TEAM EMPATHY · SEARCH & AI STRATEGY

Be the supplier AI recommends in New Zealand.

A Search and AI strategy for Peacock Bros

AOTEAROA NEW ZEALAND | PREPARED FOR ANDI THOMPSON AND ANDI GUO · AUGUST 2026

1. Executive summary

The short version. Organic search is already your best acquisition channel. It converts at 2.76%, two and a half times your site average, and it earned more last year than every paid channel combined while costing nothing in media. The problem is that it is starved. Non-branded search puts you in front of Kiwi buyers 195,000 times a year and you convert barely 0.43% of that into a click, because you sit at position 12 and below rather than in the top three. You have 469 referring domains and 47 ranking keywords, so the authority is already built and the content to use it is not there yet. That gap is the opportunity.

Three things to know

- **Organic already out-earns everything you pay for.** Organic search brought 7,889 sessions and 218 orders last year, roughly $90,500 at your actual average order value. Every paid channel combined brought three times the traffic, 191 orders and cost $24,500 in media. GA4 + WEB NINJA
- **You appear across the category and win almost none of it.** Non-branded queries are 87% of your impressions and produce a 0.43% click-through rate, against 3.18% on your own name. Only 1.1% of your non-branded impressions sit in the top three positions; 38.6% sit at position 21 or worse. SEARCH CONSOLE
- **Your analytics cannot see money.** GA4 fires the purchase event on 653 of your 655 real orders, so the tracking works, but it carries no revenue value. Twelve months of data returns $0. No one at Peacock Bros can currently say what any channel is worth. GA4

$251K
mid-case new revenue a year, online orders plus trade accounts

10,638
non-branded searches a month across your category in New Zealand

8%
of the winnable click pool you capture today

45 / 100
AI-search readiness today, Certified is 80

Where the money actually sits

Your online store took **655 orders worth $272,014** in the twelve months to 31 July. Those orders came from **336 customers**, and 118 of them ordered more than once. Those repeat buyers are 35% of your customers and **69% of your online revenue**, worth an average of $1,591 each a year against $387 for a one-time buyer.

That changes what search is for. You are not buying orders at $415 a time. You are buying customers who reorder consumables, and who then also buy through your account and service channels. Every new customer organic search brings you is worth multiples of the first order.

> **The one number we need from you.** Your website also generated **319 direct enquiries and 400 new account registrations** last year on top of the 655 orders. We can measure how many of those organic search drives. We cannot see what a new trade account is worth to Peacock Bros in its first year, because that value lands in your ERP, not your website. That figure decides how big this opportunity really is, and it is the first thing worth agreeing.

2. How AI-ready you are today: the AEO scorecard

We score every brand against the same four-pillar model. Each pillar runs one to five, worth 25 points. Certified, our AI-Ready baseline, is Professional on all four, which is 80 out of 100.

Pillar	Where you sit	Score
Technical Can AI engines read you?	Structured Product schema is valid, crawlers are welcome, but Core Web Vitals fail badly and 19 of 41 pages carry no structured data at all	**15**/25
Content Do you answer the questions?	Emerging 43 blog posts, but most are sale announcements. No FAQ page, no FAQ schema anywhere, no cluster roadmap above 66 categories	**10**/25
Authority Do the engines trust you?	Structured 469 referring domains built over 138 years, but Domain Rating 17 sits below every direct competitor	**15**/25
Measurement Can you see it working?	Invisible GA4 records $0 revenue. Google Ads reports 1,500 conversions against 655 total orders and has never been reconciled	**5**/25

45

out of 100 today.
Certified is 80.
35 points to close.

CURRENT SCORE AGAINST THE CERTIFIED TARGET

The finding that matters most. Your homepage takes **15.0 seconds** to render its main content on a mobile connection, against a 2.5 second threshold. Lighthouse scores mobile performance at 55 out of 100. Speed is a ranking factor, it is a conversion factor, and it is the single clearest reason a buyer bounces before they see the catalogue.

The quickest win on the board. There is no FAQ schema on any page of peacocks.co.nz, and no FAQ page in your 629-URL sitemap. FAQ markup is the format AI engines lift most readily when they answer a buying question. You sell products people have a great many questions about, and right now none of those answers exist in a form an engine can quote.

3. The market you are missing: search and AI

New Zealanders run about **10,638 non-branded searches a month** across the categories Peacock Bros sells into: label printers, barcode scanners, labels and consumables, mobile computers, ID card printers, labelling software, and the service and compliance questions around them. That is 127,656 searches a year, before anyone types your name.

10,638 non-branded searches a month across the category	→	**6,415** measured in our triangulated basket, 60% of the total	→	**3,723** become an organic click that is actually winnable	→	**299** you capture today, 8% of the pool

Ninety terms were triangulated across Google Keyword Planner, SEMrush and Ahrefs, taking the median of the three so no single tool sets the number. Twenty-four of those ninety disagree by a factor of three or more between tools, which is why one source is never enough.

You already appear. You do not win.

Search Console shows **195,287 non-branded impressions** in twelve months producing **832 clicks**. That is a 0.43% click-through rate against 3.18% on branded terms. Google is already showing you to the right people. Position is the problem, not relevance.

Average position	Non-branded impressions	Share
1 to 3 the positions that earn clicks	2,184	1.1%
4 to 10	68,668	35.2%
11 to 20	49,058	25.1%
21 and below	75,377	38.6%

Source: Google Search Console, 12 months to 31 July 2026, non-branded queries only.

The AI layer is live in your category now

Fourteen of the ninety terms we triangulated already return a Google AI Overview on the New Zealand results page, including barcode scanner nz, id card printer, zebra zd421, thermal paper rolls, warehouse scanner and rfid tags nz. AI Overviews are assembled from the top of the results, and you are not there.

The measured consequence: AI assistants sent peacocks.co.nz **26 sessions in twelve months**. ChatGPT alone sent 104 referral sessions across the same period. Both numbers are effectively zero for a business of your size, and both are entirely fixable, because your robots.txt already welcomes every AI crawler and your pages are server-rendered. The engines can read you. There is simply nothing to quote.

We built a library of **141 buying questions** real customers ask an assistant in this category, from "what's the difference between direct thermal and thermal transfer" to "what are the allergen labelling rules in New Zealand" to "who supplies barcode printers and labels in New Zealand". Peacock Bros could credibly own the answer to 138 of them. Your competitors are not answering them either. This is open ground.

4. The opportunity, in dollars

Everything below is anchored to your non-branded baseline. Searches for "peacock bros" are demand you already own and we never count them as upside. The growable slice is $71,285 of organic revenue a year.

Layer one: online order revenue

Growing your share of the winnable click pool from today's 8%:

Case	Extra clicks / yr search + AI	Share of pool	New orders	New revenue	With repeat
Low	3,116 260 / mo	15%	60	$25,108	$33,772
Mid	**7,584** 632 / mo	**25%**	**147**	**$61,101**	**$82,186**
High	12,052 1,004 / mo	35%	234	$97,095	$130,601

The chain: extra clicks × 1.94% conversion × $415.29 average order value. The conversion rate sits mid-way between your site-wide rate of 1.12% and your organic rate of 2.76%, because new non-branded visitors are colder than your organic average. The repeat column adds half of your measured 69% repeat-revenue share to the new-customer cohort. The winnable pool is 3,723 clicks a month and you capture 299 of them today.

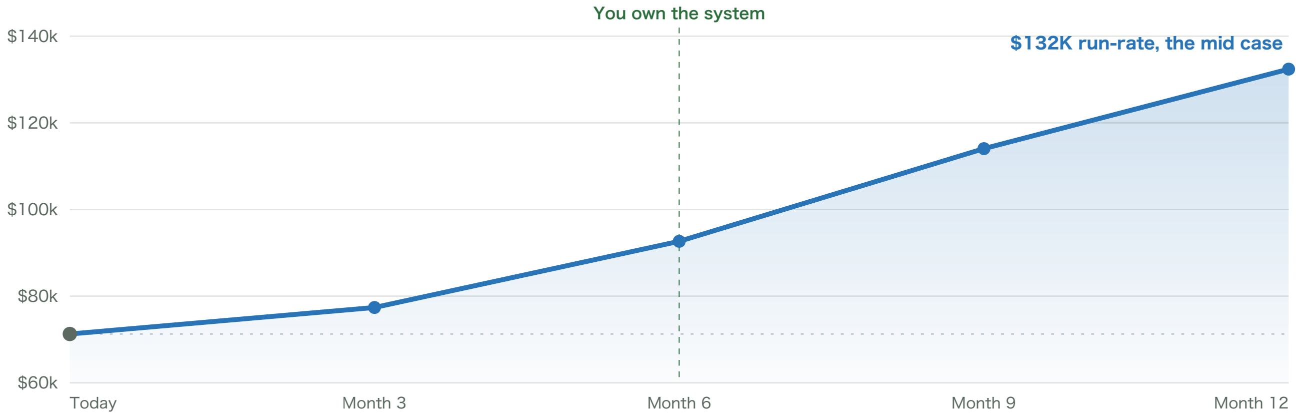
Layer two: enquiries and new trade accounts

Your site produced 719 non-purchase actions last year: 319 direct enquiries and 400 new account registrations. Organic search drives 28.3% of all your key events despite being only 13.5% of your sessions, and about 160 of those actions a year trace to non-branded organic. Growing non-branded traffic multiplies them at the same rate.

Case	Extra enquiries + accounts / yr	At $500 each	At $1,000	At $2,000
Low	139	$69,589	$139,178	$278,357
Mid	**339**	**$169,351**	**$338,701**	**$677,402**
High	538	$269,112	$538,224	$1,076,448

The action volumes are measured in GA4. The value per account is not, because it lands in your ERP rather than your website. The three columns are illustrative until you tell us the real figure. On the mid case at the most conservative column, layer one and layer two together come to roughly $251,000 a year.

How it arrives



The mid case of layer one only, arriving over twelve months: about 10% live by month three, 35% by month six, 70% by month nine, all of it by month twelve. Baseline $71,285 of non-branded organic revenue rising to a $132,386 run-rate. Content compounds, so the curve steepens rather than stepping. Projections are modelled from your own data and are not a guarantee of results.

5. The six-month transformation

Three phases, run in order, and we move through them as your site is ready rather than on a stopwatch. **Foundations** fixes what stops engines reading and buyers converting: Core Web Vitals, schema across the catalogue, the FAQ layer, and a measurement rebuild so GA4 finally records revenue. **Own your territories** builds the answer content across the clusters where demand sits and you have nothing, starting with troubleshooting, compliance, supplier selection and RFID. **Authority and compounding** turns your 469 referring domains into rankings and earns the citations that get you quoted in AI answers. Full scope, phasing and investment sit on the offer tab.

Appendix A · Where you sit today

Twelve months to 31 July 2026. Revenue is derived from your Web Ninja order data at your actual average order value, because GA4 records none.

Channel	Sessions	Orders	Conv. rate	Est. revenue	Media cost
Organic Search	7,889	218	2.76%	$90,533	$0
Direct	23,548	181	0.77%	$75,168	$0
Cross-network paid	4,099	99	2.42%	$41,114	part of $24,500
Paid Search	4,828	82	1.70%	$34,054	part of $24,500
Referral	2,090	47	2.25%	$19,519	$0
Paid Shopping	4,017	10	0.25%	$4,153	part of $24,500
Paid Other	4,610	0	0.00%	$0	part of $24,500
Display	4,002	0	0.00%	$0	part of $24,500
Email	2,013	2	0.10%	$831	—
AI Assistant	26	0	—	$0	—

Sources: GA4 sessions and purchase events, Web Ninja order totals, Google Ads spend as supplied. Display and Paid Other together took 8,612 sessions and produced no orders at all.

Your customers, not your orders

Measure	Value
Online orders	655
Unique customers	336
Orders per customer	1.95
Customers who ordered more than once	118 35.1%
Share of revenue from repeat customers	69.0%
Average order value	$415.29
Annual value, all customers	$809.56
Annual value, repeat customers	$1,590.98

Appendix B · The demand detail

The top of the triangulated basket. Working volume is the median of Google Keyword Planner, SEMrush and Ahrefs. Full workings, all 90 terms and all 141 prompts sit in the data workbook.

Keyword	GKP	SEMrush	Ahrefs	Working	KD	Tier
label printer	1,300	1,300	1,100	1,300	0	Tier 1
barcode scanner	1,300	1,300	1,100	1,300	51	Tier 1
label printer nz	1,600	720	300	720	0	Tier 1
sticker printer	1,000	720	700	720	0	Tier 1 · AI Overview
labels nz	260	260	200	260	43	Tier 1
thermal printer nz	210	210	150	210	0	Tier 1
wristbands nz	210	210	80	210	0	Tier 1
thermal label printer	210	170	150	170	0	Tier 1
eftpos rolls	170	170	60	170	0	Tier 1
zebra label printer	140	140	150	140	0	Tier 1
zebra zd421	110	—	150	110	0	Tier 1 · AI Overview
barcode scanner nz	110	110	90	110	0	Tier 1 · AI Overview
id card printer	90	20	90	90	0	Tier 2 · AI Overview
courier labels	90	30	80	80	0	Tier 2
thermal paper rolls	70	20	100	70	0	Tier 2 · AI Overview

Keyword Difficulty of 0 across most of this basket means these terms are winnable with content and on-page work rather than a heavy link campaign. One term, "id cards nz", was excluded from the demand total: Keyword Planner reports 880 a month against Ahrefs at 10, and the Ahrefs parent topic is the generic word "id", so the reported volume is not this phrase.

Appendix C · Where to play

Fourteen clusters, sized by combined keyword and prompt demand, against what exists on your site today.

Cluster	Demand / mo	Prompts	Answer pieces today	Core build
Choosing a label printer	4,830	16	2	8
Barcode scanners	2,905	12	2	3
Labels and materials	2,170	15	2	8
Troubleshooting	1,070	13	2	13
Named products	1,060	15	3	4
Colour label printing	810	10	2	3
Compliance	730	9	1	4
Software and integration	700	9	3	6
Choosing a supplier	680	8	2	8
Courier and dispatch	640	8	1	5
Mobile computers	600	8	3	4
ID cards	510	6	0	3
Receipt rolls and EFTPOS	480	6	0	3
RFID and asset tracking	410	6	1	6

Core build totals 78 pieces and covers every priority-one question plus a hub for each cluster that has no editorial home. Full coverage of all 141 prompts is 155 pieces. Of your 43 existing blog posts, 24 answer a genuine buying question; the rest are sale announcements, a freight notice and a COVID-19 update.

Four clusters have real demand and nothing on your site. Troubleshooting, compliance, supplier selection and RFID together carry about 2,890 searches a month. You run a service division, you supply into food manufacturing, and you sell RFID hardware, so you are the natural authority on all four. There is currently no page on peacocks.co.nz that could rank for any of them.

Appendix D · Who you are up against

Domain	Domain Rating	Organic keywords	Keywords in top 3	Referring domains
peacocks.co.nz	17	47	13	469
nxp.nz	31	1,830	235	847
sektor.co.nz	41	56	23	—
r3pack.co.nz	40	89	25	—
tritonstore.co.nz	7	93	—	—
barcodeproducts.co.nz	13	31	—	—

Source: Ahrefs, New Zealand, 9 August 2026.

Read that first row again. You have 469 referring domains and rank for 47 keywords. NXP has 847 referring domains and ranks for 1,830. They are not twice as authoritative as you, yet they rank for thirty-nine times as many terms. The difference is not links. It is that they have pages worth ranking and you do not. Your authority is already bought and paid for by 138 years in the market, and it is sitting idle.

Appendix E · The measurement gap

This one deserves its own section because it affects every decision you make about marketing spend.

- **GA4 records no revenue.** The purchase event fires on 653 of your 655 real orders, so the tracking is wired correctly, but it carries no value parameter. Twelve months of data returns $0 revenue and 0 transactions. Every revenue figure in this document had to be reconstructed from Web Ninja order totals.
- **Your Google Ads conversion rate is not measuring sales.** Ads reports 7.21% on 20,800 clicks, roughly 1,500 conversions, for the year to 30 June. Your entire online store took 655 orders across every channel in a comparable period. Those conversions are form fills and enquiries, which are valuable, but they are not orders and the two have never been reconciled.
- **Two channels are producing nothing.** Display and Paid Other took 8,612 sessions between them and generated zero orders and effectively zero key events.
- **There is no AI visibility tracking at all,** so there is no way to know whether you are quoted, cited or ignored when a buyer asks an assistant.

> **What this costs you.** You spent $24,500 on Google Ads last year and cannot say what it returned. Fixing the revenue value in GA4 is a small piece of technical work and it is the first thing we would do, because until it is done every other number is an argument rather than a fact.

Appendix F · Where the numbers come from

- **Orders, revenue, customers and repeat rate** come from your Web Ninja admin, all 655 orders in the twelve months to 31 July 2026, read directly and totalled.
- **Sessions, channels, conversion rates and event counts** come from GA4 property 325191335, same period.
- **Impressions, clicks, positions and the branded split** come from Google Search Console for peacocks.co.nz, same period. Branded means any query containing your name or a common misspelling. Branded queries are never anonymised by Google, so everything Search Console withholds is non-branded, which is how the non-branded click total is derived.
- **Keyword volumes** are the median of Google Keyword Planner, SEMrush and Ahrefs, pulled 10 August 2026 for New Zealand. Where the three disagree by more than 3x, the median protects against a single tool's error. Close variants sharing an Ahrefs parent topic contribute once, not repeatedly, so the category total is not inflated.
- **Total category size** is the top 100 non-branded terms across 16 category seeds, filtered to what Peacock Bros actually sells, with a 1.35 long-tail factor for terms below the reporting cut.
- **Prompt volumes are directional.** Conversational prompts have no reported search volume, so each is anchored to its triangulated head term with an uplift for the many ways the same question gets asked. They are bands, not measurements, and are labelled as such in the workbook.
- **Competitor metrics** come from Ahrefs, New Zealand, 9 August 2026. **Page speed** is Lighthouse mobile on your homepage, 10 August 2026. **Schema and content coverage** come from a crawl of 41 representative pages against your 629-URL sitemap.
- **The value of a trade account is the one figure we have not measured,** because it lives in your ERP. Layer two is shown as a range until you supply it.

Team Empathy

Search & AI for ecommerce

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