppression rate: 89% against expected performance.**

Notable here is "fusilier" — 191 impressions at position 8.1 returning zero clicks — and "fusiliers" at position 1.9 with 13 impressions also returning zero clicks where 4 would be expected. The site's top-ranking queries are systematically suppressed while the modest clicks received come from mid-range positions, inverting the normal relationship between rank and click volume.

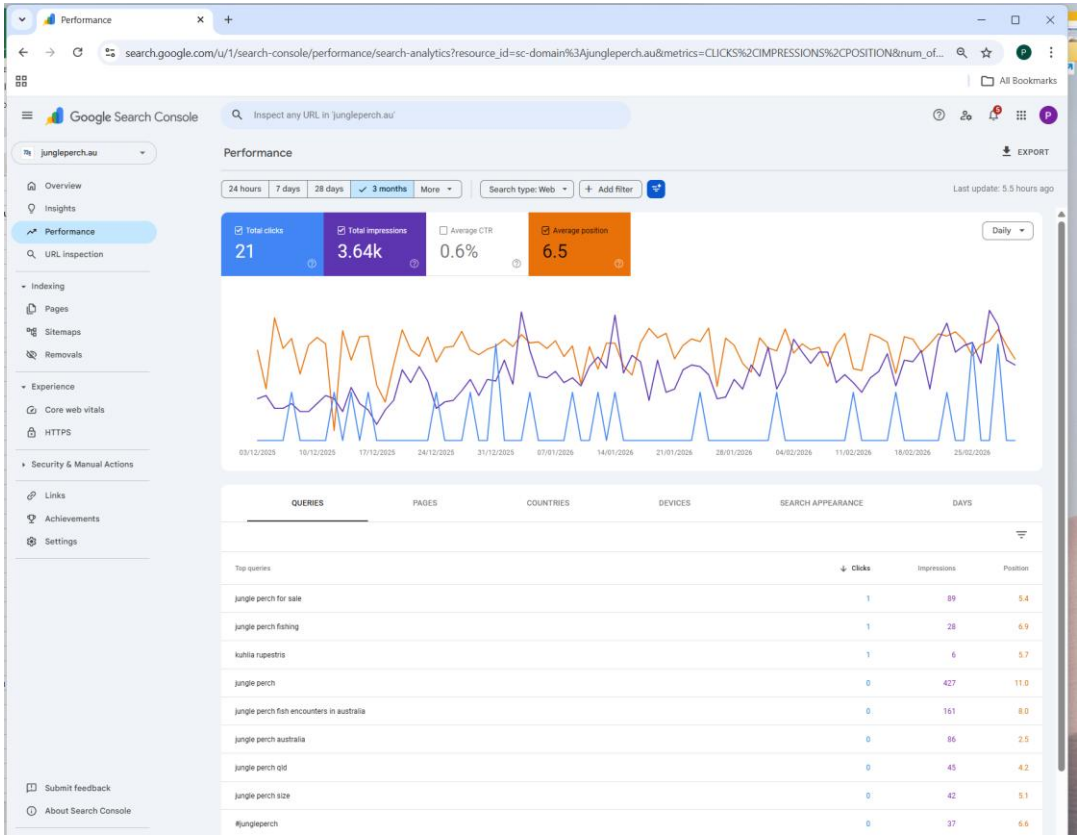



**handlining.au** recorded 70 clicks from 5,570 impressions over three months — a CTR of 1.3% against an expected return of approximately 226 clicks at average position 6.5.

| Query | Position | Impressions | Actual Clicks | Expected Clicks | Lost Clicks |
|---|---|---|---|---|---|
| handline fishing | 6.7 | 296 | 1 | 10 | 9 |
| hand line fishing | 7.7 | 164 | 1 | 4 | 3 |
| handlining | 6.9 | 167 | 1 | 6 | 5 |
| fishing handlines | 7.4 | 60 | 1 | 2 | 1 |
| hand lining | 9.9 | 90 | 0 | 2 | 2 |
| **Total (all queries)** | **6.5 avg** | **5,570** | **70** | **226** | **156** |

**Suppression rate: 69% against expected performance.**

Notable here is "hand lining" — 90 impressions at position 9.0 returning zero clicks. This is a query with clear informational and technique-driven intent, where users are seeking fishing method guidance that requires content depth to fully address. That it returns zero clicks despite appearing on the first page indicates suppression is operating on specialised, activity-specific queries where Google's surface-level results fail to match user intent closely enough to drive engagement.

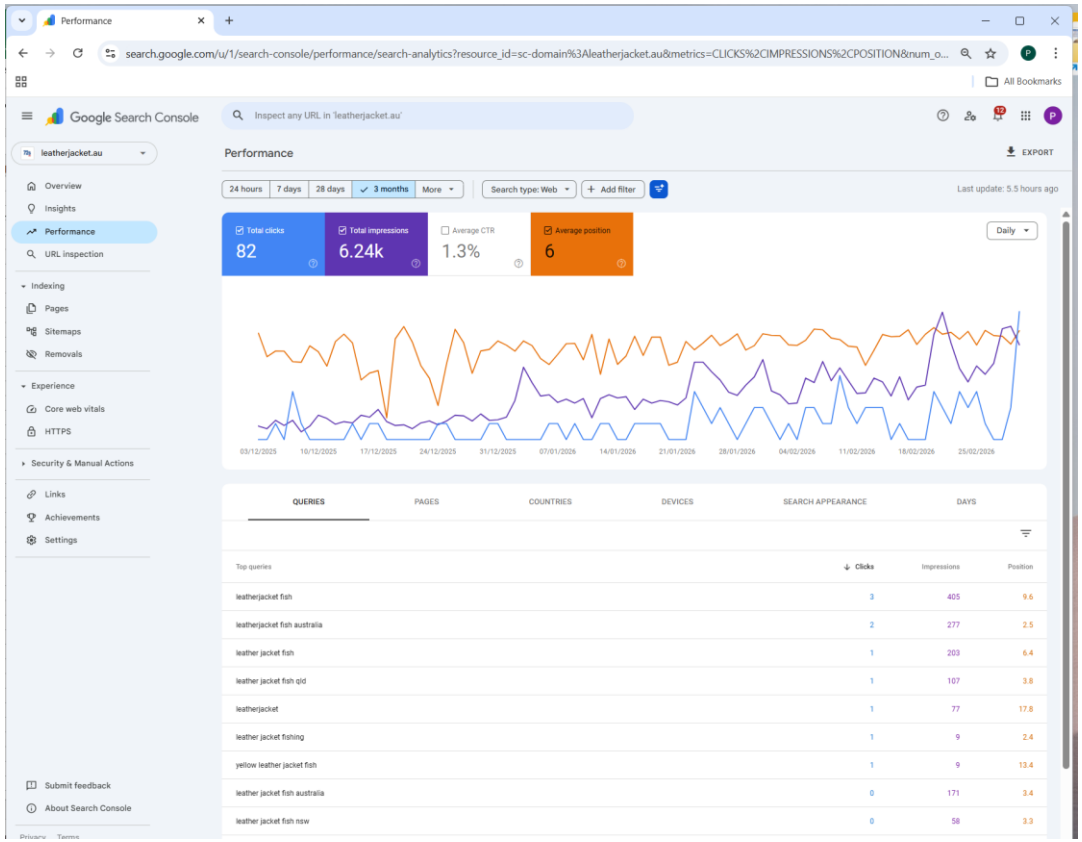



**jungleperch.au** recorded 21 clicks from 3,640 impressions over three months — a CTR of 0.6% against an expected return of approximately 153 clicks at average position 6.5.

| Query | Position | Impressions | Actual Clicks | Expected Clicks | Lost Clicks |
|---|---|---|---|---|---|
| jungle perch australia | 2.5 | 86 | 0 | 15 | 15 |
| jungle perch for sale | 3.4 | 89 | 6 | 9 | 3 |
| jungle perch qld | 4.2 | 45 | 0 | 3 | 3 |
| jungle perch fish encounters in australia | 6.8 | 141 | 0 | 7 | 7 |
| #jungleperch | 6.6 | 37 | 0 | 2 | 2 |
| jungle perch | 11.8 | 427 | 0 | 4 | 4 |
| jungle perch size | 9.1 | 42 | 0 | 1 | 1 |
| **Total (all queries)** | **6.5 avg** | **3,640** | **21** | **153** | **132** |

**Suppression rate: 86% against expected performance.**

Notable here is "jungle perch australia" — 86 impressions at position 2.5 returning zero clicks where 15 would be expected. The two queries that overperformed — "kuhlia rupestris" and "jungle perch fishing" — are both niche or activity-specific terms that Google cannot resolve through its own content panels, consistent with the pattern observed throughout this submission.

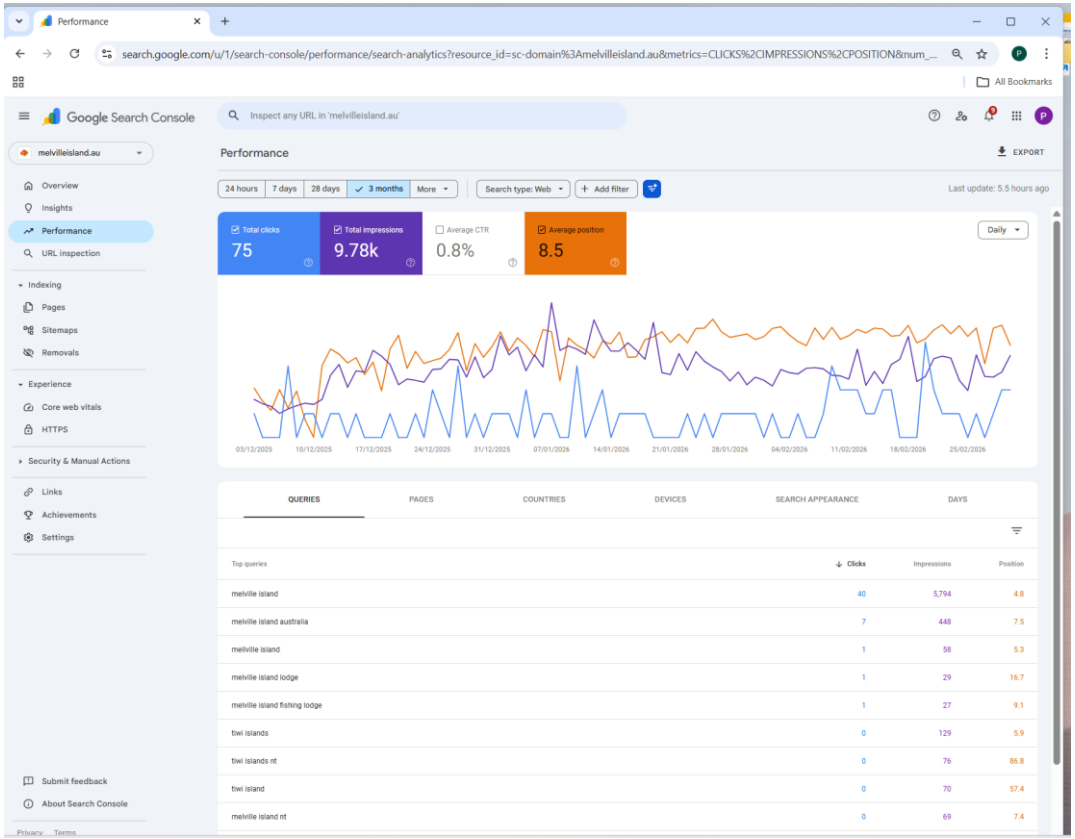



**leatherjacket.au** recorded 82 clicks from 6,240 impressions over three months — a CTR of 1.3% against an expected return of approximately 290 clicks at average position 6.

| Query | Position | Impressions | Actual Clicks | Expected Clicks | Lost Clicks |
|---|---|---|---|---|---|
| leatherjacket fish australia | 2.9 | 277 | 2 | 29 | 27 |
| leather jacket fish qld | 2.8 | 127 | 1 | 13 | 12 |
| leather jacket fish australia | 6.8 | 171 | 0 | 6 | 6 |
| leather jacket fish | 6.4 | 203 | 1 | 8 | 7 |
| leather jacket fish nsw | 6.0 | 36 | 0 | 2 | 2 |
| leatherjacket fish | 9.0 | 455 | 0 | 10 | 10 |
| leatherjacket | 11.8 | 77 | 1 | 1 | 0 |
| **Total (all queries)** | **6.0 avg** | **6,240** | **82** | **290** | **208** |

**Suppression rate: 72% against expected performance.**

Notable here is "leatherjacket fish australia" — 277 impressions at position 2.9 returning only 2 clicks against an expected 29. The site's relatively higher click total compared to others in the submission is largely attributable to its broader query spread across multiple position ranges rather than any reduction in per-query suppression.

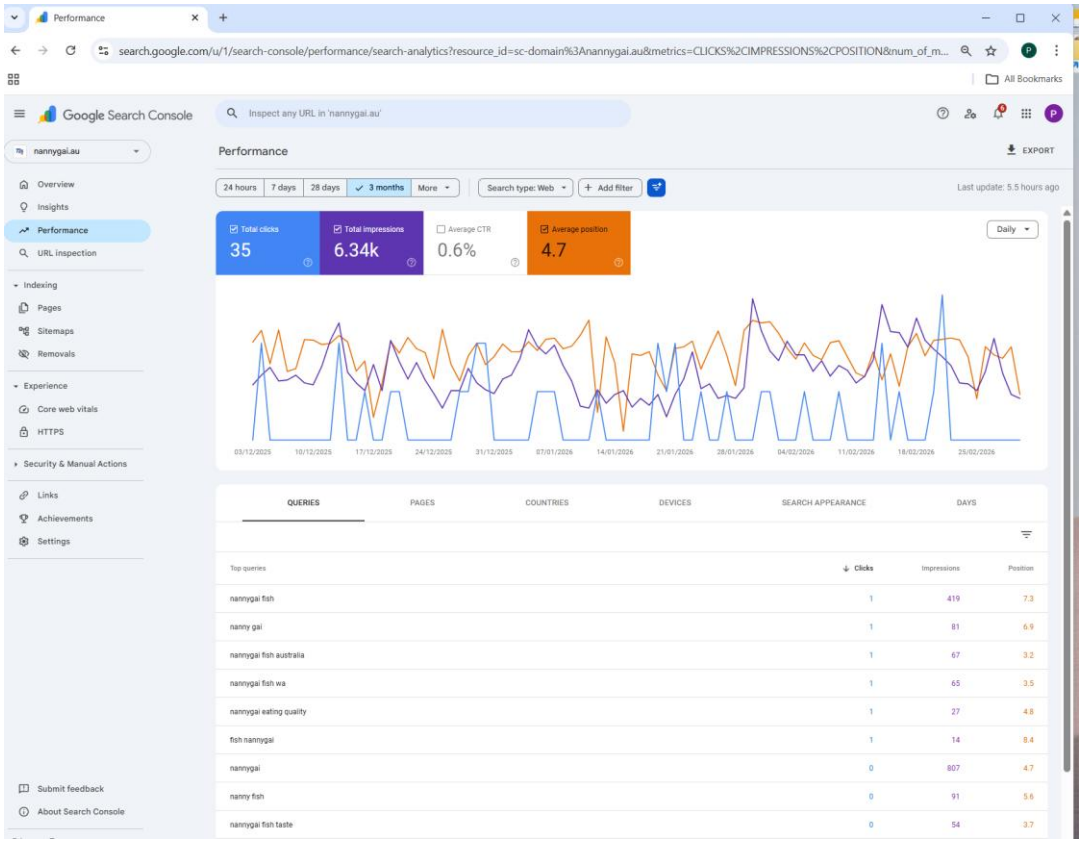



**melvilleisland.au** recorded 75 clicks from 9,780 impressions over three months — a CTR of 0.8% against an expected return of approximately 235 clicks at average position 8.5.

| Query | Position | Impressions | Actual Clicks | Expected Clicks | Lost Clicks |
|---|---|---|---|---|---|
| melville island nt | 1.4 | 34 | 0 | 11 | 11 |
| melville island | 4.9 | 5,764 | 40 | 354 | 314 |
| five islands | 5.9 | 729 | 0 | 45 | 45 |
| melville island australia | 7.5 | 448 | 1 | 14 | 13 |
| melville island fishing lodge | 8.1 | 27 | 0 | 1 | 1 |
| melville island lodge | 15.7 | 29 | 1 | 0 | 0 |
| **Total (all queries)** | **8.5 avg** | **9,780** | **75** | **235** | **160** |

**Suppression rate: 68% against expected performance.**

Notable here is "melville island" — the primary query with 5,764 impressions at position 4.9 — returning 40 clicks where 354 would be expected, and "five islands" with 729 impressions at position 5.9 returning zero clicks entirely. "Melville island nt" at position 1.4 with 34 impressions also returned zero clicks, where approximately 11 would be expected.

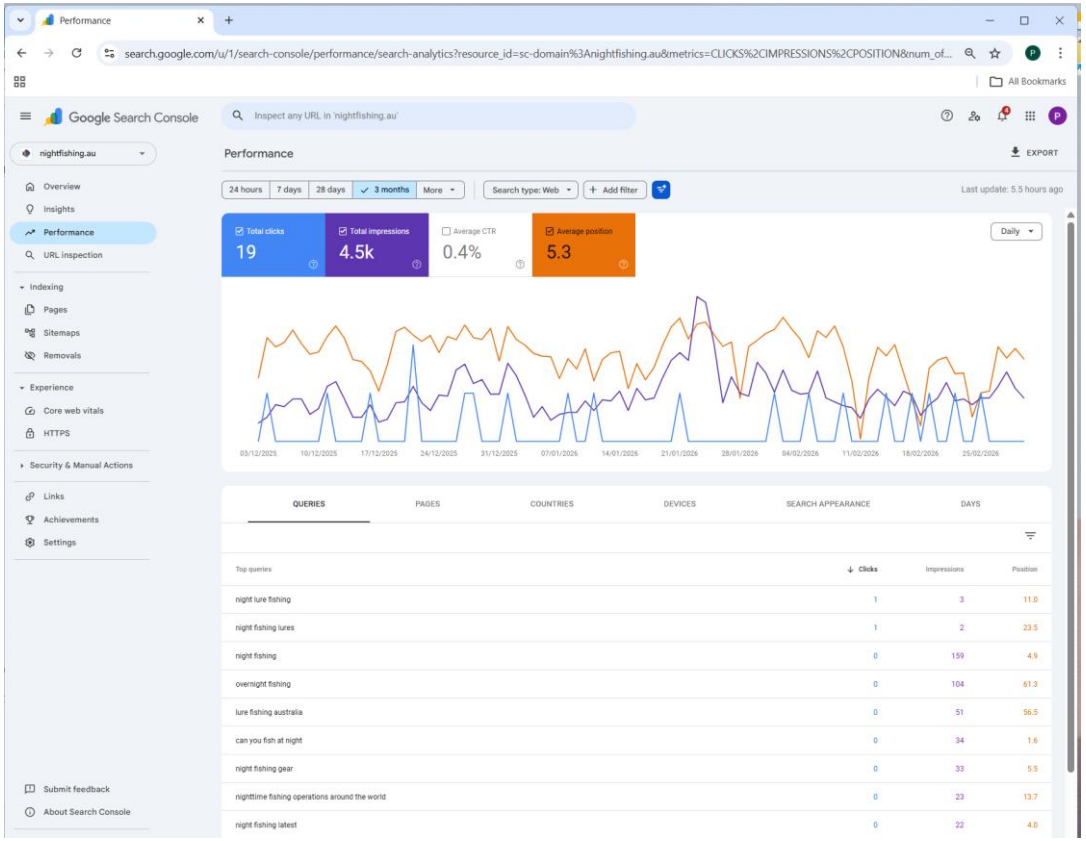



**nannygai.au** recorded 35 clicks from 6,340 impressions over three months — a CTR of 0.6% against an expected return of approximately 380 clicks at average position 4.7.

| Query | Position | Impressions | Actual Clicks | Expected Clicks | Lost Clicks |
|---|---|---|---|---|---|
| nannygai fish wa | 1.5 | 65 | 1 | 21 | 20 |
| nannygai fish taste | 2.7 | 54 | 0 | 7 | 7 |
| nannygai fish australia | 5.2 | 97 | 1 | 6 | 5 |
| nanny gai | 5.9 | 91 | 1 | 4 | 3 |
| nannygai | 4.7 | 867 | 0 | 52 | 52 |
| nanny fish | 5.6 | 91 | 0 | 5 | 5 |
| nannygai fish | 7.5 | 419 | 1 | 14 | 13 |
| **Total (all queries)** | **4.7 avg** | **6,340** | **35** | **380** | **345** |

**Suppression rate: 91% against expected performance.**

Notable here is "nannygai" — the primary query with 867 impressions at position 4.7 — returning zero clicks against an expected 52, while "nannygai fish wa" at position 1.5 with 65 impressions returned only 1 click where 21 would be expected. Google's species panels resolve identification and habitat queries for this distinctly Australian fish without requiring a site visit.

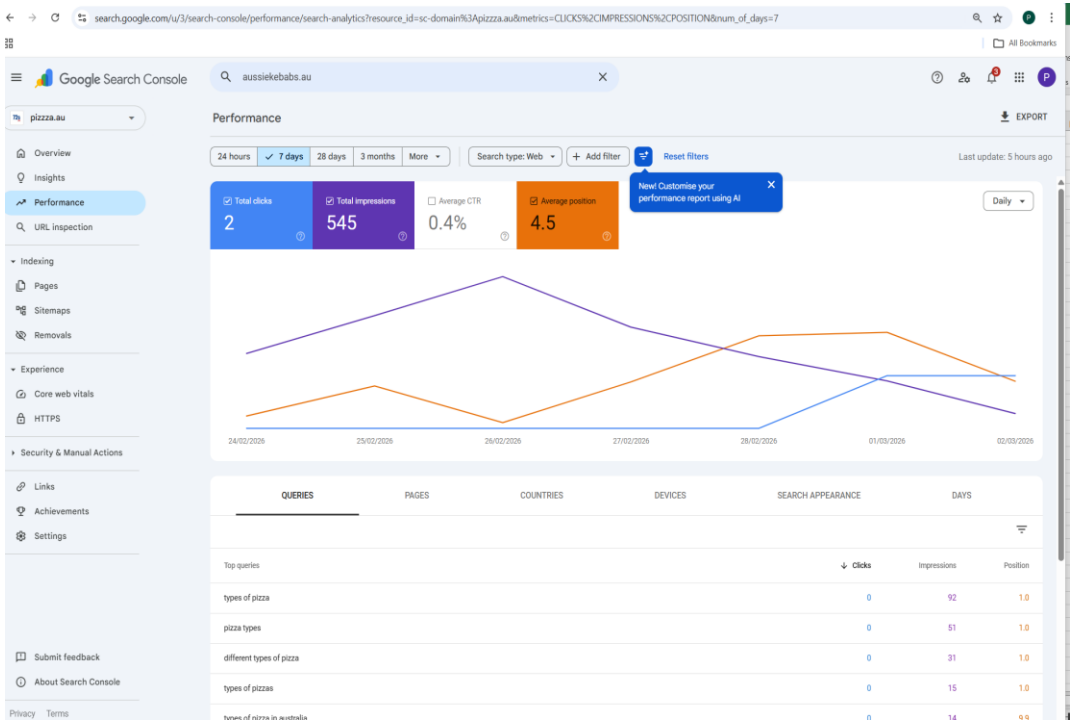



**nightfishing.au** recorded 19 clicks from 4,500 impressions over three months — a CTR of 0.4% against an expected return of approximately 256 clicks at average position 5.3.

| Query | Position | Impressions | Actual Clicks | Expected Clicks | Lost Clicks |
|---|---|---|---|---|---|
| can you fish at night | 1.6 | 34 | 0 | 6 | 6 |
| night fishing | 4.9 | 194 | 0 | 12 | 12 |
| night fishing gear | 5.0 | 33 | 0 | 2 | 2 |
| night fishing latest | 4.5 | 12 | 0 | 1 | 1 |
| **Total (all queries)** | **5.3 avg** | **4,500** | **19** | **256** | **237** |

**Suppression rate: 93% against expected performance.**

Notable here is "night fishing" at position 4.9 with 194 impressions returning zero clicks — the highest-volume query on the page and one where Google's own AI overview directly answers questions about night fishing regulations and techniques without requiring a visit to the site.

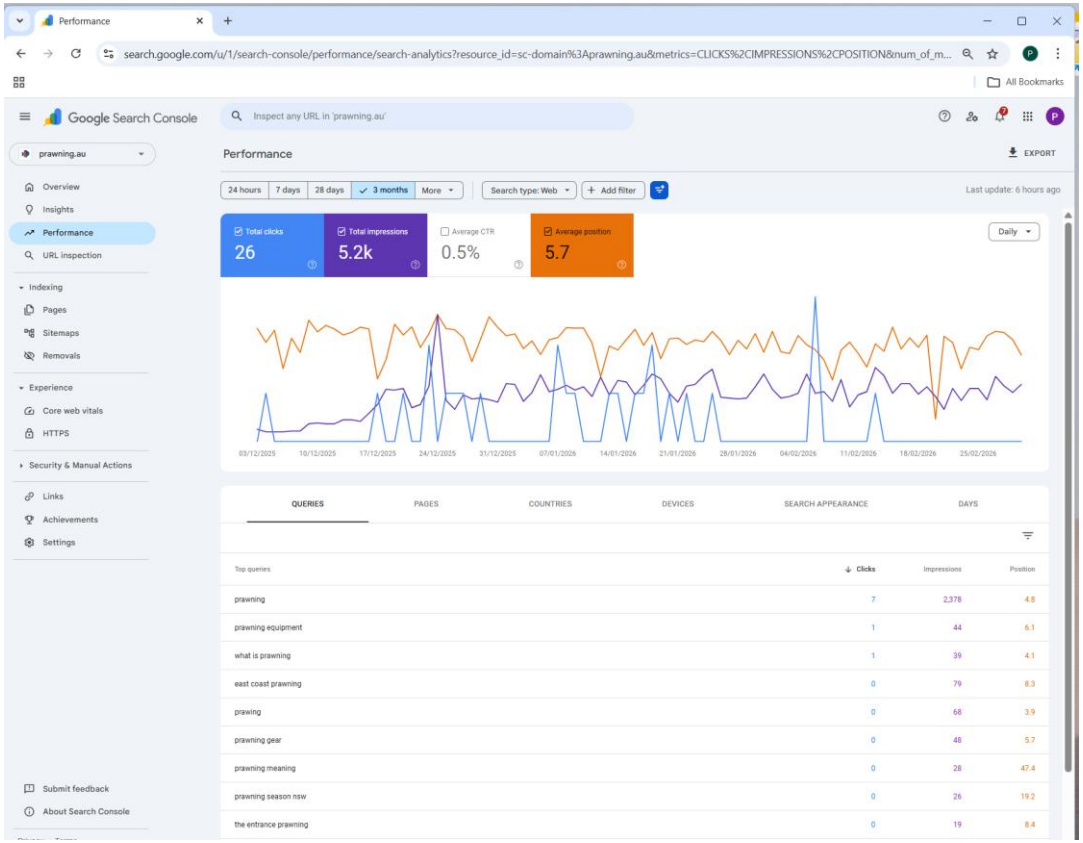



**pizza.au** recorded 2 clicks from 545 impressions over 7 days — a CTR of 0.4% against an expected return of approximately 42 clicks at average position 4.5.

| Query | Position | Impressions | Actual Clicks | Expected Clicks | Lost Clicks |
|---|---|---|---|---|---|
| Types of pizza | 1.0 | 92 | 0 | 31 | 31 |
| Pizza types | 1.0 | 51 | 0 | 17 | 17 |
| Different types of pizza | 1.0 | 31 | 0 | 10 | 10 |
| Types of pizzas | 1.0 | 15 | 0 | 5 | 5 |
| Total (all queries) | **1.0 avg** | **189** | **0** | **62** | **62** |

**Suppression rate: 100% against expected performance.**

Notable here is "Types of pizza" — 92 impressions at position 1.0 returning zero clicks. This is a query with clear navigational and informational intent, where users are seeking pizza variety or menu guidance that Google is resolving entirely within the search results page itself. That it returns zero clicks despite holding the top position indicates suppression is operating at maximum effect on category-defining queries where Google's own interface completely displaces the need to visit the source.

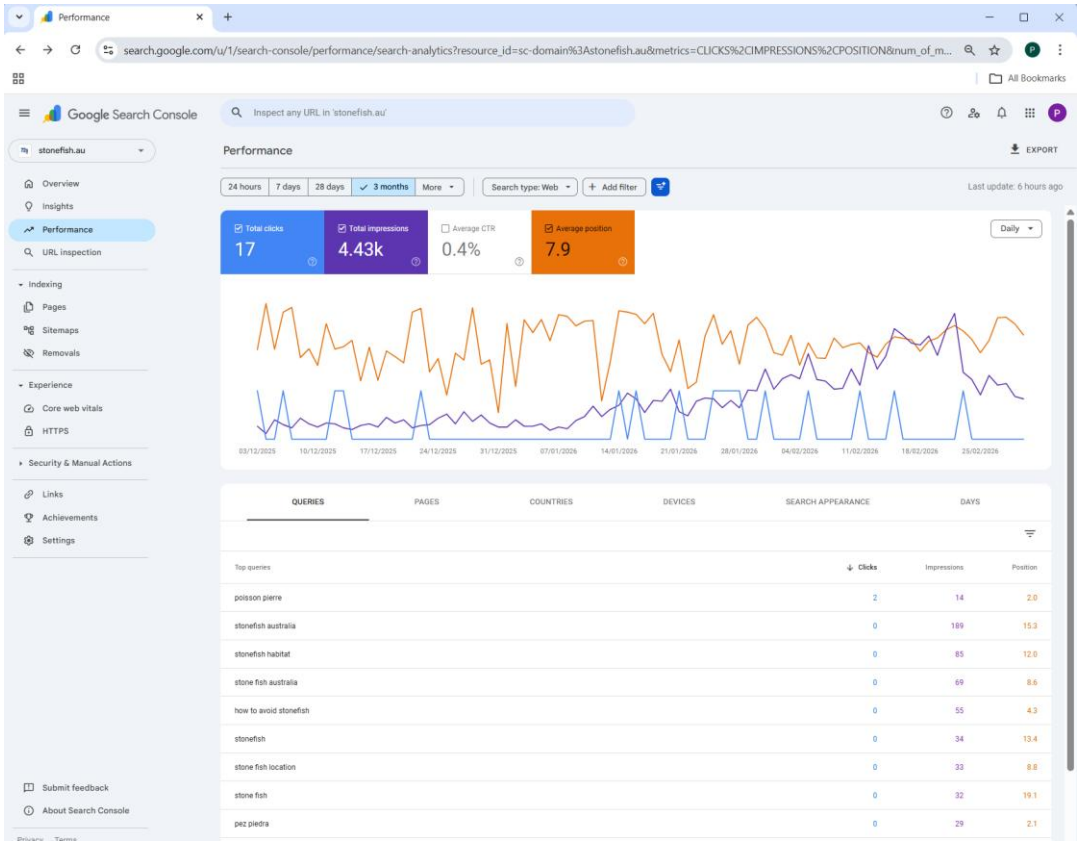



**prawning.au** recorded 26 clicks from 5,200 impressions over three months — a CTR of 0.5% against an expected return of approximately 320 clicks at average position 5.7.

| Query | Position | Impressions | Actual Clicks | Expected Clicks | Lost Clicks |
|---|---|---|---|---|---|
| the entrance prawning | 2.4 | 13 | 0 | 2 | 2 |
| what is prawning | 4.1 | 29 | 1 | 2 | 1 |
| prawning equipment | 4.7 | 44 | 1 | 3 | 2 |
| prawning gear | 5.7 | 48 | 0 | 3 | 3 |
| best coast prawning | 6.1 | 75 | 0 | 3 | 3 |
| prawning | 6.0 | 2,270 | 7 | 106 | 99 |
| prawing | 6.9 | 68 | 0 | 3 | 3 |
| Total (all queries) | **5.7 avg** | **5,200** | **26** | **320** | **294** |

**Suppression rate: 92% against expected performance.**

Notable here is "prawning" — the primary branded query with 2,270 impressions — returning only 7 clicks at position 6.0 where 106 would be expected. That single query accounts for 99 of the 294 lost clicks.

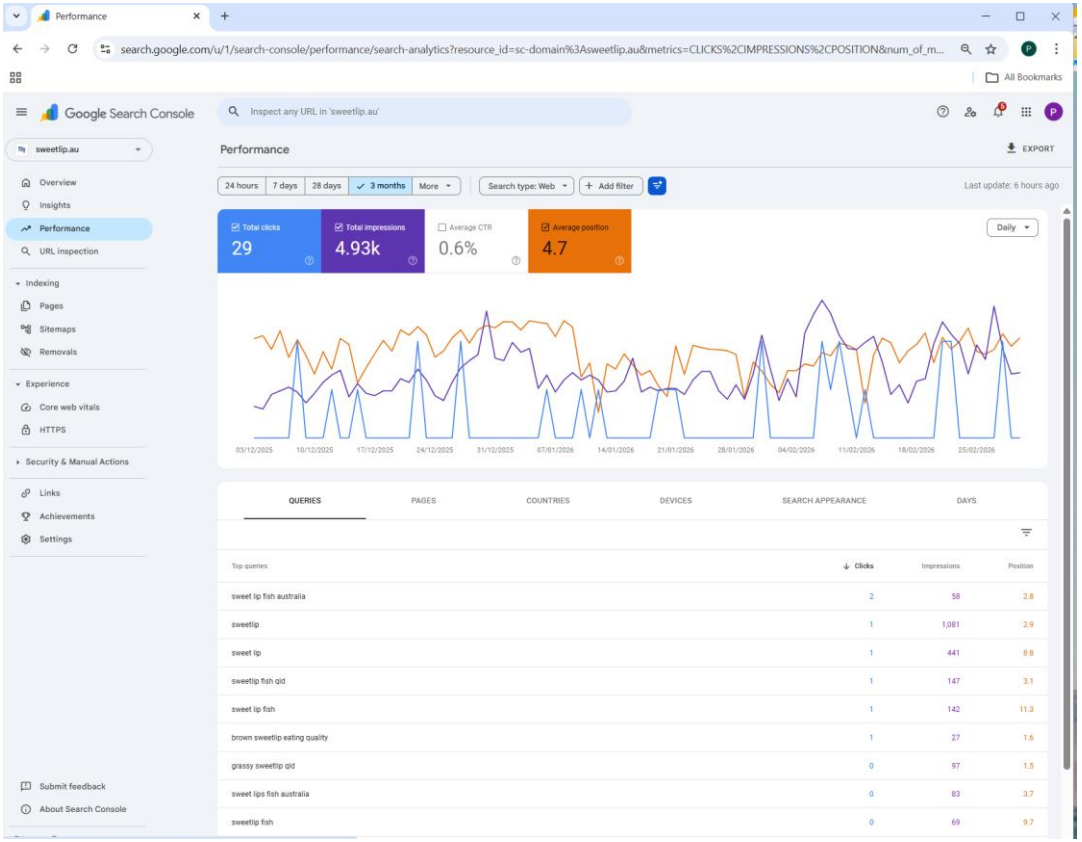



**stonefish.au** recorded 17 clicks from 4,430 impressions over three months — a CTR of 0.4% against an expected return of approximately 137 clicks at average position 7.9.

| Query | Position | Impressions | Actual Clicks | Expected Clicks | Lost Clicks |
|---|---|---|---|---|---|
| pez piedra | 2.1 | 29 | 0 | 5 | 5 |
| poison pierre | 2.0 | 14 | 2 | 3 | 1 |
| how to avoid stonefish | 4.5 | 55 | 0 | 3 | 3 |
| stone fish australia | 8.5 | 69 | 0 | 2 | 2 |
| stonefish australia | 13.2 | 199 | 0 | 2 | 2 |
| stonefish habitat | 13.0 | 85 | 0 | 1 | 1 |
| **Total (all queries)** | **7.9 avg** | **4,430** | **17** | **137** | **120** |

**Suppression rate: 88% against expected performance.**

Notable here is that "pez piedra" — the Spanish-language equivalent query — ranks at position 2.1 with 29 impressions and returns zero clicks, consistent with Google's knowledge panels for dangerous marine species providing safety information directly in results across multiple languages without requiring a site visit.

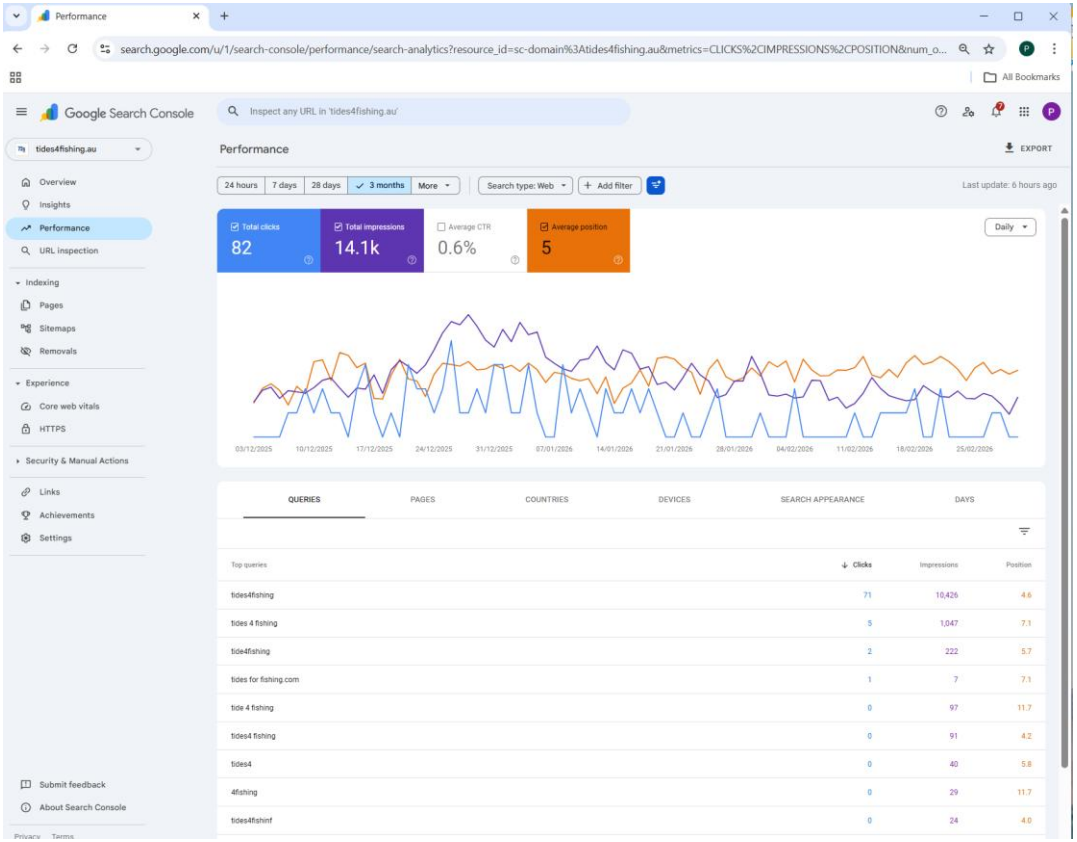



**sweetlip.au** recorded 29 clicks from 4,930 impressions over three months — a CTR of 0.6% against an expected return of approximately 320 clicks at average position 4.7.

| Query | Position | Impressions | Actual Clicks | Expected Clicks | Lost Clicks |
|---|---|---|---|---|---|
| grassy sweetlip qld | 1.5 | 97 | 0 | 25 | 25 |
| brown sweetlip eating quality | 1.6 | 27 | 1 | 7 | 6 |
| sweetlip | 2.9 | 1,081 | 1 | 115 | 114 |
| sweetlip fish qld | 3.1 | 147 | 0 | 16 | 16 |
| sweet tip fish australia | 2.9 | 39 | 2 | 4 | 2 |
| sweet lip | 6.6 | 641 | 1 | 26 | 25 |
| sweet lips fish australia | 9.7 | 83 | 0 | 2 | 2 |
| **Total (all queries)** | **4.7 avg** | **4,930** | **29** | **320** | **291** |

**Suppression rate: 91% against expected performance.**

Notable here is "sweetlip" — the primary query with 1,081 impressions at position 2.9 — returning 1 click against an expected 115. "Grassy sweetlip qld" at position 1.5 with 97 impressions returned zero clicks where 25 would be expected. Google's species information panels resolve basic identification and habitat queries without requiring a site visit.

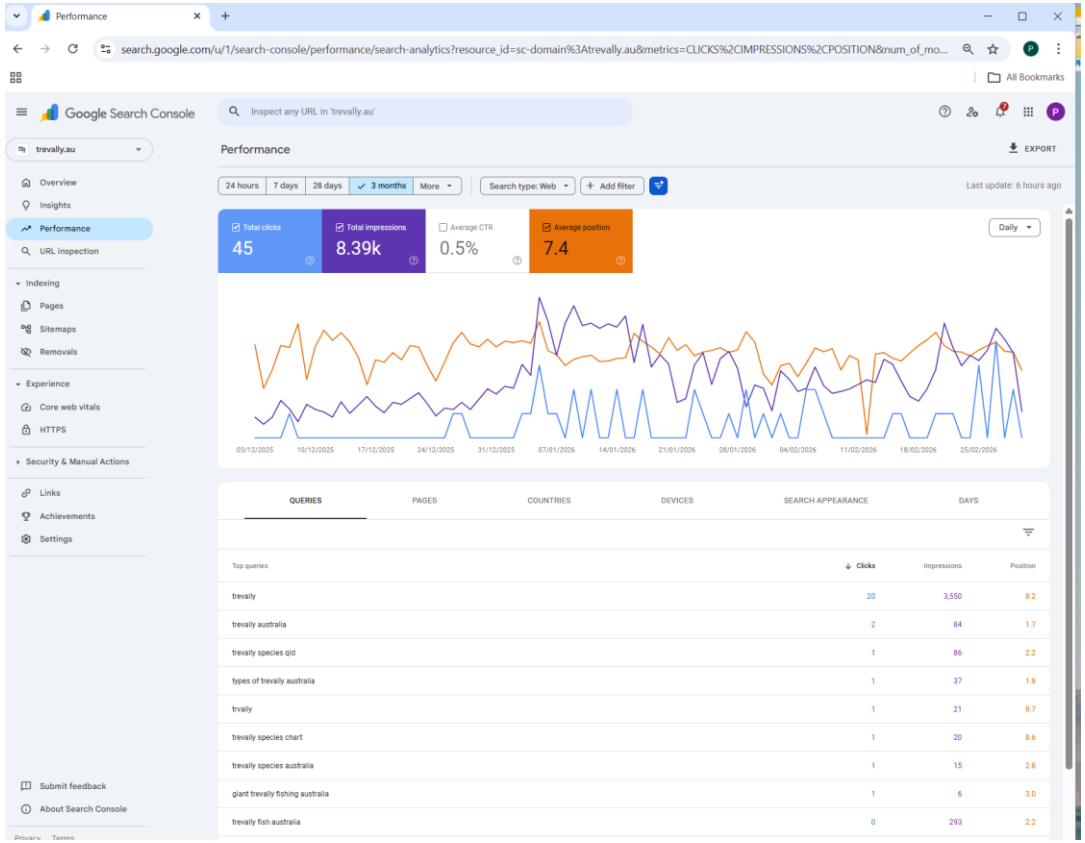



**tides4fishing.au** recorded 82 clicks from 14,100 impressions over three months — a CTR of 0.6% against an expected return of approximately 987 clicks at average position 5.

| Query | Position | Impressions | Actual Clicks | Expected Clicks | Lost Clicks |
|---|---|---|---|---|---|
| tides4fishing | 4.6 | 10,426 | 71 | 729 | 658 |
| tides 4 fishing | 7.1 | 1,047 | 5 | 37 | 32 |
| tide4fishing | 5.7 | 222 | 2 | 13 | 11 |
| tide 4 fishing | 11.7 | 97 | 0 | 1 | 1 |
| tides4 fishing | 4.2 | 91 | 0 | 7 | 7 |
| tides4 | 5.8 | 40 | 0 | 2 | 2 |
| tides4fishint | 4.0 | 24 | 0 | 2 | 2 |
| **Total (all queries)** | **5.0 avg** | **14,100** | **82** | **987** | **905** |

**Suppression rate: 92% against expected performance.**

Notable here is that "tides4fishing" — a branded navigational query where users are actively searching for this site by name — generated 10,426 impressions at position 4.6 and returned only 71 clicks against an expected 729. Users searching for a site by name and still not reaching it represents the most direct form of suppression documented in this submission.




**Trevally.au** recorded 45 clicks from 8,390 impressions over three months — a CTR of 0.5% against an expected return of approximately 264 clicks at average position 7.4.

| Query | Position | Impressions | Actual Clicks | Expected Clicks | Lost Clicks |
|---|---|---|---|---|---|
| trevally fish australia | 1.3 | 295 | 0 | 99 | 99 |
| trevally australia | 1.7 | 64 | 2 | 22 | 20 |
| types of trevally australia | 1.8 | 37 | 1 | 12 | 11 |
| trevally species qld | 2.3 | 89 | 1 | 16 | 15 |
| trevally species australia | 2.6 | 15 | 1 | 3 | 2 |
| trevally | 9.2 | 6,590 | 20 | 152 | 132 |
| **Total (all queries)** | **7.4 avg** | **8,390** | **45** | **264** | **219** |

**Suppression rate: 83% against expected performance.**

Notable here is "trevally fish australia" — 295 impressions at position 1.3 returning zero clicks where approximately 99 would be expected, and "trevally" with 6,590 impressions at position 9.2 returning only 20 clicks against an expected 152. Google's species information panels resolve identification and habitat queries for common Australian sport fish without requiring a site visit.

Refer attached excel file

Fishing_216_domains_nov25_to_apr26_SUMMARY.xlsx

The file ‘Fishing_216_domains_nov25_to_apr26_SUMMARY.xlsx’ is a summary of 216 individual files down loaded directly from Googles Search Console. It presents some data points in an easily readable format. Also supplied is the RAW DATA of all 216 domains for self analysis.

Refer attached zipped excel files

Fishing_216_domains_nov25_to_apr26_RAW_DATA.zip

The file ‘Fishing_216_domains_nov25_to_apr26_RAW_DATA.zip’ is the RAW DATA of all 216 domains for self analysis. Each domain has its own spreadsheet downloaded directly from Googles Search console and covers the full 6 month period