

Be the natural bed maker AI recommends in New Zealand.

Prepared for Sukhita at INNATURE

NEW ZEALAND | 19 OCTOBER 2026 · TEAM EMPATHY

1. Executive summary

The short version. On Ahrefs, INNATURE already ranks in the top three of Google New Zealand for 66 non-branded searches, including "latex mattress nz" and "futon nz", on a site with the strongest keyword footprint among New Zealand's natural bed makers. On the non-branded searches for what you make, we estimate you win about **6.9% of the clicks available**, and every extra 1% is worth about **\$4,386 a year** in gross revenue. Three things are holding it back: the Google Analytics property we were given stopped recording in August 2024, 45 pages from your old website now show "page not found", and most of New Zealand's demand sits on product searches where your pages do not rank yet.

Three things to know

- **Your search channel has gone unmeasured for more than two years.** The Google Analytics property we were given recorded its last sale in February 2022 and stopped recording visits in August 2024, around the move to Shopify. In the last full year it tracked, organic search brought **47,939** of your 90,134 visits (53%), branded and non-branded together. The Google tag on your site today reports to a property we cannot see, and nothing ties your Shopify orders back to search. **GA4**
- **The move to Shopify left a leak.** 45 pages from the old site that organic search sent visitors to before the move now return "page not found". They brought in 6,005 organic search visits in that last tracked year, and several are products you still sell, among them the silk duvet inners, Brolly Sheets and the wool bassinet mattress. **GA4**

- **AI is already answering your category.** 64% of the search demand we measured sits on Google results that already show an AI Overview. Asked for the best organic mattress in New Zealand, AI-style answers name Natural Beds and Woola, and for futons they name FUTONZ. INNATURE is named for organic cot mattresses, through The Sleep Store's pages. [AHREFS](#) [WEB SEARCH](#)

The non-branded market, and the share of it you hold



So the whole opportunity is one sentence: **you hold about 6.9% of the non-branded organic clicks for the natural bedding you make, and every extra 1% is worth about \$4,386 a year in gross revenue.** Your branded traffic, people searching for INNATURE by name, is not part of this and does not change.

What that is worth

Read these figures as directional. Your Analytics stopped recording sales in February 2022 and there is no Search Console access yet, so two inputs are estimates. Today's clicks are modelled from where you rank on Ahrefs for each search. The value of a click uses the last conversion rate and order value your Analytics measured, September 2021 to January 2022: organic search visits converted at **1.13%** on a **\$455** order, so each non-branded click is worth about **\$5.14**. Every column below is non-branded and gross, in New Zealand dollars. The whole model gets re-run on your real Shopify and Search Console numbers once they are connected. [GA4, 2021-22](#) [MODELLED, DIRECTIONAL](#)

Case	Share of the non-branded market	Non-branded clicks / yr	Non-branded revenue / yr	New revenue / yr
Today	6.9%	5,850	\$30,073	–
Conservative	12.0%	10,237	\$52,629	+\$22,556
Mid	18.0%	15,356	\$78,944	+\$48,871
High	25.0%	21,327	\$109,644	+\$79,571

The model counts only the core: searches for products you make, with buying intent, where an INNATURE page can credibly rank. The searches outside the core (94,115 a month), from big product heads like bed frames, mattress toppers and bassinets to general mattress-size questions, and "sofa bed" itself, sit on top as upside and are left out of these dollars on purpose.

Where you focus, at a glance

Baby bedding & feeding pillows

~5,125 CORE SEARCHES / MO

THE PRIZE

"Breastfeeding pillow" (2,100 a month) sits at position 11 and "baby pillows" at 14, and several baby searches land on your catch-all products page. Strengthening the pages you already have and pointing those searches at them moves them onto the first screen.

Futons & futon beds

YOU RANK, YOU WIN

YOU WIN

First for "futon bed", third for "futon nz" and tenth for "futon" (1,900 a month). The closest specialist, FUTONZ, holds first on "futon" and "futon nz", so this is a race between two Auckland makers.

Natural pillows

~3,750 CORE SEARCHES / MO

WIDE OPEN

"Pillows nz" (1,900 a month) at position 16, with buckwheat and latex pillows already ranking first or second and wool pillows fifth. One strong pillow hub joins them up.

Triangulated New Zealand search volume, October 2026. The full keyword, prompt and cluster research behind every number here lives in [The data](#) tab. **GKP + AHREFS + SEMRUSH**

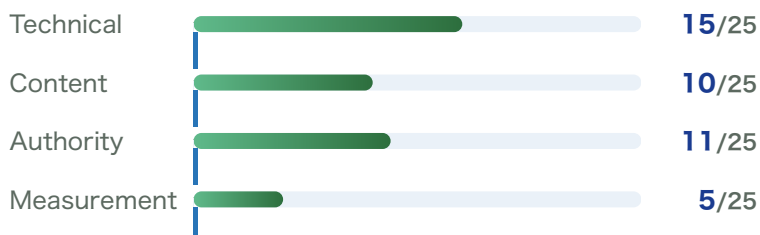
2. How AI-ready you are today: the AEO scorecard

We score every brand out of 100 against our AEO Maturity Model: four pillars (Technical, Content, Authority, Measurement), each out of 25. **AI-Ready Certified is 80 out of 100**, Professional on all four, the standard we build clients to. You are at 41 today. The technical base is closer to Professional than the score suggests: two fixable problems are holding it at 15.

INNATURE

EMERGING · GOOD BONES, MEASUREMENT SWITCHED OFF

41 /100



+39

points to AI-Ready Certified. The quickest are technical and measurement: headings, duplicate titles and reconnecting your tracking.

INNATURE

41 /
100 Today · Emerging, 41 / 100 Where you need to be · AI-Ready Certified, 80 / 100

The findings that cost least to fix. 27 of your 46 collections, including organic latex mattresses, futon mattresses and organic baby mattresses, have no main heading, because they lack the banner section your other collections use. On 21 product pages, the hidden product information Google reads names the brand as "My Store", Shopify's default. None of your 605 product variants carries a product code. Your FAQ page holds 33 questions with no FAQ markup. And the 45 dead pages above. Every one of these is a bulk fix, with no redesign.

The detailed findings, how the scoring works, and where every number comes from are in the [appendix](#).

3. The market you are missing: search and AI

A natural mattress or a futon is a considered purchase. People search by product (futon, slat bed, latex mattress topper), by size and by concern (non-toxic, wool-free, made in New Zealand), and before they spend a thousand dollars or more they ask practical questions: can I sleep on a futon every night, how far apart should slats be, can you make one to fit a motorhome. They ask those questions in two places now, a search box and an AI chat. You do not rank at all for 75% of the demand we measured.

Validated demand, and where you rank today

Term	Searches / mo (NZ)	Your rank now (NZ)	AI Overview live?
breastfeeding pillow	2,100	11	Yes
futon	1,900	10	Yes
pillows nz	1,900	16	-
nursing pillow	1,300	32	Yes
baby pillow	1,000	14	Yes

Term	Searches / mo (NZ)	Your rank now (NZ)	AI Overview live?
futon bed	880	1	Yes
bassinet mattress	880	Not ranking	Yes
slat bed	720	6	Yes
wooden bed frame	720	Not ranking	Yes
toddler pillow	720	1	Yes
cot mattress protector	590	12	Yes
futon nz	480	3	-
mattress topper	6,600	Not ranking	-
bed frame	6,600	Not ranking	Yes
bunk bed	5,400	Not ranking	Yes
mattress protector	4,400	Not ranking	Yes
bunk beds nz	4,400	29	-

Search volume triangulated across Google Keyword Planner, SEMrush and Ahrefs, New Zealand, October 2026: the median of three, or the mean of two where one tool has no figure, with close variants counted once. Rank is your current Google New Zealand position on Ahrefs, 19 October 2026, for the term or a close variant Ahrefs tracks; "Not ranking" means outside Ahrefs' tracked positions. The first twelve rows are the biggest core terms in the model; the last five are big product heads you stock that sit outside it. The full triangulation is in [The data](#) tab.

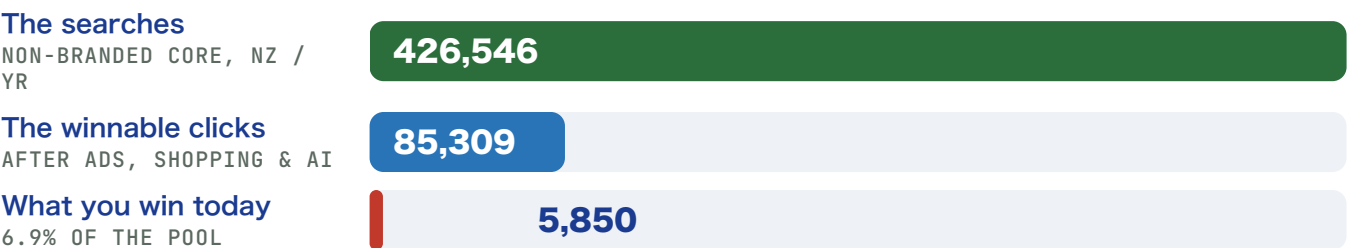
GKP + AHREFS + SEMRUSH AHREFS RANK

Zoom out and the full New Zealand category for what you make runs to about **397,600 searches a month**. The 136,945 a month we measured term by term is the heart of it, and 26,330 a month of that is core (the funnel from one to the other is in Appendix C). Alongside the search demand sit 131 questions New Zealanders ask about natural beds and bedding, and 41 of them are ones INNATURE can uniquely own: custom sizes for motorhomes, boats and antique cots, a wool-free mattress for vegans, latex that is firmer on one side, and a two-week handmade production time. The full prompt library, cluster maths and territory plan are in the [appendix](#) and [The data](#) tab.

The first-mover window. The questions that decide a natural-bed purchase barely register in keyword tools, often 10 to 60 searches a month: who makes a custom V-berth mattress, is there a natural mattress with no wool, how long does a custom mattress take. They are exactly what AI assistants get asked, and almost no New Zealand store answers them plainly. You already make every one of those products. The store that answers them first becomes the one AI quotes.

4. The opportunity, in dollars

The table in the executive summary is built from four numbers, all non-branded. Here is the chain in full.



Roughly one search in five survives ads, shopping carousels and AI answers as a winnable organic click, a deliberately conservative rate because 62% of this core demand already shows an AI Overview. Today you take about one in 15 of those clicks. All three bars are drawn to the same scale. **MODELLED**

Each non-branded click is worth about **\$5.14** in gross revenue. That is the figure every case in the table multiplies. The mid case is about **107 more orders a year** than today, on products that take two weeks to make.

That is the whole model: **win more of the 85,309 clicks.**

Value created per year by non-branded organic search, the mid case arriving over twelve months (gross)



The mid-case row of the executive-summary table arriving on non-branded gross revenue: roughly 10% of the new revenue live by month 3, 35% by month 6 (the point the system is handed to you), 70% by month 9, and all of it by month 12, so the month-12 point equals the table's mid row exactly. Hover any point for the maths. **MODELLED, DIRECTIONAL**

How the clicks get won

Two levers. **Click-through** on searches you already appear for: 41 core searches sit between positions 4 and 20, carrying 13,110 searches a month, led by "breastfeeding pillow" at position 11, and moving them onto the first screen is where the conservative case comes from. And **stronger pages** for the product searches where your pages do not rank yet, from bassinet mattresses to wooden bed frames. The high case assumes both land. The same pages win the AI answers, because the engines cite pages that rank and answer the question plainly.

Why organic, when you have run Google Ads. In your last tracked year, paid search and paid shopping brought 24,456 visits against 47,939 from organic search. Paid is rented click by click. Organic compounds as each page keeps ranking, and you own it, so building it takes pressure off the ad budget and sits alongside it.

Every figure here is New Zealand, non-branded and gross. Your branded organic traffic sits on top of the non-branded column in the executive summary table, unchanged.

5. The six-month transformation

A done-for-you AI and Search transformation over six months, moved through as your site is ready for each phase. **Foundations** fixes what the engines and your own reporting cannot see: tracking reconnected and Search Console set up, the dead pages redirected, headings, product codes, the "My Store" label and FAQ markup put right, and a measurement baseline before anything changes. **Owning your territories** builds the 13 researched territories, led by baby bedding, futons and pillows, with around 94 pieces to own the core. **Authority and compounding** turns your New Zealand making story, your stockists and the press that already features you into the citations AI engines trust. At six months the workflows, the platform and the system are yours to keep. **A smaller first step, and how it works, is in [The offer tab](#).**

Rankings from Ahrefs Site Explorer, New Zealand, 19 October 2026. Traffic history and the conversion rate and order value from your Google Analytics 4 (the last tracked year, August 2023 to July 2024, and the last months with sales recorded, September 2021 to January 2022). Search volumes triangulated across Google Keyword Planner, SEMrush and Ahrefs, New Zealand, October 2026. Competitor footprints and Domain Ratings from Ahrefs, 18 October 2026. AEO score from our AEO Maturity Model against a live crawl. Revenue figures are directional and gross.

Appendix A: your channels and current position

INNATURE makes 67 products across organic latex mattresses, solid timber slat beds, futons and sofa beds, baby and children's mattresses and natural bedding, handmade in Auckland with a showroom in New Lynn. Here is what your own Analytics last recorded.

Your channels, the last year your Analytics tracked

Channel (August 2023 to July 2024)	Visits	Share of visits
Organic Search, branded and non-branded together	47,939	53.2%
Paid Shopping	13,396	14.9%
Direct	12,925	14.3%
Paid Search	11,060	12.3%
Display	2,467	2.7%
Organic Social	1,254	1.4%
Referral	572	0.6%
Organic Shopping	159	0.2%
Unassigned	151	0.2%

Google Analytics 4, default channel grouping. No sales were recorded in this window. Organic search is **branded and non-branded together**; without Search Console we cannot split it. Organic visits averaged about 4,000 a month. Ahrefs estimates about 1,200 Google visits a month today, but Ahrefs usually reads well below a store's own data, so how much traffic the move to Shopify cost can only be measured once Search Console is connected. **GA4**

The last months your Analytics recorded sales

Channel (September 2021 to January 2022)	Visits	Orders	Revenue
Organic Search, branded and non-branded together	21,758	246	\$111,859

Channel (September 2021 to January 2022)	Visits	Orders	Revenue
Paid Search	16,029	155	\$63,082
Direct	9,103	131	\$67,372
Cross-network	8,510	103	\$22,320
Organic Social	3,397	10	\$1,874
Referral	466	13	\$2,884
Unassigned	396	3	\$661

Google Analytics 4, your old website, NZD. Purchases stopped recording after February 2022. Organic search, branded and non-branded together, was your biggest revenue channel. This is the window the model takes its conversion rate and order value from. **GA4**

Appendix B: the scorecard in detail

Four pillars, 25 points each, scored granularly from a live crawl of all 176 pages in your sitemap, Google PageSpeed Insights, your Analytics and Ahrefs authority data, gathered 18 and 19 October 2026. Measurement sits at the first level by default because tracking is not connected, and the content and authority scores include our read of how the work is planned today. AI-Ready Certified requires Professional on all four pillars and 80 or more in total.

Pillar	Score	The evidence behind it
Technical	15 / 25	The evidence would score 23, held at 15 by two gates. robots.txt allows every AI crawler, all 176 sitemap pages load cleanly, and FurnitureStore, Organization, Product, Offer, collection and article markup is valid. Core Web Vitals pass on Google's real-user field data for the site as a whole. Google's Lighthouse lab test, simulating a mid-range phone on a slow connection, puts the main content of the latex mattress collection at 9.5 seconds and the cotton and wool futon page at 13.1, so image weight is worth trimming, but the field data is what Google ranks on. The two gates holding it at Structured: 27 collections with no main heading, and two pairs of duplicate titles and descriptions. Also worth fixing: no product codes or barcodes on any product, the "My Store" brand on 21 product pages, 21 pages with no meta description, 24 descriptions and 34 titles too long to show in full, and 49 of the 57 images on your information pages with no description.
Content	10 / 25	29 articles, a median of 508 words, 13 of them with question-style headings, and an FAQ page with 33 questions. Only 2 of the 29 articles link to a product or collection, 14 of your 16 blog sections are empty, and there is no researched plan behind the content yet.
Authority	11 / 25	Ahrefs Domain Rating 20. Ahrefs counts 1,111 referring domains, but flags 1,025 of them as low-quality link networks, leaving 86. The real ones are good: Stuff twice and the NZ Herald (all DR 88), the Top NZ Review mattress and pillow round-ups, Auckland Magazine and The Sleep Store, though The Sleep Store's two INNATURE listings link to an old bassinet PDF on your site that now returns "page not found", and five more old addresses other sites link to are dead too. Reviews are thin where they matter most: one review on the CLOUD mattress, two on SPINE HEALTH, three on BALANCE, none on COMFI, AWAKEN or UNIK X.

Pillar	Score	The evidence behind it
Measurement	5 / 25	A Google tag and a Google Ads tag are on the site, which is table stakes. The Analytics property we can see stopped recording visits in August 2024 and sales in February 2022, there is no Search Console access and no AI-visibility tracking.

Total 41 of 100, which places INNATURE at **Emerging**. TEAM EMPATHY AEO MATURITY MODEL

The ranked path to AI-Ready Certified

Points	Pillar	The move
+15	Measurement	Reconnect Google Analytics with sales tracking, connect Search Console, baseline organic and AI visibility, and track your priority questions monthly across ChatGPT, Perplexity, Gemini and Google AI Overviews.
+9	Authority	Redirect the old addresses other sites still link to, so those links count again, grow reviews on the adult mattress range, build the entity layer for the brand, and earn the New Zealand home and parenting press AI reads.
+10	Content	The researched plan across the 13 territories, answer-first pages for the questions buyers ask, FAQ markup, and articles linked to the products they describe.
+5	Technical	Headings on the 27 collections, unique titles, product codes and the brand label, which takes the pillar to Professional at 20.

Appendix C: the demand detail

From category demand to dollars



The full New Zealand category for what you make, sized from Ahrefs' keyword universe across 16 product seeds, scaled to the triangulated basis and with the long tail, is about 397,600 searches a month. The measured core (26,330 a month of terms for products you make, with buying intent, where you can credibly rank) grows to about 35,546 a month with the long tail. Roughly one search in five survives as a winnable organic click, a pool of about 7,109 a month. The broad heads you stock but compete for with the big furniture chains are sized in the territory table and left out of the money model. AI questions are counted separately, so nothing is double-counted.

MODELLED

Territory	Keywords	NZ searches / mo	of which core	On AI Overview results	AI questions
Futons & Japanese floor beds	17	6,530	5,530	68%	13
Baby bedding & feeding pillows	8	7,325	5,125	84%	5
Natural pillows	14	3,750	3,750	24%	11
Bassinets & cot mattresses	19	12,025	2,435	50%	13
Organic & natural latex mattresses	21	1,300	1,260	33%	22
Futon sofa beds	5	16,860	360	99%	8
Timber slat beds & bases	22	23,915	2,515	61%	10
Kids & teen beds, mattresses & pillows	14	16,655	2,045	38%	9
Duvets & organic bedding	21	8,360	1,760	84%	7

Territory	Keywords	NZ searches / mo	of which core	On AI Overview results	AI questions
Toppers, protectors & underlays	15	19,380	1,280	54%	10
Non-toxic, NZ-made & custom sizes	13	270	270	15%	12
Adjustable beds	3	1,380	0	35%	3
Mattress sizes, firmness & comfort	18	19,195	0	74%	8

13 territories, 190 keywords and 131 questions, reconciling exactly to the 136,945-a-month basket and the 26,330-a-month core. The non-toxic, made-in-New-Zealand and custom territory carries almost no keyword volume, and most of its questions are ones only you can answer, which is why it ranks above its size. [GKP](#) + [AHREFS](#) + [SEMRUSH](#)

The AI questions buyers ask

We built a library of 131 questions New Zealanders ask about natural beds and bedding, drawn from AI and web answer sets, Ahrefs question searches, your own FAQ page, Consumer NZ, Plunket and Red Nose guidance and Reddit, plus questions built from the keyword research. Here is a sample, with roughly how often each comes up a month.

Question	Territory	Est. monthly volume
Is a futon comfortable enough to sleep on every night?	Futons & Japanese floor beds	380-1,100
Can you sleep on a sofa bed every night?	Futon sofa beds	750-2,250
How far apart should bed slats be for a latex mattress?	Timber slat beds & bases	160-500
Can I get a mattress made to fit a motorhome or campervan?	Non-toxic, NZ-made & custom sizes	15-45
Is there a natural mattress with no wool for vegans?	Non-toxic, NZ-made & custom sizes	10-20

Question	Territory	Est. monthly volume
Can I get a mattress made to fit a non-standard or antique cot?	Bassinets & cot mattresses	170-510
What should I look for in a safe bassinet mattress?	Bassinets & cot mattresses	240-700
What is the best futon sofa bed in NZ?	Futon sofa beds	850-2,550
How long does it take to have a custom mattress made?	Non-toxic, NZ-made & custom sizes	15-45

A sample of the 131-question library, all of it in [The data](#) tab with per-question volume band, priority and ownability. Volumes are directional bands anchored to the search terms beneath each question. 41 of the 131 are questions you can uniquely own. Which brands AI names on each of them is the first baseline the measurement work takes. **DIRECTIONAL**

Appendix D: where to play, your content territories

The same demand, grouped into the territories a plan executes against, in priority order. Priority weighs core demand, where you rank today, whether AI is live, and whether you can win it uniquely.

#	Territory	Best rank today	What we build
1	Futons & Japanese floor beds	#1	Split the futon collection into futon mattresses and Japanese floor beds/tatami; guides on floor sleeping, airing and mould in NZ homes, latex-core vs cotton-wool futons, futon thickness.
1	Baby bedding & feeding pillows	#2	Breastfeeding/nursing pillow landing (ranks #11 already); bassinet and cot sheet pages off the generic / products URL; baby pillow age guide; newborn bedding checklist.

#	Territory	Best rank today	What we build
1	Natural pillows	#1	Pillow finder by sleep position (latex, shredded latex, buckwheat, wool pearls); 'firm pillow NZ' page; buckwheat explainer and refill page; neck and side-sleeper guides.
2	Bassinets & cot mattresses	#3	Bassinet mattress landing (made to fit any bassinet), cot mattress landing with firmness/fit safety checks, co-sleeper bassinet page; safe-sleep explainers on wool underlays, protectors, mattress thickness and cot sizes; restore 404'd wool bassinet mattress URL.
2	Organic & natural latex mattresses	#1	Rebuild /collections/organic-latex-mattresses as the hub (firmness guide, size and price table, showroom booking, FAQPage schema); one landing per firmness; refresh the latex vs memory foam article; new explainers on latex allergy, smell, Dunlop vs Talalay, certified organic latex, lifespan.
2	Futon sofa beds	#2	Dedicated 'sofa bed' landing that wins on 'sleep on it every night' (latex futon core, made in NZ), sizes and fabrics, comparison table vs upholstered pull-outs; buying guide; small-space guide.
3	Timber slat beds & bases	#2	Slat beds hub explaining slat spacing for latex; wooden/solid timber bed frame landing; bed frame size pages (queen, king) on the timber range; storage bed landing for NOVA; custom-length frames.

#	Territory	Best rank today	What we build
3	Kids & teen beds, mattresses & pillows	#1	Kids mattress landing (organic latex child + teen); bunk bed page for the solid timber bunk; cot-to-bed transition guide; toddler and kids pillow page; restore Brolly sheet 404; fix empty kids-bedroom-furniture collection.
3	Duvets & organic bedding	#1	Wool duvet inner landing (gsm by season, NZ wool), silk duvet page, restore 404'd silk duvet inner URLs; organic cotton sheets and bedding pages; hot-sleeper bedding guide.
3	Toppers, protectors & underlays	#3	Mattress topper hub (latex, wool, Tencel) answering 'fix a firm mattress'; protector page framed as breathable non-plastic waterproofing; wool underlay explainer; restore Tencel topper 404.
3	Non-toxic, NZ-made & custom sizes	#5	Non-toxic mattress guide (what's in a normal mattress, flame retardants, what to look for); 'made in NZ' and custom-size landing; motorhome, boat and V-berth page refresh with a measuring guide; vegan AWAKEN page; allergy guide.
4	Adjustable beds	Not ranking	One adjustable bed page tying the M5/M30 bases to INNATURE latex (split king, flex), plus an 'is it worth it' explainer.
5	Mattress sizes, firmness & comfort	Not ranking	No head-term chase. Serve via size and firmness guides that route to the latex range: NZ mattress sizes, how to choose, firm vs soft for a sore back, Auckland showroom page.

is the priority order, 1 meaning lead with it now. Content requirement: about **94 pieces** to own the core territories and **146** for full category coverage, against the 29 articles you have today. The full cluster maths is in [The data](#) tab. **CLUSTER MODEL**

Lead with three. **Baby bedding and feeding pillows**, where breastfeeding and baby pillow searches sit just off the first screen. **Futons and futon beds**, where you already rank and one specialist stands between you and first place. **Pillows**, where your buckwheat, latex and wool pillows already rank and a hub joins them up. Futon sofa beds are the big prize behind them, once those pages have authority to lend.

Appendix E: who you are up against, and the authority play

Store	DR	NZ keywords	Top-3 (NZ)	Organic visits / mo (NZ)	Read
INNATURE	20	184	79	~1,203	The broadest footprint and the strongest authority of the specialist makers
FUTONZ	17	135	81	~1,732	Auckland futon maker; first on the main futon searches
Natural Beds	10	70	17	~319	Natural bed maker; named in AI answers for organic mattresses

Store	DR	NZ keywords	Top-3 (NZ)	Organic visits / mo (NZ)	Read
Peace Lily	2.2	86	31	~613	Natural bedding store; ranks on organic bedding terms
Dreamwool	15	24	5	~97	Wool bedding maker; a small search footprint
Comfi	19	133	19	~485	Natural mattress maker; a similar keyword count, fewer top-three rankings
The Sleep Store (benchmark)	50	4,272	1,450	~32,244	Baby sleep specialist, shown as the benchmark for the baby category

Ahrefs Site Explorer and Domain Rating, New Zealand, 18 October 2026, estimated organic traffic including each store's branded searches. One source across the whole table, so the comparison is like-for-like. Every store sells natural mattresses, futons or natural bedding online in New Zealand; marketplaces, department stores and the big furniture chains were left out. Ahrefs estimates are built for comparing stores and run well below a store's own data. [AHREFS SITE EXPLORER](#)

You already lead the natural-bed makers. INNATURE has the biggest keyword footprint and the highest Domain Rating of the specialist set. FUTONZ ranks for fewer terms but holds first place on the futon searches, and The Sleep Store shows what the baby category is worth to the store that owns it. The gap at your scale is pages for the searches people type, then the authority to lift them, starting with the editorial links you already have.

Appendix F: where the numbers come from

The sources

- **Your Google Analytics 4**, property "innature.co.nz - GA4": the full history, the last tracked year of visits (August 2023 to July 2024) and the last months with sales recorded (September 2021 to January 2022).
- **Keyword volumes**, triangulated across Google Keyword Planner, SEMrush and Ahrefs for New Zealand, October 2026, the median of three (or the mean of two where one tool has no figure), with plural and word-order variants counted once.
- **Your rankings**, Ahrefs Site Explorer, New Zealand, 19 October 2026: 184 ranking keywords, 159 of them non-branded.
- **Authority and competitor data**, Ahrefs, 18 October 2026, cross-checked with DataForSEO.
- **Technical findings**, a direct crawl of every page in your sitemap on 18 October 2026, the old-page check against the landing pages your Analytics recorded, plus Google PageSpeed Insights (real-user field data first, lab noted as lab).

How we estimated your share of the market

Without Search Console, today's clicks are modelled. For each core search, we take the share of its organic clicks that your current Ahrefs position normally earns, from a published click-through curve (first place takes about 35% of the organic clicks on a search, tenth about 2%), and apply it to that search's winnable clicks. Summed across the core, that is about 5,850 non-branded clicks a year, 6.9% of the pool. It sits well under Ahrefs' estimate of all your Google traffic, branded included, which is the cross-check. Search Console will replace it with your real clicks.

From clicks to orders to revenue

Two inputs turn clicks into money, both from the last months your Analytics recorded sales, September 2021 to January 2022, on your old website: organic search visits converted at **1.13%**, at **\$455** an order, so a click is worth about **\$5.14**. The smell tests pass: the conversion rate is in the normal range for considered furniture purchases, and a click's value sits within reach of what a paid search visit earned you in the same months

(\$3.94). Prices and the site have changed since, which is why the dollars are directional, and why reconnecting your sales tracking is the first measurement job.

The chain, in full

Step (non-branded model, New Zealand)	Value
Measured core, searches / mo (triangulated across three tools)	26,330
With the long tail (x 1.35), searches / yr	426,546
Winnable organic clicks / yr (x 0.20)	85,309
Non-branded clicks you win today (modelled)	5,850 (6.9%)
Clicks in each 1% of the pool, a year	853
Each 1%: orders (at 1.1306%)	9.6
Each 1%: gross revenue (at \$454.71 per order)	\$4,386

Gross revenue in the scenario table is the pool times the share times the conversion rate times the order value, nothing else, multiplied on the unrounded inputs shown here. The mid case is 174 non-branded orders a year against 66 today. The full derivation, written for you or your own AI assistant to check, is in [the model workings file](#).

Team Empathy

Search & AI for ecommerce

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