

Be the cherry juice AI recommends.

A Search and AI strategy for Eden Orchards

NEW ZEALAND · AUSTRALIA | PREPARED FOR CAMERON & STEPH · JULY 2026

1. Executive summary

The short version. You have built a genuinely successful brand: roughly \$6.7M a year online, grown almost entirely on paid ads. The quiet problem is that when someone opens Google or ChatGPT and asks "cherry juice benefits", "best tart cherry juice for sleep" or "does cherry juice help gout", they mostly find Healthline and your competitors, not you. That non-branded demand is large and high-intent, it converts about four times better than your paid social, and once you own it, it keeps sending buyers after the ad spend stops. You already hold the two hardest ingredients: more domain authority than any rival in your category, and a referenced benefits page most brands could never write. What is missing is the answer layer that turns them into rankings and citations.

Three things to know

- **You have the authority, you just haven't cashed it in.** Your Domain Rating is 26 with 425 referring domains, more than double your Australian rivals (Mt Wilder and Australian Natural Drinks sit at 11 and 12). Yet in Australia they rank for four times as many keywords as you. The slow, hard pillar is already built; the lever is on-page foundations, not years of link building. [AHREFS](#)
- **Australia is your biggest market and your emptiest one.** Australia is over half your revenue and carries 74% of the measured demand, but your Australian organic footprint is less than half your NZ one (205,785 impressions vs 474,607). You are winning Australia on ads and losing it on search. [GSC](#)
- **The AI answer layer is live in your category right now.** Google AI answers fire on the benefits, sleep, gout and kiwifruit questions in your markets today, and your own GA4 already shows an "AI Assistant" channel sending buyers. Whoever gets cited first holds it. [AHREFS](#) [GA4](#)

**\$108K-
\$325K**

new revenue a year
on the table, all from
non-branded search
(organic + AI)

18,700

measured searches a
month across NZ +
AU, a conservative
floor

\$411,346

already earned from
Google organic in 12
months, converting at
7.9%

49 / 100

AEO readiness today,
Certified is 80

Where you focus, at a glance

Australia

~13,900 SEARCHES / MO

THE PRIZE

Over half your revenue, 74%
of the demand, and rivals with
half your authority out-rank
you four to one. Wide open.

New Zealand

~4,800 SEARCHES / MO

HOME TURF

Top 3 on "cherry juice nz" and
"tart cherry juice nz" already.
Defend it, then convert
visibility into clicks.

The answer layer

~6,000 AI QUESTIONS / MO

THE MOAT

Sleep, benefits, gout: AI
answers are live, and your
referenced, higher-melatonin
story is built to win them.

Triangulated NZ + AU search volume, July 2026. Singapore is live but excluded from the model for now. The full keyword, prompt and cluster research behind every number here lives in [The data](#) tab. **GKP + AHREFS + SEMRUSH**

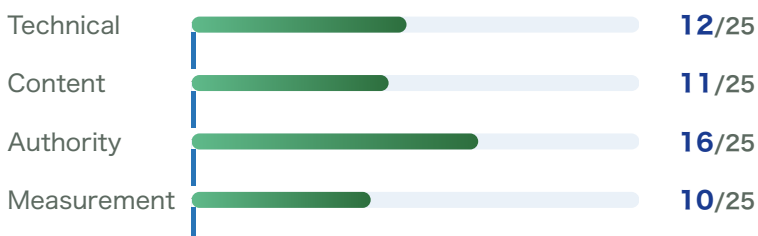
2. How AI-ready you are today: the AEO scorecard

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 49 today, with an unusual and very fixable shape: the slow pillar is strong, the fast pillars are the gap.

Eden Orchards

DEVELOPING • AUTHORITY-RICH, ANSWER-POOR

49/100



+31

points to Certified. Your
authority (the pillar that takes
years) is already ahead of every
category rival. The climb is
content shape, schema and
measurement, the fast-moving
pillars.

WHERE YOU ARE • WHERE YOU NEED TO BE

**Eden
Orchards**



**49 /
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

Cherry juice is a researched purchase with a health question behind almost every sale: will it help me sleep, will it help my gout, is it actually good for me. Buyers ask those questions in two places now, a search box and an AI chat, and the answers are being written by Healthline, health publishers and your competitors rather than the family that has grown the fruit for 30 years.

Validated demand, and where you rank today

Term	Searches / mo (NZ + AU)	Your rank now	AI answer live?
tart cherry juice	6,100	5	-
cherry juice	4,200	7	-
cherry juice benefits	1,400	8	Yes
sour cherry juice	1,300	Page 2+ (AU)	Yes
cherry juice for sleep (all phrasings)	1,300	12	Yes
blueberry juice	930	5	-
kiwifruit juice	660	3	Yes
cherry juice for gout	250	Page 2+	Yes

Search volume triangulated across Google Keyword Planner, Ahrefs and SEMrush (median of three), NZ + AU combined. Your rank is your blended 12-month average Google position from Search Console; at home you are stronger ("cherry juice nz" at 2.7), in Australia far weaker. The pattern: real positions on the commercial terms, page-one-bottom or worse on every health question, which is where the volume and the AI answers live. The full 67-term triangulation is in [The data](#) tab. [GKP](#) + [AHREFS](#) + [SEMRUSH](#) [GSC](#)

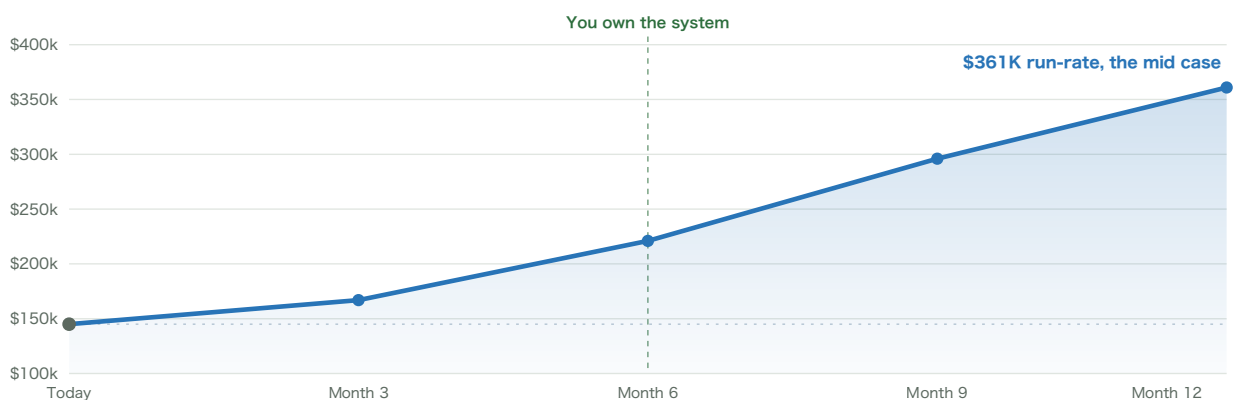
Zoom out and the measured core is about **18,700 searches a month across NZ and Australia**, a deliberately conservative floor before the long tail, plus roughly **6,000 AI-chat questions a month** counted separately. In the AI answers themselves the pattern is simple: **you win your own name and the NZ cherry-juice questions**, and you are **absent from the benefits, sleep, gout and best-of answers**, where Healthline, the health publishers and the Australian pure-plays get named instead. The full 140-question library and cluster maths live in the [appendix](#) and [The data](#) tab.

The moat nobody else can copy. Two facts make this category yours to take. First, New Zealand cherries carry **naturally higher melatonin** than northern-hemisphere fruit, a direct result of the high-UV Central Otago sun, which makes the sleep story, the single biggest question set in the category, uniquely yours. Second, your health-claims constraint is actually your advantage: your benefits page already cites **20 peer-reviewed studies**, honestly and compliantly, and referenced, honest content is precisely what AI engines prefer to quote. Most competitors either overclaim or say nothing.

4. The opportunity, in dollars

One scope note first, so every number lines up: you earn about **\$539,000 a year from the organic engines, branded included** (Google organic alone is \$411,346 on your Shopify attribution, last non-direct-click model, 12 months; Bing, DuckDuckGo, Yahoo and the rest make up the balance). About **\$145,000 of that is non-branded**, people searching the category rather than your name, and that is the only slice this strategy can grow, so **\$145K is the baseline every figure below builds on**. The model runs on a deliberately conservative 5% conversion rate (your organic converts at 4.6% to 7.9% depending on attribution model) and your real \$148 order value, directional at plus or minus 40%.

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



One curve, one case: this is the **mid case arriving**, and the percentages are shares of the new \$216K, not growth rates. You are **certified by month 3** with ~10% of the new revenue arrived, the **system is handed over at month 6** with ~35% arrived (\$145K baseline + \$76K = the \$221K the curve shows there), ~70% has arrived by month 9, and all of it by month 12, where the curve ends at **\$361K, exactly the mid-case run-rate in the table below**. The back-loaded ramp is deliberate: content ships from the first months, and rankings and AI citations follow with a lag. Hover any point to see the maths. **MODELLED, DIRECTIONAL**

New revenue over today's baseline (per year)

Case	Organic + AI new / yr	New / mo	Run-rate (baseline + new)
Conservative	+\$108,000	~\$9,000	~\$253,000
Mid	+\$216,000	~\$18,000	~\$361,000
High	+\$325,000	~\$27,000	~\$470,000

Roughly three-quarters of each case is organic search (the climb in the curve above) and one-quarter is AI search, modelled from the AI answers already live on your category's questions and the AI Assistant channel already visible in your GA4. Every figure in this table excludes repeat purchases: with your subscription base and roughly six lifetime orders per customer, repeat sits on top as a multiple of these first-order figures over the following years. Run-rate is simply your ~\$145K non-branded organic baseline plus the new revenue. **MODELLED, PLUS OR MINUS 40%**

The same mid case, split by market

Market	Share of measured demand	Mid-case new / yr
Australia	74%	~\$160,000
New Zealand	26%	~\$56,000

All figures are NZD, NZ + AU combined, on your current .co.nz site. Singapore is excluded from the model and sits on top as upside. **MODELLED**

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 schema layer, heading structure, AI-crawler access, your measurement baseline), **owning your territories** (the sleep and benefits hubs, the gout and other-fruit clusters, the Australian buying answers, around 100 to 150 pieces across the six months, roughly half refreshing pages you already have and half net-new, all written in your own

warm, down-to-earth voice and always the compliant, referenced way), and **authority and compounding** (the Australian links, round-ups and community presence AI trusts, pointed at the market that is already half your revenue). 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, exclusively for Shopify 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 pricing live in [The offer tab](#).

Traffic, orders, revenue and rankings are from Eden Orchards' own Google Analytics, Search Console and Shopify (attribution last 12 months, last non-direct-click model), plus the 12-month sales analysis and brand documents you supplied. Search volumes triangulated across Google Keyword Planner, Ahrefs and SEMrush (NZ + AU), July 2026. Competitor footprints and Domain Ratings from Ahrefs Site Explorer, estimated. AEO score from our AEO Maturity Model against a live crawl. Revenue figures are directional, modelled from your own conversion and order value, and are not a guarantee of results. Pricing is set out separately.

Appendix A: your channels and current position

The Bignell family has grown cherries in Central Otago for more than 30 years, and noticed something before the science caught up: eat enough NZ cherries and you sleep better. That discovery became Eden Orchards, and today it is a \$6.7M online business with 45,000 orders a year, a genuine subscription base, a range across cherry, blueberry, stonefruit and kiwifruit, and Australia grown to over half of revenue. The foundations are good. This is growth on a proven engine, not a rescue.

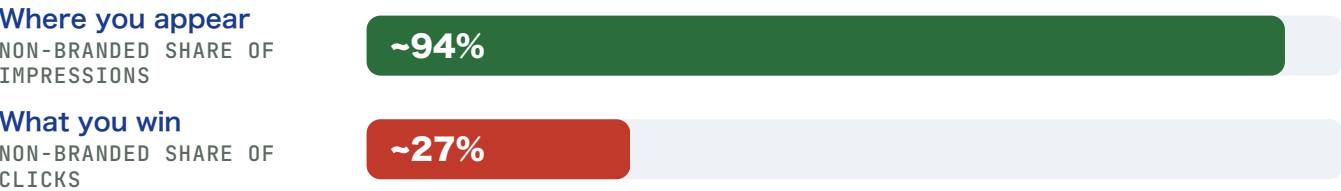
Your channels, from your own Shopify attribution

Channel	Sales / yr	Orders	Conversion	Order value	Read
Facebook (paid)	\$2,390,870	16,556	1.84%	\$144	Your biggest engine, but rented; stops when you stop paying
Klaviyo (email)	\$1,883,314	12,057	20.8%	\$156	Superb converter, but retention, not new customers
Google (paid)	\$935,017	6,675	6.9%	\$140	High-intent search, rented
Instagram (paid)	\$561,233	3,997	2.04%	\$140	Volume, weak conversion
Google Search (organic)	\$411,346	2,722	7.88%	\$151	Your best acquisition economics, and under-fed
Direct	\$373,094	2,495	1.93%	\$150	Your brand strength showing up
Bing (organic)	\$77,072	399	18.2%	\$193	Small but the most efficient channel in the store

Channel	Sales / yr	Orders	Conversion	Order value	Read
AI Assistant (GA4)	\$110	1	-	-	A brand-new channel, already registering, zero optimisation

Your Shopify attribution, last 12 months, last non-direct-click model, NZD. The organic engines combined (Google, Bing, DuckDuckGo, Yahoo, Shopify search) earn roughly **\$539K a year** on an order value steady around \$148. GA4's data-driven model puts Google organic at \$315,696 with a 4.6% conversion; we model conservatively inside that range. **SHOPIFY + GA4**

You appear everywhere. You win almost nothing non-branded.



Over 12 months you drew 35,796 organic clicks from 1.34M impressions. Non-branded category searches are ~94% of the impressions but only ~27% of the clicks: Google shows you across the category, at positions 5 to 12, and buyers click the top three instead. The starkest single example: "cherry juice benefits", 18,748 impressions, 147 clicks, position 8. **GSC**

Appendix B: the scorecard in detail

Here is what sits behind the 49, and who fixes each piece. It is content shape, schema and measurement, not a rebuild.

Finding	Status	Fix
llms.txt + UCP agentic-commerce endpoints live	Ahead of most peers	Done
Agentic-discovery sitemap	Strong	Done
Benefits page, referenced (20 studies)	Real asset, wrong shape	Expand + FAQ + schema
Organization / Product / FAQ schema	Missing on pages checked	Core technical fix
Homepage H1 + heading hierarchy	Brand-only H1, broken H2/H3	Quick on-page fix
Collection & product page content	Bare grids / thin	The core content work
AI crawlers explicitly welcomed in robots.txt	Not named (not blocked)	Quick fix
AI-visibility measurement	None yet	Baseline + monthly panel

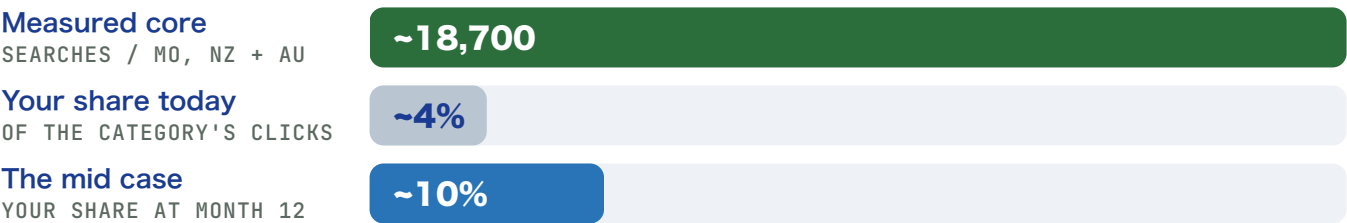
The single highest-leverage build is the answer layer: your benefits page already holds the referenced substance, it just is not shaped, marked up or expanded the way engines cite. Turning that one asset into a proper cluster is where the citation gaps below start closing.

The phases flex, the destination does not. This scorecard is exactly what sets the phase mix. Your authority and agentic-commerce bones are strong, so foundations move fast: the schema and heading fixes land in weeks, and the content engine starts as soon as the kick-off deep dive calibrates it to your voice, your range and the health-claims rules. 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 your share



The measured core is head and mid terms only, so the true category is larger. Your ~9,700 non-branded clicks a year are about 4% of the category's annual searches; the mid case in the money model is you reaching ~10%, with the AI questions (~6,000 a month) counted separately so nothing is double-counted. **MODELLED**

The AI questions, and who owns the answer

We built a library of 140 real questions buyers ask AI engines about your category, from Google's People Also Ask, Reddit, review language and your own Search Console tail. Here is a sample, with roughly how often each comes up a month.

Real question	Cluster	Est. monthly volume
What are the benefits of tart cherry juice?	Benefits	~700
Does cherry juice actually help you sleep?	Sleep	~600
What are the benefits of blueberry juice?	Other fruits	~500
How much tart cherry juice should I drink for sleep?	Sleep	~450
How much cherry juice should I drink a day?	Daily use	~400
Is cherry juice better than melatonin supplements?	Sleep	~300
Is cherry juice good for gout?	Gout	~250
Why do New Zealand cherries have more melatonin?	Provenance	~150

A sample of the 140-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). 129 of the 140 are questions Eden can uniquely or credibly own. **DIRECTIONAL**

And here is who the AI answers name today, cluster by cluster, versus where you show up.

Prompt cluster	Cited today	Eden?
Your brand + NZ cherry juice	Eden Orchards, your stockists	Wins
Benefits & antioxidants	Healthline, Medical News Today, health media	Absent
Sleep & melatonin	Sleep publishers, Healthline, Reddit	Absent
Gout & inflammation	Health media, arthritis sites	Absent
Best cherry juice (Australia)	Mt Wilder, Australian Natural Drinks, round-ups	Absent
NZ-grown, family, higher-melatonin provenance	No clear owner	Open lane

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
Sleep & melatonin	Benefits-page section only	Med + AI	Yes	5	The moat cluster: dosage, timing, kids, vs melatonin supplements, and the NZ higher-melatonin story no Australian rival can copy. Sleep is your stated number-one repeat-purchase driver.
Benefits & antioxidants	Strong page, wrong shape	High	Yes	5	Expand the 20-reference benefits page into a cluster with FAQ blocks and answer-first structure. One term alone carries 18,700 impressions a year at position 8.

Territory	Coverage today	Demand	AI	Priority /5	What we build
Choosing & buying (esp. Australia)	Product pages, thin	High	Some	5	The commercial engine: best-of and comparison answers (tart vs sweet, concentrate vs fresh, the AU best-of), optimised collection and product pages, AUD clarity.
Blueberry, kiwifruit & stonefruit	Products only	Med	Yes	4	A quarter of your units with almost no answer content. Blueberry (brain, eyes), kiwifruit (digestion, AI answer already firing), stonefruit; launch content for blackberry.

Territory	Coverage today	Demand	AI	Priority /5	What we build
Gout, arthritis & inflammation	Benefits-page section only	Low + AI	Yes	4	Small volume, outsized value: sufferers with a recurring problem become subscribers. The referenced gout hub wins citations Healthline holds today.
How to drink it (dosage, kids, daily)	How-to page exists	Med + AI	Yes	4	The daily-ritual answers (how much, when, kids, pregnancy, sugar) that turn interest into a habit and the habit into the subscription.
NZ provenance & quality	About page + one strong blog	AI + brand	Some	4	The trust layer AI rewards: the Bignell story, Central Otago sun, 2kg a bottle, glass bottles, entity schema so AI knows exactly who Eden is.

Territory	Coverage today	Demand	AI	Priority /5	What we build
Recovery & sport	None	Low + AI	Yes	3	The evidence-backed DOMS and marathon-recovery story; a younger secondary audience and natural digital-PR territory.

Priority is a 1 to 5 score, where 5 means lead with it now; it is not a count of pieces. Content requirement: roughly **50 to 70 pieces** to own the core (sleep, benefits, buying, other fruits), and **100 to 150 over the six months** for full coverage. Unusually, about half of this is **refresh**: your benefits page, product and collection pages, how-to-drink and stockist pages all exist and need the answer shape and schema, and the rest is net-new. The full cluster maths is in [The data](#) tab.

CLUSTER MODEL

Lead with three. **Sleep and melatonin**, the biggest question set in the category and the one only you can own. **Benefits and antioxidants**, where 18,700 impressions a year already sit one position-lift away. **Choosing and buying in Australia**, the growth market where rivals with half your authority currently own the answers.

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

Brand (Australia)	Organic keywords	Top-3	Organic visits / mo	DR	Read
Bickford's	346	104	~4,500	-	Retail incumbent, cherry is one line of many
Mt Wilder Berries	129	60	~1,800	11	Organic tart cherry pure-play, content-forward
Australian Natural Drinks	115	43	~500	12	Cherry + herbs, runs a benefits blog
Eden Orchards	29	18	~680	26	Double their authority, a quarter of their rankings

Ahrefs, Australia, July 2026, estimated. At home the picture flips: you rank on 112 NZ keywords with ~1,900 visits a month, though Barker's (743 keywords) shows what a content-led NZ incumbent looks like as it enters your category. [AHREFS SITE EXPLORER](#)

Authority is your unfair advantage; Australia is where to spend it. Thirty years of brand, press and stockist links have given you a Domain Rating of 26, more than double the Australian pure-plays out-ranking you today. They are winning on content alone. When your authority gets the same answer layer, you do not just catch them, you pass them, and the next phase (Australian links, "best cherry juice" round-ups, Reddit and community presence) compounds it in the market that is already half your revenue.

The .co.nz question, answered. Can a New Zealand domain rank in Australia? For the work that matters most, yes. The domain mainly handicaps local buying searches like "cherry juice australia"; for the health and benefit questions that carry most of this strategy, Google and the AI engines serve the best-referenced answer wherever it lives, and AI barely weighs the domain at all. So the plan is content first on the .co.nz, plus the Australian signals you can add now (AUD pricing, your AU stockist pages, Australian backlinks). Once the foundations are proven, the .com.au you already own can become a dedicated Australian storefront under the same Shopify store, linked so nothing competes with itself. Content first, the second domain later.

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 three, plus keyword difficulty. Single tools undercount NZ badly, and Google merges close variants (sour into tart cherry juice), so we never rely on one source.
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 roughly 95% 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 answer, verified in the live results (they fire across the benefits, sleep, gout and kiwifruit questions in your category), and which brands get named. 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, GA4 and your Shopify attribution (including the AI Assistant channel already visible in GA4), plus your own 12-month sales analysis and brand documents. Every modelled figure reconciles back to these actuals.

Measurement runs in our own platform, built specifically for Shopify 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

