TEAM EMPATHY · SEARCH & AI STRATEGY

Be the fashion brand AI recommends in New Zealand and Australia.

Prepared for Flo & Frankie

NEW ZEALAND + AUSTRALIA | 4 SEPTEMBER 2026 · TEAM EMPATHY

1. Executive summary

The short version. You are running two different races on the same store. In New Zealand you are an incumbent: **967,157 organic clicks** in the last twelve months, 57.6% of your named-query clicks from people searching your own brand, and about **$2,480,236 a year of organic revenue, branded and non-branded together**. But on the head terms that decide the category, the searches like "dresses", "maxi dress" and "linen pants", you hold just **5.1% of the winnable clicks**: your non-branded revenue is carried by the long tail of deep product and collection queries, not by the category terms where AI Overviews and the top three positions concentrate. In Australia the same store starts near zero: a head-term market about five times the size of NZ's, of which you win effectively none. One store, two plays. Convert NZ's striking distance into top-three positions, and open Australia.

Three things to know

- **Your NZ engine runs on the long tail, not the head terms.** Of your organic revenue, **$1,464,061 a year is non-branded** (59% of the total, using homepage landings as the branded proxy, method in Appendix F). Yet on the measured head-term core of **222,350 searches a month** you sit in striking distance rather than in the money: "dresses" at position 10.1, "cardigan" at 7.4, "linen pants" at 10.4, "maxi dress" at 18.7. Page one to two earns almost nothing; the top three earn nearly everything. GSC + GA4
- **Australia is a greenfield five times the size, already plumbed in.** floandfrankie.com.au carries the same catalogue, content and reviews, plus two Sydney boutiques, yet earned **A$377,863 of organic revenue in the year, branded**

and non-branded together, against NZ's $2,480,236. On the AU head-term core of 1,085,260 searches a month you won 318 clicks all year. The authority gap is real but climbable: DR 30 with 787 AU keywords, against dissh at 7,588 and sportsgirl at 12,872. GSC + GA4 AHREFS

- **AI assistants are already selling for you, unoptimised.** ChatGPT alone referred **6,280 NZ sessions and 92 transactions worth $13,945** in twelve months, plus 2,633 AU sessions, 33 transactions and A$3,884. Your Okendo reviews are server-rendered and your product schema is genuinely readable to AI crawlers, which is rare. The layer that decides who gets named is already half-built in your favour. GA4

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

Two markets, two pools, never added together. New Zealand first, in NZD:

2,668,200 non-branded head-term searches a year across your NZ categories	**933,870** of those are organic clicks you could win, once ads and AI answers take their share	**47,370** is what you win on those head terms today, which is 5.1% of the pool	**$22,440** a year of non-branded revenue for every extra 1% of the NZ pool you take

And Australia, in AUD:

13,023,120 non-branded head-term searches a year in Australia, about five times the NZ market	**4,558,092** of those are winnable organic clicks a year in the AU pool	**318** head-term clicks you won in AU in the last year, effectively 0% of the pool	**142,342** AUD a year of non-branded revenue for every 1% of the AU pool you take

So the whole opportunity is two sentences. **In NZ you hold 5.1% of the non-branded head-term clicks and every extra 1% is worth about $22,440 a year. In Australia you hold effectively none, and every 1% is worth about A$142,342 a year.** Your branded traffic sits outside all of it, unchanged.

What that is worth

Built from your own measured numbers, per market: a non-branded organic conversion rate of **1.64%** on an order value of **$146** in NZ, which makes a non-branded click worth **$2.40**, and **2.18%** on **A$143** in Australia, **A$3.12** a click. Every column is non-branded and first-order only, so it is a floor: the customer-value ladder (first-year and lifetime spend) is deliberately left out until it can be read from your Shopify customer cohorts, because GA4's cookie-based purchaser counts here are not a credible read of repeat behaviour. MODELLED, PLUS OR MINUS 40%

New Zealand, NZD:

Case	Share of the non-branded head-term market	Non-branded clicks / yr	Non-branded revenue / yr	New revenue / yr
Today	5.1%	47,370	$113,824	–
Conservative	9.1%	84,725	$203,583	+$89,759 (+37,355 clicks / yr)
Mid	**13.1%**	**122,080**	**$293,342**	**+$179,518** (+74,710 clicks / yr)
High	18.1%	168,773	$405,540	+$291,716 (+121,403 clicks / yr)

Australia, AUD:

Case	Share of the non-branded head-term market	Non-branded clicks / yr	Non-branded revenue / yr	New revenue / yr
Today	~0%	318	A$993	–
Conservative	1.0%	45,581	A$142,342	+A$141,349 (+45,263 clicks / yr)
Mid	**2.5%**	**113,952**	**A$355,854**	**+A$354,861** (+113,634 clicks / yr)
High	5.0%	227,905	A$711,708	+A$710,715 (+227,587 clicks / yr)

Each table is its own currency and the two are never summed. At the mid case the two together are worth roughly NZ$180,000 plus A$355,000 a year of new non-branded revenue. The NZ shares grow from measured striking distance; the AU shares are deliberately small (1% to 5% of the pool) because AU starts from zero authority. All non-branded; your branded revenue sits on top, unchanged.

Where you focus, at a glance

NZ head terms

222,350 SEARCHES / MO

THE PRIZE

You rank page one to two on the category's biggest terms, with the NZ-suffixed variants already top five. Moving that striking distance into the top three is the fastest revenue in this plan.

NZ long tail

PRODUCT + COLLECTION LONG TAIL

YOU WIN

Deep product and collection queries already earn $1,464,061 a year of non-branded organic revenue. Defend it and keep feeding it.

Australia

1,085,260 SEARCHES / MO

GREENFIELD

The same store, catalogue and reviews already serve floandfrankie.com.au, plus two Sydney boutiques. Every asset built for NZ ships to AU on the same day.

Head-term volumes are the triangulated generic cores per market (median of Google Keyword Planner, SEMrush and Ahrefs, September 2026). The ~90 stocked-brand searches are a separate territory, covered in section 3, and are never counted in the money model. 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 49 today, and unusually, your hardest asset is already in place: review and product data an AI crawler can actually read.

Flo & Frankie 49/100

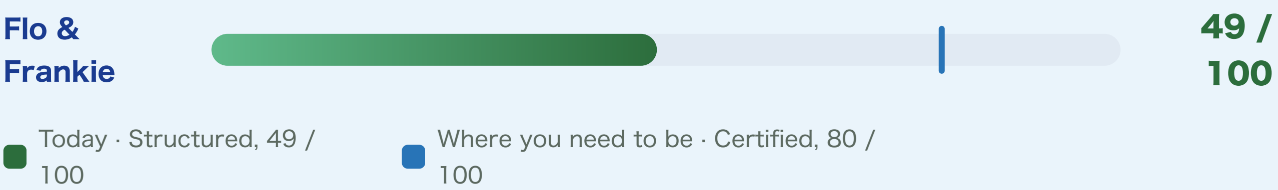
STRUCTURED · STRONG BONES, HELD BACK BY TWO TEMPLATE BUGS

Technical	15/25
Content	13/25
Authority	16/25
Measurement	5/25

+31

points to Certified. Authority already clears the Professional bar. The climb is two site-wide template fixes, a content engine pointed at the head terms, and measurement.

WHERE YOU ARE · WHERE YOU NEED TO BE



The finding that costs you most, and costs least to fix. Every title tag on the site is truncated mid-string in the HTML itself: the homepage title ends at "Flo &" and product names are cut at about 40 characters ("Luella Sky Blue Belted Sleeveless Midi D"). This is a theme bug, so the broken string is what crawlers and AI models ingest, on every page of both domains. Alongside it, one meta description template serves all ~2,700 products, calling earrings and homeware "women's clothing", and the store-page schema on all 22 boutiques fails to parse because of a single unquoted phone number. Three template edits light up the entire estate.

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

Women's fashion is a discovery-led, occasion-driven category. Shoppers search a garment, an occasion or a brand, and they now ask the same questions in two places: a search box and an AI chat. Your demand splits three ways: the generic head terms, the stocked-brand searches for the ~90 labels you carry, and the AI questions layered over both.

Validated demand, and where you rank today

Term	Searches / mo (NZ)	Searches / mo (AU)	Rank NZ	Rank AU	AI Overview live?
dresses	18,100	60,500	10.1	Not present	-
jeans	9,900	40,500	9.4	Not present	AU
sunglasses	9,900	49,500	7.5	6.0	-
earrings	6,600	22,200	22.9	73.3	AU
maxi dress	5,400	34,000	18.7	Not present	-
cardigan	5,400	25,000	7.4	41.3	NZ + AU
handbags	4,400	12,100	24.5	Not present	-

Term	Searches / mo (NZ)	Searches / mo (AU)	Rank NZ	Rank AU	AI Overview live?
linen pants	3,600	23,000	10.4	49.7	-
summer dresses	3,600	14,800	19.4	Not present	-
formal dresses	2,900	49,500	10.4	Not present	-
wedding guest dresses	2,900	44,000	7.7	Not present	-
barrel jeans	2,900	9,900	8.4	29.0	NZ + AU

Volumes are the median of Google Keyword Planner, SEMrush and Ahrefs per market, September 2026. Rank is your average Google position for the exact term from each market's own Search Console over twelve months; "Not present" means the term does not appear in your named AU queries at all across the year. Where an AU rank does show, it sits on a few hundred to a couple of thousand impressions against tens of thousands for the same term in NZ, so even the sunglasses 6.0 reflects a handful of appearances, never presence. The NZ-suffixed variants often rank materially better ("maxi dress nz" at 4.2, "midi dress nz" at 3.9, "linen pants nz" at 4.1), which is exactly what striking distance looks like: Google already trusts you on the geo-qualified intent, and the generic head term is the next rung. Of the 102 NZ generic terms, 7 already fire a Google AI Overview; in Australia it is 13 of 102, including "jeans" at 40,500 searches a month.

GKP + AHREFS + SEMRUSH GSC AHREFS

The AI question layer

We built a library of **132 real questions** shoppers ask AI engines across your 13 territories, anchored to the same triangulated keyword demand: an estimated **39,400 to 48,500 prompts a month in NZ** and **192,100 to 236,400 in Australia**, counted separately from search so nothing is double-counted. **54 of the 132 are answers you can uniquely own**: stockist questions for the labels you carry, local boutique questions for your 22 stores, and trust questions about your own sizing, returns and sustainability that currently live in a help-centre widget AI crawlers cannot read. The full ranked library sits behind the data tab.

The stockist layer: your unfair advantage, counted separately. Searches for the ~90 brands you stock run to about **63,210 a month in NZ and 399,370 a month in Australia**, with Frank Green alone at 110,000 a month in AU. This demand is only partially addressable, someone searching a brand may want the brand's own site, so none of it is in the money model above. But "who stocks Assembly Label in NZ" and "where can I buy Frank Green in store in Australia" are questions AI engines answer today with no good source, your ~90 brand collection pages carry only templated copy, and nobody else can answer them with 22 physical boutiques attached. That territory is unclaimed and it is yours to take.

4. The opportunity, in dollars

The tables in the executive summary are built from four numbers per market, all of them yours, all non-branded, all first-order. Here is each chain in full. New Zealand:

The searches NON-BRANDED HEAD TERMS, NZ / YR	2,668,200
The winnable clicks AFTER ADS AND AI ANSWERS	933,870
What you win today 5.1% OF THE POOL	47,370

And Australia, the same chain at five times the scale and none of the share:

The searches NON-BRANDED HEAD TERMS, AU / YR	13,023,120
The winnable clicks AFTER ADS AND AI ANSWERS	4,558,092
What you win today 318 CLICKS, ~0% OF THE POOL	

Roughly one search in three survives ads, shopping carousels and AI answers as a winnable organic click. A non-branded click is worth **$2.40 in NZ** (1.64% conversion on a $146 order) and **A$3.12 in Australia** (2.18% on A$143), measured from your own GA4 with homepage landings excluded as the branded proxy. First-order value only, so every figure is a floor: the repeat purchases a fashion customer makes sit on top, uncounted until your Shopify cohorts can measure them properly. MODELLED

The compounding curve (the mid case, per market, 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, and all of it by month 12. The blue line is New Zealand in NZD and the green line is Australia in AUD; they are plotted together but never added. Hover any point for the maths. MODELLED, DIRECTIONAL

How the clicks get won

Two levers, both measured. In NZ it is mostly **click-through**: you already sit on page one to two across the head terms, so fixed titles, collection-page copy and answer content move you into the top three, where the clicks actually live. In Australia it is mostly **presence**: the same assets plus an AU authority build put you on terms where today you do not appear at all, which is why the AU cases are capped at 5% of the pool. The same assets win the AI surfaces too: the AI Overviews already firing on your category terms and the assistant referrals already converting in your store cite the pages that rank.

5. The six-month transformation

A done-for-you AI and Search transformation over six months, run through three phases and moved through as the site is ready rather than on a stopwatch. **Foundations** clears what blocks the engines: the truncated titles, the templated metas, the broken boutique schema, a crawlable FAQ estate for the answers trapped in your help widget, and a measurement baseline taken before anything changes. **Owning your territories** points the content engine your team restarted in 2026 at the 13 researched territories: collection-page copy on the head terms, the occasion and buying-guide hubs, and the stockist layer for the ~90 brands nobody else can claim, with every asset shipping to both domains at once. **Authority and compounding** lights up the entity layer, your 22 boutiques, your founder, the citations and placements AI engines trust, and the AU authority build. At the end of six months the workflows, the platform and the system are yours to keep and run. **The full breakdown, deliverables and your time commitment live in The offer tab.**

Traffic, clicks, positions and revenue are from your own Google Search Console (twelve months to 2 September 2026) and GA4 (twelve months to 4 September 2026; landing-page economics from the last 90 days), per market: floandfrankie.com with the NZ GA4 property, floandfrankie.com.au with the AU property. Search volumes triangulated across Google Keyword Planner, SEMrush and Ahrefs per market, September 2026. Competitor footprints and domain ratings from Ahrefs, 4 September 2026. AEO score from our AEO Maturity Model against a live crawl of both domains. Revenue figures are directional, modelled from your own conversion rates and order values, and NZD and AUD are never combined into one figure. Pricing is set out separately.

Appendix A: your channels and current position

You have built one of NZ's strongest multi-brand fashion retailers: 20 NZ boutiques plus two in Sydney, ~90 stocked labels, and a brand people search by name 366,446 times a year. This is growth on a proven base. The channel picture, from your own GA4, twelve months, per market.

New Zealand (NZD):

Channel	Sessions	Revenue	Transactions	Conv. rate
Paid Social	1,956,756	$2,147,338	14,311	0.73%
Email	1,294,217	$3,655,710	23,564	1.82%
Organic Search branded and non-branded together	**1,099,610**	**$2,480,236**	**16,963**	**1.54%**
Direct	943,393	$2,131,112	14,138	1.50%
Cross-network	803,920	$2,989,152	20,925	2.60%
Paid Search	543,816	$2,297,764	14,663	2.70%
Paid Shopping	190,782	$242,322	2,078	1.09%

Organic search is your third-largest channel by revenue and the only major one you do not pay for per visit. The $2,480,236 blends branded and non-branded demand: split with homepage landings as the branded proxy, roughly $1,464,061 is non-branded category demand, the slice a search strategy can grow, and the remainder is branded, people who already know you. Order values sit near $146 across organic. GA4

Australia (AUD):

Channel	Sessions	Revenue	Transactions	Conv. rate
Paid Social	1,074,968	A$715,926	4,531	0.42%
Email	257,591	A$694,924	4,203	1.63%
Cross-network	246,418	A$663,562	4,603	1.87%

Channel	Sessions	Revenue	Transactions	Conv. rate
Direct	180,836	A$310,671	2,028	1.12%
Organic Search branded and non-branded together	**156,639**	**A$377,863**	**2,634**	**1.68%**
Paid Shopping	113,018	A$85,157	636	0.56%
Paid Search	97,158	A$339,396	2,102	2.16%

The A$377,863 of AU organic revenue (branded and non-branded together) is about 15% of the NZ figure before any currency conversion, from the same store and catalogue. Non-branded AU organic converts at 2.18%, higher than NZ's 1.64%, so the AU shortfall is presence, never persuasion: when Australians find you, they buy. GA4

Appear versus win

Twelve months of Search Console, split by what kind of search it was (the named-query split covers your top 25,000 queries per market; Google withholds the rarest queries and reports them only in aggregate).

New Zealand:

Search type	Impressions	Clicks	Click-through rate
Your own brand	1,303,143	366,446	28.1%
Brands you stock	1,564,669	43,701	2.8%
Category demand, named queries	8,252,291	225,579	2.7%
Long tail withheld by Google	19,548,254	331,431	1.7%

Australia:

Search type	Impressions	Clicks	Click-through rate
Your own brand	255,703	15,397	6.0%
Brands you stock	465,501	4,769	1.0%

Search type	Impressions	Clicks	Click-through rate
Category demand, named queries	903,700	8,825	1.0%
Long tail withheld by Google	2,202,395	27,717	1.3%

The NZ pattern is the whole strategy in one table: a 28.1% click-through when people search your name, 2.7% when they search the category. You are seen 8.25 million times a year on named category searches and chosen 225,579 times. Australia is thinner everywhere, including on your own name, where a 6.0% brand click-through says many Australians searching "flo and frankie" do not yet know which result is you. GSC

Appendix B: the scorecard in detail

Four pillars, 25 points each, scored on measured evidence from a live crawl of both domains, your own analytics and Ahrefs authority data, gathered 4 September 2026. Certified requires Professional on all four pillars and 80 or more in total, so a single weak pillar holds the whole score down.

Pillar	Score	The evidence behind it
Technical	15 / 25	Genuinely strong skeleton: all AI crawlers (GPTBot, ClaudeBot, PerplexityBot, CCBot) are allowed on both domains, Shopify's agentic commerce endpoints are live, and the two-domain setup is done properly, with correct hreflang and per-domain canonicals. Product pages server-render ProductGroup schema with per-variant offers, brand and aggregate ratings, so your Okendo reviews are readable to AI. Core Web Vitals PASS on real-user field data: LCP 2.2s, CLS 0.00, INP 180ms, all green (the lab Lighthouse simulation reads 40/100 on mobile, and is secondary; on field data the site is fast). What caps the score at 15: every title tag is truncated mid-string in the HTML on both domains, one meta description template covers ~2,700 products, one covers ~90 brand collections, and the ClothingStore schema on all 22 boutique pages fails to parse because of an unquoted phone number, so every parser discards the whole block.

Pillar	Score	The evidence behind it
Content	13 / 25	A real 215-article blog exists, restarted in 2026 at 2 to 5 posts a month (64 articles this year) after all but stopping in 2024 (7 articles). Buying guides exist (the puffer guide, the denim edit, wedding-guest dresses) but are thin against 1,110 collections. Zero FAQPage schema anywhere on the site; the help centre is a JavaScript widget invisible to non-JS crawlers. Collection and brand pages carry no editorial copy at all, pure product grids. The non-branded footprint is already strong, 225,579 generic clicks in twelve months in NZ, which is why the striking-distance story holds.
Authority	16 / 25	Your strongest pillar and it already clears the Professional bar. Ahrefs DR 36 on floandfrankie.com and 30 on the AU domain, with 858 live referring domains. Server-rendered review bodies and ratings are an authority signal most Shopify stores lack. What it leaves unclaimed: 22 physical boutiques contributing zero entity strength while their schema is broken, ~90 stocked brands with no stockist content layer, no Wikipedia article, no LinkedIn in your structured data, and founder Chrissy Conyngham unstructured on the site.
Measurement	5 / 25	GA4 (tidy NZ, AU and roll-up properties), GTM and an Elevar data layer are all installed and verified, which is table stakes and lifts nothing on its own. There is no AI-visibility tracking of any kind, so nothing tells you whether an assistant named you this month. One measured caution for the money maths: GA4 reports 98% of purchasers as first-time, a cookie artefact rather than fashion reality, so repeat behaviour has to be read from Shopify customer cohorts, and until then every revenue figure in this document stays first-order only.

Total 49 of 100, which places the brand at **Structured**. TEAM EMPATHY AEO MATURITY MODEL

The ranked path to Certified

Points	Pillar	The move
+15	Measurement	Stand up the measurement layer and set the baseline: an AI-visibility panel built on the 132-prompt library, tracked monthly per market, keyword tracking through Search Console, and a Shopify cohort read so customer value is measured rather than guessed. Moving from installed-and-ignored to a monthly action rhythm is the single biggest points move on the board.
+7	Content	Build the missing estate on top of the researched plan: crawlable FAQ content for the answers locked in the help widget, editorial copy on the head-term collection pages, and the cluster-led publishing plan across the 13 territories, produced through the content engine and shipped to both domains.
+5	Technical	Fix the two site-wide template bugs, the truncated titles and the one-size meta descriptions, then quote the phone number so the ClothingStore schema on all 22 boutique pages parses. Add founder and organisation entity markup. These are template-level edits with estate-wide effect.
+4	Authority	Claim the unclaimed: the stockist content layer for ~90 brands, the 22-boutique entity network once the schema parses, LinkedIn and Wikidata entity wiring, and the citations and placements that decide who AI engines name in NZ and AU fashion.

Appendix C: the demand detail

We triangulated the keyword basket across **three independent sources**, Google Keyword Planner, SEMrush and Ahrefs, pulled separately for NZ and AU in September 2026, taking the median so no single tool decides a number. Three additional terms ("cocktail glasses", "wine glasses", "stocking fillers") were added after a sweep of your own Search Console proved you already earn clicks on them; they carry the same three-source medians. The generic core lands at **222,350 searches a month in NZ and 1,085,260 in Australia**; the stocked-brand layer (63,210 NZ, 399,370 AU) is held separately and never enters the money model.

Cluster	Keywords	NZ searches / mo	AU searches / mo	AI prompts	Est. prompt demand / mo (NZ + AU combined)
Dresses	23	62,840	422,280	14	75,610 to 93,150
Stockist & brand hub	20	63,210	399,370	23	59,873 to 73,722
Denim	10	26,640	123,700	8	23,490 to 28,820
Pants & skirts	12	18,050	110,780	0	–
Bags & accessories	8	26,500	84,690	8	17,310 to 21,330
Footwear	8	18,140	89,180	8	16,680 to 20,600
Homeware & lifestyle	5	18,520	46,800	6	6,670 to 8,190
Jewellery	5	14,320	45,900	6	9,420 to 11,490
Tops & shirts	7	9,550	43,900	0	–
Knitwear & layering	7	9,430	43,500	7	8,220 to 10,180
Outerwear	9	10,750	38,860	8	7,740 to 9,560

Cluster	Keywords	NZ searches / mo	AU searches / mo	AI prompts	Est. prompt demand / mo (NZ + AU combined)
Gifts	5	3,400	19,200	8	3,104 to 3,810
Store & trust	6	4,210	16,470	36	3,235 to 3,988

13 clusters, 125 keywords, 132 prompts. The cluster totals reconcile exactly: the twelve generic clusters sum to the 222,350 NZ and 1,085,260 AU cores in the money model, and the stockist cluster is the separate 63,210 and 399,370 layer. Prompt demand is a directional floor-leaning band (12% chat share of the cluster's head-term anchor, with a 1.3x to 1.6x fan-out uplift), counted separately from search so nothing is double-counted. GKP + AHREFS + SEMRUSH PROMPT MODEL

The AI questions, a sample of the 132

Real question	Market	Cluster	Est. / mo
What are barrel jeans and how do I style them?	Both	Denim	5,300 to 6,550
Where can I buy Frank Green in store in Australia?	AU	Stockists	9,800 to 12,050
What should I wear to a spring wedding as a guest?	Both	Dresses	9,950 to 12,250
Who sells Frank Green bottles in NZ?	NZ	Stockists	1,750 to 2,150
Where can I buy a wedding guest dress in NZ?	NZ	Dresses	1,100 to 1,350
Where can I buy Assembly Label in NZ?	NZ	Stockists	960 to 1,200
What are the best leather handbag brands in NZ?	NZ	Bags	770 to 940
Is Flo & Frankie legit?	Both	Trust	270 to 330

54 of the 132 prompts are answers you can uniquely own. Volumes are directional bands, never measured numbers; first-cycle tracking replaces them with observed mention and citation data per prompt per market. PROMPT MODEL

Appendix D: where to play, your content territories

The same demand, grouped into the territories a plan executes against. The build leans on what you already have: a live content engine publishing again since 2026, server-rendered reviews, and 22 boutiques. Every asset ships to both domains on the same day, so the AU market inherits the NZ build at zero marginal cost.

Territory	Coverage today	Demand	Priority /5	What we build
Dresses & occasions	Grids only, no copy	High, both markets	5	Editorial copy and answer blocks on the dress collections, plus the occasion hubs: wedding guest, workwear, summer. Most of this territory already ranks between 4 and 19; this is the striking-distance play.
Stockist & brand hub	Templated copy on ~90 pages	High, both markets	5	Real stockist pages per brand: what the label is, why you carry it, sizes, and which boutiques stock it. The wedge nobody else can copy, and 19 of its 23 prompts are uniquely yours.

Territory	Coverage today	Demand	Priority /5	What we build
Store & trust	Locked in a JS widget	Medium, high intent	5	Crawlable FAQ estate for shipping, returns, sizing and Afterpay questions, plus the 22 boutique pages rebuilt as local answers once the schema parses.
Denim	Thin	High	4	The barrel-jeans guide (an AI Overview already fires on it in both markets), fit guides per body shape, and the denim edit rebuilt as a citable buying guide.
Knitwear & layering	Seasonal only	Medium	4	Merino and cashmere education, care guides and the NZ winter layering set, feeding the cardigan head term you already rank 7.4 on.
Bags & accessories	Grids only	Medium	3	The leather handbag brand guides and work-tote content, tied into Saben and Status Anxiety stockist pages.

Territory	Coverage today	Demand	Priority /5	What we build
Homeware & gifts	Grids only	Medium, seasonal	3	Gift guides by price and person, and the barware content your own Search Console proves demand for (cocktail glasses already earns 513 NZ clicks a year at position 7.4). AU gifting already works for you: "gifts under $50" is your top AU generic query.
Outerwear & footwear	Puffer guide exists	Medium	3	Extend the puffer guide pattern across coats and boots, and refresh it each season.

Priority weighs demand, current rank, and whether you can win it uniquely. The content requirement across the six months runs at roughly 100 to 150 pieces: collection copy, guides, FAQ answers and stockist pages, most of it net-new because the estate today is grids. The 215 existing articles get a refresh-and-connect pass rather than replacement, since the 2026 restart is already publishing well. CLUSTER MODEL

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

Measured with Ahrefs on 4 September 2026, per market. Australia first, because that is where the authority gap decides the pace.

Domain (AU market)	DR	Organic keywords	Top-3 keywords	Est. organic visits / mo
floandfrankie.com.au	30	787	134	3,391

Domain (AU market)	DR	Organic keywords	Top-3 keywords	Est. organic visits / mo
dissh.com.au	44	7,588	2,627	257,113
sportsgirl.com.au	55	12,872	3,483	262,187

In NZ the picture is far stronger: floandfrankie.com carries DR 36, 3,425 NZ keywords, 870 of them top three, and roughly 50,950 estimated organic visits a month. The AU domain is a tenth of that footprint in a market five times the size. AHREFS

Authority is where your unfair advantages live. Three assets your competitors cannot copy are sitting idle. **22 physical boutiques**, currently contributing zero entity strength because their schema fails to parse; once fixed, every store becomes a local answer AI can cite. **~90 stocked brands**, each one an unclaimed "who stocks X in NZ / AU" answer with real volume behind it. And **server-rendered reviews**, already readable to every AI crawler, which most Shopify stores cannot say. The gaps to close around them: no Wikipedia article, no LinkedIn in your structured data, and founder Chrissy Conyngham invisible to the knowledge graph. Entity wiring plus the placements and citations AI engines trust in fashion, the round-ups, the local press, the style publications, is the compounding layer that runs alongside content.

Appendix F: where the numbers come from

The sources

- **Your Google Search Console**, both properties, twelve months to 2 September 2026: the top 25,000 named queries per market classified one by one, plus property totals.
- **Your Google Analytics 4**, the NZ, AU and roll-up properties, twelve months of channel data and 90 days of landing-page economics.
- **Keyword volumes**, triangulated per market across Google Keyword Planner, SEMrush and Ahrefs, September 2026, median of three.
- **Authority and competitor data**, Ahrefs, pulled 4 September 2026.
- **Technical findings**, a direct crawl of both live domains on 4 September 2026, plus Google PageSpeed Insights (CrUX field data first, lab noted as lab).

How we split branded from non-branded

Every named query was classified into your own brand, a brand you stock, or generic category demand. For revenue, GA4 does not label sessions branded or non-branded, so we use the landing page as the proxy: organic sessions landing on the homepage are treated as branded (people who searched your name), and sessions landing anywhere else as non-branded. That is a simplification in both directions, some brand searchers land deep, some category searchers land on the homepage, and we state it rather than hide it. On that method, 41% of NZ organic revenue is branded and **$1,464,061 is non-branded**; in AU, 30% is branded and **A$264,061 is non-branded**.

How we measured your share of the head terms

The 5.1% NZ share is measured, never assumed: we matched every core keyword, plus its geo-suffixed and prefixed variants ("linen pants", "linen pants nz", "womens linen pants"), against your own classified Search Console queries and summed the clicks you actually won on them: 47,370 in NZ, 318 in AU. That is divided by each market's winnable pool (searches x 0.35, the share of searches that end in an organic click once ads, shopping carousels and AI answers take theirs).

How we valued a click

Step	NZ (NZD)	AU (AUD)
Organic sessions, last 90 days	241,274	26,129
Homepage (branded proxy) sessions removed	71,442	5,457
Non-branded conversion rate	1.64%	2.18%
Average order value (12 months)	$146	A$143
Value of one non-branded click	$2.40	A$3.12

These are first-order values. The customer-value ladder, what a customer spends in their first year and over their lifetime, is deliberately absent from this version: GA4's cookie-based purchaser counts here report 98% of buyers as first-time, which is not a credible read of repeat behaviour in fashion, so we will not price repeat purchases on it. That ladder gets added from your Shopify customer cohort reports when that access lands, and because repeat spend sits on top of everything here, every figure in this document is a floor. Getting accurate data here would be genuinely valuable.

The chain, in full

Step	NZ (NZD)	AU (AUD)
Measured head-term core, searches / mo (median of three tools)	222,350	1,085,260

Step	NZ (NZD)	AU (AUD)
Searches / yr	2,668,200	13,023,120
Winnable organic clicks / yr (x 0.35)	933,870	4,558,092
Head-term clicks you win today	47,370 (5.1%)	318 (~0%)
Value of one non-branded click, first order	$2.40	A$3.12
Value of each 1% of the pool, a year	$22,440	A$142,342

The long tail beyond the measured core is real (your own account wins 225,579 named generic clicks a year in NZ, far beyond these terms) but it is deliberately left out of the pool, which keeps every share figure honest and the model anchored to terms with three-source volumes. Non-branded revenue in the scenario tables is the pool times the share times the click value, nothing else.

Check the maths yourself, in five minutes

Everything above is built from your own accounts, so it is all checkable. Four quick ones: Search Console for floandfrankie.com, twelve months, should show about 967,157 clicks (the AU property about 56,708); GA4's NZ property should put Organic Search at about $2,480,236 of revenue on 16,963 transactions (branded and non-branded together); "maxi dress" in NZ Search Console should sit near average position 18.7 with "maxi dress nz" near 4.2; and Ahrefs will read floandfrankie.com.au at DR 30 against dissh.com.au at 44. The full derivation of every number, written for you or your own AI assistant to pull apart, is in the model workings file.

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