

Be the skincare brand AI recommends in New Zealand.

Prepared for Georgina Elvin · Frankie Apothecary

NEW ZEALAND | 25 AUGUST 2026 · TEAM EMPATHY

1. Executive summary

The short version. Organic search earns you about **\$41,210 a year** on frankieapothecary.co.nz, and it splits almost down the middle: **\$22,410 is branded**, people searching your name, and **\$18,800 is non-branded**, from category searches like "kawakawa balm" and "eczema cream nz". Only the non-branded half can grow, and it should be several times bigger than it is. You already rank on page one across the entire kawakawa category and half the eczema category, on over **100,000 non-branded impressions a year**, but you sit at positions 4 to 20 rather than the top three, so almost none of that visibility becomes visits. This is a finish-the-job build, with the hardest yards already behind you.

Three things to know

- **Organic is your third-biggest revenue channel, and it runs on autopilot.** It earned \$47,454 last year across both storefronts, converting at 4.91%, above your site average, on an order value of \$83. And it is under-fed: the whole channel runs on positions earned without a deliberate search strategy behind them. **GA4**
- **You appear everywhere and win almost nowhere.** Your eczema-related queries alone earned 18,017 impressions last year and returned just 88 clicks, a 0.5% click-through, because page one is not the top three. Fifty-three non-branded terms sit in striking distance, positions 4 to 20 with real impressions. **GSC**
- **AI engines already send you buyers, and cannot see your best proof.** ChatGPT referred 210 sessions and 5 orders last year with nothing optimised. Meanwhile the 4.8-star rating across 896 reviews on your hero Kawakawa Balm is injected by your review app in a way AI crawlers never see, and your NZ Eczema Association endorsement is not marked up at all. **GA4** **SITE CRAWL**

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

269,940

measured non-branded searches a year across your categories in New Zealand

53,988

of those are organic clicks someone will win, once ads and AI answers take their share

3,454

is what you win today, which is 6.4% of the non-branded pool

\$2,939

a year for every extra 1% of the pool you take, because 1% is 540 clicks

So the whole opportunity is one sentence: **you hold 6.4% of the non-branded organic clicks in your category, and every extra 1% is worth about \$2,939 a year.** Your branded traffic is not part of this and does not change.

What that is worth

Built on your own numbers: each non-branded organic click is worth a measured **\$5.44** to you (your own Google Ads cross-checks it at \$4.99 a click), and the full derivation is in section 4. Every column below is non-branded, first-order revenue, and your **\$22,410 of branded organic revenue sits on top of all of it, unchanged.** Your 36.8% returning-customer rate sits on top too: these figures count the first order only.

MODELLED ON MEASURED INPUTS

Case	Share of the non-branded market	Non-branded clicks / yr	Non-branded revenue / yr	New revenue / yr
Today	6.4%	3,454 (288 / mo)	\$18,800	
Conservative	12%	6,479 (540 / mo)	\$35,265	+\$16,465
Mid	20%	10,798 (900 / mo)	\$58,774	+\$39,974
High	30%	16,196 (1,350 / mo)	\$88,155	+\$69,355

Where you focus, at a glance

Eczema & skin conditions

~4,000 SEARCHES / MO

THE PRIZE

Your founding story and your endorsement, carrying the biggest pool of unconverted visibility on the site. Winning the top three here is the single biggest move.

Kawakawa

~6,000 SEARCHES / MO

YOU WIN

Page one on effectively every kawakawa query in the country. Defend it, push into the top three, and own the AI answer for the category you helped create.

Bathing, facial & body

~8,100 SEARCHES / MO

EXPANDING

Colloidal oat, bath soaks, oil cleansing and bakuchiol. Products exist and several already rank; almost no guide content does.

Triangulated NZ search volume per territory, August 2026. The full keyword, prompt and cluster research behind every number here lives in [The data](#) tab. [GKP + SEMRUSH](#)

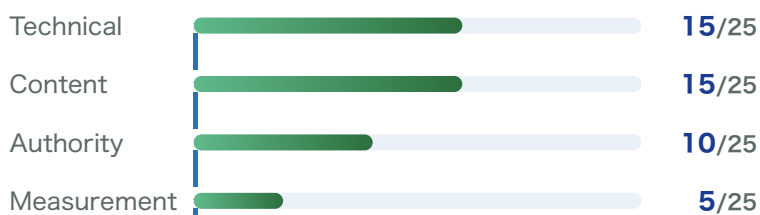
2. How AI-ready you are today: the AEO scorecard

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 brands to. You are at 45 today, with unusually good bones for a brand your size and a clear climb.

Frankie Apothecary

DEVELOPING · STRONG CONTENT BONES, AUTHORITY AND MEASUREMENT GAPS

45/100

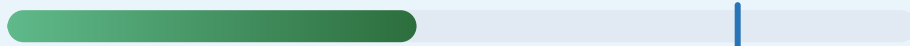


+35

points to Certified. Your content library and open AI access carry you; the climb is authority, measurement, and making your proof visible to the engines.

WHERE YOU ARE · WHERE YOU NEED TO BE

Frankie



45 / 100

Today · Developing, 45 / 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

Natural skincare for skin conditions is a researched, anxious, repeat purchase. Parents of itchy children ask the same questions in two places now, a search box and an AI chat, and the brand that answers them wins both. Kawakawa is the rare situation where the category term and your hero product are the same words. Across the 145 terms we measured, the demand is **22,495 searches a month**, and you already appear on most of it.

Validated demand, and where you rank today

Term	Searches / mo (NZ)	Your rank now	Territory
kawakawa balm	3,600	5.2	Kawakawa
epsom salts	4,400	9.2	Bathing
eczema cream nz	1,900	4.6	Eczema
eczema treatment	880	Page 2+	Eczema
oil cleanser nz	260	12.0	Facial
kawakawa plant	720	Page 2+	Kawakawa education
bakuchiol	655	7.8	Facial
colloidal oatmeal nz	110	2.9	Bathing
natural eczema cream nz	80	2.8	Eczema
natural sunscreen nz	390	14.4	Suncare

Search volume triangulated across Google Keyword Planner and SEMrush (median), NZ, August 2026; Ahrefs joins as the third source within the week and any working volume that moves is updated in [The data](#) tab, along with live AI-answer flags per term. Your rank is your current average Google position from Search Console. The pattern is one story everywhere: you are on page one, and not in the top three, and at these volumes the difference between position 5 and position 2 is the whole opportunity. [GKP + SEMRUSH](#) [GSC](#)

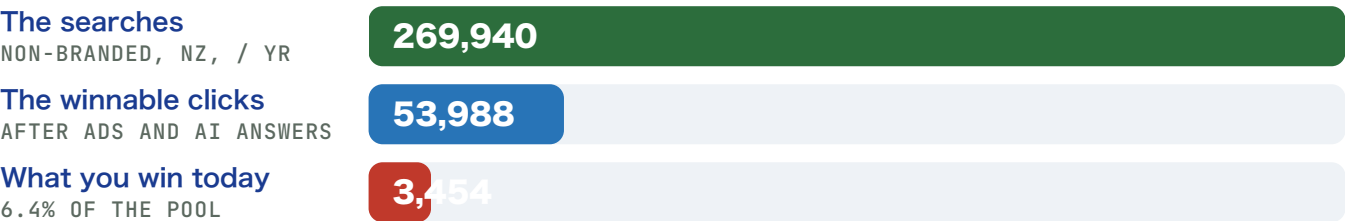
On the AI side we built a library of **90 real questions** people ask AI engines about your category, each anchored to measured search demand, from your own product-page FAQs, real queries in your Search Console, and the questions behind the head terms. **65**

of the 90 are questions you can uniquely own, because they are kawakawa, rongoā or eczema-endorsement questions where you hold the credentials. The full library, with per-question demand estimates, is in the [appendix](#) and [The data](#) tab.

The first-mover window. No NZ natural-skincare brand deliberately publishes the answers AI engines cite. Your competitors hold the domain authority (Living Nature 45, Tui Balms 43, Kiwiherb 42 against your 10) but none of them holds your combination: the category-defining product, an eczema association endorsement, 896 reviews on a single hero product, and 118 blog posts of raw material. AI engines reward exactly the structured, honest, question-answering content you are closest to being able to ship.

4. The opportunity, in dollars

The table in the executive summary is built from four numbers, all of them yours, and all of them 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, and you currently take about one in sixteen of those. The pool is measured from the 145-term core only; the long tail beyond it is real but deliberately left out of the model. **MODELLED**

Each non-branded click is worth **\$5.44** to you. The figure is measured: your last twelve months of non-branded organic revenue divided by the non-branded clicks that produced it, and your own Google Ads data agrees, returning \$4.99 per non-branded search click over the same period. That is the figure every case in the table multiplies.

That is the whole model: **win more of the 53,988 clicks.**

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



The mid case arriving, on non-branded revenue: roughly 10% of the new revenue live by month 3, 35% by month 6, 70% by month 9, all of it by month 12, ending at the \$58,774 non-branded run-rate. On the live page, hover any point for the maths. Your branded revenue and repeat purchases sit on top the whole way. **MODELLED, DIRECTIONAL**

How the clicks get won

Two levers, both measured. **Click-through** on the impressions you already earn: 53 terms sit at positions 4 to 20 with real impressions, and moving them into the top three multiplies their clicks several times over. And **new impressions** in the territories where you have products but no content: gifting queries currently rank between positions 29 and 79, facial cleansing and bathing guides barely exist. The conservative case assumes only the first lever lands; the high case assumes both do.

Every figure here is non-branded, first-order revenue. Repeat purchases sit on top: 36.8% of your customers come back, so a won customer is worth materially more than a won order. AI-prompt demand is estimated separately in the appendix, so nothing here is double-counted. Total organic run-rate is your unchanged \$22,410 of branded revenue plus the non-branded column in the executive summary table.

5. The six-month transformation

A done-for-you AI and Search transformation over six months, built and run on our side. It moves through three phases: **foundations** (making your 896 reviews and your endorsement visible to AI crawlers, page speed, schema, the two-storefront consolidation, your baseline), **owning your territories** (winning the top three across the striking-distance terms, and building out the roughly 35 pieces that own your core territories, recalibrating your existing 118-post library rather than starting again), and **authority and compounding** (closing the domain-authority gap on the strength of the press, awards and endorsement you already hold). We move into each phase as your site is ready for it rather than on a stopwatch. Everything is yours to keep.

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

Traffic, orders, revenue and rankings are from your own Google Analytics, Search Console, Shopify and Google Ads (12 months to August 2026; GA4 figures filtered to frankieapothecary.co.nz where the model requires it), online store only. Search volumes triangulated across Google Keyword Planner and SEMrush (NZ), August 2026, with Ahrefs joining as the third source. Domain Ratings from Ahrefs. AEO score from our AEO Maturity Model against a live crawl. Revenue figures are directional, modelled from your own measured click value, and are not a guarantee of results.

Appendix A: your channels and current position

You have built a genuine NZ brand: \$331,189 in online sales in the last twelve months, 3,924 orders, and a 36.8% returning-customer rate that most skincare brands would trade for. The foundations are good, and everything in this plan grows from that proven base.

Your channels, from your own GA4 (12 months, both storefronts)

Channel	Revenue / yr	Sessions	Conversion	Read
Cross-network (PMax)	\$56,149	11,143	7.31%	Your biggest engine, but rented; stops when you stop paying
Direct	\$50,099	16,013	3.67%	Your brand strength showing up
Organic Search	\$47,454	11,638	4.91%	Third-biggest channel, converts above site average, and under-fed
Email	\$33,361	4,109	8.18%	Best converter, but retention, not new customers
Paid Search	\$32,189	6,511	6.85%	Efficient; the search terms it converts on are the same ones organic should own

Channel	Revenue / yr	Sessions	Conversion	Read
Paid Social	\$27,319	19,666	1.95%	Most sessions, weakest conversion
AI referrals	\$493	317	1.9%	ChatGPT, Perplexity, Claude and Gemini, a brand-new channel, zero optimisation yet

GA4, last 12 months, NZD, both storefronts combined. Google Ads separately reports \$138,564 of conversion value on \$23,792 of spend across the same period, a strong paid engine whose non-branded search terms (kawakawa balm, eczema cream) are exactly the terms the organic strategy targets. The AI referrals row is a source-level filter (chatgpt, perplexity, claude, gemini, copilot) whose sessions sit inside the referral and unassigned channel rows above; it is shown separately because it is the channel being built. [GA4](#) [GOOGLE ADS](#)

One structural finding, so the numbers are honest. Your store runs on two domains at once. frankieapothecary.co.nz takes most of the traffic and converts at 5.4%; frankieapothecary.com takes 16,324 sessions a year, 21% of the total, and converts at 1.45%, roughly a quarter of the rate. The .com also holds a Domain Rating of 24 against the .co.nz's 10, which means years of press links have accrued to the storefront you are not trading on. Consolidating the two is one of the highest-leverage technical moves available, and it costs content nothing.

You appear everywhere. You win almost nowhere.



Non-branded category search is 93% of your impressions but only 51% of your named clicks. You rank across the whole category, but positions 4 to 20 convert almost none of that visibility into visits. The eczema territory is the sharpest case: 18,017 impressions, 88 clicks. [GSC](#)

Appendix B: the scorecard in detail

Here is what sits behind the 45, and what fixes each piece. It is authority, measurement and a handful of technical fixes on top of a real content base, not a rebuild.

Finding	Status	Fix
AI crawlers welcomed (GPTBot, ClaudeBot, Perplexity)	Strong, all allowed	Done
Shopify agentic stack (agents.md, UCP) live	Ahead of most peers	Done
FAQ schema on products and collections	Unusually strong, server-rendered	Done
Review schema (4.8 stars, 896 reviews)	Injected by app, invisible to AI crawlers	Days
Endorsement + award markup (NZ Eczema Assn, Beauty Shortlist)	Not marked up anywhere	Days
Mobile page speed	Lighthouse lab: 61, main content at 7.8s	Weeks
Two-storefront split (.com vs .co.nz)	Authority and traffic divided	Weeks
Content engine (118 posts, real FAQ culture)	Strong base, misallocated	Recalibrate + fill gaps
AI-visibility measurement	None yet	Baseline + monthly panel

The page-speed figure is Google's Lighthouse lab test simulating a mid-range phone on a slow connection; the site may well feel fast on your own device, but the lab score is what Google measures the store against, and 7.8 seconds against a 2.5-second standard costs rankings.

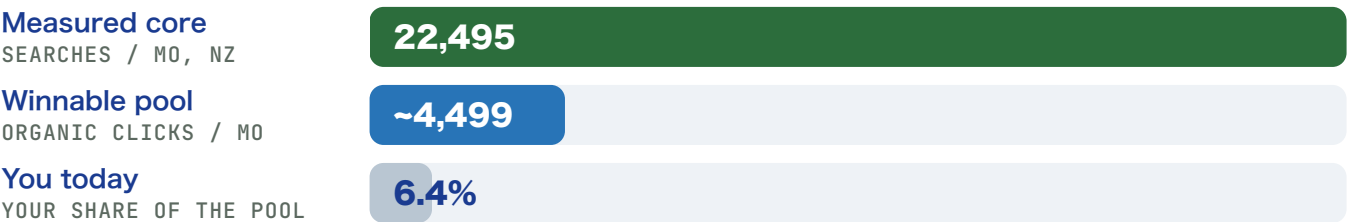
LIGHTHOUSE, 25 AUG 2026

The single highest-leverage fix is visibility of proof you already own. The 896 reviews, the eczema association endorsement, the awards: all of it exists, none of it is visible to the engines deciding which balm to recommend. Making existing proof machine-readable is days of work with years of compounding payoff, and it is the exact opposite of a content treadmill.

Measured the whole way. The measurement pillar is the lowest score on the card, and it is the first thing worth fixing: a baseline of where you rank and where AI engines mention you, taken before anything changes, then live reporting on keywords through Search Console and the AI question panel through monthly citation tracking, so every month can be measured against day zero on your own numbers.

Appendix C: the demand detail

From category demand to dollars



The 145-term core, triangulated and variant-folded so nothing is double-counted: Google Keyword Planner returns the same 3,600 for "kawa kawa balm" and "kawakawa balm nz", variants of the same head term, so variant groups contribute once, and five terms where Keyword Planner matched far outside the phrase are excluded entirely. Strip out ads, shopping carousels and AI answers, and roughly one search in five survives as a winnable organic click, a pool of about 4,499 a month. AI-prompt demand (an estimated 1,800 to 4,600 questions a month across the 90-prompt library, anchored to 18,280/mo of head-term volume) is counted separately so nothing is double-counted. **MODELLED**

The AI questions, and who can own the answer

The library is built from questions with evidence behind them: your own product-page FAQs, real queries in your Search Console, and the questions underneath the head terms. A sample:

Real question	Cluster	Est. monthly demand
Which kawakawa balm should I buy?	Kawakawa	360-900
What is the best natural eczema cream in NZ?	Eczema	32-80
Is kawakawa balm good for eczema?	Eczema	17-42
Can I use kawakawa balm alongside steroid creams?	Eczema	real, observed on your own FAQ

Real question	Cluster	Est. monthly demand
How can I stop my toddler itching at night?	Baby & mum	real, observed in your GSC
Is kawakawa balm safe for dogs?	Kawakawa education	2–5
What is colloidal oatmeal and what does it do for skin?	Bathing	39–97
Frankie Apothecary vs Aotea kawakawa balm, which is better?	Kawakawa	real, comparative

A sample of the 90-question library, all of it in [The data](#) tab with per-question demand, priority and ownability. Estimates are directional floors: 10 to 25% of the anchor term's measured volume, and questions with no keyword anchor are labelled as observed rather than given an invented number. **65 of the 90 are uniquely ownable:** kawakawa, rongoā and endorsement questions where your credentials are the answer. **DIRECTIONAL**

Appendix D: where to play, your content territories

The same demand, grouped into the territories a plan executes against. Priority weighs demand, ownability and what already exists on your site. The striking feature of your library: 118 posts, deep on kawakawa education and eczema storytelling, nearly silent on the buying-decision and condition-specific content that search and AI actually reward.

Territory	Demand / mo	Coverage today	Priority	What gets built
Eczema & skin conditions	4,035	Deep blog + collection, not winning its impressions	5	The condition hub: best-of and comparison answers, steroid-free explainers, flare and night-itch guides, all carrying the endorsement.

Territory	Demand / mo	Coverage today	Priority	What gets built
Kawakawa (hero + education)	5,955	Strong, the beachhead	5	Defend and extend: the definitive kawakawa answers (uses, benefits, comparisons, safety incl. pets), pushing position 5 to the top three.
Baby & mum	905	Collection exists, content absent	5	Baby eczema, nappy rash, cradle cap, dribble rash, pregnancy-safe guides. Your buyer is a parent; this territory is the emotional core.
Colloidal oatmeal & bathing	6,205	Products only	4	Oat-bath and soak education. Big traffic, positioned as a traffic play feeding the eczema hub, not an identity play.
Cleansing & facial	1,935	Products only (bakuchiol ranks with zero content)	4	Oil-cleansing and bakuchiol education for a range that already ranks page one on its own.

Territory	Demand / mo	Coverage today	Priority	What gets built
Sunscreen	1,710	PDP + scattered posts	3	Mineral and reef-safe answer set, seasonal.
Natural skincare & gifting	810	No gift guides at all	3	Gift guides for a brand with awards and bundles; current gifting rankings sit between positions 29 and 79.
Sensitive & other conditions	135	Nothing on psoriasis or dermatitis	3	Condition extensions where the same product genuinely helps, written to the food-standards line of skincare claims.

Priority is a 1 to 5 score, where 5 means lead with it now; it is not a count of pieces. Content requirement: roughly **35 pieces** to own the core territories (kawakawa, eczema, baby and mum, bathing), and **about 63** for full category coverage. Unlike most brands we audit, much of this is **recalibration of a live 118-post library**, re-pointing existing posts at the queries they nearly win, rather than net-new writing. The full cluster maths is in [The data](#) tab. **CLUSTER MODEL**

Lead with three. **Eczema**, where your founding story, your endorsement and 18,000 unconverted impressions already sit. **Kawakawa**, the category you helped create, from page one to the top three and the AI answer. **Baby and mum**, the buyer's actual identity, currently near-empty. Bathing feeds them all as the traffic engine.

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

Brand	Domain Rating	Read
Living Nature	45	Legacy NZ natural brand, broad range
Tui Balms	43	The balm incumbent, decades of links
Kiwiherb	42	Actively publishing into eczema territory now
Aotea	34	The most credible kawakawa rival, premium story
The Herb Farm	31	Established, broad natural range
Frankie Apothecary (.co.nz)	10	The category leader in product, the underdog in authority
Frankie Apothecary (.com)	24	Your own second storefront, holding authority the .co.nz never sees

Ahrefs Domain Rating, 25 August 2026. Competitor organic-traffic footprints join this table when the full Ahrefs pull lands this week. [AHREFS](#)

Authority is the binding constraint, and yours is unspent. Roughly two-thirds of what AI engines cite comes from third-party sites. Your competitors have the Domain Rating; you have the assets they cannot copy: the NZ Eczema Association endorsement, seven Beauty Shortlist wins in 2026 alone, national press from Stuff to Women's Weekly, pharmacy and Health 2000 distribution, and two features in Nature Baby's journal. Almost none of it links to, or is marked up on, the domain you trade on, and some of it points at your other storefront. Consolidating the two domains and spending the proof you already own is the authority play, before a single new link is chased.

Appendix F: where the numbers come from

Source	What it provides
Keyword volumes, triangulated	Google Keyword Planner and SEMrush (NZ), taken as the median, variant-folded, with Keyword Planner's close-variant lumping detected and excluded. Ahrefs joins as the third source within the week; single tools miscount NZ, so we never rely on one.

Source	What it provides
Your own Search Console	The frankieapothecary.co.nz property, history from April 2025. We swept all 6,052 queries from the last year, classified every one, and country-verified the top themes: everything material is 80 to 100% NZ, and one candidate ("cleanser oil", 742 impressions, 0% NZ) was ruled out as offshore noise rather than added to the model. Question-form queries with real impressions fed the prompt library. Anonymised long-tail queries (2,491 clicks) are counted as non-branded, since branded demand concentrates in a handful of high-volume names.
Your own GA4	Twelve months across both storefronts, filtered to frankieapothecary.co.nz where the model needs to match the Search Console property. Branded organic revenue is measured by landing page (homepage landings, \$22,410) and non-branded by the rest (\$18,800), the same method we use on every engagement.
Your own Google Ads	Twelve months of real search terms with conversion values: the \$4.99-per-click cross-check on the organic click value, and proof of which category terms actually convert (kawakawa balm: 117 paid conversions on 1,212 clicks).
Your own Shopify	\$331,189 in sales, 3,924 orders, AOV \$70.44, 36.8% returning customers, read directly from your admin. GA4 records less than Shopify (standard consent-mode loss); the model runs on the measured GA4 side, which is the conservative one.
Head-term anchors + fan-out	Every AI prompt is anchored to the measured volume of the search term underneath it, with a conservative 10 to 25% band. Prompts with no anchor are labelled observed, not numbered.
Citation tracking	A fixed panel of priority category questions, run monthly across ChatGPT, Claude, Perplexity and Google AI Overviews, logging exactly which brands get named, with the baseline taken before any work ships.

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**

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