TEAM EMPATHY · SEARCH & AI STRATEGY

Be the window cleaning brand AI recommends in Australia.

Prepared for Eurolux Australia

AUSTRALIA | 2 NOVEMBER 2026 · TEAM EMPATHY

1. Executive summary

The short version. Organic search is still the biggest earner in your own analytics: **A$200,949 in the last twelve months**, branded and non-branded together, across every country and search engine, against A$97,889 from paid social. It is also shrinking. Google organic visits from Australia averaged about 5,927 a month from July to September 2025. Like for like, September and October averaged about 4,800 a month in 2025 and about 1,590 in 2026, down 67%. Non-branded search (people looking for a squeegee, a lawn broom or a whipper snipper head without naming you) is worth about **A$63,469 a year** to you today, gross, from 3.6% of the winnable clicks. Twelve months ago the same measure put you at 10.2%. The mid case gets you back to 10.0%: **+A$113,902 a year** in non-branded gross revenue once it is fully live, from customers who find you without an ad.

Three things to know

- **The slide started before the move to Shopify, and the move has not reversed it.** Against the same month a year earlier, Google organic visits from Australia were already down 25% in January 2026 and down 70% in April, before the May platform move. September 2026 brought 1,554 visits against 5,738 a year earlier and October 1,627 against 3,861. Analytics also recorded almost nothing from 20 July to 2 September after the move, so part of the year is missing from the record. GA4
- **Old addresses are turning customers away.** Of the 50 old addresses that earned the most organic search visits before the move (every engine and country), 19 now end on a page-not-found, 13 of them behind redirects that end on dead pages. Those 19

carried 12% of the visits the 50 earned, and 541 purchases, over eighteen months. The biggest, the old Aqua Blade Large 30cm page, earned 5,559 visits and 312 purchases and has no redirect at all. LIVE CHECK, 2 NOV GA4

- **Google and AI are answering your category without you.** On 2 November we checked 16 Australian buying searches, from "squeegee window" to "whipper snipper head". In DataForSEO's ranking database Eurolux sits on page two for "whipper snipper head" (position 18), page three for "outdoor broom" (26), and outside the top 100 for the other 14. 7 of the searches showed an AI Overview, and none of the sources we could read cited Eurolux. 58% of your core search demand sits on results that carry an AI Overview, and ChatGPT already sent 186 visits and 18 orders in the last year with nothing built for it. DATAFORSEO GA4

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

1,125,252
non-branded searches a year in Australia for window cleaning, outdoor sweeping and trimming, with the long tail

225,050
of those are organic clicks you could win, once ads, shopping carousels, marketplaces and AI answers take their share

8,053
is what you win today, which is 3.6% of the winnable non-branded clicks

A$16,508
of three-year value from the new customers alone in every extra 1% you take, projected; counting every order, repeat buyers included, each 1% is A$17,737 a year in non-branded gross revenue

You hold 3.6% of the non-branded organic clicks across your three categories in Australia, and every extra 1% is worth about A$17,737 a year in gross revenue. Your branded traffic, people searching Eurolux or Aqua Blade by name, is not part of this and does not change.

What that is worth

Your Google Analytics gives the first rung: a non-branded order is worth **A$94.15** (Analytics records in US dollars, converted here at 1.4207 Australian dollars to the US dollar). Repeat buying is the open question. Analytics counts 26% of organic purchases from returning visitors, and blades, pre-washer covers and trimmer line all wear out, so the next two rungs are projected cautiously: a new customer worth 10% more than their first order across the first year (A$103.56) and 25% more over three years (A$117.69). About 1 non-branded click in 16 becomes a new customer, and the three value columns price each case's new customers at each rung. GA4 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)
Today	3.6%	8,053	502	A$47,255	A$51,981	A$59,069

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)
Conservative	7.0%	15,754	982	A$92,443	A$101,687	A$115,553
Mid	10.0%	22,505	1,403	A$132,061	A$145,267	A$165,076
High	14.0%	31,507	1,964	A$184,885	A$203,374	A$231,106

Read every column as value created per year at that pace, all of it non-branded and gross. The first order is measured in Analytics; the first year and three years are projected, and your Shopify returning-customer rate will firm them up either way. The mid case is your share of twelve months ago; the high case is the rate you were running at from July to September 2025. GA4 PROJECTED

Where you focus, at a glance

Window cleaning

~38,560 SEARCHES / MO

THE PRIZE

The largest territory in your market and the home of the Aqua Blade. "Squeegee" alone is searched 9,900 times a month, and AI Overviews sit on 66% of this demand.

Trimmer heads & line

~17,550 SEARCHES / MO

YOUR EDGE

"Whipper snipper cord" and "line trimmer line" run to 3,600 searches a month each, and reloading is the problem your Australian-made heads solve. Your trimmer pages already sit on page one for smaller terms like "trimmer line" (5th) and "trimmer head" (4th).

Outdoor sweeping

~7,860 SEARCHES / MO

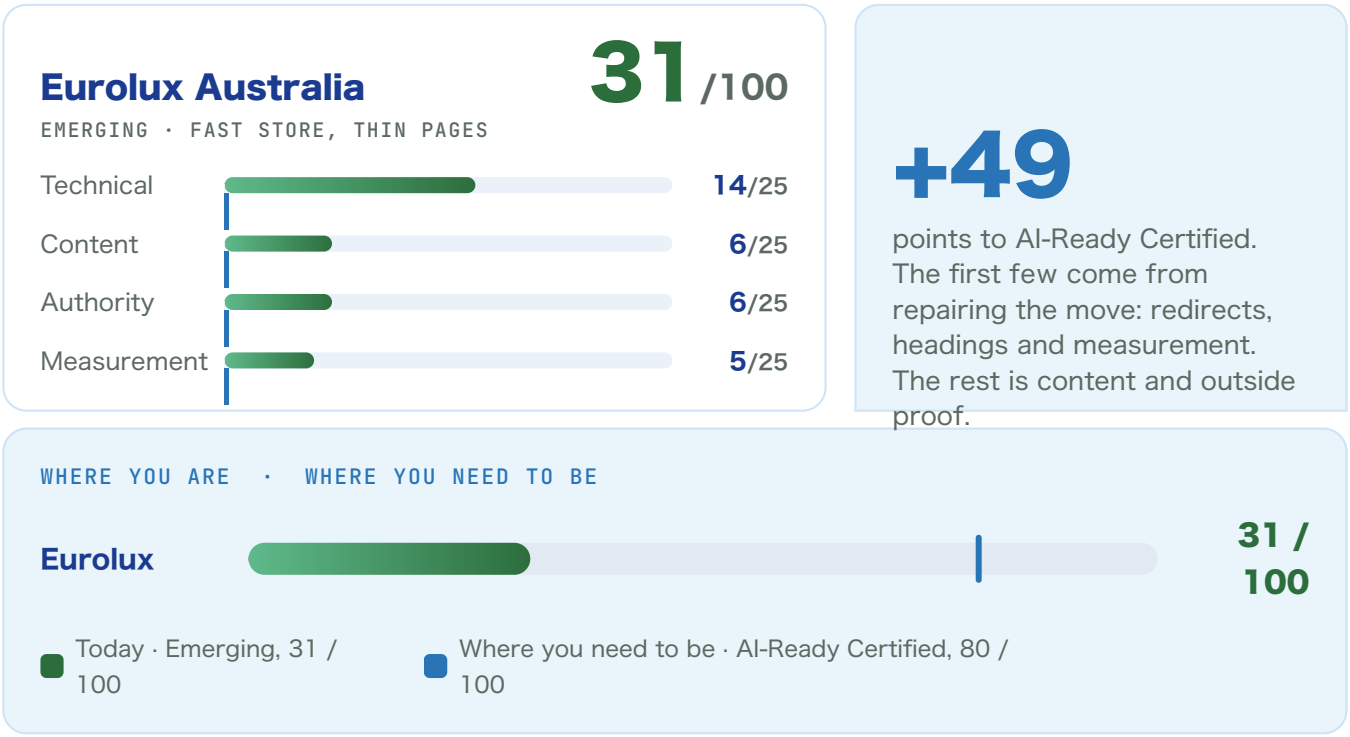
WIDE OPEN

DataForSEO places the Rake Broom collection 26th for "outdoor broom" (1,600 a month) and absent for "lawn broom" (2,400), and the Rake Broom is made in Germany for exactly this job.

Google Keyword Planner volumes for Australia, November 2026, with DataForSEO's clickstream estimate alongside as a cross-check. Every keyword, prompt and cluster behind these numbers lives in The data tab. KEYWORD PLANNER + DATAFORSEO

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: a fast Shopify store with clean product data and open doors to every AI crawler, sitting on collection pages with no headings, an empty blog and a measurement setup that lost six weeks of data in the move.



The findings that matter most, and cost least to fix. 19 of your 50 best old addresses end on a page-not-found. None of your 10 collections has a main heading, 8 have no meta description, and the homepage heading is empty, so search engines and AI have little to read about what each page sells. The blog has no articles. Search Console is verified but holds no data yet, and Analytics has a six-week gap after the move.

The detailed findings, how the scoring works, and where every number comes from are in Appendix B and Appendix F.

3. The market you are missing: search and AI

Your buyers search for the job before they search for a brand: a squeegee that does not streak, a way to clean the outside of a second-storey window, a broom for leaves on the lawn, a whipper snipper head that reloads without a fight. Those are the words Australians type into Google and ask ChatGPT, and almost every one of them is a job an Aqua Blade, a Rake Broom or a Whippersnapper head does. Today the results go to the cleaning-supply stores, the hardware chains and the marketplaces.

Want the in-depth look? Click through to The data ↗ tab for every keyword, all 76 AI questions and the cluster maths behind this section.

Validated demand, and where you rank today

Term	Searches / mo (AU)	Your rank now (AU)	AI Overview live?
squeegee window	2,400	Not in top 100	-
window cleaning tools australia	390	Not in top 100	-
extendable window washer	720	Not in top 100	Yes
window cleaner telescopic	-	Not in top 100	Yes
window washer kit	590	Not in top 100	Yes
shower squeegee	1,900	Not in top 100	Yes
how to clean windows without streaks	-	Not in top 100	Yes
best window squeegee	-	Not in top 100	Yes
lawn broom	2,400	Not in top 100	-
outdoor broom	1,600	26	-
rake for fake grass	390	Not in top 100	Yes
artificial grass broom	140	Not in top 100	-
whipper snipper head	1,600	18	-
universal trimmer head	110	Not in top 100	-
whipper snipper cord	3,600	Not in top 100	-
easy load trimmer head	30	Not in top 100	-

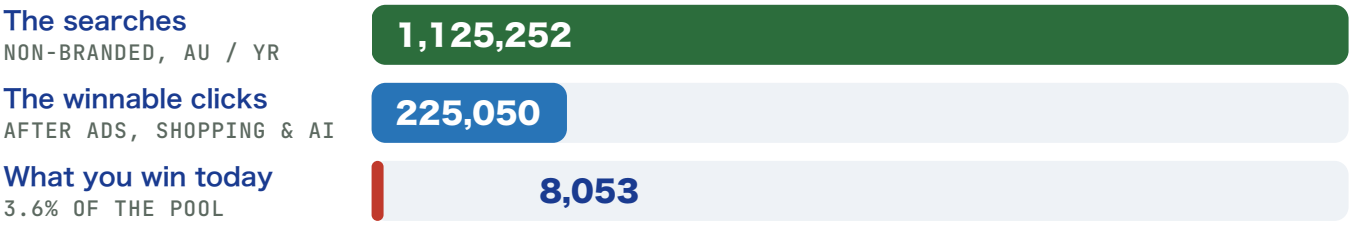
Search volume is Google Keyword Planner's figure for Australia, November 2026; three searches carry no Keyword Planner figure and show a dash. Rank is DataForSEO's ranking database for Australia, November 2026; the AI Overview column is a live Google Australia check on 2 November 2026, desktop, one snapshot from one location. The AI Overview share quoted elsewhere comes from DataForSEO's keyword flags and differs from the live check on some terms. Search Console holds no data yet, so this is the closest reading of where you sit. KEYWORD PLANNER + DATAFORSEO

We sized the market two ways. Term by term, 183 terms we measured add up to **63,970 searches a month** of products you sell, searched with buying or how-to intent. Sized from the wider keyword universe, with brands, services, car and floor cleaning and offshore searches stripped out, the three categories run to 69,460 measured searches a month, and about 93,771 with the long tail (Appendix C). 76 AI questions sit alongside that demand, and 34 are ones you can answer better than a general store, from the product and the years of demonstrating it. The prompt library, cluster maths and territory plan are in Appendix C, Appendix D and The data tab.

> **The first-mover window.** The how-to answers are up for grabs. The streak-free window results are led by a newspaper article and cleaning-service blogs, and none of the AI Overview sources we could read on your buying searches is Eurolux. You have spent years showing people how the Aqua Blade works in person and on video, the Rake Broom is made in Germany for decks, pavers and artificial grass, and the trimmer heads are made in Australia. Written down as answer-first pages, that is exactly what the engines quote.

4. The opportunity, in dollars

The cases in the executive summary are 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, marketplaces and AI answers as a winnable organic click, a deliberately cautious rate because AI Overviews already sit on most of these results. Today you take about one in 28 of those clicks. All three bars are drawn to the same scale. MODELLED

Each non-branded click is worth **A$7.88** to you in gross revenue: Analytics converts non-branded Google visits from Australia at 8.37%, at an order value of A$94.15. 74% come from new visitors, so the mid case brings roughly **901 more new customers a year** than today.

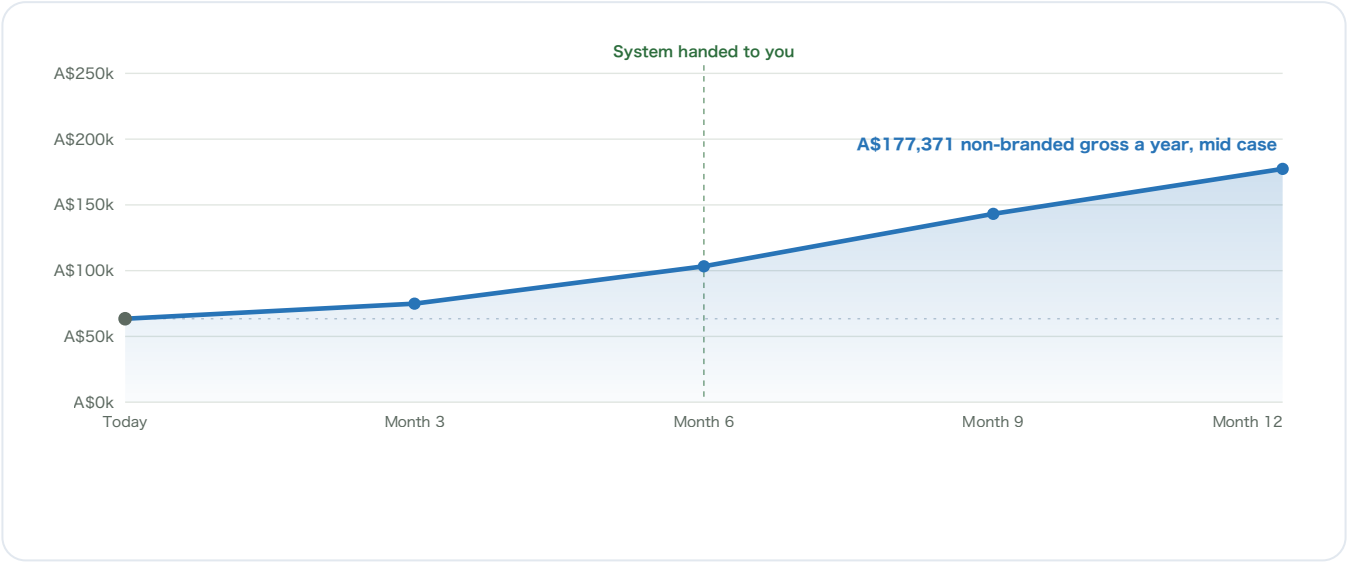
The same cases in revenue

Priced as revenue, every non-branded order counts, first and repeat, at A$7.88 a click in gross revenue. The net column takes out a 3% allowance for returns until your Shopify returns report is in. Your branded organic revenue sits on top of all of it, unchanged. GA4 MODELLED, DIRECTIONAL

Case	Share of the pool	Non-branded clicks / yr	Non-branded revenue / yr	New revenue / yr	New revenue / yr, net of returns
Today	3.6%	8,053	A$63,469	-	-
Conservative	7.0%	15,754	A$124,160	+A$60,691	+A$58,870
Mid	**10.0%**	**22,505**	**A$177,371**	**+A$113,902**	**+A$110,485**
High	14.0%	31,507	A$248,320	+A$184,851	+A$179,305

Revenue and new revenue are gross; the last column is net of the assumed 3% returns. Conservative is halfway back to last year's share, mid is last year's share (10.2%, November 2024 to October 2025), and high is the pace of July to September 2025 (14.8%). MODELLED

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



The mid row of the revenue table 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, so the month-12 point equals the mid row exactly (A$177,371). The system is handed to you at month 6 and keeps compounding after it. Hover any point for the maths. MODELLED, DIRECTIONAL

How the clicks get won

Two levers. **Recovering what the move lost**: the dead old addresses redirected to the right live pages, headings and descriptions on every collection, and the Aqua Blade pages Google used to send people to made whole again. And **new ground**: pages built for the searches you have never had a page for, the shower glass, the high windows, the lawn and artificial grass sweeping and the trimmer line reloading. The high case is the rate you were running at in mid-2025; on DataForSEO's like-for-like traffic model it would still leave you a fraction of the size of the largest garden-supply store in the table (Appendix E).

The same pages win the AI answers, because the engines cite pages that rank and answer the question plainly.

> **Why organic, when you already spend on paid social.** As the executive summary shows, organic search out-earns paid social in your Analytics, on almost twice paid social's orders (2,072 against 1,055). Every paid order is bought again next month, while a page that ranks keeps bringing customers without a bill, compounds as more pages rank, and stays yours. Each order organic search wins is one you do not pay commission or ad spend on.

> **Will the fixes put anything at risk?** Rankings belong to your pages and your domain. The live pages that work stay exactly where they are. The repair work points the dead addresses at the right live pages, so visitors and Google's trust land somewhere useful again, and every change is approved by you before it ships.

Every figure here is non-branded and gross, Australian, and for your online store. Your total organic run-rate is your unchanged branded organic revenue plus the non-branded revenue column in the table above. Markets outside Australia are left out.

5. The six-month transformation

A done-for-you AI and Search transformation over six months, built and run on our side, then handed to you to own. It moves through three phases. **Foundations** repairs what the move broke and what the engines cannot see: the 19 dead old addresses and the broken redirects fixed, a heading, description and real copy on every collection, collection and breadcrumb markup, alt text on the product images, AI referrals (only partly captured today) tracked as their own channel, and Search Console and Analytics recording cleanly before anything else changes. **Owning your territories** builds the 9 researched territories, led by window squeegees and kits, trimmer line and reloading, and universal trimmer heads, with around 73 pieces to own the core and production starting as soon as it is calibrated to your voice. **Authority and compounding** turns your reviews, the years of demonstrations and the German and Australian making stories into the Australian cleaning and garden sites, guides and citations AI engines trust. We move into each phase as your site is ready for it. Everything is yours to keep: the foundations, the content, the links and the system that runs them.

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

Traffic, orders and revenue are from your own Google Analytics (Google organic, Australia), with US dollars converted to Australian dollars. Search volumes are Google Keyword Planner for Australia, cross-checked against DataForSEO, November 2026. Competitor footprints and domain rank are DataForSEO estimates. The AEO score is from our AEO Maturity Model against a live

crawl. Revenue figures are directional and gross, modelled from your own conversion rate and order value. Every source, window and method is in Appendix F.

Appendix A: your channels and current position

Martin and Cordula run Eurolux from Sydney: the Aqua Blade window cleaning system from Germany (sold as EZ Light in Europe and the United States), the Rake Broom, also made in Germany, and the Whippersnapper trimmer heads made in Australia, with the line to suit, 22 products online. The store moved from Neto to Shopify in May 2026.

Your channels, from your own Analytics

Channel	Visits	Orders	Revenue
Organic search, branded and non-branded together	30,517	2,072	A$200,949
Paid social	31,368	1,055	A$97,889
Direct	25,331	740	A$70,233
Paid search	9,991	726	A$70,137
Cross-network	6,167	334	A$31,990
Organic social	20,795	156	A$15,291

Google Analytics 4, November 2025 to October 2026, every country, channels with more than 100 orders. Revenue converted from US dollars at 1.4207. Organic search here is **branded and non-branded together**, every search engine. Analytics recorded almost nothing from 20 July to 2 September 2026, so every row is short by those six weeks. GA4

Google organic visits from Australia, by month

Month	Visits	Month	Visits
November 2024	3,287	November 2025	4,418
December 2024	3,745	December 2025	3,050
January 2025	4,266	January 2026	3,188
February 2025	2,648	February 2026	1,903
March 2025	2,651	March 2026	2,339

Month	Visits	Month	Visits
April 2025	4,217	April 2026	1,264
May 2025	4,540	May 2026	964
June 2025	2,040	June 2026	1,213
July 2025	6,454	July 2026	518
August 2025	5,589	August 2026	Not recorded
September 2025	5,738	September 2026	1,554
October 2025	3,861	October 2026	1,627

Google organic sessions from Australia, branded and non-branded together. The platform move was May 2026; August 2026 is missing from Analytics entirely, and late July is partial. GA4

The old addresses that now end on a page-not-found

Old address	Where it goes now	Visits (18 mo)	Purchases (18 mo)
/aqua-blade-large-30cm	Page not found, no redirect	5,559	312
/aqua-blade-30cm-set	Redirects to /products/aqua-blade, which is not found	1,311	61
/aqua-blade-22cm	Redirects to /products/aqua-blade, which is not found	1,280	57
/aqua-blade-30cm	Redirects to /products/aqua-blade, which is not found	365	28
/aqua-blade-22cm-set	Redirects to /products/aqua-blade, which is not found	336	13

Old address	Where it goes now	Visits (18 mo)	Purchases (18 mo)
/aqua-blade-22cm-replacement-blade-only	Redirects to /products/aqua-blade-30cm-replacement-blade-only, which is not found	262	26
/window-cleaners	Page not found, no redirect	192	9
/diamond-edge-3.3mm-square-trimmer-line	Redirects to /products/diamond-edge-3-3mm-square-trimmer-line, which is not found	152	3

The eight biggest of the 19 dead addresses among the 50 old addresses that earned the most organic search visits (every engine and country), checked live on 2 November 2026. Visits and purchases are Analytics, November 2024 to April 2026, before the move. The full list is in The data tab. LIVE CHECK GA4

What the old site earned. In the twelve months to October 2025, Analytics recorded 49,036 Google organic visits from Australia, about 4,086 a month. In September and October 2026 it was about 1,590 a month. Repairing the old addresses and rebuilding the collection pages is the first step back.

Appendix B: the scorecard in detail

Four pillars, 25 points each, scored granularly on measured evidence from a live crawl, your own Analytics and DataForSEO authority data, gathered 2 November 2026. AI-Ready Certified requires Professional on all four pillars and 80 or more in total.

Pillar	Score	The evidence behind it
Technical	14 / 25	The strongest pillar. Real visitors get a fast store: Core Web Vitals pass on Chrome's real-user data on mobile and desktop (largest content in 1.3 seconds on the homepage, mobile). robots.txt blocks no AI crawler and Shopify's agent endpoints are live. All 22 products carry product markup, and every page carries Organization and WebSite markup. What holds it back: none of the 10 collections has a main heading, 8 have no meta description, the homepage heading is empty and the homepage has no meta description, collections carry no collection or breadcrumb markup, about three in five product images have no alt text, and 19 of the 50 best old addresses end on a page-not-found.
Content	6 / 25	The product pages are the strongest content on the site: FAQ text and real reviews (up to 32 on one set). Around them there is very little. The blog has no articles, the Aqua Blade video guides page carries about 71 words around the videos, and the collections carry little or no copy of their own. Held at Emerging until there is a researched plan and answer-first content behind it.
Authority	6 / 25	Measured with DataForSEO: its own domain rank, on a 0 to 1,000 scale folded to 12 out of 100 (not an Ahrefs Domain Rating), from 110 referring domains, a raw count that includes directory listings. Of the 16 buying searches, DataForSEO's ranking database has you on page two for one, page three for another and outside the top 100 for the other 14; none of the sources we could read in the 7 AI Overviews they showed was Eurolux. The rivals in Appendix E sit between 12 and 29.

Pillar	Score	The evidence behind it
Measurement	5 / 25	Analytics recorded almost nothing from 20 July to 2 September 2026 after the move. Search Console is verified for the domain but holds no data yet. Nothing splits branded from non-branded, AI referrals are only partly captured by Analytics' AI Assistant channel and not reported on, 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

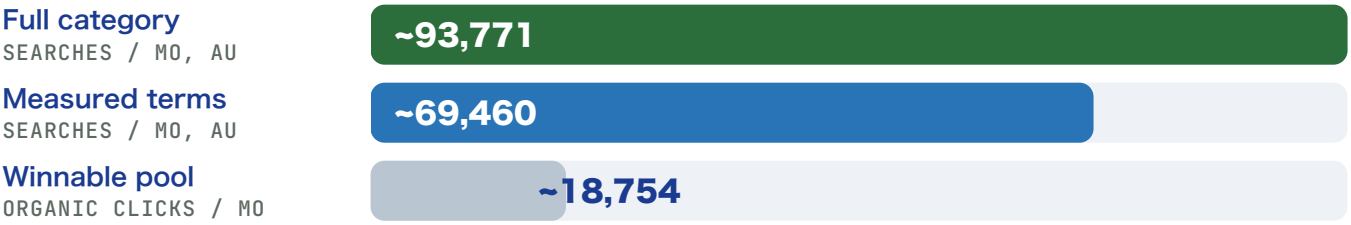
The ranked path to AI-Ready Certified

Points	Pillar	The move
+6	Technical	The dead old addresses and the broken redirects fixed, one main heading and a meta description on every collection and the homepage, collection and breadcrumb markup, and alt text across the product images.
+15	Measurement	Search Console and Analytics recording cleanly, 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.
+14	Content	The researched plan across the 9 territories, real copy and FAQs on every collection, and answer-first guides on streak-free windows, high windows, shower glass, outdoor sweeping and reloading trimmer line, built from the video library.

Points	Pillar	The move
+14	Authority	Australian cleaning, home and garden sites and roundups, a third-party review profile beside the reviews on your product pages, the entity layer for the brand and the products, and the "made in Germany" and "made in Australia" stories placed where AI reads them.

Appendix C: the demand detail

From category demand to dollars



The three categories, sized from DataForSEO's keyword universe across 34 seeds with brands, services, car, floor and machine searches and offshore terms stripped, come to 69,460 measured searches a month (41,690 window cleaning, 9,220 outdoor sweeping, 18,550 trimming). With the long tail that is about 93,771 a month. Roughly one search in five survives as a winnable organic click, a pool of about 18,754 a month. "Squeegee" (9,900 a month) is counted in window cleaning, though some of those searches are for floor and car squeegees. AI prompts are counted separately so nothing is double-counted. MODELLED

Territory	Keywords	AU searches / mo	On AI Overview results	AI prompts
Window squeegees and kits	48	25,490	67%	8
Trimmer line and reloading	19	10,830	53%	17
Universal trimmer heads	45	6,720	59%	19
High and outside windows	21	5,390	45%	6
Leaves and lawns	8	4,410	29%	4

Territory	Keywords	AU searches / mo	On AI Overview results	AI prompts
Shower screens and glass	10	3,890	85%	3
Streak-free how-to	20	3,790	63%	11
Outdoor brooms	8	2,270	7%	2
Artificial grass	4	1,180	33%	6

9 territories, 183 keywords and 76 prompts, adding up to the 63,970 searches a month in the measured basket. KEYWORD PLANNER + DATAFORSEO

The AI questions buyers ask

We built a library of 76 questions Australians ask AI engines about your categories, 49 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
What is the best window squeegee for home use in Australia?	Window squeegees and kits	1,000+
Best whipper snipper cord?	Trimmer line and reloading	200-1,000
What is the best universal whipper snipper head?	Universal trimmer heads	50-200
Which window cleaning kit works on high windows without a ladder?	High and outside windows	200-1,000
Is a rake broom better than a leaf rake?	Leaves and lawns	200-1,000
What is the best shower squeegee that does not leave streaks?	Shower screens and glass	1,000+

Question	Territory	Search demand behind it
How to clean windows streak-free?	Streak-free how-to	200-1,000
Which outdoor brooms are made in Germany?	Outdoor brooms	<50
What is the best broom for artificial grass?	Artificial grass	200-1,000

A sample of the 76-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. 34 of the 76 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 product and to its neighbours, because the person cleaning high windows is often also fighting a streaky shower screen, and the person who buys trimmer line is the same person sweeping the clippings off the path. Priority follows demand, with where you already have a page as the tie-break.

#	Territory	Coverage today	What we build
1	Window squeegees and kits	One AquaBlade collection, no H1, copy shared with other collections	The AquaBlade collection rebuilt as the category page for window squeegees and kits, comparison and buying guides, every set's product page answer-first
2	Trimmer line and reloading	Speed Blaster and Sure Load line products	Line size and reloading guides, the Speed Blaster line page rebuilt
3	Universal trimmer heads	UniClik and Sure Load collections, no H1	A universal trimmer head category page, fitment guides by brand, the bump feed vs fixed line comparison

#	Territory	Coverage today	What we build
4	**High and outside windows**	Telescopic handle and set product pages only	A hub for cleaning high and outside windows without a ladder, the extension-pole and two-storey guides
5	**Leaves and lawns**	Nothing	Leaf and lawn sweeping guides, the rake broom vs leaf rake comparison
6	**Shower screens and glass**	Nothing	A shower and bathroom glass page and the daily streak-free routine guide
7	**Streak-free how-to**	Video guides page, empty blog	Answer-first how-to guides from the AquaBlade video library: streaks, outside windows, tinted glass, water
8	**Outdoor brooms**	Rake Broom collection	The Rake Broom collection rebuilt as the outdoor broom page: decks, pavers, gravel, made in Germany
9	**Artificial grass**	Nothing	An artificial grass care page and guide, the strongest proof point for the Rake Broom

is the priority order, 1 meaning lead with it now. Content requirement: about **73 pieces** to own the core territories (the rebuilt collections, the new category and how-to pages and the priority guides), and **112** for full category coverage, against an empty blog today. The full cluster maths is in The data tab. CLUSTER MODEL

Lead with three. Window squeegees and kits, the biggest demand in your market and the Aqua Blade's home. **Trimmer line and reloading**, where "whipper snipper cord" alone is searched 3,600 times a month. **Universal trimmer heads**, the Australian-made range. High and outside windows and leaves and lawns follow, then shower glass, where AI Overviews sit on most of the demand.

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

Store	Rank /100	AU keywords	Top-3 (AU)	Organic visits / mo (AU)	Read
Eurolux Australia	12	188	36	~622	You: same domain rank as Central Cleaning Supplies, a fraction of everyone's breadth
Window Cleaning Online	23	935	204	~1,893	Core rival: window squeegees, poles and kits, the closest like-for-like
Crystal White	21	5,350	290	~5,532	Core rival: cleaning supplies, ranks for 'best window squeegee'
Central Cleaning Supplies	12	3,709	409	~9,306	Core rival: cleaning supplies at scale, same domain rank as you
Sabco	29	2,352	347	~8,358	Core rival: cleaning tools brand selling direct, brooms and squeegees

Store	Rank /100	AU keywords	Top-3 (AU)	Organic visits / mo (AU)	Read
Green Acres Mowers	21	4,030	1,193	~9,304	Core rival: mower and trimmer parts, level with GYC on keywords shared with you
GYC (mygyc.com.au)	21	7,357	601	~17,946	Core rival: garden equipment and trimmer parts, the breadth benchmark
Tensens	17	1,542	67	~1,379	Adjacent: cleaning products, ranks for telescopic window cleaners

DataForSEO domain rank (its own 0 to 1,000 scale folded to /100, not an Ahrefs Domain Rating) and Labs organic footprint, Australia, 2 November 2026, with estimated organic visits including each store's branded searches. One source across the whole table keeps the comparison like-for-like. Every store here sells online in Australia; hardware chains, supermarkets, marketplaces and the trimmer and power-tool manufacturers were left out. These estimates are built for comparing stores and do not match a store's own analytics. DATAFORSEO

Breadth is the gap. Your domain rank of 12 sits with Central Cleaning Supplies at the bottom of the range, and every rival in the table ranks for many times more Australian searches than your 188. What separates you from them is pages: category and how-to content at scale. The authority work then compounds it, starting with the reviews on your product pages, the demonstration history and the cleaning, home and garden sites AI reads when it answers "what is the best window squeegee in Australia".

Appendix F: where the numbers come from

The sources

- **Your Google Analytics 4**, November 2024 to October 2026: Google organic visits, orders and revenue from Australia by month and by landing page, new versus returning purchasers, channels, and AI referrals. Analytics records revenue in US dollars; it is converted at 1.4207 Australian dollars to the US dollar, the average of 92 rate readings from May to October 2026.
- **Your Search Console**, eurolux-australia.com.au: verified for the domain, holding no data yet, so Analytics stands in for it throughout.
- **Your Shopify**: our access is collaborator-only, so no Shopify figure is used. Analytics stands in for conversion, order value and first-order share until the reports listed below are pulled.
- **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, 2 November 2026, for the scorecard, the competitor table and the live Google check.
- **Technical findings**, a direct crawl of the site and a live check of the old addresses on 2 November 2026, plus Google PageSpeed Insights (real-user field data first).

How we split branded from non-branded

Analytics does not see search queries, so the split is made on landing pages. Google organic visits that land on the homepage, the Aqua Blade collection, the collections and all-products pages, the cart, the about, contact, scam-alert and cookware pages and the old Aqua Blade address are counted as branded, with "(not set)" landings shared pro rata, because that is where people searching Eurolux or Aqua Blade by name land. Visits landing on a product, a how-to or any other collection are counted as non-branded. On that split, 41% of Google organic visits from Australia were non-branded in September and October 2026, and 47% over the last twelve months. Branded visits convert at 8.59%, a touch above non-branded at 8.37%, which is the usual pattern. The split counts some brand searches as non-branded and some category searches as branded; the Search Console query split replaces it as soon as Search Console has data.

How we measured your share of the market

The 3.6% is measured. Analytics shows about 1,302 non-branded Google organic visits from Australia in the 59 days from 3 September to 31 October 2026, the first clean window after the move, which annualises to 8,053 a year. With no Search Console data, each visit stands in for a click. That is divided by the winnable pool: 69,460 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 same method on November 2024 to October 2025, with the twelve-month non-branded share applied, gives 10.2%, and on July to September 2025 14.8%, which anchor the mid and high cases.

From clicks to orders to revenue

Over the twelve months to October 2026, non-branded Google organic visits from Australia converted at **8.37%** in Analytics, at an order value of **A$94.15** (US$66.27 converted), so a click is worth **A$7.88**. September and October alone ran at 9.83% and A$85.83, a similar value per click. 74% of Google organic purchases from Australia came from new visitors in Analytics. Analytics' own first-time purchaser count is higher, so the new-customer figure here is cautious. Revenue is gross; the net view takes out an assumed 3% for returns until Shopify's returns figure replaces it.

The chain, in full

Step (non-branded model, Australia)	Value
Measured category, searches / mo (Keyword Planner, three categories)	69,460
With the long tail (x 1.35), searches / yr	1,125,252
Winnable organic clicks / yr (x 0.20)	225,050
Non-branded Australian visits you win today, a year	8,053 (3.6%)
Clicks in each 1% of the pool, a year	2,251
Non-branded conversion and order value, Analytics, twelve months	8.3712% at A$94.15
Each 1%: orders	188.4
Each 1%: gross revenue (at A$7.88 a click)	A$17,737
Each 1%: net revenue, at an assumed 3% return rate	A$17,205
Each 1%: new customers (74% of orders from new visitors, Analytics)	140

Step (non-branded model, Australia)	Value
Each 1%: three-year value of those new customers, projected (x 1.25)	A$16,508

Gross revenue in the section 4 revenue table is the pool times the share times the conversion rate times the order value, nothing else, multiplied on the unrounded inputs shown in this table. The mid case is 1,884 non-branded orders a year against 674 today.

The Shopify reports that firm this up

Five Shopify reports replace the Analytics stand-ins, and each can move the numbers either way: the conversion rate and order value of Google organic visits (Attribution report, last non-direct click), the share of orders from first-time customers, the returning-customer rate (which decides the first-year and three-year values), the returns rate (which replaces the 3% assumption), and sales by month since the move. The full derivation of every number, written for you or your own AI assistant to pull apart, is in the model workings file.

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