TEAM EMPATHY · SEARCH & AI FOR ECOMMERCE

You are already on the shelf. Just the bottom one.

A Search and AI strategy for IDO Home

AOTEAROA NEW ZEALAND | PREPARED FOR EMMA DODDS · AUGUST 2026

1. Executive summary

Over the last twelve months, Google showed IDO Home to shoppers **366,665 times** on searches that had nothing to do with your name. People looking for bedside tables, coffee tables, rugs, bar stools. Of those 366,665 chances, you were clicked **8,332 times**.

That is a click-through rate of **2.27%**, and the reason is not mysterious. Your average position across those searches is **18.9**. You are on page two.

366,665 times you appeared in non-branded search, last 12 months YOUR DATA	**2.27%** of those turned into a click	**18.9** your average position, which is page two	**0** articles published on your blog

The rest of your organic traffic is people typing your name. Just **195 branded queries** ("ido home", "ido furniture", and the old "interior design online") take **52% of all your organic clicks** from only **6% of your impressions**, at a 38% click-through rate. That is navigational traffic. It is lovely to have, it means the brand works, and no search strategy on earth grows it, because those people were already coming.

> **The distinction that matters.** Organic search brought you $272,693 last year, but only about **$66,000** of that came from people who did not already know your name. That $66,000 is the number a search strategy can actually move, and it is the number everything in section 4 works from.

Underneath the traffic sits the reason for it. You have **1,724 products** and **68 collections** live. Your collection pages, the ones that should be winning category searches, carry no meta descriptions, no subheadings, no written content and no structured data beyond a breadcrumb. Your blog, The Considered Home, is set up and empty.

So the shape of this is unusually simple. You are not invisible. You are indexed, you are appearing, and Google is handing you a third of a million chances a year. You are just showing up with pages that were never built to win.

2. How AI-ready you are today

We score every store against the same four-pillar model, out of 100. Certified AI-Ready is 80, which means Professional on all four pillars.

IDO Home today **35**/100

EMERGING

Technical	15/25
Content	5/25
Authority	10/25
Measurement	5/25

Certified AI-Ready **80**/100

PROFESSIONAL ON ALL FOUR · THE 90-DAY MILESTONE

Technical	20/25
Content	20/25
Authority	20/25
Measurement	20/25

Pillar	Score	What we found on your site today
Technical	**15**/25	Your strongest pillar, and most of it is Shopify's doing rather than anyone's decision. Product pages carry valid Product, Offer and Brand markup. Your robots.txt welcomes AI crawlers, llms.txt is present, and the newer agentic commerce endpoints (/agents.md, /.well-known/ucp) are live, so an AI shopping agent can read and transact against your catalogue. What is missing is everything on top: collection pages carry only a breadcrumb, with no ItemList or FAQ markup, and no page on the site is written answer-first.
Content	**5**/25	The weakest pillar and the biggest opportunity. Zero articles published. Two content pages in total (About and Contact), and the About page has no H1 and no meta description. Collection pages have no subheadings and, on Bedside Tables, Coffee Tables and Rugs, no meta description at all. Page titles are bare category names: "Rugs", "Sofas", "Bedside Tables". No keyword research, no prompt research and no topic clusters exist.
Authority	**10**/25	Domain Rating **3.4**, with 685 live backlinks from 221 referring domains. The referring domains are a real foundation, but the rating says those links carry very little weight. For comparison, Urban Sales sits at DR 18 and pulls an estimated 54,500 organic visits a month; Mocka is DR 47 and 133,000. Nothing suggests an active link, PR or citation programme.
Measurement	**5**/25	GA4, Search Console and Shopify analytics are all installed and working, which is table stakes and does not lift this score. What is missing is the use of them: no organic-channel reporting rhythm, no captured baseline, and nothing tracking whether AI engines mention or cite you. GA4 does now report an AI Assistant channel natively, and yours shows **86 sessions and zero orders** for the year. That is the baseline this work moves.

Worth saying plainly. A 35 is not a bad score for a store that has never had anyone on this. It is roughly where we find most Shopify brands. The gap between 35 and 80 is almost entirely work nobody has done yet, not damage anyone has to undo, which is why the first 90 days move fast.

3. The market you are missing

There are two ways to size an opportunity. One is to model a category and guess at your share of it. The other is to look at what Google is already showing you, and count what you do with it. We have done both, and we lead with the second, because it is measured rather than modelled.

You appear. You do not win.

YOU APPEAR	YOU GET CLICKED	BECAUSE YOU SIT AT
366,665	**8,332**	**position 18.9**
non-branded impressions a year	times, a 2.27% click-through rate	on average, which is page two

Non-branded search is 93.6% of your impressions and only 47.4% of your clicks. Branded is the mirror image: 6.1% of impressions, 52.4% of clicks. Google is putting you in front of the right people. You are just not the one they pick, because you are below nine competitors when they see you.

The part that should be annoying

Every row below is a page that already exists on your site, appearing for a term with a keyword difficulty of 3 or less out of 100.

Search term	Impressions / yr	Clicks	Your position	Difficulty
marble coffee table	2,545	25	14.9	0/100
coffee table	1,899	10	63.5	3/100
coffee table nz	1,671	7	65.9	3/100
bedside table	1,323	8	17.8	3/100
bedside tables nz	930	20	16.7	1/100
bedside table nz	884	12	19.0	3/100
oval coffee table	865	16	9.5	0/100
kitchen island	547	10	41.4	0/100

coffee table and coffee table nz are the two that should sting. Between them Google served you **3,570 impressions** last year and you converted **17 clicks**, because you are sitting at position 63 and 66. Those are pages five and six. The keyword difficulty is 3 out of 100.

What is not built at all

Beyond the categories you already have pages for, we measured 58 winnable topics worth **73,070 searches a month** in New Zealand. Adding the long tail takes the category to roughly **98,600 a month**. The largest single term is outdoor furniture nz at **9,000 a month**. Others worth naming: rugs nz (4,100), dining table nz (2,900), bar stools nz (2,800), curtains nz (2,600), dining chairs nz (2,400), console table nz (1,700). You stock all of it.

The AI layer

We also measured 30 of the questions your customers actually ask: how to choose a rug, what size dining table seats six, how high a bedside table should be. In New Zealand these have almost no measurable Google volume, and we would rather say that plainly than dress it up. They matter for a different reason: three already trigger an AI Overview on Google, and all of them are the kind of question people now put to ChatGPT rather than a search box. When they do, the answer is assembled from whoever wrote it down. That is never you, because you have published nothing.

The agentic bit, in plain English. Shopify has already fitted your store with the endpoints AI shopping agents use to browse and buy, and they are live and responding. You got the plumbing for free. But an agent still has to decide to recommend you, and that decision comes from what has been written and cited about IDO Home elsewhere. Your GA4 shows 86 AI Assistant sessions and no orders for the year. The plumbing is done. The reputation is not started.

4. The opportunity, in dollars

One model, built on two levers, both measured rather than assumed:

- **Click-through rate on impressions you already get.** 366,665 a year at 2.27%. Moving off page two is the whole job.
- **More impressions**, from the 58 topics where you have no page worth ranking.

The economics come from your own systems and they agree closely: GA4 puts organic search at a 0.73% conversion rate, Shopify at 0.87%, so we use **0.80%** blended and an average order value of **$1,310**. But new traffic will be non-branded, and non-branded converts worse than someone typing your name. So we split that blend across the measured 52% branded / 47% non-branded click mix, assuming branded converts 2.5 times better. That gives a **non-branded conversion rate of 0.45%**, and that is what the model runs on. It is the conservative choice and it roughly halves the answer.

Case	Extra clicks / yr (search + AI)	Impressions	CTR	New revenue / yr	With repeat	Run-rate (organic + AI)
Low	7,710 643 / mo	+25%	3.5%	$45,206	$51,986	$317,899
Mid	**23,751** 1,979 / mo	+75%	5.0%	**$139,266**	$160,156	**$411,959**
High	46,668 3,889 / mo	+150%	6.0%	$273,638	$314,684	$546,331

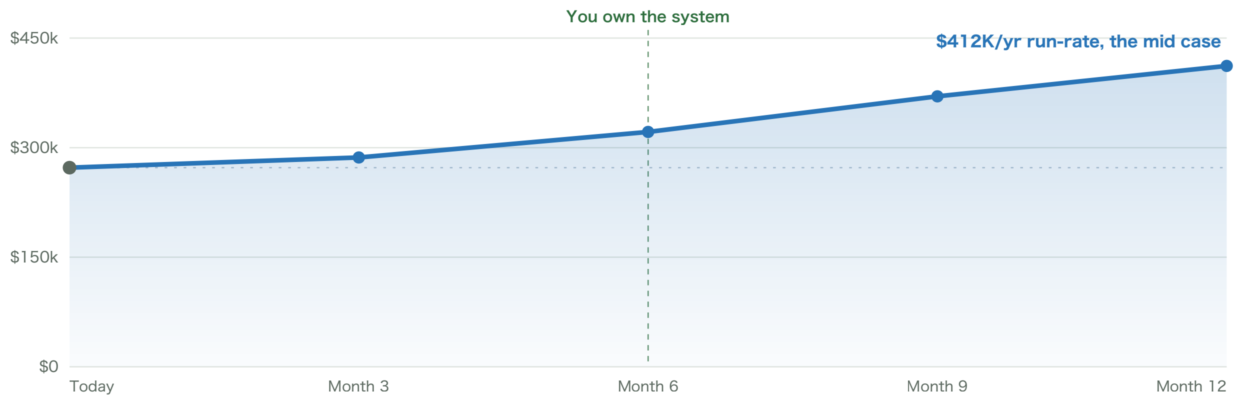
Read the mid case left to right: **366,665 impressions grow 75% to 641,664 as new pages start ranking; click-through goes from 2.27% to 5.0% as you move off page**

two; that is 23,751 extra clicks a year, at a 0.45% conversion rate, at a $1,310 order value, which is $139,266 of new revenue. Run-rate goes from $272,693 to $411,959.

For context on the ceiling: the wider category is worth roughly 27,600 winnable organic clicks a month. The mid case has you taking 32,083 clicks a year, which is under 10% of that. There is a lot of room above this model.

Organic and AI revenue run-rate, mid case

Starting at your actual $272,693 organic baseline and phasing in the mid case: roughly 10% live by month three, 35% by month six, 70% by month nine, all of it by month twelve. Hover any point for the maths.



Where the guarantee sits, honestly. We guarantee you break even on your investment or we keep working for free until you do. On the mid case you clear that several times over. On the low case you would not, and in that scenario we keep working for free until you do. We would rather show you a low case that fails the test than pretend every scenario is a winner.

Three things you will reasonably push back on

"Our conversion rate is 0.21%, these numbers assume better." They do, and the gap is worth understanding. That headline rate is dragged down by **130,407 Direct sessions that produced 116 orders**, a 0.09% rate. Real direct traffic converts best, not worst, so that denominator is almost certainly inflated by bot or in-app traffic rather than by real shoppers. GA4 and Shopify show the same pattern independently, so it is not a tracking quirk in one system. Your commercial channels are healthy: organic at 0.73 to 0.87%, Referral at 1.07%, Bing at 2.03%. Cleaning that Direct number up is worth doing regardless, because it is currently making every report you read look worse than the business is.

"Paid is bigger, why bother?" On GA4's numbers, Paid Shopping brought $175,281 and Paid Social $45,201, against Organic Search at $254,148. Organic is already the biggest single revenue channel you have, and it is the one you are not paying for by the click.

Your Pinterest campaigns spent **$8,601** to return **$5,414**, a ROAS of 0.63. Organic keeps working when you stop paying.

"Is AI search premature?" Around 70 to 80% of this work is proper SEO done well, and it pays off in Google today whether or not a single customer opens ChatGPT. The AI layer is the same content, structured so machines can quote it. You are not betting on a future, you are fixing the present in a way that happens to also be future-proof.

5. The six-month transformation

Three phases, run in order, and we move to the next one when your site is ready rather than when a calendar says so.

1 Foundations

Capture a proper baseline so everything after this is measurable. Fix the technical layer: collection schema, meta descriptions, page titles that actually target the terms you want, and answer-first structure on your top pages. Rebuild your 68 collection pages from bare listings into pages that deserve to rank. This is the phase that attacks the click-through lever, on impressions Google is already giving you.

2 Own your territories

Take the 58 topics we have mapped and build the content that wins them, starting with the categories where you already appear and the gap is smallest. The Considered Home finally gets used, answering the questions your customers ask, in your voice, calibrated to your brand guidelines before a single piece ships. This is the impressions lever.

3 Authority and compounding

Domain Rating 3.4 is the ceiling on everything above, so we work on the links, citations and mentions that lift it, and get IDO Home into the places AI engines actually read when they decide who to recommend in New Zealand furniture.

The full shape of the engagement, what you get, how it runs and what we guarantee, is on the offer tab.

Appendix A — branded vs non-branded, in full

Google Search Console, sc-domain:idohome.co.nz, 5 August 2025 to 4 August 2026. This is the split everything in section 4 depends on.

Query type	Queries	Clicks	Share	Impressions	Share	CTR
Branded (IDO variants + the old Interior Design Online name)	195	9,225	52.4%	23,996	6.1%	38.44%
Competitor brand names	102	32	0.2%	1,255	0.3%	2.55%
Non-branded category demand	17,245+	8,332	47.4%	366,665	93.6%	2.27%
TOTAL	—	17,589	100%	391,916	100%	4.49%

A note on method. Search Console withholds rare queries for privacy. Of the 17,589 clicks, 10,836 sit in named queries and 6,753 in anonymised ones. Because anonymised queries are by definition rare and long-tail, and because branded terms number only 195 queries in total, we have counted the anonymised bucket as non-branded. Named non-branded alone is 1,579 clicks from 205,239 impressions, a 0.77% CTR. Either way the conclusion holds: you are seen constantly in category search and clicked rarely.

Appendix B — where you sit today, by channel

GA4, property 485328267, same twelve-month window.

Channel	Sessions	Orders	Conv.	Revenue	AOV
Organic Search	26,935	197	0.73%	**$254,148**	$1,290
Paid Shopping	50,119	149	0.30%	$175,281	$1,176
Direct	130,407	116	0.09%	$168,127	$1,449
Paid Social	40,279	63	0.16%	$45,201	$717
Organic Social	20,416	14	0.07%	$11,952	$854
Unassigned	4,431	7	0.16%	$7,174	$1,025
Organic Shopping	2,632	11	0.42%	$7,117	$647
Cross-network	713	6	0.84%	$6,433	$1,072
Paid Other	429	1	0.23%	$2,713	$2,713
Referral	561	6	1.07%	$2,300	$383
Email	826	0	0.00%	$0	—
AI Assistant	86	0	0.00%	$0	—
Paid Search	80	0	0.00%	$0	—

Green rows are the ones a search and AI strategy touches. The **AI Assistant** row is new in GA4 and is the cleanest possible baseline for this work: 86 sessions and no orders across the whole year. Shopify's own attribution (last non-direct click) agrees with GA4 on organic to within 7%.

> **Two things worth fixing regardless of what you do with us.** First, Direct: 130,407 sessions and 116 orders is not a real audience, and it is skewing your headline conversion rate across every report you read. Second, Pinterest paid: $8,601 spent, $5,414 returned, a cost per acquisition of $956 against a $602 average order value.

Appendix C — the demand detail

The top 25 commercial topics by monthly search volume in New Zealand. All 80 measured terms, plus 133 AI prompts and the cluster map, are in [the research workbook](#).

Topic	Searches / mo	Difficulty	Page exists?
outdoor furniture nz	9,000	45	Yes, /outdoor-1
rugs nz	4,100	26	Yes, /rugs
bedside tables nz	3,400	1	Yes, /bedside-tables
dining table nz	2,900	2	Yes, /dining-tables
bar stools nz	2,800	0	Yes, /barstools
curtains nz	2,600	0	Yes, /curtains
dining chairs nz	2,400	2	Yes, /dining-chairs-1
coffee table nz	2,400	3	Yes, /coffee-tables
wall art nz	1,900	50	Yes, /wall-art-1
couches nz	1,800	2	Yes, /sofas
side tables nz	1,800	0	Yes, /side-tables
sofa nz	1,700	0	Yes, /sofas
console table nz	1,700	0	Yes, /consoles
headboards nz	1,600	0	Yes, /bedheads
cushions nz	1,600	0	Yes, /cushions
ottoman nz	1,500	0	Yes, /ottoman
floor lamps nz	1,500	0	Yes, /floor-lamps
bed frames nz	1,400	1	Yes, /beds
mirrors nz	1,400	1	Yes, /mirrors
bookshelf nz	1,400	2	Yes, /shelves
pendant lights nz	1,300	1	Yes, /pendants

Topic	Searches / mo	Difficulty	Page exists?
bedroom furniture nz	1,200	0	Yes, /bedroom-1
shelves nz	1,100	4	Yes, /shelves
beds nz	1,100	9	Yes, /beds
desks nz	1,000	4	Yes, /desks

Appendix D — who you are up against

Domain	Domain Rating	Organic traffic / mo	Ranking keywords
ikea.com	91	380,016	19,176
mocka.co.nz	47	133,323	6,614
ifurniture.co.nz	26	94,822	5,884
treasurebox.co.nz	40	89,561	4,758
tsbliving.co.nz	35	83,054	6,314
freedomfurniture.co.nz	44	81,872	7,634
targetfurniture.co.nz	32	74,705	4,290
urbansales.co.nz	**18**	**54,572**	2,629
nood.co.nz	31	53,362	3,560
earlysettler.co.nz	25	44,637	5,859
idohome.co.nz	**3.4**	**296**	**75**

The row worth studying is Urban Sales. Domain Rating 18, which is low, and they still pull an estimated 54,500 organic visits a month off 2,629 ranking keywords. Authority is not what separates you from them. Ranking keywords are, and those come from having pages worth ranking.

Ahrefs estimates 296 organic visits a month for idohome.co.nz. Your Search Console shows 17,589 clicks over twelve months, roughly 1,466 a month. Ahrefs undercounts small New Zealand sites badly, which is exactly why nothing in this document's money model is built on it. Ahrefs is used only for search volumes, difficulty and like-for-like competitor comparison.

Appendix E — where the numbers come from

Figure	Source	How it was derived
Impressions, clicks, CTR, position, branded split	YOUR DATA Search Console	API pull of sc-domain:idohome.co.nz, 5 Aug 2025 to 4 Aug 2026. All 17,542 returned queries classified as branded, competitor-brand or non-branded. Read directly, not modelled.
Sessions, orders, conversion, revenue by channel	YOUR DATA GA4	Property 485328267 (IDO Home), same window, default channel grouping.
Revenue attribution cross-check	YOUR DATA Shopify	Growth › Attribution › Channels, last 12 months, last non-direct click. Used to sanity-check GA4; the two agree within 7% on organic.
Non-branded conversion rate, 0.45%	MODELLED	Blended organic CR of 0.80% (mid-range of GA4's 0.73% and Shopify's 0.87%), split across the measured 52.4% branded / 47.4% non-branded click mix, assuming branded converts 2.5× better. That 2.5× is the one judgement call in the money model, and it makes the answer smaller, not bigger.
Search volumes and keyword difficulty	AHREFS	Ahrefs API, country NZ, 7 August 2026. Cross-checked against SEMrush, which returns 2 to 4× higher on the same terms with visible phrase-grouping. We use the lower Ahrefs figure throughout.
New revenue scenarios	MODELLED	(non-branded impressions × growth factor × target CTR) − current clicks, then × 0.45% non-branded CR × $1,310 AOV.
Site inventory and on-page findings	CRAWL	Live crawl of idohome.co.nz sitemaps and templates, 7 August 2026: 1,724 products, 68 collections, 2 content pages, 0 blog articles.
Domain Rating, backlinks, competitors	AHREFS	Site Explorer, subdomains mode, NZ, 7 August 2026.

One thing still open. Our house standard is to triangulate every search volume across three sources, Google Keyword Planner, Ahrefs and SEMrush, and take the median. We have two of the three here. SEMrush runs 2 to 4× higher than Ahrefs on these terms with obvious phrase-grouping, so we have used the lower Ahrefs number as the working volume everywhere. When Keyword Planner is added, the category-size figures in section 3 will tighten, and are more likely to rise than fall. Nothing in section 4 depends on them, because that model is built entirely on your own Search Console and GA4 data.

Team Empathy

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