TEAM EMPATHY · SEARCH & AI STRATEGY

Be the specimen art maker AI recommends in Australia.

Prepared for Newman Art Designs

AUSTRALIA | 3 NOVEMBER 2026 · TEAM EMPATHY

1. Executive summary

The short version. Google search visits completed 170 checkouts in your Shopify in the last year, about **A$23,508 of Online Store revenue**, branded and non-branded together, gross. This report models the part that can grow: Australians searching for what you make without naming you. That is worth about **A$10,507 a year** today, non-branded and gross, from 9.8% of the winnable clicks. The mid case takes you to 16.0%, worth **A$17,075 a year** in non-branded gross revenue once fully live. It is a modest sum, Online Store only, and it comes from searches Google already shows you for, AI answers in your category, and a sourcing story an overseas reseller cannot match.

Three things to know

- **Google already shows you for the searches that sell, mostly on mobile and lower on desktop.** Search Console's twelve-month averages put "framed butterfly" at 5.7, "snake skeleton" at 6.3 on 11,102 impressions and "bat skeleton" at 8.3. The 18 product searches like these in Appendix A earned 28,034 impressions in the year, every country. Your mobile average is 5.9 and desktop 12.9, and a live check from one Australian location on 3 November showed you once, 19th for "butterfly taxidermy" on desktop. The pages exist, so lifting them is the cheapest gain here. SEARCH CONSOLE DATAFORSEO
- **AI answers in your category barely cite you yet.** On 3 November we checked 15 Australian buying searches plus 1 buyer question on Google. On desktop 10 showed an AI Overview, and 2 of the 5 Overviews whose sources we could read cite you ("butterfly frame" and "butterfly in dome"). On "bat taxidermy" the Overview opens on

wild-caught specimens, drawing on Reddit, an overseas blog and Australian Geographic; your non-CITES, "Ethically Sourced. Always." answer is nowhere on the pages it reads. DATAFORSEO

- **Your blog already draws a large, curious audience.** One article on the death's-head moth earned 339 clicks from 96,440 impressions; moth searches brought 48,892, 35% of them about meaning. Those readers sit outside the money model, but these are the questions AI engines answer. SEARCH CONSOLE

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

131,856
non-branded searches a year in Australia for what you sell, across six product territories, with the long tail

26,371
of those end as organic clicks you could win, once ads, shopping carousels, marketplaces and AI answers take their share

2,596
is what you win today from Australian buying searches, measured in Search Console: 9.8% of the winnable clicks

A$1,184
of projected three-year value from the new customers in each extra 1% you take; counting every order, each 1% is A$1,067 a year in non-branded gross revenue

What that is worth

Google search visits convert at 2.93% in your Shopify at an Online Store order value of A$138.28, so a non-branded click is worth A$4.05 gross. 89% of orders come from new customers, so a new customer is worth about A$155.74 across the first year, estimated from Shopify, and three years is projected at 25% above the first order (A$172.85). About 1 click in 38 becomes a new customer. 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)
Today	9.8%	2,596	67	A$9,329	A$10,507	A$11,661
Conservative	12.0%	3,165	82	A$11,370	A$12,806	A$14,213
Mid	16.0%	4,219	110	A$15,160	A$17,075	A$18,950
High	22.0%	5,802	151	A$20,846	A$23,478	A$26,057

Non-branded, Australian, gross, Online Store only. First-year value equals each case's gross revenue: the same orders grouped by customer. Today is measured; the cases are steps up in share (section 4). SHOPIFY SEARCH CONSOLE PROJECTED

Where you focus, at a glance

Framed butterflies

~1,010 SEARCHES / MO

YOUR EDGE

The "butterfly frame" family is searched 480 times a month, Google shows you for its variants, mostly on mobile, and the frames collection carries no copy.

Insects, beetles & spiders

~1,210 SEARCHES / MO

THE PRIZE

The largest territory by core buying demand (Appendix C), and AI Overviews show on 71% of its searches. Your insects collection lists 74 products with no words around them.

Bats & skeletons

~350 SEARCHES / MO

THE OPEN DOOR

Small by keyword volume, large in Search Console, and where the ethics question decides the sale. A sourcing and legality page puts your answer where AI reads.

Keyword Planner volumes for Australia, November 2026. Every keyword, prompt and cluster 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 31 today.

Newman Art Designs 31 /100

EMERGING · DEEP BLOG, THIN STOREFRONT

Technical	11/25
Content	9/25
Authority	6/25
Measurement	5/25

+49

points to AI-Ready Certified. The first come cheaply: repaired markup, real headings and collection copy, and measurement. The rest is answer-first content and outside proof of who you are.

WHERE YOU ARE · WHERE YOU NEED TO BE



Today · Emerging, 31 / 100

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

The findings that matter most, and cost least to fix. The business markup your theme prints on all 268 pages is broken, so outside the blog articles' own markup, AI reads no structured identity for Newman Art Designs. The homepage heading is the logo image. All 9 collections carry no copy, there are no customer reviews, and Trevor is the byline on 2 of 98 articles.

On the other score. Grand Ranker, the tool behind your daily blog, gave the site 46 out of 100 on its own checklist; our 31 is the maturity model above, so the two measure different things. Since 28 August it has published 67 articles under an Editorial Team byline at a median of 1,900 words: 60 link to a product, 19 to a collection, 15 are built around a buyer's question and 6 cover ethical sourcing. They had drawn 81 Search Console clicks by the end of October, against 878 for the 29 articles from 2024, and new articles take months to settle. The empty collections and the missing sourcing page sit outside what it writes. The detail is in Appendix B.

3. The market you are missing: search and AI

Your buyers search for the piece before the maker: a framed butterfly, a real snake skeleton, a beetle in resin, and under all of them, whether it was ethically sourced. In our live Google Australia check the results went to Wunderkammer, a Melbourne curiosity store, Bugs Direct, a UK specimen dealer, smaller Australian insect shops, Etsy and eBay.

Want the in-depth look? Click through to The data ↗ tab for every keyword, all 128 AI questions and the cluster maths behind this section.

Validated demand, and where you rank today

Term	Searches / mo (AU)	Your average position	AI Overview, desktop	Cites you?	AI Overview, mobile
butterfly frame	480 (family)	6.5	Yes	Yes	-
framed insects	110 (family)	13.5	Yes	No	-
framed butterfly australia	90 (family)	4.5	-	-	-
butterfly taxidermy	390 (family)	7.3	-	-	-

Term	Searches / mo (AU)	Your average position	AI Overview, desktop	Cites you?	AI Overview, mobile
insect taxidermy australia	70 (family)	8.9	Yes	Unreadable	Yes
bug in resin	320	Not among your top 1,000 queries	Yes	No	-
scorpion in resin	40	Not among your top 1,000 queries	Yes	Unreadable	-
butterfly in dome	90 (family)	13.5	Yes	Yes	-
bat taxidermy	140 (family)	17.6	Yes	No	Yes
preserved butterfly	110 (family)	9.6	-	-	Yes
butterfly specimen australia	40	Not among your top 1,000 queries	-	-	-
snake skeleton framed	50	4.6	Yes	Unreadable	Yes
real butterfly wing earrings	10 (family)	Not among your top 1,000 queries	Yes	Unreadable	-

Term	Searches / mo (AU)	Your average position	AI Overview, desktop	Cites you?	AI Overview, mobile
oddities shop australia	30	Not among your top 1,000 queries	-	-	-
taxidermy for sale australia	260 (family)	Not among your top 1,000 queries	-	-	-
is butterfly taxidermy ethical	10	Not among your top 1,000 queries	Yes	Unreadable	Yes

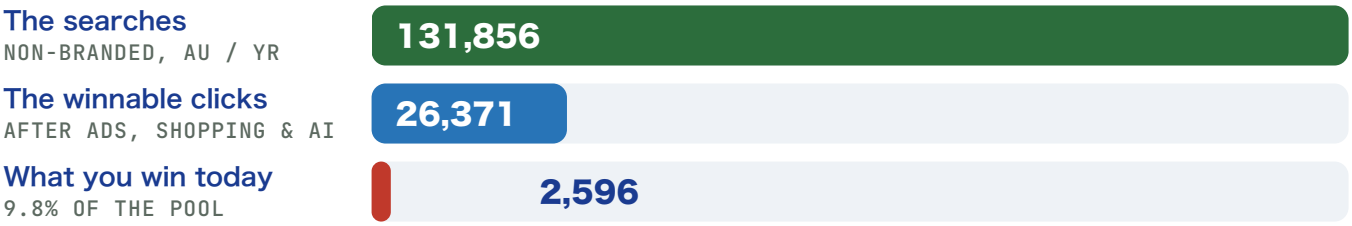
Keyword Planner for Australia, November 2026; "family" is the figure Keyword Planner gives a group of close variants together. Position is your twelve-month Search Console average, every country and device. The AI Overview columns are a live Google Australia check on 3 November 2026 from one location; "Unreadable" means the Overview loaded without sources we could read. Neither of the 2 mobile Overviews we could read cites you. KEYWORD PLANNER + DATAFORSEO SEARCH CONSOLE

We sized the market two ways. Term by term, the 120 terms we measured add up to 7,820 searches a month, **4,870 of it core demand**: products you sell, searched with buying intent. From the wider keyword universe, with brands, services, supplies, mounted animals you do not sell, empty domes and fashion earrings stripped out, the six territories run to 8,140 measured searches a month and about 10,988 with the long tail. 128 AI questions sit alongside, 58 of them ones you can answer better than a reseller (Appendix C).

The first-mover window. The questions buyers ask before they spend (is butterfly taxidermy ethical, is it legal to own a bat specimen in Australia, is the bug in the resin real) barely register in keyword tools, yet they are what AI assistants get asked. You have sourced specimens in Stretton since 1996; written down as plain answers on pages with your name on them, that is what the engines quote.

4. The opportunity, in dollars

The cases are built from four non-branded numbers: the searches, from the keyword data; the share that ends in a winnable click, from our model; what you win today, from Search Console; and what a click is worth, from your Shopify.



Roughly one search in five survives ads, shopping, marketplaces and AI answers as a winnable click, a cautious rate. Today you take about one in 10. Bars to scale. MODELLED

The same cases in revenue

Each case is more clicks at today's click value, every non-branded order counted, first and repeat; the net column takes out the 1.7% your Shopify records as returned. The mid case brings roughly **42 more new customers a year** than today. Branded organic revenue sits on top, unchanged. SHOPIFY MODELLED, DIRECTIONAL

Case	Share of the pool	Non-branded clicks / yr	Non-branded revenue / yr (gross)	New revenue / yr (gross)	New revenue / yr, net of returns
Today	9.8%	2,596	A$10,507	-	-
Conservative	12.0%	3,165	A$12,806	+A$2,299	+A$2,261
Mid	**16.0%**	**4,219**	**A$17,075**	**+A$6,568**	**+A$6,458**
High	22.0%	5,802	A$23,478	+A$12,971	+A$12,753

Revenue, profit and the A$100,000. Every figure in this table is revenue; your profit is that revenue times your margin on a direct order, which you know and we do not. A direct order also keeps what Faire takes: you told us 25% on a first order and 15% after, plus 3% for payment within a day or two. Against the A$100,000 a year you told us you want to make, the mid row's new revenue is a small step, and search alone will not close that gap. Etsy, the other marketplaces and wholesale sit outside this model.

Value created per year by non-branded organic search in Australia, the mid case arriving over twelve months (gross)



The mid row arriving on non-branded gross revenue: roughly 10% of the new revenue live by month 3, 35% by month 6, 70% by month 9 and all of it by month 12 (A$17,075). The three-month build is handed over at month 3; the curve assumes the content keeps building after it.

MODELLED, DIRECTIONAL

How the clicks get won

Climbing on what Google already shows (the Appendix A searches) gives the conservative case. New ground, rebuilt collections and category pages ranking for insects, resin, domes and bats, gives the mid case. AI citations for the sourcing, legality and care answers on top give the high case, still below Wunderkammer on DataForSEO's traffic model (Appendix F). Clicks from outside Australia (about 22% of your Google clicks) are not modelled.

5. The three-month transformation

Our way toward the mid case, and your scorecard from 31 toward 80, starts with a three-month build on Notable, our AI search platform. Foundations in the first weeks: the business markup, a homepage heading, copy on every collection, the copied and misspelt products, reviews, and AI referrals tracked. Owning your territories then produces about 45 pieces, enough for the core of your first six territories, led by insects, beetles

and spiders, framed butterflies and butterfly specimens, with one sourcing and legality page every ethics question links to. Six months is the extended option, taking in the rest of the 66-piece core; after either, the Notable subscription with community coaching keeps it running.

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

Appendix A: your channels and current position

Trevor Newman founded Newman Art Designs in 1996 and makes museum-quality framed and domed insect, butterfly, bat and skeleton specimen art from Stretton, Queensland, alongside resin pieces and sterling silver butterfly wing earrings: 153 products in the store's product feed, 152 of them in the sitemap, on Shopify, in Australian dollars.

Where your sales come from

Channel	Total sales, 12 months	What search does for it
Faire wholesale	A$99.3K	Shop owners find suppliers through search too; not modelled
Online Store	A$50.2K	The channel this report models
LitCommerce (Amazon, Etsy, eBay)	A$39.2K	Marketplace listings; not modelled
BSS B2B store	A$33.1K	Direct wholesale; not modelled

Shopify's total sales by channel, 1 November 2025 to 31 October 2026, including tax and shipping. Across every channel that is 811 orders. The Online Store's own gross, before tax and shipping, is A$45,741.50 from 330 orders, branded and non-branded together, every traffic source; less A$108.50 of discounts that is A$45,633, an order value of A$138.28. SHOPIFY

Where Online Store visits come from

Source	Visits	Completed checkouts
Direct	6,603	171
Google search	5,809	170
Pinterest	1,529	2
Bing	68	4
ChatGPT	9	0
Perplexity	1	0

Shopify sessions by referrer, human visits only, twelve months. Google search is branded and non-branded together. SHOPIFY

What Search Console sees, by theme

Theme (non-branded queries)	Queries	Clicks / yr	Impressions / yr
Moths (death's-head and others)	199	170	48,892
Snakes and snake skeletons	145	275	35,712
Butterflies, framed and taxidermy	207	822	32,580
Beetles, bugs and insects	228	167	25,742
Other	126	64	13,558
Bats	24	59	3,943
Spiders, tarantulas and scorpions	21	46	2,760
Taxidermy and oddities	18	24	1,976
Other skeletons and skulls	11	7	987
Domes	12	13	600
Meaning and symbolism, other	1	0	27

Your top 1,000 Search Console queries over twelve months, every country, with the 6 queries that name you and 2 site: searches taken out. Search Console recorded 4,637 clicks and 402,554 impressions in all; Google names the query for 1,807 of the clicks. Each query sits in the first theme it matches. Many moth and snake searches are questions (what the death's-head moth means, whether snakes have bones), which is why they carry the most impressions and fewer clicks. SEARCH CONSOLE

Product searches at average positions 4 to 9

Search	Impressions / yr, every country	Clicks / yr	Average position
snake skeleton	11,102	73	6.3
bat skeleton	2,497	27	8.3

Search	Impressions / yr, every country	Clicks / yr	Average position
taxidermy butterfly	1,931	46	5.4
framed butterfly	1,745	82	5.7
butterfly frame	1,306	21	6.5
butterfly taxidermy	1,252	28	7.3
framed butterflies	1,137	34	8.6
butterfly in frame	1,116	38	5.0
framed insects australia	685	41	8.9
snake skeleton framed	658	50	4.6
butterfly framed	642	27	5.2
butterfly frames	626	10	5.7
taxidermy insects for sale australia	600	1	8.6
butterfly taxidermy australia	592	60	5.8
butterfly dome	584	25	7.5
framed snake skeleton	577	53	5.9
framed butterflies australia	559	54	4.7
framed butterfly australia	425	47	4.5

Search Console, twelve months, every country and device, so each position blends a mobile average nearer the top of the page with a desktop average further down. SEARCH CONSOLE

Sold out when we looked. On 3 November, 18 products were listed as sold out (20 listings, 2 of them "-copy" duplicates), including your best seller, the framed Death Head Moth, and the Asian bat skeleton dome. A product page that ranks while it cannot be bought turns a search win into a lost sale, so the stock list and the content plan need to talk to each other.

Appendix B: the scorecard in detail

Four pillars, 25 points each, scored granularly on measured evidence from a live crawl, Google's speed test and DataForSEO authority data, gathered 3 November 2026. AI-Ready Certified requires Professional on all four pillars and 80 or more in total.

Pillar	Score	The evidence behind it
Technical	11 / 25	robots.txt blocks no AI crawler, and all 152 products in the sitemap carry product markup with price, stock and a breadcrumb, missing barcodes, shipping details and ratings. The business markup the theme prints on all 268 pages is invalid code, so the homepage and every collection carry no usable structured data; the one valid business markup sits inside each blog article's own markup. The homepage heading is the logo image. There is too little traffic for Google's real-user speed data; in Google's lab test on a mid-range phone the homepage scores 75, with its main content arriving in 6.7 seconds. 8 copied products sit in the sitemap, "Stirling Silver" is misspelt in the earring names, 1,048 of 2,242 images carry no alt text, and 160 meta descriptions run long.
Content	9 / 25	The blog is the largest asset you have: 98 articles at a median of 1,762 words, 20 of them built around questions, almost all linking to a product. The bylines read Editorial Team 67, Sudhir Shukla 29 and Trevor Newman 2. Several overlap: by title, 7 are guides to ethical sourcing, 6 of them published since August. All 9 collections carry no words, product descriptions run to a median of 86 words (88 of 153 under 100), and there is no FAQ anywhere.

Pillar	Score	The evidence behind it
Authority	6 / 25	DataForSEO authority of 15 out of 100 (its own 0 to 1,000 scale, folded), from 90 referring domains. No customer reviews anywhere (the reviews page returns a page-not-found), no social profiles linked from the site, and no Wikidata entry for the business or for Trevor. In the live desktop check, 2 of the 5 AI Overviews whose sources we could read cite you; 5 more loaded without readable sources.
Measurement	5 / 25	Search Console is in place and Shopify reports by referrer, which is what this report runs on. Nothing splits branded from non-branded on a rhythm, AI referrals are not reported as their own channel, and nothing tracks whether ChatGPT, Perplexity or Google's AI name you.

Total 31 of 100, which places the brand at **Emerging**. TEAM EMPATHY AEO MATURITY MODEL

The ranked path to AI-Ready Certified

Points	Pillar	The move
+9	Technical	The business markup rebuilt as valid code with your social profiles and founder linked, a real homepage heading, collection and breadcrumb markup, the copied products redirected, the earring names fixed, alt text across the galleries, and the mobile load time brought down.
+15	Measurement	A baseline of your priority questions across ChatGPT, Perplexity, Gemini and Google AI Overviews, branded and non-branded reported separately, AI referrals tracked as their own channel, and a monthly rhythm of acting on what moved. That takes the pillar from 5 to 20.

Points	Pillar	The move
+11	Content	The researched plan across the 10 territories, real copy and FAQs on every collection, one sourcing and legality page, the overlapping articles consolidated, and Trevor's name and knowledge on the work.
+14	Authority	Reviews collected and marked up, the entity layer for the business and the founder, and your story placed on the Australian home, gift and natural history sites AI reads.

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 six territories behind the market size

Territory	Terms	Measured searches / mo (AU)	With the long tail, / yr
Real specimens, taxidermy and skeletons	99	3,380	54,756
Curiosity and natural history decor	77	2,030	32,880
Framed insects and butterflies	67	1,820	29,484
Insects in resin	12	620	10,044
Specimens in glass domes	13	220	3,564
Butterfly jewellery	7	70	1,128

Sized from DataForSEO's keyword universe across 30 seeds, keeping only terms that name something you sell or could write about, then de-duplicated. That gives 8,140 measured searches a month, about 10,988 with the long tail (x 1.35), 131,856 a year. Jewellery counts real butterfly

wing jewellery only; fashion butterfly earrings are stripped out. AI prompts are counted separately so nothing is double-counted. MODELLED

The measured basket, by content territory

Territory	Keywords	AU searches / mo	Core buying searches / mo	On AI Overview results	AI prompts
Insects, beetles and spiders	14	1,210	1,210	71%	17
Framed butterflies	19	1,010	1,010	48%	22
Butterfly specimens	15	950	950	29%	17
Insects in resin	12	620	620	58%	10
Bats and skeletons	10	350	350	54%	19
Gothic and curiosity decor	17	1,390	260	53%	15
Glass domes	13	220	220	41%	6
Shadow boxes	6	150	150	0%	7
Butterfly wing earrings	10	1,370	100	12%	9
Buying taxidermy	4	550	0	9%	6

10 content territories, 120 keywords and 128 prompts, adding up to the 7,820 searches a month in the measured basket, 4,870 of it core buying demand. Core leaves out adjacent searches for things you do not sell: fashion butterfly earrings (1,270 a month of the earrings territory), general gothic decor and mounted-animal taxidermy. "On AI Overview results" is the share of each territory's searches where DataForSEO's keyword data flags an AI Overview, replaced by our live desktop and mobile check for the terms we checked. KEYWORD PLANNER + DATAFORSEO

The AI questions buyers ask

We built a library of 128 questions Australians ask AI engines about your categories, 31 from real Australian question searches and the rest from the head-term intent map. Here is a sample, with the search demand that sits behind each.

Question	Territory	Search demand behind it
where can I buy insect taxidermy in Australia	Insects, beetles and spiders	50-200
where can I buy a real framed butterfly in Australia	Framed butterflies	50-200
where to buy butterfly taxidermy in Australia	Butterfly specimens	50-200
where to buy real bugs in resin in Australia	Insects in resin	50-200
where to buy bat taxidermy in Australia	Bats and skeletons	<50
gothic home decor shop Australia	Gothic and curiosity decor	50-200
where to buy a butterfly in a glass dome in Australia	Glass domes	<50
insect display case for a collection, Australia	Shadow boxes	<50
real butterfly wing earrings, where to buy	Butterfly wing earrings	200-1,000
where to buy taxidermy in Australia	Buying taxidermy	50-200

A sample of the 128-question library, all of it in The data tab with demand band, priority and ownability. The demand column is the keyword search volume underneath each question, as a directional band; the question itself is rarely typed into Google word for word. 58 of the 128 are questions you can own outright. DIRECTIONAL

Appendix D: where to play, your content territories

The same demand, grouped into the territories a plan executes against, in priority order. Each territory links back to its products and to its neighbours, because the person buying a framed butterfly is often also asking whether it was ethically sourced, and the person choosing a dome is choosing between a butterfly and a skeleton. Priority follows core buying demand, with where you already have a page as the tie-break.

#	Territory	Coverage today	What we build
1	Insects, beetles and spiders	Collections: /collections/insects (0 words of copy); 21 on-topic articles	The insects collection rebuilt as the insect taxidermy category page, beetle and spider pages, the real-versus-replica and is-it-ethical answers
2	Framed butterflies	Collections: /collections/frame, /collections/framed-items (0 words of copy); 11 on-topic articles	The frame collection rebuilt as the framed butterfly category page with answer-first copy, species and size guides, the framed moth page, and the care and fading answers tied back to it
3	Butterfly specimens	Collections: none (0 words of copy); 13 on-topic articles	A butterfly specimen page and one definitive sourcing and legality page that every ethics question links to, with the existing ethical-sourcing articles consolidated behind it
4	Insects in resin	Collections: /collections/other-resin-products (0 words of copy); 0 on-topic articles	The resin collection rebuilt as the bugs and scorpions in resin page, with the is-it-real and how-long-does-it-last answers
5	Bats and skeletons	Collections: /collections/skeleton (0 words of copy); 3 on-topic articles	The skeleton collection rebuilt with snake, bird and bat skeleton sections, plus a bat taxidermy page with the legality answer

#	Territory	Coverage today	What we build
6	**Gothic and curiosity decor**	Collections: / collections/other (0 words of copy); 15 on-topic articles	A gothic and curiosity decor landing page that routes decor shoppers to the specimen collections, and a cabinet of curiosities guide
7	**Glass domes**	Collections: / collections/domes (0 words of copy); 5 on-topic articles	The domes collection rebuilt as the butterfly and skeleton glass dome page, styling and cleaning answers linked in
8	**Shadow boxes**	Collections: none (0 words of copy); 18 on-topic articles	A shadow box page answering what frame protects a specimen, with the existing shadowbox care articles consolidated (several overlap)
9	**Butterfly wing earrings**	Collections: / collections/jewelry (0 words of copy); 0 on-topic articles	The jewellery collection rebuilt around real butterfly wing sterling silver earrings, the gift angle and the ethics answer; product titles fixed from 'Stirling Silver'
10	**Buying taxidermy**	Collections: none (0 words of copy); 5 on-topic articles	A buy-taxidermy-in-Australia page covering legality, sourcing, shipping and price, the hub for the buying questions

is the priority order, 1 meaning lead with it now. Content requirement: about **66 pieces** to own the core territories (the rebuilt collections, the new category pages and the priority guides, with existing articles refreshed where they already fit), and **126** for full category coverage. The full cluster maths is in The data tab. CLUSTER MODEL

Lead with three. **Insects, beetles and spiders**, the largest territory by core demand and the one where AI Overviews sit on most of it. **Framed butterflies**, where Google already shows you, mostly on mobile. **Butterfly specimens and ethical sourcing**, the page every ethics question links to. Resin, bats and skeletons and domes follow.

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

Store	DataForSEO authority / 100	AU keywords	Top-3 (AU)	Organic visits / mo (AU)	Read
Newman Art Designs	15	170	26	~369	You: authority level with Minibeast, about a quarter of Wunderkammer's keyword breadth
Wunderkammer	17	622	59	~1,801	Category leader: Melbourne curiosity store, first for 'snake skeleton framed'
Oddity Bug Club	2	330	31	~535	Core rival: taxidermy insects and oddities, third for 'taxidermy'
Bits & Bugs	28	165	27	~455	Core rival: specimen store, second for 'death skull moth'

Store	DataForSEO authority / 100	AU keywords	Top-3 (AU)	Organic visits / mo (AU)	Read
Blue Beetle	4	212	5	~203	Core rival: live beetles plus framed specimens, top 10 for 'rhinoceros beetle'
Minibeast	15	115	10	~99	Core rival: framed butterflies and moths, first for 'moth taxidermy'
Bugs Direct (UK)	34	233	36	~256	Overseas benchmark: UK store; in our live check it showed on mobile for 'preserved butterfly', 'butterfly taxidermy' and 'insect taxidermy australia', and is cited in the desktop AI Overview for 'butterfly frame'
Doctor Oddity	0	61	7	~43	Adjacent: small framed-insect store, fourth for 'framed butterfly'

DataForSEO authority (its own 0 to 1,000 scale folded to /100) and Labs organic footprint, Australia, 3 November 2026, with estimated organic visits including each store's branded searches. One source across the whole table keeps the comparison like-for-like. The Bugs Direct read comes from our live Google Australia check. Marketplaces, social sites, taxidermy services, supply stores and overseas shops outside the Australian buying journey were left out; Bugs Direct stays in because it keeps showing up in Australian results. These estimates are built for comparing stores and do not match a store's own analytics. DATAFORSEO

Pages and proof are the gap. Your authority of 15 sits in the middle of the Australian stores, level with Minibeast and close to Wunderkammer's 17. What separates you from Wunderkammer is breadth: 622 Australian keywords against your 170. The authority work then compounds it, starting with reviews, your founder and sourcing story, and the Australian home, gift and natural history sites AI reads when it answers "where can I buy a framed butterfly in Australia".

Appendix F: where the numbers come from

The sources

- **Your Shopify**, 1 November 2025 to 31 October 2026, read on 3 November 2026: Online Store orders, gross sales, discounts and returns, new versus returning orders, sessions and completed checkouts by referrer, and sales by channel.
- **Your Search Console**, the same twelve months: clicks and impressions for the whole site, the top 1,000 queries and pages, countries and devices.
- **Google Analytics** is not used. Shopify's own referrer report stands in for it.
- **Keyword volumes**, Google Keyword Planner for Australia via DataForSEO, November 2026, with DataForSEO Labs' clickstream estimate beside each as a cross-check.
- **Category size and AI questions**, DataForSEO keyword universes and Australian question searches.
- **Authority, competitor and live-results data**, DataForSEO, 3 November 2026, for the scorecard, the competitor table and the live Google Australia checks on desktop and mobile.
- **Technical findings**, a direct crawl of the site on 3 November 2026, plus Google PageSpeed Insights.

How we split branded from non-branded

Search Console names the query behind 1,807 of your 4,637 clicks. 6 of those queries name you (Newman Art Designs, Newman Art and close variants) and carry 160 clicks, 8.9% of the named clicks; searches for Sydney Newman, a person, count as non-branded, and 2 site: searches sit in neither group. Of the non-branded named clicks, 78.4% come from buying searches and the rest from questions and general reading. Google withholds the query for the remaining 2,830 clicks, so those are split in the same proportions.

How we measured your share of the market

The 9.8% is measured. Search Console records 3,634 clicks from Australia over twelve months, 78.4% of all clicks (the buying-search share above happens to round to the same figure). Taking out the branded share leaves 3,312 non-branded clicks, and taking the buying-search share of those leaves **2,596** a year. That is divided by the winnable pool:

8,140 measured searches a month, times 1.35 for the long tail, times twelve, times 0.20, the share of searches that end in an organic click once ads, shopping carousels, marketplaces and AI answers take theirs. The cases are steps up from there: 12.0%, 16.0% and 22.0% of the same pool, with the value of a click held at today's figure.

From clicks to orders to revenue

Google search visits to the Online Store converted at **2.93%** in your Shopify (170 completed checkouts from 5,809 visits; Shopify's report displays it as 2.92%). That rate includes branded Google visits, people searching for you by name, so it may run a little high for a non-branded click. Across all traffic Shopify records 362 completed checkouts against 330 Online Store orders, which may mean some B2B checkouts sit in the same report. The Online Store order value is **A$138.28** (A$45,633 of gross less discounts across 330 orders), so a click is worth **A$4.05**, counting one visit per click. 89% of Online Store orders came from new customers (293 of 330). Revenue is gross; the net view takes out the 1.7% your Shopify records as returned (A$770 of A$45,633). First-year value per new customer (A$155.74) is estimated from Shopify: the order value times all Online Store orders over new-customer orders.

The chain, in full

Step (non-branded model, Australia)	Value
Measured category, searches / mo (Keyword Planner, six territories)	8,140
With the long tail (x 1.35), searches / yr	131,856
Winnable organic clicks / yr (x 0.20)	26,371
Non-branded Australian buying-search clicks you win today, a year	2,596 (9.8%)
Clicks in each 1% of the pool, a year	264
Google search conversion and Online Store order value, Shopify, twelve months	2.9265% at A$138.28
Each 1%: orders	7.7
Each 1%: gross revenue (at A$4.05 a click)	A$1,067
Each 1%: net revenue, at your Shopify return rate of 1.7%	A$1,049

Step (non-branded model, Australia)	Value
Each 1%: new customers (89% of orders from new customers, Shopify)	6.9
Each 1%: three-year value of those new customers, projected (x 1.25)	A$1,184

Gross revenue in each case is the pool times the share times the conversion rate times the order value, multiplied on the unrounded inputs shown in this table. The mid case is 123 non-branded Online Store orders a year against 76 today. Three years at 25% above the first order sits below the 1.38 times a straight continuation of this year's repeat rate would give.

What is left out, and the checks we ran

- **Overseas clicks.** 22% of your Search Console clicks come from outside Australia, led by the United States (351 clicks at an average position of 11.27). They are not modelled.
- **Questions and reading.** Moth meaning, snake anatomy (16,800 impressions on questions like "do snakes have bones") and species searches are left out of today's clicks and out of the market size. They feed AI citations, not the revenue cases.
- **Branded search, wholesale and marketplaces.** All outside the model, all unchanged by it.
- **A cross-check on scale.** On DataForSEO's like-for-like traffic model you get about 369 organic visits a month today. The mid case would take that to about 574 and the high case to about 774, still below Wunderkammer's 1,801.
- **Today against all Google search.** Today's A$10,507 of non-branded gross revenue sits inside the A$23,508 that Google search visits brought the Online Store (170 checkouts at your order value), branded and non-branded together, and inside A$45,742 of Online Store gross.

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

Team Empathy
Search & AI for ecommerce
ben@teamempathy.co.nz · teamempathy.co.nz