

Be the protein chocolate brand AI recommends in Australia.

Prepared for Vitawerx

AUSTRALIA | 22 OCTOBER 2026 · TEAM EMPATHY

1. Executive summary

The short version. Google search brought Vitawerx **A\$37,850 in the last twelve months** on your own Shopify, branded and non-branded together. Most of that is branded, people searching your name. **Non-branded search in Australia is worth about A\$7,901 a year** to you today (gross): people searching the category, and the only slice a search strategy can grow. You hold **1.8% of the winnable non-branded clicks** in the categories you sell. The three biggest core terms in your market are "gluten free chocolate" (8,100 searches a month), "sugar free chocolate" (3,600) and "low calorie chocolate" (2,900). Your bars are gluten free with no added sugar, and you do not appear for any of the three. In the mid case your share grows to 9.0%, worth **+A\$32,245 a year** in non-branded gross revenue, before the adjacent protein snack market that sits beside it.

Three things to know

- **Your name does most of the work today.** 55% of your Australian Google clicks are people searching "Vitawerx" or a spelling of it, and those people already know you. The community you have built buys again and again. The category searches are where new customers come from. **GSC** **GA4 SPLIT**
- **Google already shows you, and buyers walk past.** On "protein crisps" you average position 8.7 across 10,651 Australian impressions a year and win 10 clicks, because the page Google shows is a product page for Puff'd, a name barely searched in Australia yet. The same pattern runs across protein chocolate and keto chocolate: you sit on page one or two with nothing built around the words people type. **GSC**

- **AI is already answering your category.** 76% of your core search demand sits on Google results that already show an AI Overview, and ChatGPT sent 220 visits in the last year with nothing built for it. The page it sent the most visitors to is a keto mayo product that no longer exists. DATAFORSEO GA4

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



You hold 1.8% of the non-branded organic clicks in Australian protein, sugar-free and gluten-free chocolate, and every extra 1% is worth about A\$4,461 a year in gross revenue. Your branded traffic is not part of this and does not change.

What that is worth

The model runs on twelve months of your Shopify. Shopify's Google search channel converts at 3.03% on a A\$144.47 order, branded and non-branded together. Your GA4 shows non-branded Australian visits from Google convert at 0.93 times its Australian Google organic rate, so on Shopify's basis non-branded visits convert at 2.80% on the same A\$144 order. Your GA4 records 1.16 visits for every non-branded Search Console click, so each non-branded click is worth A\$4.69 (2.8034% x 1.1570 x A\$144.47, multiplied unrounded). It covers your online store only: Woolworths and your other stockists sit outside it. Every column below is non-branded; the revenue columns are gross, sales before returns, and the last column is net of the 1.5% of sales your Shopify records as returned. Your branded organic revenue sits on top of all of it, unchanged.

SHOPIFY GA4 SPLIT MODELLED, DIRECTIONAL

Case	Share of the non-branded market	Non-branded clicks / yr	Non-branded revenue / yr	New revenue / yr	New revenue / yr, net of returns
Today	1.8%	1,686	A\$7,901	-	-
Conservative	5.0%	4,760	A\$22,303	+A\$14,402	+A\$14,189
Mid	9.0%	8,567	A\$40,146	+A\$32,245	+A\$31,767
High	13.0%	12,375	A\$57,988	+A\$50,087	+A\$49,345

In the high case your total Australian organic clicks, branded and non-branded together, stay below the total organic traffic of the smallest comparable brand in Appendix E, so no row claims more than a peer already earns. Today's A\$7,901 non-branded gross sits below the A\$10,362 GA4 puts on the same non-branded clicks, because we count 1.16 visits per click (GA4's figure) where Shopify counts more. On Shopify's own visit count today would be about A\$12,217, and every row above would scale up with it.

Where you focus, at a glance

Gluten-free chocolate

~9,260 CORE SEARCHES / MO

THE PRIZE

The largest core territory in your market, led by "gluten free chocolate" at 8,100 searches a month. Every Vitawerx bar is gluten free, and you have no page that says so to Google.

Puff'd protein crisps

ALREADY ON PAGE ONE

YOU WIN

Position 8.7 on "protein crisps" across 10,651 Australian impressions, and 13,442 impressions a year on the crisp and puff terms. A landing page built around the words people search turns that visibility into clicks.

Sugar-free & no added sugar

~4,980 CORE SEARCHES / MO

WIDE OPEN

"Sugar free chocolate" alone carries 3,600 searches a month and you do not appear. "No added sugar" is the promise across most of your range.

Triangulated Australian search volume, October 2026. The full keyword, prompt and cluster research behind every number here lives in [The data](#) tab. **GKP + SEMRUSH + 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 37 today: good product data and open doors to the AI crawlers, with the category content, the site structure and the outside proof still to build.

Vitawerx

EMERGING • GOOD PRODUCTS, LITTLE THE ENGINES CAN QUOTE

37 / 100

Technical		12/25
Content		12/25
Authority		8/25
Measurement		5/25

+43

points to AI-Ready Certified. The first few come cheaply from fixes on the site you already have; the rest is category content, outside proof and measurement.

Vitawerx

37 /
100■ Today · Emerging, 37 /
100■ Where you need to be · AI-Ready Certified, 80 /
100

The findings that matter most, and cost least to fix. Six pages Google still shows return page-not-found with no redirect: four old coconut-rough product pages (16,456 impressions last year) and the two keto mayo products (6,965). 12 of your 25 products were sold out when we crawled. The review stars in your product markup show a pooled 4.9 (from 703 or 389 reviews, labelled Okendo) on 24 products, 10 of which show no reviews at all, while the reviews shoppers see are each product's own through Judge.me (Milk Chocolate Classic 100g shows 4.65 from 160). Google's review rules treat that as a mismatch. And several older blog posts make health claims about preventing or reversing diabetes and cancer, which sit awkwardly with Australia's food-standards rules and with the trust AI engines look for.

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

Your buyers describe what they want before they name a brand: gluten free, sugar free, no added sugar, keto, low calorie, high protein. Those are the words Australians type into Google and ask ChatGPT, and several of them (gluten free, no added sugar, keto friendly, high protein) are on your own packaging. The others, sugar free and low calorie, are searched for but carry strict labelling rules, so the content answers them honestly, explaining what your chocolate is, without claiming what it is not. Search data also answers a question you raised on our call, whether Vitawerx is a chocolate, a protein chocolate or a protein snack: buyers search for **chocolate with a benefit attached**, and the protein snack market sits right beside it.

Validated demand, and where you rank today

Term	Searches / mo (AU)	Your rank now (AU)	AI Overview live?
gluten free chocolate	8,100	Not present	Yes
sugar free chocolate	3,600	Not present	Yes

Term	Searches / mo (AU)	Your rank now (AU)	AI Overview live?
low calorie chocolate	2,900	Not present	-
protein crisps	1,600	8.7	-
healthy chocolate	1,000	7.8	Yes
protein puffs	920	7.0	Yes
protein chocolate	880	4.5	Yes
keto chocolate	880	10.1	Yes
low sugar chocolate	390	Not present	Yes
no added sugar chocolate	320	Not present	Yes
low carb chocolate	320	Not present	Yes
chocolate protein bar	260	6.1	-
high protein crisps	260	8.8	Yes
sugar free white chocolate	260	Not present	Yes

Search volume triangulated across Google Keyword Planner, SEMrush and DataForSEO (median of three), Australia, October 2026, with singular and plural variants counted once. Rank is your average Australian Google position over twelve months of Search Console; "Not present" means fewer than 50 Australian impressions in the year. The pattern: you show up where a product page happens to match the words, and you are absent on the benefit terms that carry the volume, because no collection is built around them. The full triangulation is in [The data](#) tab.

GKP + SEMRUSH + DATAFORSEO GSC

We sized the market two ways. Term by term, the 114,885 searches a month we measured include **29,380 a month of core demand**: chocolate you sell, searched with buying intent. Sized from the wider keyword universe with the long tail, the chocolate category itself runs to about 140,500 a month (Appendix C). Beside it sits the adjacent protein snack market, "protein bars", "high protein snacks" and their cousins, at 82,955 searches a month. 130 AI questions sit alongside the search demand, and 109 of them are ones you can answer credibly, as an Australian maker of gluten-free, no added sugar protein chocolate. The full prompt library, cluster maths and territory plan are in the [appendix](#) and [The data](#) tab.

The first-mover window. The questions people ask before trying a chocolate like yours (is erythritol safe, which chocolate has no added sugar, what can a coeliac child have in their lunchbox, how much protein is in a protein chocolate bar) barely register in keyword tools, and they are exactly what AI assistants get asked before someone buys from a brand they do not know yet. Few Australian chocolate brands answer them plainly. You make the product in your own Australian factory and you know the ingredients line by line. The brand that answers first becomes the one AI quotes.

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.



Roughly one search in five survives ads, shopping carousels and AI answers as a winnable organic click, a deliberately conservative rate because 76% of this core demand already shows an AI Overview. Today you take about one in 56 of those clicks. All three bars are drawn to the same scale. **MODELLED**

Each non-branded click is worth **A\$4.69** to you in gross revenue: 1.16 visits per click, converting at 2.80% on Shopify's basis, at an order value of A\$144. That is the figure every case in the table multiplies. About half of those orders (47%, from your Shopify) come from first-time customers, so the mid case brings roughly **104 more new customers a year** than today.

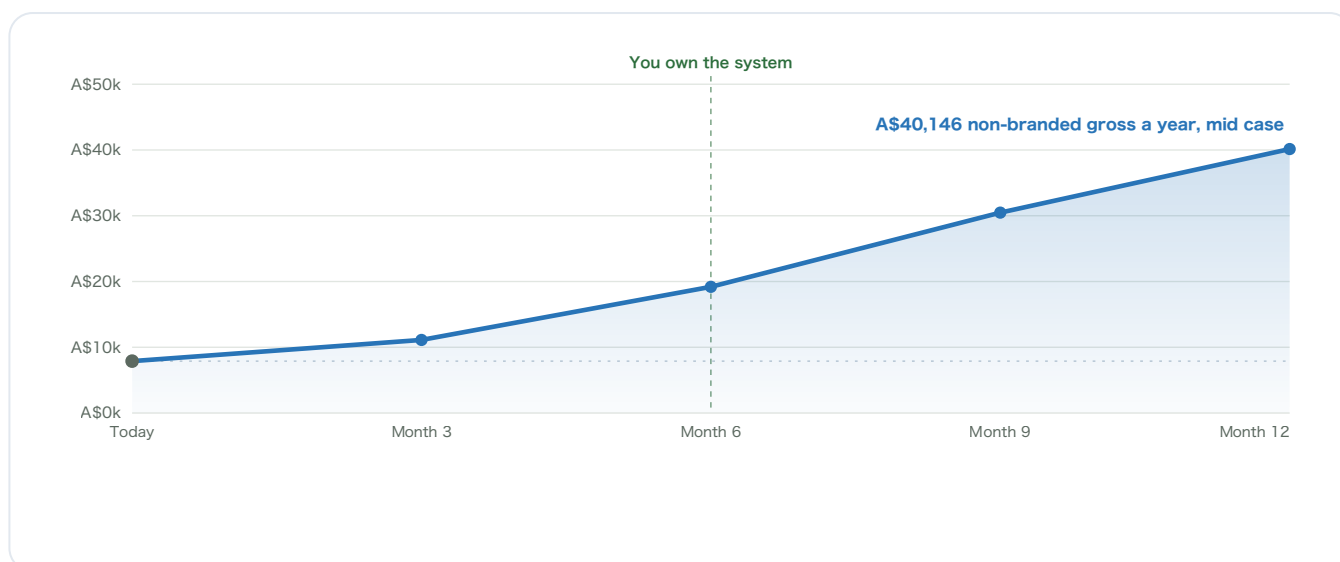
What a new customer is worth

The table above counts every non-branded order, first and repeat. This one counts only the new customers each case brings in, and what they go on to spend, built on your Shopify customer cohorts: a new customer spends **A\$103.50** on their first order and **A\$127.00** across their first twelve months, store-wide across every cohort. That twelve-month figure understates, because most cohorts have not had a full year yet: the one that has, October 2025, reached A\$143. Shopify's cohorts stop at twelve months, so there is no lifetime column. Your Google search channel takes 1.15 returning-customer orders for every new one, and the customers who buy month after month show up there, but we do not put a number on what Shopify does not measure. Both columns are gross; net of the 1.5% Shopify records as returned, each is that much lower. **SHOPIFY**

MODELLED, DIRECTIONAL

Case	New customers / yr	First-order revenue / yr (gross)	12-month value / yr (gross)
Today	25	A\$2,636	A\$3,234
Conservative	72	A\$7,440	A\$9,130
Mid	129	A\$13,393	A\$16,434
High	187	A\$19,345	A\$23,738

Value created per year by non-branded organic search in Australia, the mid case arriving over twelve months (gross)



The mid-case row of the executive-summary table arriving on non-branded gross revenue: roughly 10% of the new revenue live by month 3, 35% by month 6 (the point the system is handed to you), 70% by month 9, and all of it by month 12, so the month-12 point equals the mid row exactly (A\$40,146). Hover any point for the maths. **MODELLED, DIRECTIONAL**

How the clicks get won

Two levers, both measured. **Click-through** on the impressions you already earn: 16 non-branded Australian queries sit between positions 4 and 20 with 16,678 Australian impressions a year (counting those with 150 or more, and leaving out Easter, keto mayo and searches for the Puff'd name), led by "protein crisps", "protein puffs" and "high protein crisps", and moving them onto the first screen with pages built around those words is where the conservative case comes from. And **more impressions**, as the gluten-free, sugar-free and low-calorie chocolate terms you have no page for start to rank. The high case assumes both land. The same pages win the AI answers, because the engines cite pages that rank and answer the question plainly.

The market beside this one. The adjacent protein snack searches (82,955 a month, led by "protein bars" and "high protein snacks") are left out of every number above, because a buyer searching for a protein bar converts less directly to a chocolate block. As a directional guide only: the same mid share of that market, at the same value per click, would be worth about A\$113,000 a year in non-branded gross revenue. The content plan reaches into it through the high-protein snacking territory.

DIRECTIONAL, NOT MODELLED

Why organic, when you already spend on Meta. Your Shopify shows Facebook and Instagram sending 19,693 visits in the last year, converting to orders at 2.51%, and you told us on our call that Meta has been a frustration. Non-branded organic search converts at 2.80% on the same Shopify basis, compounds as each page keeps ranking, and you own it, where paid is rented click by click. It sits alongside the ad spend and takes pressure off it.

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 column in the executive summary table. Clicks from outside Australia (about 22% of your Google clicks) are not modelled.

5. The six-month transformation

A done-for-you AI and Search transformation over six months, moved through as your site is ready for each phase. **Foundations** fixes what the engines and your own reporting cannot see: the six dead product pages redirected, review markup matched to the reviews shoppers actually see, Organization and entity markup for the brand, one main heading on every collection, the duplicate and empty collections cleaned up, a product-by-product call on sold-out lines, the health-claim posts reviewed against the food-standards rules, AI referrals tracked as their own channel, and a measurement baseline before anything changes. **Owning your territories** builds the 11 researched territories, led by protein chocolate, sugar-free chocolate and Puff'd protein crisps, with gluten-free chocolate straight after and around 66 pieces to own the core and production starting as soon as it is calibrated to your voice. **Authority and compounding** turns your Woolworths ranging, your own factory and a community that keeps buying into the citations AI engines trust. At six months the workflows, the platform and the system are yours to keep. **The full breakdown, deliverables and your time commitment live in [The offer tab](#).**

Clicks and positions are from your own Google Search Console (twelve months to 19 October 2026). Conversion, order value, new-customer share, returns and customer value are from your Shopify (October 2025 to September 2026); GA4 (twelve months to 19 October 2026) supplies only the branded and non-branded split. Search volumes triangulated across Google Keyword

Planner, SEMrush and DataForSEO (median of three), Australia, October 2026. Figures marked client-stated are from our 19 October 2026 call. Competitor footprints and the authority measure from DataForSEO, 22 October 2026. AEO score from our AEO Maturity Model against a live crawl. Revenue figures are directional and gross, modelled from your own conversion and order value.

Appendix A: your channels and current position

You make high-protein, no added sugar chocolate in your own Australian factory: 25 products online across milk and white bars, Puff'd protein crisps and coated treats, ranged in Woolworths, with a community of customers who come back (client-stated: around 20,000, many buying every month). Online, the last twelve months brought A\$191,364 in gross sales on your Shopify, against A\$382,193 the twelve months before. Sale months carry a large share: November alone was 42% of the year. That is the pattern search helps with, because category searches arrive every week of the year, sale or no sale. 97% of online sales ship within Australia.

Your channels, from your own Shopify

Channel	Orders	Gross sales	New customers	Order value
Direct	290	A\$45,719	83	A\$158
Google search, branded and non-branded together	262	A\$37,850	122	A\$144
Klaviyo email	266	A\$37,758	55	A\$142
Facebook	396	A\$33,233	278	A\$84
Unattributed	116	A\$14,994	57	A\$129
Shopify (Shop app and checkout)	65	A\$10,595	15	A\$163
Instagram	98	A\$7,070	84	A\$72

Your Shopify sales by referring channel, October 2025 to September 2026, every market, AUD, channels with more than 50 orders. Google search, **branded and non-branded together**, brings in more new customers than any channel except Facebook, and turns 3.03% of its visits into orders against 2.51% for Facebook and Instagram. SHOPIFY

Appear versus win

Search type (all countries, twelve months)	Impressions	Clicks	Click-through rate
Your own brand (branded)	13,371	2,498	18.7%
Category demand, named queries (non-branded)	86,567	223	0.3%
Long tail withheld by Google (non-branded)	68,303	2,110	3.1%

When people search your name, about one in five click. When they search the category, about one in 388 on named queries. Google withholds the rarest queries and reports only their totals; they are long-tail by definition, so we count them as non-branded. The three rows total 4,831 of your 4,834 clicks; the other 3 came from searches for other brands. **GSC**

Where your search reach actually goes. 78% of your Google clicks are Australian. Recipe posts and Easter egg ideas earn a large share of your non-branded impressions, mostly from overseas and outside buying season, with few clicks behind them. The growth plan points Google's existing trust at the benefit terms Australians type before they buy.

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 22 October 2026. AI-Ready Certified requires Professional on all four pillars and 80 or more in total.

Pillar	Score	The evidence behind it
Technical	12 / 25	Good underneath in places. robots.txt blocks no AI crawler, and Shopify's agent endpoints are live. Product markup carries SKUs, brand and accurate in-stock status on all 25 products we sampled, and GTIN barcodes on 24 of them (the gift card aside). What holds it back: no Organization or WebSite markup on the homepage telling AI who Vitawerx is, no breadcrumbs, no sameAs links, and the pooled review stars described in section 2. 18 of 19 collections have no main heading, and two product pages carry each other's title (the milk and white coconut rough 35g). Six pages Google still shows return page-not-found, and 6 collections that Google can index are empty. Google has no real-user speed data for the site, so the speed check cannot pass on field data. Google's Lighthouse lab test, simulating a mid-range phone on a slow connection, scores the homepage 45 and the chocolate bars collection 37, with the main content arriving in 21.9 seconds on the homepage. The store may feel quick on a good connection; the lab score is what Google's tooling reads.
Content	12 / 25	86 articles across two blogs, the latest from 2024. The recipes (a median of 142 words) link into your products; the health articles link to none. 67 of the 86 are under 300 words. Collection copy is close to absent: a median of 0 words across 19 collections. Product pages carry a median of 34 words of their own copy plus a shared benefits block. An FAQ page with FAQ markup exists. Held below Professional until there is a researched cluster plan and answer-first content behind it.

Pillar	Score	The evidence behind it
Authority	8 / 25	Measured with DataForSEO: its own domain rank, on a 0 to 1,000 scale folded to 19 out of 100 (not an Ahrefs Domain Rating). On paper you have 2,261 referring domains, but about 2,175 of them are automated spam links, many first seen this month, the kind Google ignores. The genuine profile is about 86 sites: stockists, directories and keto recipe sites, none of them editorial. Woolworths ranging and 861 on-site reviews are real proof to build on; no press coverage, "best of" roundup or third-party review profile turned up.
Measurement	5 / 25	GA4 and Search Console are both installed and recording purchases, which is the starting line. GA4 reports revenue in US dollars, so it never lines up with Shopify, it files only 42 visits as AI Assistant while 220 came from chatgpt.com, and there is no AI-visibility tracking. This is the standard reading before an engagement.

Total 37 of 100, which places the brand at **Emerging**. TEAM EMPATHY AEO MATURITY MODEL

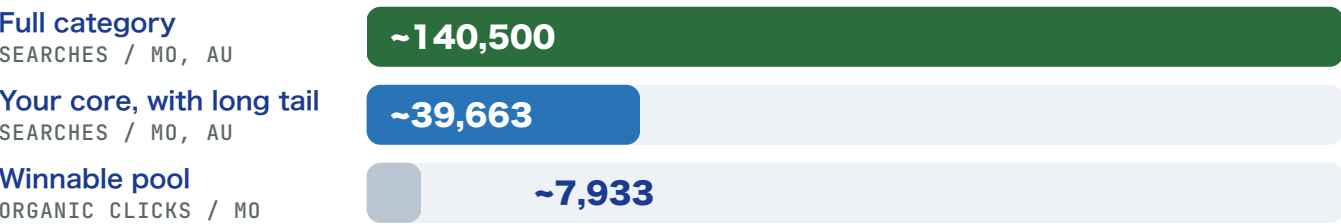
The ranked path to AI-Ready Certified

Points	Pillar	The move
+8	Technical	Organization and entity markup for Vitawerx, review markup matched to Judge.me, one heading on every collection, breadcrumbs, the dead pages redirected, the duplicate and empty collections consolidated, and page weight trimmed on the homepage and collections.
+15	Measurement	A baseline of your priority questions across ChatGPT, Perplexity, Gemini and Google AI Overviews, AI referrals tracked as their own channel, reporting in one currency, and a monthly rhythm of acting on what moved. That takes the pillar from 5 to 20.

Points	Pillar	The move
+8	Content	The researched plan across the 11 territories, real copy and FAQs on the protein, gluten-free, sugar-free and keto collections, and answer-first guides on sweeteners, protein and lunchbox treats, written to the food-standards line.
+12	Authority	Health, fitness and parenting press, "best protein chocolate" roundups, a third-party review profile, stockist and retailer listings linked properly, and the entity layer for the brand.

Appendix C: the demand detail

From category demand to dollars



The full Australian category, sized from keyword universes across 29 product seeds and scaled to the triangulated basis, is about 140,500 searches a month. The measured core (29,380 a month of chocolate you sell, searched with buying intent) grows to about 39,663 a month with the long tail. Roughly one search in five survives as a winnable organic click, a pool of about 7,933 a month. The adjacent protein snack terms are sized in the territory table but left out of the money model, and AI prompts are counted separately so nothing is double-counted. **MODELLED**

Territory	Keyword pools	AU searches / mo	of which core	On AI Overview results	AI prompts
Protein chocolate, milk & white	21	2,170	2,170	75%	18
Sugar-free & no added sugar chocolate	16	5,850	4,980	90%	14
Puff'd protein crisps & coated treats	16	12,580	4,200	86%	12

Territory	Keyword pools	AU searches / mo	of which core	On AI Overview results	AI prompts
Gluten-free chocolate	6	12,860	9,260	100%	10
Keto & low-carb	19	9,670	2,020	97%	14
Healthy & low-calorie chocolate	11	5,665	5,260	46%	10
High-protein snacking	26	55,890	440	81%	22
Kids' lunchbox & family treats	7	3,750	330	91%	8
Diabetic-friendly & low-GI	6	920	490	18%	6
Sweeteners explained	8	2,880	180	98%	9
Healthy chocolate gifts & seasonal	7	650	50	60%	7

11 territories, 143 keyword pools and 130 prompts, reconciling exactly to the 29,380-a-month core. 19 rows in these territories are marked GSC-proven: a sweep of your own Australian Search Console showed real impressions on them (protein crisps and puffs, protein chocolate, keto and low-carb chocolate, white chocolate protein), and every new one was pulled from all three tools. The sweep also ruled things out: Easter egg searches (mostly from overseas, and a product you do not sell), sweetener searches from outside Australia, and supplier searches for bulk protein crisps. Keto mayo carries real Australian demand (2,000 searches a month), and with the range no longer on sale it is parked outside the plan as 9 pools, ready if it comes back.

GKP + SEMRUSH + DATAFORSEO **GSC**

The AI questions buyers ask

We built a library of 130 real questions Australians ask AI engines about your categories, from your own Search Console, real Australian question searches and the head-term intent map. Here is a sample, with roughly how often each comes up a month.

Real question	Territory	Est. monthly volume
What's the best sugar-free chocolate you can buy in Australia?	Sugar-free & no added sugar chocolate	~1,000+ / mo

Real question	Territory	Est. monthly volume
What are protein crisps, and are they healthy?	Puff'd protein crisps & coated treats	~1,000+ / mo
Which chocolate is gluten free in Australia?	Gluten-free chocolate	~1,000+ / mo
What's the best keto chocolate in Australia?	Keto & low-carb	~1,000+ / mo
What's the healthiest chocolate to buy in Australia?	Healthy & low-calorie chocolate	~1,000+ / mo
What are healthy chocolate treats for kids' lunchboxes?	Kids' lunchbox & family treats	~250-999 / mo

A sample of the 130-question library, all of it in [The data](#) tab with per-question volume band, priority and ownability. Volumes are directional bands anchored to the search terms beneath each question. 109 of the 130 are questions you can uniquely or credibly own. **DIRECTIONAL**

Appendix D: where to play, your content territories

The same demand, grouped into the territories a plan executes against, in priority order. Vitawerx, Australian-made high-protein chocolate with no added sugar, sits at the centre like a sun, and each territory is a planet that links back to it and to its neighbours, because the gluten-free buyer is often also a parent, and the keto buyer also cares about protein. Priority weighs core demand, what your Search Console already proves, and whether you can win it uniquely.

#	Territory	Coverage today	What we build
1	Protein chocolate, milk & white	2 collections, 0 articles	Milk and white protein chocolate landings with real copy, nutrition panels side by side, and the comparison answers buyers ask before switching from a protein bar.

#	Territory	Coverage today	What we build
2	Sugar-free & no added sugar chocolate	0 collections, 4 articles	A sugar-free and no added sugar hub that says plainly what is in the bar and what is not, plus a low-sugar chocolate landing linked from every product.
3	Puff'd protein crisps & coated treats	2 collections, 1 article	A generic "protein crisps and puffs" landing above Puff'd, where Google already shows you on page one with almost no clicks, and coated-nut landings.
4	Gluten-free chocolate	0 collections, 0 articles	A gluten-free chocolate landing and coeliac-friendly guide: the biggest core term in your market, with nothing built for it today.
5	Keto & low-carb	0 collections, 5 articles	Keto chocolate and keto treats landings, with the five existing keto articles refreshed, merged where they duplicate, and linked into the range.
6	Healthy & low-calorie chocolate	0 collections, 2 articles	A healthy chocolate landing and honest answers on calories, protein and sugar per bar compared with a standard chocolate bar.
7	High-protein snacking	1 collection, 4 articles	Snack-occasion guides for the gym, the office and healthy ageing, and protein bar comparisons, all pointed back at the chocolate.
8	Kids' lunchbox & family treats	0 collections, 2 articles	A parents' guide to lower-sugar treats and lunchbox ideas, written to the food-standards line.

#	Territory	Coverage today	What we build
9	Diabetic-friendly & low-GI	0 collections, 1 article	Careful, referenced answers for blood-sugar watchers, checked against the food-standards rules before anything is published.
10	Sweeteners explained	1 page, 1 article	Plain-English answers on erythritol, stevia and monk fruit, the questions AI is asked before someone tries a sugar-free chocolate.
11	Healthy chocolate gifts & seasonal	2 collections, 5 articles	A healthy chocolate gifts and hampers landing for Christmas, Mother's Day and Father's Day, built once and refreshed each season.

is the priority order, 1 meaning lead with it now. Content requirement: about **66 pieces** to own the core territories (the new landing pages, the collection refreshes and the priority guides), and **154** for full category coverage, against the 25 on-territory articles you have today. The full cluster maths is in [The data](#) tab. **CLUSTER MODEL**

Lead with three. **Protein chocolate, milk and white**, the heart of the brand and where you already rank on page one. **Sugar-free and no added sugar chocolate**, wide open, with no added sugar across most of your range. **Puff'd protein crisps**, where Google already shows you and a landing page built around the words people search turns that into clicks. **Gluten-free chocolate**, the largest core territory, follows straight after, with a single landing page doing most of the work.

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

Brand	Rank /100	AU keywords	Top-3 (AU)	Organic visits / mo (AU)	Read
Vitawerx	19	61	5	~317	Link strength in the range of the field; a fraction of the keyword reach
Sweet William	18	1,231	111	~12,372	Dairy-free, allergy-friendly chocolate with a no added sugar range
Well Naturally	17	82	16	~1,255	No added sugar chocolate; the closest like-for-like on size
Noshu	18	251	60	~7,106	Sugar-free baking and treats; strong on the keto and low-sugar terms
Macro Mike	23	2,401	277	~44,121	Protein snacks and baking; the benchmark for protein-led content

Brand	Rank /100	AU keywords	Top-3 (AU)	Organic visits / mo (AU)	Read
Atkins	22	154	15	~1,238	Low-carb bars and snacks; the keto and low-carb benchmark

DataForSEO domain rank (its own 0 to 1,000 scale folded to /100, not an Ahrefs Domain Rating) and Labs organic footprint, Australia, 22 October 2026, estimated organic visits including each brand's branded searches. We use one source across the whole table so the comparison is like-for-like. Every brand here sells sugar-free, keto or protein chocolate and snacks online in Australia; supermarkets, pharmacy chains and marketplaces were left out, and so were brands with more than 40 times your keyword reach. These estimates are built for comparing brands and do not match a store's own data: your own Search Console shows about 316 Australian clicks a month.

DATAFORSEO

Coverage is the gap. Your domain rank of 19 sits inside the 17 to 23 range of the brands you compete with, so links are not what holds you back. What separates you is reach: they rank for 82 to 2,401 Australian keywords against your 61. The authority work then compounds it, starting with your Woolworths ranging, your own factory and the health and fitness press AI reads when it answers "what is the best protein chocolate in Australia".

Appendix F: where the numbers come from

The sources

- **Your Google Search Console**, vitawerx.com, twelve months to 19 October 2026: every query Google returns classified one by one, with the country split for every query.
- **Your Shopify**, October 2025 to September 2026: sales and sessions by referring channel (Google search conversion, order value and new customers), the sales breakdown (returns) and the customer cohorts (first-order and 12-month value per customer).
- **Your Google Analytics 4**, twelve months to 19 October 2026: the branded and non-branded split and the Australian segment, plus the AI referrals. GA4 reports in US dollars, so it is used for ratios only.

- **Keyword volumes**, triangulated across Google Keyword Planner, SEMrush and DataForSEO for Australia, October 2026, the median of three, with plural and word-order variants counted once.
- **Category size and AI questions**, DataForSEO keyword universes and Australian question searches, scaled to the triangulated basis.
- **Authority and competitor data**, DataForSEO, 22 October 2026, for the scorecard and the competitor table.
- **Technical findings**, a direct crawl of the site on 22 October 2026, plus Google PageSpeed Insights (real-user field data first, lab noted as lab).

How we split branded from non-branded

Every query was classified as your own brand (Vitawerx and its spellings, such as "vitawerx", "vitaworks" and "vitawrex"), a competitor's brand, or non-branded category demand. Branded queries took 55% of your Australian Google clicks. GA4 does not label orders branded or non-branded, so we split its Australian organic figures with two measured inputs: that branded click share, and how much better branded visits convert, read from GA4 (visits landing on your homepage and brand pages, where branded searches land, convert 1.1 times better than visits landing anywhere else). Solved so the totals match GA4 exactly, that puts 41% of Australian organic revenue on non-branded search. GA4's direct landing-page split puts it slightly higher, because some brand searchers land on the chocolate bars collection. We build on the lower, branded-click figure.

How we measured your share of the market

The 1.8% is measured. Your Search Console shows 1,686 non-branded Australian clicks in twelve months (150 on named queries plus 1,536 on the withheld long tail). That is divided by the winnable pool: the triangulated core of 29,380 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 and AI answers take theirs. Today's clicks include some recipe and Easter traffic that is not in the core, so the share reads slightly high and the growth reads slightly low.

From clicks to orders to revenue

The rate comes from Shopify and the split from GA4. Shopify's Google search channel recorded 262 orders on 8,649 visits (3.03%) at A\$144.47 an order, branded and non-branded across every market. GA4 measures non-branded Australian visits from Google at 0.93 times its Australian Google organic conversion rate, and that ratio is applied to Shopify's: **2.80%** at **A\$144**, holding the order value at Shopify's figure. GA4 records 1.16 non-branded Australian visits per Search Console click, so a click is worth **A\$4.69**. Shopify's own count runs higher, 1.79 visits per click, because its Google search visits include free Shopping listings and image search; valuing a click on that count would credit those to web search, so the lower figure is the one used. The smell tests pass: the

derived non-branded rate sits below Shopify's blended 3.03%, non-branded converts below branded in GA4 (3.97%), and Australia converts above New Zealand (0.83%). Revenue is gross, Shopify sales before returns; the net view removes the 1.5% Shopify records as returned. Shopify's twelve months run October 2025 to September 2026, 18 days offset from Search Console's window.

The chain, in full

Step (non-branded model, Australia)	Value
Measured core, searches / mo (median of three tools, sold and direct intent)	29,380
With the long tail (x 1.35), searches / yr	475,956
Winnable organic clicks / yr (x 0.20)	95,191
Non-branded Australian clicks you win today	1,686 (1.8%)
Clicks in each 1% of the pool, a year	952
Shopify Google search conversion and order value (blended, all markets)	3.03% at A\$144.47
x GA4 non-branded Australian conversion ratio	x 0.9255
Non-branded Australian conversion and order value, Shopify basis	2.8034% at A\$144.47
GA4 non-branded visits per Search Console click	1.1570
Each 1%: orders	30.9
Each 1%: gross revenue (at A\$144.47 per order, so A\$4.69 a click)	A\$4,461
Each 1%: net revenue, at Shopify's 1.5% return rate	A\$4,394
Each 1%: new customers (47% of orders are first orders, Shopify)	14

Gross revenue in the scenario table is the pool times the share times visits per click times the conversion rate times the order value, nothing else, multiplied on the unrounded inputs shown in this table. The mid case is 278 non-branded orders a year against 55 today.

Check the maths yourself, in five minutes

Everything above is built from your own accounts, so it is all checkable. Search Console for vitawerx.com, twelve months, should show about 4,834 clicks, and "protein crisps" in Australia near position 8.7. Your Shopify, October 2025 to September 2026, should show 262 orders and A\$37,850 in gross sales referred by Google, branded and non-branded together, and 1.5% of gross sales returned. 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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