TEAM EMPATHY · SEARCH & AI STRATEGY

Be the cabin brand AI recommends in New Zealand.

Prepared for Geoffrey Parkes & Josh Bryant · SheShed NZ

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1. Executive summary

The short version. Your online store did **$2.22M in the last 12 months**, and organic search brought you 23,395 New Zealand visits, **almost all of it non-branded**. Only about 2,100 of those clicks were people typing your name; the other **21,282 were category searches**, people looking for a sleepout, a cabin or a she shed who found you. That non-branded traffic is worth about **$190,700 a year**, and it is the only part of your revenue a search strategy can grow. You already hold a quarter of the winnable clicks in your category. The opportunity is in what sits underneath it: mobile speed scores that sit well below Google's thresholds in its own lab testing, schema still carrying another agency's template, and analytics that cannot say where $1.87M of your revenue came from.

Three things to know

- **Your organic traffic is category demand, not brand demand, and that is rare.** Most brands we audit earn their organic revenue from people who already know them. Yours is the opposite, helped by a smart naming decision: **SheShed is both your brand and the thing people search for**, so even someone typing "she shed" with no brand in mind can land on you. Counting only true navigational searches as branded, roughly 9 in 10 organic clicks are category demand, and you already take **24.5% of the winnable click pool**. You are winning strangers, which is exactly what a search strategy is for. GSC
- **Nobody can currently prove which channel sells cabins.** 93 of your 113 tracked online orders, **$1.87M of the $2.22M**, sit in GA4 as Unassigned. The purchase tracking fires, but the attribution is lost by the time it does. Getting accurate data here,

including real conversion rates by channel, would be genuinely valuable: it sharpens every marketing decision you make, and it firms up every dollar figure in this report. GA4

- **AI is already in your funnel, and the site can be made much readier for it.** ChatGPT sent you 373 visits this year with zero optimisation, and Google AI Overviews already fire on "she shed" and "sleepout". One quiet drag: in Google's mobile lab test, which simulates a mid-range phone on a slow connection, the homepage's main content lands at **19.9 seconds**. The site feels quick on a good connection, and that lab figure is still the one Google measures rankings against, which makes it one of the cheapest wins on the board. GA4 LIGHTHOUSE

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

437,000	87,000	21,282	$7,800
non-branded searches a year across your categories in New Zealand	of those are organic clicks you could win, once ads and AI answers take their share	is what you win today, which is 24.5% of the non-branded market	a year for every extra 1% you take, because 1% of the pool is 870 clicks

So the whole opportunity is one sentence: **you hold 24.5% of the non-branded organic clicks in your category, and every extra 1% is worth about $7,800 a year.** Your branded traffic is not part of this and does not change.

What that is worth

Built on your own numbers, with one honest caveat up front: because of the attribution gap, **we do not yet have a measured organic conversion rate for your site**, so this model does not pretend to one. Instead it uses what is solid: 113 orders on $2.22M gives an average order of **$19,655**, and across all 247,816 visits that makes a visit worth **$8.96**, however it arrived. We value an organic click at that blended figure rather than guessing a channel rate. Treat the dollar columns as directional; the moment real conversion data is available, we re-run the model on measured numbers and these figures firm up in both directions. Every column below is non-branded, and your branded traffic sits on top of all of it, unchanged. MODELLED, PLUS OR MINUS 40%

Case	Share of the non-branded market	Non-branded clicks / yr	Non-branded revenue / yr	New revenue / yr
Today	24.5%	21,282	$190,700	—
Conservative	33%	28,710	$257,200	+$66,500
Mid	**42%**	**36,540**	**$327,400**	**+$136,700**

Case	Share of the non-branded market	Non-branded clicks / yr	Non-branded revenue / yr	New revenue / yr
High	52%	45,240	$405,400	+$214,700

At your average order of $19,655, the mid case is **about seven extra cabins a year**, every year, compounding as the content keeps ranking.

Where you focus, at a glance

Sleepouts, cabins & accommodation

~7,200 SEARCHES / MO

THE PRIZE

The commercial heart: kitset cabins, sleepouts, off-grid and granny-flat demand at your highest order values. You sit page two on most of it.

She sheds

~1,900 SEARCHES / MO

YOU WIN

Your namesake category, with a live AI Overview already firing on it. Defend it and turn ranking into citations.

Garden sheds, tiny homes & pool houses

~17,200 SEARCHES / MO

EXPANDING

The biggest volume, at lighter purchase intent. Entry lanes that introduce the brand and feed the ranges above.

Triangulated NZ search volume per category, August 2026. The full keyword, prompt and cluster research behind every number here lives in The data tab. GKP + AHREFS + 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 clients to. You are at 40 today, and unusually, your content is the strength and the plumbing is the problem.

SheShed 40/100

DEVELOPING · STRONG CONTENT, UNDER-SERVED PLUMBING

Technical	10/25
Content	15/25
Authority	10/25
Measurement	5/25

+40

points to Certified. Your 160-post content library is already ahead of every direct competitor. The climb is technical and measurement, the two fastest pillars to move.

WHERE YOU ARE · WHERE YOU NEED TO BE

SheShed **40 / 100**

Today · Developing, 40 / 100

Where you need to be · Certified, 80 / 100

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 cabin is a considered purchase. Your buyers spend weeks researching consent rules, foundations, timber, power and cost before they get anywhere near a checkout, and they now ask those questions in two places, a search box and an AI chat. The demand is deep, most of your direct competitors are tiny, and the AI layer has already started answering.

Validated demand, and where you rank today

Term	Searches / mo (NZ)	Your rank now	AI Overview live?
tiny homes nz	5,100	Page 5+	-
garden sheds nz	4,400	Page 4+	-
sheds nz	2,150	Page 2	-
sleepout	1,300	Page 2	Yes
kitset cabins nz	1,000	Page 3	-
she shed	880	Page 2	Yes
pool house	880	9	-
alpine cabins	480	6	-

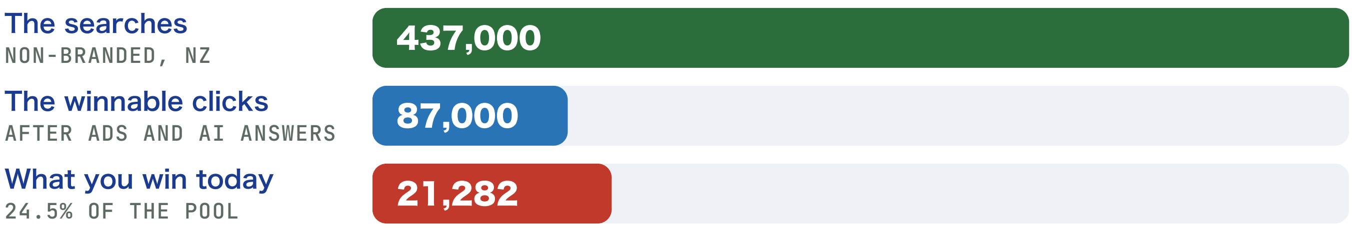
Search volume triangulated across Google Keyword Planner, SEMrush and Ahrefs (median of the sources returning a figure), NZ. Your rank is your current average Google position from Search Console. The pattern: bright spots where you have a dedicated page (pool house, alpine cabins), page two to five everywhere else, including your namesake term. Page two is where 21,282 clicks came from; the top three is where the other 60,000 live. The full 112-term triangulation is in The data tab, including the terms your own Search Console proved that the tools understate, like garden rooms and alpine pods, marked "GSC-proven". GKP + AHREFS + SEMRUSH GSC

Zoom out and the full category is about **36,400 searches a month** once the long tail is counted, of which roughly **7,250 a month are winnable organic clicks**, plus the AI-chat questions counted separately. In the live results the pattern is simple: **you win log cabins and kitset tiny homes**, you are contested on she sheds, and you are **missing from page one on kitset cabins and sleepouts**, the highest-intent terms in the book, where a field of much smaller specialists currently holds the ground. The full 130-question library, cluster maths and territory plan live in the appendix and The data tab.

> **The first-mover window.** No NZ cabin brand deliberately publishes the answers AI engines cite. The consent question alone, what you can build under 30 square metres without a consent, sits behind almost every purchase in your category, and today Google hands it to council websites. You have 160 blog posts, a real FAQ hub and the highest authority of any specialist in the field. The raw material is written; it has never been shaped into the answers engines can lift. The brand that does that first becomes the default recommendation before the rest wake up.

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.

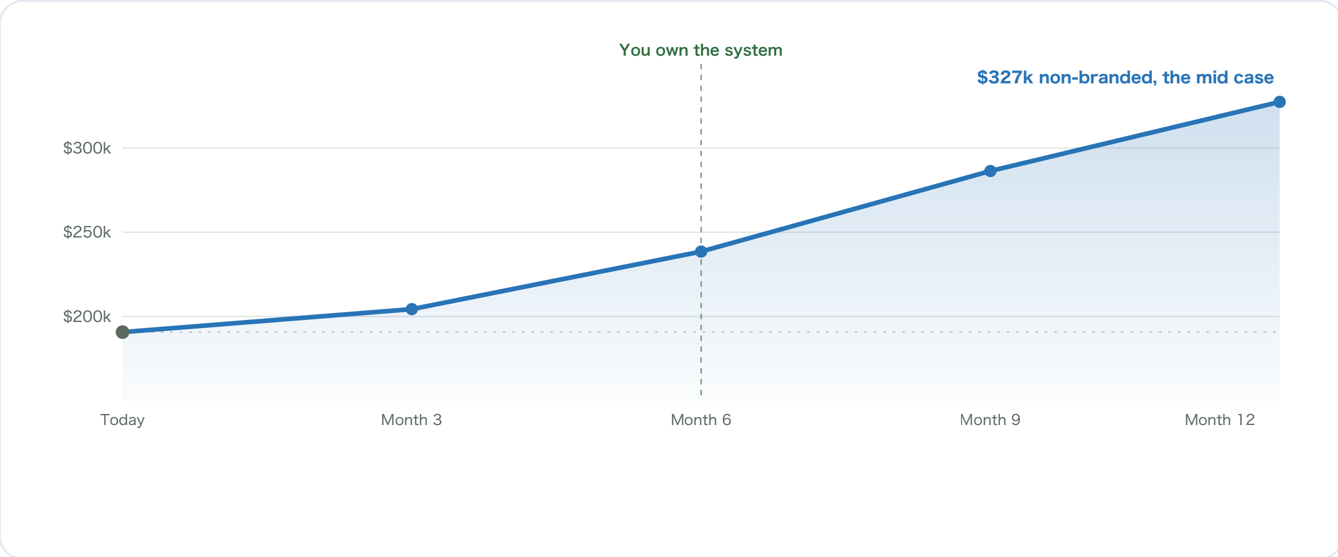


Roughly one search in five survives ads, shopping carousels and AI answers as a winnable organic click, and you currently take one click in four of those. MODELLED

Each visit to your site is worth **$8.96**, because 247,816 visits produced $2.22M in orders. That is the figure every case in the table multiplies. It is a blended site-wide value, used because no per-channel conversion rate can currently be trusted; it firms up the day real conversion data is connected.

That is the whole model: **win more of the 87,000 clicks.**

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



The mid case arriving, on non-branded revenue: certified inside the six months, the system handed to you at month 6, all of it live by month 12 (~10% live by month 3, ~35% by month 6, ~70% by month 9). Hover any point for the maths. MODELLED, DIRECTIONAL

How the clicks get won

Two levers, both measured. **Click-through** on the impressions you already get: you appear on 525,595 non-branded impressions a year but convert them at 1.21%, because your average position is 15. Moving the terms you already rank for from page two into the top three multiplies the clicks without a single new impression. And **more impressions**, as the consent, cost and comparison questions you have no ranking page for start to rank. The conservative case assumes only the first lever really lands; the high case assumes both do.

Every figure here is non-branded. Roughly two-thirds of each case is organic search and one-third is AI search, modelled from the prompt library demand in the appendix. Total organic run-rate is your branded traffic, unchanged, plus the non-branded column in the executive summary table.

5. The six-month transformation

A done-for-you AI and Search transformation over six months, built and run on our side so there is nothing for your team to learn or maintain. It moves through three phases: **foundations** (the mobile speed scores, the schema clean-up, the attribution rebuild so every order traces to a channel, your baseline), **owning your territories** (the consent and cost answer hub, the sleepout and kitset cabin hubs, and reshaping your existing 160 posts into the answers engines cite, with new production starting once everything is calibrated to your voice), and **authority and compounding** (extending the authority lead you already hold over every direct competitor into the citations AI trusts). We move into each phase as your site is ready for it rather than on a stopwatch. Behind it, we are building the platform you will own, built for ecommerce brands: by the end of your six months it is a system your team can log into and run. Everything is yours to keep: the foundations, the content, the links and your AI-Ready certification.

The full breakdown, deliverables, your time commitment and investment live in The offer tab.

Traffic, orders, revenue and rankings are from your own Google Analytics and Search Console, last 12 months to 16 August 2026, NZD. Search volumes triangulated across Google Keyword Planner, SEMrush and Ahrefs (NZ), August 2026. Competitor Domain Ratings from Ahrefs. AEO score from our AEO Maturity Model against a live crawl and a mobile Lighthouse run. Revenue figures are directional, modelled from your own order value and traffic, and are not a guarantee of results. Investment details are set out separately.

Appendix A: your channels and current position

You have built a real brand in a category you named yourselves into: $2.22M of tracked online orders in 12 months, a 17-product kitset range from $11,995 to $76,990, NZ-wide delivery and a content library your competitors have not come close to. The foundations are good. This is growth on a proven base, not a rescue.

Your channels, from your own GA4

Channel	Sessions / yr	Enquiries	Attributed sales	Read
Paid Social	78,340	1,252	$0	A third of all traffic, no order ever attributed to it
Cross-network (paid)	54,574	849	$101,069	Google's blended paid channel
Direct	34,244	524	$68,319	Brand strength showing up
Organic Search	34,024	584	$91,514	Your best acquisition channel, and under-fed
Paid Search	21,059	654	$85,818	Rented visibility on the same terms organic can own

Channel	Sessions / yr	Enquiries	Attributed sales	Read
Unassigned	2,507	119	$1,874,289	93 of your 113 orders, attribution lost at purchase

GA4, last 12 months to 16 August 2026, NZD. Enquiries are GA4 key events (forms, calls, downloads). The Unassigned row is the finding: the purchase event fires, but by the time it does, GA4 no longer knows where the buyer came from, so **$1.87M of revenue credits no channel at all**. Until that is fixed, no channel figure in this table can be fully trusted, which is exactly why the model values a visit at the blended $8.96 rather than any per-channel rate. GA4

One data note, so the numbers are honest. ChatGPT referrals (373 visits) and GA4's new AI Assistant channel (92 visits) are already appearing in your traffic with zero optimisation, and they land on **specific cabin product pages**: the Star, Coastal, Cabana, Lake and Nook cabins. AI is already recommending individual SheShed cabins, which is exactly why the product schema work matters. None of it carries attributed revenue yet, which says more about the attribution than the channel. WooCommerce order data would let the revenue truth be rebuilt from the order ledger itself, which is the cleanest way to close the attribution gap.

You appear everywhere. You win almost nowhere.

Non-branded search is 94% of your impressions and 77% of your clicks, but the click-through tells the real story: branded queries convert at 6.37% and non-branded at just 1.21%, because on category terms you sit at position 15, not the top three. The visibility is there; the position is not. GSC

Appendix B: the scorecard in detail

Here is what sits behind the score, and who fixes each piece. Unusually for our audits, the content engine already exists. The work is speed, schema and measurement, then shaping what you have written into answers.

Finding	Status	Fix
AI crawlers welcomed (GPTBot, ClaudeBot, Perplexity)	All allowed	Done
Content library (160 posts, FAQ hub, 28 use-case pages)	Strong, fresh to August	Reshape into citable answers
Product schema (price, stock, SKU, brand)	Present and valid	Add reviews and fix expired prices
Legacy agency schema polluting every page	AUD currency, a self-rated 5/5, another agency's logo	Days
FAQPage schema (27-question FAQ, 21 FAQ posts)	None anywhere	Days, the cheapest win on the site
Page typing (shop and category pages marked as articles)	Wrong site-wide	Days
Mobile Core Web Vitals	Failing (Lighthouse 24, LCP 19.9s, CLS 0.475)	Weeks, the biggest technical lever
Attribution and AI-visibility measurement	$1.87M unattributed, no AI tracking	Week one, then a monthly panel

The single highest-leverage fix is speed. To be clear about what the numbers mean: the site loads promptly on a good connection, and the figures above come from Google's Lighthouse lab test, which simulates a mid-range phone on a slow connection. That simulated test is the one Google's ranking systems draw on, so the gap between how the site feels and how it scores is exactly the gap worth closing. The second fix is schema: your pages still carry a previous agency's Australian template, complete with their logo and a self-awarded five-star rating, which is exactly the kind of signal that erodes machine trust.

The phases flex, the destination does not. This scorecard is exactly what sets the phase mix. Your content is ahead, so foundations go deep on the plumbing: speed, the schema clean-up and the attribution rebuild land first, and the content phase starts from reshaping a real library rather than a blank page. What stays fixed is the destination: Certified 80/100 and compounding, inside the same six-month transformation.

Measured the whole way. From day one we set up your AI visibility dashboard. We confirm your top keywords and priority prompts with you, track the keywords through Search Console and Google Analytics, track the AI prompts through our software, and you get live reporting on all of it. Your weakest pillar becomes a strength, and every month is measured against a baseline taken before we touch anything, on your numbers, not ours.

Appendix C: the demand detail

From category demand to dollars

Full category SEARCHES / MO, NZ	~36,400
Winnable pool ORGANIC CLICKS / MO	~7,250
You today YOUR SHARE OF THE POOL	~25%

The triangulated core (26,985 a month across 112 terms) grows to a full category of about 36,400 searches a month once the long tail is counted. Strip out ads, shopping carousels, AI Overviews and pure-research queries, and roughly one search in five survives as a winnable organic click, a pool of about 7,100 a month. AI prompts are counted separately so nothing is double-counted. MODELLED

One check we always run: the demand model is validated against **your own Search Console and GA4**, never just the tools. For you that check added garden rooms, summer houses, alpine pods and workshop demand the tools understate, all already ranking in your account. It also proved the consent territory is far bigger than any tool suggests: your own outbuilding-versus-dwelling explainer earned roughly **22,000 impressions** last year on definitional consent queries alone (dwelling, outbuilding, and their variants), sitting at positions 4 to 11. Those queries never enter the click model, because a definition rarely earns a click, but they are precisely the citations AI engines lift, and that page is the seed the consent hub grows from. GSC + GA4

The AI questions, and who owns the answer

We built a library of 130 real questions Kiwis ask AI engines about your category, from Google's "People Also Ask", the consent rules every buyer hits, and the head-term intent map. Here is a sample, with roughly how often each comes up a month.

Real question	Cluster	Est. monthly volume
Do I need building consent for a sleepout in NZ?	Consents & rules	~450
What can I build under the 30 square metre rule?	Consents & rules	~350
What is the best kitset cabin in NZ?	Kitset cabins	~400
How much does a sleepout cost in NZ?	Sleepouts	~300
Can you legally live in a sleepout?	Consents & rules	~250
What is a she shed and what do people use them for?	She sheds	~250
Can I put a cabin on my property and rent it on Airbnb?	Accommodation	~200
Can I run a hair salon from a shed at home?	Business sheds	~150

A sample of the 130-question library, all of it in The data tab with per-question volume, priority and ownability. Volumes are directional floors (head-term anchor plus fan-out uplift). 124 of the 130 are questions you can uniquely or credibly own. DIRECTIONAL

And here is who the engines surface today, cluster by cluster, versus where you show up.

Cluster	Surfaced today	Your brand?
Log cabins & kitset tiny homes	Fraemohs, SheShed, Trade Tested	Wins
She sheds	GardenHouse24, Sheds.co.nz, Kiwi Cabins, SheShed	Contested
Kitset cabins	Kitset Cabin Co, Sheds & Shelters, Outpost, Kitpods	Absent from page one
Sleepouts	Auckland Council, Outpost, Absolute Tiny Houses	Page two
Consent & cost questions	Council websites, forums	Absent

Live Google results, August 2026. The consent row is the one to stare at: the question behind almost every cabin purchase is currently answered by councils, which cannot recommend a product. LIVE RESULTS

Appendix D: where to play, your content territories

The same demand, grouped into the territories a plan executes against, each scored on how much of it you can realistically own. Priority weighs demand, whether AI is live, and whether you can win it uniquely.

Territory	Coverage today	Demand	AI	Priority /5	What we build
Consents & rules	FAQ posts, not structured	Med + AI	Yes	5	The definitive consent hub: the 30-square-metre rule, sleepout rules by council, can-you-live-in-it. The question behind every purchase, currently owned by councils.
Sleepouts	Category page, page two	High	Yes	5	The sleepout hub: cost guide, consent pairing, size and bathroom options. Your highest-intent gap.

Territory	Coverage today	Demand	AI	Priority /5	What we build
Kitset cabins	Products rank, page three	High	-	5	The kitset cabin buying hub: best-of, price bands, DIY vs built, timber guides against a field of tiny specialists.
She sheds	Strong (the namesake)	High	Yes	4	Defend and extend: ideas, interiors, bathroom builds. Turn page-two rankings into the AI Overview citation.
Tiny homes & granny flats	One product page ranks	High	-	4	The kitset tiny home and granny-flat alternative story, the biggest adjacent volume in the book.
Garden sheds & potting sheds	Products only	High	-	3	Entry-lane guides that route premium timber demand to the smaller kitsets.

Territory	Coverage today	Demand	AI	Priority /5	What we build
Pool houses & cabanas	Ranks top 10	Med	-	3	Extend a bright spot: pool house consent, cost and design guides.
Home office, gym & salon	Use-case pages exist	Med	-	3	Sharpen the 28 use-case pages into answer format; the salon and gym pages already pull clicks.
Buying questions (timber, power, foundations)	FAQ posts rank	Med + AI	Yes	4	Your quiet winners (foundations, power, treated timber, black sheds) restructured with FAQPage schema so engines can lift them.
Off-grid & Airbnb	Product page only	Med	-	3	The off-grid and cabin-as-income stories, high order value and no NZ owner yet.

Priority is a 1 to 5 score, where 5 means lead with it now; it is not a count of pieces. Content requirement: roughly **55 pieces** to own the core (consents, sleepouts, kitset cabins, she sheds), and **100 to 140 over the six months** for full category coverage. Unlike most brands we audit, much of this is **reshaping, not writing from scratch**: your 160 posts and 28 use-case pages are the raw material, restructured into answer format, retyped in schema, and interlinked with the shop. Every piece also routes to your catalogue and buying-guide downloads, which drove roughly 1,000 enquiries in the last year and are your measured conversion layer. The full cluster maths is in The data tab. CLUSTER MODEL

Lead with three. Consents and rules, the question behind every purchase, currently owned by councils that cannot recommend anything. **Sleepouts**, the highest-intent term where you sit on page two. **Kitset cabins**, the commercial core against the smallest competition. She sheds stays defended behind them, and the tiny-home lane opens as the hubs land.

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

Brand	DR	What they are	Read
Trade Tested	58	Big-box online marketplace	The volume shadow, not a specialist
SheShed	16	Premium NZ timber kitsets	The authority leader of the specialist field
GardenHouse24	10	European flat-pack cabins	Closest product match, half your authority
Outpost Buildings	5	NZ kitset cabins and sleepouts	Ranks widest of the field today
Cabin Connect	3	Nordic timber kitsets	Near-identical positioning, minimal authority
Kiwi Cabins	1	Wooden sleepouts and cabins	Named she-shed product, no authority

Ahrefs Domain Rating, August 2026. The competitors who outrank you on kitset and sleepout terms are doing it with less authority than you have, purely on page relevance. That is the most fixable gap in search. AHREFS

> **Authority is where the AI game is actually won.** Roughly two-thirds of what AI engines cite comes from third-party sites, not your own. In your category that means the consent explainers, the "best cabin" round-ups, the lifestyle press that loves a she shed story, and the property and granny-flat conversations. Nobody in this field holds any of it, and you start from the highest authority base of any specialist. Extending that lead while the field is this thin is the longest-compounding lever you have, and the she shed story, a woman-led NZ brand that named its own category, is genuinely pressworthy.

Our honest sequencing: the foundations and content phases get you cited on your own answers and lift you from page two into the top three. Authority, the digital PR, round-up placements and community presence, is the engine that runs alongside and then compounds for years after. It is where most of the long-term share-of-voice sits.

Appendix F: where the numbers come from

Source	What it provides
Keyword volumes, triangulated	Google Keyword Planner, SEMrush and Ahrefs, taken as the median of the sources returning a figure, with the source count carried on every row of the workbook. Single tools undercount NZ badly, so we never rely on one.
Branded vs non-branded	Only navigational "sheshed" queries count as branded. Category phrasings of "she shed" count as non-branded, because the brand is named after the category and the ranking data shows those searches behave like generic demand. Anonymised long-tail queries count as non-branded, stated here so the split is checkable.
The GSC and GA4 gap check	After the tool triangulation, the full 25,000-query Search Console set and the GA4 landing-page data are swept for demand the tools missed. Terms proven in your own account but thin in the tools enter the basket marked "GSC-proven"; themes with impressions but no New Zealand audience (checked country by country) are excluded rather than counted as opportunity. For you this added garden rooms, summer houses, alpine pods and workshop demand, and ruled out barn doors, shed paint and camping sheds as offshore noise.

Source	What it provides
Head-term anchors	Every AI prompt is anchored to the real, measurable keyword volumes of the search terms that sit underneath it. The anchor is the floor of what the prompt is worth, so nothing in the model rests on a guess.
Query fan-out uplift	One AI prompt triggers many hidden sub-searches inside the engine, and most of those carry zero traditional keyword volume. We apply a conservative 1.3 to 1.6x uplift to the anchor rather than guessing top-down, which is why our estimates are floors, not inflation.
AI answer verification	Which questions already trigger a Google AI Overview, verified in the live results. Every "AI live" flag in this document and the workbook is observed, not predicted.
Citation tracking	A fixed panel of your priority category questions, run monthly across ChatGPT, Claude, Perplexity and Google AI Overviews, logging exactly which brands get named. The panel is confirmed with you at kick-off and the baseline is taken in week one, so every month is measured against day zero.
Your own ground truth	Search Console and GA4, last 12 months. Because $1.87M of revenue is unattributed in GA4, the model values a visit at the blended site-wide $8.96 rather than a per-channel rate; WooCommerce order data, once connected, replaces this with the measured figure.

Measurement runs in our own platform, built for ecommerce brands, 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

ben@teamempathy.co.nz · teamempathy.co.nz