

Search & AI: August 2026

Nature Baby · New Zealand and Australia

The quick read on August: what moved, what we did, and what's next. All money figures are NZ dollars. Sources and definitions are in the small print at the bottom.

August at a glance

● NZ search revenue

\$52.5K of sales from Google search, up 84% on last August.

● Australia recovered

Google visits are back above where they were before the website move, for the first time.

● Search selling strongly

455 August orders worth \$76K came in through unpaid search, branded and non-branded.

● AI visits, year on year

570 visits from ChatGPT and friends. Last August it was 44. That's 13x.

● A quieter month

June and July both had big sales on. August didn't, so every channel's totals sit lower.

● AI visits since June

Dipped after June, then flat. New content is what moves this, and it hasn't gone live yet.

● Non-branded searches

Fewer clicks than last year from non-branded searches, the ones that don't mention your name. The content plan targets exactly this.

● AI answers in Australia

Purebaby is recommended more often than Nature Baby. Closing this gap is the next job.

Where August's sales came from

Every August order on your store, grouped by what brought the shopper in just before they bought. This is your own Shopify data.

Typed the site in, app, bookmarks \$177,588 · 931 orders

Branded search (your name, unpaid) ≈\$55,645 · 313 orders

Non-branded search (unpaid) ≈\$20,216 · 142 orders

Email \$17,418 · 88 orders

Google Ads \$14,753 · 115 orders

Meta ads (Facebook & Instagram) \$7,646 · 51 orders

Instagram & Facebook (unpaid) \$7,419 · 41 orders

Baby registries & other referrals \$3,523 · 30 orders

AI assistants (ChatGPT etc.) | \$382 · 3 orders

SHOPIFY · ALL AUGUST ORDERS · HOVER ANY BAR FOR DETAIL

Channels share credit: ads, email and word of mouth all feed branded search and direct visits, so no bar here claims the whole sale.

Best sellers, by how people found you

Bought after a Google search

455 ORDERS · \$75,861

Cotton Drawstring Pants 66 sold · \$2,499

Welcome Home Gift Set 20 sold · \$2,181

Short Sleeve Bodysuit 48 sold · \$1,843

Merino Knit Cardigan 21 sold · \$1,828

Cotton Long Sleeve Bodysuit 42 sold · \$1,539

Roughly 7 in 10 of these orders came from branded searches, the rest from non-branded discovery. Plus 66 digital gift cards worth \$8,252.

Bought from a Meta ad

51 ORDERS · \$7,646

Hooded Towel 7 sold · \$468

Pointelle Kimono Stretch and Grow 8 sold · \$405

Cotton Drawstring Pants 10 sold · \$365

Pointelle Footed Rompers 8 sold · \$307

Cotton Long Sleeve Bodysuit 8 sold · \$300

Bought after asking an AI

3 ORDERS · \$382

Wool Mattress Protector

Merino Long Sleeve Bodysuit

Cotton Wrap

Cotton Stretch and Grow

Cotton Drawstring Pants

Pointelle Long Sleeve Bodysuit

Mum's Oil

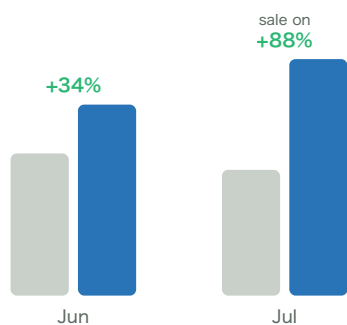
Jersey Face Cloths

Small, but a year ago this was near zero. These shoppers asked ChatGPT what to buy, and it sent them to you.

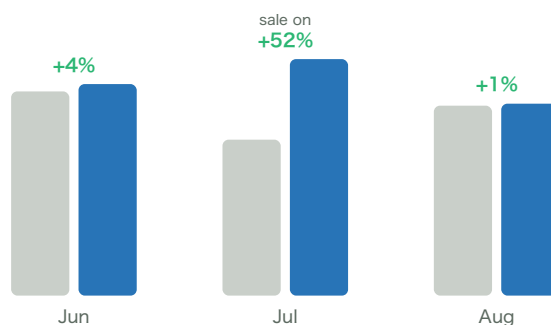
Google search: traffic, rankings and money

Visits from Google search. Blue is this year, grey is last year. July's jump was the End of Season Sale.

New Zealand

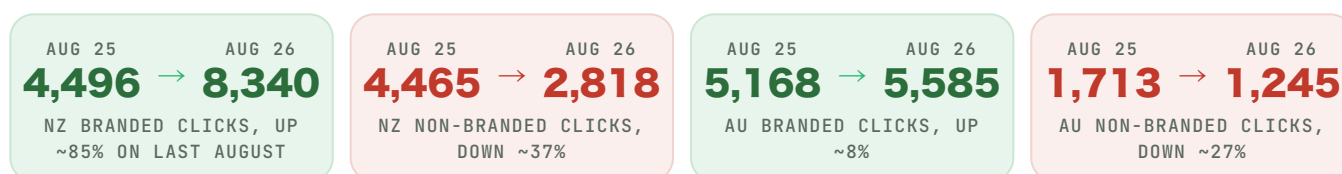


Australia



GOOGLE SEARCH CONSOLE • HOVER ANY BAR FOR THE EXACT NUMBER

Branded vs non-branded. Branded searches include "Nature Baby". Non-branded searches, like "merino baby clothes", are how new shoppers find you, and they're what the content phase targets.



GOOGLE SEARCH CONSOLE • AUGUST VS LAST AUGUST • ONLY THE SEARCHES GOOGLE NAMES, ABOUT 70% OF CLICKS • DIRECTIONS, NOT EXACT FIGURES

Also in August: Australia's visits went above their pre-website-move level for the first time, and about twice the share of people who see you in Google click through compared to last year.

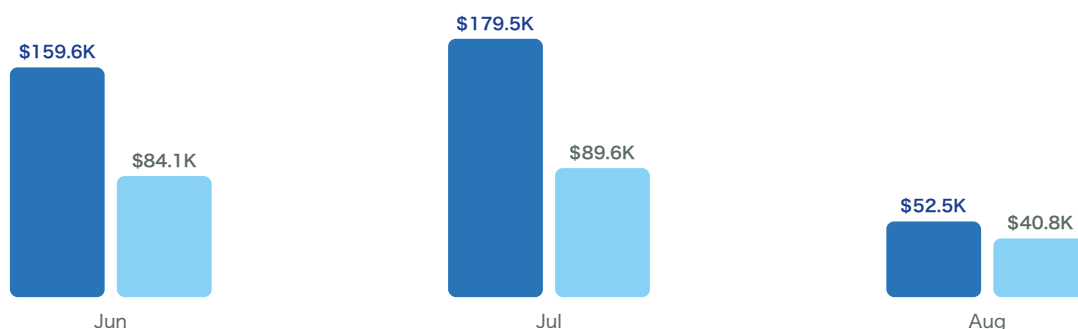
Where you rank, on non-branded searches



SALE ON

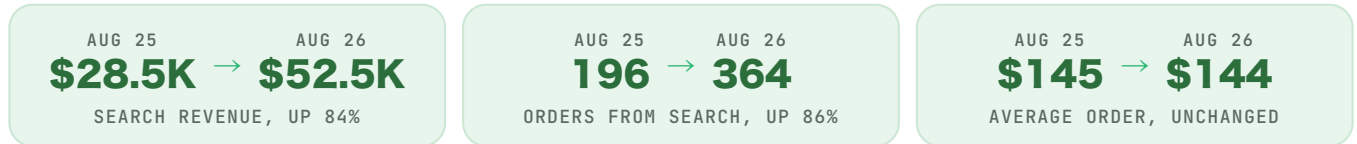
SALE ON

■ New Zealand ■ Australia



June and July look big because sales were running, and a sale lifts every channel. August, with no sale on, is the quietest month in the chart. The cleanest comparison is August against last August, with no sale in either:

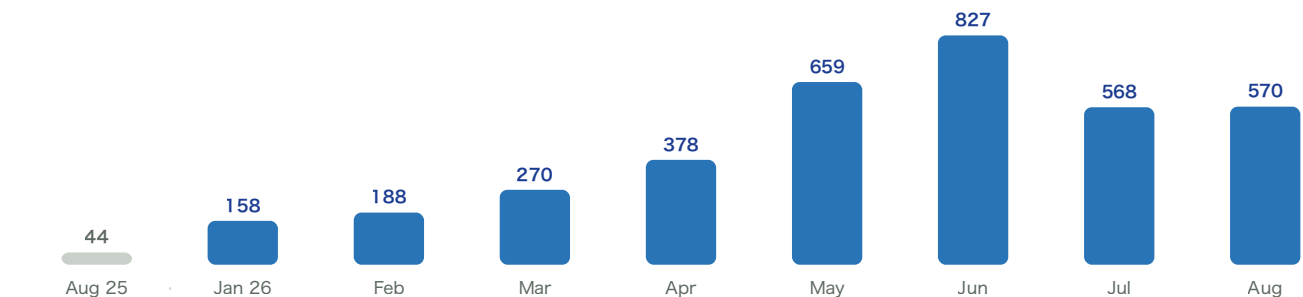
NEW ZEALAND • AUGUST 2026 VS AUGUST 2025



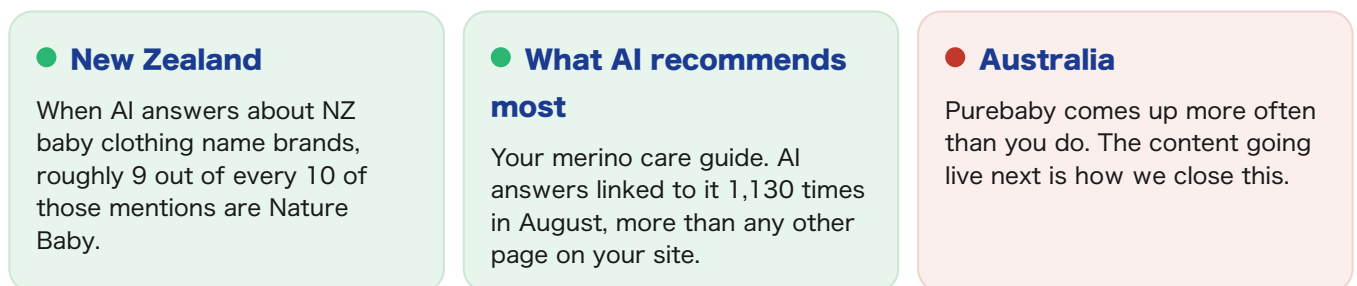
Nearly twice the orders at the same average spend: growth from more shoppers, not discounting. Australia can't be compared to last year this way because its sales tracking only started in November.

AI search

Visits arriving from ChatGPT, Gemini, Perplexity, Claude and friends. The AI answers we track below are all non-branded questions, like "best merino baby clothes".



GA4 • ALL MARKETS • CHATGPT SENDS 97% OF THESE VISITS



When AI does talk about Nature Baby, it speaks well of you: sentiment scores are around 94 to 96 out of 100 in both countries.

What we did

The big one: we worked through all 514 broken web addresses left over from the website move. Most fixes have been live since 28 August.



Now send shoppers to the right page

Pages that are live again

Remaining, mostly held on purpose or products since removed

Thanks to Brittany for working through the product list with us. Broken addresses waste the Google authority the old pages earned; fixing them hands it back to the live site.

- ✓ Fixed missing page headings that Google relies on to understand key pages.
- ... Google Shopping recommendations are finalised; we'll walk you through them on our next call, since the changes sit on your side.
- ... September: we've been setting up Notable, the publishing platform your content engine will run on, and calibrating it so everything it produces sounds like Nature Baby.

What's next

- **Going deep on Nature Baby.** We're building out your full content strategy in Notable, your new content platform. Alex will walk you through it on the call.
- **Calibration articles arriving soon.** The first pieces through the new engine, tuned until they sound exactly like Nature Baby. This is the fix for both red lights above.
- **The full six-month report lands in October.** The whole engagement picture, before and after, for the board.

The small print

Google search visits are clicks from Google web search (Search Console), counted per country. **Search revenue** is from GA4 in NZD; GA4 has no Australian history before November 2025, so AU year-on-year comparisons use Search Console only. **Where sales came from** uses Shopify's own record of each shopper's last visit before buying, all August orders, all markets; it won't match GA4 exactly because the two tools measure differently. The branded and non-branded search rows are split by where the order landed (homepage and brand pages count as branded, collection and product pages as non-branded), which is why both carry a ≈. Only 12 of the 455 search orders started life on an ad in Shopify's journey record. **Rankings** show where you typically appeared in Google results for that search during August, per country. **Branded vs non-branded:** branded searches include Nature Baby's name, non-branded is everything else. The split uses the searches Google names, about 70% of clicks, and that named share moves between years, so the changes are directions, not exact figures. GA4 cannot break revenue down by search term, so Shopify's landing-page and first-visit records are the cross-check; Shopify misses some first visits (cleared cookies, new devices), which is part of why the attribution model is still being refined. **AI answer figures** come from a panel of 312 shopper questions we track; the panel grew from 148 since the last report, so August is a fresh baseline rather than a trend. Counts of AI answers linking to your pages are measured on your Australian site. AI answers often name several brands at once. **Sale dates** confirmed by your team: One Day Sale 9 to 11 June, End of Season Sale from 13 July. August ran no major promotion as far as we know; if one ran, tell us and we'll adjust the read.

Team Empathy

Search and AI discovery for ecommerce brands

