TEAM EMPATHY · SEARCH & AI STRATEGY

Be the women's health brand AI recommends in Australia.

Prepared for Andy Joyce · Happy Healthy You

AUSTRALIA | 3 SEPTEMBER 2026 · TEAM EMPATHY

1. Executive summary

The short version. Organic search put **89,436 clicks** into your store over the last twelve months, from **6.58 million impressions**. That is a 1.36% click-through rate. Strip out your own brand and the picture sharpens: on genuine category demand you were seen **2.7 million times and won 8,436 clicks**, which is **0.31%**. You are already visible across women's health in Australia. You are almost never the one chosen. That gap, between appearing and being picked, is the whole opportunity, and it is the same gap that decides whether an AI assistant recommends you.

Three things to know

- **Your biggest organic page is not really yours.** /products/happy-liver earns 17,520 clicks a year, more than any other page, and it ranks largely because a different Australian brand sells a product with the same name. Competitor-brand and ambiguous "happy liver" searches account for **639,103 impressions and 15,066 clicks, about 17% of all your organic clicks**. It converts at an order value of $65 against $142 on your own brand terms. We have excluded all of it from the click and impression counts below. It does still serve one purpose: those visitors are the closest measured example we have of someone arriving cold on a product page, which is where the conservative end of the click value comes from. GSC
- **On the searches that actually sell your products, you are mostly absent.** Of 87 commercial terms in your category, **70 return no impressions for you at all** in Australia. Where you do appear you sit below the fold: "menopause supplements" is

18,785 impressions at position 6 for 123 clicks. And **66 of those 87 terms now fire an AI Overview**, so the answer is being written above the results. GSC AHREFS

- **The content library is enormous and disconnected from the shop.** 705 articles against 44 products, and the median number of product links in an article is **zero**. Organic visitors landing on an article are worth about **24 cents a visit**. Visitors landing on a product page are worth **$6.60**, on conversion rates scaled to the order counts your Shopify admin actually records. The traffic is real. The bridge to the catalogue is missing. GA4 + SHOPIFY

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

827,739 commercial category searches a year in Australia, across the territories you sell into	**165,548** of those are organic clicks you could win, once ads and AI answers take their share	**4,070** is what you win today, which is 2.5% of that pool	**$8,757** a year for every extra 1% you take, because 1% of the pool is 1,655 clicks

So the whole opportunity is one sentence: **you hold 2.5% of the commercial non-branded organic clicks in your category, and every extra 1% is worth about $8,757 a year.** Your branded traffic is not part of this and does not change.

What that is worth

Built on your own numbers, verified in your Shopify admin. A non-branded visitor arriving cold on a page that can sell is worth **$5.29** to you: your conversion shape by landing page, scaled to the order counts Shopify actually records, priced at your measured first-order value of **$99.16**. The floor is $3.98 and the upper end $6.60, and the model runs on the midpoint. Every column below is **first orders only**, and your own admin shows why that understates it: for every $1 of first-order revenue this year, the store earned **$6.15 of returning revenue**. A returning customer averages 3.39 orders and **$429 a year**. The repeat layer sits on top of every figure below, uncounted. SHOPIFY

MODELLED, PLUS OR MINUS 40%

Case	Share of the commercial pool	Non-branded clicks / yr	Non-branded revenue / yr	New revenue / yr
Today	2.5%	4,070	$21,530	–
Conservative	6.0%	9,933	$52,546	+$31,016
Mid	**10.0%**	**16,555**	**$87,576**	**+$66,046**
High	15.0%	24,832	$131,361	+$109,831

All figures in Australian dollars. The model runs only on commercial and solution-intent demand. Medical definition searches such as "pcos" and "adenomyosis", and generic ingredient searches such as "magnesium glycinate", are real and large but belong to healthdirect, Mayo Clinic and the marketplaces, so they are reported as territory evidence and never counted as dollars. Appendix F shows the full split.

Where you focus, at a glance

Menopause & perimenopause

361,495 IMPRESSIONS / YR

THE PRIZE

Your largest category territory and your core product promise. You convert 0.37% of what you are shown for. This is the win.

Endometriosis & adenomyosis

97,553 IMPRESSIONS / YR

YOU WIN

1.72% click-through, more than five times your non-branded average. Proof the model works when the content is genuinely useful. Defend and extend.

PMS & periods

305,135 IMPRESSIONS / YR

THE MISS

431 clicks from 305,135 impressions, a 0.14% rate, and you sell a product built for exactly this. The clearest gap in the account.

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

We score every brand against the same four pillars, 25 points each. Certified sits at 80 and requires Professional on all four, because a brand with one weak pillar does not get recommended.

Happy Healthy You **52**/100

STRUCTURED · STRONG SHELF, UNREADABLE TO THE ENGINES

Technical	15/25
Content	15/25
Authority	17/25
Measurement	5/25

+28

points to Certified. Authority is your strongest pillar and it is already ahead of most of your shelf. Measurement is the single biggest gap, and it is also the cheapest to close.

WHERE YOU ARE · WHERE YOU NEED TO BE

Happy Healthy You **52 / 100**

Today · Structured, 52 / 100

Where you need to be · Certified, 80 / 100

The one finding that costs you most

> **Your ratings are invisible to the engines writing the answers.** We parsed the structured data on 41 of your product pages. **Not one carries a machine-readable rating on the product itself.** Your 4.8 stars and 2,479 reviews are patched into the page by Loox after it loads, using JavaScript. GPTBot, ClaudeBot, PerplexityBot and CCBot read raw HTML and never run it. The review text is on the page, so a crawler can read the words, but the rating is not attached to the product itself in a way any engine can use. In a category where "which one actually works" is the entire buying question, your strongest asset is missing from the layer that decides who gets named.

What is genuinely strong, and should be left alone

Two things are already right and we would not touch them. Your **robots.txt gives every AI crawler full access** with correct exclusions for cart, checkout and faceted navigation, which is better than most Shopify stores we audit. And your product data carries **real GTINs and SKUs on every stocked variant**, which is the identifier layer most brands are missing entirely. Your **Core Web Vitals also pass on real user data**: Google's field measurements put your largest contentful paint at 1,479 milliseconds, interaction at 179 and layout shift at 0.03, all rated fast. Lighthouse lab scores of 68 and 63 are a simulation on a throttled connection and are not what your customers experience, so we have not treated them as a problem.

Where the 28 points come from

Pillar	Points	What is holding it there, and what moves it
Measurement	5 / 25	**+15 available.** Analytics and Search Console are installed, which is table stakes and does not lift the score on its own. Attribution is materially broken: GA4 reports a third more revenue than your Shopify admin records, $2,373,662 of it sits unassigned, and the June change in paid spend moved orders onto organic on last click. There is no AI-visibility tracking of any kind, so nothing tells you whether an assistant named you this month.

Pillar	Points	What is holding it there, and what moves it
Technical	15 / 25	**+5 available.** Three specific gates: the review ratings that no crawler can read, duplicate Article and BlogPosting markup on every article carrying contradicting dates, and multiple H1 headings on 41 of 41 product pages. The master FAQ block on your FAQ hub is also invalid, because it contains JavaScript comments, so every parser discards it.
Content	15 / 25	**+5 available.** 705 articles clears the volume bar outright, and 40 of 41 product pages carry valid FAQ markup. The gate it fails is connection: the median article contains **zero** links into the catalogue, and 9 of 12 sampled articles have none at all.
Authority	17 / 25	**+3 available.** Your best pillar. Second of seven on domain rank in a verified Australian league. What holds it back is that across ten category questions we ran, no third-party page named your products in a category roundup (a check run against a United States index, so directional until re-run geolocated), your review evidence is not surfaced, and there is no knowledge-graph entry for the business.

The detailed findings, how the scoring works, and where every number comes from are in the appendix.

3. The market you are missing: search and AI

Women's health is a high-research, high-trust purchase. Buyers arrive with a symptom rather than a product in mind, they ask the same question several times in several ways, and they now ask it in two places: a search box and an AI assistant. The demand is large, it is well documented in your own account, and the AI layer is already answering above the results.

Validated demand, and where you rank today

Every volume below is triangulated across three independent sources, Google Keyword Planner, SEMrush and Ahrefs, with the median taken. Ranks are your real Australian positions from your own Search Console over the last twelve months.

Term	Searches / mo (AU)	Your rank now	AI Overview live?
how to lower cortisol	6,600	Not present	Yes
magnesium for sleep	5,400	Not present	Yes
period pain relief	4,600	28	Yes
best collagen supplement australia	2,900	Not present	Yes
cortisol supplements	2,400	Not present	Yes
best magnesium for sleep	2,400	Not present	Yes
hair growth supplements	1,900	Not present	Yes
menopause supplements	1,600	6	Yes
perimenopause supplements	1,600	9	Yes
dim supplement	1,300	Not present	Yes
endometriosis pain relief	1,000	Not present	Yes
pcos supplements	720	Not present	Yes

Of the 87 commercial terms we triangulated, **70 return no impressions for you at all** in Australia, 13 sit in striking distance at positions 4 to 20, 2 sit beyond position 20, and 2 are in the top three. **66 of the 87 fire an AI Overview.** GSC AHREFS

What is already happening in AI

AI assistants are sending you customers before anything has been optimised for them. Over twelve months ChatGPT alone sent **1,375 sessions and 43 orders**, converting at 3.1%, with Gemini, Copilot, Perplexity and Claude adding a further 247 sessions. That is a channel arriving on its own.

We then measured the answer layer directly. We ran 40 of your category's real questions as live Australian searches and read what Google's AI Overview actually cited.

39 / 40
of your category's questions now return an AI Overview in Australia

4 / 39
of those answers cite Happy Healthy You, which is 10%

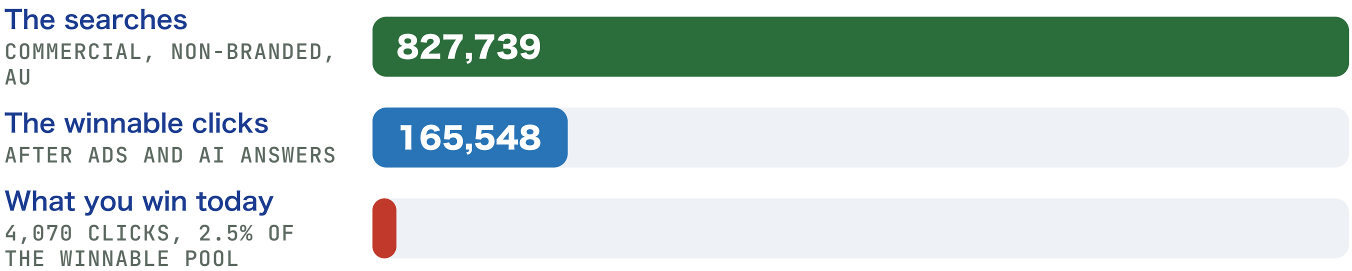
11 / 40
you rank in the top 20 for, including three at number one

Ranking and being cited have come apart. On "supplements for hormone imbalance women" you sit at position 4 organically while the AI Overview cites ABC News, Women's Health Network, Hers and Innerbody. The four answers that do name you are all condition-specific and practitioner-framed: adenomyosis twice, adrenal fatigue, and naturopath-formulated hormone balance. That is the shape of what you can win.

The most-cited sources are Healthline, YouTube, Medical News Today and GoodRx, and those are not realistically displaceable. The second tier is: Australian clinics, practitioner sites and telehealth. Swisse, Bioglan and Chemist Warehouse are all cited on supplement questions, so a supplement brand being named is clearly not blocked.

40 LIVE AU SERPS, 3 SEPTEMBER 2026

4. The opportunity, in dollars

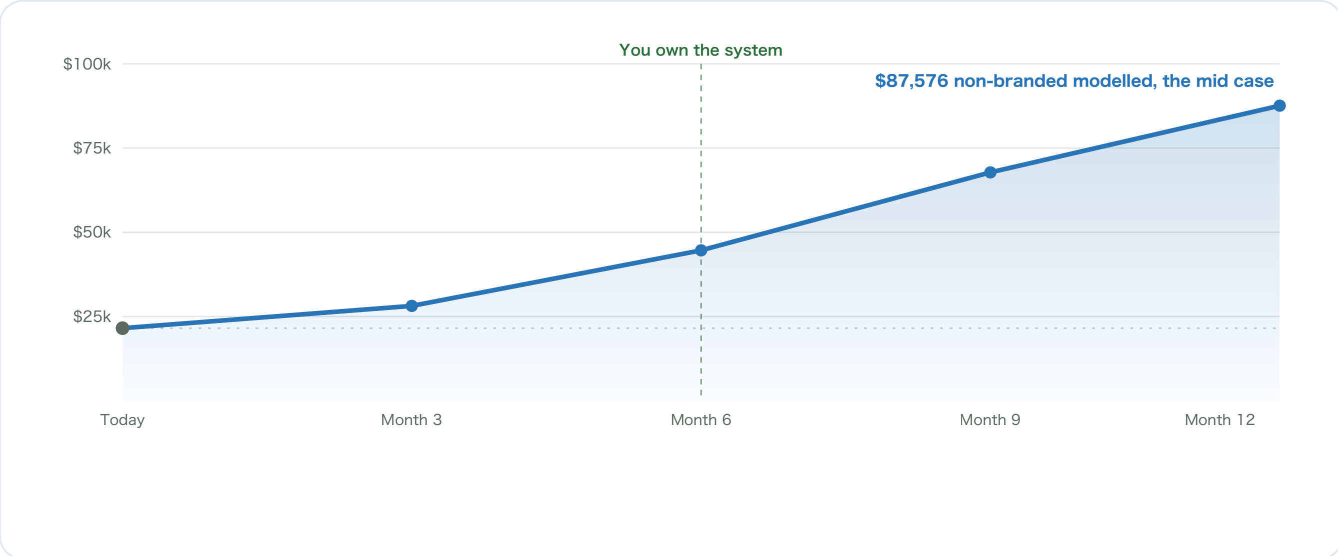


Roughly one search in five survives ads, shopping carousels and AI answers as a winnable organic click, and you currently take about one in ten of those. MODELLED

Each non-branded click is worth **$5.29** to you in first-order revenue, priced at the $99.16 first-order value your Shopify admin records, on conversion rates scaled to your real order counts. That is the figure every case in the table multiplies, and every dollar of it historically brings $6.15 of returning revenue behind it.

That is the whole model: **win more of the 165,548 clicks.**

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



Roughly 10% of the gain is live by month three, 35% by month six when the system is yours, 70% by month nine and all of it by month twelve. The curve shows non-branded first-order revenue only, starting from the $21,530 you earn today. MODELLED

How the clicks get won

Three moves, in the order they pay. **Reconnect what you already have**, because 705 articles earning real impressions currently carry a median of zero links into the catalogue, and that is the shortest distance between existing traffic and revenue. **Show up on the commercial searches**, the 70 terms of the 87 where you do not appear at all, which is where buying intent already sits. **Become citable**, so the reviews, the founders and the formulation facts are readable by the engines writing the answers, which is what turns the AI channel from 1,375 sessions into a real one.

5. The six-month transformation

We run this in three phases, and we move through them as the site is ready rather than on a stopwatch. **Foundations** fixes what is blocking the engines: the review markup they cannot read, the duplicate storefront competing with you, the schema conflicts and the broken FAQ block. **Own your territories** reconnects and rebuilds the content library around the searches and questions that actually sell, starting with menopause and the periods gap. **Authority and compounding** builds the third-party citations and the entity signals that decide whether an assistant names you. At the end of six months the workflows, the platform and the system are yours to keep and run. The detail is on the offer tab.

Appendix A: your channels and current position

Twelve months to 28 August 2026, from your own Google Analytics. GA4 reports 2,298,515 sessions, 98,631 orders and $12,698,986. **Your Shopify admin, read directly, records $9,525,231 on 76,726 orders at a $111.58 average order value over the same twelve months**, so GA4 overstates revenue by about a third, exactly as you suspected. The table below is kept for its channel shape, which is directionally sound; every dollar figure in the money model comes from Shopify. SHOPIFY + GA4

Channel	Sessions	Orders	Revenue	Conv. rate
Paid Social	895,707	3,233	$351,451	0.36%
Direct	485,942	18,570	$2,633,584	3.82%
Paid Search	264,145	20,890	$2,854,139	7.91%
Unassigned	185,944	19,113	$2,373,662	10.28%
Organic Social	169,768	1,698	$181,523	1.00%
Organic Search	**143,005**	**16,601**	**$2,167,778**	**11.61%**
Paid Shopping	92,988	11,192	$1,189,531	12.04%
Referral	14,322	1,276	$172,741	8.91%
Email	12,109	457	$63,630	3.77%

Two things in this table need reading carefully, and they are the reason the money model does not run on GA4 revenue. **Unassigned holds $2,373,662** that Google Analytics cannot attribute to any channel. And the organic conversion rate of 11.61% is not a search-discovery number: it includes existing customers who search your name and reorder. Appendix F sets out how we separated the two. GA4

Appear versus win

The gap between being shown and being chosen, over twelve months of Search Console data, split by what kind of search it was.

Search type	Impressions	Clicks	Click-through rate
Your own brand	372,661	29,453	7.9%
A competitor's brand (Ritual Labs, Happy Mammoth)	432,692	5,697	1.32%

Search type	Impressions	Clicks	Click-through rate
"Happy liver", brand unclear	206,411	9,369	4.54%
Category demand, named queries	2,705,519	8,436	0.31%
Category demand, long tail withheld by Google	2,864,675	36,481	1.27%

Google withholds rare queries for privacy, so the final row is reported in aggregate only. We treat it as category demand because those searches are long-tail by definition, while brand terms are a small handful of high-volume ones. GSC

Appendix B: the scorecard in detail

Four pillars, 25 points each. Each pillar is scored on measured evidence from the crawl, your own analytics, and third-party authority data, all gathered on 3 September 2026. Certified requires Professional on all four pillars and 80 or more in total, so a single weak pillar holds the whole score down.

Pillar	Score	The evidence behind it
Technical	15 / 25	Genuine pass on crawler access: robots.txt runs User-agent * / Allow: / with correct exclusions for cart, checkout, account, sort_by and doubled facet parameters. No AI crawler is blocked. Core Web Vitals PASS on CrUX field data at origin: LCP 1,479 ms, INP 179 ms, CLS 0.03, all rated FAST. Lab scores of 68 and 63 are simulated and are not what users experience. Product identifiers are genuinely strong: real GTINs and SKUs on every stocked single supplement, with offers, price, AUD currency and availability. The 15 products with no GTIN are bundles, digital and non-supplement items.

Pillar	Score	The evidence behind it
Content	15 / 25	705 articles clears the volume curve outright at 120-plus, and 40 of 41 product pages carry FAQPage schema with 172 valid Question nodes on the FAQ hub. Gate failure, internal linking: median product or collection links per article is ZERO, and 9 of 12 randomly sampled articles have none. The 1,883-word flagship sleep article carries exactly one product link and it 301-redirects to an old handle, so the link is stale rather than broken. 43% of the library is recipes. The commercially relevant education core is roughly 200 articles, not 705.
Authority	17 / 25	DataForSEO domain rank 35/100 and 467 referring domains, both measured 3 September 2026. This is a DataForSEO 0-1000 rank folded to /100 and must never be presented as an Ahrefs DR. Second of seven on domain rank and third of seven on referring domains in a verified like-for-like Australian league, behind Metagenics on both measures and Fusion Health on referring domains. The link count is not real: 19,717 of 21,021 backlinks, 93.8%, come from five self-owned properties, and 16,480 of those from the staging store. Genuine external links are roughly 1,304.
Measurement	5 / 25	GA4 property 302925420 and Search Console happyhealthyyou.com.au are both installed and verified, and Shopify analytics is in use. Installed tools are table stakes and lift nothing on their own. Attribution is materially broken: A$2,373,662 of revenue across 185,944 sessions and 19,113 transactions sits in Unassigned over 12 months. The June 2026 paid-media cut reshuffled last-click credit and organic conversion rate appeared to jump from 7.27% in May to 21.46% in July on flat organic sessions. Nobody caught it, so the clean measurement window has to be reconstructed as Sep 2025 to May 2026.

Total 52 of 100, which places the brand at **Structured**. TEAM EMPATHY AEO MATURITY MODEL

The ranked path to Certified

Points	Pillar	The move
+15	Measurement	Fix the measurement layer and set the baseline. Repair GA4 attribution so the A$2.37M Unassigned bucket and the last-click artefact from the paid cut stop distorting the read, capture an organic and AI-visibility baseline, and run a monthly rhythm of acting on it with share-of-voice tracked against the 129-prompt library. This moves behaviour from installed-and-ignored to a monthly action rhythm, which lifts the ladder from level 1 to level 4.
+5	Technical	Clear the three Technical Professional gates. Strip the JavaScript comments from the master FAQPage block so it parses, cut every template to one H1 (41 of 41 products, the homepage and the collections), and write unique meta descriptions across the collection tail. Then server-render aggregateRating into the product JSON-LD, kill the hhy-au-staging.myshopify.com duplicate, and deduplicate the Article and BlogPosting schema. The weighted evidence already sits at 0.85, so the gate is what is holding this pillar down, not the substance.
+5	Content	Connect the content to the catalogue and put a researched plan behind it. Link the 705 articles through to the 44 products and the real collections, starting with the 200-article commercial core, and repoint the stale product link in the flagship sleep article. Then build the cluster plan off the 129-prompt library and add the missing glossary, buying guides and ingredient hubs. Clearing the internal-linking gate alone takes this to 20, and a full cluster plan carries it past that.

Points	Pillar	The move
+3	Authority	Clean the link profile and earn real Australian citation. Kill the staging store so 16,480 false self-links stop counting, reclaim the 1,856 broken backlinks across 287 pages, prune the guest-post-farm tail, then surface and mark up the 559-review ProductReview asset and go after Tier 1 Australian citation (Australasian Menopause Society, Jean Hailes, healthdirect, ProductReview category listing, Mamamia and ABC). This pillar already clears the Professional gate, so the work is lifting domain rank toward 45 and turning 34 news links into a real editorial footprint.

Appendix C: the demand detail

We triangulated 164 terms across three independent sources, Google Keyword Planner, SEMrush and Ahrefs, taking the median of the three. No single tool decides a number, because each one is wrong in a different direction. Where two sources disagreed by more than three times, the term is flagged in the workbook rather than quietly averaged.

What is in the money model, and what is not

Slice of the basket	Terms	Searches / mo (AU)	In the model?
Commercial and solution intent	87	51,095	Yes
Medical definitions and symptom lookups	71	278,040	No
Generic ingredient commodities	6	175,400	No

The excluded slices are 90% of the raw volume, and leaving them out is deliberate. Terms like "pcos" at 52,000 a month, "adenomyosis" at 40,500 and "magnesium glycinate" at 79,000 are answered by healthdirect, Mayo Clinic, Healthline and the big marketplaces, and a supplement brand will not displace them. That demand still matters for AI citation and for reaching people early, and Appendix D treats it that way. It is simply not counted as revenue.

Where the commercial demand sits

Territory	Your impressions / yr	Your clicks / yr	Your click-through rate
Menopause & perimenopause	361,495	1,332	0.37%
PMS, periods & cycle	305,135	431	0.14%
Hormone balance	257,928	871	0.34%
Sleep, stress & mood	214,290	320	0.15%
Liver & detox	200,078	595	0.30%
Gut & digestion	104,075	152	0.15%
Endometriosis & adenomyosis	97,553	1,680	1.72%
Skin & hair	58,591	63	0.11%
Weight & metabolism	28,136	50	0.18%

Endometriosis and adenomyosis is the smallest major territory here and by far the strongest performer, at more than five times your non-branded average. One article, "11 tips to manage adenomyosis naturally", earns 4,306 clicks from 190,183 impressions on its own. It is the clearest evidence in your own account that this works when the content is genuinely useful and properly targeted. GSC

Appendix D: where to play, your content territories

Fourteen territories, built from the triangulated keywords and the AI prompt library together rather than from keywords alone. Every count is computed from the source files. Your current Search Console performance by territory is in Appendix C, so the two are never stated twice.

Territory	Keywords	Commercial terms	AI prompts	Prompts you can uniquely own	Education articles you already have
Menopause & perimenopause	30	15	22	17	76
Sleep, stress & nervous system	18	15	13	10	40
PMS, periods & cycle	23	12	16	11	34
Hormone balance	22	12	16	12	48
Liver & detox	12	6	12	9	22
Gut & digestion	11	10	9	5	16
Endometriosis & adenomyosis	13	5	13	12	6
Ingredient & supplement education	6	0	5	5	11
Skin & hair	11	6	5	5	31
Weight & metabolism	4	2	6	2	15
Fertility, contraception & postpartum	0	0	3	2	8
Bladder & pelvic	4	0	3	2	6
PCOS	6	2	4	1	6
Thyroid	4	2	2	0	4
Total	**164**	**87**	**129**	**93**	**323**

The library you already have

You have **705 blog URLs**. The most important thing in this appendix is what they are made of.

What it is	Articles	Impressions / yr	Clicks / yr
Editorial, inside a target territory	323	-	-
Recipes	302	308,662	2,282
Editorial, outside every target territory	80	-	-

Over 40% of your content library is recipes. 302 of your 705 articles are recipes. They earn 308,662 impressions a year and 2,282 clicks, and they have almost no commercial relationship to a hormone supplement. This is the clearest single explanation for why you rank on 3,270 keywords and earn 4.9 visits per keyword against a peer median of 10.2. The rankings are real. They are just pointed at the wrong outcome.

Refresh first, write second

Of the 323 education articles that sit inside a target territory, **288 are refresh candidates**: they already earn impressions and need commercial connection, internal links into the catalogue and answer-shaped structure rather than replacement. 35 are dormant and earn nothing. That is where the work starts, because reconnecting an article that already ranks is the shortest distance between the traffic you have and the revenue you do not.

Territory	Education articles	Refresh candidates	Commercial terms uncovered
Menopause & perimenopause	76	69	6
Hormone balance	48	46	8
Sleep, stress & nervous system	40	34	11
PMS, periods & cycle	34	34	5
Skin & hair	31	28	3

Territory	Education articles	Refresh candidates	Commercial terms uncovered
Gut & digestion	16	16	6
Ingredient & supplement education	11	11	0
Weight & metabolism	15	11	1
Liver & detox	22	10	5
Fertility, contraception & postpartum	8	8	0
Endometriosis & adenomyosis	6	6	3
Bladder & pelvic	6	6	0
PCOS	6	5	1
Thyroid	4	4	2
Total	**323**	**288**	

A further 343 articles sit outside every target territory, 263 of them recipes. They carry 575,298 impressions and 3,093 clicks a year. GSC

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

Measured with DataForSEO on 3 September 2026, Australia. Domain rank is DataForSEO's own 0 to 100 scale and is not the same measure as an Ahrefs Domain Rating, so the two are never mixed inside one table. The competitor set was seeded by hand and each domain verified by loading its site, because automated discovery returned supermarket health portals, not-for-profits and a United States hospital.

Domain	Domain rank / 100	Referring domains	Organic keywords	Est. traffic / mo
happyhealthyyou.com.au	35	467	3,270	16,075

Domain	Domain rank / 100	Referring domains	Organic keywords	Est. traffic / mo
metagenics.com.au	39	890	9,276	127,475
herbsofgold.com.au	27	303	3,830	60,027
carusosnaturalhealth.com.au	29	407	3,708	47,628
fusionhealth.com.au	24	474	1,485	11,284
promensil.com.au	13	74	643	4,060
naturopathica.com.au	15	117	414	1,146

You have already won your shelf. On domain rank you sit second of seven, and on referring domains third. The problem is not that you lack authority against your direct competitors.

> **The number that matters most here.** You earn **4.9 organic visits for every keyword you rank on, against a peer median of 10.2**. Herbs of Gold ranks for only 17% more keywords than you and takes **3.7 times the traffic**. You are not short of rankings. You rank for the wrong things, which is the same conclusion the 0.31% conversion rate on your articles reaches from the other direction.

Two things distorting your backlink profile

Of 21,021 measured backlinks, **19,717 come from five properties you own yourself**, and 16,480 of those point at a staging store rather than the site that sells. Genuine external links are closer to **1,304**, and only 34 come from news sites. That is a smaller and more fixable base than the headline number suggests, and it is the honest starting point.

Where category authority actually lives in Australia

AI answers in Australian women's health are assembled from a predictable set of sources: Jean Hailes, which carries 5,707 referring domains, the Australasian Menopause Society, healthdirect, health.gov.au, the Better Health Channel and the TGA's ARTG register. Practitioner bodies including NHAA, ARONAH and ATMS carry weight in a category where formulation credibility is the buying question. On the media side, Mamamia, Body+Soul, ABC and The Conversation are the outlets that get cited back.

The asset you already own and do not use. ProductReview.com.au carries 15 listings for you, with Happy Hormones at 4.6 out of 5 from 559 reviews and Awards Winner badges in 2023, 2024 and 2026. None of it appears on your own site, and none of it is marked up in a way an AI crawler can read. Independent Australian review data is exactly the evidence an assistant looks for when deciding which supplement to name.

Appendix F: where the numbers come from

The sources

- **Your Google Search Console**, twelve months to 28 August 2026, the full query set of 165,022 named queries plus site totals. Access verified 3 September 2026. Note that your Search Console history only reaches 18 April 2025, so year-on-year comparisons are only safe from April 2026 onward.
- **Your Google Analytics 4**, the same window, property "HHY Australia".
- **Keyword volumes**, triangulated across Google Keyword Planner, SEMrush and Ahrefs, median of three.
- **Authority and competitor data**, DataForSEO, pulled 3 September 2026.
- **Technical findings**, a direct crawl of your live site on 3 September 2026, plus Google PageSpeed Insights.

How we split branded from non-branded

Every query was classified into one of four buckets: your own brand and product names including Lisa Curry, a named competitor's brand, the ambiguous "happy liver" searches where the brand intended is genuinely unclear, and everything else. Only the last group enters the model. Google's withheld long tail is counted as category demand and allocated in the same proportion as the named queries.

How we valued a click, and why not from GA4 revenue

Your organic revenue in GA4 cannot carry the model, for two reasons we could measure. First, paid media was reduced sharply from June 2026, with paid social falling from 79,063 sessions in May to 11,097 in August. Organic sessions barely moved, but organic orders went from 960 in May to 3,307 in July, taking the apparent organic conversion rate from 7.27% to 21.46%. Orders that had been credited to a paid click moved across to organic on last-click attribution. Second, $2,373,662 of revenue sits unattributed. So the measurement window used throughout is September 2025 to May 2026, before that shift.

Within that window we split organic sessions by the kind of page they landed on, because a subscription brand's branded traffic is largely existing customers reordering rather than search discovery.

What they landed on	Sessions	Conv. rate	Avg order	Value / session
Your brand, or an account page	29,323	23.18%	$142	$32.90
Your own product pages	7,055	8.56%	$109	$9.36
A product page, from a non-brand search	16,853	5.16%	$65	$3.35
A blog article	32,359	0.31%	$107	$0.33

Those per-session values are as GA4 reports them, and GA4 counts 28.5% more transactions than your Shopify admin records orders. So the model scales the conversion rates to Shopify's order truth (multiplying by 0.778), then prices a converting cold click at your measured **first-order value of $99.16**, since a new non-branded buyer is by definition a first order. That gives a floor of $3.98, an upper end of $6.60, and the model runs at the midpoint, **$5.29**. The $32.90 branded row is deliberately excluded, because claiming credit for your existing customers reordering would overstate what search can grow.

The chain, in full

Step	Figure
Commercial category searches a year (87 terms x 12)	613,140
Plus the long tail, at 1.35x	827,739
Winnable organic clicks a year, roughly one search in five	165,548
What you win today	4,070 (2.5%)
Value of one click, first order	$5.29
Value of each 1% of the pool, a year, first order	$8,757

What Shopify settled, and what remains open

Collaborator access to your Shopify admin was granted on 3 September 2026 and the model was re-run on it the same day. What it settled, over the twelve months to 31 August: total sales of **$9,525,231** on 76,726 orders across 28,286 customers; **new customers produced $1,331,548 across 11,977 first orders at $99.16**, while

returning customers produced $8,193,684, which is 86% of revenue, from 19,082 people averaging 3.39 orders and $429 each; and Shopify's own session data shows search referrals converting at 7.19% against 0.25% for social. **Every revenue figure in this document is first-order only**, and the measured repeat layer sits on top of it, uncounted. Still open: a landing-page level conversion split inside Shopify itself (the shape is taken from GA4 and scaled), and the subscription mix by product.

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