

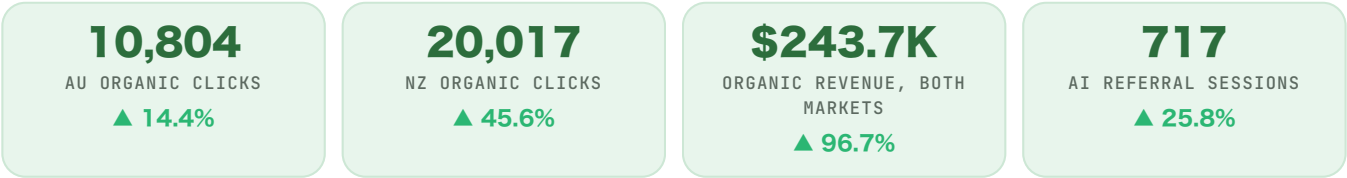
Search & AI Monthly Report

Nature Baby · Australia and New Zealand

The month at a glance

June was the strongest organic month of the engagement so far in both markets. Australia set a new post-migration high for organic clicks, New Zealand's June sale converted more than twice as much organic revenue as last year, and AI referrals hit a record 717 sessions.

JUNE 2026 VS MAY 2026



Return on investment

The live calculator

Adjust the figures in blue to your own numbers and the return recalculates instantly. The defaults are our honest estimates and each one is flagged for you to confirm.

Gross margin on organic revenue

55%

Our estimate for premium organic apparel. Please confirm your actual blended margin, because this drives the whole answer.

Repeat and lifetime value multiplier

1.0x

1.0 counts the first order only. Baby apparel customers typically return as the child grows, so your real figure is likely higher.

Investment counted

\$15,000

\$15,000 is the migration repair workstream, which is what produced the results in this report. \$57,500 counts the full engagement including the AI transformation, which has not yet deployed its content.

Revenue gained is the Australian organic revenue increase from Q1 to Q2 2026 as measured in GA4 (\$73,649 to \$207,598), the market the repair work targeted. It excludes any New Zealand contribution, so the figure is conservative. It is a quarterly gain measured against a one-off investment, so the return compounds every quarter the improvement holds.

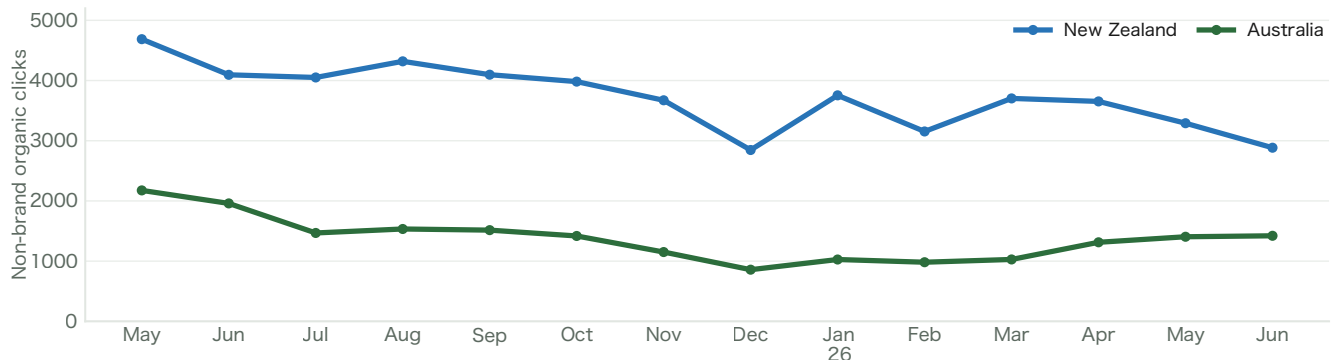
4.9x

RETURN ON THE MIGRATION REPAIR INVESTMENT

Organic revenue gained this quarter	\$133,949
Gross profit on that revenue	\$73,672
Investment	\$15,000
Net return	+\$58,672
Payback period	Under 1 month

Organic search performance

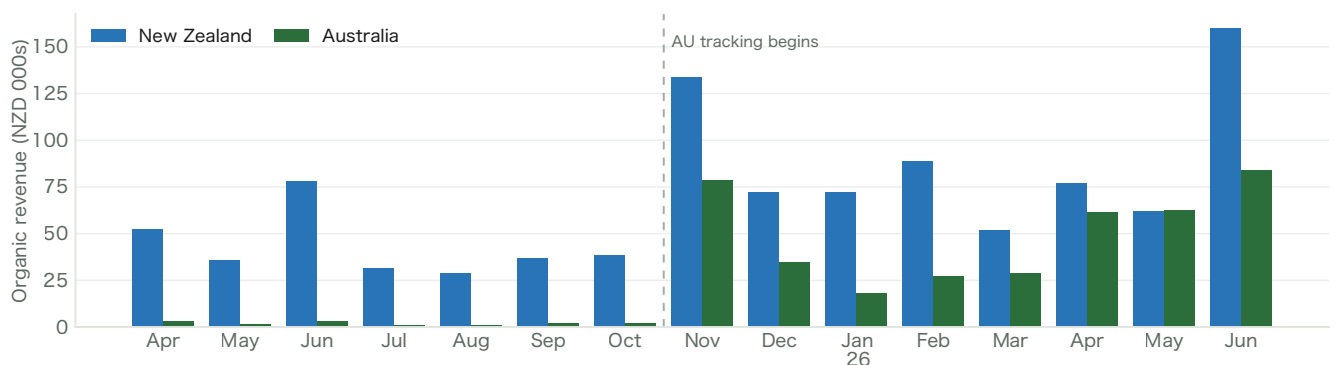
NON-BRAND ORGANIC CLICKS BY MONTH • THE DEMAND WE ARE WINNING THAT IS NOT THE BRAND NAME



SOURCE: GOOGLE SEARCH CONSOLE, COUNTRY FILTERED • BRAND QUERIES EXCLUDED

- **Australia is compounding.** Non-brand clicks have risen every month since the March trough: 1,151 → 1,313 → 1,405 → 1,421. Merino terms led June, with "merino wool baby" moving to position 3.4 and doubling its clicks.
- **New Zealand needs the content phase.** Non-brand clicks softened to 2,884 in June, and 580 non-brand queries lost position against 278 that gained. NZ's growth this quarter came from brand and conversion rather than new non-brand visibility, which is exactly the gap the content engine is built to close.

ORGANIC REVENUE BY MONTH



SOURCE: GA4, NZD, LAST NON-DIRECT CLICK • AUSTRALIAN REVENUE TRACKING BEGAN NOVEMBER 2025

Keyword movement

Across the tracked non-brand set, **529 Australian queries improved position in June** against 242 that declined. New Zealand ran the other way, 278 up against 580 down. The queries that moved the most clicks:

AUSTRALIA • BIGGEST GAINS

Query	Position	Clicks
merino wool baby	4.4 → 3.4	8 → 16
kids organic cotton underwear	2.5 → 2.4	3 → 10
baby cardigan	8.1 → 8.9	3 → 10
merino baby bodysuit	6.2 → 5.9	1 → 7
baby wool socks	5.9 → 4.5	2 → 7

NEW ZEALAND • BIGGEST GAINS

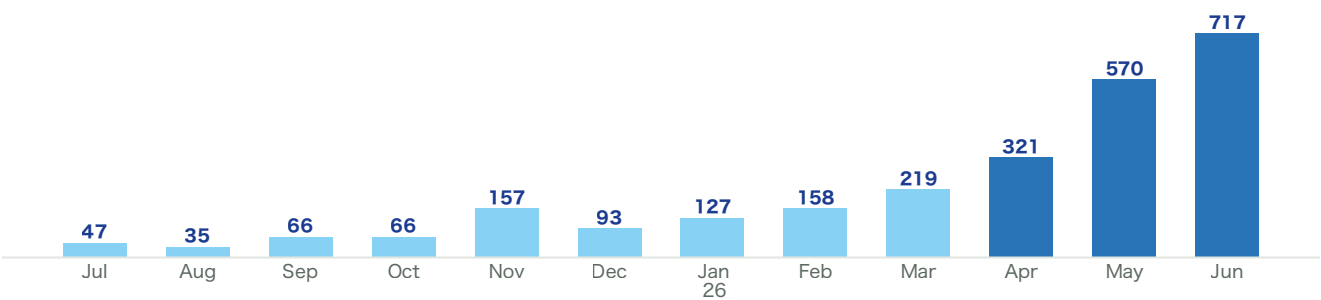
Query	Position	Clicks
milk to meals book nz	4.3 → 3.9	13 → 28
franjos kitchen	3.7 → 2.9	0 → 14
milk to meals	6.7 → 5.9	15 → 27
grimms rainbow	6.4 → 5.4	9 → 20
merino sleep sack	6.1 → 5.7	3 → 11

WATCHING THIS MONTH • QUERIES THAT LOST GROUND

Market	Query	Position	Clicks	What we are doing
NZ	moses basket	3.9 → 7.8	34 → 9	Collection page refresh queued in the content run
NZ	baby clothes nz	6.0 → 6.8	56 → 34	Priority cluster page in the content strategy
AU	organic cotton baby clothes	4.8 → 6.5	40 → 20	Category page refresh, first content batch
AU	merino wool baby clothes	3.5 → 5.6	32 → 16	Same cluster as above, refresh in progress

AI search visibility

SESSIONS ARRIVING FROM AI TOOLS, BY MONTH



SOURCE: GA4 · CHATGPT, PERPLEXITY, GEMINI, CLAUDE AND COPILOT REFERRALS

46%

SHARE OF VOICE ACROSS TRACKED AI ANSWERS

▲ vs 42% in May

31.4%

CHATGPT MENTION RATE, LATEST WEEK

▲ from 26.6%

164

CITATIONS TO THE MERINO CARE GUIDE

▲ 119 this quarter

- **Citations are shifting to editorial content.** The merino care guide is now the most AI-cited page on the site, ahead of the homepage. This is the pattern the content engine is designed to repeat across every cluster.
- **Purebaby still leads AU share of voice** (56.5% against 46.3%). Closing that gap is the named goal of the content phase now beginning.

What we worked on this month

Area	Delivered in June
Technical	Structured data specification handed to the development team; Core Web Vitals confirmed passing on both domains ahead of the June sale; draft product audit completed (2,009 row redirect map prepared).
Content engine	Three calibration articles refreshed and reviewed; blog library audit completed and prioritised; keyword and prompt strategies approved by your team.
AI visibility	Wikidata brand entity progressed; Google Merchant Centre feed corrected; prompt tracking expanded to 148 daily prompts.

Next month

- **Redirect map goes live** once signed off, recovering the last of the migration link equity.
- **Content deployment begins:** the first batch of refreshed blogs and collection pages, targeting the New Zealand non-brand decline and the AU category pages that softened in June.
- **Structured data tier one** implemented with the development team, which should lift both rich results and AI readability.

Team Empathy

Search and AI discovery for ecommerce brands

Monthly report · June 2026 · ben@teamempathy.co.nz