

Be the backyard-building group AI recommends in Australia.

Prepared for Tiffany Lin · Fort Group: SheShedz · Trekk Spaces · Aura Cabins

AUSTRALIA | 28 AUGUST 2026 · TEAM EMPATHY

1. Executive summary

The short version. Your own HubSpot says organic search is the biggest revenue engine Fort Group has: **A\$1.25M of SheShed pipeline created** and **A\$268,968 closed won** traced to organic Google search first touch in the last 90 days alone, more than paid Google on the same deal count. Nearly all of that search demand is **non-branded**: people searching "pool house", "garden office" and "granny flat kits", not your name, which means it can grow. SheShedz appears across eleven demand lanes but wins positions 4 to 20 rather than the top three, Trekk sits on page two of every timber shed term within weeks of its relaunch, and Aura is not yet measured at all. This is a finish-the-job build on an engine that is already paying for itself.

Three things to know

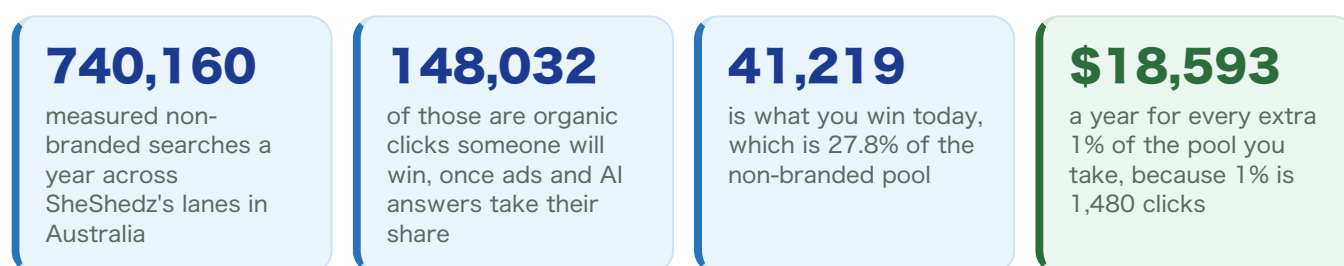
- **Organic search is your number one channel, measured to closed revenue.** Your HubSpot first-touch attribution puts organic Google at A\$1,252,139 of deals created across 60 deals in the rolling 90 days, ahead of paid Google ads at A\$936,786 across 47. On closed-won it is the same story: A\$268,968 organic against A\$229,771 paid, 12 closed apiece. Organic out-earns the ads you pay for. **HUBSPOT**
- **You appear across the whole category and win almost none of it.** SheShedz earned 3.15 million impressions from search in the last 12 months and converted 2.8% of them to clicks, because page one is not the top three: pool house sits at position 6.1 on 13,613 impressions, backyard office at 10.5 on 10,725, hairdressing sheds at 8.4

on 11,881. Even "she shed australia", the category you are named after, ranks 3.6 rather than 1. **GSC**

- **AI engines already close deals for you, and you are not even trying yet.** Your HubSpot carries a named tag, Organic - AI Referral - ChatGPT, with **A\$12,600 of closed-won revenue** against it in the rolling 90 days. GA4 counts 179 AI-assistant sessions across the three brands in the same window with nothing optimised. Very few businesses anywhere are attributing closed revenue to AI referrals; you are doing it by accident. **HUBSPOT** **GA4**

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

The model below runs on SheShedz, the brand with the funnel history to measure; Trekk and Aura are sized separately in section 4.



So the whole opportunity is one sentence: **SheShedz holds 27.8% of the non-branded organic clicks in its category, and every extra 1% is worth about A\$18,593 a year in closed deals.** You already hold the joint-highest Domain Rating in the category and more than a quarter of its winnable clicks; the play is pushing a strong share towards a dominant one while the category's authority bar is still low.

What that is worth

Built on your own numbers: each organic click is worth a measured **A\$12.56** in closed-won revenue to SheShed (your HubSpot closed-won divided by the search clicks that produced it puts it at \$13.25, and the same revenue over GA4 organic sessions puts it at \$11.86; the model takes the midpoint). The full derivation is in section 4. Every column below is non-branded, closed-won revenue at that click value, and your 70-day sales cycle means clicks won today land as revenue about a quarter later.

MODELLLED ON MEASURED INPUTS

Case	Share of the non-branded market	Non-branded clicks / yr	Non-branded revenue / yr	New revenue / yr
Today	27.8%	41,219 (3,435 / mo)	\$517,711	
Conservative	33.0%	48,851 (4,071 / mo)	\$613,569	+\$95,858

Case	Share of the non-branded market	Non-branded clicks / yr	Non-branded revenue / yr	New revenue / yr
Mid	42.0%	62,173 (5,181 / mo)	\$780,893	+\$263,182
High	52.0%	76,977 (6,415 / mo)	\$966,831	+\$449,120

All figures AUD, ex GST, matching your HubSpot reporting. Trekk's own smaller model (section 4) adds +\$8,598 a year at its mid case, taking the combined group mid case to **+\$271,780 a year**, and Aura is deliberately not modelled until its tracking exists. Your branded traffic and your walk-in, phone and referral revenue sit on top of everything here, unchanged.

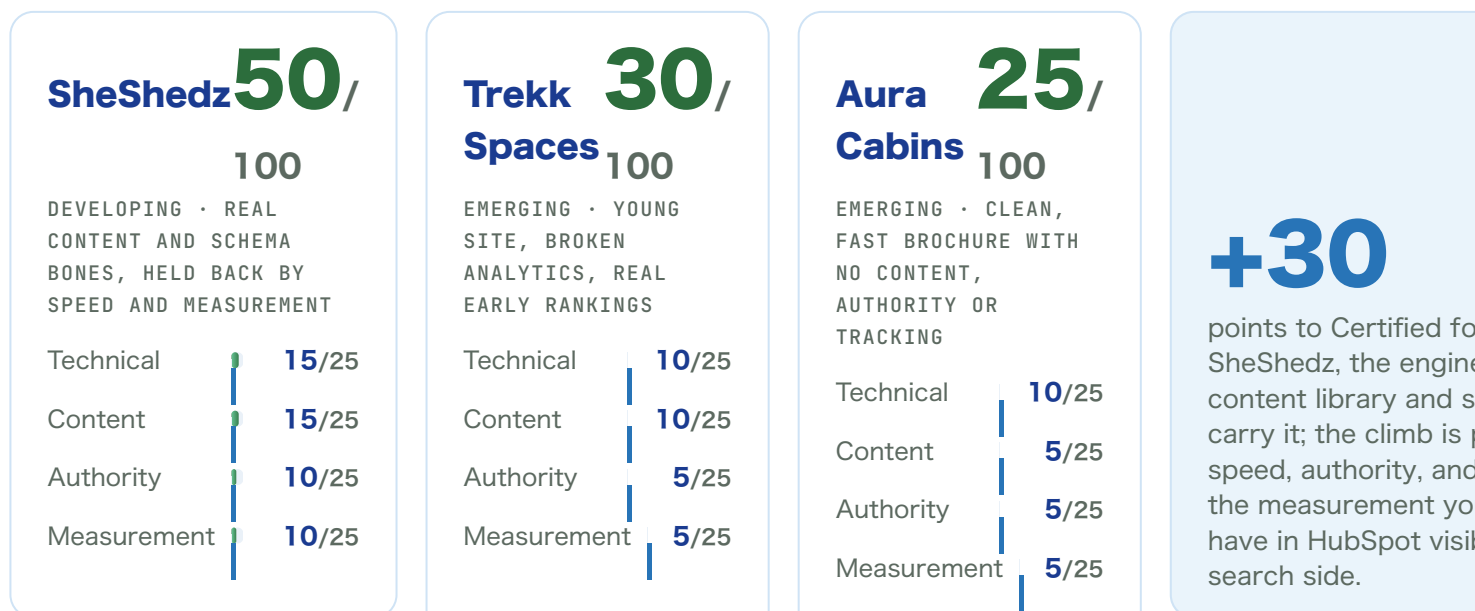
Where you focus, at a glance

SheShedz ~61,700 SEARCHES / MO ACROSS ITS LANES THE ENGINE Eleven demand lanes, page one on most, top three on almost none. The biggest measured funnel and the model above. Winning the top three here is most of the money.	Trekk Spaces ~3,500 SEARCHES / MO, TIMBER SHEDS THE RISER Nine weeks post-relaunch and already page two on every money term. The cheapest striking-distance wins in the group, plus the Bunnings and Mitre 10 story nobody has told search engines yet.	Aura Cabins ~900 SEARCHES / MO, RETREATS AND OFF-GRID TRACKING FIRST A brochure site with zero conversion tracking, in the highest-ticket category of the three. Until measurement exists, every marketing dollar here is flying blind.
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Triangulated AU search volume per brand's lanes, August 2026. The full keyword, prompt and cluster research behind every number here lives in [The data](#) tab. **GKP + SEMRUSH**

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. **Certified is 80 out of 100**, Professional on all four, the standard we build brands to. Each brand gets its own card, because they are in genuinely different places.



The detailed findings, how the scoring works, and where every number comes from are in the [appendix](#).

3. The market you are missing: search and AI

A backyard building is a researched, high-ticket, 70-day decision. Your buyers ask the same questions in two places now, a search box and an AI chat, and the group that answers them wins both. Across the 125 terms we measured, folded to 91 head-term groups, the demand across all three brands' lanes is **66,120 searches a month** in Australia, and SheShedz already appears on most of it.

Validated demand, and where you rank today

Term	Searches / mo (AU)	Your rank now	Territory
garden shed	22,600	21.3	Garden sheds

Term	Searches / mo (AU)	Your rank now	Territory
log cabin	4,500	8.4	Cabins
shed kits	4,400	21.2	Garden sheds
kit homes australia	3,000	Page 5+	Granny flats & tiny homes
she shed	2,750	8.2	She shed
office pod	2,000	Not ranking	Studios & offices
pool house	1,600	6.1	Pool houses & cabanas
prefab granny flat	1,600	6.5	Granny flats & tiny homes
granny flat prices	1,450	Page 5+	Granny flats & tiny homes
potting shed	1,300	6.9	Garden sheds
pool cabana	1,150	7.4	Pool houses & cabanas
timber garden sheds	1,090	12.9 (Trek)	Timber sheds
backyard studio	1,000	17.9	Studios & offices
hairdressing sheds	520	8.4	Business in a shed

Search volume triangulated across Google Keyword Planner and SEMrush (median), Australia, August 2026; Ahrefs joins as the third source within the week and any working volume that moves is updated in [The data](#) tab, along with live AI-answer flags per term. Your rank is the brand's current average Google position from its own Search Console (SheShedz unless marked Trek). The pattern is one story everywhere: on page one or two, and not in the top three, and at these volumes the difference between position 8 and position 2 is the whole opportunity.

GKP + SEMRUSH GSC

On the AI side we built a library of **82 real questions** people ask AI engines about your categories, each anchored to measured search demand, your own Search Console

queries, your own published FAQ content, and the questions behind the head terms. **79 of the 82 are questions the group can uniquely own**, across all three brands. The full library, with per-question demand estimates, is in the [appendix](#) and [The data](#) tab.

The first-mover window. This category has no authority leader. SheShedz's Domain Rating of 19 is already the joint highest among the brands competing for these answers (Aarons Outdoor 19, Backyard Pods 12, YZY Kit Homes 12, Melwood 6). In most categories we audit, the incumbents hold DR 40 to 70 and the climb is steep; here, the first brand to build genuine authority and publish the answers AI engines cite takes the category. You are already ranking on regulatory questions like "what is a habitable room", 10,198 impressions worth, without ever having tried.

4. The opportunity, in dollars

The table in the executive summary is built from four numbers, all of them yours, and all of them non-branded. Here is the chain in full, for SheShedz first.

The searches
NON-BRANDED, AU, / YR

740,160

The winnable clicks
AFTER ADS AND AI ANSWERS

148,032

What you win today
27.8% OF THE POOL

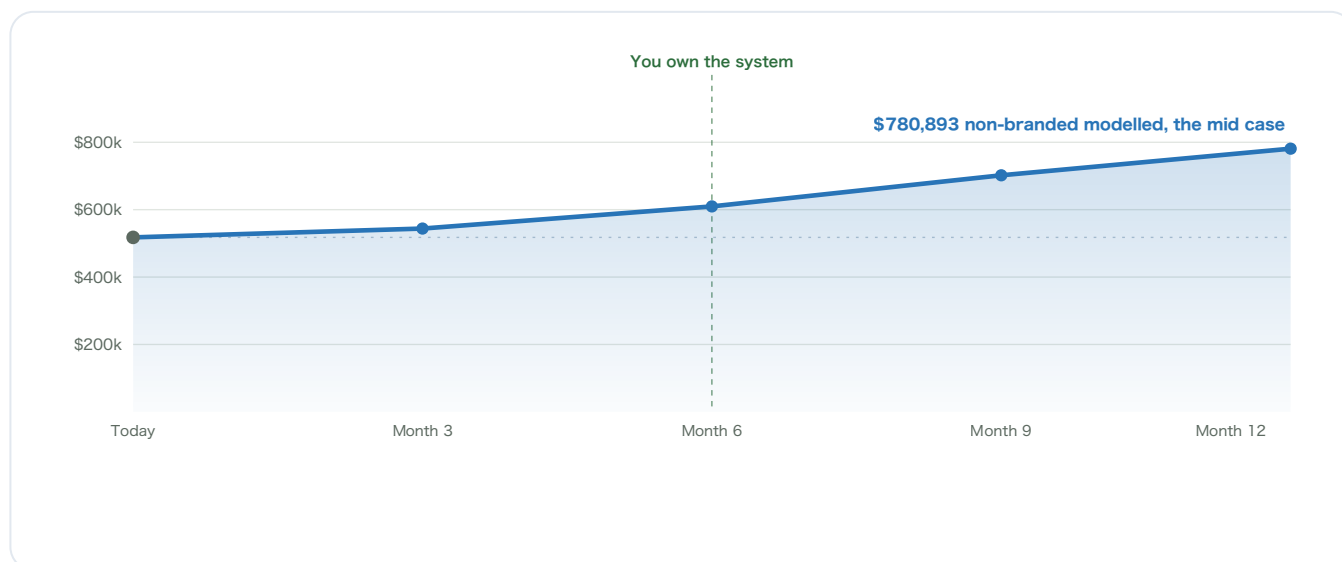
41,219

Roughly one search in five survives ads, map packs and AI answers as a winnable organic click, and SheShedz already takes better than one in four of those. The pool is measured from the 91-term core only; the long tail beyond it is real, your own account proves it with 24,621 distinct non-branded queries and around 42,700 anonymised clicks over the same twelve months, and it is deliberately left out of the model. **MODELLED**

Each organic click is worth **A\$12.56** in closed-won revenue to SheShed. The figure is funnel-measured two ways from your own systems: your HubSpot's A\$268,968 of organic-Google closed-won revenue in the rolling 90 days divided by the 20,299 search clicks that produced it gives \$13.25, and the same revenue over your 22,671 GA4 organic sessions gives \$11.86. The two agree within 12%, and the model multiplies every case by their midpoint.

That is the whole model: **win more of the 148,032 clicks.**

The compounding curve (the mid case, arriving over twelve months)



The mid case arriving, on SheShedz's modelled non-branded revenue: roughly 10% of the new revenue live by month 3, 35% by month 6, 70% by month 9, all of it by month 12, ending at the \$780,893 modelled run-rate. Because your sales cycle averages 70 days, revenue lands about a quarter behind the clicks that create it. On the live page, hover any point for the maths. Your branded, referral, walk-in and phone revenue sits on top the whole way. **MODELLED, DIRECTIONAL**

Trekk, the second model

Trekk gets its own smaller table, on its own measured value: GA4 records A\$22,931 of organic revenue on 2,044 organic sessions in 90 days, A\$11.21 a click, and that is a floor, because your phone orders and the Bunnings and Mitre 10 wholesale channel never touch the website's revenue tracking. The pool is Trekk's timber-shed lane; the garden-shed generics are counted in the SheShedz pool so nothing is double-counted.

Case	Share of the timber-shed pool	Non-branded clicks / yr	Non-branded revenue / yr	New revenue / yr
Today	3.0%	250	\$2,802	
Conservative	6.0%	508	\$5,695	+\$2,892
Mid	12.0%	1,017	\$11,401	+\$8,598
High	18.0%	1,525	\$17,095	+\$14,293

The dollars are small because the site is nine weeks old in its current form; the striking-distance positions are the point. Every timber shed term already sits on page two, and page two to top three is the cheapest ranking move in search. The B2C order line is already running at 173% to 277% of its weekly goal in the last fortnight of your own scorecard. **GA4 WEEKLY SCORECARD**

Aura, deliberately not modelled. Aura's GA4 has zero key events configured: 6,885 sessions in 90 days and not one enquiry tracked against any of them. No measured conversion value exists, so any dollar figure we put on Aura's search opportunity would be invented. What we can say: your weekly scorecard shows site assessments running at 21 against a target of 40 over the last eight weeks, in the group's highest-ticket category. Tracking is the first fix, and it is days of work; the model extends to Aura the month the data exists.

How the clicks get won

Two levers, both measured. **Click-through** on the impressions you already earn: more than 60 SheShedz terms and 35 Trekk terms sit at positions 4 to 20 with real impressions, and moving them into the top three multiplies their clicks several times over. And **new impressions** in the lanes where you have product but no ranking: office pod (2,000 searches a month, not ranking), kit homes australia (3,000 a month, page five), granny flat prices (1,450 a month, page five). The conservative case assumes only the first lever lands; the high case assumes both do.

Every figure here is non-branded, closed-won revenue at the measured click value. HubSpot reports ex GST, so every dollar figure in this document is ex GST. AI-prompt demand is estimated separately in the appendix, so nothing here is double-counted. SheShed's total organic-search closed-won run rate, branded and long tail included, is A\$1.71M a year on the same HubSpot basis, and the model's slice sits inside it.

5. The six-month transformation

A done-for-you AI and Search transformation over six months, run across the group with SheShedz as the engine. It moves through three phases: **foundations** (Aura and Trekk measurement fixed in week one, SheShedz page speed, Product schema on the pages that sell, and the AI-visibility baseline across all three brands), **owning your territories** (winning the top three across the 95-plus striking-distance terms, and building the roughly 94 pieces that own the core lanes, recalibrating SheShedz's live 297-post library rather than starting again), and **authority and compounding** (taking the category's authority crown while it is still cheap, on the Bunnings and Mitre 10 story, the regulatory content you already rank for, and the customer stories you already publish). We move into each phase as each site is ready for it rather than on a stopwatch. Everything is yours to keep.

The full breakdown, deliverables and your time commitment live in [The offer](#) tab.

Pipeline and closed-won figures are from your own HubSpot first-touch attribution (rolling 90 days to 28 August 2026, ex GST); traffic and rankings from each brand's own Google Analytics and Search Console (12 months to August 2026 for SheShedz and Aura; Trekk's account begins April 2026, so no year-on-year claims are made for it); order values from your own funnel sheet. Search volumes triangulated across Google Keyword Planner and SEMrush (AU), August 2026, with

Ahrefs joining as the third source. Domain Ratings from Ahrefs, 28 August 2026. AEO scores from our AEO Maturity Model against live crawls of all three sites. Revenue figures are directional, modelled from your own measured click value, and are not a guarantee of results.

Appendix A: your channels and current position

Fort Group runs a genuinely measured sales operation: HubSpot first-touch attribution to closed-won revenue, a weekly scorecard across all three brands, and a 70-day sales cycle you can quote from memory. That discipline is rare, and it is what makes this model honest: every dollar figure traces to your own reporting.

SheShed deals created by first touchpoint, from your own HubSpot (rolling 90 days)

First touchpoint	Pipeline created	Deals	Read
Organic Google Search	\$1,252,139	60	Your single biggest source, and it runs without a media budget
Paid Google Ads	\$936,786	47	Strong, and rented; it stops when the budget stops
Organic other browser search	\$420,180	20	Bing and friends; organic search's second helping
Paid Facebook	\$395,086	26	Volume play
Organic Facebook	\$358,623	17	The brand's social pull
Walk in / showroom	\$274,313	12	Physical presence paying
Inbound phone	\$262,457	10	The 70-day cycle often closes here
Direct / unknown	\$252,605	15	Some of this is untagged search and AI traffic

Your HubSpot report totals \$4,778,216 of pipeline across 239 deals in the rolling 90 days; the table shows the top sources. On closed-won over the same window the total is \$1,073,800 across 53 closed-won contacts (HubSpot counts closed-won by contact), of which organic search (Google plus other browsers) is \$421,178 across 19 deals, 39% of everything you closed. Annualised, organic search's closed-won run rate is about \$1.71M. All ex GST. **HUBSPOT**

The ChatGPT line item. Your closed-won report carries Organic - AI Referral - ChatGPT at **\$12,600 from one deal**. One deal is one deal, and the signal matters more than the size: your CRM is already attributing closed revenue to an AI assistant, before any AI-search work exists. The engines are already recommending backyard buildings to Australians; the only question is whose.

What GA4 can and cannot see

Brand	Sessions (90d)	Organic share	AI-assistant sessions	The catch
SheShedz	147,897	15.3%	147	A\$1.2M of 90-day revenue sits Unassigned: the offline funnel coming back untagged. HubSpot, not GA4, is the money truth here.
Trekk	22,403	9.1%	20	45,856 key events on 22,403 sessions: conversion tracking counts nearly everything, so nothing. Needs rebuilding before its numbers mean anything.
Aura	6,885	12.3%	12	Zero key events configured. No enquiry has ever been measured on this site.

GA4, rolling 90 days per brand property. AI-assistant sessions are a source-level filter (chatgpt, gemini, claude, perplexity, copilot). Organic share is organic search sessions over all sessions. GA4

Appendix B: the scorecards in detail

Here is what sits behind each score, and what fixes each piece.

Brand	Finding	Status	Fix
SheShedz	Structured data: Organization, LocalBusiness, AggregateRating, Service, all server-rendered; llms.txt live	Unusually strong	Done
SheShedz	Mobile page speed	Lighthouse lab: 48, main content at 40.7s	Weeks
SheShedz	Product schema on product pages	Missing where it matters most	Days
SheShedz	Content engine (297 posts, customer stories, regulatory FAQs)	Strong base, misallocated: 2 pages against the 29,135/mo garden shed lane	Recalibrate + fill gaps
SheShedz	HubSpot attribution to closed revenue, including an AI-referral tag	Ahead of nearly every brand we audit	Wire it to the search side
Trekk	Layout stability on mobile	Lighthouse lab: CLS 0.669, severe shifting	Weeks
Trekk	Product schema	Present	Done
Trekk	GA4 key events	45,856 events on 22,403 sessions, misconfigured	Days

Brand	Finding	Status	Fix
Trekk	Bunnings + Mitre 10 stockist entity signals	Invisible to search and AI	Weeks
Aura	Page speed	Best of the three: Lighthouse lab 68, zero layout shift	Done
Aura	Conversion tracking	Zero key events configured	Days
Aura	Content beyond the 14-page brochure	None; no blog, no FAQ, no Product or Offer schema	Build
All three	AI-visibility measurement (which engines cite which brand)	None yet	Baseline + monthly panel

The page-speed figures are Google's Lighthouse lab test simulating a mid-range phone on a slow connection; the sites may well feel fast on your own device, but the lab score is what Google measures each site against, and 40.7 seconds against a 2.5-second standard costs rankings every day. **LIGHTHOUSE, 28 AUG 2026**

The single highest-leverage fix is measurement, and it is nearly free. Aura needs conversion tracking that exists at all, Trekk needs conversion tracking that means something, and SheShedz needs its excellent HubSpot attribution joined to its search data. Days of work across the three, and every later decision, including how much to spend on each brand, gets made on numbers instead of feel.

Appendix C: the demand detail

From category demand to dollars

Measured core

SEARCHES / MO, AU, ALL
THREE BRANDS

66,120

Winnable pool

ORGANIC CLICKS / MO

~13,224

The group today

SHARE OF THE POOL

26.2%

The 91-term core, triangulated and variant-folded so nothing is double-counted: "timber shed", "timber sheds" and "timber garden shed" are variants of one head term and contribute once. One term where Keyword Planner matched far outside the phrase (accommodation pods) and four whose dominant intent is not a backyard building (cabana, pool room, backyard storage, garden buildings) are excluded from the core entirely; the exclusions are listed in [The data](#) tab. Strip out ads, map packs and AI answers, and roughly one search in five survives as a winnable organic click. AI-prompt demand (an estimated 2,400 to 6,000 questions a month across the 82-prompt library) is counted separately so nothing is double-counted. **MODELLED**

The AI questions, and who can own the answer

The library is built from questions with evidence behind them: your own Search Console queries, the FAQ and customer-story content SheShedz already publishes, the regulatory questions you already rank for, and the questions underneath the head terms. A sample:

Real question	Brand	Cluster	Est. monthly demand
How much does a she shed cost in Australia?	SheShedz	She shed	2–4
What's the best backyard studio kit in Australia?	SheShedz	Studios & offices	100–250
What size shed can I build without council approval?	Group	Rules & approvals	real, you already rank on it
What is a class 10a structure and do I need approval?	Group	Rules & approvals	real, observed on your own FAQ
Can I run a hair salon from a shed in my backyard?	SheShedz	Business in a shed	6–16
Timber shed vs metal shed: which lasts longer?	Trekk	Timber sheds	real, comparative

Real question	Brand	Cluster	Est. monthly demand
What wooden shed kits can I buy at Bunnings?	Trekk	Timber sheds	real, ground truth
Best architecturally designed cabins in Australia?	Aura	Architectural retreats	real, comparative
Are SheShed cabins good quality? Reviews?	SheShedz	Brand & comparison	real, brand

A sample of the 82-question library, all of it in [The data](#) tab with per-question demand, priority and ownability. Estimates are directional floors: 10 to 25% of the anchor term's measured volume, and questions with no keyword anchor are labelled as observed rather than given an invented number. **79 of the 82 are uniquely ownable** by one of the three brands. **DIRECTIONAL**

Appendix D: where to play, your content territories

The same demand, grouped into the territories a plan executes against, with each territory owned by one brand so the three sites never compete with each other. The striking feature of the SheShedz library: 297 posts, deep on cabins and customer stories, nearly silent on the two biggest demand lanes it could own.

Territory	Brand	Demand / mo	Coverage today	Priority
Garden & potting sheds	SheShedz + Trekk	29,135	2 SheShedz pages against the group's biggest lane	P1
Backyard studios & garden offices	SheShedz	9,165	74 pages, but office pod (2,000/mo) not ranking	P1
Granny flats & tiny house kits	SheShedz	8,590	16 pages; the price and kit-home queries sit on page five	P1

Territory	Brand	Demand / mo	Coverage today	Priority
Cabins & cabin kits	SheShedz	5,560	91 pages, the strongest coverage on the site	P2
Timber & wooden sheds	Trekk	3,530	68 pages, all on page two of the money terms	P1
Pool houses & cabanas	SheShedz	3,025	25 pages, position 6 to 7, top three within reach	P2
She shed	SheShedz	3,000	130 pages, and still position 8 on the head term	P2
Business in a shed	SheShedz	1,400	15 pages against a 99,000-impression niche	P2
Backyard workshops	Trekk	1,160	Nothing anywhere in the group	P3
Architectural retreats & off-grid	Aura	910	The 14-page brochure; no content at all	P3
Rules & approvals	Group	Territory evidence	3 pages, already ranking on 10,198 impressions of habitable-room queries	Strategic

Territory	Brand	Demand / mo	Coverage today	Priority
Buying journey & comparisons	Group	Prompt-led	24 pages of FAQ and assembly content to recalibrate	Strategic

Priority weighs demand, ownability and what already exists. Content requirement: roughly **94 pieces** to own the core lanes across the group, and **about 194** for full category coverage. A large share of the SheShedz work is **recalibration of a live 297-post library**, re-pointing existing posts at the queries they nearly win, rather than net-new writing. The full cluster maths is in [The data](#) tab. **CLUSTER MODEL**

Lead with three. Garden sheds, the 29,135-a-month lane the group barely addresses, split deliberately between Trekk (timber) and SheShedz (premium rooms). **Studios, offices and granny flats**, where working-from-home and housing-cost demand meets product you already sell. **Rules and approvals**, the authority play: you already rank on the questions every buyer in every lane asks first, and the brand that owns the regulatory answers gets cited by the AI engines for everything else.

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

Brand	Domain Rating	Read
SheShedz	19	Joint category leader already
Aarons Outdoor	19	The established outdoor-living incumbent
Trekk Spaces	15	Largely inherited through the trekksheds redirect; thin behind it
Backyard Pods	12	The pod specialist
YZY Kit Homes	12	Kit-home competitor across the granny flat lane
Melwood	6	Cabana and pool house specialist

Brand	Domain Rating	Read
Aura Cabins	3.6	Effectively no link profile yet

Ahrefs Domain Rating, 28 August 2026. Competitor organic-traffic footprints join this table when the full Ahrefs pull lands this week. [AHREFS](#)

Nobody owns this category's authority, which means it is for sale cheap. Roughly two-thirds of what AI engines cite comes from third-party sources, and in your category the strongest domain is a 19. The group holds assets none of the competitors can copy: a national retail footprint through Bunnings and Mitre 10, ten years of SheShed trading history and customer stories, the regulatory content buyers actually search for, and three brands that can reference each other. Spent deliberately, that is a category crown at a fraction of what it costs in markets where the incumbent is a 60.

Appendix F: where the numbers come from

Source	What it provides
Your own HubSpot	First-touch attribution to pipeline and closed-won revenue, rolling 90 days, ex GST: the A\$1,252,139 organic pipeline, the A\$268,968 organic closed-won that anchors the click value, and the ChatGPT line. First touch on a 70-day cycle means the numbers credit the channel that started each deal.
Keyword volumes, triangulated	Google Keyword Planner and SEMrush (AU), taken as the median, variant-folded, with Keyword Planner's close-variant lumping detected and excluded. Ahrefs joins as the third source within the week; single tools miscount, so we never rely on one.

Source	What it provides
Each brand's own Search Console	SheShedz (domain property, history from April 2025), Aura (history from April 2025) and Trekk (history from April 2026, relaunched late June, so no year-on-year claims). We swept more than 28,000 query rows across the three accounts, classified every one against the planned lanes, and country-verified the out-of-plan candidates: habitable-room queries (10,198 impressions, 98% AU) and insulation packages (3,037 impressions, 100% AU) were kept as territory evidence rather than money-model terms, and nordic spruce was ruled out as 65% offshore. SheShedz's anonymised long-tail (about 42,700 clicks a year) is treated as non-branded and left outside the model, which makes the share figure conservative.
The she shed terms	The company is named after the category. Queries like "she shed" and "she shed australia" are counted as non-branded category demand, and only explicit brand spellings (sheshedz, sheshed) as branded. The split either way is shown in The data tab.
Each brand's own GA4	Rolling 90 days per property: channel mix, organic sessions (the click-value cross-check), the AI-assistant source filter, and the measurement gaps reported in Appendix A exactly as found.
Your funnel sheet	The July funnel: 1,221 leads, 62.65% lead to SQL, 76 proposals worth \$1,539,091, 12.73% close, \$19,595 average order value. The AOV cross-checks HubSpot's average organic closed-won deal (\$22,414) within 13%.
Head-term anchors + fan-out	Every AI prompt is anchored to the measured volume of the search term underneath it, with a conservative 10 to 25% band. Prompts with no anchor are labelled observed, not numbered.
Citation tracking	A fixed panel of priority category questions per brand, run monthly across ChatGPT, Claude, Perplexity and Google AI Overviews, logging exactly which brands get named, with the baseline taken before any work ships.

Measurement runs in our own platform, so the dashboard, the data and the method are yours to keep, not rented from a third-party tool. The full research behind every table here is in [The data](#) tab. **METHOD**

Team Empathy

Search & AI for ecommerce

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