

Be the skincare brand AI recommends in Australia.

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MooGoo

AUSTRALIA | 13 AUGUST 2026 · TEAM EMPATHY

1. Executive summary

The short version. Google organic earns you **A\$1.83M a year** in Australia on your own Shopify attribution, with no media spend behind it, and every organic engine together earns **A\$2.24M**. Split the Google line and **A\$836,748 is branded**, people searching your name, which no search strategy grows. **A\$992,125 is non-branded**, and that is the only part this work can move. Here is the problem in one line: you appear **9.2 million times a year** for non-branded searches and convert **0.82%** of those appearances into a click, against **14.22%** on your own name. You are not invisible. You are showing up and someone else is taking the click.

Three things to know

- **Organic is your biggest channel that carries no media bill, and it converts like a paid one.** Google organic returns **A\$1.83M** at a **5.04%** conversion rate, against paid Google at 6.77% and Facebook at 3.58%, and it is the only one of the three you are not renting. Split it and **A\$836,748 is branded** and **A\$992,125 is non-branded**.

SHOPIFY ATTRIBUTION

- **You rank across the whole category and win almost none of it.** Non-branded search is **90.2% of your impressions** but only **53.6% of your clicks**, because you sit at position 4 to 8 rather than the top three. **GSC**
- **The category is wide open and you already have the authority to take it.** Domain Rating 52 with 1,354 referring domains, against difficulty scores of **0 to 3** on terms like lip balm, anti dandruff shampoo and dandruff shampoo. The links are bought. The content that uses them does not exist. **AHREFS**

- **AI is already a paying channel in your store, with nothing optimised for it.** ChatGPT sent **7,923 sessions** and **320 orders** worth **A\$20,327** in the last twelve months. That is what the channel does before anyone has written a single answer aimed at it.

SHOPIFY ATTRIBUTION

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



So the whole opportunity is one sentence: **you hold 5.06% of the non-branded organic clicks in your category, and every extra 1% is worth about A\$196,000 a year.** Your branded organic revenue is not part of this and does not change.

What that is worth

Built on your own numbers: a non-branded conversion rate of **3.95%** and a non-branded order value of **A\$74.49**, both measured by splitting your organic sessions by landing page. Every column below is non-branded, and your **A\$836,748 of branded organic revenue sits on top of all of it, unchanged.** The model assumes you earn no new impressions at all, so anything new your content ranks for is upside on top.

MODELLED, PLUS OR MINUS 40%

Case	Share of the non-branded market	Non-branded clicks / yr	Non-branded revenue / yr	New revenue / yr
Today	5.06%	269,522 22,460/mo	A\$992,125	—
Conservative	7.14%	380,261 31,688/mo	A\$1,399,761	+A\$407,636
Mid	10.00%	532,578 44,382/mo	A\$1,960,450	+A\$968,325
High	14.29%	761,054 63,421/mo	A\$2,801,483	+A\$1,809,358

Where you focus, at a glance

Eczema & sensitive skin

~9,500 SEARCHES / MO

YOU WIN

Your beachhead. eczema cream converts at 2.27%, three times your non-branded average. Defend it and extend outward.

Hair & scalp

~48,000 SEARCHES / MO

THE PRIZE

Flake Free is your best-selling product, yet anti dandruff shampoo gives you 84,408 impressions and 272 clicks. Difficulty 0.

Natural actives

~85,000 SEARCHES / MO

WIDE OPEN

Retinol, bakuchiol, niacinamide, hydroxyapatite. Enormous volume, difficulty 0 to 2, AI Overviews on nearly all of it.

Triangulated Australian search volume across Google Keyword Planner, Ahrefs and SEMrush (median of three), August 2026. The full 120-term triangulation, prompt library and cluster plan live in [the appendix](#). **GKP + AHREFS + SEMRUSH**

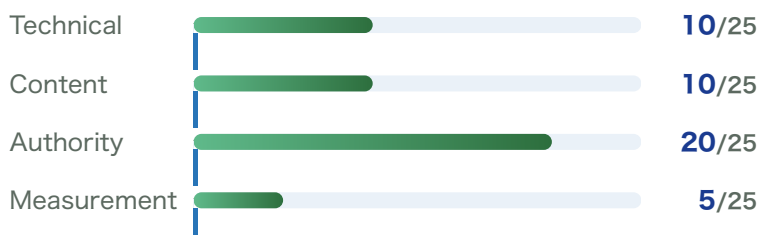
2. How AI-ready you are today: the AEO scorecard

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, held up by genuinely strong Authority and held down by a mobile site that will not load.

MooGoo AU

DEVELOPING · STRONG AUTHORITY, NO ANSWER LAYER

45/100

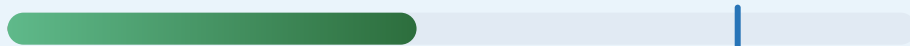


+35

points to Certified. Authority is already Professional and that is the expensive pillar to build. The climb is Technical, Content and Measurement, and all three are work rather than luck.

WHERE YOU ARE · WHERE YOU NEED TO BE

MooGoo AU



45 / 100

Today · Developing, 45 / 100

Where you need to be · Certified, 80 / 100

Pillar	Score	What we found
Technical	10 / 25	Mobile performance 28 / 100 with a largest contentful paint of 28.9 seconds . Mobile is 83% of your sessions. Product and Organization schema are in place across the site, but there is no breadcrumb markup anywhere.
Content	10 / 25	636 indexed URLs including 170 blog posts, so volume is not the issue. Zero FAQ or Question schema on any page we crawled . Nothing on the site is shaped as an answer an engine can lift.
Authority	20 / 25	Domain Rating 52, 1,354 referring domains, 3,031 ranking keywords with 1,438 already in the top three. Stronger than Clinique AU and Dermal Therapy in this market.
Measurement	5 / 25	GA4, Search Console and Shopify are all installed across 14 properties, which is table stakes rather than a score. There is no tracking of AI visibility, citations or share of answer — and ChatGPT is already sending 320 orders a year that nobody is monitoring.

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

Skincare is a high-research, high-repeat purchase. Buyers arrive with a problem rather than a product in mind, they ask the same questions in a search box and an AI chat, and they buy again when the answer works. Your 36% returning customer rate says you keep them. The gap is being the answer the first time they ask.

Validated demand, and where you rank today

Term	Searches / mo (AU)	Difficulty	Your impressions / yr	Your clicks / yr	Your CTR	AI Overview
lip balm	14,800	0	158,944	177	0.11%	Yes

Term	Searches / mo (AU)	Difficulty	Your impressions / yr	Your clicks / yr	Your CTR	AI Overview
retinol	22,200	2	149,626	193	0.13%	–
eczema cream	8,100	22	114,375	2,593	2.27%	Yes
retinol serum	9,900	1	101,527	328	0.32%	Yes
hair growth serum	9,900	12	88,834	446	0.50%	Yes
natural deodorant	4,400	4	88,492	1,316	1.49%	Yes
anti dandruff shampoo	8,100	0	84,408	272	0.32%	Yes
hydroxyapatite toothpaste	6,600	1	82,908	644	0.78%	Yes
moisturiser	14,800	3	65,139	6	0.01%	Yes
deodorant	18,100	3	57,195	65	0.11%	Yes

Search volume triangulated across Google Keyword Planner, Ahrefs and SEMrush (median of three), Australia. Impressions, clicks and click-through are your own Search Console, 12 months to 9 August 2026. Difficulty is the Ahrefs 0 to 100 score. The pattern is the same everywhere: you already appear, at scale, on terms almost nobody is defending, and you take a fraction of a percent of the clicks. **GKP + AHREFS + SEMRUSH** **GSC**

Across the 120-term core basket the category runs to about **496,000 searches a month** in Australia, roughly **6.0 million a year**. On that basket you earned **3,441,284 impressions and 19,091 clicks** in twelve months, a click-through of **0.55%**. **72 of the 120 terms already trigger an AI Overview**, and **56 of them carry a difficulty of 5 or under**. That combination, high volume, low difficulty, AI answers already firing, and a Domain Rating of 52 behind you, is as open as a category gets.

One number that says the whole thing. Ahrefs lists the parent topic for the search deodorant in Australia as **"moogoo deodorant"**, and the parent topic for natural moisturiser as **"moogoo moisturiser"**. Google already understands that MooGoo is the category for these products. You earn 57,195 impressions on deodorant and take 65 clicks. The recognition is there. The page that converts it is not.

4. The opportunity, in dollars

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

The searches

NON-BRANDED, AU, PER YEAR

15,216,524

The winnable clicks

AFTER ADS AND AI ANSWERS

5,325,783

What you win today

5.06% OF THE POOL

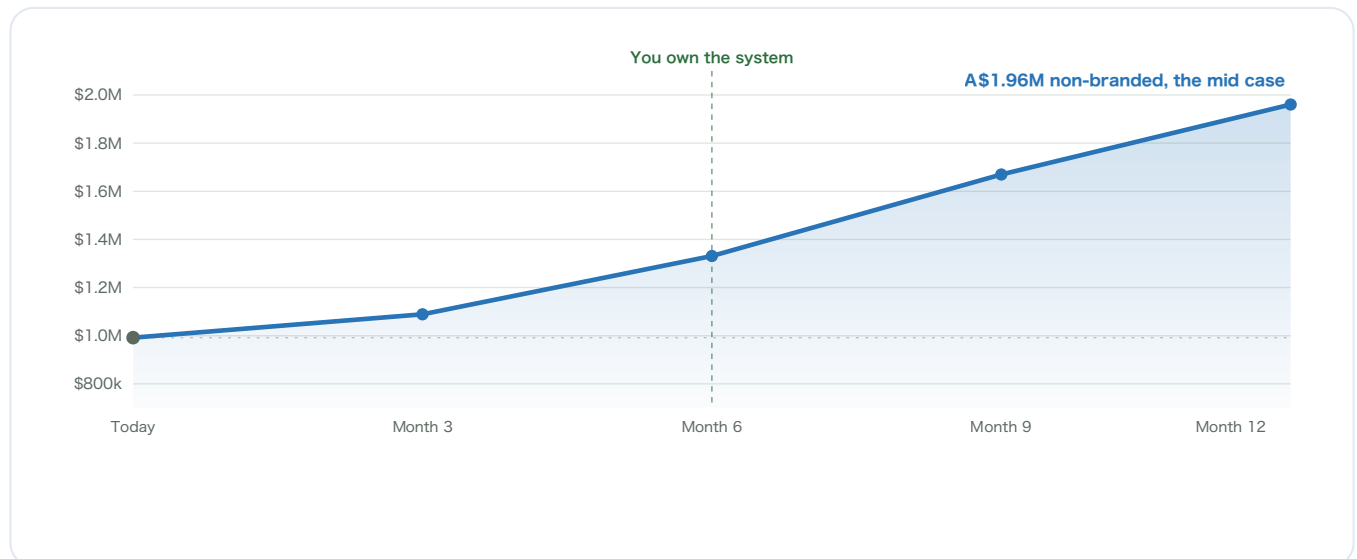
269,522

Roughly one search in three survives ads, shopping carousels and AI answers as a winnable organic click, and you currently take one in twenty of those. The searches are your own measured impressions, so this is a floor for the category rather than an estimate of it. **GSC** **MODELLED**

Each non-branded click is worth **A\$3.68** to you: A\$992,125 of non-branded Google organic revenue across 269,522 non-branded clicks. That is the figure every case in the table multiplies, and it is measured from your own organic landing pages rather than assumed.

That is the whole model: **win more of the 5,325,783 clicks.**

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



The mid case arriving, on non-branded revenue: certified by month 3, the system handed to you at month 6, all of it live by month 12. Hover any point for the maths. **MODELLED, DIRECTIONAL**

How the clicks get won

Two levers, both measured. **Click-through** on the searches you already appear in, as you move from position 4 to 8 into the top three, which is the lever this entire model runs on. And **more searches**, as the categories you have no page worth ranking for start to appear at all. The model above counts only the first lever and assumes the pool never grows, which is why we treat it as the conservative floor rather than the ceiling. For

reference, the mid case of 10% share is the same thing as lifting non-branded click-through from 1.77% to 3.5%, still a quarter of the 14.22% you already achieve on your own name.

Every figure here is non-branded. Your branded organic revenue of A\$836,748 sits on top, unchanged. Repeat purchases are excluded from the model and sit on top again, worth roughly another third given your 36% returning customer rate. Total organic run-rate at the mid case is your unchanged A\$836,748 of branded revenue plus the non-branded column in the executive summary table, which is A\$2,797,198.

5. The six-month transformation

A done-for-you AI and Search transformation over six months, built and run on our side so there is nothing for your team to learn or maintain. It moves through three phases: **foundations** (the mobile performance rebuild, breadcrumb and FAQ schema, and a measurement layer that finally tracks AI visibility), **owning your territories** (the hair and scalp hubs, the natural actives cluster, the eczema authority build, and the answer-shaped content the engines actually cite), and **authority and compounding** (turning a Domain Rating of 52 into rankings it should already be delivering). We move into each phase as your site is ready for it rather than on a stopwatch. Everything is yours to keep: the foundations, the content, the links and your AI-Ready certification.

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

Appendix A: where you sit today

MooGoo Australia turned over **A\$10.04M** in the twelve months to 12 August 2026, up 27%, across roughly 128,800 orders at an average order value of A\$69.10. The store converts at **5.28%**, which is strong for skincare, and **36.09%** of customers come back. This is growth on a proven base, not a rescue.

Your channels, last 12 months

Channel revenue below is **branded and non-branded combined**, which is how attribution reports it. The branded and non-branded split of the organic line is set out in the table beneath this one, and only the non-branded slice is what this strategy grows.

Channel	Type	Sessions	Sales branded + non-branded	Orders	Conversion	AOV
Google	Paid	895,660	A\$4,911,286	60,597	6.77%	A\$81.05
Klaviyo	Paid	189,009	A\$2,489,778	29,462	15.59%	A\$84.51
Facebook	Paid	823,034	A\$1,970,581	29,498	3.58%	A\$66.80
Google Search	Organic	464,045	A\$1,828,873	23,395	5.04%	A\$78.17
Direct	Direct	741,074	A\$1,128,779	12,664	1.71%	A\$89.13
Instagram	Paid	239,917	A\$461,435	7,318	3.05%	A\$63.05
Bing	Organic	16,986	A\$225,655	2,387	14.05%	A\$94.53
DuckDuckGo	Organic	11,286	A\$105,910	1,157	10.25%	A\$91.54
Yahoo!	Organic	3,274	A\$40,073	438	13.38%	A\$91.49
Brave	Organic	3,738	A\$29,306	331	8.86%	A\$88.54
ChatGPT	AI	7,923	A\$20,327	320	3.57–5.30%	A\$58–73
Ecosia	Organic	1,519	A\$11,917	126	8.29%	A\$94.58

Shopify Growth › Attribution, MooGoo AU, last 12 months, **last-click non-direct** model, AUD. Two things stand out. Google organic returns A\$1.83M at a 5.04% conversion rate against paid Google's 6.77%, so it converts nearly as well as the channel you pay for. And the smaller engines convert far better than Google does: Bing at 14.05%, Yahoo! at 13.38% and DuckDuckGo at 10.25%, all on higher order values. Every organic engine together is **A\$2.24M**, branded and non-branded combined. **SHOPIFY ATTRIBUTION**

AI is already selling for you. ChatGPT sent **7,923 sessions and 320 orders worth A\$20,327** in twelve months, branded and non-branded together, with nothing on the site written for it and no answer markup anywhere. It is a small number today and that is exactly the point: it is the floor, measured before any work has been done, in the channel this strategy is built to win.

You appear everywhere. You win almost nowhere.

Search type	Impressions / yr	Clicks / yr	Click-through	Share of clicks
Branded (your name)	1,640,564 9.7%	233,218	14.22%	46.4%
Non-branded (the category)	15,216,524 90.2%	269,522	1.77%	53.6%

Search Console, Australia, 12 months to 9 August 2026, across 150,000 query rows. Queries Google withholds as anonymised are counted as non-branded, because withheld queries are rare and long-tail by definition while branded terms are a handful of very high-volume ones. Branded includes misspellings and the Dr Zoo sister brand. **GSC**

Appendix B: the authority you have already paid for

Brand	Domain Rating	Organic keywords	Est. monthly organic traffic
MooGoo	52	3,031	82,288
La Roche-Posay AU	60	10,328	231,375
CeraVe AU	58	4,890	77,823
Kerastase AU	59	4,186	161,591
Clinique AU	48	3,748	80,254

Brand	Domain Rating	Organic keywords	Est. monthly organic traffic
Dermal Therapy AU	41	1,579	24,751
Chemist Warehouse	77	142,147	5,280,648

Ahrefs Site Explorer, Australia, 13 August 2026, subdomains mode, estimated. The comparison that matters is CeraVe: a similar Domain Rating and 4,890 keywords producing about the same traffic as your 3,031. La Roche-Posay sits eight rating points above you and ranks for **3.4 times as many keywords**, which is a content gap rather than an authority gap. You hold 1,354 referring domains and 10,761 live backlinks. [AHREFS](#)

Appendix C: the technical findings

Check	Result	What it means
Mobile performance	28 / 100	Mobile is 1.94M of your 2.34M sessions. This is the single highest-value fix on the site.
Largest contentful paint	28.9s	Against a 2.5s target. Google treats this as a ranking input and buyers treat it as a reason to leave.
Total blocking time	2,057ms	Against a 200ms target.
Cumulative layout shift	0.0	Passing, and the one Core Web Vital you already hold.
FAQ / Question schema	0 pages	The single biggest AEO gap. Nothing on the site is marked up as an answer.
Breadcrumb schema	0 pages	Missing sitewide, on a 636-URL store with 241 collections.
Product schema	22 / 22	Present with brand, offer and aggregate rating. Genuinely good.
Organization schema	63 / 63	Sitewide. Good.
Meta descriptions	63 / 63	Complete. Good.

Check	Result	What it means
llms.txt / agents.md / UCP	Present	Served by Shopify as standard rather than authored by you, so it is a floor, not an advantage.

Live crawl of 63 pages across the homepage, products, collections, blog and content pages, plus a local Lighthouse run against the mobile profile, 13 August 2026. Sitemap totals: 636 URLs, of which 159 products, 241 collections, 170 blog posts and 64 pages. **CRAWL + LIGHTHOUSE**

Appendix D: the markets we cannot see

MooGoo runs a separate domain and a separate Shopify store per market. We were granted Search Console for moogoo.com.au only, so everything in this document is Australia. Analytics access covers all fourteen properties, which is how we can size the others.

Market	Domain	Sessions (28 days)	Search Console access
Australia	moogoo.com.au	259,966	Yes
United Kingdom	moogooskincare.co.uk	126,182	No
United States	moogoousa.com	24,310	No
New Zealand	moogoo.nz	24,049	No
Canada	moogooskincare.ca	5,235	No
Europe	moogooskincare.eu	1,574	No

GA4, 13 July to 9 August 2026. The United Kingdom is roughly half the size of Australia by sessions and is completely dark to us on the search side. Everything in this strategy is portable: the same content, schema and answer layer built for Australia can be cloned across the other five storefronts, which is where the second phase of value sits. **GA4**

Appendix E: where the numbers come from

- **Revenue, orders, order value, conversion and returning customers** are from your Shopify admin, trailing twelve months to 12 August 2026, AUD.

- **Channel revenue, sessions and conversion** are from Shopify Growth > Attribution, last 12 months, last-click non-direct. This is your own commercial system, so it is what the money model runs on rather than GA4.
- **GA4** is used for the landing-page split and the market-by-market session counts, not for the revenue base.
- **Impressions, clicks, click-through and position** are from Search Console, Australia only, 12 months to 9 August 2026, across 150,000 query rows.
- **The branded and non-branded split** classifies every returned query, counting Google's anonymised bucket as non-branded and treating misspellings and the Dr Zoo sister brand as branded.
- **The non-branded conversion rate and order value** are measured, not assumed, by splitting organic sessions by landing page: homepage and brand pages read as branded intent, collection, product and content pages as non-branded.
- **The value of a non-branded click** is A\$992,125 of non-branded Google organic revenue divided by 269,522 non-branded Google clicks, which is A\$3.68. The revenue base is Shopify attribution rather than GA4, because Shopify is the system that actually records the sale. GA4 reports A\$2.49M across all organic engines over the same window, against Shopify's A\$2.24M, and the difference is attribution modelling.
- **Search volumes** are the median of Google Keyword Planner, Ahrefs and SEMrush for Australia, never a single tool. 56 of the 120 terms carry agreement across all three sources.
- **Difficulty, AI Overview presence, Domain Rating and competitor footprints** are Ahrefs, 13 August 2026, estimated.
- **The AEO score** is our AEO Maturity Model applied to a live 63-page crawl and a local Lighthouse mobile run.
- Revenue projections are directional, modelled from your own conversion rate and order value, and are not a guarantee of results. Pricing is set out separately in [The offer](#).