TEAM EMPATHY · SIX MONTH REPORT · APRIL TO SEPTEMBER 2026

Search & AI: the six months

Nature Baby · New Zealand and Australia

The six months in four numbers

+28.7%

Australian visits from Google, against the six months before we started

47,130 → 60,642 VISITS, OCTOBER TO MARCH AGAINST APRIL TO SEPTEMBER

$982K

Sales from Google search across both markets in the six months

$644K → $982K, OCTOBER TO MARCH AGAINST APRIL TO SEPTEMBER
≈ $611K BRANDED · ≈ $368K NON-BRANDED

27%

of New Zealand's online sales came through Google search

18% IN THE SAME MONTHS LAST YEAR, 24% IN THE SIX MONTHS BEFORE WE STARTED

9.4x

Visits from AI assistants, against the same six months last year

396 → 3,712 VISITS · 27 ORDERS, $3,292

Executive summary

- **The repair you hired us for is done.** Australia's visits from Google are up 28.7% on the six months before we started, and the dead addresses left by the website move now redirect, with a weekly watch catching new ones.
- **The money.** $982,313 of sales came through Google search in the six months, about 62% branded and 37% non-branded, against $643,591 in the six months before we started. Australia's rose 71% a month ($187,038 over November to March, when its tracking began, to $384,177). New Zealand is up 127.8% on last year, mostly from the move to Shopify and fewer brand ads, so more people searching your name clicked your normal Google result instead; on the six months before we started, it's up 31%.
- **Branded up, non-branded down.** Searches for Nature Baby by name rose about 17% in both markets, and in New Zealand clicks on your normal Google result from those searches doubled as fewer brand ads ran. Non-branded slipped 13% in New Zealand and held flat in Australia; closing that gap is what the content phase is for.

- **Now we build the engine.** Your content programme is being built in Notable, the platform you keep after this engagement. It is later than planned, and the build runs at no extra charge until it is right.

Where it stands

Australia is repaired

Visits from Google beat the same month last year in five of the six months.

Australian search sales up

71% more a month than in the months before we started, $384K in the six months.

Broken links, handled

1,023 fixes applied, and a weekly watch now running.

AI is buying

27 orders worth $3,292 from AI assistants, against 5 orders and $409 last year.

Your content, in Notable

We're building something special for you in Notable. The pieces roll out over the next few months, at no extra charge for however long that takes. Thanks for your patience.

Non-branded searches

Down 13% in NZ and flat in Australia on last year, while branded visits rose 104% and 17%. New content is what moves these.

AI answers in Australia

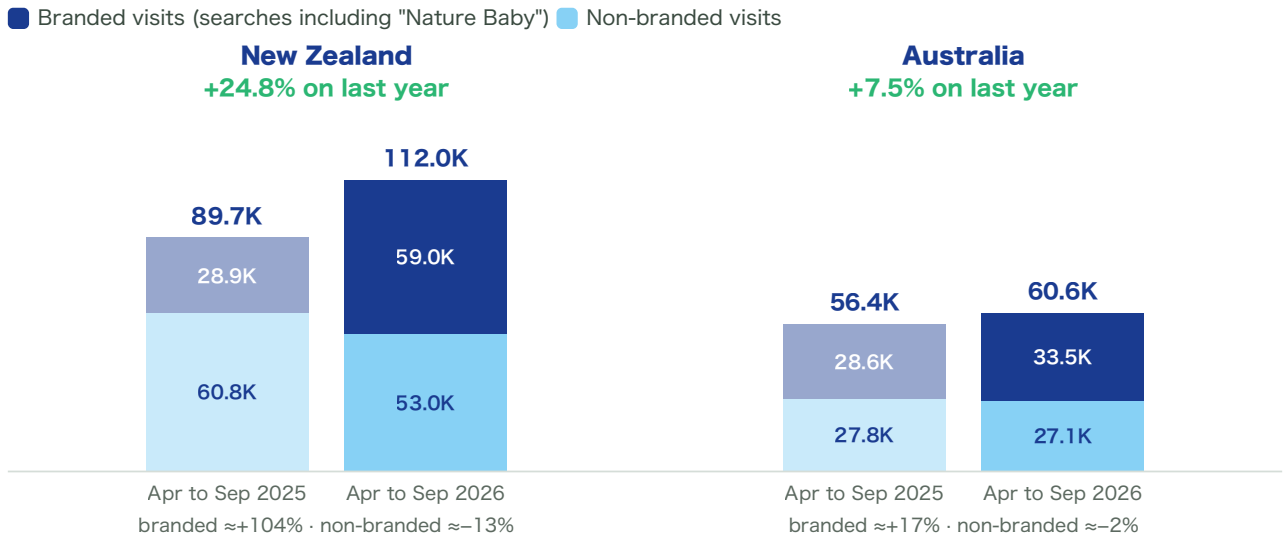
In our panel of 312 shopper questions, Purebaby has the highest share of voice in Australian AI answers (54) and you're next (43). The gap narrowed from 13.5 points in August to 10.6 in September.

Still to come

Your 12-month content plan, the on-page batch, your FAQ page, a Wikidata entry and your Notable logins.

Google search: visits

The same six months, last year against this year. Dark is branded, light is non-branded.



GOOGLE SEARCH CONSOLE

In New Zealand, fewer brand ads meant more clicks on your normal Google result

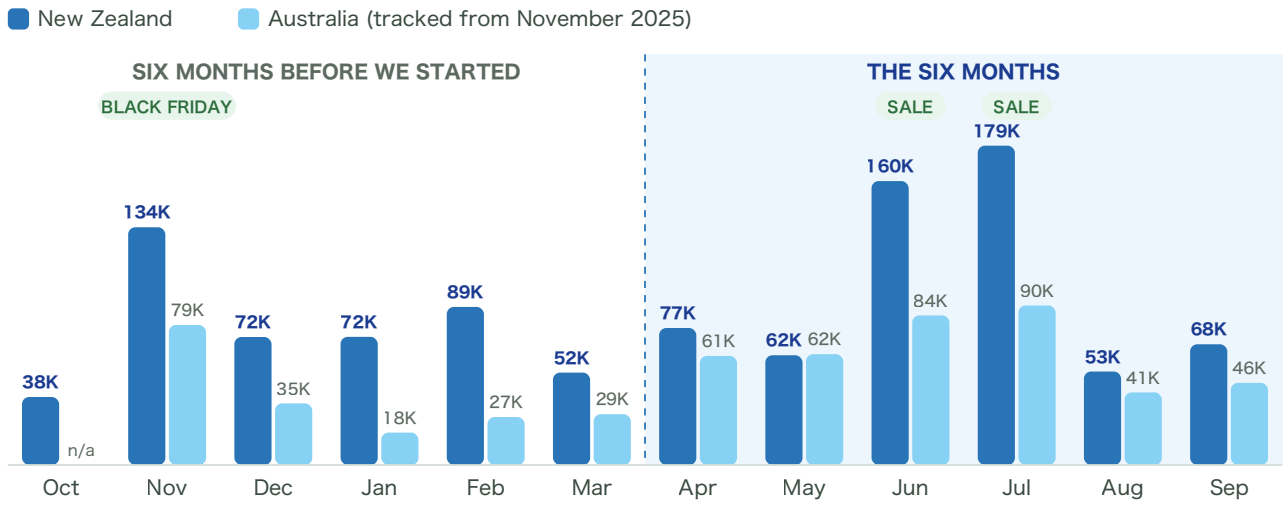
When someone googles "Nature Baby", they see your ad at the top, which you pay for each click, and your normal result just below, which is free. With fewer ads running, more of them clicked the normal result.

74,189 → 43,797
New Zealand visits from brand ads on Google, April to September, last year → this year.

28,893 → 58,965
clicks on your normal Google result from people searching your name, same months. Added together, the two are level.

+17%
searches for Nature Baby by name in New Zealand, so most of the doubling is the move from ads.

Google search: sales



GA4 · SALES FROM GOOGLE SEARCH VISITS · NZD · AUSTRALIA'S TRACKING BEGAN IN NOVEMBER 2025

Sales from Google search	Six months before we started (Oct to Mar)	Same months last year	This year (Apr to Sep)
Australia	$187,038 (November to March; tracking began in November)	not tracked	**$384,177 (+71% a month)**
New Zealand	$456,553	$262,597	**$598,136 (+31% on the six months before · +127.8% on last year)**
New Zealand, visits (GA4) and orders from search	152,561 visits, 3,392 orders	118,392 visits, 1,791 orders	**165,463 visits, 4,216 orders**
Both markets	$643,591		**$982,313** (≈ 62% branded, 37% non-branded)

Why New Zealand is up 127.8% on last year

Mostly the move to Shopify in November 2025, and fewer brand ads, so more people clicked your normal Google result instead.

2.35x
orders from 40% more visits, at about the same average order ($147 → $142): the new checkout turns more visits into recorded sales.

+69%
in the four months with no sale on ($153,110 → $259,081), so it isn't only the June and July sales.

20% → 9%
of New Zealand's online sales came through brand ads, last year → this year, as fewer brand ads ran.

Our part in this

- **Australia:** the website move broke Australia's Google search. From April to June we halved the dead pages, got Core Web Vitals passing and fixed the market targeting between the two sites; the visits came back from May, and the sales with them. The redirects in August and September closed most of what was left.
- **New Zealand:** both sites run off one Shopify store, so every fix, the structured data and the Fusion5 work landed on .co.nz too.
- **The rest** is the new checkout, brand-ad clicks moving to your normal Google result, and about 17% more searches for your name. The searches that don't use your name are what the content in Notable grows.

Three decisions

- **Keep the search work going,** and make the weekly link watch and the systems behind it part of how Nature Baby runs, so this never repeats.
- **AI search is the next way people shop,** it already brought 27 orders this half, and it runs on the same foundations, so that is where the investment goes next, through Notable.
- **Let us prove Notable** over the next few months as we bring you onto it.

What we delivered

- **Australian technical recovery:** the dead addresses left by the website move now redirect, with a crawl and indexing audit of every live Australian page.
- **Structured data:** organisation, website, product, collection, breadcrumb and FAQ markup live on both domains. Google reads breadcrumbs on 1,078 of your pages and review stars on 179.
- **Broken links:** 1,023 fixes applied at the end of September, and a weekly link watch running every Monday, reviewed with you monthly.
- **llms.txt:** a guide to your most important pages for AI crawlers, live on both domains.
- **Research and the master sheet:** keyword demand across three tools and 312 real shopper questions, every one mapped to a page.
- **Fixes with Fusion5:** heading tags, duplicate titles and descriptions, image sizes, hreflang conflicts and the internal redirect chains, all closed.

What comes next

- **Notable:** your logins, then your 12-month content plan for sign-off.
- **Content:** the first pieces through your calibrated brand voice, then the full programme rolling out over the next few months.
- **On-page batch and FAQ page:** to you for sign-off, so the pages you already rank for work harder in the meantime.
- **Link watch:** runs weekly, reviewed with you monthly.