

Be the brand AI recommends for organic essential oils.

A Search and AI strategy for Absolute Essential

NEW ZEALAND, AUSTRALIA & THE US | PREPARED FOR DR BO HENDGEN · JULY 2026

1. Executive summary

The short version. You are the most credible organic essential-oils brand in the country: 35 years of clinician-led formulation, certified-organic production, a named founder in Dr Bo, and 462 articles. Your own Shopify attribution shows organic search is **already your #1 revenue channel at \$95,301 a year**, converting better than any acquisition channel you pay for, and ChatGPT already sends you orders with nothing optimised for it. Yet when someone asks which oil is safe in pregnancy or best for sleep, the answer comes back PureNature, Go Native or a global health publisher, not you: 243,000 search impressions a quarter, barely 1.5% of the clicks, because you sit at position 21, not the top three. Closing that gap, and becoming the answer AI gives, is the opportunity.

Three things to know

- **You hold the authority, but not the traffic.** Your Domain Rating of 38 is the second-highest in your NZ category, yet PureNature pulls roughly 98 times your organic visits off barely more authority. The gap is machine-readability, not credibility, which is the fixable kind. [AHREFS](#)
- **You appear everywhere and win almost nowhere.** 243,642 search impressions a quarter, and a 1.48% click rate, because you rank page two to three, not the top three. "essential oils" sits at position 6, "essential oils nz" at position 12. [SEARCH CONSOLE](#)
- **AI already sends you buyers, with nothing optimised for it.** Your Shopify attribution shows ChatGPT as a live channel: 746 sessions and 9 orders in the last year, before

any optimisation, and Google AI Overviews fire on roughly nine in ten of your category's searches. The AI layer is answering these questions now.

SHOPIFY ATTRIBUTION

AHREFS

\$95,301

organic search revenue last 12 months, your #1 channel (Shopify attribution)

49.3%

returning customer rate, a strong repeat base

~\$160K

new online revenue a year on the table (organic + AI, mid)

98x

PureNature's organic traffic vs yours, off similar authority

53 / 100

AEO readiness today, Certified is 80

Your three markets, at a glance

New Zealand

~20,000 SEARCHES / MO

YOUR STRONGHOLD

Converts at 3.98%, your money market. The play is to recapture demand your own resellers currently intercept.

Australia

~100,000 SEARCHES / MO

THE GROWTH ENGINE

Four to five times the demand, an open field, and no competitor pairs certified-organic depth with a clinician founder.

United States

PROVENANCE WEDGE

LATER, FOCUSED

Not broad category terms against doTERRA, but manuka, NZ-native botanicals and mother-and-baby safety, on your FDA-compliant base.

Triangulated category search volume per market, July 2026. Each market gets its own play, matching your own discovery report. **GKP + AHREFS + SEMRUSH**

2. Where Absolute Essential sits today

Founded in 1988 and producing certified-organic oils from Muriwai, you have spent 35 years earning exactly the authority AI answers should quote. The online store turns over roughly \$389,000 a year on its own, and that is before the wholesale, retail and practitioner channels your brand authority lifts alongside it. The foundations are exceptional. This is a brand that deserves to be found, and mostly is not.

Your channels, from your own Shopify attribution

Channel	Sales / yr	Orders	Conversion	Order value	Read
Google Search (organic)	\$95,301	707	3.41%	\$134.80	Your #1 revenue channel, and under-fed
Klaviyo (email)	\$86,909	623	5.81%	\$139.50	Brilliant, but retention, not new customers
Google (paid)	\$61,942	624	3.22%	\$99.27	Works, but rented; stops when you stop paying
Direct	\$50,288	316	0.75%	\$159.14	Your brand strength showing up
Facebook (paid)	\$17,498	199	1.57%	\$87.93	High sessions, low conversion
Other search engines	\$12,665	100	4–7%+	~\$130	Bing converts at 7.46%; small but efficient
ChatGPT	\$964	9	1.05–1.74%	~\$107	A brand-new channel, zero optimisation yet

Your Shopify Growth attribution, last 12 months (July 2025 to June 2026), last non-direct-click model, NZD. **Organic search is the single biggest revenue channel in your store**, it converts better than every acquisition channel you pay for, and it splits almost evenly between new

customers (332) and returning (375), so it feeds both growth and the repeat base.

SHOPIFY ATTRIBUTION

One note, so the numbers stay honest. These sales are your online store only (Shopify direct-to-consumer); wholesale, retail and practitioner revenue sits on top and is not counted here. Attribution uses Shopify's last non-direct-click model, and as you rightly pointed out on our call, every model has edges: multi-touch journeys mean "Direct" and "Unknown" rows quietly carry credit other channels earned. We treat your Shopify numbers as the single source of truth and note the model beside every figure.

You appear everywhere. You win almost nowhere.

Where you appear

SEARCH IMPRESSIONS /
QUARTER

243,642

What you win

CLICKS / QUARTER (1.5%)

3,607

You are shown to a quarter of a million searchers a quarter and win a 1.48% click rate, because you sit at an average position of 21, not the top three. The United States alone shows 116,647 impressions at position 28, enormous latent demand sitting on page three. Moving up the page is the single biggest lever here. [SEARCH CONSOLE](#)

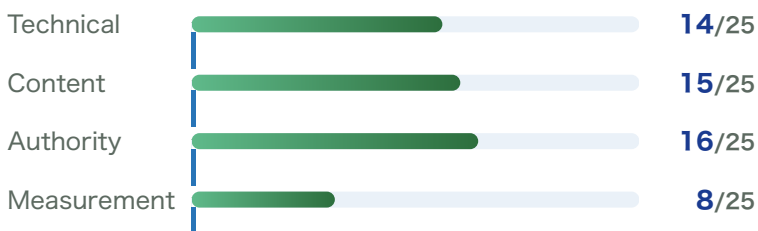
3. How AI-ready you are today: the AEO scorecard

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 53 today, with genuinely strong bones and a short climb.

Absolute Essential

DEVELOPING · STRONG BONES, BROKEN MICROPHONE

53/100



+27

points to Certified. You are already past halfway, carried by strong Authority and Content. The climb is schema, the entity layer, and measurement.

WHERE YOU ARE · WHERE YOU NEED TO BE

Absolute
Essential



53 /
100



Today · Developing, 53 / 100



Where you need to be · Certified, 80 / 100

Here is what sits behind the score. It is schema, an entity layer and measurement, on top of content you have already written, not a rebuild.

Finding	Status	Fix
AI crawlers welcomed (GPTBot, ClaudeBot, Perplexity)	Strong, all allowed	Done
Agentic commerce (UCP / MCP) live	Ahead of most peers	Done
Product schema + reviews	Valid and strong	Add GTINs
Article, FAQ & Collection schema	Missing across 462 posts	The main technical fix
Entity identity (Wikidata + Person schema, the markup that tells AI who Dr Bo is)	None yet	Cheap, durable, unclaimed
Blog titles & dates	Clever-not-clear, undated	Remediation pass
AI-visibility measurement	None yet	Baseline + monthly panel

The highest-leverage move is not new content, it is making the content you have legible: schema, clear titles, dates, and the entity layer that tells AI who Dr Bo is. That is the fastest kind of gain there is.

Already further along than most? The phases flex, the destination does not. This scorecard is exactly what sets the phase mix. Brands that arrive with strong bones, like you, spend less time in foundations and reach the content and authority build sooner: the schema and entity fixes above land in weeks, not months, and the content engine starts as soon as the kick-off deep dive confirms what to refresh versus build. What stays fixed is the destination, Certified 80/100 and compounding, inside the same six-month transformation. Arriving advanced simply means more of the six months compounds.

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

Where the numbers come from

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

Measurement runs in our own platform, built specifically for Shopify brands, so the dashboard, the data and the method are yours to keep, not rented from a third-party tool. **METHOD**

4. The market you are missing: search and AI

People no longer just search "lavender oil". They ask Google and ChatGPT which oil is safe in pregnancy, what actually helps sleep, whether to diffuse around a baby, and they take the answer as read. The demand is large, the difficulty is mostly low, and the AI layer is already answering.

4a. Validated demand (a sample of the category)

Term	NZ / mo	AU / mo	Difficulty	AI Overview live?
diffuser	3,300	27,000	Low (0–5)	-
essential oils	2,400	6,500–12,100	Mid (16–50)	Yes (AU)
tea tree oil	2,400	12,100	Mid–High	Yes
rosemary oil	2,200	12,000	Low (0)	Yes
eucalyptus oil	1,600	12,100	Low (0–2)	Yes (AU)
peppermint oil	1,300	8,100	Mid (37–48)	Yes
aromatherapy	880	3,600	Mid–High	Yes
lavender oil	720	3,600	Low (0–1)	Yes (AU)
frankincense oil	480	1,600–3,600	Low (0–3)	Yes
essential oils for sleep	200	1,700	Low (2–5)	Yes

Triangulated across Google Keyword Planner, Ahrefs and SEMrush (median of three), NZ and AU. We triangulate because Ahrefs alone reads NZ low ("essential oils" at 1,200 versus 2,400 in the other two). Australia is four to five times the NZ market on the same terms, which is why it is the biggest growth lane. AI Overviews already fire on the majority of single-oil and use-case queries.

GKP + AHREFS + SEMRUSH

4b. From category demand to dollars

Full category
SEARCHES / MO, NZ + AU

~125,000

Winnable pool
ORGANIC CLICKS / MO

~22,000

You today
YOUR SHARE OF THE POOL

~5%

About 125,000 category searches a month across NZ and AU once triangulated, before the US and before the AI-only questions people never type into Google. Strip out ads, shopping carousels, AI Overviews and pure research, and roughly one search in six survives as a winnable organic click, a pool of about 22,000 a month. You capture around 1,200 of them today. **MODELLED**

4c. The AI questions, and who owns the answer

We mined 31 real questions people ask AI engines in your category, from Google's "People Also Ask", forum threads and review language, and grouped them. The pattern is clear: you own the answers you have content for, and you are absent from the ones you do not.

Prompt cluster	Cited today	Absolute Essential?
"manuka vs tea tree", "kanuka vs manuka"	Absolute Essential	Wins (ranks #1)
"safe essential oils in pregnancy / for babies"	Healthline, global publishers	Absent (your moat)
"best essential oils for sleep / anxiety"	PureNature, Healthline	Absent
"how to use / how many drops in a diffuser"	Global blogs, retailers	Absent (content gap)
"essential oils safe around dogs / cats"	US pet sites	Absent (content gap)
"best certified-organic oil brand in NZ / AU"	PureNature, Zurma	Absent (should be you)

Of the 31 prompts, roughly 19 are ones you can uniquely or credibly own on the strength of your clinician founder, certified-organic status, NZ-native botanicals, and your already-#1 comparison content. AI Overviews fire on almost all of them. **LIVE SERP + PROMPT MINING**

The first-mover window. There is no clear AI-preferred certified-organic oils brand yet, in NZ or Australia. AI engines are forming their citation habits for this category right now. You hold the authority to become the default answer, and the content is already written. The brand that makes it machine-readable over the next 6 to 12 months becomes the answer, and that is very hard to unseat once it sets.

5. Where to play: your content territories

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

Territory	Coverage today	Demand	AI	Priority /5	What we build
Pregnancy, baby & life-stage safety	Partial	High (AI)	Yes	5	Founder-bylined safety guides, exclusion lists, trimester dilution tables, FAQ + author schema. The moat.
Comparison & "which oil for X" hub	Thin, but #1 where present	Med + AI	Yes	5	Systematise off the pages already ranking #1; comparison-table schema, internal links from the encyclopedia.
Manuka & NZ-native (provenance wedge)	Partial	Low + US pull	Yes	4	Origin + certified-organic knowledge pages; the US entry and AU differentiator.
Single oils (the Encyclopedia)	Grid, not a knowledge base	High	Yes	4	Convert 73 oils into a schema-rich knowledge base (uses / safety / dilution per oil). Biggest latent asset.

Territory	Coverage today	Demand	AI	Priority /5	What we build
Immunity, colds & winter	Strong	Med–High	Yes	4	Titles + FAQ/HowTo schema on existing strong content; seasonal hub.
Diffuser how-tos & usage	Thin	Med–High	Yes	3	Build the missing "how to use" set; HowTo schema. Easy, high-demand win.
Pets / dogs safety	Gap	Med (AI)	Yes	3	First-mover safety pages; a safety-authority moat with low competition.
Sleep, stress & skin	Covered	High	Yes	3	Answer-block + schema refresh on existing depth; lead with certified-organic.

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 to 45 pieces** to own the core (the three leads, the encyclopedia conversion and immunity), and **90 to 120 a year** for full category coverage. A large share is **refresh and re-structure, not net-new**: your 462 articles, 73-oil encyclopedia and Ask Dr Bo hub are latent assets that need schema, clear titles, dates and proper **internal and external linking** more than they need new writing. Reorganising what you already have into these clusters, each piece linked to its siblings and its collection, citing authoritative external sources, is the **single biggest growth lever on this site**. **CLUSTER MODEL**

Lead with three. Pregnancy and life-stage safety, the defensible moat almost no competitor can match on a safety query. **Comparison and "which oil for X"**, where you already rank #1 and simply need to systematise the win. **Manuka and NZ-native**, the provenance wedge that opens the US and differentiates you in Australia. The high-volume single-oil terms follow immediately behind, as the encyclopedia becomes a knowledge base.

6. The opportunity, in dollars

You asked for the model to sit on your actual Shopify numbers rather than a typical range, so it does. Every figure here is anchored to your own Shopify attribution: a **3.41% organic conversion**, a **\$134.80 organic order value**, and a baseline of **\$114,000 a year** already attributed to organic and AI, with a repeat multiplier matched to your real 49.3% returning-customer rate. Share and market size are directional at plus or minus 40%. The engine has two parts that compound together: organic taking a bigger share of the winnable pool, and AI search, where ChatGPT already sends you orders in a category that is nearly all AI-answered.

One scoping note so the numbers are read right: **this engagement starts with New Zealand, but the demand pool and every dollar figure in this section are New Zealand plus Australia combined**, because the same store and domain serve both markets, so every page we build for NZ ranks in Australia too. The market split further down shows how the new revenue lands by region. The US stays a later, provenance-led play and carries no numbers in this model at all.

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



One line, one calculation: your actual \$114,000 baseline, plus the mid-case +\$161,000 of new revenue phasing in as the work lands, roughly 10% live by month 3, 35% by month 6, 70% by month 9, and all of it by month 12, where the curve ends at \$275,000 (exactly the mid-case run-

rate in the table below). It keeps compounding past the engagement, and it does not switch off. Hover any point on the live version for the phase and figure. **BASELINE: SHOPIFY ATTRIBUTION**

RAMP: MODELLED

New revenue over today's baseline (per year)

Case	Organic + AI new / yr	With repeat (×1.25)	New / mo	Run-rate (baseline + new)
Conservative	+\$69,000	~\$86,000	~\$5,800	~\$183,000
Mid	+\$161,000	~\$201,000	~\$13,400	~\$275,000
High	+\$322,000	~\$403,000	~\$26,800	~\$436,000

The repeat multiplier is a conservative 1.25x, matched to your 49.3% returning-customer rate, which is unusually strong for the category and where a lot of the real lifetime value sits. This **excludes three further prizes**: the wholesale, retail and practitioner channels your brand authority lifts; the US, sitting on page three; and the margin recaptured when demand won direct converts at retail margin instead of the wholesale margin a reseller keeps.

MODELLED, PLUS OR MINUS 40%

The same new revenue, split by market

Case	New Zealand	Australia	Combined / yr
Conservative	+\$46,000	+\$23,000	+\$69,000
Mid	+\$107,000	+\$54,000	+\$161,000
High	+\$215,000	+\$107,000	+\$322,000

A directional two-thirds / one-third split. New Zealand leads because that is where the work points first and where your store converts strongest (3.98% all-channel, against 2.03% in Australia). Australia's share arrives on the same pages with no extra build, and with its far larger demand pool (~100,000 searches a month against ~21,500 in NZ) the balance shifts toward Australia as the engagement matures. For completeness, today's \$114,000 attributed organic baseline is store-wide across all markets. **MODELLED, DIRECTIONAL**

\$13,400

mid-case new revenue per month, organic and AI combined

49.3%

returning customer rate, the repeat engine under the model

~125,000

category searches a month across NZ and Australia

7. Who you are up against, and the authority play

Brand	Organic visits / mo	Keywords	Top-3	DR	Read
PureNature	~40,300	2,624	1,434	43	Captures ~98x your traffic off a slightly higher DR
Go Native	~9,000	1,151	508	21	Half your authority, 22x your traffic
The Aromatherapy Co.	~2,400	253	85	36	Direct aromatherapy rival, similar DR
Absolute Essential	~411	95	21	38	Second-highest authority, least traffic

Ahrefs, NZ, July 2026, estimated organic traffic. This is the whole story in one table: you hold the second-highest authority in the category and earn the least traffic, purely because AI and Google cannot read the content you already have. [AHREFS SITE EXPLORER](#)

Authority is where this game is actually won, and it is your unfair advantage.

Roughly two-thirds of what AI engines cite comes from third-party sites and from signals that prove who you are: a Wikidata entity, Organization and Person schema (the markup that tells AI exactly who Dr Bo is and what her credentials are), your Ask Dr Bo answers as indexed Q&A, and mentions in the health and parenting communities AI trusts. You have the raw material almost no competitor can match, a credentialled clinician founder, certified-organic status, national awards, real reviews, and none of it is machine-legible yet. Making it legible is the highest-leverage, longest-compounding lever in this document, and nobody in your category has done it.

8. The six-month transformation

A done-for-you AI and Search transformation over six months, built and run on our side so there is nothing for your team to learn or maintain. It moves through three phases: **foundations** (schema, the entity layer, titles and dates, your measurement baseline), **owning your territories** (the three lead hubs, the encyclopedia as a knowledge base, and the whole library rewired into clusters with proper internal and external linking, with content production starting as soon as everything is calibrated to your voice and brand guidelines), and **authority and compounding** (the round-ups, editorial and communities AI trusts). We move into each phase as your site is ready for it rather than on a stopwatch, and arriving as far along as you are means the later phases start sooner. At the end of the six months the whole system is yours to keep: the schema, the content, the entity layer, the links and your AI-Ready certification.

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

Traffic, orders, revenue and rankings are from Absolute Essential's own Google Analytics, Search Console and Shopify (store analytics to 22 July 2026; Growth attribution July 2025 to June 2026, last non-direct-click model), online store only. Search volumes triangulated across Google Keyword Planner, Ahrefs and SEMrush (NZ + AU), July 2026, and exclude the US and AI-only questions, so they understate true demand. Competitor footprints and Domain Ratings from Ahrefs Site Explorer, estimated. AEO score from our AEO Maturity Model against a live crawl. Revenue figures are directional, modelled from your own conversion and order value, and are not a guarantee of results. Pricing is set out separately.

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