

Organic Search & AI Search: Three Month Update

Nature Baby · Australia and New Zealand

Executive summary

The migration broke Australia's organic search: errors that were not caught during the migration compounded over the months that followed. That damage has now been repaired, the foundations are rebuilt, and the recovery is underway, verified against ad spend, sale events, seasonality and the reported outage.

All figures compare 1 April to 30 June 2026 with 1 January to 31 March 2026

+27.5%

AU ORGANIC SEARCH
CLICKS
22,888 → 29,186

**\$73.6K →
\$207.6K**

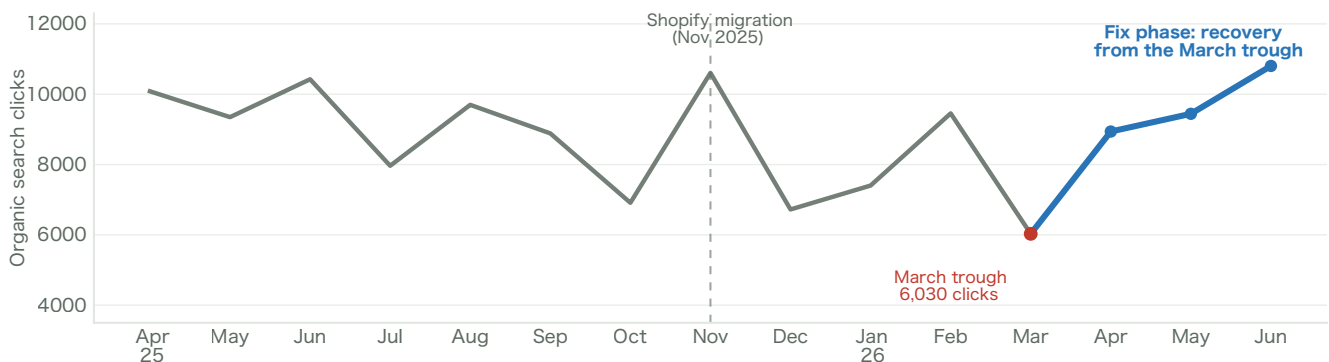
AU ORGANIC REVENUE, UP
181.9% (NZD)

12% → 22%

ORGANIC SEARCH'S SHARE
OF ALL AU ONLINE SALES,
ROUGHLY DOUBLED

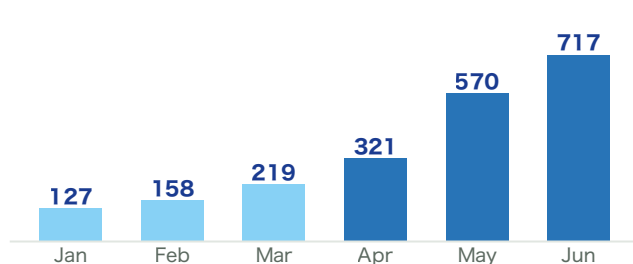
+219%

AI REFERRAL SESSIONS
504 → 1,608

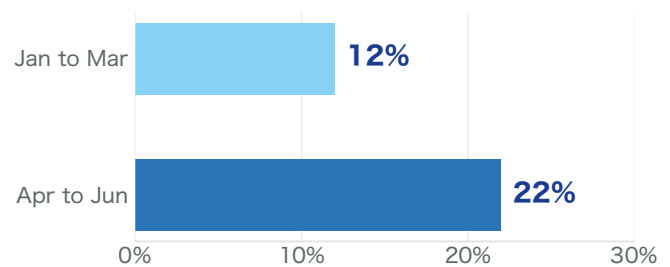


AU ORGANIC SEARCH CLICKS BY MONTH, APRIL 2025 TO JUNE 2026 · GREY: POST-MIGRATION SLIDE · BLUE: THE FIX PHASE · SOURCE: GOOGLE SEARCH CONSOLE

The commercial read: organic revenue rose from \$73,649 to \$207,598. Organic search's share of all AU online revenue roughly doubled, from about 12% to about 22%. Because every channel enjoyed the same winter season and promotional calendar, that share gain is the cleanest evidence the search work itself moved the needle. Shopify's own data corroborates it: AU orders up 41.7%, and orders from new customers up 79.4%.



VISITORS ARRIVING FROM AI TOOLS (CHATGPT AND OTHERS), MONTHLY



ORGANIC SEARCH'S SHARE OF AU ONLINE REVENUE, BY QUARTER

Verified. Every number above has been cross-checked against ad spend actuals, the one-day sales, the reported outage and seasonality. The checks are summarised at the start of the results section.

1. Where this started

The November 2025 Magento to Shopify migration left Australia's organic search badly damaged: more than 8,000 broken AU pages, failing site speed scores, AU pages carrying New Zealand metadata, and no structured data on collection pages. By March 2026, AU organic revenue was down 30% on the year before, and AU organic search clicks hit their lowest month in our data (6,030).

The engagement began in April with a clear sequence: repair the technical foundations first, then build the content and AI search engine on top. This report covers the repair phase and what changed.

2. What we fixed

104 delivery tasks were completed across the quarter. The material ones, by theme:

Area	What was done
Broken pages and redirects	AU 4XX pages reduced from over 8,000 to around 4,000. The remaining ~2,000 dead product URLs are mapped in a 2,009 row redirect plan, built and awaiting final sign-off.
Site speed	Core Web Vitals now passing on both domains. The mobile performance score was 27/100 at audit.
Market targeting	hreflang and AU country targeting corrected; 241 page titles referencing "NZ" on AU pages fixed; duplicate titles and descriptions cleared.
Page structure	Missing headings restored on 260+ pages (219 outstanding reduced to 8); image alt text resolved.

Area	What was done
Authority protection	Toxic backlink disavows filed for the AU, NZ and US domains; quarterly review process recommended.
AI readability	Full structured data audit across every template type; a three tier implementation spec delivered to the development team; Wikidata brand entity underway; Google Merchant Centre feed corrected.
The content engine	Nature Baby's own AirOps workspace stood up; keyword strategy (111 keywords) and AI prompt strategy (229 prompts) client approved; 285 blog articles audited and prioritised; first three refreshed calibration articles delivered for review.

3. Australia: the recovery

Before the numbers: how we checked them. We tested these results against everything else that could explain them.

- **Ad spend:** cross-checked against Google Ads and Meta actuals. Google spend was flat across the recovery months, paid brand clicks fell while organic brand clicks rose, and no non-brand search campaigns exist in the account. The growth is not paid media echo.
- **Sale events:** both quarters contained a one-day sale (13 to 15 January, 9 to 11 June). Every headline claim survives with the sale windows removed from both quarters.
- **The outage:** the reported disruption (27 January to 27 February) sat in the baseline quarter and shows no impact on organic search clicks in either market's daily data.
- **Seasonality:** April to June is the winter merino peak, so quarter on quarter claims are paired with year on year comparisons wherever native data exists.

The side by side

Australia (country filtered)	Jan to Mar 2026	Apr to Jun 2026	Change
Organic search clicks (GSC)	22,888	29,186	+27.5%
Organic impressions (GSC)	592,509	670,573	+13.2%
Average CTR across the period	3.86%	4.35%	up
Average Google ranking position	13.5	11.5	2 positions better
Organic search sessions (GA4)	28,851	44,315	+53.6%
Organic revenue (GA4, NZD)	\$73,649	\$207,598	+181.9%
Organic transactions (GA4)	399	944	+136%

Excluding the one-day sale windows from both quarters, organic revenue growth is +143.9% and click growth is +23.6%.

The growth is new demand, not brand awareness

- **Non-brand organic clicks grew +39.5%**, ahead of brand at +23.9%. New shoppers finding Nature Baby through category searches like "organic baby clothes", not just people searching the name.
- **Total brand demand was flat.** Counting paid and organic together, brand search clicks moved just +1.9%. Organic captured share while paid brand clicks fell 14.6%.
- **The clicks land on shopping pages.** Collection page clicks rose +31.2% and blog clicks +151%, while homepage impressions were flat. This is the signature of technical recovery, not a brand surge.

4. New Zealand

Every technical fix applied to the store benefits both domains, and New Zealand's numbers reflect that. Because the June one-day sale dominates the quarterly shape, New Zealand is measured against the same period last year:

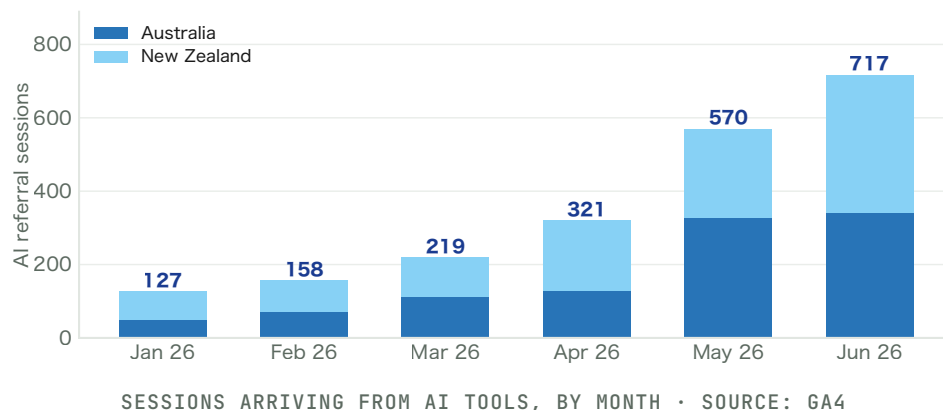
- **Organic revenue rose from \$166,046 to \$298,291 year on year, up 79.6%** (GA4, NZD; +62.7% with the sale windows removed). Organic transactions rose 16.7% on the previous quarter.
- **Organic search clicks +6.8% year on year** (47,233 to 50,450).
- **The June one-day sale is the clearest proof point:** from the same annual event, organic search captured \$126.8K this year against \$60.6K last year, more than double the organic harvest from the same sale.

5. AI search: the first measured baseline

This is the first period AI search has been measured for Nature Baby, on two levels: people arriving from AI tools, and how AI assistants answer about the category.

People arriving from AI tools (GA4, hard data)

- AI referral sessions rose from 504 to **1,608** quarter on quarter (+219%), roughly twelve times the same period last year. First attributed revenue: \$1,671 across 12 transactions.
- ChatGPT drives about 95% of it, split evenly across AU and NZ. June alone delivered 717 sessions and the curve is accelerating month on month.



- **Inside AI answers themselves** (tracked daily across 148 prompts in AirOps): Nature Baby holds roughly 46% share of voice, sentiment is 92.6/100 where the brand appears, and citations are shifting to editorial content, with the merino care guide now the most AI-cited page on the site. One competitor, Purebaby, currently leads AU AI share of voice, and closing that gap is a named goal of the content phase.

The technical repair made the site readable to AI engines. Visibility share inside AI answers is won with content depth and authority, which is precisely where the engagement goes next.

6. What happens next

- **Immediate: the redirect map.** The 2,009 row plan for the remaining dead product URLs is built and awaiting sign-off. It recovers the last of the lost link equity and closes the migration chapter.
- **Months four to six: content at scale.** The AirOps engine moves from calibration to production: refreshing the prioritised blog library (285 articles audited), new content against the seven cluster strategy, and product and collection page refreshes.
- **The AI visibility push.** Close the Purebaby gap with content depth, authority placements and community presence; implement structured data tiers two and three with the development team.
- **Measurement rhythm.** This is the three month read. The six month report lands in October, with AI tracking now running continuously in between.

Appendix: definitions and sources

Organic search clicks are totals for the market and period from Google Search Console (web search, country filtered). **Organic sessions, revenue and transactions** are from GA4, attributed last non-direct click, revenue in NZD. **Shopify figures** use billing country and native post-migration data only; pre-migration history is excluded as it cannot be verified like for like. **CTR** is the average across the period. Share of revenue compares GA4 organic revenue with Shopify total sales, currency adjusted. Sale windows excluded in ex-sale figures: 11 to 17 January and 7 to 13 June, removed from both quarters. AI referral sessions count arrivals from chatgpt.com, perplexity.ai, gemini.google.com, claude.ai and copilot.microsoft.com. AI answer tracking is AirOps daily prompt monitoring across ChatGPT, Gemini, Perplexity and Google AI Mode. Percentage figures describe the change between the stated periods.

Team Empathy

Search and AI discovery for ecommerce brands

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