TEAM EMPATHY · SEARCH & AI STRATEGY

Be the compost store AI recommends in Australia.

Prepared for Direct Compost Solutions

AUSTRALIA | 17 NOVEMBER 2026 · TEAM EMPATHY

1. Executive summary

The short version. The move to Shopify in September cost you most of your Google traffic. From 15 September to 14 November you earned **273 Australian clicks** from Google search, against 758 in the same weeks a year earlier, a fall of 64%. This report models the part that can grow: Australians searching for compost bins, worm farms, compost worms, seeds and soil minerals without naming you. Today that is worth about **A$722 a year** in non-branded gross revenue, every order counted, from 0.57% of the clicks you could win. Winning back the share you held on the old site is the conservative case. The mid case takes you to 4.3%, a quarter of what comparable Australian stores hold, worth **A$5,441 a year** in non-branded gross revenue once fully live.

Three things to know

- **The redirects are in, but the rankings did not follow.** Of the 298 old-site addresses that earned Google clicks in the year before the move, 258 still lead somewhere when checked live on 17 November 2026: 256 redirect to their new home and 2 load as they are. Google has not passed their standing on: your most-read article, "8 methods of composting", drew about 41,500 Google impressions a month at its old address and 155 in October at its new one. 40 old addresses, mostly product pages, still return page-not-found, and abseeds.com.au still ranks for 2,188 Australian searches, with 38 of the 40 best-ranked AB Seeds addresses we checked returning page-not-found.

  SEARCH CONSOLE DATAFORSEO

- **Google already sells for you through your product listings.** Since the store opened on 6 September 2026, 180 of your 227 Shopify orders came through Google's shopping listings (the Google & YouTube app), against 16 from Google's ordinary

search results. Your product feed works. Your pages are what Google and AI read when someone asks a question, and that is where you are missing. SHOPIFY

- **Search engines and AI cannot read the store yet.** None of the 183 pages we crawled carries structured data, the markup that tells Google and AI what a product is, what it costs and whether it is in stock. In a live Google check of 12 searches across your range and your guides, from "compost bin" to "heirloom seeds australia", you were outside the top 30 on every one, and Google's AI Overview answered 7 of them citing other sites, Tumbleweed and Bunnings among them. DATAFORSEO

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

1,221,300
non-branded searches a year in Australia for compost bins, worm farms, worms, seeds and soil minerals

244,260
of those end as organic clicks you could win, once ads, shopping grids, marketplaces and AI answers take their share

1,394
is what you win today: non-branded Australian Google clicks a year since the move, 0.57% of the winnable clicks (it was 4,087 on the old site)

A$1,265
a year in non-branded gross revenue from each extra 1% you take, every order counted; the new customers in it are worth A$1,237 over three years, projected

What that is worth

Google organic visitors convert at 1.22% in your Shopify (14 checkouts from 1,147 sessions), at an order value of A$42.44 before returns, so a non-branded click is worth A$0.52 gross. That rests on 14 checkouts and 16 orders in a store ten weeks old, so treat it as a first reading. It probably sits low: Shopify counted 1,147 Google search sessions from 6 September while Search Console recorded 742 clicks from all countries to 14 November, so the conversion rate is spread over more visits than search delivered. As a check, Shopify recorded A$679 gross from Google organic in those ten weeks, branded searches included, about A$3,400 a year, well above the model's non-branded A$722 for today. If the true value of a click is higher, every case below rises with it; we kept to the measured Shopify rate. 70% of purchases on the old site came from new customers. A new customer's first order is valued at the same A$42.44, the first year is projected at 15% above that (A$48.81) and three years at 40% above (A$59.42). About 1 click in 117 becomes a new customer. SHOPIFY ANALYTICS PROJECTED

Case	Share of the pool	Clicks / yr	New customers / yr	First-order revenue / yr (gross)	First-year value / yr (gross)	Three-year value / yr (gross, projected)
Australia, today	0.57%	1,394	12	A$504	A$580	A$706

Case	Share of the pool	Clicks / yr	New customers / yr	First-order revenue / yr (gross)	First-year value / yr (gross)	Three-year value / yr (gross, projected)
Australia, conservative: back to the old share	1.67%	4,087	35	A$1,478	A$1,700	A$2,069
Australia, mid	4.3%	10,503	90	A$3,799	A$4,368	A$5,318
Australia, high	8.6%	21,006	179	A$7,597	A$8,737	A$10,636

Non-branded, gross, Google organic search, Australia. Every order in your Shopify is billed to Australia, so the model is Australia only. Today is measured in Search Console since the move; the conservative case is the share you held in the year before it; the mid and high cases are a quarter and a half of the share comparable Australian stores hold (Appendix F). The value of a click is held at today's Shopify figure in every case. The table counts new customers only; the revenue figures in the text count every order. Net of your Shopify return rate (7.6%), each 1% is A$1,169 a year.

SEARCH CONSOLE SHOPIFY KEYWORD PLANNER + DATAFORSEO PROJECTED

Counted as revenue, repeat orders included, the three cases add **+A$1,395**, **+A$4,719** and **+A$10,159** a year in new non-branded gross revenue on top of today. These are modest sums because most orders are seed packets; every Compot sold through search lifts the value of a click. SHOPIFY MODELLED

Where you focus, at a glance

Compost bins and worm farms

~31,390 SEARCHES / MO

THE PRIZE

"Compost bin" (14,800 a month) and "worm farm" (8,100) are the two biggest searches in your market. The Compot is an in-ground composter and worm farm in one, yet neither search has sent you a click since the move.

Compost worms

~4,980 SEARCHES / MO

WIN IT BACK

"Compost worms brisbane" was your best non-branded search on the old site (65 clicks in the year at 2.7). It has sent you one click since the move, so one page built for it wins back a search you already owned.

Garden seeds

~35,310 SEARCHES / MO

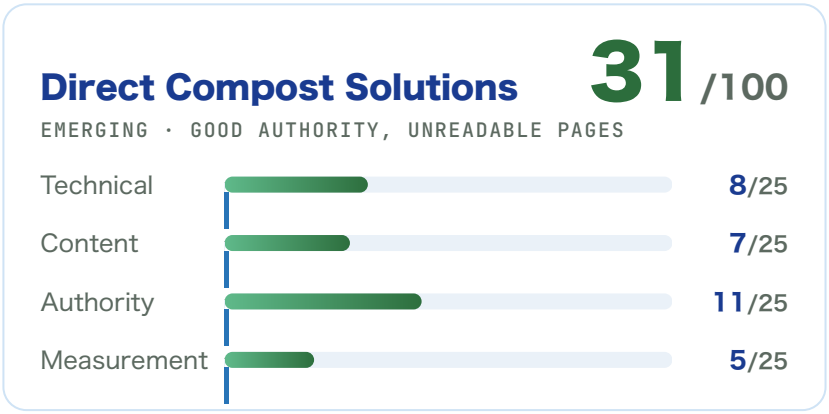
BRING AB SEEDS HOME

Seeds make up most of your orders. The rankings AB Seeds built still sit on abseeds.com.au, pointing at pages that are gone.

Keyword Planner volumes for Australia, November 2026. Every keyword and AI question lives in The data tab. KEYWORD PLANNER + DATAFORSEO SEARCH CONSOLE

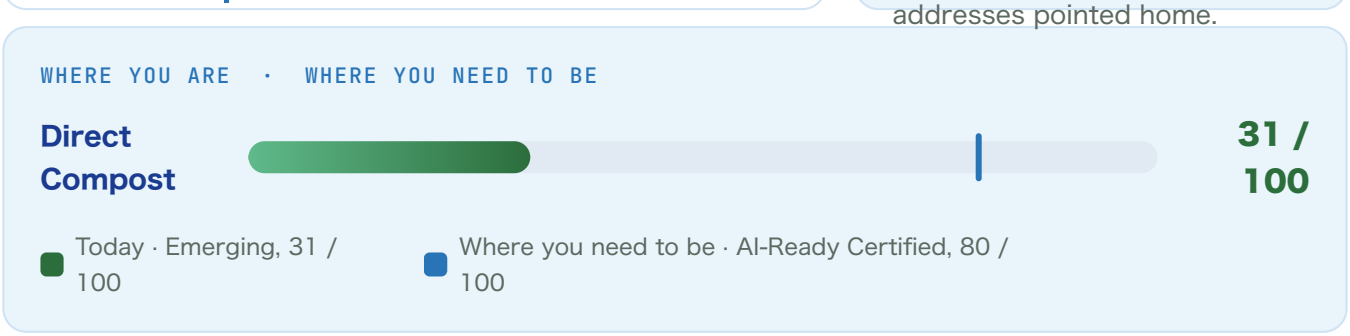
2. How AI-ready you are today: the AEO scorecard

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 31 today.



+49

points to AI-Ready Certified. Most of them sit in markup Google and AI can read, collection pages with real words, and the last dead addresses pointed home.



The findings that matter most, and cost least to fix. The site carries no structured data at all, so Google and AI cannot tell a product, a price or a stock level from the rest of the page. The homepage title is just your name in capitals, with no description and an empty main heading, and none of your 33 collections carries any copy above its products. Your 57 articles came across from the old site, a median of 992 words each, and none links to a product. Your authority of 31 out of 100 is already above the comparable stores' median of 21, so the fixes are on your own pages.

The detail behind each pillar is in Appendix B.

3. The market you are missing: search and AI

Gardeners search for the thing before the brand: a compost bin, a worm farm, compost worms, heirloom seeds, rock dust. In our live Google Australia check on 17 November 2026, buying guides, comparison sites and marketplaces filled the top spots for "compost bin" (Ultimate Backyard, PriceMe, Amazon, Kogan), and specialist worm stores led "compost worms for sale": Wormlovers first, Tumbleweed third, The Worm Man eighth. You did not appear in the top 30 for any of the 12 searches. On mobile, an AI Overview, a product grid or both sat above the first organic link for 6 of them.

Want the in-depth look? Click through to The data ↗ tab for every keyword, all 44 AI questions, the clusters and every old address we checked.

Validated demand, and where you rank

Search	Searches / mo (AU)	Your position, year before the move	Your position since the move	AI Overview on the results
compost bin	14,800	10.0	7.7	Yes
worm farm	8,100	3.3	4.0	Yes
heirloom seeds	5,400	Not showing	Not showing	Yes
seeds australia	4,400	Not showing	25.0	-
tomato seeds	3,600	Not showing	Not showing	Yes
compost worms	2,400	16.8	29.8	-
flower seeds	1,900	Not showing	Not showing	-
composter garden	1,600	15.0	Not showing	-
seeds online	1,600	Not showing	57.7	-
vegetable seeds	1,600	14.0	Not showing	Yes
heirloom seeds australia	1,000	Not showing	69.3	-
heirloom tomato seeds	1,000	Not showing	Not showing	Yes
pumpkin seeds for planting	1,000	Not showing	Not showing	Yes
soil conditioner	1,000	78.9	Not showing	Yes

Keyword Planner for Australia, November 2026; where Google gives close variants one shared figure it is counted once. Positions are your Australian Search Console averages for that exact search: 10 September 2025 to 9 September 2026, and 15 September to 14 November 2026. "Not showing" means no impressions on that search in the window. Averages since the move rest on few impressions (211 on "compost bin", with no clicks); our live mobile check on 17 November 2026 found you outside the top 30 on every search it covered. The AI Overview column comes from that live check where it covered the search, and from DataForSEO's flag otherwise.

KEYWORD PLANNER + DATAFORSEO SEARCH CONSOLE

We sized the market search by search. 260 Australian searches for things you sell, close variants counted once, add up to **75,390 a month**; with the long tail of smaller wordings beneath them that is 101,775 a month, or 1,221,300 a year. Questions about how to compost and how to run a worm farm add 12,500 searches a month across 258 more wordings; they bring readers rather than buyers, so they sit outside the money model and feed the guides. 44 AI questions sit alongside, 34 of them ones a specialist selling composters since 2013 can answer better than a hardware chain (Appendix C).

4. Where to start

The first job is to give Google and AI pages they can read, so the redirected addresses earn back their standing, and to point the last dead addresses and the AB Seeds pages at their new homes. From there the mid case is worth **+A$4,719 a year** in new non-branded gross revenue in Australia, with your scorecard climbing from 31 toward 80 out of 100, and we would shape the order of work with you.

Appendix A: your channels and what the move did

Direct Compost Solutions sells the Eco-Eze Compot in-ground composter, compost worms, AB Seeds heirloom seeds and soil minerals from Brisbane, now on Shopify at directcompostsolutions.com in Australian dollars. The store took its first order on 6 September 2026.

Where your Shopify orders come from

Channel (last click)	Orders	Gross sales
Google shopping listings (Google & YouTube app)	180	A$1,871
Direct	25	A$2,031
Google search, organic	16	A$679
Not recorded	2	A$52
Yahoo	2	A$6
Email (Klaviyo)	1	A$318
abseeds.com.au	1	A$3

Shopify, 6 September 2026 to 17 November 2026, every order billed to Australia, branded and non-branded together, gross before returns. Shopping listings are the Google & YouTube app's free listings and shopping placements. SHOPIFY

Google clicks, month by month

Month	Clicks, every country	Clicks, Australia
Sep 2025	1,789	374
Oct 2025	1,618	387
Nov 2025	1,470	296
Dec 2025	1,214	292
Jan 2026	1,460	369
Feb 2026	1,537	366

Month	Clicks, every country	Clicks, Australia
Mar 2026	1,859	390
Apr 2026	1,914	438
May 2026	1,678	342
Jun 2026	1,405	252
Jul 2026	1,302	293
Aug 2026	1,538	436
Sep 2026	714	254
Oct 2026	202	139
Nov 2026	77	44

Search Console, every search, branded and non-branded together. November runs to the 14th. The fall starts in September, the month the Shopify store went live. SEARCH CONSOLE

The old addresses that earned the most

Old address	Clicks, Sep 2025 to Aug 2026	Today
/8-methods-composting/	6,378	Redirects to /blogs/news/8-methods-composting
/composting-horse-manure-beware/	1,891	Redirects to /blogs/news/composting-horse-manure-beware
/composting-juiced-pulp/	1,347	Redirects to /blogs/news/composting-juiced-pulp
/8-ways-to-compost-dog-waste-at-home/	1,242	Redirects to /blogs/news/8-ways-to-compost-dog-waste-at-home
/	918	Live
/composting-with-black-soldier-flies/	879	Redirects to /blogs/news/composting-with-black-soldier-flies

Old address	Clicks, Sep 2025 to Aug 2026	Today
/pros-cons-open-air-composting/	525	Redirects to /blogs/news/pros-cons-open-air-composting
/good-bad-effects-of-ethylene/	440	Redirects to /blogs/news/good-bad-effects-of-ethylene
/pros-cons-direct-trench-composting/	306	Redirects to /blogs/news/pros-cons-direct-trench-composting
/product/fresh-compost-worms/	275	Redirects to /products/fresh-compost-worms
/pros-cons-tumbler-composting-method/	240	Redirects to /blogs/news/pros-cons-tumbler-composting-method
/to-use-or-not-to-use-grass-clippings/	230	Redirects to /blogs/news/to-use-or-not-to-use-grass-clippings

Search Console clicks, every country, for each address on the old site; fetched live on 17 November 2026. "Page-not-found" means the address returns a 404 with no redirect. All 298 are in The data tab. SEARCH CONSOLE

Broken down: 69 old articles (16,388 clicks), 4 of them now page-not-found; 219 old product pages (1,389 clicks), 36 of them now page-not-found; 9 old category pages (125 clicks), 0 of them now page-not-found. Together the page-not-found addresses earned 265 of the 18,820 clicks, so the redirects already cover almost all of the old traffic. The largest dead one is /product/in-ground-eco-eze-composter/ (75 clicks), the old Compot page. None of the dead addresses has a same-named page on the new site, so each needs the closest live page chosen by hand. Shopify only follows a redirect while the old address is dead, so none of this can break a live page.

One more thing Search Console shows: 54 casino pages in other languages appeared under your address between August and October 2026, earning 1,548 impressions. They return page-not-found today. Worth confirming the old hosting is fully closed, and asking Google to drop them through Search Console's removals tool. SEARCH CONSOLE

Appendix B: the scorecard in detail

Four pillars, 25 points each, scored granularly on measured evidence from a live crawl of 183 pages, Google's speed data and DataForSEO authority data, gathered 17 November 2026. AI-Ready Certified requires Professional on all four pillars and 80 or more in total.

Pillar	Score	The evidence behind it
Technical	8 / 25	Crawlers are allowed and the sitemap is declared. There is no structured data anywhere: no product, price, stock, business, breadcrumb, article or FAQ markup on any of the 183 pages crawled, because the store's custom theme carries none. The homepage title is "DIRECT COMPOST SOLUTIONS" with no description and an empty main heading; 31 of 33 collections and 62 of 64 pages have no description, 10 titles are duplicated, and 5 of the 27 products we sampled still carry the old site's placeholder title ("%title% %sep% %sitename%"). Google's real-user data for the site as a whole passes loading speed and layout stability on mobile, with too few visits to judge how fast it responds to a tap; in a lab test the homepage took 14.6 seconds to show its main image on a simulated phone. 367 of 2,362 images carry no alt text.
Content	7 / 25	Your 57 articles came across to the new blog at a median of 992 words, 38 of them built around questions. None links to a product or a collection, so the readers they bring have no path to buy. None of the 33 collections carries copy above its products. More than 50 topic pages written for older searches ("compost bin australia", "buy compost worms") sit under /pages/ without descriptions. There is an FAQ page without FAQ markup.
Authority	11 / 25	DataForSEO authority of 31 out of 100 (its own 0 to 1,000 scale, folded), from 246 referring domains, above the median of the eight comparable stores. abseeds.com.au holds 27 on 108 referring domains of its own, most of them pointing at addresses that now return page-not-found; compot.com.au holds 19 on 124. No product reviews show on the site, the business markup that would tie your social profiles together is missing, and there is no Wikidata entry.
Measurement	5 / 25	Analytics and Search Console are connected. Google clicks fell from September and 40 old addresses still returned page-not-found when we checked on 17 November 2026: the data showed both, with nothing set up to flag either. Nothing tracks whether ChatGPT or Google's AI name you.

Total 31 of 100, which places the brand at **Emerging**. Every collection, page and article was crawled, with every 20th product (27 of 534). Lab speed figures are one simulated run, for diagnosis only. TEAM EMPATHY AEO MATURITY MODEL

The ranked path to AI-Ready Certified

Points	Pillar	The move
+15	Measurement	A baseline of your priority questions across ChatGPT, Perplexity, Gemini and Google's AI answers, branded and non-branded reported separately, an alert when Google clicks or indexed pages drop, and a monthly rhythm of acting on what moved.

Points	Pillar	The move
+13	Content	Copy on every collection that matters, the topic pages folded into the collections they compete with, the articles linked to the Compot, worms and seeds, and new guides across the clusters in Appendix D.
+12	Technical	Product, price, stock, business, breadcrumb, article and FAQ markup on every template; titles and descriptions written for the searches; the placeholder titles fixed; the last dead addresses and the AB Seeds pages redirected; images compressed and described.
+9	Authority	Reviews collected and shown on products, the links held by abseeds.com.au and compot.com.au pointed at live pages, the business markup and a Wikidata entry tying your profiles together, then coverage on the gardening sites AI already cites.

Authority is the slowest pillar and the one we can move least reliably. Reviews and the entity layer are work we do; coverage on other sites depends on other people, so the authority points are the target that tends to arrive last.

Appendix C: the demand detail

The four territories behind the market size

Territory	Searches counted	Searches / mo (AU)	With the long tail, / yr
Garden seeds	147	35,310	572,016
Compost bins and worm farms	34	31,390	508,512
Compost worms	34	4,980	80,676
Soil minerals and conditioners	45	3,710	60,096

Keyword Planner, Australia, November 2026, close variants counted once: 75,390 searches a month measured, times 1.35 for the long tail of smaller wordings beneath them, 1,221,300 a year.

KEYWORD PLANNER + DATAFORSEO

The AI questions gardeners ask

We built a library of 44 questions Australians ask AI assistants about composting, worms, seeds and soil, each anchored to a measured search. Here is a sample, with the search demand behind each.

Question	Cluster	Search demand behind it / mo
best worm farm for beginners in australia	Worm farms	10,530-12,960
best heirloom seed companies in australia	Heirloom, organic and Australian seeds	3,510-4,320
where can I buy compost worms in australia	Compost worms	3,120-3,840
best vegetable seeds to plant in queensland	Vegetable seeds by crop	2,080-2,560
best compost bin for food scraps in australia	In-ground composters (the Compot)	624-768
compost bin that keeps rats out	Compost bins and composters	416-512
rock minerals vs fertiliser, what is the difference	Rock minerals and soil conditioners	1,144-1,408
how to set up a worm farm step by step	How to run a worm farm (guides)	936-1,152
how do I start composting at home	How to compost (guides)	767-944

A sample of the 44-question library, all of it in The data tab with demand band and priority. The demand column is the volume of the search each question is anchored to, lifted 1.3 to 1.6 times for the ways people phrase it, so a band can run above its cluster's measured total; the question itself is rarely typed into Google word for word. DIRECTIONAL

Appendix D: where to play, your clusters

The same demand, grouped into the clusters a plan works through, highest priority first. Priority weighs demand, how directly you sell the answer, and what you earned before the move.

Priority	Cluster	Searches / mo (AU)	The page that should win it	What we would build
High	Compost bins and composters	20,170	/collections/composter	Category page for 'compost bin' (14,800 a month, the biggest single term). Needs copy that says what each bin suits, prices in schema, and a buyer's guide linked from it.
High	Vegetable seeds by crop	15,110	/collections/vegetables	One collection per big crop (tomato 3,600, pumpkin 1,000, lettuce 880, beans 590) with variety notes and when to plant in each climate zone.
High	Heirloom, organic and Australian seeds	14,940	/collections/seeds	The seed range's front door. Collection copy on heirloom and open-pollinated, climate zones and the planting guide; fix the dead planting-guide PDF and redirect abseeds.com.au here.
High	Worm farms	9,090	A new /collections/worm-farms	No worm farm collection exists yet. Build one (Compot as an in-ground worm farm plus worms and add-ons) so 'worm farm' (8,100 a month) has a page that sells.
High	Compost worms	4,980	/collections/worms	Your best non-branded search before the move was 'compost worms brisbane'. Collection copy on species, delivery areas and how many to buy; fold /pages/buy-compost-worms and /pages/compost-worms-for-sale into it.
High	In-ground composters (the Compot)	2,130	/collections/eco-eze-compots	The Compot's home. Rewrite the collection with real copy, product schema and the in-ground vs tumbler vs bin comparison; fold the thin 'in-ground-composter' and 'small-compost-bin' pages into it.
Medium	How to compost (guides)	10,200	/blogs/news	Fifty-seven articles already exist and none link to a product. Refresh the best, add FAQ markup and link each to the Compot or the right collection.

Priority	Cluster	Searches / mo (AU)	The page that should win it	What we would build
Medium	Rock minerals and soil conditioners	3,710	/collections/ mineral-rock-dust	Merge the two 'soil-solutions' pages, give rock dust, zeolite, bentonite and palagonite proper collection copy, and answer 'soil conditioner for clay' on the page.
Medium	How to run a worm farm (guides)	2,300	/blogs/news	Worm farm set-up, feeding and troubleshooting guides, each linking to worms and the Compot.
Low	Flower and herb seeds	3,650	/collections/flowers	Flower (1,900 a month) and herb collections with copy; herb seeds land on /collections/herbs.
Low	Chilli seeds	1,610	/collections/chillis	Collection copy plus the existing chilli chart page linked both ways; heat ratings in product schema.

Lead with three. **Compost bins and worm farms**, where the Compot belongs. **Compost worms**, your best search before the move. **Seeds**, once the AB Seeds addresses point home. The guides and soil minerals follow.

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

Store	DataForSEO authority / 100	Referring domains	AU keywords	Organic visits / mo (AU)	Their multiple of you
Direct Compost Solutions	31	246	393	~314	1.0x
Tumbleweed	21	426	1,476	~3,474	11.1x
Compost Revolution	23	648	1,225	~3,395	10.8x
Wormlovers	15	240	387	~528	1.7x
The Worm Man	13	165	300	~236	0.8x
Eden Seeds	34	535	5,629	~9,372	29.8x

Store	DataForSEO authority / 100	Referring domains	AU keywords	Organic visits / mo (AU)	Their multiple of you
Boondie Seeds	13	359	5,668	~4,199	13.4x
Little Veggie Patch Co	24	463	3,667	~3,511	11.2x
Happy Valley Seeds	21	298	8,384	~22,261	70.9x

DataForSEO authority (its own 0 to 1,000 scale folded to /100), backlinks and Labs organic footprint, Australia, 17 November 2026, with estimated organic visits including each store's branded searches. Four compost and worm stores and four seed stores; hardware chains, marketplaces and the two largest seed sellers (over 40 times your keyword count) were left out. These estimates are built for comparing stores and do not match a store's own analytics.

DATAFORSEO

> **Your authority already holds up.** At 31 on 246 referring domains you sit above the median of these eight stores (21), while Tumbleweed earns about 11 times your Google traffic with an authority of 21. The gap sits in pages Google and AI can read and rank, plus the links your two other domains still hold (Appendix B).

Appendix F: where the numbers come from

The sources

- **Your Search Console**, 17 July 2025 to 14 November 2026, pulled 17 November 2026: clicks, impressions and positions by search, page, country and day. Search Console supplies today's non-branded clicks and the share you held before the move.
- **Your Shopify**, 6 September 2026 to 17 November 2026, read on 17 November 2026: Google organic sessions, checkouts, orders, order value, returns and billing country. Shopify supplies the value of a click.
- **Your Google Analytics**, the twelve months to 14 November 2026, mostly the old site: new versus returning purchases, which set the new-customer share.
- **Keyword volumes**, Google Keyword Planner for Australia via DataForSEO, November 2026, with DataForSEO Labs' clickstream estimate beside each as a cross-check.
- **Authority, competitor and live-results data**, DataForSEO, 17 November 2026, for the scorecard, the competitor table, your other two domains and the live Google checks.
- **Technical findings**, a direct crawl of the site on 17 November 2026 (every collection, page and article, and every 20th product), plus Google PageSpeed Insights, and a live check of every old address.

How we split branded from non-branded

A branded search names the business or what only you sell: Direct Compost, Compot, Eco-Eze or AB Seeds. Of 273 Australian clicks from 15 September to 14 November, 40 came from branded searches, leaving 233 non-branded clicks in 61 days, 1,394 a year. Searches Google does not name individually count as non-branded, because branded searches are frequent enough to be named. On the old site, 10 September 2025 to 9 September 2026, the same split gave 4,087 non-branded clicks of 4,261.

How we set the cases

Your share today is 1,394 clicks over a pool of 244,260 winnable clicks: the measured searches with their long tail, times twelve, times 0.20 (the chain below), 0.20 being the share of searches that end in an organic click once ads, shopping grids, marketplaces and AI answers take theirs. The conservative case is the share you held in the year before the move, 1.67%. For the mid and high cases we took each comparable store's estimated Australian visits as a share of the same pool; their median is 17.2%. That estimate counts their branded searches and searches outside your range too, so it overstates what they win from this pool. The mid case takes a quarter of it (4.3%) and the high case half (8.6%), with the value of a click held at today's figure.

The chain, in full

Step (non-branded model, Australia)	Value
Searches / mo for what you sell (Keyword Planner, four territories)	75,390
With the long tail (x 1.35 per territory, rounded), / mo	101,775
Searches / yr	1,221,300
Winnable organic clicks / yr (x 0.20)	244,260
Non-branded Australian clicks you win today, a year	1,394 (0.57%)
The same, the year before the move	4,087 (1.67%)
Clicks in each 1% of the pool, a year	2,443
Conversion and order value, Shopify, Google organic	1.22% at A$42.44
Each 1%: orders	29.8
Each 1%: gross revenue (at A$0.52 a click)	A$1,265
Each 1%: net revenue, at your Shopify return rate (7.6%)	A$1,169

Step (non-branded model, Australia)	Value
Each 1%: new customers (70% of purchases from new customers, Analytics)	20.8
Each 1%: three-year value of those new customers, projected (x 1.40)	A$1,237

Gross revenue in each case is the pool times the share times the conversion rate times the order value, multiplied on the unrounded inputs. The mid case is 128 non-branded orders a year against 17 today.

What is left out, and the checks we ran

- **Branded search, shopping listings, paid search, social and email.** All outside the model, all unchanged by it.
- **Overseas clicks.** 76% of your Google clicks in the last twelve months came from outside Australia, mostly readers of your guides, and every Shopify order is billed to Australia.
- **How-to searches.** 12,500 a month in Australia; they feed guides and AI answers and stay out of the revenue cases.
- **A cross-check on scale.** On DataForSEO's traffic model you get about 314 organic visits a month in Australia. The mid case, 10,503 non-branded clicks a year, is about 875 a month: above Wormlovers' 528, and about a quarter of Tumbleweed's 3,474.

The full derivation of every number, written for you or your own AI assistant to pull apart, is in the model workings file.

Team Empathy

Search & AI for ecommerce

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