

# Be the personalised gift brand AI recommends in Australia.

Prepared for Mont Laurént

AUSTRALIA | 23 OCTOBER 2026 · TEAM EMPATHY

## 1. Executive summary

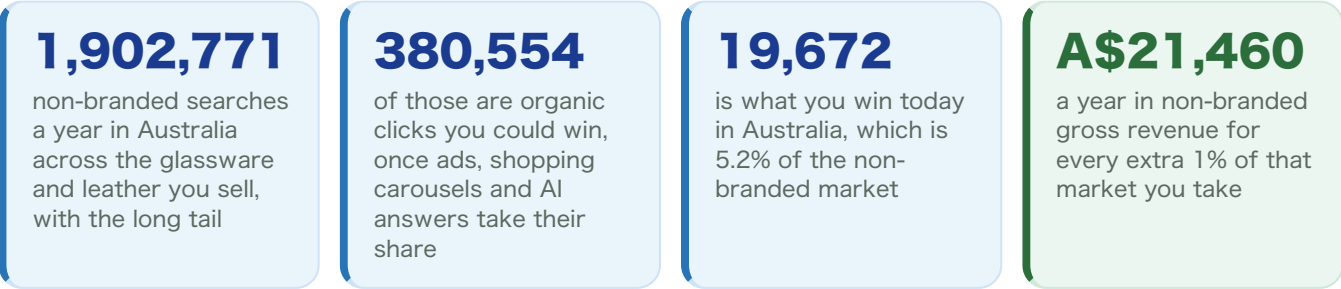
**The short version.** Google organic search brought Mont Laurént **1,002 orders in the last twelve months** on your own Shopify, branded and non-branded together, at A\$149.74 an order. **Non-branded search in Australia is worth about A\$110,934 a year** to you today (gross): people searching the category, and the only slice a search strategy can grow. You hold **5.2% of the winnable non-branded clicks** in the categories you sell. On "passport holder", one of the two biggest terms in your market (9,900 searches a month), you sit at position 10.0; on the other, "personalised gifts", Google barely shows you. In the mid case your share grows to 12.0%, worth **+A\$146,588 a year** in non-branded gross revenue once it is fully live, from customers who find you without an ad.

### Three things to know

- **Most of your new customers are bought, one ad at a time.** You told us on our 23 October call that you want to diversify away from Google Ads: "I don't want to rely too heavily on just Google Ads." Your Shopify shows the gap: Google Ads brought 6,244 orders in twelve months against 1,002 from organic search. **SHOPIFY** **YOUR CALL, 23 OCT**
- **Google already shows you, and buyers walk past.** Google showed you 63,057 times a year in Australia for "passport holder" and you won 431 clicks; on "travel wallet", 71,355 impressions for 564 clicks. Your name accounts for only 13% of your Australian Google clicks, so category search already does most of the work, and it is the part with the most room left. **GSC**

- **AI is already answering your category.** 31% of your core search demand sits on Google results that already show an AI Overview. In a spot check on 23 October (one run of each prompt, a snapshot rather than a rate; ChatGPT through its API model), ChatGPT named Mont Laur  nt in 2 of 10 buying questions and Perplexity in 5 of 10, and neither named you for corporate gifts or settlement gifts, though you have pages for both. You said you want to "get on the front foot of AI". **DATAFORSED**

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



You hold 5.2% of the non-branded organic clicks in Australian personalised glassware and leather, and every extra 1% is worth about A\$21,460 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 Shopify: non-branded visits from Google convert at 4.51% on Shopify's basis at an order value of A\$149, so each non-branded click is worth A\$5.64 in gross revenue (before returns, which are just 0.68% of your sales). Corporate orders, which you invoice outside Shopify, are left out entirely, and every figure would move up if conversion improves. **SHOPIFY** **MODELLED, DIRECTIONAL**

| Case         | Share of the non-branded market | Non-branded clicks / yr | Non-branded revenue / yr (gross) | New revenue / yr (gross) |
|--------------|---------------------------------|-------------------------|----------------------------------|--------------------------|
| Today        | 5.2%                            | 19,672                  | A\$110,934                       | -                        |
| Conservative | 8.0%                            | 30,444                  | A\$171,682                       | +A\$60,748               |
| Mid          | 12.0%                           | 45,667                  | A\$257,522                       | +A\$146,588              |
| High         | 16.0%                           | 60,889                  | A\$343,363                       | +A\$232,429              |

## Where you focus, at a glance

### Passport holders & covers

~32,250 CORE SEARCHES / MO

#### THE PRIZE

The largest core territory in your market. You sit on the edge of page one for both "passport holder" and "passport cover" (5,400 a month, position 12.0). One rung up the page is worth more than any other single move.

### Personalised glassware

ALREADY IN THE TOP THREE

#### YOU WIN

Position 2.8 on "personalised wine glasses" and 3.3 on "personalised champagne glasses". French crystal is the story AI already repeats about you.

### Gifts for him, her & every occasion

~17,050 CORE SEARCHES / MO

#### WIDE OPEN

The gifting searches where AI already answers 91% of the volume, and where your anniversary, birthday, Mother's Day and Christmas collections carry no copy at all.

Triangulated Australian search volume, October 2026. The full keyword, prompt and cluster research behind every number here lives in [The data](#) tab. **GKP + SEMRUSH + DATAFORSEO**

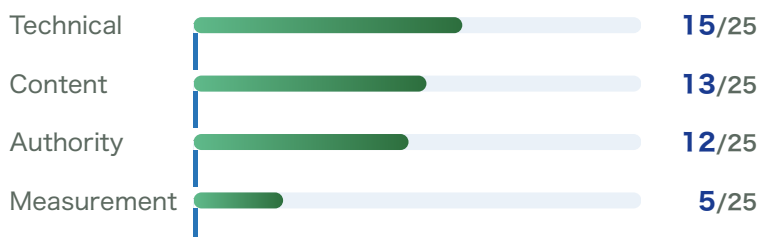
## 2. How AI-ready you are today: the AEO scorecard

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 45 today: product data that is better than most Shopify stores we audit and open doors to every AI crawler, with the occasion content, the founder's story and the outside proof still to build.

### Mont Laurént

STRUCTURED · STRONG PRODUCT DATA, THIN OCCASION CONTENT

45/100

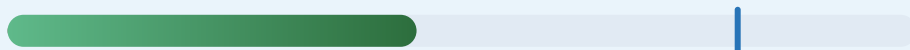


+35

points to AI-Ready Certified. The first few come cheaply from tidying the site you already have; the rest is occasion content, outside proof and measurement.

WHERE YOU ARE · WHERE YOU NEED TO BE

Mont  
Laurént



45 /  
100

■ Today · Structured, 45 / 100

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

**The findings that matter most, and cost least to fix.** Housekeeping pages are indexed and competing with your real ones: seven "-copy" products, a duplicate wine glasses collection whose heading reads "Personalised Engraved Wine Glasses Klaviyo", and a misspelt wedding collection. 16 of your 44 collections carry no copy at all, including every occasion collection, which is exactly where the gifting searches land. Your founder story is invisible: the Our Story page never names you, and eight 2026 articles are bylined "Written by top seo", on the page and in the markup AI reads. And 9 old article addresses Google still shows return page-not-found with no redirect.

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

Your buyers search for the thing and the occasion before they name a brand: a passport holder, a travel wallet, engraved wine glasses, a gift for him, a wedding gift, something for a client. Those are the words Australians type into Google and ask ChatGPT, and almost all of them are products you already make and personalise in Sydney. You rank well where a collection happens to match the words, and you are missing where the buyer leads with the occasion or the person.

#### Validated demand, and where you rank today

| Term                         | Searches / mo (AU) | Your rank now (AU) | AI Overview live? |
|------------------------------|--------------------|--------------------|-------------------|
| passport holder              | 9,900              | 10.0               | -                 |
| personalised gifts           | 9,900              | 24.5               | Yes               |
| passport cover               | 5,400              | 12.0               | -                 |
| travel wallet                | 5,400              | 7.2                | -                 |
| personalised luggage tags    | 1,740              | 7.2                | -                 |
| personalised wine glasses    | 1,600              | 2.8                | -                 |
| marble coasters              | 1,600              | 13.2               | -                 |
| personalised passport holder | 1,300              | 4.5                | Yes               |

| Term                           | Searches / mo (AU) | Your rank now (AU) | AI Overview live? |
|--------------------------------|--------------------|--------------------|-------------------|
| leather passport holder        | 1,000              | 6.3                | -                 |
| personalised wedding gifts     | 1,000              | 8.0                | -                 |
| engraved wine glasses          | 880                | 4.0                | Yes               |
| personalised glassware         | 880                | 4.1                | -                 |
| personalised whiskey glass     | 480                | 7.2                | -                 |
| personalised champagne glasses | 390                | 3.3                | Yes               |
| personalised travel wallet     | 210                | 4.4                | Yes               |
| personalised corporate gifts   | 110                | 6.5                | Yes               |

Search volume triangulated across Google Keyword Planner, SEMrush and DataForSEO (median of three), Australia, October 2026, with singular, plural and word-order variants counted once. Rank is your average Australian Google position over twelve months of Search Console. The full triangulation is in [The data](#) tab. **GKP + SEMRUSH + DATAFORSEO** **GSC**

We sized the market two ways. Term by term, the 249,070 searches a month we measured include **117,455 a month of core demand**: products you sell, searched with buying intent. Sized from the wider keyword universe with the long tail, the category runs to about 406,500 searches a month (Appendix C). 141 AI questions sit alongside the search demand, and 135 of them are ones you can answer credibly as an Australian maker of personalised crystal and leather. The full prompt library, cluster maths and territory plan are in the [appendix](#) and [The data](#) tab.

**The first-mover window.** The questions people ask before buying a personalised gift (what to engrave on wedding glasses, a holder or a cover for a family's passports, what makes French crystal worth it, which corporate gift clients actually keep) are rarely typed into Google word for word, so keyword tools barely see them, yet the searches underneath them carry real demand (Appendix C), and they are exactly what AI assistants get asked. ChatGPT already sent 930 visits to your store in the last year with nothing built for it, and you personalise by hand in Sydney, so you know the answers first-hand.

# 4. The opportunity, in dollars

The cases in the executive summary are built from four numbers, all of them yours, and all of them non-branded.

The searches

NON-BRANDED CORE, AU / YR

1,902,771

The winnable clicks

AFTER ADS, SHOPPING & AI

380,554

What you win today

5.2% OF THE POOL

19,672

Roughly one search in five survives ads, shopping carousels and AI answers as a winnable organic click, a deliberately conservative rate because AI Overviews already take a share of these results. Today you take about one in 19 of those clicks. All three bars are drawn to the same scale.

MODELLED

Each non-branded click is worth **A\$5.64** to you in gross revenue: 0.84 Shopify visits per click, converting at 4.51% on Shopify's basis, at an order value of A\$149. Net of the 0.68% your Shopify records as returned, each extra 1% of the market is worth A\$21,314 a year. 91% of your organic orders come from first-time customers, so the mid case brings roughly **898 more new customers a year** than today.

## Value created per year by non-branded organic search in Australia, the mid case arriving over twelve months (gross)



The mid 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 mid row exactly (A\$257,522). 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: 552 non-branded Australian queries sit between positions 4 and 20 with 554,806 Australian

impressions a year, led by "passport holder", "travel wallet" and "passport holder wallet". Moving them onto the first screen is where the conservative case comes from. And **more impressions**, as the occasion and gifting searches you have no real page for start to rank. The high case assumes both land, which on DataForSEO's like-for-like model puts you about where Yoonek sits today (Appendix F). The same pages win the AI answers, because the engines cite pages that rank and answer the question plainly.

**Why organic, when Google Ads is so much bigger.** Your Shopify credits Google Ads with A\$1,031,101 in sales over twelve months and organic search with A\$172,846, branded and non-branded together (both in Shopify's total sales, which include GST and shipping). Organic does not need to out-size that. Every ad order is paid for again next month, while a page that ranks keeps bringing customers without a bill, compounds as more pages rank, and stays yours. Each order organic search wins is one you do not have to buy, which takes pressure off the ad budget you said you want to rebalance.

**Will changing who does your SEO put your rankings at risk?** Rankings belong to your pages and your domain. Your collections, the blog posts that earn clicks and the product markup stay exactly where they are. The foundations work removes the duplicate and broken pages competing with your real ones, with redirects so nothing that ranks is lost, and every change is approved by you before it ships.

Every figure here is non-branded and gross, Australian, and for your online store. Your total organic run-rate is your unchanged branded organic revenue plus the non-branded column in the executive-summary table. Clicks from outside Australia (about 7% of your Google clicks) 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 "-copy" products, the duplicate and misspelt collections and the dead article addresses cleaned up with redirects, the overlapping whiskey and luggage tag collections consolidated, your founder story and Person markup put in place of the agency byline, AI referrals tracked as their own channel, and a measurement baseline before anything changes. **Owning your territories** builds the 13 researched territories, led by passport holders, travel wallets and personalised wine glasses, with around 115 pieces to own the core and production starting as soon as it is calibrated to your voice. **Authority and compounding** turns your 356 reviews averaging 5.0, the personalisation you do by hand in Sydney and the corporate clients you already serve into the Australian gift guides and 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](#).**

Quotes are from our 23 October 2026 call. Revenue figures are directional and gross, modelled from your own Shopify conversion and order value. Every source, window and method is in Appendix F.

# Appendix A: your channels and current position

You make personalised French crystal glassware and monogrammed leather, personalised in Sydney: 64 products online, from wine, champagne and whiskey glasses to passport holders, travel wallets, luggage tags and jewellery cases, with Italian marble homewares newly added. The last twelve months brought A\$1,478,463 in gross sales on your Shopify, against A\$705,769 the twelve months before. November alone was 14% of the year, and 99% of online sales ship within Australia. Corporate orders are invoiced separately, so they sit on top of every figure in this report.

## Your channels, from your own Shopify

| Channel                                                 | Orders | Total sales  | New customers | Order value |
|---------------------------------------------------------|--------|--------------|---------------|-------------|
| Google Ads                                              | 6,244  | A\$1,031,101 | 5,954         | A\$141.98   |
| Google organic search, branded and non-branded together | 1,002  | A\$172,846   | 916           | A\$149.74   |
| Google, untagged                                        | 483    | A\$75,149    | 477           | A\$132.77   |
| Klaviyo email                                           | 298    | A\$49,752    | 213           | A\$146.48   |
| Checkmate                                               | 257    | A\$43,755    | 239           | A\$146.86   |
| Instagram                                               | 172    | A\$29,000    | 160           | A\$148.09   |
| Shopify (Shop app)                                      | 130    | A\$28,202    | 118           | A\$190.93   |
| Bing organic search                                     | 102    | A\$21,747    | 91            | A\$184.80   |
| Facebook                                                | 129    | A\$20,986    | 122           | A\$141.42   |

Your Shopify Attribution report, last non-direct click, October 2025 to September 2026, every market, AUD, channels with more than 50 orders. Total sales is Shopify's attribution metric and includes GST and shipping; order value is Shopify's own average for each row. Google organic, **branded and non-branded together**, converts 4.91% of its visits into orders, and 91% of those orders come from first-time customers. **SHOPIFY**

Appear versus win

| Search type (all countries, twelve months)   | Times you appeared | Times you were chosen |
|----------------------------------------------|--------------------|-----------------------|
| Your own brand (branded)                     | 14,152             | 3,225                 |
| Category demand, named queries (non-branded) | 1,017,485          | 10,743                |
| Long tail withheld by Google (non-branded)   | 393,772            | 10,388                |

Appeared is Search Console impressions; chosen is clicks. When people search your name, more than one in five click. When they search the category, about one in 95 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. The three rows total 24,356 of your 24,361 clicks; the other 5 came from searches for other brands. GSC

**Where your search reach actually goes.** 93% of your Google clicks are Australian. Your blog earns under a tenth of your impressions (9.2%), led by a recipe post and general drinks and travel articles with little buying intent behind them, and the three overlapping crystal-versus-glass articles compete with each other for the same searches. The growth plan points Google's existing trust at the product and occasion searches Australians type before they buy.

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 23 October 2026. AI-Ready Certified requires Professional on all four pillars and 80 or more in total.

| Pillar    | Score   | The evidence behind it                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|-----------|---------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Technical | 15 / 25 | <p>A genuine strength underneath. robots.txt blocks no AI crawler, and Shopify's agent endpoints are live. Every one of your 64 products carries Product, Offer, shipping, brand and SKU markup, 40 carry their own review rating, 21 pages carry FAQ markup, and every collection is marked up as a collection. Real visitors get a fast homepage (Chrome field data, mobile). What holds it back is housekeeping: the "-copy" products and duplicate collections create duplicate titles and descriptions on 15 pages, 10 pages have no meta description, 4 collections carry two main headings, and 9 old article addresses return page-not-found. Google's Lighthouse lab test, simulating a mid-range phone on a slow connection, scores the homepage 41 on a 6.3MB page. The store may feel quick on a good connection; the heavy pages are the risk.</p> |
| Content   | 13 / 25 | <p>44 articles (a median of 861 words), and 43 of them link to a product or collection. Some are genuinely useful comparisons: crystal versus glass, travel wallet versus passport holder, RFID passport holders. Others sit off your territory (a spicy margarita recipe, a Cook Islands resort review). Collection copy runs to a median of 241 words, but 16 of 44 collections carry none, and product descriptions run to a median of 96 words. Held below Professional until there is a researched cluster plan and answer-first content behind it.</p>                                                                                                                                                                                                                                                                                                    |

| Pillar      | Score   | The evidence behind it                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|-------------|---------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Authority   | 12 / 25 | Measured with DataForSEO: its own domain rank, on a 0 to 1,000 scale folded to 24 out of 100 (not an Ahrefs Domain Rating). On paper you have 264 referring domains (230 distinct main domains), roughly doubled this year with the rank flat at 24. Of the 230, 112 carry copies of one syndicated press release and 27 carry automated spam links; the other 91 are mostly directories and AI-written article sites, and none of them are editorial. Judge.me shows 356 reviews averaging 5.0, which is real proof to build on; no independent gift guide or roundup naming the brand turned up. |
| Measurement | 5 / 25  | GA4, Search Console and Shopify are all connected and recording, which is the starting line. Nothing splits branded from non-branded, AI referrals are not reported as their own channel, and nothing tracks whether ChatGPT, Perplexity or Google's AI name you. This is the standard reading before an engagement.                                                                                                                                                                                                                                                                               |

Total 45 of 100, which places the brand at **Structured**. **TEAM EMPATHY AEO MATURITY MODEL**

## The ranked path to AI-Ready Certified

| Points | Pillar    | The move                                                                                                                                                                                                                                                          |
|--------|-----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| +5     | Technical | The "-copy" products and duplicate collections removed with redirects, one heading per collection, meta descriptions written, the dead article addresses redirected, alt text across the product images, and page weight trimmed on the homepage and collections. |

| Points | Pillar      | The move                                                                                                                                                                                                                                                                    |
|--------|-------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| +15    | Measurement | A baseline of your priority questions across ChatGPT, Perplexity, Gemini and Google AI Overviews, branded and non-branded reported separately, AI referrals tracked as their own channel, and a monthly rhythm of acting on what moved. That takes the pillar from 5 to 20. |
| +7     | Content     | The researched plan across the 13 territories, real copy and FAQs on every occasion collection, answer-first guides on engraving, crystal and gifting, and the founder's voice and byline on the work.                                                                      |
| +8     | Authority   | Australian gift guides and "best personalised gifts" roundups, wedding and corporate publications, a third-party review profile beside your Judge.me reviews, and the entity layer for the brand and its founder.                                                           |

## Appendix C: the demand detail

### From category demand to dollars

#### Full category

SEARCHES / MO, AU

~406,500

#### Your core, with long tail

SEARCHES / MO, AU

~158,564

#### Winnable pool

ORGANIC CLICKS / MO

~31,713

The full Australian category, sized from keyword universes across 38 product, occasion and corporate seeds and scaled to the triangulated basis, is about 406,500 searches a month. The measured core (117,455 a month of products you sell, searched with buying intent) grows to about 158,564 a month with the long tail. Roughly one search in five survives as a winnable organic click, a pool of about 31,713 a month. The broader gifting and glassware terms (131,615 a month) 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 |
|------------------------------------------------------|---------------|------------------|---------------|------------------------|------------|
| Passport holders & covers                            | 33            | 33,250           | 32,250        | 11%                    | 16         |
| Travel wallets & travel sets                         | 18            | 10,850           | 10,120        | 23%                    | 14         |
| Personalised wine & stemless glasses                 | 14            | 20,705           | 4,015         | 5%                     | 10         |
| Champagne flutes & celebration glassware             | 10            | 3,150            | 2,040         | 37%                    | 7          |
| Whiskey, scotch & decanters                          | 15            | 16,210           | 1,920         | 59%                    | 11         |
| Engraved glassware: beer, cocktail & everyday        | 41            | 35,670           | 9,290         | 24%                    | 11         |
| Wedding, engagement & anniversary gifts              | 12            | 22,040           | 6,440         | 64%                    | 12         |
| Corporate, client & settlement gifts                 | 23            | 7,120            | 2,450         | 43%                    | 12         |
| Luggage tags                                         | 11            | 16,420           | 6,520         | 65%                    | 6          |
| Leather wallets, card holders, jewellery & wash bags | 42            | 39,600           | 18,480        | 20%                    | 12         |
| Gifts for him, her & every occasion                  | 17            | 35,635           | 17,050        | 91%                    | 16         |
| Marble trays & coasters                              | 8             | 7,830            | 6,480         | 3%                     | 4          |
| Crystal, engraving & care guides                     | 8             | 590              | 400           | 97%                    | 10         |

13 territories, 252 keyword pools and 141 prompts, reconciling exactly to the 117,455-a-month core. 224 keyword rows are marked GSC-proven: a sweep of your own Australian Search Console

showed real impressions on them, and every new one was pulled from all three tools. The sweep ruled nothing out as offshore (every commercial theme is mostly Australian) and kept the drinks recipes and crystal-versus-glass searches out of the money model, because they carry no buying intent. **GKP + SEMRUSH + DATAFORSEO + GSC**

## The AI questions buyers ask

We built a library of 141 real questions Australians ask AI engines about your categories, from your own Search Console, real Australian question searches and the head-term intent map. Here is a sample, with roughly how often each comes up a month.

| Real question                                                                 | Territory                                     | Search demand behind it |
|-------------------------------------------------------------------------------|-----------------------------------------------|-------------------------|
| What's a good passport cover that protects an Australian passport?            | Passport holders & covers                     | ~1,000+ / mo            |
| What's the best travel wallet in Australia for passports and boarding passes? | Travel wallets & travel sets                  | ~1,000+ / mo            |
| Where can I buy personalised wine glasses in Australia?                       | Personalised wine & stemless glasses          | ~1,000+ / mo            |
| What are the best personalised champagne flutes for a wedding or engagement?  | Champagne flutes & celebration glassware      | ~1,000+ / mo            |
| What's a good personalised whiskey glass gift for my dad?                     | Whiskey, scotch & decanters                   | ~1,000+ / mo            |
| Where can I get glasses engraved with a name or initials?                     | Engraved glassware: beer, cocktail & everyday | ~1,000+ / mo            |
| What's a meaningful personalised wedding gift that isn't on the registry?     | Wedding, engagement & anniversary gifts       | ~1,000+ / mo            |
| What's a corporate gift clients actually keep, not throw away?                | Corporate, client & settlement gifts          | ~1,000+ / mo            |

A sample of the 141-question library, all of it in [The data](#) tab with per-question volume band, priority and ownability. The demand column is the keyword search volume underneath each question, as a directional band; the question itself is rarely typed into Google word for word. 135 of the 141 are questions you can uniquely or credibly own. **DIRECTIONAL**

## Appendix D: where to play, your content territories

The same demand, grouped into the territories a plan executes against, in priority order. Mont Laurént, personalised French crystal and monogrammed leather personalised in Sydney, sits at the centre, and each territory links back to it and to its neighbours, because the person buying a wedding gift is often also buying champagne flutes, and the traveller who buys a passport holder comes back for luggage tags. Priority weighs core demand, what your Search Console already proves, and whether you can win it uniquely.

| # | Territory                                           | Coverage today            | What we build                                                                                                                                                                                                |
|---|-----------------------------------------------------|---------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1 | <b>Passport holders &amp; covers</b>                | 1 collection, 1 article   | A leather passport covers landing and a family passport holder landing, the RFID guide refreshed, and the comparison answers travellers ask before they buy: holder or cover, single or family, RFID or not. |
| 2 | <b>Travel wallets &amp; travel sets</b>             | 2 collections, 4 articles | Travel wallets for women and men's travel sets as their own landings, the four travel articles refreshed and linked, and a travel gift guide that bundles wallet, passport holder and luggage tag.           |
| 3 | <b>Personalised wine &amp; stemless glasses</b>     | 2 collections, 3 articles | A crystal-led engraved wine glass landing, the wine glass collections rewritten to answer gift and engraving questions, and the duplicate wine glass collection consolidated.                                |
| 4 | <b>Champagne flutes &amp; celebration glassware</b> | 1 collection, 1 article   | A wedding champagne flutes landing and answers on flutes versus coupes and what to engrave for an engagement.                                                                                                |

| #  | Territory                                                       | Coverage today                     | What we build                                                                                                                                                 |
|----|-----------------------------------------------------------------|------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 5  | <b>Whiskey, scotch &amp; decanters</b>                          | 3 collections, 4 articles          | A personalised decanter landing, the three whiskey and scotch collections differentiated so they stop competing, and the whiskey guides refreshed.            |
| 6  | <b>Engraved glassware: beer, cocktail &amp; everyday</b>        | 5 collections, 1 page, 2 articles  | A personalised cocktail glasses landing, beer and martini collections with real copy, and the engraving and monogram guides refreshed.                        |
| 7  | <b>Wedding, engagement &amp; anniversary gifts</b>              | 2 collections, 2 pages, 4 articles | Groomsmen and bridesmaid gift landings, the wedding and anniversary collections and pages rewritten, and the engraving ideas content AI assistants quote.     |
| 8  | <b>Corporate, client &amp; settlement gifts</b>                 | 1 collection, 3 pages, 3 articles  | A corporate Christmas gifts landing, the corporate and settlement pages turned into answer pages for buyers and real estate agents, and logo-engraving proof. |
| 9  | <b>Luggage tags</b>                                             | 2 collections, 0 articles          | The two luggage tag collections consolidated into one strong landing, plus answers on what to write on a tag and leather versus plastic.                      |
| 10 | <b>Leather wallets, card holders, jewellery &amp; wash bags</b> | 6 collections, 1 page, 0 articles  | Men's wash bag and men's card holder landings, the jewellery and beauty case collections rewritten for travel buyers, and monogram guidance.                  |

| #  | Territory                                      | Coverage today                     | What we build                                                                                                                                                       |
|----|------------------------------------------------|------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 11 | <b>Gifts for him, her &amp; every occasion</b> | 10 collections, 11 articles        | Housewarming, retirement and travellers' gift landings, the occasion collections rewritten, and the gift guides refreshed before each season instead of a week out. |
| 12 | <b>Marble trays &amp; coasters</b>             | 4 collections, 3 articles          | The marble collections given copy that answers styling and care questions, linked from the hosting and gift content.                                                |
| 13 | <b>Crystal, engraving &amp; care guides</b>    | 0 collections, 2 pages, 3 articles | The three overlapping crystal-versus-glass articles merged into one definitive guide, plus care and engraving guides that every glassware page links to.            |

# is the priority order, 1 meaning lead with it now. Content requirement: about **115 pieces** to own the core territories (the new landing pages, the collection refreshes and the priority guides), and **205** for full category coverage, against the 39 on-territory articles you have today. The full cluster maths is in [The data](#) tab. **CLUSTER MODEL**

**Lead with three.** **Passport holders and covers**, the biggest core demand in your market, with you on the edge of page one. **Travel wallets and travel sets**, where "travel wallet" alone brings 71,355 Australian impressions a year. **Personalised wine and stemless glasses**, where you already rank in the top three and the French crystal story does the work. The occasion collections follow straight after, because that is where AI answers most of the gifting questions.

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

| Brand            | Rank /100 | AU keywords | Top-3 (AU) | Organic visits / mo (AU) | Read                                                                            |
|------------------|-----------|-------------|------------|--------------------------|---------------------------------------------------------------------------------|
| Mont Laurent     | 24        | 1,075       | 221        | ~11,626                  | You: ahead of the closest glassware rival; behind the gifting stores on breadth |
| Monverre         | 11        | 691         | 85         | ~5,876                   | Core rival: personalised glassware, the closest like-for-like on product        |
| The Daily Edited | 25        | 1,297       | 323        | ~27,579                  | Core rival: personalised leather, strong link profile from years of press       |
| Yoonek           | 23        | 6,006       | 612        | ~32,890                  | Core rival: personalised gifts and glassware at scale, the breadth benchmark    |
| Giftware Direct  | 31        | 1,660       | 143        | ~6,143                   | Core rival: engraved glassware and giftware                                     |

| Brand                | Rank /100 | AU keywords | Top-3 (AU) | Organic visits / mo (AU) | Read                                                                         |
|----------------------|-----------|-------------|------------|--------------------------|------------------------------------------------------------------------------|
| Personalised Favours | 39        | 14,923      | 2,929      | ~346,242                 | Adjacent: the category scale leader, occasion and gifting content everywhere |
| Custom Kings         | 15        | 5,624       | 768        | ~54,198                  | Adjacent: personalised gifts across every occasion                           |
| Mon Purse            | 19        | 490         | 69         | ~4,349                   | Adjacent: personalised leather bags                                          |

DataForSEO domain rank (its own 0 to 1,000 scale folded to /100, not an Ahrefs Domain Rating) and Labs organic footprint, Australia, 23 October 2026, estimated organic visits including each brand's branded searches. We use one source across the whole table so the comparison is like-for-like. Core rivals sell the same products you do (personalised glassware or personalised leather); adjacent players are broader personalised-gift and bag stores that compete for the same gifting searches. Every brand here sells online in Australia; marketplaces, big-box gift chains and photo-print retailers were left out. These estimates are built for comparing brands and do not match a store's own data: your own Search Console shows about 1,880 Australian clicks a month.

#### DATAFORSEO

**Breadth is the gap.** Your domain rank of 24 sits inside the 11 to 31 range of the four core rivals, and you already out-rank Monverre on keywords and traffic. What separates you from Yoonek and the adjacent gifting stores (Custom Kings, Personalised Favours) is breadth: occasion and gifting content at scale. The authority work then compounds it, starting with your 356 reviews averaging 5.0, your corporate clients and the Australian gift guides AI reads when it answers "what is the best personalised gift in Australia".

## Appendix F: where the numbers come from

## The sources

- **Your Google Search Console**, montlaurent.com.au, twelve months to 21 October 2026: every query Google returns classified one by one, with the country split for every query.
- **Your Shopify**, October 2025 to September 2026: the Attribution report (Google organic conversion, order value and new customers, separated from Google Ads), the sales breakdown (returns) and sales by month and country.
- **Your Google Analytics 4**, twelve months to 21 October 2026: the branded and non-branded split and the Australian segment, plus AI referrals. GA4 reports in Australian dollars.
- **Keyword volumes**, triangulated across Google Keyword Planner, SEMrush and DataForSEO for Australia, October 2026, the median of three, with plural and word-order variants counted once.
- **Category size and AI questions**, DataForSEO keyword universes and Australian question searches, scaled to the triangulated basis.
- **Authority, competitor and AI-answer data**, DataForSEO, 23 October 2026, for the scorecard, the competitor table and the live AI check.
- **Technical findings**, a direct crawl of the site on 23 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 (Mont Laur  nt and its spellings), a competitor's brand, or non-branded category demand. Branded queries took 13% of your Australian Google clicks. GA4 does not label orders branded or non-branded, so we split its Australian 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 and brand pages, where branded searches land, convert 1.7 times better than visits landing anywhere else). Solved so the totals match GA4 exactly, that puts 80% of Australian Google organic revenue on non-branded search. GA4's direct landing-page split puts it slightly lower, because some category searchers land on the homepage. We build on the branded-click figure.

## How we measured your share of the market

The 5.2% is measured. Your Search Console shows 19,672 non-branded Australian clicks in twelve months (10,409 on named queries plus 9,263 on the withheld long tail). That is divided by the winnable pool: the triangulated core of 117,455 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 some recipe and travel-article traffic that is not in the core, so the share reads slightly high and the growth reads slightly low. The striking-distance count in section 4

covers non-branded Australian queries at an average position of 4 to 20 with 150 or more Australian impressions a year, leaving out recipe and informational searches.

### From clicks to orders to revenue

The rate comes from Shopify and the split from GA4. Shopify's Attribution report separates Google Ads from Google organic, and its Google organic row recorded 1,002 orders on 20,405 visits (4.91%) at A\$149.74 an order, branded and non-branded across every market. (Shopify's sessions report cannot be used here: it files Google Ads visits under Google search.) GA4 measures non-branded Australian visits from Google at 0.92 times its Australian Google organic conversion rate, and that ratio is applied to Shopify's: **4.51%** at **A\$149**. Shopify counts 0.84 organic visits per Search Console click, and pairing its conversion rate with its own visit count keeps the orders per click equal to what Shopify actually recorded, so a click is worth **A\$5.64**. GA4 counts more visits per click (1.02), which would value a click at A\$6.88; the lower figure is the one used. The smell tests pass: the derived non-branded rate sits below Shopify's blended 4.91%, and non-branded converts below branded in GA4 (7.11%). Revenue is gross, before returns; the net view removes the 0.68% Shopify records as returned. Shopify's twelve months run October 2025 to September 2026, three weeks offset from Search Console's window.

### The chain, in full

| Step (non-branded model, Australia)                                          | Value                |
|------------------------------------------------------------------------------|----------------------|
| Measured core, searches / mo (median of three tools, sold and direct intent) | 117,455              |
| With the long tail (x 1.35), searches / yr                                   | 1,902,771            |
| Winnable organic clicks / yr (x 0.20)                                        | 380,554              |
| Non-branded Australian clicks you win today                                  | 19,672 (5.2%)        |
| Clicks in each 1% of the pool, a year                                        | 3,806                |
| Shopify Google organic conversion and order value (blended, all markets)     | 4.91% at A\$149.74   |
| x GA4 non-branded Australian conversion ratio                                | x 0.9189             |
| Non-branded Australian conversion and order value, Shopify basis             | 4.5123% at A\$149.20 |
| Shopify organic visits per Search Console click                              | 0.8376               |
| Each 1%: orders                                                              | 143.8                |

| Step (non-branded model, Australia)                                      | Value     |
|--------------------------------------------------------------------------|-----------|
| Each 1%: gross revenue (at A\$149.20 per order, so A\$5.64 a click)      | A\$21,460 |
| Each 1%: net revenue, at Shopify's 0.68% return rate                     | A\$21,314 |
| Each 1%: new customers (91% of organic orders are first orders, Shopify) | 131       |

Gross revenue in the executive-summary table is the pool times the share times visits per click times the conversion rate times the order value, nothing else, multiplied on the unrounded inputs shown in this table. The mid case is 1,726 non-branded orders a year against 744 today.

### Check the maths yourself, in five minutes

Everything above is built from your own accounts, so it is all checkable. Search Console for montlaurent.com.au, twelve months, should show about 24,361 clicks, and "personalised wine glasses" in Australia near position 2.8. Your Shopify Attribution report, October 2025 to September 2026, last non-direct click, should show Google organic at 1,002 orders on 20,405 sessions at A\$149.74, branded and non-branded together, and your sales report 0.68% of gross sales returned. The full derivation of every number, written for you or your own AI assistant to pull apart, is in [the model workings file](#).

## Team Empathy

Search & AI for ecommerce

ben@teamempathy.co.nz · teamempathy.co.nz