TEAM EMPATHY · SEARCH & AI STRATEGY

Be the linen label AI recommends in Australia.

Prepared for Lilly Pilly Collection

AUSTRALIA, WITH THE UNITED KINGDOM, THE UNITED STATES AND NEW ZEALAND | 17 NOVEMBER 2026 · TEAM EMPATHY

1. Executive summary

The short version. Google organic visits brought **A$110,540 of revenue** in the last twelve months in your Analytics, branded and non-branded together, gross, every country. This report models the part that can grow: Australians searching for linen and silk clothing without naming you, with the same searches sized in the United Kingdom, the United States and New Zealand beside it. That is worth about **A$24,594 a year** today, non-branded and gross, from 1.5% of the winnable clicks. The mid case takes you to 7.4%, five times today's share, matching the gap between your Google traffic and Nomad the Label's, worth **A$123,504 a year** in non-branded gross revenue once fully live. Your six questions are answered one by one under section 4.

Three things to know

- **Your four biggest collections sit at the top of page two.** Over the last 90 days in Australia, "linen pants women" averaged 11.5 on your Pants collection, "linen skirt" 10.3, "linen dress" 11.4 on Dresses and "linen sets" 10.8 on Matching Sets. Together the four pages showed 18,841 times on those searches and earned 58 clicks. The pages already exist and Google already shows them, so moving them up is the cheapest gain in this report. SEARCH CONSOLE
- **ChatGPT already sends you shoppers. Google's AI answers mostly name other labels.** AI assistants sent 1,473 visits in the year, 1,454 of them from ChatGPT, most landing on product pages and European Linen. In our live check on 17 November 2026 of 22 linen-buying questions (18 asked as Australian shoppers, 4 as British), ChatGPT named Lilly Pilly in 8 of 22 answers; Google's AI Mode named you in 4 of 22 and its AI Overviews in 0 of 16. ANALYTICS DATAFORSEO

- **Matching Sets fell on its own.** The page slid from an average of 8.8 to 12.8 from late October, on mobile and desktop alike, while impressions across the rest of the site kept rising. None of your other pages picked up the set searches, so this is one page losing ground, and it can be won back. SEARCH CONSOLE

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

2,466,708
non-branded searches a year in Australia for linen and silk clothing you sell, across eight product themes

493,342
of those end as organic clicks you could win, once ads, shopping grids, marketplaces and AI answers take their share

7,270
is what you win today: Australian Google visits that land past your home page, measured in Analytics, 1.5% of the winnable clicks

A$16,480
of projected three-year value from the new customers in each extra 1% you take; counting every order, each 1% is A$16,690 a year in non-branded gross revenue

What that is worth

Australian search traffic converts at 1.46% in your Shopify, at an order value of A$231.90 before returns, so a non-branded click is worth A$3.38 gross. Shopify's search traffic also includes people searching your name, and possibly paid Google clicks; Analytics recorded A$35,043 from these same non-branded visits, so A$3.38 sits below what they actually brought. 73% of your Australian orders come from new customers, and a new customer's first order averages A$223.63 in Shopify; the first year is projected at 15% above that (A$257.17) and three years at 40% above (A$313.08). About 1 click in 94 becomes a new customer. The same linen and silk searches run 205,559 a month in Australia, 168,262 in the United Kingdom, 520,593 in the United States and 17,800 in New Zealand. SHOPIFY PROJECTED

Case	Share of the pool	Clicks / yr	New customers / yr	First-order revenue / yr (gross)	First-year value / yr (gross)	Three-year value / yr (gross, projected)
Australia, today	1.5%	7,270	78	A$17,346	A$19,948	A$24,285
Australia, conservative	2.7%	13,320	142	A$31,782	A$36,550	A$44,495
Australia, mid	7.4%	36,507	390	A$87,107	A$100,173	A$121,950
Australia, high	11.8%	58,214	621	A$138,901	A$159,736	A$194,461

Case	Share of the pool	Clicks / yr	New customers / yr	First-order revenue / yr (gross)	First-year value / yr (gross)	Three-year value / yr (gross, projected)
United Kingdom, mid case 168,262 searches / mo; today 1,014 visits	1.3%	5,092	52	A$20,556	A$23,639	A$28,778
United States, mid case 520,593 searches / mo; today 970 visits	0.4%	4,871	27	A$10,545	A$12,127	A$14,763
New Zealand, mid case 17,800 searches / mo; today 766 visits	9.0%	3,847	44	A$11,952	A$13,745	A$16,733

Non-branded, gross, Google organic search. Australia: Today's clicks are measured in Analytics, and the cases are steps up in share of the same pool, with the value of a click held at today's Shopify figure. Each overseas row takes that market's own non-branded visits today and grows them by the mid case's lift (5.0 times today), at that market's own Shopify order value and new-customer share; the United States converts at its own 0.80%, and the United Kingdom and New Zealand convert faster than Australia in Shopify on small numbers, so both are held at Australia's 1.46%. Net of your Australian return rate in Shopify (17.2%), each 1% is A$13,821 a year. SHOPIFY ANALYTICS KEYWORD PLANNER + DATAFORSEO PROJECTED

Counted as revenue, repeat orders included, the three Australian cases add **+A$20,468**, **+A$98,910** and **+A$172,345** a year in new non-branded gross revenue on top of today. ANALYTICS MODELLED

Where you focus, at a glance

Linen pants

~65,835 SEARCHES / MO

THE PRIZE

The largest theme by a distance. Your Pants collection averages 11.5 for "linen pants women" and is already titled Women's Linen Pants, so the climb comes from depth and links (question 2).

Linen sets

~35,191 SEARCHES / MO

WIN IT BACK

Matching Sets sat at 8.8 through October and earned 78 clicks in four weeks. Getting back there is the quickest recovery on the board.

Linen dresses

~33,418 SEARCHES / MO

ONE PAGE PER SEARCH

Google sends "linen dress" to your general Dresses page at 11.4, while Linen Dresses, the page built for it, showed 466 times in 90 days.

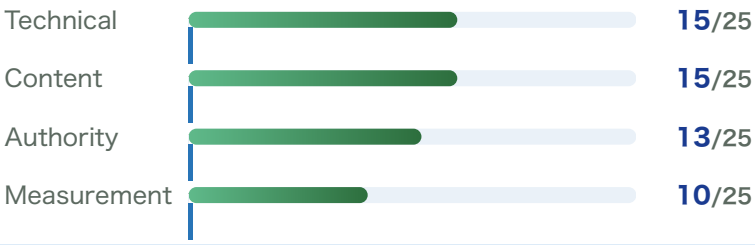
Keyword Planner volumes for Australia, November 2026. Every keyword and AI question lives in The data tab. KEYWORD PLANNER + DATAFORSEO SEARCH CONSOLE

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. **AI-Ready Certified is 80 out of 100**, Professional on all four, the standard we build clients to. You are at 53 today.

Lilly Pilly Collection **53/100**

STRUCTURED · CLEAN BUILD, THIN COPY



+27

points to AI-Ready Certified. The points sit in deeper pages, a faster mobile homepage, tracking AI answers and proof on other sites.

WHERE YOU ARE · WHERE YOU NEED TO BE



Today · Structured, 53 / 100

Where you need to be · AI-Ready Certified, 80 / 100

The findings that matter most, and cost least to fix. Your markup is clean on all 135 pages we crawled, with FAQ markup on 78 of 81 collections and every product we sampled. What holds you back: the homepage misses Google's real-user speed bar on mobile (it reacts to a tap in 220 milliseconds, against a 200 limit), the words on the page are short (collection introductions at a median of 43 words, product descriptions at 51), and nothing tracks whether ChatGPT or Google's AI name you.

The detail behind each pillar is in Appendix B.

3. The market you are missing: search and AI

Your buyers search for the garment before the label: linen pants, a linen dress, a matching set, a silk slip dress. In our live Google Australia check, fashion retailers and labels took the top spots: Sportsgirl, Femme Connection, Petal & Pup and Sussan on "linen dress", and Sussan, Montaigne and Sportsgirl on "linen skirt", where your Skirts page sat fourth. Elk and Nomad the Label sat further down. On mobile, an AI Overview, a product grid or both sat above the first organic link for 4 of the 5 searches we checked.

Want the in-depth look? Click through to The data ↗ tab for every keyword, all 92 AI questions and the theme maths behind this section.

Validated demand, and where you rank today

Term	Searches / mo (AU)	Your average position	Your impressions / yr	AI Overview on the results
linen pants	27,100	13.5	5,428	-
linen dress with "linen dresses"	12,100	11.4	7,859	-
white linen pants	12,100	Not showing yet	-	-
linen shorts	9,900	Not showing yet	-	-
matching sets	9,900	23.0	211	Yes
linen shirt with "linen shirts"	9,900	Not showing yet	-	-
two piece sets	8,100	Not showing yet	-	Yes

Term	Searches / mo (AU)	Your average position	Your impressions / yr	AI Overview on the results
linen set with "linen sets"	6,600	9.5	4,263	-
linen skirt with "linen skirts"	5,400	10.4	4,876	-
black linen pants	5,400	16.5	288	Yes
linen pants women with "womens linen pants"	5,400	11.7	4,585	-
linen shirt women with "womens linen shirt"	5,400	Not showing yet	-	-
silk dress with "silk dresses"	5,400	11.7	3,046	-
co ord sets	4,400	Not showing yet	-	Yes
linen maxi dress with "maxi linen dress"	3,600	12.2	1,135	-
white linen dress	3,600	Not showing yet	-	-

Keyword Planner for Australia, November 2026; where Google gives close variants one shared figure ("linen dress" and "linen dresses") it is counted once. Position and impressions are your twelve-month Search Console figures for Australia, from a longer pull in which Search Console trims rare queries, so a search can show slightly fewer impressions here than in the 90-day table under question 2; "Not showing yet" means fewer than 50 impressions in the year. The AI Overview column is DataForSEO's flag for each search. KEYWORD PLANNER + DATAFORSEO SEARCH CONSOLE

We sized the market term by term. 213 Australian searches, after close variants are counted once, add up to 300,211 a month; **205,559 of that is core demand**, linen and silk clothing named by garment, across eight themes led by pants, sets and dresses. Occasion searches with no fabric in them (summer dresses, wedding guest dresses) add another 82,080 a month and sit outside the model. 92 AI questions sit alongside, 60 of them ones you can answer better than a department store (Appendix C).

4. The six-month transformation

Our way of getting you to the mid case, **+A$98,910 a year** in new non-branded gross revenue in Australia, and taking your scorecard from 53 toward 80 out of 100, starts with our six-month AI & Search build on Notable.

> **Want the full breakdown?** Click through to The offer tab for the phases, the deliverables and your time commitment.

Your six questions, answered

Adam's six questions from 16 November, each answered from your own Search Console and Analytics and our live checks.

1. Why did Matching Sets drop after 26 October?

The page took its current address in late August, when /duo-sets became /matching-sets. On set searches it averaged 8.8 from 28 September to 25 October, with 78 clicks in those four weeks, and 12.8 from 27 October to 16 November, with 10. The slide began on 25 October and shows on both devices: across all the page's searches, the four weeks before 24 October against the weeks since, it went from 8.4 to 12.1 on mobile and from 11.4 to 17.8 on desktop. "Linen sets" went from 9.4 to 14.3.

- **It is this page.** Daily impressions across the whole site kept climbing through November, and no other Lilly Pilly page took over the set searches.
- **Google is unsure what "linen sets" means.** On mobile today the first ten results mix clothing with bed-linen sets (Pillow Talk) and a Reddit thread. Clothing-led versions held up better: "linen sets australia" still averages 7.5.
- **The page sells separates under a sets name.** The title already says "Linen Sets for Women", but none of the 62 pieces on the page is sold as a set: they are tops, skirts, camis and shorts to wear together, and 38 of them are tops. Someone searching "linen sets" is most likely looking for a two-piece.
- **The new range landed shortly before.** By their publish dates, 16 of the 62 pieces went live on 14 October and 2 more on 21 October (a date that also resets when a product is republished). If the new season changed what sits at the top of the grid, or older pieces sold out, that is the first thing to check. Your team will know whether that happened.

The fix is to give the search what it asks for: the pairings named and shown as sets at the top of the grid ("the Riley skirt and Rosa cami set"), a short answer-first introduction on how the pieces go together, and links in from Pants, Skirts and the journal with the words "linen sets".

2. How do linen pants, skirts, dresses and sets get from 10 to 13 into the top 3, without backlinks?

Search (Australia, 90 days)	Page Google picks	Impressions	Clicks	Average position
linen pants women	Pants	4,572	16	11.5

Search (Australia, 90 days)	Page Google picks	Impressions	Clicks	Average position
linen pants	Pants	5,204	4	12.2
linen skirt	Skirts	4,708	14	10.3
linen dress	Dresses	6,190	4	11.4
linen sets	Matching Sets	3,371	24	10.8
linen set	Matching Sets	4,423	21	9.5

Search Console, 17 August to 15 November 2026, Australia. SEARCH CONSOLE

Your titles, headings and FAQ markup already match these searches ("Women's Linen Pants", "Women's Linen Skirts"). Links are not the whole story: Montaigne sits above your Skirts page for "linen skirt" with a DataForSEO authority of 14 against your 24. So the rest is depth, focus and the product grid. The levers, in the order we would pull them:

- **One page per search.** Point every internal link with the words "linen dress" at one page (question 3), and do the same for pants, skirts and sets.
- **Go deeper above the products.** The introductions on these pages run to 65 to 72 words. Twice that, on fabric, fit, length and care, gives Google and AI more to match and quote; your FAQs below the grid already do the rest.
- **Product descriptions that answer.** Your product descriptions run to a median of 51 words. Fit, fabric weight, how it creases and how to wash it are the questions buyers ask AI, and the product page is where the answer belongs.
- **Feed the product grid.** On mobile the product grid sits above the first organic link for most of these searches, so complete product data (colour, material, size, reviews) puts your pieces in the grid while the page climbs.
- **Supporting guides.** A guide per theme ("how to style wide-leg linen pants", "does linen crease") linking to its collection with the exact words.

3. Dresses, Linen Dresses and European Linen: which page should own what?

Google has made its own choice. Dresses earned 222 clicks in Australia over 90 days, most of them from people searching your name, and it is also the page Google shows for "linen dress" (6,190 impressions at 11.4). Linen Dresses, the page built for that search, showed 466 times in total. The reason is on the pages. Dresses is titled "Linen Dresses for Women" with the heading "Linen Dresses for Women", while Linen Dresses is titled "European Flax® Linen Dresses", so the general page names the search more plainly than the page built for it. Both introductions open with the same sentence ("Our linen dresses are made from breathable natural linen"), and all 86 linen dresses sit on both pages, so

Google picks the bigger one. European Linen does a different job well: it is your linen-clothing page, averaging 9.1 for "linen clothing australia" and 2.9 for "pure linen clothing australia", with 254 clicks in 90 days.

- **Linen Dresses owns "linen dress"** and its colour and length variants, with the title, heading, copy and every "linen dress" internal link.
- **Dresses stays the all-dresses page**, titled for dresses in general, for your brand and non-linen searches, linking to Linen Dresses in its introduction.
- **European Linen owns "linen clothing"**, the fabric and origin story, linking down to each garment collection.

4. Where is the link gap?

883 sites link to Elk, Nude Lucy, Nomad the Label, Faithfull or Rove and never to you, once low-authority, spam, social and stockist sites are taken out. The ones worth chasing first are the Australian fashion and lifestyle titles, where your rivals' press coverage sits:

Site	DataForSEO authority /100	Links to	Type
womensweekly.com.au	43	Elk, Faithfull, Nomad, Nude Lucy	Fashion or lifestyle title
elle.com.au	43	Faithfull, Nomad, Nude Lucy, Rove	Fashion or lifestyle title
hellomay.com.au	33	Elk, Faithfull, Nude Lucy, Rove	Wedding title
marieclaire.com.au	44	Elk, Faithfull, Nude Lucy	Fashion or lifestyle title
broadsheet.com.au	42	Elk, Faithfull, Nude Lucy	Lifestyle guide
who.com.au	40	Elk, Faithfull, Nude Lucy	Fashion or lifestyle title
nowtolove.com.au	39	Faithfull, Nomad, Nude Lucy	Fashion or lifestyle title
newidea.com.au	38	Elk, Faithfull, Nude Lucy	Fashion or lifestyle title
thelatch.com.au	38	Elk, Faithfull, Nude Lucy	Fashion or lifestyle title
russh.com	37	Elk, Faithfull, Nude Lucy	Fashion or lifestyle title

Site	DataForSEO authority /100	Links to	Type
stylemagazines.com.au	31	Elk, Faithfull, Nude Lucy	Fashion or lifestyle title
sitchu.com.au	40	Faithfull, Nude Lucy	Fashion or lifestyle title

DataForSEO backlink data, 17 November 2026, five Australian rivals compared with your 121 referring domains. Stockists are left out, as you asked. The full list of 883 is in The data tab.

DATAFORSEO

Before any new links, protect the ones you have. Your old .com.au address still holds 86 referring domains of its own. Every old address redirects to the same path on the new site, which carries that value across, so the check is that each path those links point at still loads a live page on lillypillycollection.com and not a page-not-found.

5. Who does AI name instead of you, and why?

ChatGPT names Lilly Pilly more often than any other label in our check, 8 times in 22 answers. Google is the gap: its AI Mode named you 4 times and its AI Overviews never did, and the British answers named you in none of 12. These are the labels that came up most:

Label	Named in ChatGPT	Named in Google AI Mode	Named in AI Overviews
Lilly Pilly	8 of 22	4 of 22	0 of 16
Nomad the Label	5 of 22	4 of 22	3 of 16
Linaya	0 of 22	10 of 22	1 of 16
Sussan	3 of 22	4 of 22	4 of 16
DISSH	3 of 22	3 of 22	4 of 16
LUXMII	2 of 22	8 of 22	0 of 16
The Iconic	2 of 22	6 of 22	1 of 16
St. Agni	3 of 22	5 of 22	0 of 16
Assembly Label	0 of 22	7 of 22	0 of 16
ELK	1 of 22	3 of 22	2 of 16

22 linen-buying questions (18 asked as Australian shoppers, 4 as British) sent live to ChatGPT (with web search), Google AI Mode and Google AI Overviews through DataForSEO on 17 November 2026. One snapshot on one day: answers vary from run to run, so read this as a spot check. DATAFORSEO

Three reasons, all fixable. **AI quotes the pages it reads, and Google's reads other people's lists.** Linaya, an Australian linen store, publishes its own "best Australian linen clothing brands" article; it was a source in 14 answers, and only 2 of those named you. Every one of the 10 answers that read your own site named you, but only 2 answers named you without it, so beyond your own pages there is little about you for AI to find. **Your name is shared.** In 3 ChatGPT answers the link beside "Lilly Pilly" went to lillypillystyle.com.au, a different boutique, so some of the shoppers AI sends your way land on someone else's store. **The fix** is coverage on the Australian lists and titles AI already reads, the press list in question 4, answer-first guides on your own site for the questions in Appendix C, and consistent brand facts everywhere AI looks, so every answer about Lilly Pilly points at lillypillycollection.com.

6. Why do searches like "ivory dresses for women" show you near the top with no clicks?

Those impressions are almost all American. "Ivory dresses for women" showed you 13,170 times in the year at an average of 1.6 with 0 clicks, and the Frida Ivory Linen Dress product page carried nearly all of it. "Lilac dresses for women" follows the same pattern. In a live United States mobile check, both searches open with a product grid and image results, so the position Search Console records is most likely your product image inside those blocks, and an American shopper scrolling a grid of dresses rarely clicks through to an Australian label. These are lost to the market, and say nothing about your Australian pages. The Australian version is worth having: the same product, with free listings set up for Australia and your White & Ivory Dresses collection made to say linen in its title and copy, would compete for "white linen dress" (3,600 a month in Australia).

Appendix A: your channels and current position

Lilly Pilly Collection is an Australian women's label built on European linen and natural fibres: dresses, pants, skirts, sets, tops and silk, sold on Shopify in Australian dollars at lillypillycollection.com, which replaced the .com.au address.

Where your revenue comes from

Channel	Visits, 12 months	Orders	Revenue (gross)
Unassigned (mostly app and email traffic Analytics cannot label)	76,078	502	A$132,002

Channel	Visits, 12 months	Orders	Revenue (gross)
Organic search	22,265	418	A$125,391
Direct	43,640	422	A$120,562
Push notifications	62,495	346	A$86,197
Paid shopping	20,350	253	A$64,305
Cross-network	18,021	254	A$61,012
Email	11,877	170	A$50,942
Paid search	4,169	113	A$30,988
Organic social	14,188	82	A$22,712

Analytics, 14 November 2025 to 13 November 2026, every country, branded and non-branded together. In all, 282,093 visits, 2,625 orders and A$710,432. Organic search is branded and non-branded together; most of its home-page visits are people searching your name. ANALYTICS

Organic search over two years

Month	Organic visits	Organic orders	Organic revenue (gross)
Nov 2024 to Jan 2025	4,927	27	A$6,875
Feb 2025 to Apr 2025	4,019	27	A$8,392
May 2025 to Jul 2025	3,808	26	A$7,157
Aug 2025 to Oct 2025	5,637	75	A$18,351
Nov 2025 to Jan 2026	5,720	125	A$29,684
Feb 2026 to Apr 2026	2,689	51	A$17,904
May 2026 to Jul 2026	5,048	91	A$32,385
Aug 2026 to Oct 2026	8,275	131	A$37,609

Analytics, organic search, every country, branded and non-branded together. Search Console only holds the new .com address from January 2026, which is why this report measures today from Analytics. ANALYTICS

Where AI visits land

Landing page	AI visits, 12 months
/products/zahra-linen-mini-dress-cherry-red	262
/collections/european-linen	262
/	203
/products/iris-linen-midi-dress-chocolate	85
/products/tilly-cotton-voile-shirt-ivory	65
/pages/organic-sustainable	64
/collections/all-products	48
(not set)	43

Analytics, sessions from ChatGPT, Gemini, Claude, Perplexity and Copilot. 1,473 visits in all, 4 orders. ChatGPT links straight to products, so these shoppers land on a dress, then leave or browse. ANALYTICS

Appendix B: the scorecard in detail

Four pillars, 25 points each, scored granularly on measured evidence from a live crawl of 135 pages, Google's speed data and DataForSEO authority data, gathered 17 November 2026. AI-Ready Certified requires Professional on all four pillars and 80 or more in total.

Pillar	Score	The evidence behind it
Technical	15 / 25	robots.txt blocks no AI crawler. Structured data reads cleanly on all 135 pages crawled: business markup with five social profiles on the homepage, breadcrumb, product list and FAQ markup on 78 of 81 collections, and product, price and FAQ markup on every product sampled, with ratings on 15 of 24. Product markup carries SKU but no barcode (GTIN), shipping details or returns policy. No page is missing a title or description, and every page has one heading. On Google's real-user data the site as a whole passes on mobile, but the homepage on mobile takes 220 milliseconds to react to a tap, over the 200 limit, and that one result holds the pillar at Structured. One copied product (rika-black-linen-pants-copy) sits in the sitemap, and 267 of 9,916 images in page content carry no alt text.

Pillar	Score	The evidence behind it
Content	15 / 25	78 of 81 collections and every product sampled carry an FAQ, and your collection titles are written to the searches people use ("Women's Linen Pants", "Linen Sets for Women"). The words are thin: collection introductions at a median of 43 words (52 of 81 under 50), product descriptions at a median of 51 words, all 288 under 100. The journal has 15 articles at a median of 1,269 words, 12 of them published since 29 October, 12 built around questions, every one linking to products. Every byline reads Lilly Pilly, with no named person.
Authority	13 / 25	DataForSEO authority of 24 out of 100 (its own 0 to 1,000 scale, folded), from 121 referring domains. Your old .com.au address still holds 86 referring domains of its own, passing through its redirect to the new site. Reviews are live through Okendo but thin, 1 to 9 per product where they show. Your social profiles are linked in your markup; there is no Wikidata entry for the business.
Measurement	10 / 25	Analytics, Search Console and Shopify are all connected and read, closely enough that your team spotted the Matching Sets change. Nothing tracks whether ChatGPT or Google's AI name you, Analytics groups only 372 of the 1,473 AI visits under its AI Assistant channel, with the rest spread across other channels, and there is no baseline to measure against, so half the picture is out of sight.

Total 53 of 100, which places the brand at **Structured**. Products were sampled one in twelve (24 of 288) where the store limited a full crawl. `TEAM EMPATHY AEO MATURITY MODEL`

The ranked path to AI-Ready Certified

Points	Pillar	The move
+10	Measurement	A baseline of your priority questions across ChatGPT, Perplexity, Gemini and Google's AI answers, branded and non-branded reported separately, every AI referral gathered into one channel, and a monthly rhythm of acting on what moved. That takes the pillar from 10 to 20.
+7	Authority	The press and editorial list in question 4, reviews collected on every product, the old .com.au links pointed at the matching new pages, and a Wikidata entry tying the business to its profiles.
+5	Technical	The mobile homepage brought under Google's speed bar, barcodes, shipping and returns added to the product markup, the copied product removed, and alt text across the galleries.
+5	Content	Deeper introductions on the collections that matter, product descriptions that answer fabric, fit and care, one page per search, guides across the eight themes, and a named person behind the journal.

Authority is the slowest pillar and the one we can move least reliably. Reviews and the entity layer are work we do; coverage on other sites depends on other people, so the authority points are the target that tends to arrive last.

Appendix C: the demand detail

The eight themes behind the market size

Theme	Terms	Searches / mo (AU)	Searches / yr (AU)
Linen pants	20	65,835	790,020
Linen sets and matching sets	20	35,191	422,292
Linen dresses	32	33,418	401,016
Silk	19	27,914	334,968
Linen tops and shirts	15	21,178	254,136
Linen skirts	8	12,860	154,320
Linen clothing, general	27	7,593	91,116
Linen jumpsuits	6	1,570	18,840

Keyword Planner working volumes, Australia, November 2026, close variants counted once: 205,559 searches a month, 2,466,708 a year. No long-tail uplift is added, because unisex heads like "linen pants" already carry men's searches that offset it. Outside the core: occasion searches with no fabric word (82,080 a month) and sustainability searches (12,000).

KEYWORD PLANNER + DATAFORSEO

The AI questions shoppers ask

We built a library of 92 questions Australians and British shoppers ask AI engines about linen clothing, each anchored to a measured search. Here is a sample, with the search demand that sits behind each.

Question	Territory	Search demand behind it / mo
garden party dress in natural fabric	Occasion and wedding guest	3,120-3,840
best linen dress brands in australia	Linen dresses	2,470-3,040

Question	Territory	Search demand behind it / mo
ethical clothing brands australia for women	Sustainability and brands	1,144-1,408
linen pants and top set for women	Linen sets	767-944
flattering linen clothes for women over 50	Sizing and fit	693-853
linen playsuit or jumpsuit for a summer holiday	Linen jumpsuits	416-512
linen tops australia, which brands are good	Linen tops and shirts	416-512
where to buy linen pants for women in australia	Linen pants	338-416
best linen skirt australia	Linen skirts	221-272
european linen clothing australia	European linen	221-272

A sample of the 92-question library, all of it in The data tab with demand band and priority. The demand column is the keyword volume underneath each question, as a directional band; the question itself is rarely typed into Google word for word. DIRECTIONAL

Appendix D: where to play, your content territories

The same demand, grouped into the territories a plan executes against, in priority order. Priority follows core demand, with how close you already rank as the tie-break.

#	Territory	Searches / mo (AU)	Where you stand	What we build
1	Linen pants	65,835	"linen pants women" at 11.5 on Pants, "linen pants" at 12.2	Pants as the clear answer to linen pants, plus guides on fit, crease and styling
2	Linen sets and matching sets	35,191	Matching Sets at 12.8 on set searches since late October, from 8.8	Matching Sets won back, then set guides: what to pair, how to wear a set two ways
3	Linen dresses	33,418	"linen dress" at 11.4, on Dresses; Linen Dresses barely shows	Linen Dresses made the owner of the search, colour and length guides beneath it
4	Silk	27,914	"silk dress" at 11.7 across the year	Silk collection copy and care guides, the silk slip and silk dress questions

#	Territory	Searches / mo (AU)	Where you stand	What we build
5	Linen tops and shirts	21,178	"linen top" at 15.6; "linen shirt" not showing yet	One page per search: Linen Tops and Linen Shirts kept apart from Tops and Shirts, with styling guides
6	Linen skirts	12,860	"linen skirt" at 10.3 on Skirts	Skirts deepened with fit and length guides
7	Linen clothing, general	7,593	"linen clothing australia" at 9.1 on European Linen	European Linen as the fabric and origin story, linking down to every garment
8	Linen jumpsuits	1,570	"linen jumpsuit" at 10.6 on Jumpsuits	Jumpsuits copy and a short fit guide

Lead with three. **Linen pants**, the largest theme. **Linen sets**, where you were in the top 10 until late October. **Linen dresses**, once one page owns the search. Skirts, silk, tops and jumpsuits follow.

Appendix E: who you are up against, and the authority play

Store	DataForSEO authority / 100	Referring domains	AU keywords	Organic visits / mo (AU)	Your multiple
Lilly Pilly Collection	24	121	599	~826	1.0x
Nomad the Label	29	302	2,908	~4,148	5.0x
Nude Lucy	32	710	4,828	~10,793	13.1x
Elk the Label	24	769	5,584	~17,457	21.1x
Faithfull the Brand	34	1,152	753	~4,466	5.4x
Montaigne	14	103	473	~1,440	1.7x
Rove (Byron Bay)	21	225	463	~1,640	2.0x

DataForSEO authority (its own 0 to 1,000 scale folded to /100), backlinks and Labs organic footprint, Australia, 17 November 2026, with estimated organic visits including each store's branded searches. "Your multiple" is each store's estimated visits over yours; the model's cases are set from it (Appendix F). Home-linen stores, department stores and marketplaces were left out. These estimates are built for comparing stores and do not match a store's own analytics.

DATAFORSEO

> **Pages first, then proof.** Your authority of 24 sits level with Elk's 24, and Elk earns about 21 times your Google traffic from 5,584 Australian keywords against your 599. Breadth of pages is the gap you can close first; the press list in question 4 is the authority work that builds on it.

Appendix F: where the numbers come from

The sources

- **Your Google Analytics**, 14 November 2025 to 13 November 2026, read on 17 November 2026: visits, orders and revenue by channel, country, landing page and new versus returning visitor. Analytics supplies today's non-branded clicks.
- **Your Shopify**, 14 November 2025 to 13 November 2026, read on 17 November 2026: search-traffic conversion, order value, returns and new-customer orders by country. Shopify supplies the value of a click.
- **Your Search Console**, the same twelve months for the .com property, which begins in January 2026: queries, pages, countries and devices, pulled 17 November 2026.
- **Keyword volumes**, Google Keyword Planner for Australia, the United Kingdom, the United States and New Zealand via DataForSEO, November 2026, with DataForSEO Labs' clickstream estimate beside each as a cross-check.
- **Authority, competitor, link and live-results data**, DataForSEO, 17 November 2026, for the scorecard, the competitor table, the link gap and the live Google checks.
- **AI answers**, ChatGPT, Google AI Mode and Google AI Overviews, queried live through DataForSEO on 17 November 2026.
- **Technical findings**, a direct crawl of the site on 17 November 2026, plus Google PageSpeed Insights.

How we split branded from non-branded

Branded searches land on your home page, so today is measured as Australian Google organic visits that land anywhere else: 7,270 visits in twelve months in your Analytics. Each is valued at your Shopify search-traffic conversion of 1.46% (627 checkouts from 42,980 Australian search sessions) and Shopify order value of A$231.90. Search Console agrees on the scale: of its 7,887 Australian clicks, 2,705 came from queries naming Lilly

Pilly, leaving 5,182 non-branded clicks for the part of the year the new address was recording.

How we set the cases

Your share today is 7,270 visits over a pool of 493,342 winnable clicks: 205,559 core searches a month, times twelve, times 0.20, the share of searches that end in an organic click once ads, shopping grids, marketplaces and AI answers take theirs. Each case multiplies that share by how much more Google traffic a real Australian linen label earns than you on DataForSEO's estimate, the same estimator for every store: the conservative case by 1.9, the average of Montaigne and Rove, two labels at your scale; the mid case by 5.0, Nomad the Label; the high case by 8, a growth target that stays below Nude Lucy's 13.1. That gives 2.7%, 7.4% and 11.8% of the pool, with the value of a click held at today's figure.

The chain, in full

Step (non-branded model, Australia)	Value
Core linen and silk searches / mo (Keyword Planner, eight themes)	205,559
Searches / yr	2,466,708
Winnable organic clicks / yr (x 0.20)	493,342
Non-branded Australian Google visits you win today, a year	7,270 (1.5%)
Clicks in each 1% of the pool, a year	4,933
Conversion and order value, Shopify, Australian search traffic, twelve months	1.4588% at A$231.90
Each 1%: orders	72.0
Each 1%: gross revenue (at A$3.38 a click)	A$16,690
Each 1%: net revenue, at your Shopify return rate (17.2%)	A$13,821
Each 1%: new customers (73% of Australian Shopify orders from new customers)	52.6
Each 1%: three-year value of those new customers, projected (x 1.40)	A$16,480

Step (non-branded model, Australia)	Value
Note	Shopify changed how it counts sessions on 21 September 2026, inside this window; its sessions run higher than Analytics, which pushes the conversion rate down, not up.

Gross revenue in each case is the pool times the share times the conversion rate times the order value, multiplied on the unrounded inputs. The mid case is 533 non-branded orders a year against 106 today.

What is left out, and the checks we ran

- **Branded search, paid search, social and email.** All outside the model, all unchanged by it.
- **Occasion and sustainability searches.** "Summer dresses" and "wedding guest dress" carry big volume with no fabric in the search; they feed content and AI answers, and stay out of the revenue cases.
- **Today against all organic search.** Today's A$24,594 of non-branded gross revenue sits inside the A$110,540 that Google organic visits brought, branded and non-branded together.
- **A cross-check on scale.** On DataForSEO's traffic model you get about 826 organic visits a month in Australia. The mid case would take that to about 4,148, Nomad the Label's level, still below Elk's 17,457 and Nude Lucy's 10,793.

The full derivation of every number, written for you or your own AI assistant to pull apart, is in the model workings file.

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