TEAM EMPATHY · AN EARLY READ

Your SEO since January, an honest early read.

What your current programme has built, what it is earning, and where the gaps are

AUSTRALIA | JANUARY TO AUGUST 2026 · TEAM EMPATHY

The short version

Read this as a first look, not a verdict. Your agency has shipped a real content programme since January, and the most recent months are genuinely trending up, which is exactly what good content does once it matures. What we can also see is that the technical and measurement layer underneath the content has not been built, and that is the part that turns good articles into answers Google and AI actually pick. We have pulled this together from the dashboard and tracker you shared plus your own Search Console, so treat every number as directional until we can see a full month-by-month report from them.

122
pieces commissioned since February, 71 of them live

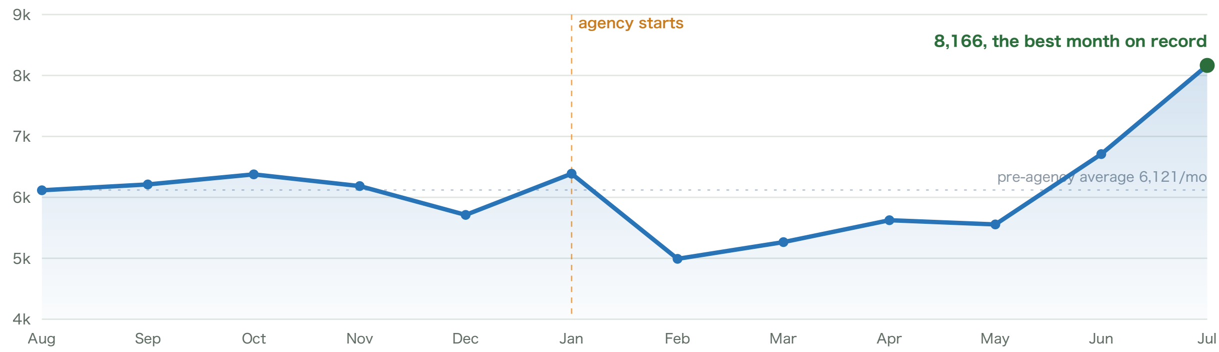
+11%
non-branded clicks in the last three months vs before they started

8,166
non-branded clicks in July, the best month in your whole record

0
of their pages carry the FAQ markup that makes those answers eligible for AI

1. The recent trend is encouraging, and worth saying first

Content takes six to twelve months to earn its rankings, so the fair way to read a programme this young is the direction of travel, not a single average. On that measure the last few months look good. Non-branded organic dipped through autumn, then climbed to **8,166 clicks in July**, the highest non-branded month anywhere in your data, with click-through lifting from 0.73% to 1.03% over the same run. The last three months average +11% against the pre-agency baseline. That is the shape of SEO starting to work.



Non-branded organic clicks by month, Australia, from your Search Console. The orange line marks the agency kickoff on 13 January. Branded searches, people typing MooGoo, are excluded so this shows only the part a content programme can move. GSC

The honest caveat on the same chart. Averaged flat across the full seven months, the early dip cancels the recent gains, so the headline number is roughly level with where you started. The trajectory is the better guide and it points up, but two strong months are not yet a trend we would bank on. A clean before-and-after from your agency, separating their new pages from your existing organic, would settle it. You have already asked them for exactly that, which is the right question.

Is this just your paid media? We checked first. It is the obvious thing to rule out, so we did. This chart is Search Console, which counts organic clicks only, so paid search and shopping are not in it to begin with. The timing rules it out too: through July, while non-branded organic climbed +22%, your paid search sessions fell 30% and total paid fell 42%. The two moved in opposite directions. And a year ago non-branded organic actually dropped from June to July, so this is not a seasonal effect either. The lift is coming from better rankings: your average position moved from 9.9 to 8.3 and click-through rose 41% since February, which is search and content work, not media.
GSC + GA4

2. What the content has earned so far

Across the 71 pages they have published, Search Console records 2,295 clicks and 491,628 impressions over the seven months. At your measured non-branded click value of A$3.68, that is about A$8,446 of organic revenue so far, or roughly A$69 per commissioned piece. That is a low figure today, and the trend above is the reason we would not read too much into it yet. The wins that do exist are real and sit in the right categories.

Their best-performing published pages	Clicks / 7mo	Impressions	Avg pos
/collections/zinc-oxide-cream	418	21,074	4.5
/collections/itchy-scalp-shampoo	389	35,240	6.0
/collections/sulphate-free-shampoo	183	40,185	8.1
/collections/soap-free-body-wash	121	20,221	6.6
/blogs/moogoo/cradle-cap-treatment	93	17,006	9.3
/blogs/moogoo/seborrheic-dermatitis-treatment	81	8,835	8.6

Their strongest work is the programmatic collection pages (zinc oxide cream, itchy scalp shampoo, sulphate free shampoo). Four pages account for roughly half of everything the programme has earned, and 18 of the 71 published pages have earned no clicks at all yet. GSC

3. Where the gaps are

This is the part that matters, because it is where the compounding comes from. Every gap below is a thing the content is ready for and is not yet getting.

FAQ markup

THE BIGGEST ONE

MISSING

Every one of their pages has a written FAQ section. Not one carries the FAQ schema that makes those answers eligible to be lifted into an AI Overview or a rich result. The answers exist. The markup that surfaces them does not.

Breadcrumbs

SITEWIDE

MISSING

No breadcrumb markup anywhere across a store with 241 collections. It is a small, standard fix that helps engines understand how your catalogue fits together.

Mobile speed

83% OF YOUR VISITS

UNTOUCHED

Mobile performance scores 28 out of 100 with a largest contentful paint of 28.9 seconds, and it has not moved in seven months. On the phone, where most of your buyers are, the site is slow to load.

Measurement

THE REASON THIS IS HARD TO GRADE

THIN

There is no clean view separating what the new content earned from what your brand already earned, and no AI-visibility tracking. It is why you had to ask them to build that report, and why this whole page has to carry a caveat.

The FAQ point, because it is the clearest one. We crawled 69 of their live pages. All of them show a Frequently Asked Questions section on the page. Zero of them mark it up as FAQ schema in the code. Anyone can confirm it in ten seconds with Google's Rich Results Test. It is a few hours of templating, and it is the single clearest example of the difference between writing content and building an answer layer.

4. A careful note on their dashboard

Their own Looker Studio dashboard, over a four-week window to mid-August, shows organic sessions down about 17% and organic revenue down about 31% against the previous four weeks, with the AI channel small and roughly flat. We are deliberately not leaning on this. It is a short window, it will carry promotional and seasonal swings, and you have already flagged that some of its data sources have dropped their connection. We mention it only because it is their report and it points the same way as the softer first half of the year. The Search Console trend above is the sounder guide.

5. So, are they doing a good job?

They are a capable content shop. They ship real volume, on the right topics, and something has started working in the last two months. What they are not doing is the wrap-around: the technical foundations, the markup that makes content citable by AI, and the measurement that would prove any of it. That is not a criticism of their writing. It is a different job, and it is the job that turns a pile of good articles into a compounding asset you can see and own.

This is exactly the shape of what we do. We would keep the content engine running, fix the technical and markup layer underneath it, stand up measurement you can actually read, and hand you the platform to own it, so the recent upward trend is not a lucky two months but the start of a system. The full picture is on the Strategy and offer tabs.

This page is an early, indicative read built on partial data, and we have kept it deliberately cautious. The moment we can see a full month-by-month report from your agency, and their new pages separated from your existing organic, we will sharpen every number on it. GSC + SHOPIFY THEIR TRACKER + DASHBOARD