

Be the ethical brand AI recommends in Australia.

Prepared for Lazybones

AUSTRALIA | 20 OCTOBER 2026 · TEAM EMPATHY

1. Executive summary

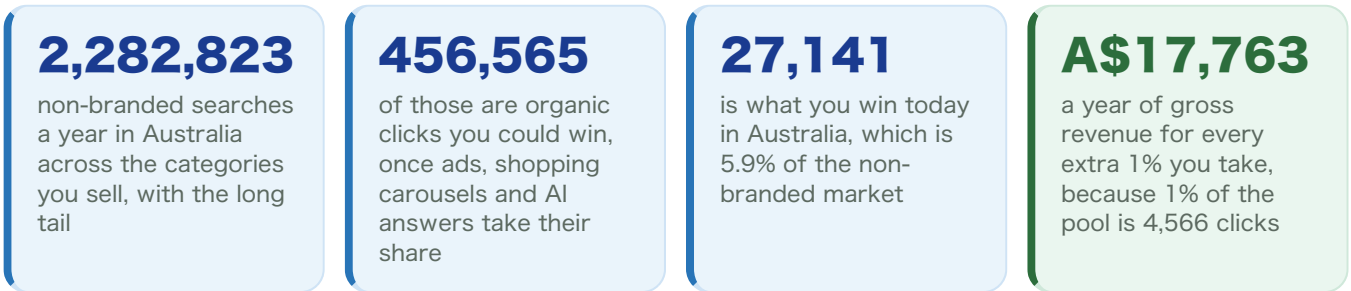
The short version. Google organic search brought Lazybones **A\$382,496 in the last twelve months** on your own Shopify, branded and non-branded together across every market. Most of that is branded, people searching your name. **Non-branded search in Australia is worth about A\$105,594 a year** to you today (gross): people searching the category, and the only slice a search strategy can grow. In Australia you hold **5.9% of the winnable non-branded clicks** in the categories you sell. The biggest single term in that market is "linen pants", where you sit on page two though the Ollie is made in French linen, and you do not appear at all for "linen dresses". In the mid case your share grows to 15.0%, worth **+A\$160,850 a year** in non-branded gross revenue, and non-branded organic search already converts 3.6 times better than your paid Facebook and Instagram traffic.

Three things to know

- **Your name does most of the work today.** 59% of your Australian Google clicks are people searching "Lazybones", and branded visits bring about 71% of organic revenue. Twenty-six years of loyalty built that, and it stays yours. The category searches are where the growth sits. **GSC** **GA4 SPLIT**
- **You rank where you have built a page for the term, and miss the terms buyers type.** "Linen pants" (25,000 searches a month) and "linen dresses" (12,100) are the two biggest core terms in your market. You are at position 11.0 on the first and absent from the second, while pages built around a specific term, like "vintage quilt cover", sit at position 4.0. **GKP + AHREFS + SEMRUSH** **GSC**
- **AI is already answering your category.** 89% of the search demand we measured sits on Google results that already show an AI Overview, and ChatGPT sent 530 visits in

the last year, mostly to your homepage, with nothing built for it. The questions buyers ask (what is GOTS cotton, which brands are fair trade, what suits an apple shape) are ones Lazybones can answer better than anyone. [AHREFS](#) [GA4](#)

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



You hold 5.9% of the non-branded organic clicks in Australian ethical clothing and bedding, and every extra 1% is worth about A\$17,763 a year in gross revenue. Your branded traffic is not part of this and does not change.

What that is worth

The model runs on twelve months of your Shopify. Shopify's Google Search organic channel converts at 2.92% on a A\$188.24 order, but that blends branded and non-branded searches across every market. Your GA4 shows non-branded Australian visits from Google convert at 0.81 times GA4's own Google organic rate and order 0.94 times its value, so on Shopify's basis non-branded Australian visits convert at 2.36% on a A\$176 order. Shopify records 0.93 Google organic visits for every Search Console click, so each non-branded click is worth A\$3.89 (2.3635% x 0.9334 x A\$176.36, multiplied unrounded). It covers your retail store only: wholesale is a separate trade channel and sits outside it. Every column below is non-branded; the revenue columns are gross, sales before returns, and the last column is net of the 6.7% of sales your Shopify records as returned. Net, each 1% is worth about A\$16,569. Your branded organic revenue sits on top of all of it, unchanged. [SHOPIFY](#) [GA4](#) [SPLIT](#) [MODELLED, DIRECTIONAL](#)

Case	Share of the non-branded market	Non-branded clicks / yr	Non-branded revenue / yr	New revenue / yr	New revenue / yr, net of returns
Today	5.9%	27,141	A\$105,594	–	–
Conservative	9.0%	41,091	A\$159,866	+A\$54,272	+A\$50,624
Mid	15.0%	68,485	A\$266,444	+A\$160,850	+A\$150,036
High	22.0%	100,444	A\$390,785	+A\$285,191	+A\$266,017

Today's A\$105,594 non-branded gross sits 13.6% above the A\$92,923 your GA4 attributes to the same non-branded clicks, because Shopify credits Google organic with 12.7% more sales than GA4 does (last non-direct click against GA4's session attribution).

Where you focus, at a glance

Linen pants, tops & shirts
~38,845 CORE SEARCHES / MO

THE PRIZE
The largest core territory you sell into, led by "linen pants" at 25,000 searches a month. The Ollie, one of your best sellers, is French linen, and you sit at position 11.0 for the term.

Organic cotton sheets & pillowcases
YOU RANK, YOU WIN

YOU WIN
Position 8.2 on "pillowcases" across 38,384 Australian impressions, and 786 Australian clicks a year on the proven sheet and pillowcase terms. Defend it and extend it.

Vintage-style & linen dresses
~21,350 CORE SEARCHES / MO

WIDE OPEN
"Linen dresses" alone carries 12,100 searches a month and you do not appear, though you make them in French linen. "Vintage dresses" sits at position 24.7.

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

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

We score every brand out of 100 against our AEO Maturity Model: four pillars (Technical, Content, Authority, Measurement), each out of 25. **AI-Ready Certified is 80 out of 100**, Professional on all four, the standard we build clients to. You are at 45 today, with a technical base and a link profile that already match the stores you compete with.

Lazybones
STRUCTURED · STRONG FOUNDATIONS, THIN CATEGORY CONTENT

45/100

Technical		15/25
Content		11/25
Authority		14/25
Measurement		5/25

+35
points to AI-Ready Certified. Technical is one heading fix from Professional; the rest of the climb is category content and measurement.

WHERE YOU ARE · WHERE YOU NEED TO BE

Lazybones

45 / 100

Today · Structured, 45 / 100

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

The findings that matter most, and cost least to fix. Your homepage carries two main headings (H1 tags), "Unique & Timeless" and your full brand line, which on its own holds the Technical pillar at 15 when the rest of it scores 22. Five of the 80 pages Google shows most often now return page-not-found, led by the Ella dress in Bluesette (9,530 impressions last year). Sold-out products are taken out of Google: at least five sold-out product pages, including the Rosette quilt in Natural and the Australian Birds pillowcase set, carry a noindex tag. That is worth deciding product by product, for example keeping evergreen lines indexed with a back-in-stock note. And 72 size-chart and measurement pages sit in your sitemap as standalone pages, earning 16,445 impressions between them with nowhere useful to send the visitor.

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

Ethical clothing and bedding is a considered purchase. People search by fibre (organic cotton, French linen, 100% cotton), by look (vintage, floral, retro, cottagecore), by fit and by room, and before they buy they ask the practical questions: is it really fair trade, what does GOTS mean, what suits my shape, is sateen too hot to sleep in. They ask those questions in two places now, a search box and an AI chat. Keyword difficulty across your core is close to zero, and the AI layer is already answering.

Validated demand, and where you rank today

Term	Searches / mo (AU)	Your rank now (AU)	AI Overview live?
linen pants	25,000	11.0	Yes
linen dresses	12,100	Not present	Yes
pillowcases	5,400	8.2	Yes
vintage dresses	2,180	24.7	Yes
art prints australia	1,900	27.9	Yes
organic cotton clothing	1,890	11.1	Yes
hair wraps	1,750	7.7	Yes
cotton cardigan	1,600	7.6	Yes

Term	Searches / mo (AU)	Your rank now (AU)	AI Overview live?
cotton jumper	1,450	13.4	Yes
european pillowcase	1,200	Not present	Yes
organic cotton sheets	1,000	11.1	Yes
floral quilt cover	880	Not present	Yes
100% cotton clothing	880	8.6	Yes
vintage quilt cover	140	4.0	-

Search volume triangulated across Google Keyword Planner, SEMrush and Ahrefs (median of three), Australia, October 2026, with singular and plural variants counted once. Rank is your average Australian Google position over twelve months of Search Console; "Not present" means fewer than 50 Australian impressions in the year. The pattern: you sit high where a page is built around the exact term (vintage quilt covers, pillowcases, cotton cardigans) and low or absent on the broader terms buyers type, because most collections carry a sentence or two of copy. The full triangulation is in [The data](#) tab. **GKP + AHREFS + SEMRUSH** **GSC**

Zoom out and the full Australian category runs to about **963,500 searches a month**. The 582,155 a month we measured term by term is the heart of it, and 140,915 a month of that is core: sold by you, with direct buying intent (the funnel from one to the other is in Appendix C). 153 AI questions sit alongside the search demand, and 152 of them are ones you can answer credibly, through organic cotton and French linen, your fair trade makers and 26 years of prints. The full prompt library, cluster maths and territory plan are in the [appendix](#) and [The data](#) tab.

The first-mover window. The ethical questions (which Australian brands are fair trade, what GOTS certification means, what makes cotton organic) barely register in keyword tools, often 10 to 30 searches a month. They are exactly what AI assistants get asked before someone buys from a brand they do not know yet, and few Australian stores answer them plainly. You have the fair trade factory, the Chetna Project farmers behind most of your organic cotton, the fabric pages and a WHO magazine "best fair trade brands" mention to build from. The store that answers first becomes the one AI quotes.

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.



Roughly one search in five survives ads, shopping carousels and AI answers as a winnable organic click, a deliberately conservative rate because 77% of this core demand already shows an AI Overview. Today you take about one in 17 of those clicks. All three bars are drawn to the same scale. MODELLED

Each non-branded click is worth **A\$3.89** to you in gross revenue: Shopify records **0.93 visits per Search Console click**, those visits convert at 2.36% on Shopify's basis, and the order value is A\$176. That is the figure every case in the table multiplies. About half of those orders (47%, from your Shopify) come from first-time customers, so the mid case brings roughly **430 more new customers a year** than today.

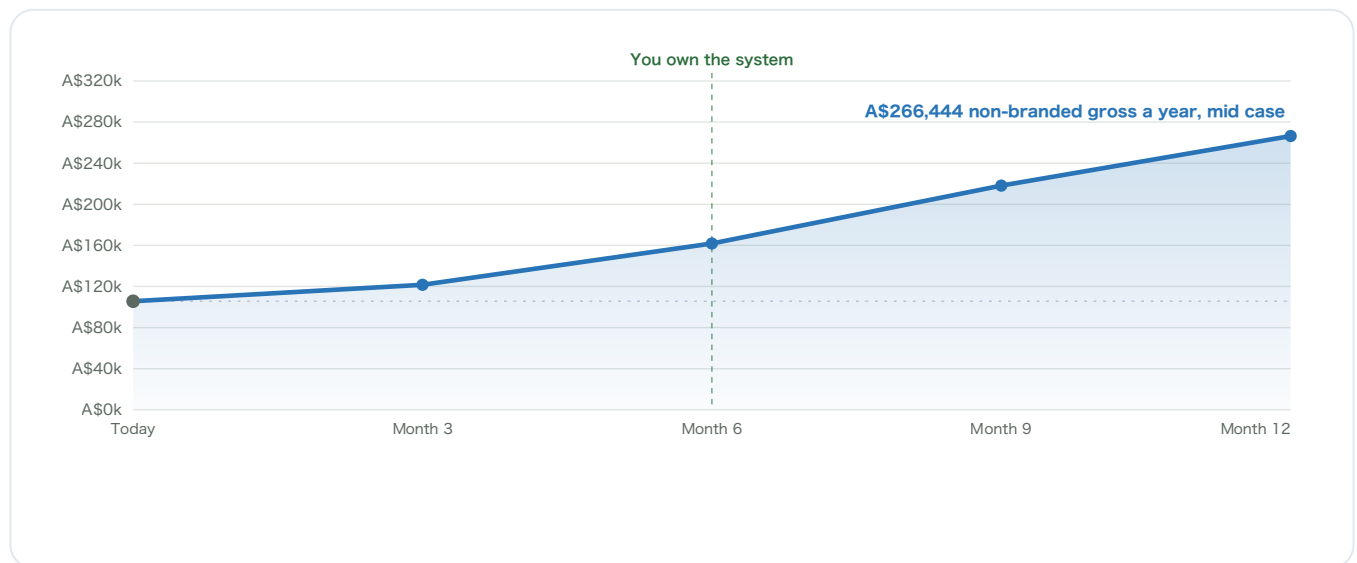
What a new customer is worth

The table above counts every non-branded order, first and repeat. This one counts only the new customers each case brings in, and what they go on to spend, built on your Shopify customer cohorts: store-wide, a new customer spends A\$190.50 on their first order and A\$223.80 across their first twelve months. Scaled to the non-branded order value (x 0.9369, the same step as the order value above), that is **A\$178.48** and **A\$209.68**. Shopify's cohorts stop at twelve months, so there is no lifetime column: your Google organic channel takes 1.12 returning-customer orders for every new one, so customers likely keep buying past a year, but we do not put a number on what Shopify does not measure. Both columns are gross; net of the 6.7% Shopify records as returned, each is that much lower. The dollar columns multiply unrounded customer counts, so they differ slightly from the rounded count times the per-customer value. SHOPIFY

MODELLED, DIRECTIONAL

Case	New customers / yr	First-order revenue / yr (gross)	12-month value / yr (gross)
Today	282	A\$50,382	A\$59,188
Conservative	427	A\$76,277	A\$89,610
Mid	712	A\$127,128	A\$149,350
High	1,045	A\$186,454	A\$219,047

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



The mid-case row of the executive-summary table arriving on non-branded gross revenue: roughly 10% of the new revenue live by month 3, 35% by month 6 (the point the system is handed to you), 70% by month 9, and all of it by month 12, so the month-12 point equals the mid row exactly (A\$266,444). Hover any point for the maths. **MODELLED, DIRECTIONAL**

How the clicks get won

Two levers, both measured. **Click-through** on the impressions you already earn: 254 non-branded queries sit between positions 4 and 20 with 399,950 impressions a year, including "pillow cases" and "cotton cardigan", and moving them onto the first screen is where the conservative case comes from. And **more impressions**, as the linen, dress and quilt cover terms you have no proper page for start to rank. The high case assumes both land. The same pages win the AI answers, because the engines cite pages that rank and answer the question plainly.

Why organic, when you already spend on Meta. Your Shopify credits paid Facebook and Instagram with A\$278,281 across 240,100 visits in the last year, converting at 0.66%, on an ad budget of about A\$10,000 a month that you told us keeps creeping up (client-stated, 16 Oct call). Non-branded organic search converts at 2.36% on the same Shopify basis, compounds as each page keeps ranking, and you own it, where paid is rented click by click. Building it takes the pressure off the ad budget and sits alongside it.

Every figure here is non-branded and gross, Australian, and for your retail store. Your total organic run-rate is your unchanged branded organic revenue plus the non-branded column in the executive summary table. Clicks from outside Australia (about 10% of your Google clicks) are not modelled.

5. The six-month transformation

A done-for-you AI and Search transformation over six months, moved through as your site is ready for each phase. **Foundations** fixes what the engines and your own reporting cannot see: one main heading on the homepage, a product-by-product call on which sold-out lines stay in Google, the five dead product pages redirected, the size-chart pages folded into the products and one sizing hub, FAQ and entity markup switched on, AI referrals tracked as their own channel, and a measurement baseline before anything changes. **Owning your territories** builds the 9 researched territories, led by linen pants and tops, vintage-style and linen dresses, and quilt covers and printed bedding, with around 153 pieces to own the core and production starting as soon as it is calibrated to your voice. **Authority and compounding** turns your fair trade factory, the Chetna Project farmers behind most of your organic cotton and 26 years of prints into the citations AI engines trust. At six months the workflows, the platform and the system are yours to keep. **The full breakdown, deliverables and your time commitment live in [The offer tab](#).**

Clicks and positions are from your own Google Search Console (twelve months to 17 October 2026). Conversion, order value, new-customer share, returns and customer value are from your Shopify (October 2025 to September 2026); GA4 (twelve months to 17 October 2026) supplies only the branded and non-branded split. Search volumes triangulated across Google Keyword Planner, SEMrush and Ahrefs (median of three), Australia, October 2026. Figures marked client-stated are from our 16 October 2026 call. Competitor footprints and the authority measure from DataForSEO, 20 October 2026. AEO score from our AEO Maturity Model against a live crawl. Revenue figures are directional and gross, modelled from your own conversion and order value.

Appendix A: your channels and current position

You run a genuine Australian brand from the Byron hinterland: trading since 2000, 369 products online in organic cotton and French linen, fair trade makers, and prints people search for by name. From our 16 October call, in round figures: revenue of roughly A\$1.75M a year, around A\$1.25M of it retail online and around A\$0.5M wholesale; around 90% of sales in Australia; retail orders typically A\$150 to A\$300; and Meta ads at roughly A\$10,000 a month. This strategy covers the retail store. A separate UK storefront is future scope and is not modelled here.

Your channels, from your own Shopify

Channel	Sessions	Revenue	Purchases	Conversion	Order value
Facebook (paid)	164,683	A\$181,070	1,032	0.63%	A\$175
Direct	136,449	A\$115,940	593	0.43%	A\$196
Pinterest (paid)	105,768	A\$40,782	233	0.22%	A\$175
Klaviyo email	79,293	A\$282,650	1,485	1.87%	A\$190
Instagram (paid)	75,417	A\$97,212	556	0.74%	A\$175
Google Search (organic), branded and non-branded together	69,696	A\$382,496	2,032	2.92%	A\$188
Facebook (unattributed)	11,326	A\$13,304	66	0.58%	A\$202
Instagram (unattributed)	4,772	A\$13,881	69	1.45%	A\$201
Facebook (organic)	2,326	A\$6,003	38	1.63%	A\$158
DuckDuckGo (organic)	2,159	A\$9,665	48	2.22%	A\$201
Bing (organic)	1,893	A\$18,293	86	4.54%	A\$213

Channel	Sessions	Revenue	Purchases	Conversion	Order value
Pinterest (organic)	1,633	A\$1,563	3	0.18%	A\$521

Your Shopify attribution report, October 2025 to September 2026, last non-direct click, every market, AUD, channels with more than 1,000 sessions. Google Search organic, **branded and non-branded together**, brings more sales than any other channel and converts at 2.92%, against 0.66% for paid Facebook and Instagram. [SHOPIFY](#)

Appear versus win

Search type (all countries, twelve months)	Impressions	Clicks	Click-through rate
Your own brand (branded)	115,589	43,881	38.0%
Category demand, named queries (non-branded)	744,048	8,328	1.1%
Long tail withheld by Google (non-branded)	461,327	22,450	4.9%

When people search your name, about two in five click. When they search the category, about one in ninety on named queries. Google withholds the rarest queries and reports only their totals; they are long-tail by definition, so we count them as non-branded. The three rows total 74,659 of your 74,668 clicks; the other 9 came from searches for other brands. [GSC](#)

Where your search reach actually goes. 90% of your Google clicks are Australian. Your biggest single source of impressions is the "Our beautiful body shapes" article: 45,910 impressions a year on body-shape questions, only about a third of them from Australia, and almost no clicks. It proves Google trusts you to answer questions. The growth plan points that trust at the buying questions on fit, fibre and bedding, where the orders are.

Appendix B: the scorecard in detail

Four pillars, 25 points each, scored granularly on measured evidence from a live crawl, your own analytics and DataForSEO authority data, gathered 20 October 2026. AI-Ready Certified requires Professional on all four pillars and 80 or more in total.

Pillar	Score	The evidence behind it
Technical	15 / 25	Strong underneath. robots.txt explicitly welcomes every AI crawler (GPTBot, ChatGPT, ClaudeBot, PerplexityBot, Google-Extended) and Shopify's agent endpoints are live. Organization, WebSite, Product, Offer, Brand and breadcrumb schema are valid, with SKUs, shipping and returns details on all 15 products we sampled and review ratings on 12 of them, through your Growave reviews. Core Web Vitals pass on Google's real-user field data for the homepage and the dresses collection: largest content in 1.6 seconds on the homepage. Google's Lighthouse lab test, simulating a mid-range phone on a slow connection, puts the main content of the Rosette quilt page at 10.6 seconds, so the product images are worth trimming, but the field data is what Google ranks on. Weighted, the pillar scores 22 of 25. What holds it at 15: the homepage has two H1 headings, which fails the Professional gate. Beyond that, no barcodes (GTINs) in product markup, no sameAs links or Wikidata entity telling AI who Lazybones is, five high-impression product pages returning page-not-found, and sold-out products, including the Rosette quilt in Natural and the Australian Birds pillowcase set, taken out of Google with a noindex tag.
Content	11 / 25	49 journal articles, the latest from 2023, and an FAQ page without FAQ markup. 38 of the 49 are profiles, catalogue launches and loyalty notices, and 21 are under 300 words. Product descriptions are good (a median of 108 words), but collection copy is thin: a median of 23 words across 49 collections, with only the Ollie pants page over 150. Held at Structured until there is a researched cluster plan behind the content.

Pillar	Score	The evidence behind it
Authority	14 / 25	Measured with DataForSEO: its own domain rank, on a 0 to 1,000 scale folded to 35 out of 100 (not an Ahrefs Domain Rating), 408 referring domains and 4,983 backlinks, 76 of them broken. That already sits inside the range of the stores in Appendix E. What holds it below Professional is a handful of earned editorial links, no entity links, and review volume that is thin on most products.
Measurement	5 / 25	GA4 and Search Console are both installed and recording purchases, which is the starting line. Your marketing time goes mostly to Meta ads (client-stated), GA4 files only 262 visits as AI Assistant while 530 came from chatgpt.com, and there is no AI-visibility tracking. This is the standard reading before an engagement.

Total 45 of 100, which places the brand at **Structured**. TEAM EMPATHY AEO MATURITY MODEL

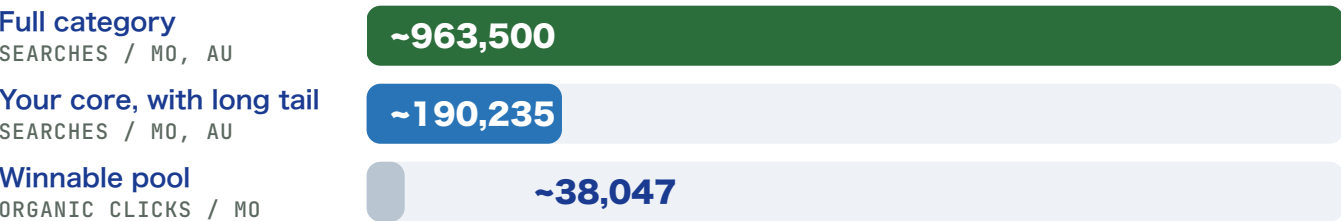
The ranked path to AI-Ready Certified

Points	Pillar	The move
+5	Technical	One H1 on the homepage takes the pillar to Professional at 20 on its own. Evergreen sold-out lines kept in Google, GTINs in product markup, sameAs and an Organization entity for Lazybones, the dead product pages redirected and the size charts folded in keep it there and open the way to Leading.
+15	Measurement	A baseline of your priority questions across ChatGPT, Perplexity, Gemini and Google AI Overviews, AI referrals tracked as their own channel, and a monthly rhythm of acting on what moved. That takes the pillar from 5 to 20.

Points	Pillar	The move
+9	Content	The researched plan across the 9 territories, real copy and FAQs on the linen, dress, quilt cover and sheet collections, and answer-first guides on fit, fibre and fair trade.
+6	Authority	Ethical-fashion and interiors press, fair trade and ethical-brand directories, maker stories, review collection lifted, and the entity layer for the brand.

Appendix C: the demand detail

From category demand to dollars



The full Australian category, sized from keyword universes across 33 product seeds and scaled to the triangulated basis, is about 963,500 searches a month. The measured core (140,915 a month of sold, direct-intent terms) grows to about 190,235 a month with the long tail. Roughly one search in five survives as a winnable organic click, a pool of about 38,047 a month. The broad terms you sell into but that carry mixed intent (quilt covers, wall art, long sleeve dresses, gifts for mum) are sized in the territory table but left out of the money model, and AI prompts are counted separately so nothing is double-counted. **MODELLED**

Territory	Keyword pools	AU searches / mo	of which core	On AI Overview results	AI prompts
Linen pants, tops & shirts	33	90,975	38,845	91%	15
Vintage-style & linen dresses	36	88,370	21,350	77%	24
Quilt covers & printed bedding	69	91,080	8,530	93%	16

Territory	Keyword pools	AU searches / mo	of which core	On AI Overview results	AI prompts
Organic cotton sheets & pillowcases	54	25,475	14,915	81%	17
Cotton knitwear	27	27,635	6,705	91%	10
Organic, ethical & fair trade clothing	62	28,880	14,100	83%	24
Vintage art prints	30	42,670	6,640	89%	10
Homewares, scent & gifts	78	128,300	11,685	94%	27
Hair wraps, berets & accessories	35	58,770	18,145	91%	10

9 territories, 424 keyword pools and 153 prompts, reconciling exactly to the 582,155-a-month basket and the 140,915-a-month core. 286 rows are marked GSC-proven: a sweep of your own Australian Search Console showed real impressions on them (vintage and retro bedding, organic cotton sheets, 100% cotton clothing, cotton cardigans and jumpers, sachets, padded coat hangers), and every new one was pulled from all three tools. The sweep also ruled things out: UK-qualified bedding terms, size-conversion questions, two terms that collide with other brands, a product you do not stock, and terms where you sit beyond position 40. Body-shape and art-history questions earn you large impressions but carry no buying intent, so they inform the content plan and stay out of the money model. Lace tops, camisoles and overalls, which you do not stock, are kept as evidence only. [GKP](#) + [Ahrefs](#) + [SEMrush](#) [GSC](#)

The AI questions buyers ask

We built a library of 153 real questions Australians ask AI engines about your categories, from your own Search Console, real Australian question searches and the head-term intent map. Here is a sample, with roughly how often each comes up a month.

Real question	Territory	Est. monthly volume
Which Australian clothing brands are fair trade?	Organic, ethical & fair trade clothing	~250-999 / mo
What dress shapes suit an apple body shape?	Vintage-style & linen dresses	~250-999 / mo

Real question	Territory	Est. monthly volume
Is cotton sateen or percale better for hot sleepers?	Organic cotton sheets & pillowcases	~250-999 / mo
What are the best wide-leg linen pants for women?	Linen pants, tops & shirts	~1,000+ / mo
What is GOTS certified organic cotton, and why does it matter?	Organic, ethical & fair trade clothing	~50-249 / mo
Where can I buy vintage-style quilt covers in Australia?	Quilt covers & printed bedding	~250-999 / mo
What are good gifts for a woman who loves birds?	Homewares, scent & gifts	~250-999 / mo
How do you tie a hair wrap?	Hair wraps, berets & accessories	~1,000+ / mo

A sample of the 153-question library, all of it in [The data](#) tab with per-question volume band, priority and ownability. Volumes are directional bands anchored to the search terms beneath each question. 152 of the 153 are questions you can uniquely or credibly own. **DIRECTIONAL**

Appendix D: where to play, your content territories

The same demand, grouped into the territories a plan executes against, in priority order. Priority weighs core demand, what your Search Console already proves, what your organic revenue already comes from, and whether you can win it uniquely.

#	Territory	Coverage today	What we build
1	Linen pants, tops & shirts	6 collections, 0 articles	A linen pants for women landing above the Ollie (the single biggest core term), linen tops and shirts, and organic cotton jeans.

#	Territory	Coverage today	What we build
2	Vintage-style & linen dresses	3 collections, 2 articles	Linen, organic cotton and floral dress landings, a fit and body-shape guide pointed at buyers, and one indexable extended-sizes hub in place of the size-chart pages.
3	Quilt covers & printed bedding	4 collections, 0 articles	Generic-term landings above the prints (vintage and floral quilt covers, organic cotton quilt covers, retro and country cottage bedding, coverlets), with the Rosette story told once and linked from all of them.
4	Organic cotton sheets & pillowcases	2 collections, 0 articles	Organic cotton sheet set and European pillowcase landings, plus the sateen and hot-sleeper answers AI is asked before a bedding purchase.
5	Cotton knitwear	1 collection, 0 articles	Cotton cardigan and cotton jumper landings, building on the page-one position you already hold for "cotton cardigan", plus the cotton versus wool answer.
6	Organic, ethical & fair trade clothing	3 collections, 6 articles	The brand-level answers: who makes fair trade clothing in Australia, what GOTS means, what makes cotton organic. Built so AI can cite Lazybones by name.
7	Vintage art prints	1 collection, 1 article	Vintage botanical prints and vintage posters landings, building on the women botanical artists story.

#	Territory	Coverage today	What we build
8	Homewares, scent & gifts	15 collections, 1 article	Gift guides by interest (birds, flowers, gardeners), padded coat hanger, sachet and linen spray answers, and a cushion insert sizing guide.
9	Hair wraps, berets & accessories	10 collections, 1 article	How-to-tie content for hair wraps and head scarves, berets and organic cotton socks and tights.

is the priority order, 1 meaning lead with it now. Content requirement: about **153 pieces** to own the core territories (the new landing pages, the collection refreshes and the priority guides), and **218** for full category coverage, against the 11 on-territory journal articles you have today. The full cluster maths is in [The data](#) tab. **CLUSTER MODEL**

Lead with three. **Linen pants, tops and shirts**, the largest core territory, led by "linen pants", the biggest single term in the market. **Vintage-style and linen dresses**, where "linen dresses" is wide open. **Quilt covers and printed bedding**, where you already rank on the vintage terms and the Rosette is your signature. Organic cotton sheets and pillowcases are defended alongside, where your Search Console already shows 79,308 Australian impressions a year on proven terms.

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

Store	Rank /100	AU keywords	Top-3 (AU)	Organic visits / mo (AU)	Read
Lazybones	35	993	116	~10,961	Links on par with the field; a fraction of the keyword reach

Store	Rank /100	AU keywords	Top-3 (AU)	Organic visits / mo (AU)	Read
Princess Highway	38	6,183	1,113	~89,268	Vintage-inspired women's clothing; the closest like-for-like on apparel
Bhumi	28	3,839	654	~66,655	Organic cotton bedding and basics; the organic sheets benchmark
Gingerlilly	31	3,360	475	~42,298	Printed sleepwear and clothing; similar scale and price point
Sage x Clare	29	4,297	512	~79,379	Printed bedding, homewares and clothing; same colour-led lane
Kip & Co	27	16,502	939	~166,305	Printed bedding and clothing; the most keyword overlap with you

Store	Rank /100	AU keywords	Top-3 (AU)	Organic visits / mo (AU)	Read
Bed Threads	39	9,484	702	~57,840	Online linen bedding; the linen benchmark

DataForSEO domain rank (its own 0 to 1,000 scale folded to /100, not an Ahrefs Domain Rating) and Labs organic footprint, Australia, 20 October 2026, estimated organic visits including each store's branded searches. We use one source across the whole table so the comparison is like-for-like. Every store here sells clothing or bedding online in Australia and shares keywords with you; marketplaces, department stores and the national bedding chains were left out. These estimates are built for comparing stores and do not match a store's own data: your own Search Console shows about 5,572 Australian clicks a month. [DATAFORSEO](#)

The gap is coverage, and it is on your side of the fence. Your domain rank of 35 sits inside the 27 to 39 range of the six stores, so your links already hold up. What separates you is reach: they rank for 3,360 to 16,502 Australian keywords against your 993. That is pages for the terms people type. The authority work then compounds it, starting with your fair trade story, the Chetna Project, and the ethical-fashion press AI reads when it answers "which Australian clothing brands are fair trade".

Appendix F: where the numbers come from

The sources

- **Your Google Search Console**, <https://lazybones.com.au/>, twelve months to 17 October 2026: every query Google returns (the top 25,000, its export limit) classified one by one, with the country split for every query.
- **Your Shopify**, October 2025 to September 2026: the attribution report (Google Search organic conversion, order value and new-customer orders, last non-direct click), the sales breakdown (returns) and the customer cohorts (first-order and 12-month value per customer).
- **Your Google Analytics 4**, twelve months to 17 October 2026: the branded and non-branded split and the Australian segment, plus the AI referrals.
- **Keyword volumes**, triangulated across Google Keyword Planner, SEMrush and Ahrefs for Australia, October 2026, the median of three, with plural and word-order variants counted once.

- **Category size and AI questions**, Ahrefs' keyword universe plus DataForSEO for the accessories, scent and homewares seeds and for the Australian question searches, each scaled to the triangulated basis.
- **Authority and competitor data**, DataForSEO, 20 October 2026, for the scorecard and the competitor table.
- **Technical findings**, a direct crawl of the site on 20 October 2026, plus Google PageSpeed Insights (real-user field data first, lab noted as lab).

How we split branded from non-branded

Every query was classified as your own brand (Lazybones, Lazy Bones and their misspellings, such as "laxybones" and "lazy bines"), a competitor's brand, or non-branded category demand. Branded queries took 59% of your Australian Google clicks. GA4 does not label orders branded or non-branded, so we split its Australian organic figures with two measured inputs: that branded click share, and how much better branded visits convert, read from GA4 (visits landing on your homepage, which is where branded searches land, convert 1.5 times better than visits landing anywhere else). Solved so the totals match GA4 exactly, that gives A\$227,169 branded and A\$92,923 non-branded. GA4's direct landing-page split puts non-branded higher, at A\$146,800, because some brand searchers land on a collection. We build on the lower, branded-click figure.

How we measured your share of the market

The 5.9% is measured. Your Search Console shows 27,141 non-branded Australian clicks in twelve months (7,855 on named queries plus 19,286 on the withheld long tail). That is divided by the winnable pool: the triangulated core of 140,915 searches a month, times 1.35 for the long tail, times twelve, times 0.20, the share of searches that end in an organic click once ads, shopping carousels and AI answers take theirs. Today's clicks include some body-shape and art traffic that is not in the core, so the share reads slightly high and the growth reads slightly low.

From clicks to orders to revenue

The rate comes from Shopify and the split from GA4. Shopify's Google Search organic channel recorded 2,032 orders on 69,696 visits (2.92%) at A\$188.24 an order, branded and non-branded across every market. GA4 measures non-branded Australian visits from Google at 0.81 times its own Google organic conversion rate and 0.94 times its order value, and those two ratios are applied to Shopify's figures: **2.36%** at **A\$176**. Shopify's 69,696 visits against 74,668 Search Console clicks give 0.93 visits per click, on the same basis as Shopify's rate, so a click is worth **A\$3.89**. Priced that way, today's clicks come to A\$105,594 gross, 13.6% above the A\$92,923 GA4 attributes to non-branded search, in line with the 12.7% by which Shopify's Google organic sales exceed GA4's. The smell tests pass: the derived non-branded rate sits below Shopify's blended 2.92%, non-branded converts below branded in GA4 (2.67%), and Australia converts above New Zealand (1.28%). Revenue is gross, Shopify sales before returns; the net view removes

the 6.7% Shopify records as returned. Shopify's twelve months run October 2025 to September 2026, two weeks offset from Search Console's window.

The chain, in full

Step (non-branded model, Australia)	Value
Measured core, searches / mo (median of three tools, sold and direct intent)	140,915
With the long tail (x 1.35), searches / yr	2,282,823
Winnable organic clicks / yr (x 0.20)	456,565
Non-branded Australian clicks you win today	27,141 (5.9%)
Clicks in each 1% of the pool, a year	4,566
Shopify Google organic conversion and order value (blended, all markets)	2.92% at A\$188.24
x GA4 non-branded Australian ratios (conversion, order value)	x 0.8106, x 0.9369
Non-branded Australian conversion and order value, Shopify basis	2.3635% at A\$176.36
Shopify visits per Search Console click	0.9334
Each 1%: orders (2.3635% of visits)	100.7
Each 1%: gross revenue (at A\$176.36 per order, so A\$3.89 a click)	A\$17,763
Each 1%: net revenue, at Shopify's 6.7% return rate	A\$16,569
Each 1%: new customers (47% of orders are first orders, Shopify)	47

Gross revenue in the scenario table is the pool times the share times visits per click times the conversion rate times the order value, nothing else, multiplied on the unrounded inputs shown in this table. The mid case is 1,511 non-branded orders a year against 599 today.

Check the maths yourself, in five minutes

Everything above is built from your own accounts, so it is all checkable. Search Console for lazybones.com.au, twelve months, should show about 74,668 clicks, and "cotton cardigan" in Australia near position 7.6. Your Shopify attribution report, last twelve months, should show Google Search organic at 69,696 sessions, 2,032 orders and A\$382,496, branded and non-branded together, and the sales breakdown 6.7% of gross sales returned. 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

ben@teamempathy.co.nz · teamempathy.co.nz