

Be the vitality brand AI recommends in New Zealand.

A Search and AI strategy for Bio Gold New Zealand

NEW ZEALAND | PREPARED FOR CARL MEYER · AUGUST 2026

1. Executive summary

The short version. Organic search already earns you about **\$1.07M a year** across every engine, \$940,056 of it from Google, but almost all of it is **branded**, people typing Bio Gold into a search box. Your non-branded organic, the people searching for pine pollen, testosterone support or men's vitality who do not know you yet, is roughly **4,630 clicks a year, 3.9% of what is winnable in your category**, and that is the only slice a search strategy grows. The category is ~335,000 non-branded searches a year, your paid machine is renting that demand at scale, and AI engines have started answering it. You have the best technical AI plumbing we have audited this year and a content library of five blog posts to serve it.

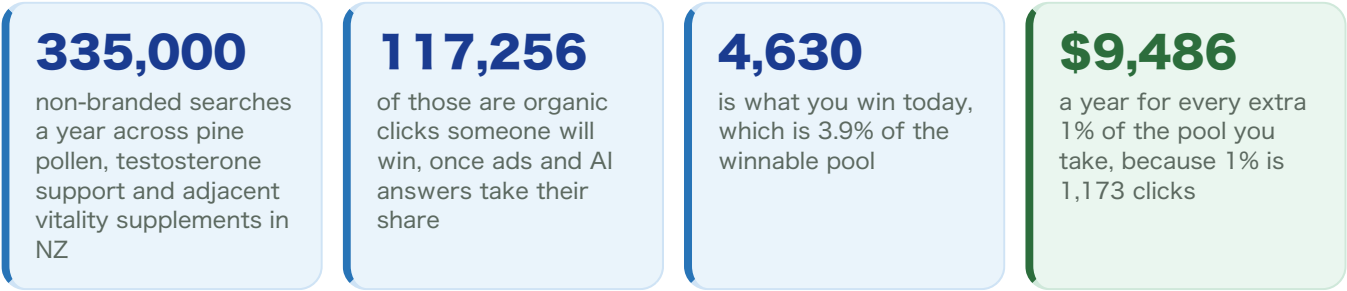
Three things to know

- **Your organic channel is your best converter, and it is really your brand.** Google organic converts at 16.16% on your own Shopify attribution, eight times Facebook paid at 1.92%, because 85% of your search clicks are people who already know your name. The paid engines built that brand (\$3.4M attributed across Facebook, Google and Instagram paid); non-branded organic barely exists yet. **SHOPIFY + GSC**
- **The category searches without you.** Of your last 51 days of search clicks, only 50 named non-branded queries reached you. Pine pollen, natural testosterone and the adjacent vitality supplements draw ~27,900 searches a month in NZ, and you rank inside the top ten for almost none of it. **GSC | GKP + SEMRUSH**
- **AI is already selling for you, unoptimised.** Your Shopify attribution shows ChatGPT-referred orders, Google's AI summary already calls Bio Gold the most popular local option on your own niche term, and your robots.txt, llms.txt and agentic sitemap mean

every AI engine can read you cleanly. The plumbing is ahead of the content.

SHOPIFY ATTRIBUTION

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



So the whole opportunity is one sentence: **you hold 3.9% of the non-branded organic clicks in your category, and every extra 1% is worth about \$9,486 a year.** Your branded traffic, the \$940,056, is not part of this and does not change.

What that is worth

Built on your own numbers: your measured organic order value of **\$161.74** and a modelled non-branded conversion rate of **5.0%**, deliberately set at a third of the 16.16% your branded organic actually measures, in line with your store's blended rate. Every column below is non-branded, and your **\$940,056 of branded Google organic sits on top of all of it, unchanged.** MODELLED, CONSERVATIVE

Case	Share of the non-branded market	Non-branded clicks / yr	Non-branded revenue / yr	New revenue / yr
Today	3.9%	4,630	\$37,457	—
Conservative	10%	11,726	\$94,863	+\$57,406
Mid	15%	17,588	\$142,287	+\$104,830
Strong	25%	29,314	\$237,150	+\$199,693

Where you focus, at a glance

Pine pollen

~1,640 SEARCHES / MO

YOUR TURF

You are NZ's largest supplier and Google's AI summary already names you. Own every question in it outright.

Testosterone & vitality

~4,655 SEARCHES / MO

THE PRIZE

The demand your product actually answers, and you rank for none of it. This is where the growth lives.

Adjacent supplements

~14,385 SEARCHES / MO

COMPARISON CAPTURE

Shilajit, tongkat ali, ashwagandha, maca. Buyers comparing alternatives, met with honest comparison content.

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

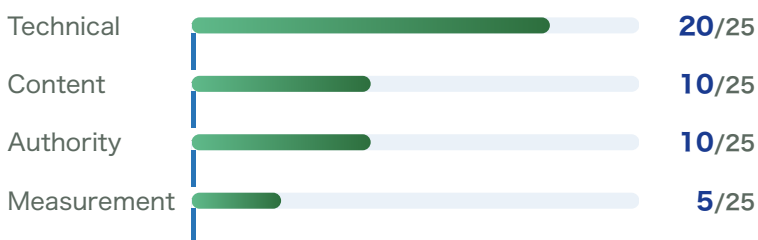
2. How AI-ready you are today: the AEO scorecard

We score every brand out of 100 against our AEO Maturity Model: four pillars (Technical, Content, Authority, Measurement), each out of 25. **Certified is 80 out of 100**, Professional on all four, the standard we build clients to. You are at 45 today, with an unusual shape: the strongest technical layer we have audited this year, held down by the other three pillars.

Bio Gold

DEVELOPING · ELITE PLUMBING, NO ANSWER ENGINE

45/100



+35

points to Certified. Technical is nearly there already. The climb is content, authority and a measurement layer you can trust.

WHERE YOU ARE · WHERE YOU NEED TO BE

Bio Gold



45 / 100

Today · Developing, 45 / 100

Where you need to be · Certified, 80 / 100

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

Men researching testosterone, energy and vitality are sceptical, private and thorough. They research in a search box and, increasingly, in an AI chat, because it is a subject many would rather not ask a person about. That makes this category unusually AI-heavy for its size, and it makes the brand with the honest, complete answers the default recommendation.

Validated demand, and where you rank today

Term	Searches / mo (NZ)	Your rank now
shilajit	4,400	Not ranking
ashwagandha nz	2,900	Not ranking
shilajit nz	2,900	Not ranking
tongkat ali	2,400	Not ranking
testosterone booster nz	1,000	Not ranking
testosterone booster	940	Not ranking
testosterone supplements	655	Not ranking
pine pollen	590	10
pine pollen nz	435	8
how to increase testosterone	390	Not ranking
andropause	320	Not ranking
pine pollen benefits	210	Not ranking

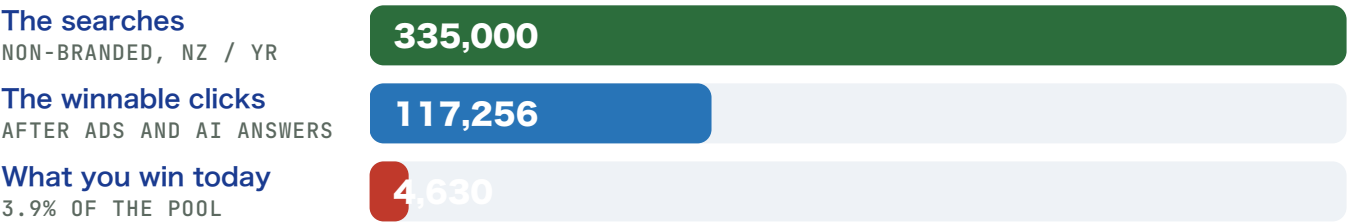
Search volume triangulated across Google Keyword Planner and SEMrush (median of two), NZ, August 2026. Your rank is your current average Google position from Search Console. The pattern: page one but not top three on your own hero terms, and absent everywhere else, including every testosterone term your product exists to answer. The full 52-term triangulation is in [The data](#) tab. GKP + SEMRUSH GSC

Zoom out and the full category is about **27,900 searches a month** once the long tail is counted, of which roughly **9,770 a month are winnable organic clicks**, with AI-chat questions counted separately on top. In the AI answers, the one verified observation says everything: **Google's AI summary already calls Bio Gold the most popular local option for pine pollen**, on the niche term you own, because you have the products and the reviews there. On the testosterone and comparison questions, where you have no content, you are not in the conversation. The full 132-question library and territory plan live in the [appendix](#) and [The data](#) tab.

The first-mover window. No NZ vitality brand is deliberately publishing the answers AI engines cite for this category. You are cited where you have content, your own niche, and invisible where you do not. That is not a mystery, it is a to-do list, and your technical layer means every answer you publish is readable by every engine on day one.

4. The opportunity, in dollars

The table in the executive summary is built from four numbers, all of them yours, and all of them non-branded. Here is the chain in full.

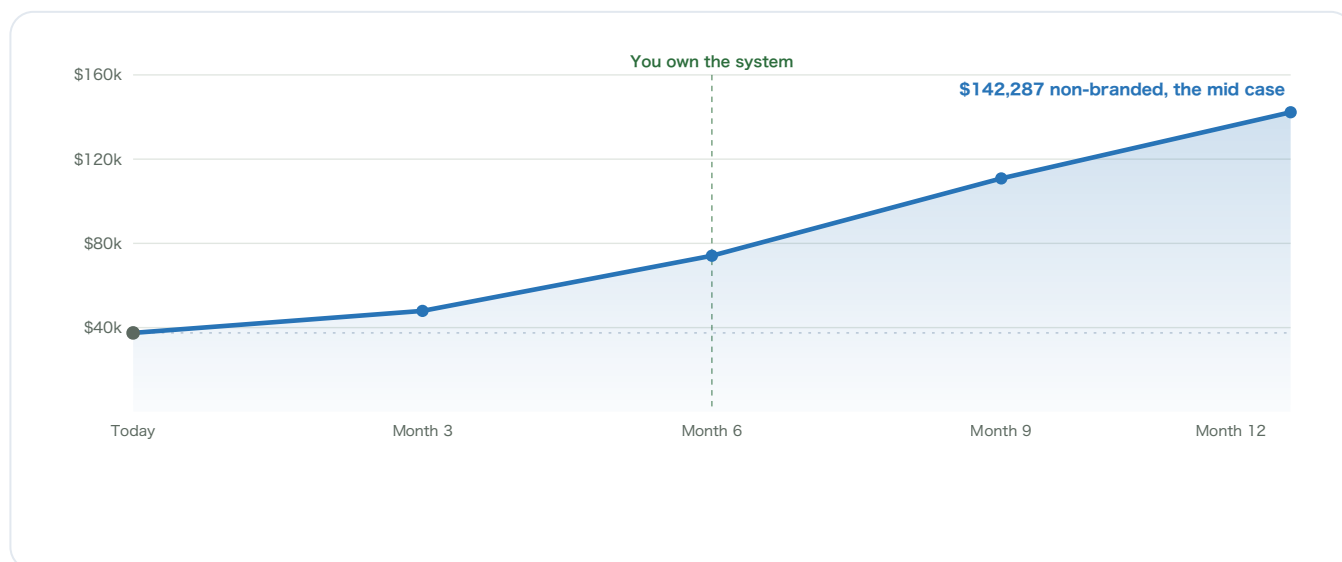


Roughly one search in three survives ads, shopping carousels and AI answers as a winnable organic click, and you currently take about one in twenty-five of those. **MODELLED**

Each non-branded click is worth **\$8.09** to you, because we model non-branded search converting at 5.0% on your measured organic order value of \$161.74. That is the figure every case in the table multiplies.

That is the whole model: **win more of the 117,256 clicks.**

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



The mid case arriving, on non-branded revenue: roughly 10% of the new revenue live by month 3, 35% by month 6, 70% by month 9, all of it by month 12. Hover any point for the maths.

MODELLED, DIRECTIONAL

How the clicks get won

Two levers, both measurable in Search Console. **Click-through** on your own turf, as pine pollen terms move from positions 8 to 10 into the top three. And **new impressions**, as the testosterone, vitality and comparison territories you have no pages for start to rank at all. The conservative case assumes only the first lever really lands; the strong case assumes both do.

Every figure here is non-branded and excludes repeat purchases, which sit on top. The AI-chat layer is not priced into the table at all: it is modelled at zero and everything it adds, on a channel your store has already recorded orders from, is upside. Total organic run-rate is your unchanged \$940,056 of branded revenue plus the non-branded column in the executive summary table.

5. The six-month transformation

A done-for-you AI and Search transformation over six months, built and run on our side. For Bio Gold it moves through three phases: **foundations** (the measurement repair comes first, so every later result is provable: purchase coverage, the USD currency setting, the unassigned channel, plus the homepage title and product schema fixes), **owning your territories** (the pine pollen answer set, the testosterone and vitality hubs, the comparison content, around 100 to 150 pieces across the six months, every claim written to the health-claims line and approved by you before it goes live), and **authority and compounding** (reviews, mentions and the placements AI engines trust, building from a DR of 17). We move through the phases as your site is ready, not on a stopwatch. Everything is yours to keep: the foundations, the content, the links and your AI-Ready certification.

The full breakdown, deliverables and your time commitment live in [The offer](#) tab.

Traffic, orders, revenue and rankings are from your own Google Analytics, Search Console and Shopify (attribution last 12 months, last non-direct-click model; Search Console covers 1 July to 20 August 2026, the full history this property holds). Search volumes triangulated across Google Keyword Planner and SEMrush (NZ), August 2026; Ahrefs re-runs at the end of August and the workbook updates then. AEO score from our AEO Maturity Model against a live crawl. Revenue figures are directional, modelled from your own order value with a stated conversion assumption, and are not a guarantee of results.

Appendix A: your channels and current position

You have built a genuine NZ brand: roughly \$7.2M a year through the store, 45,773 orders in the last twelve months, and a paid and email engine most brands would envy. The foundations are strong. This is growth on a proven base, not a rescue.

Your channels, from your own Shopify attribution

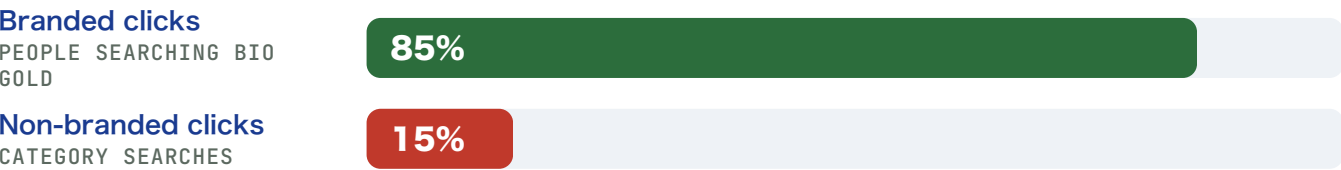
Channel	Sales / yr	Orders	Conversion	Order value	Read
Facebook (paid)	\$1,685,791	11,733	1.92%	\$143.68	Your biggest engine, rented; the weakest conversion in the store
Google (paid)	\$1,388,645	8,808	7.28%	\$157.66	Strong, but it stops when the spend stops
Google Search (organic)	\$940,056	5,812	16.16%	\$161.74	Your best converter, and today it is almost entirely your own name
Klaviyo (email)	\$639,043	3,707	33.13%	\$172.39	Retention working as it should
Instagram (paid)	\$302,648	2,215	1.94%	\$136.64	Scale without efficiency
Direct	\$267,483	1,413	1.99%	\$189.30	Brand strength showing up

Channel	Sales / yr	Orders	Conversion	Order value	Read
Bing (organic)	\$84,879	471	27.92%	\$180.21	Small and remarkably efficient
ChatGPT	\$787	5	5.88%	\$157.49	A brand-new channel, zero optimisation yet

Your Shopify attribution, last 12 months, last non-direct-click model, NZD. The organic engines combined (Google, Bing, DuckDuckGo, Yahoo, Brave) earn roughly **\$1.07M a year**, third behind the two paid engines. **SHOPIFY ATTRIBUTION**

One data note, so the numbers are honest. Your GA4 cannot currently be used for revenue decisions: it records purchases in USD against your NZD store, captures only 58% of your Shopify order volume, and holds 658 conversions in an Unassigned channel. Every dollar figure in this document comes from your Shopify attribution instead, and the measurement repair is the first workstream of the engagement, so from month one your organic growth is provable in your own reporting.

Your search traffic is your own name



Share of your search clicks, 1 July to 20 August 2026. We count Search Console's anonymised long-tail bucket as non-branded, which is the generous reading; the named non-branded queries alone are about 1% of clicks. Note this property was only verified in July 2026; your longer history sits under an earlier verification, and recovering it is a week-one task. **GSC**

Appendix B: the scorecard in detail

Here is what sits behind the score, and what fixes each piece. Unusually, your technical layer is nearly done already; the build is content, authority and measurement.

Finding	Status	Fix
AI crawlers welcomed (GPTBot, ClaudeBot, Perplexity, Google-Extended)	Strong, all allowed	Done
llms.txt + agentic discovery sitemap live	Ahead of nearly every brand we audit	Done
Organization / Person / WebSite schema	Present, a real entity layer	Done
Homepage title tag ("Shop now – Bio Gold New Zealand")	Zero keyword on your highest-authority page	Minutes
Duplicate product JSON-LD (one block carries your 4.57★/467 reviews, its duplicate carries none)	Engines can pick the wrong one and drop the stars	Hours
Content engine (blog, guides, comparisons)	5 posts, dormant since March 2024	The main build
Robots-blocked testosterone post that still ranks	Will decay with no crawlable replacement	301, not a Disallow
Measurement (GA4 currency, purchase coverage, attribution)	Not decision-safe	Workstream one

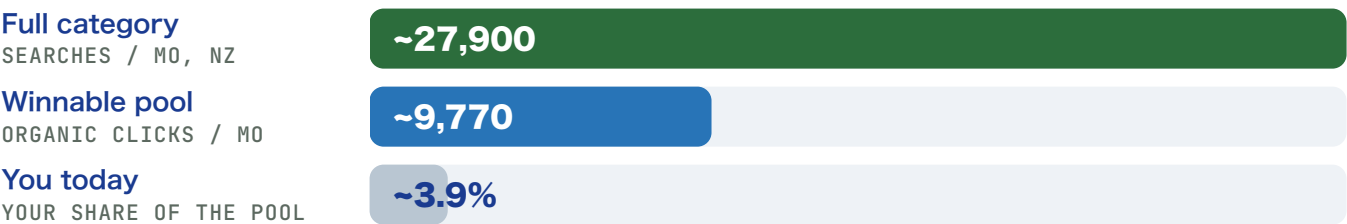
The single highest-leverage build is content: five blog posts cannot answer a category, and it is why you are invisible on every testosterone and comparison question. Your technical layer means everything we publish is readable by every engine from day one.

The phases flex, the destination does not. This scorecard sets the phase mix. Your technical bones are nearly Certified-grade already, so foundations are short and measurement-heavy, and the content engine starts as soon as the kick-off calibrates it to your voice and the health-claims line. What stays fixed is the destination: Certified 80/100 and compounding, inside the same six-month transformation.

Measured the whole way. From day one we set up your AI visibility dashboard. We confirm your top keywords and priority prompts with you, track the keywords through Search Console and Google Analytics once repaired, track the AI prompts through our software, and you get live reporting on all of it. Your weakest pillar becomes a strength, and every month is measured against a baseline taken before we touch anything, on your numbers, not ours.

Appendix C: the demand detail

From category demand to dollars



The measured basket (20,680 searches a month across 52 triangulated terms) grows to a full category of about 27,900 a month once the long tail is counted. Roughly one search in three survives ads, shopping carousels and AI answers as a winnable organic click, a pool of about 9,770 a month. AI prompts are counted separately so nothing is double-counted. **MODELLED**

The AI questions, and who owns the answer

We built a library of 132 real questions Kiwi men ask AI engines about your category, anchored to the measured head-term volumes. Here is a sample, with roughly how often each comes up a month.

Real question	Cluster	Est. monthly volume
What is the best natural testosterone booster in NZ?	Testosterone support	~350
Does pine pollen actually increase testosterone?	Does it work	~200
Pine pollen vs shilajit: which is better for energy and testosterone?	Vs alternatives	~180
What is pine pollen and what does it do for men?	Fundamentals	~150
Where can I buy pine pollen in New Zealand?	Buying in NZ	~120

Real question	Cluster	Est. monthly volume
What supplements help men over 40 with energy and drive?	Men over 40	~110
Are there side effects or risks with pine pollen?	Safety	~70
How much pine pollen should I take daily and when?	Dosage & timing	~60

A sample of the 132-question library, all of it in [The data](#) tab with per-question volume, priority and ownability. Volumes are directional floors (head-term anchor plus fan-out uplift). 96 of the 132 are questions you can uniquely or credibly own as NZ's largest pine pollen supplier. **DIRECTIONAL**

On who owns those answers today, we have one verified observation and a deliberate gap: Google's AI summary already names Bio Gold the most popular local option on your own pine pollen turf, and we have not yet baselined the testosterone and comparison questions. That baseline panel, run across ChatGPT, Claude, Perplexity and Google AI Overviews, is taken in week one, before we touch anything, so every month of the engagement is measured against day zero.

Appendix D: where to play, your content territories

The same demand, grouped into the ten territories a plan executes against. Priority weighs demand, buying intent, and whether you can win it uniquely as NZ's largest pine pollen supplier.

Territory	Coverage today	Demand	Priority /5	What we build
Natural testosterone support	One robots-blocked post	High	5	The testosterone hub: natural boosters ranked honestly, low-T education, food and lifestyle content. The single biggest win.

Territory	Coverage today	Demand	Priority /5	What we build
Pine pollen vs alternatives	None	High	5	Honest comparisons against shilajit, tongkat ali, ashwagandha and maca, the 14,385 searches a month happening around you.
Pine pollen fundamentals	Products only	Med	5	The definitive what-it-is, how-it-works answer set on your own turf, where AI already trusts you.
Does it work: evidence & reviews	Review page only	Med	4	The sceptic's content: what the research says and does not say, written to the health-claims line, with your 467 reviews behind it.
Buying pine pollen in NZ	Collections	Med	4	NZ-made vs imported, tincture vs powder vs capsules, the buying guides that close.
Men over 40: andropause & ageing	None	Med	4	Your exact buyer. Andropause education and age-specific guidance nobody in NZ owns.

Territory	Coverage today	Demand	Priority /5	What we build
Dosage, timing & how to take it	Product notes only	Low	3	The practical answer set AI engines quote verbatim.
Safety & who should not take it	One safety page	Low	3	The trust content that keeps every other answer credible, referenced and compliant.
Energy, stamina & libido	None	Med	3	The benefit-side questions, routed to the fundamentals and product pages.
NZ sourcing & the Bio Gold story	About page	Low	3	The entity content: who you are, how it is made, why NZ-harvested matters. Feeds every AI answer about the brand.

Priority is a 1 to 5 score, where 5 means lead with it now; it is not a count of pieces. Content requirement: roughly **50 to 70 pieces** to own the core (testosterone support, comparisons, fundamentals), and **100 to 150 over the six months** for full category coverage. Almost all of it is **net-new**: your blog holds five posts, so every guide is a new asset, tightly interlinked with your collection and product pages. The full cluster maths is in [The data](#) tab. **CLUSTER MODEL**

Lead with three. **Natural testosterone support**, the demand your product exists to answer and the territory you are completely absent from. **Comparisons**, because 14,385 searches a month are weighing your alternatives and someone should give them an honest answer. **Pine pollen fundamentals**, deepening the turf where AI already names you before a competitor decides to take it.

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

Domain	Domain Rating	Read
Chemist Warehouse	67	The retail giant AI cites for supplement availability
HealthPost	57	NZ's natural-health marketplace, the citation to beat
Bio Gold	17	Strong reviews, thin backlink base
Direct pine pollen competitors	<5	Nobody in your niche has authority either. The lane is open.

Ahrefs Domain Rating, August 2026. The full competitor keyword and traffic benchmark runs when our Ahrefs window reopens on 29 August and lands in the strategy review. [AHREFS](#)

Authority is the long game in a health category. A large share of what AI engines cite comes from third-party sites: retailer listings, review round-ups, Reddit threads, health publications. Today those citations route through HealthPost and Chemist Warehouse, not through brands. At DR 17 with 467 genuine reviews and a real NZ-harvested story, you have the raw material those third parties want to write about, and no direct competitor with the authority to crowd you out. That is rare, and it compounds for years once built.

Our honest sequencing: measurement and foundations first, then the content engine gets you cited on your own answers, and authority runs alongside and compounds after. We will not promise placements we have not scoped; the authority plan is built in month one from the baseline panel, on real citation gaps.

Appendix F: where the numbers come from

Source	What it provides
Keyword volumes, triangulated	Google Keyword Planner and SEMrush, taken as the median of two. Ahrefs joins the triangulation when our data window reopens on 29 August; single tools undercount NZ badly, so we never rely on one. Where only one tool reports a term (Keyword Planner declines many health terms), we flag it at lower confidence in the workbook.
Head-term anchors	Every AI prompt is anchored to the real, measurable keyword volumes of the search terms that sit underneath it. The anchor is the floor of what the prompt is worth, so nothing in the model rests on a guess.
Query fan-out uplift	One AI prompt triggers many hidden sub-searches inside the engine, and most of those carry zero traditional keyword volume. We apply a conservative uplift to the anchor rather than guessing top-down, which is why our estimates are floors, not inflation.
AI answer verification	Which questions already trigger an AI answer, and which brands get named. One observation is verified today (Google's AI summary naming Bio Gold on pine pollen); the full baseline panel is run in week one and every flag after that is observed, not predicted.
Citation tracking	A fixed panel of your priority category questions, run monthly across ChatGPT, Claude, Perplexity and Google AI Overviews, logging exactly which brands get named. The panel is confirmed with you at kick-off and the baseline is taken in week one, so every month is measured against day zero.
Your own ground truth	Search Console (1 July to 20 August 2026, the full history this property holds), GA4 for traffic shape only until it is repaired, and your Shopify attribution (last 12 months, last non-direct-click), including the ChatGPT channel already visible in your store. Every modelled figure reconciles back to these actuals.

Measurement runs in our own platform, built specifically for Shopify brands, so the dashboard, the data and the method are yours to keep, not rented from a third-party tool. The full research behind every table here is in [The data](#) tab. **METHOD**

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Search & AI for ecommerce

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