

Be the lighting brand AI recommends in Australia.

Prepared for Ochre & Silk

AUSTRALIA | 14 OCTOBER 2026 · TEAM EMPATHY

1. Executive summary

The short version. Google organic search earned Ochre & Silk **A\$108,945 in the last twelve months** on your own Shopify attribution, branded and non-branded together. Depending on the method, between **A\$33,200 and A\$44,400 is branded**, people searching your name or your old one, Imprint House, and **A\$64,600 to A\$75,700 is non-branded**: people searching the category, and the only slice a search strategy can grow. In Australia you hold **2.9% of the winnable non-branded clicks** in the categories you stock. Lighting is 53% of that demand and your highest-value order, yet your best rankings today are seagrass rugs. And the domain you traded on until March 2025, imprinthouse.net, was switched off at the rebrand with its links still pointing at it.

Three things to know

- **Organic search brings your biggest orders.** Google organic converts at 1.13% on a **A\$656** order, against A\$389 for Google paid, so each organic order is worth 69% more. **SHOPIFY**
- **Your collections are named for your ranges, and buyers search for the product.** "Pendant lights", "wall lights" and "wall sconces" carry 28,200 searches a month between them and you are not present on any of them, while the pages you have built for a specific term (linen pendants, seagrass rugs) rank in the top three. **GKP + AHREFS + SEMRUSH GSC**
- **AI is already answering your category.** 81% of the search demand we measured sits on Google results that already show an AI Overview. ChatGPT sent 946 visits and 10 purchases (A\$3,896) in the last year, most of them landing on the Cloud Linen pendants, with nothing built for it. **AHREFS GA4**

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

1,514,943

non-branded searches a year in Australia across the categories you stock, with the long tail

302,989

of those are organic clicks you could win, once ads, shopping carousels and AI answers take their share

8,805

is what you win today in Australia, which is 2.9% of the non-branded market

A\$17,443

a year of gross revenue for every extra 1% you take, because 1% of the pool is 3,030 clicks

So the whole opportunity is one sentence: **you hold 2.9% of the non-branded organic clicks in Australian artisan lighting and homewares, and every extra 1% is worth about A\$17,443 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 your own twelve months of Shopify attribution for Google organic search, split into branded and non-branded: non-branded visits convert at **0.902%** on a **A\$638** order, so each non-branded click is worth **A\$5.76** (every total here multiplies the unrounded inputs, $0.9020\% \times \text{A\$638.26}$). The market, the clicks and the share are Australian, where 78% of your named non-branded clicks come from; your offshore clicks, spread across the US, UK, NZ and Europe, sit on top and are not modelled. Every column below is non-branded and **gross**, sales as Shopify records them before returns, because returns on homewares are not measured yet. Your branded organic revenue sits on top of all of it, unchanged. If conversion improves as the collection pages strengthen, every figure moves up with it. **SHOPIFY** **MODELLED, DIRECTIONAL**

Case	Share of the non-branded market	Non-branded clicks / yr	Non-branded revenue / yr	New revenue / yr
Today	2.9%	8,805	A\$50,690	–
Conservative	6.0%	18,179	A\$104,656	+A\$53,966
Mid	12.0%	36,359	A\$209,313	+A\$158,623
High	20.0%	60,598	A\$348,855	+A\$298,165

Where you focus, at a glance

Pendant lighting

~32,025 CORE SEARCHES / MO

THE PRIZE

The biggest territory you stock and your highest-value line. You rank third for "linen pendant light", and almost nowhere on "pendant lights" (14,800 a month) or "kitchen pendant lights".

Seagrass rugs & matting

YOU RANK, YOU WIN

YOU WIN

Position 3.0 on "seagrass rugs" in Australia and 426 Australian clicks a year from the cluster. Defend it and extend it into matting, squares and runners.

Wall lighting & table lamps

~17,600 CORE SEARCHES / MO

WIDE OPEN

"Wall lights" and "wall sconces" alone carry 13,400 searches a month and you have no page on either term, only the Lume collection named after the range.

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](#)

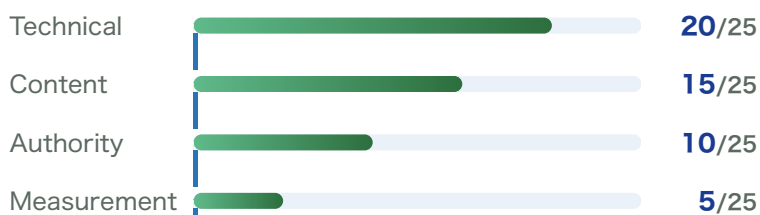
2. How AI-ready you are today: the AEO scorecard

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 50 today, on a technical base most Shopify stores would be glad of.

Ochre & Silk

50/100

STRUCTURED · STRONG TECHNICAL BASE, AUTHORITY SWITCHED OFF AT THE REBRAND



+30

points to AI-Ready Certified. Technical already clears the Professional bar. The climb is measurement, authority and the content on your lighting.

WHERE YOU ARE · WHERE YOU NEED TO BE

Ochre & Silk



50 / 100

Today · Structured, 50 / 100

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

The finding that matters most, and costs least to fix. When the store became Ochre & Silk in March 2025, imprinthouse.net was disconnected and never redirected. Every link the press, designers and directories built to Imprint House over the years now lands on a page-not-found, and the old domain carries the stronger profile of the two. Every one of the four URLs we tested returns "This store is unavailable", and DataForSEO already logs 1,364 of its 2,134 backlinks as broken. Reattaching it to your store with page-to-page redirects hands that authority back to ochreandsilk.com.au. Three smaller leaks sit beside it: /products/hand-blown-glass-vase, which earned 6,695 Google impressions last year, redirects to your homepage instead of your glass vase collection; /collections/sale (2,472 impressions) returns page-not-found; and three live product pages still carry "copy-of" web addresses.

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

Artisan lighting and homewares is a considered, high-value purchase. People search by room (a kitchen island, a dining table, a bedside), by material (linen, terracotta, tadelakt, ceramic, hand-blown glass) and by look, and before they spend A\$656 they ask the practical questions: how low to hang it, what size, how to clean linen. They ask those questions in two places now, a search box and an AI chat. Difficulty across your categories 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?
pendant lights	14,800	Not present	Yes
wall sconces	6,800	Not present	Yes
wall lights	6,600	Not present	Yes
glass vases	3,900	13.1	Yes
magnetic knife rack	3,380	20.9	-
ceramic vases	2,900	Not present	-
kitchen pendant lights	2,400	Not present	Yes

Term	Searches / mo (AU)	Your rank now (AU)	AI Overview live?
salt and pepper grinder	1,890	Not present	Yes
linen pendant light	590	3.3	Yes
ceramic wall lights	590	10.5	Yes
seagrass rugs	480	3.0	-
moroccan pendant light	140	Not present	-

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 rank at the top where you have a page built for the term (linen pendants, seagrass rugs) and barely appear on the generic terms buyers type, because your collections are named after your ranges. The full triangulation is in [The data](#) tab. [GKP](#) + [AHREFS](#) + [SEMRUSH](#) [GSC](#)

Zoom out and the full Australian category runs to about **554,600 searches a month**. The 252,000 a month we measured term by term is the heart of it, and 93,515 a month of that is core: stocked by you, with direct buying intent (the funnel from one to the other is in Appendix C). 134 AI questions sit alongside the search demand, and 109 of them are ones you can answer better than anyone, through Palus, Cloud Linen, Lume and the makers you work with. Where Google already writes an AI answer, it pulls from the stores that publish one: on "linen pendant light", Ivory & Deene, Ramble Interiors and Aura Home are cited in the AI Overview. The full prompt library, cluster maths and territory plan are in the [appendix](#) and [The data](#) tab.

The first-mover window. The questions buyers ask before a high-value lighting purchase (how low should a pendant hang over a dining table, what size do I need, what is tadelakt) barely register in keyword tools, often 10 to 60 searches a month. They are exactly what AI assistants get asked, and almost no Australian store answers them plainly. You already have articles on tadelakt, raku, linen pendants and the cable kit to build from, and keyword difficulty across your core is mostly zero. The store that answers these 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. Here is the chain in full.

The searches

NON-BRANDED CORE, AU /
YR

1,514,943

The winnable clicks

AFTER ADS, SHOPPING & AI

302,989

What you win today

2.9% OF THE POOL

8,805

Roughly one search in five survives ads, shopping carousels and AI answers as a winnable organic click, a deliberately conservative rate because two-thirds (67%) of this core demand already shows an AI Overview. Today you take about one in 34 of those clicks. All three bars are drawn to the same scale. **MODELLED**

Each non-branded click is worth **A\$5.76** to you in gross revenue, because non-branded Google organic converts at 0.902% on your Shopify at an order value of A\$638. That is the figure every case in the table multiplies. About two-thirds of those orders (67.5%) come from customers buying from you for the first time, so the mid case brings roughly **167 more new customers a year** than today.

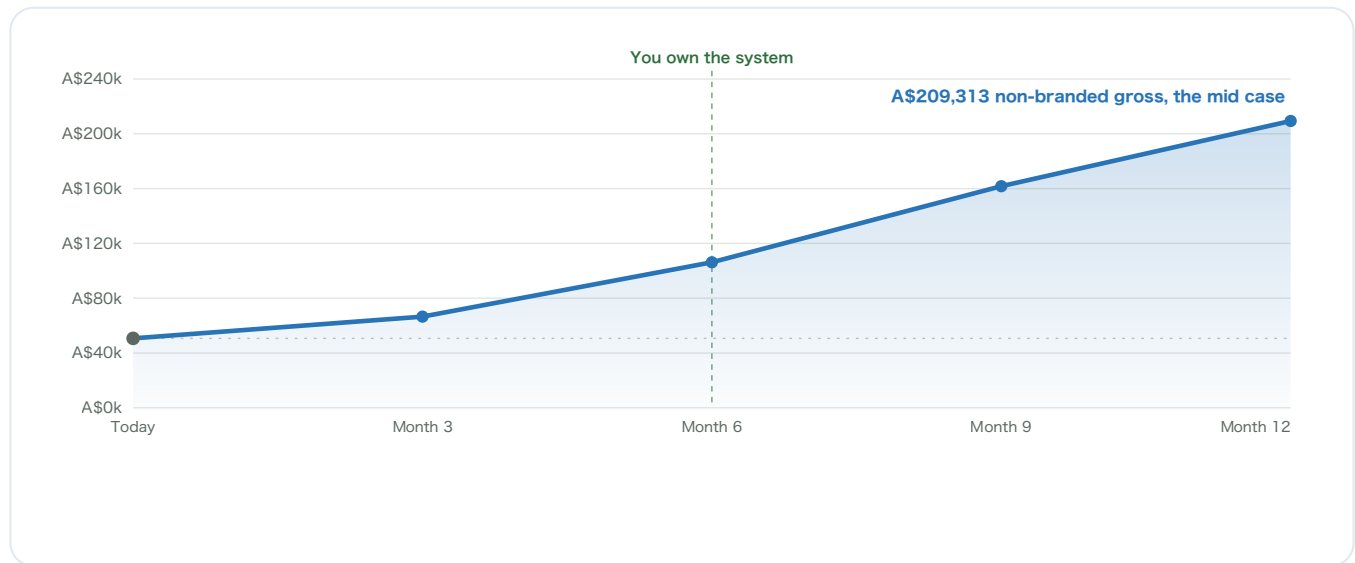
That is the whole model: **win more of the 302,989 clicks**.

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. The first order is measured: A\$638, your non-branded order value. The later rungs are modelled, because we do not have your customer cohorts yet: we assume a new customer adds a quarter of a repeat order in their first year (A\$798) and half a repeat order over five years (A\$957), well under the 0.48 returning orders your Google organic channel takes for every new one today. All non-branded and gross. When you share Shopify's customer cohort analysis, these two columns are re-run on your real repeat curve. The dollar columns multiply unrounded customer counts, so they differ slightly from the rounded count times the order value. **SHOPIFY** **MODELLED, DIRECTIONAL**

Case	New customers / yr	First-order revenue / yr	First-year value / yr (modelled)	Lifetime value, 5 yrs (modelled)
Today	54	A\$34,200	A\$42,750	A\$51,300
Conservative	111	A\$70,612	A\$88,264	A\$105,917
Mid	221	A\$141,223	A\$176,529	A\$211,835
High	369	A\$235,372	A\$294,215	A\$353,058

Value created per year by non-branded organic search, 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 table's mid row exactly. 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: 84 non-branded queries sit between positions 4 and 20 with 101,319 impressions a year, led by "glass vase" at position 13, and moving them onto the first screen is where the conservative case comes from. And **more impressions**, as the generic lighting, vase and kitchen terms you have no 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 Google Ads already works. Google paid and Google organic each brought you about A\$110,000 last year, and they are different assets. Organic orders run 69% larger, organic 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 Australian, non-branded and gross. Your total Google organic run-rate is your unchanged branded organic revenue plus the non-branded column in the executive summary table. Offshore clicks ride on top and 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: the old domain reconnected, the three misdirected addresses put right, review markup switched on so your ratings reach the engines, the GA4 tracking break from June repaired, and a measurement baseline before anything changes. **Owning your territories** builds the 9 researched territories, led by pendant lighting, wall lighting and ceramics and glass, with around 87 pieces to own the core and production running toward full coverage across the six months, starting as soon as it is calibrated to your voice. **Authority and compounding** turns your makers, your designer relationships and the interiors press 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 12 October 2026). Conversion, order value and the branded split are from your Shopify attribution report (last twelve months, last non-direct click), cross-checked against GA4. Search volumes triangulated across Google Keyword Planner, SEMrush and Ahrefs (median of three), Australia, October 2026. Competitor footprints and Domain Ratings from Ahrefs, 13 October 2026; the scorecard's authority measure from DataForSEO. 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 have built a genuine Australian brand from Brisbane: 132 products, most of them handmade by makers across the world, signature lighting ranges in Palus, Cloud Linen and Lume, and designers overseas who seek the pendants out. Your Shopify channel report shows at least **A\$390,932** of sales in the last twelve months across the channels we can see. This is growth on a proven base.

Your channels, from your own Shopify attribution

Channel	Sessions	Sales	Orders	Conversion	Order value
Google (paid)	17,977	A\$110,891.12	285	1.59%	A\$389.09
Google Search (organic), branded and non-branded together	14,706	A\$108,944.85	166	1.13%	A\$656.29
Direct	46,462	A\$75,764.35	134	0.29%	A\$565.41
Klaviyo (paid)	3,661	A\$32,205.50	61	1.67%	A\$527.96
Instagram (organic)	1,295	A\$11,578.93	16	1.24%	A\$723.68
Instagram (paid)	5,426	A\$10,305.70	37	0.68%	A\$278.53
Leanne Ford's site (referral)	409	A\$10,101.08	5	1.22%	A\$2,020.22
Facebook (paid)	3,398	A\$10,017.00	34	1.00%	A\$294.62
Bing (organic)	422	A\$5,980.91	10	2.37%	A\$598.09
Restockrocket (paid)	90	A\$5,299.88	12	13.33%	A\$441.66
Google Search (unknown)	1,109	A\$5,060.18	23	2.07%	A\$220.01

Channel	Sessions	Sales	Orders	Conversion	Order value
Instagram (unknown)	4,531	A\$4,782.00	14	0.31%	A\$341.57

Your Shopify attribution, last twelve months, last non-direct click, AUD. The visible rows total **A\$390,932** on 797 orders; the report continues below the rows we were sent, so that is a floor, and your total is higher. Google organic, **branded and non-branded together**, and Google paid are your two biggest channels and almost level on sales, with organic orders much larger. Leanne Ford's site alone sent five orders averaging A\$2,020. **SHOPIFY ATTRIBUTION**

Appear versus win

Search type (all countries, twelve months)	Impressions	Clicks	Click-through rate
Your own brand, incl. Imprint House (branded)	5,071	1,347	26.6%
Category demand, named queries (non-branded)	246,747	3,674	1.5%
Long tail withheld by Google (non-branded)	256,606	7,645	3.0%

When people search your name, about one in four clicks. When they search the category, about one in sixty-seven 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. Imprint House still accounts for 290 branded clicks a year at position 2.7. **GSC**

Where your Google traffic actually comes from. 69% of your Google clicks are Australian and about 10% American. Much of the search reach comes from the journal: home tours and travel pieces (Courtney Adamo, Aimee Winchester, Byron hikes) earn 38,104 non-branded impressions a year, and the 2,277 Google visits that land on the journal produced one purchase. Those stories build the brand, so we keep them. The growth plan points the new work at the buying questions on lighting, ceramics and rugs, where the A\$656 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 14 October 2026. AI-Ready Certified requires Professional on all four pillars and 80 or more in total.

Pillar	Score	The evidence behind it
Technical	20 / 25	Professional, and the strongest pillar. robots.txt welcomes every AI crawler (GPTBot, ClaudeBot, PerplexityBot, Google-Extended) and Shopify's agent endpoints are live. Organization, WebSite, Product, Offer and breadcrumb schema are valid, with barcodes (GTIN), SKUs and brand on all 15 products we sampled, Article markup on the journal and FAQ markup on your FAQ page. Core Web Vitals pass on Google's real-user field data at site level: largest content in 1.5 seconds, no layout shift. Google's Lighthouse lab test, simulating a mid-range phone on a slow connection, puts the main content of the lighting collection and the Cloud Linen product page at 21.3 and 21.6 seconds (5.3 on the homepage), so the hero images are worth trimming before that reaches real visitors, but the field data is what Google ranks on. What holds it below Leading: no review rating markup anywhere (Okendo is installed but emits none), no Wikidata or founder entity, and no monitoring.
Content	15 / 25	A real archive: 107 journal articles and an FAQ page. Most of the journal is the Imprint House editorial (home tours, stays and travel), with no question-led headings, and only 40 of the 107 articles touch a product territory. Collection copy is thin, a median of about 33 words across 47 collections, and 30 of them carry a bare title tag such as "RUGS" or "CERAMICS". Held at Structured until there is a researched cluster plan behind the content.

Pillar	Score	The evidence behind it
Authority	10 / 25	Measured with DataForSEO for the scorecard: its own domain rank, on a 0 to 1,000 scale folded to 18 out of 100 (a different measure from the Ahrefs Domain Rating in Appendix E), 164 referring domains and 1,967 backlinks, 430 of them broken. The former domain holds 232 referring domains and 1,364 broken backlinks, none of it forwarding to you. A rank under 20 blocks Professional. Leanne Ford's link to the Cloud Linen pendants shows what the right citation is worth.
Measurement	5 / 25	GA4 and Search Console are connected with purchase tracking, which is table stakes and earns the first level. From June 2026 GA4's Google-organic visits fell to 0.6 to 0.8 times Search Console's clicks (from 1.2 to 1.3 times), which points to a tracking change, since Search Console clicks held steady; an unfiltered bot spike added about 64,000 visits in October; a quarter of organic landings are "(not set)"; and GA4 files most ChatGPT visits outside its AI channel. There is no AI-visibility tracking.

Total 50 of 100, which places the brand at **Structured**. **TEAM EMPATHY AEO MATURITY MODEL**

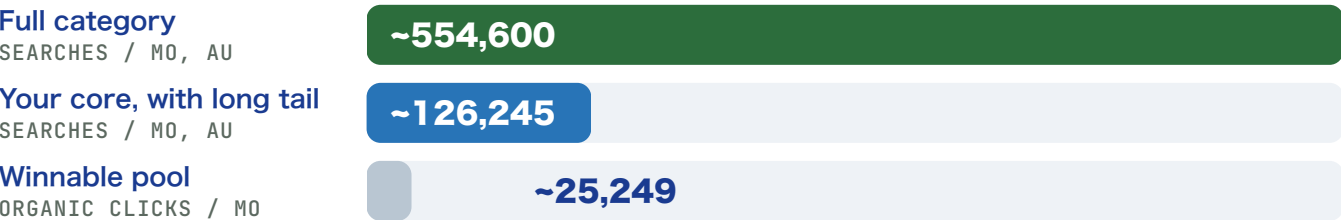
The ranked path to AI-Ready Certified

Points	Pillar	The move
+15	Measurement	Repair the GA4 tracking break and filter the bot traffic, baseline organic and AI visibility, track your priority prompts monthly across ChatGPT, Perplexity, Gemini and Google AI Overviews, and review what moved each month. That takes the pillar from 5 to 20, Professional.

Points	Pillar	The move
+10	Authority	Reconnect the old domain, reclaim the broken backlinks on both domains, switch on review markup, build the entity layer for the brand and its founders, and earn the interiors and design press AI reads.
+5	Content	The researched plan across the 9 territories, collection copy and FAQs on the lighting, vase and rug collections, and answer-first guides on the questions buyers ask before they spend.
+0	Technical	Already Professional at 20. The entity layer and monitoring keep it there and feed the other three pillars.

Appendix C: the demand detail

From category demand to dollars



The full Australian category, sized from Ahrefs' keyword universe across 18 product seeds and scaled to the triangulated basis, is about 554,600 searches a month. The measured core (93,515 a month of stocked, direct-intent terms) grows to about 126,245 a month with the long tail. Roughly one search in five survives as a winnable organic click, a pool of about 25,249 a month. The broad terms you stock but that carry mixed intent (dinner sets, table lamps, home decor, door mats) 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
Pendant lighting	60	41,685	32,025	87%	35

Territory	Keyword pools	AU searches / mo	of which core	On AI Overview results	AI prompts
Wall lighting & table lamps	14	38,500	17,600	95%	15
Ceramics, glass & vases	33	17,570	11,930	43%	16
Seagrass rugs & baskets	25	21,055	2,630	70%	13
Stoneware, glassware & table linen	23	34,950	7,650	87%	22
Entertaining & kitchen	30	29,705	11,985	67%	7
Hardware, shelving & storage	21	24,260	4,890	88%	7
Throws, sofa toppers & furniture	14	19,745	1,745	78%	9
Artisan homewares & gifting	15	24,530	3,060	93%	10

9 territories, 235 keyword pools and 134 prompts, reconciling exactly to the 252,000-a-month basket and the 93,515-a-month core. 137 rows are marked GSC-proven: a sweep of your own Australian Search Console showed real impressions on them (seagrass matting and squares, linen pendant variants, timber grinders, sofa toppers, timber shelving, raku, blown glass vases), and each was re-pulled from all three tools. The sweep also ruled things out: location terms such as "byron bay lighting", terms that collide with your name ("ochre rug", "silk rugs"), a competitor's brand, and terms where you sit beyond position 40. Jute rugs and rattan pendants, which you do not stock, are kept as evidence only. [GKP](#) + [AHREFS](#) + [SEMRUSH](#) [GSC](#)

The AI questions buyers ask

We built a library of 134 real questions Australians ask AI engines about your categories, from your own Search Console, Google's "People Also Ask" on Australian results 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
What are the best pendant lights for over a dining table?	Pendant lighting	~1,000+ / mo
Where can I buy designer wall lights online?	Wall lighting & table lamps	~1,000+ / mo
What are the best linen pendant lights?	Pendant lighting	~1,000+ / mo
What is tadelakt, and why is it used on handmade pendant lights?	Pendant lighting	~50-249 / mo
Seagrass or jute rug: which is better with kids and pets?	Seagrass rugs & baskets	~1,000+ / mo
How can you tell if a glass vase is genuinely hand blown?	Ceramics, glass & vases	<50 /mo
Is stoneware or porcelain better for everyday dinner plates?	Stoneware, glassware & table linen	~250-999 / mo
What is a sofa topper, and is it worth buying one?	Throws, sofa toppers & furniture	~1,000+ / mo

A sample of the 134-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. 109 of the 134 are questions you can uniquely or credibly own. Which brands AI names on each of them is the first baseline the measurement work takes. **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, whether AI is live, and whether you can win it uniquely.

#	Territory	Coverage today	What we build
1	Pendant lighting	5 collections, 5 articles	Room and material landings above Palus, Cloud Linen and leather (kitchen island and dining, Moroccan and terracotta, ceramic and plaster, shades), the sizing and hanging-height answers, and the linen pendant page you already rank third for, hardened.
2	Wall lighting & table lamps	1 Lume collection, a 2-product lamp collection, 1 article	A wall lights and sconces hub above Lume, ceramic and bedside wall lights, and the mounting-height answers AI gets asked before a purchase.
3	Ceramics, glass & vases	2 collections, 4 articles	A vases hub across every material, the hand-blown glass vase redirect pointed at the right collection, raku and hand-blown identification guides.
4	Seagrass rugs & baskets	2 collections, 7 articles	Defend and extend where you already win: matting, squares and runners, plus the care and kids-and-pets answers.
5	Stoneware, glassware & table linen	1 collection, 3 articles	Stoneware versus porcelain, dishwasher and oven safety, linen care: the answer content AI cites, plus plates, bowls and linen landings.
6	Entertaining & kitchen	2 collections, 4 articles	Wooden salt and pepper grinder and magnetic knife rack landings, with the 'copy-of' product handles renamed, plus boards and candles.
7	Hardware, shelving & storage	3 collections, 5 articles	Timber shelving units and peg rails, built on the KŌYŌ demand your Search Console already shows.

#	Territory	Coverage today	What we build
8	Throws, sofa toppers & furniture	3 collections, 6 articles	A sofa toppers page (1,933 Australian impressions at position 6.4 with nowhere to land), plus throw and cushion care.
9	Artisan homewares & gifting	5 collections, 5 articles	Entity and positioning work: what artisan means, wabi-sabi, gifting. Built for AI answers rather than head-term rankings.

is the priority order, 1 meaning lead with it now. Content requirement: about **87 pieces** to own the core territories (the new landing pages, the collection refreshes and the priority guides), and **178** for full category coverage, against the 40 on-territory journal articles you have today. The full cluster maths is in [The data](#) tab. **CLUSTER MODEL**

Lead with three. **Pendant lighting**, the biggest territory and your highest-value line, where room and material pages sit above the Palus, Cloud Linen and leather ranges. **Wall lighting**, where you have the Lume range and no page on the terms buyers type. **Ceramics, glass and vases**, where Search Console already proves the demand and "glass vase" sits at position 13. Seagrass rugs are defended alongside, because you already win there.

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

Store	DR	AU keywords	Top-3 (AU)	Organic visits / mo (AU)	Read
Ochre & Silk	19	77	22	~117	Strong range and technical base; ranks for rugs, the lower-value half of the catalogue

Store	DR	AU keywords	Top-3 (AU)	Organic visits / mo (AU)	Read
Lighting Collective	41	2,699	1,245	~16,794	Online designer lighting store; page one for ceramic wall lights
Zest Lighting	39	2,777	1,233	~15,277	Online lighting store; third on Google for pendant lights
Ivory & Deene	42	1,338	583	~12,803	Homewares and lighting boutique; cited in the linen pendant AI Overview
Koskela	52	421	97	~3,267	Artisan furniture and homewares; the authority ceiling in the set
Jones & Co	38	282	121	~3,561	Australian ceramics and homewares; ranks for handmade ceramics
Ramble Interiors	9	79	26	~358	Small homewares store and your scale peer; cited for linen pendants

Ahrefs Site Explorer and Domain Rating, Australia, 13 October 2026, estimated organic traffic 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 lighting or homewares online in Australia and turned up on page one or in the AI Overview for your terms; marketplaces, big-box chains and maker brands were left out. Ahrefs estimates are built for comparing stores and run well below a store's own data: your own Search Console shows about 733 Australian clicks a month.

AHREFS SITE EXPLORER

The authority gap is reachable. The median of the six stores is DR 40 against your 19, and Lighting Collective, Zest and Jones & Co sit between 38 and 41. Zest turns DR 39 into page-one rankings on "pendant lights". Ramble Interiors, at DR 9, ranks for about the same number of keywords as you, which says the bigger gap at your scale is on-site: pages for the terms people type. The authority work then compounds it, starting with the links you already own, then your makers' stories, your designer relationships like Leanne Ford, and the Australian interiors press AI reads when it answers "where to buy handmade pendant lights".

Appendix F: where the numbers come from

The sources

- **Your Google Search Console**, sc-domain:ochreandsilk.com.au, twelve months to 12 October 2026: every query classified one by one, with the country split for every query.
- **Your Google Analytics 4**, twelve months to 12 October 2026: the landing-page split behind the branded share, the AI referrals, and a cross-check on Shopify.
- **Your Shopify attribution report**, last twelve months, last non-direct click (the channel table you sent): the conversion rate, order value and new-customer share the model runs on.
- **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.
- **Authority and competitor data**, Ahrefs (13 October 2026) for the competitor table and DataForSEO (14 October 2026) for the scorecard and the old domain.
- **Technical findings**, a direct crawl of the site and the former domain on 14 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 (Ochre & Silk and its misspellings, plus Imprint House, the name you traded under until March 2025), a competitor's brand, or non-branded category demand. Branded queries took 10.6% of your Google clicks.

Shopify does not label orders branded or non-branded, so we split its Google 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 3.4 times better than visits landing anywhere else). Solved so the totals match Shopify exactly, that gives about A\$33,200 branded and A\$75,700 non-branded. GA4's direct landing-page split puts non-branded lower, at A\$64,600, because some category searchers land on the homepage. We quote the range. The model's own bottom-up figure sits at the low end of it: A\$50,690 gross from today's Australian non-branded clicks, plus about 2,514 offshore clicks at A\$5.76, comes to A\$65,162.

How we measured your share of the market

The 2.9% is measured. Your Search Console shows 11,319 non-branded clicks in twelve months across every country (3,674 on named queries plus 7,645 on the withheld long tail). 78% of the named ones are Australian, which gives 8,805 Australian clicks. That is divided by the winnable pool: the triangulated core of 93,515 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 the journal's home-tour traffic, which is not in the core, so the share reads slightly high and the growth reads slightly low.

From clicks to orders to revenue

Two inputs turn clicks into money, both from your Shopify attribution for Google organic search over twelve months, split as above: non-branded visits convert at **0.902%**, at **A\$638** an order, so a click is worth **A\$5.76**. We price each Search Console click at one Shopify visit, which leans low, because Shopify records more Google organic visits than Search Console records clicks. The smell tests pass: non-branded converts below branded (3.04%), the value of a click sits just under Google paid's, and we do not use the higher conversion GA4 shows for American visitors, which rests on 32 orders. Unusually, GA4 records 16% less Google organic revenue than Shopify for the same months, so Shopify is the source we build on. Revenue is gross: sales as your Shopify attribution report records them, before returns, because your returns rate is not measured yet; a net view follows once returns are shared.

The chain, in full

Step (non-branded model, Australia)	Value
Measured core, searches / mo (median of three tools, stocked and direct intent)	93,515
With the long tail (x 1.35), searches / yr	1,514,943

Step (non-branded model, Australia)	Value
Winnable organic clicks / yr (x 0.20)	302,989
Non-branded Australian clicks you win today	8,805 (2.9%)
Clicks in each 1% of the pool, a year	3,030
Each 1%: orders (at 0.9020%)	27.3
Each 1%: gross revenue (at A\$638.26 per order)	A\$17,443
Each 1%: new customers (67.5% of orders are first orders)	18

Gross revenue in the scenario table is the pool times the share times the conversion rate times the order value, nothing else, multiplied on the unrounded inputs shown in this table. The mid case is 328 non-branded orders a year against 79 today.

Check the maths yourself, in five minutes

Everything above is built from your own accounts, so it is all checkable. Search Console for ochreandsilk.com.au, twelve months, should show about 12,722 clicks, and "linen pendant light" in Australia near position 3.3. Your Shopify attribution report, last twelve months, should show Google Search organic at 14,706 sessions, 166 orders and A\$108,944.85. And Ahrefs will read ochreandsilk.com.au at DR 19 against Lighting Collective at 41. 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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Search & AI for ecommerce

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