

Be the mattress brand AI recommends in New Zealand.

A Search and AI strategy · example report

NEW ZEALAND | EXAMPLE REPORT · TEAM EMPATHY

1. Executive summary

The short version. You have built a real organic engine already: around \$1.2M a year across the organic engines in your own Shopify attribution, converting better than any paid social channel you run. Bed frames you win, because your brand name is the category. But you have moved to 70% mattresses, and mattresses is exactly where you go invisible the moment a Kiwi searches or asks AI. You already rank across the category, on 885,000 search impressions a quarter, and capture barely 1% of the clicks because you sit at position 8 to 20, not the top three. Closing that gap, and owning the mattress conversation, is the opportunity.

Three things to know

- **Organic is your highest-value acquisition channel, and it is under-fed.** Google organic converts at 1.77% on your Shopify attribution (2.15% in GA4), ahead of Google paid at 1.63% and roughly ten times paid social, and Bing organic converts at 5.3%. Only email beats it, and email cannot bring new customers. [SHOPIFY + GA4](#)
- **You rank on the whole category but win almost none of it.** Non-branded search is 96% of your impressions but only 48% of your clicks, because you rank page one to two, not top three. [GSC](#)
- **ChatGPT is already a live sales channel in your store.** Your own Shopify attribution shows about \$21,000 and 20 orders from ChatGPT in the last 12 months, with nothing optimised for it, and Google AI Overviews already fire on the category's buying questions. [SHOPIFY ATTRIBUTION](#) [AHREFS](#)

**\$425K-
\$1M**

34,800

\$21,325

50 / 100

new revenue a year
on the table, all from
non-branded search
(organic + AI)

non-branded searches
a month in your focus
categories

already earned from
ChatGPT in 12
months, unoptimised

AEO readiness today,
Certified is 80

Where you focus, at a glance

Mattresses

~13,500 SEARCHES / MO

THE PRIZE

70% of your sales now, and
invisible in AI. Ecosa owns the
answer. This is the win.

Bed frames

~15,500 SEARCHES / MO

YOU WIN

Your beachhead. Cited first in
AI because your name is the
category. Defend and extend.

Toppers & headboards

~6,500 SEARCHES / MO

EXPANDING

The adjacent lanes you have
just moved into. Easy, on-
brand wins to fold in.

Triangulated NZ search volume per category, July 2026. We have left bedroom furniture out of the model: at roughly 2% of sales it is not where you are pointed. The full keyword, prompt and cluster research behind every number here lives in [The data](#) tab. **GKP + AHREFS + SEMRUSH**

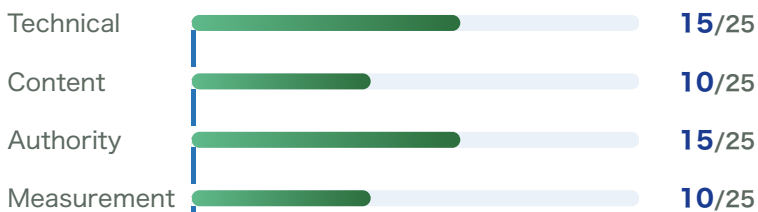
2. How AI-ready you are today: the AEO scorecard

We score every brand out of 100 against our AEO Maturity Model: four pillars (Technical, Content, Authority, Measurement), each out of 25. **Certified is 80 out of 100**, Professional on all four, the standard we build clients to. You are at 50 today, with strong bones and a clear climb.

Your brand

DEVELOPING • STRONG BONES, NO ANSWER ENGINE

50/100



+30

points to Certified. You are
already halfway, carried by
strong Technical and Authority.
The climb is Content and
Measurement.

WHERE YOU ARE • WHERE YOU NEED TO BE

Your brand



50 /
100

Today • Developing, 50 /
100

Where you need to be • Certified, 80 /
100

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

Mattresses is a high-research, long-consideration purchase. Buyers do not know what makes a good mattress, the market is deliberately confusing, and they ask the same questions in two places now, a search box and an AI chat. The demand is large, the difficulty is mostly low, and the AI layer is already answering.

Validated demand, and where you rank today

Term	Searches / mo (NZ)	Your rank now	AI Overview live?
mattress topper nz	3,600	Page 2+	-
bed frames nz	2,900	7	-
bed base nz	2,900	11	-
headboards nz	2,900	9	-
mattress nz	1,900	3	-
queen mattress nz	1,600	Page 2+	-
mattress in a box nz	320	5	-
best mattress nz	590	Page 2+	Yes

Search volume triangulated across Google Keyword Planner, Ahrefs and SEMrush (median of three), NZ. Your rank is your current average Google position from Search Console. The pattern: decent on the generic terms, page two or worse on the growth terms (toppers, queen, "best mattress"), and even your strong spots leave clicks on the table (position 3 on "mattress nz" at under 3% click-through, with shopping and AI answers taking the rest). The full 53-term triangulation is in [The data](#) tab. **GKP + AHREFS + SEMRUSH** **GSC**

Zoom out and the full category is about **83,000 searches a month** once the long tail is counted, of which roughly **16,500 a month are winnable organic clicks**, plus another ~7,000 to 14,000 AI-chat questions counted separately. In the AI answers themselves the pattern is simple: **you win flat-pack bed frames** (your name is the category), and you are **absent from the mattress, bed-base, comparison and first-flat answers**, where

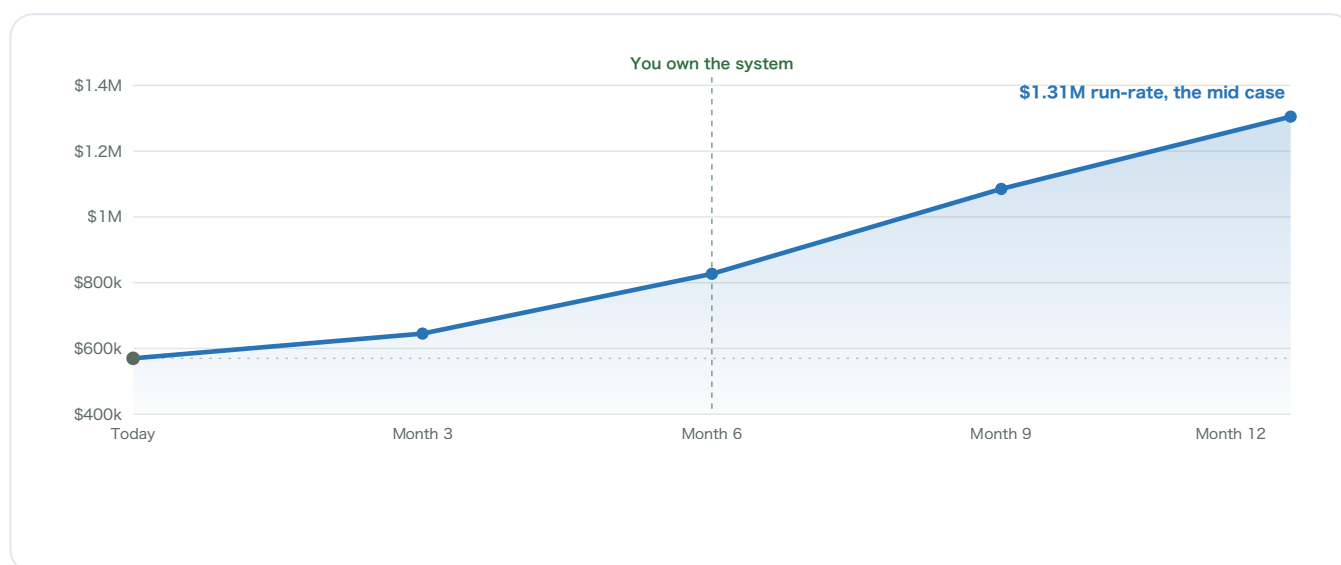
Ecosa, the review sites and even removal companies get named instead. The full 130-question library, cluster maths and territory plan live in the [appendix](#) and [The data](#) tab.

The first-mover window. Almost no NZ mattress brand deliberately publishes the answers AI engines cite, and there are only a handful of mattress-in-a-box players here. You are cited where you have content and invisible where you do not. That is not a mystery, it is a to-do list, and the brand that answers these questions first becomes the default before the rest wake up.

4. The opportunity, in dollars

One scope note first, so every number lines up: you earn about **\$1.2M a year from organic search across all engines, branded included** (Google organic alone is \$937,692 on your Shopify attribution; Bing, DuckDuckGo and Yahoo make up the rest). About **\$570,000 of that is non-branded**, people searching the category rather than your name, and that is the only slice this strategy can grow, so **\$570K is the baseline every figure below builds on**. The model runs on your validated 2.15% organic conversion and roughly \$1,100 order value, directional at plus or minus 40%.

The compounding curve (the mid case, arriving over twelve months)



One curve, one case: this is the **mid case arriving**, and the percentages are shares of the new \$735K, not growth rates. You are **certified by month 3** with ~10% of the new revenue arrived, the **system is handed over at month 6** with ~35% arrived (\$570K baseline + \$257K = the \$827K the curve shows there), ~70% has arrived by month 9, and all of it by month 12, where the curve ends at **\$1.31M, exactly the mid-case run-rate in the table below**. The back-loaded ramp is deliberate: content ships from the first months, and rankings and AI citations follow with a lag. Hover any point to see the maths. **MODELLLED, DIRECTIONAL**

New revenue over today's baseline (per year)

Case	Organic + AI new / yr	New / mo	Run-rate (baseline + new)
Conservative	+\$425,000	~\$35,000	~\$995,000
Mid	+\$735,000	~\$61,000	~\$1.31M
High	+\$1.01M	~\$84,000	~\$1.58M

Roughly two-thirds of each case is organic search (the climb in the curve above) and one-third is AI search, modelled from the AI traffic already converting in your store (ChatGPT alone: ~\$21K and 20 orders in the last 12 months on your Shopify attribution) as you break into the mattress answers you are absent from. Every figure in this table excludes repeat purchases: your ~8% repeat rate and growing referrals sit on top as roughly another 15% of upside. Run-rate is simply your ~\$570K non-branded organic baseline plus the new revenue. **MODELLLED, PLUS OR MINUS 40%**

5. The six-month transformation

A done-for-you AI and Search transformation over six months, built and run on our side so there is nothing for your team to learn or maintain. It moves through three phases: **foundations** (Core Web Vitals, schema and GTINs, the student-traffic measurement fix, your baseline), **owning your territories** (the mattress hubs, the education pair and around 100 to 150 pieces across the six months, with content production starting as soon as everything is calibrated to your voice and positioning, mid-market affordable, not cheap), and **authority and compounding** (the review-site placements, round-ups and Reddit presence AI trusts). We move into each phase as your site is ready for it rather than on a stopwatch. Behind it, we are building the platform you will own, exclusively for Shopify brands: an early version is only weeks away, and by the end of your six months it is a comprehensive system your team can log into and run. Everything is yours to keep: the foundations, the content, the links and your AI-Ready certification.

The full breakdown, deliverables, your time commitment and pricing live in [The offer tab](#).

Traffic, orders, revenue and rankings are from your own Google Analytics, Search Console and Shopify (attribution last 12 months, last non-direct-click model; GA4 last 90 days), online store only, excluding the separate student business where noted. Search volumes triangulated across Google Keyword Planner, Ahrefs and SEMrush (NZ), July 2026. Competitor footprints and Domain Ratings from Ahrefs Site Explorer, estimated. AEO score from our AEO Maturity Model against a live crawl. Revenue figures are directional, modelled from your own conversion and order value, and are not a guarantee of results. Pricing is set out separately.

Appendix A: your channels and current position

You have built a genuine NZ brand over several years, doubling revenue two years running toward roughly \$9M online, with thousands of strong reviews behind your hero products. The foundations are good. This is growth on a proven base, not a rescue.

Your channels, from your own Shopify attribution

Channel	Sales / yr	Orders	Conversion	Order value	Read
Google (paid)	\$3,231,277	2,962	1.63%	\$1,091	Your biggest engine, but rented; stops when you stop paying
Klaviyo (email)	\$1,143,356	1,009	3.44%	\$1,133	Best converter, but retention, not new customers
Google Search (organic)	\$937,692	812	1.77%	\$1,155	Your best acquisition channel after paid, and under-fed
Facebook (paid)	\$904,627	804	0.18%	\$1,125	Huge sessions, weakest conversion
Direct	\$338,807	352	0.31%	\$963	Your brand strength showing up
Instagram (paid)	\$238,934	211	0.12%	\$1,132	High spend, low conversion
Bing (organic)	\$123,857	98	5.33%	\$1,264	Small but the most efficient channel in the store

Channel	Sales / yr	Orders	Conversion	Order value	Read
ChatGPT	\$21,325	20	1.7–3.1%	~\$1,066	A brand-new channel, zero optimisation yet

Your Shopify attribution, last 12 months, last non-direct-click model, NZD. The organic engines combined (Google, Bing, DuckDuckGo, Yahoo) earn roughly **\$1.15M a year**, second only to Google paid, on an order value steady around \$1,100 across channels. **SHOPIFY ATTRIBUTION**

One data note, so the numbers are honest. Your separate student business shares the same domain and analytics while converting off Shopify, which drags every blended conversion figure down (site-wide reads ~0.7% once corrected, and GA4 puts organic at 2.15% for the last 90 days versus Shopify's 1.77% over 12 months). We model conservatively inside that range, and the numbers sharpen further once we filter the student traffic out together.

You appear everywhere. You win almost nowhere.

Where you appear
NON-BRANDED IMPRESSIONS

96%

What you win
NON-BRANDED CLICKS

48%

Non-branded category search is 96% of your impressions but only 48% of your clicks. You own your name and rank across the category, but sitting at position 8 to 20 converts almost none of that visibility into visits. **GSC**

Appendix B: the scorecard in detail

Here is what sits behind the score, and who fixes each piece. It is content, authority and a few schema fixes, not a rebuild.

Finding	Status	Fix
AI crawlers welcomed (GPTBot, ClaudeBot, Perplexity)	Strong, all allowed	Done
Agentic commerce (UCP) live	Ahead of most peers	Done
Product schema + reviews (4.8 / 569)	Valid and strong	Add GTINs
Organization / WebSite schema	Missing	Hours
Mobile Core Web Vitals	Failing (Lighthouse 54)	Weeks
Content engine (blog, guides, FAQ)	You have none yet	The main build
AI-visibility measurement	None yet	Baseline + monthly panel

The single highest-leverage build is content: you have no blog and no buying guides, which is why you are invisible in mattresses. Building that engine is what turns the citation gaps below into revenue.

The phases flex, the destination does not. This scorecard is exactly what sets the phase mix. Your technical and authority bones are solid, so foundations move fast: the schema fixes land in weeks, and the content engine starts as soon as the kick-off deep dive calibrates it to your voice and positioning, mid-market affordable, not cheap. What stays fixed is the destination: Certified 80/100 and compounding, inside the same six-month transformation.

Measured the whole way. From day one we set up your AI visibility dashboard. We confirm your top keywords and priority prompts with you, track the keywords through Search Console and Google Analytics, track the AI prompts through our software, and you get live reporting on all of it. Your weakest pillar becomes a strength, and every month is measured against a baseline taken before we touch anything, on your numbers, not ours.

Appendix C: the demand detail

From category demand to dollars

Full category

SEARCHES / MO, NZ

~83,000

Winnable pool

ORGANIC CLICKS / MO

~16,500

You today

YOUR SHARE OF THE POOL

~12%

The validated core (34,800) grows to a full category of about 83,000 searches a month once you add the long tail, which is unusually deep for mattresses given how much people research. Strip out ads, shopping carousels, AI Overviews and pure-research queries, and roughly one search in five survives as a winnable organic click, a pool of about 16,500 a month. AI prompts (another ~7,000 to 14,000 a month) are counted separately so nothing is double-counted. **MODELLED**

The AI questions, and who owns the answer

We built a library of 130 real questions Kiwis ask AI engines about your category, from Google's "People Also Ask", Reddit threads with hundreds of comments, review language and the head-term intent map. Here is a sample, with roughly how often each comes up a month.

Real question	Cluster	Est. monthly volume
What is the best mattress in a box in NZ?	Mattress choice	~900
What is the best affordable mattress in NZ?	Mattress choice	~700
Is a mattress in a box actually any good?	MIB education	~600
What is the best mattress for back pain in NZ?	Firmness	~450
What is the difference between a double and a queen bed?	Sizes & fit	~450
Are mattress toppers worth it, or should I buy a new mattress?	Toppers	~400
Do I really need a bed base, or will slats do?	Bed bases	~300
How do I furnish my first flat on a student budget?	Student / first flat	~350

A sample of the 130-question library, all of it in [The data](#) tab with per-question volume, priority and ownability. Volumes are directional floors (head-term anchor plus fan-out uplift). 122 of the 130 are questions you can uniquely or credibly own. **DIRECTIONAL**

And here is who the AI answers name today, cluster by cluster, versus where you show up.

Prompt cluster	Cited today	Your brand?
Flat-pack bed frames	Your brand, Mocka, Target	Wins
Best mattress / mattress-in-a-box NZ	Ecosa, TSB Living, nzbeds, MoneyHub	Absent
Mattress buying (firmness, "do I need a base")	Ecosa, Consumer, review sites	Absent
Comparison & "best value" round-ups	Review sites, Reddit, listicles	Absent
Student / first-flat beds	Wise Move, The Warehouse, Stuff	Absent

Appendix D: where to play, your content territories

The same demand, grouped into the territories a plan executes against, each scored on how much of it you can realistically own. Priority weighs demand, whether AI is live, and whether you can win it uniquely.

Territory	Coverage today	Demand	AI	Priority /5	What we build
Mattress choice & best-of	Products only, no guides	High	Yes	5	The comparison and best-of hub: best mattress in a box NZ, the NZ-owned angle, price-band guides, honest Ecosa comparisons. The single biggest win.
Mattress-in-a-box education	None	Med + AI	Yes	5	The doubt-and-how-to set (expansion, downsides, durability, returns). Un-owned PAA territory; the fastest citation wins in the category.
Firmness & comfort	None	Med + AI	Yes	5	The firmness guide, sleep-position and back-pain content. Fixes the confusing-market problem in your honest voice.

Territory	Coverage today	Demand	AI	Priority /5	What we build
Sizes & fit	None	Med + AI	Yes	4	The definitive NZ bed-size chart, room-fit and couple-sizing guides. Citable tables AI loves.
Bed frames & flat-pack	Strong (the beachhead)	High	Yes	4	Defend and extend: strength and weight ratings, the no-creak story, flat-pack vs traditional, storage beds.
Bed bases & slats	Products only	Med + AI	Yes	4	The do-I-need-a-base answer set and compatibility guides; routes the Reddit debate to your range.

Territory	Coverage today	Demand	AI	Priority /5	What we build
Toppers	New category, no content	High	Yes	4	Topper-vs-replace decision content on the biggest head term (3,600/mo); launch content for the new range.
Student & first flat	Student page + sub-brand	Med + AI	Yes	4	The first-flat furnishing hub: checklists, budgets, moving guides. Your origin story and perfect ICP, currently answered by removal companies.
Headboards	New category, no content	Med	Yes	3	Attach and compatibility how-tos plus the renter angle for the new range.

Territory	Coverage today	Demand	AI	Priority /5	What we build
Care, trial & lifespan	Sparse (assembly only)	Med + AI	Yes	3	Care, warranty-in-plain-English, disposal and trial mechanics. Trust content that closes the online-buying doubt.

Priority is a 1 to 5 score, where 5 means lead with it now; it is not a count of pieces. Content requirement: roughly **50 to 70 pieces** to own the core (mattress choice, mattress-in-a-box education, firmness and sizes), and **100 to 150 over the six months** for full category coverage. Unlike most brands we audit, this is almost all **net-new**: your blog is empty, so every guide is a new asset, tightly interlinked with your collection and product pages. The full cluster maths is in [The data](#) tab. **CLUSTER MODEL**

Lead with three. **Mattress choice and best-of**, the category-defining answers Ecosa holds on beatable content. **Mattress-in-a-box education**, the un-owned doubt-and-how-to questions with the fastest citation wins. **Firmness and sizes**, the education pair that fixes the confusing market in your voice. Bed frames stay defended behind them, and toppers launch with the new range.

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

Brand	Organic visits / mo	Keywords	Top-3	DR	Read
Mocka	~136,000	6,648	2,108	47	Broad furniture leader, the long-horizon ceiling
Ecosa	~42,800	2,678	767	30	Owens mattresses, the nearer target
Sleepyhead	~5,600	899	410	32	Legacy brand, mostly branded traffic
Your brand	~8,500	479	168	21	Strong on bed frames, thin on mattresses

Ahrefs, NZ, July 2026, estimated organic traffic. Ecosa is the brand to catch in mattresses, on beatable content. [AHREFS SITE EXPLORER](#)

Authority is where the mattress game is actually won. Roughly two-thirds of what AI engines cite comes from third-party sites, not your own. For a high-research buy like a mattress, that means Reddit threads, "best mattress NZ" round-ups, Consumer and MoneyHub reviews, and comparison pages. Ecosa and the review sites hold those today; you hold none of them. That is the highest-leverage, longest-compounding lever you have, and it is exactly the local, honest, New-Zealand-owned story that plays well against a big Australian brand. There is not even an NZ mattress-buying community on Reddit yet. That is a lane to own, not just enter.

Our honest sequencing: the foundations and content phases get you cited on your own answers and lift you from page two to the top three. Authority, the digital PR, review-site placements and Reddit presence, is the engine that runs alongside and then compounds for years after. It is a core focus we are building deep, done-for-you capability in specifically for Shopify brands, and it is where most of the long-term share-of-voice sits.

Appendix F: where the numbers come from

Source	What it provides
Keyword volumes, triangulated	Google Keyword Planner, SEMrush and Ahrefs, taken as the median of three, plus keyword difficulty. Single tools undercount NZ badly, so we never rely on one.
Head-term anchors	Every AI prompt is anchored to the real, measurable keyword volumes of the search terms that sit underneath it. The anchor is the floor of what the prompt is worth, so nothing in the model rests on a guess.
Query fan-out uplift	One AI prompt triggers many hidden sub-searches inside the engine, and roughly 95% of those carry zero traditional keyword volume. We apply a conservative 1.3 to 1.6x uplift to the anchor rather than guessing top-down, which is why our estimates are floors, not inflation.
AI answer verification	Which questions already trigger a Google AI Overview or AI answer, verified in the live NZ results, and which brands get named. Every "AI live" flag in this document and the workbook is observed, not predicted.
Citation tracking	A fixed panel of your priority category questions, run monthly across ChatGPT, Claude, Perplexity and Google AI Overviews, logging exactly which brands get named. The panel is confirmed with you at kick-off and the baseline is taken in week one, so every month is measured against day zero.
Your own ground truth	Search Console, GA4 and your Shopify attribution, including the ChatGPT channel already visible in your store. Every modelled figure reconciles back to these actuals.

Measurement runs in our own platform, built specifically for Shopify brands, so the dashboard, the data and the method are yours to keep, not rented from a third-party tool. The full research behind every table here is in [The data](#) tab. **METHOD**

Team Empathy

Search & AI for ecommerce

