TEAM EMPATHY · SEARCH & AI STRATEGY

Be the toy brand AI recommends.

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US · AU · UK · CA | 24 AUGUST 2026 · TEAM EMPATHY

1. Executive summary

The short version. You own your name and nothing else. Searches for Nüdel find you at position 1 and convert, worth about **A$26,340 of branded organic revenue a year**. Non-branded category search, the open-ended play, Lego-alternative and big-gift questions your buyers ask before they know you exist, brings you **almost nothing: 10 clicks in ten weeks**, most of them misspellings. Meanwhile the category is **2.45 million searches a year** across your four markets, AI engines are already answering those questions by naming other brands, and where your name does come up, the answer is sometimes a false Reddit story about shipping. The demand is real, the content already exists, and the two missing pieces, authority and owned answers, are buildable.

Three things to know

- **Your brand search is won; your category search is empty.** "Nudel pod" sits at position 1.3 and branded terms earned 1,607 clicks since your Search Console history began in June. Non-branded category terms earned 10. There is no middle: buyers either already know you, or search never finds you. GSC
- **You have already written 61 category blog posts, and they win nothing.** The reason is allocation and authority, not effort: 14 posts sit on open-ended play (about 3,145 searches a month combined) while the Lego-alternatives lane (25,105 a month) has zero, and the whole site carries a Domain Rating of 9 against the 43 to 71 of the brands AI recommends instead. AHREFS DR
- **The AI layer is live, and today it works against you.** ChatGPT and Perplexity sent 39 visits last year with nothing optimised, "is nudel.shop legit" checker pages outrank any answer you own (one scores you 24.9/100), and AI answers repeat Reddit's shipping story that your own delivery record disproves. Nobody is telling AI your side. GA4

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

2.45M
non-branded searches a year across your categories in the US, AU, UK and Canada

490,116
of those are organic clicks someone will win, once ads and AI answers take their share

~0%
is your share today: 10 non-branded clicks in ten weeks of Search Console history

$5,918
a year (AUD) for every 1% of the pool you take, at the most conservative value of a click

So the whole opportunity is one sentence: **you hold roughly none of the non-branded organic clicks in your category, and every 1% you take is worth about A$5,918 a year at the floor.** Your branded organic revenue is not part of this and does not change.

What that is worth

One input is unresolved, so we say it first: **GA4 records an average order value of A$157, while your typical Pod purchase is $500 to $600**. Spare parts, memberships and access passes are probably diluting the average, and your Shopify order data settles it. Until then the model runs on the most conservative basis available: your measured site conversion rate of **0.77%** times the GA4 order value, which prices a non-branded click at **A$1.21**. Two cross-checks say the truth is higher, not lower: your organic sessions already earn A$2.39 each, and if the Pod purchase pattern holds in Shopify, every dollar figure below roughly triples. The dollar columns are directional and the model re-runs on the Shopify numbers. MODELLED, FLOOR BASIS

Case	Share of the non-branded market	Non-branded clicks / yr	Non-branded revenue / yr	New revenue / yr
Today	~0%	~0	~A$0	—
Conservative	2%	9,802	A$11,836	+A$11,836
Mid	**5%**	**24,505**	**A$29,590**	**+A$29,590**
High	10%	49,011	A$59,180	+A$59,180

Where you focus, at a glance

Lego alternatives & building

~25,100 SEARCHES / MO

THE PRIZE

The anti-instructions story IS your brand, and you have zero content in the lane where buyers compare you to the default.

Open-ended & loose parts

~8,260 SEARCHES / MO

HOME TURF

19 posts and your whole philosophy live here. Nothing ranks yet because the authority underneath it is missing, not the content.

Gifts & group buying

~2,540 / MO + UNMEASURED

THE UNLOCK

"One great toy instead of twenty" and the family group-gift answer nobody owns, the exact frame that makes your price point make sense.

Working volumes triangulated per market (Google Keyword Planner + SEMrush median; Ahrefs joins as the third source when our units reset on 29 August), combined across US, AU, UK and CA, August 2026. The full keyword, prompt and cluster research behind every number here lives in The data tab. GKP + SEMRUSH

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

We score every brand out of 100 against our AEO Maturity Model: four pillars (Technical, Content, Authority, Measurement), each out of 25. Certified is 80 out of 100, Professional on all four, the standard we build brands to. You are at 35 today: genuinely good technical bones from Shopify, real content effort, and an authority hole underneath both.

Nüdel **35**/100

EMERGING · GOOD BONES, NO AUTHORITY, NO OWNED ANSWERS

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

+45

points to Certified. Technical is closest to done. Authority is the pillar that unlocks the other three, because content without it stays invisible.

WHERE YOU ARE · WHERE YOU NEED TO BE

Nüdel **35 / 100**

Today · Emerging, 35 / 100

Where you need to be · Certified, 80 / 100

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

3. The market you are missing: search and AI

A $500 toy is a researched purchase. Parents ask the same questions in a search box and an AI chat: what open-ended toys are worth it, what to buy instead of another Lego set, what one big present suits a two-year-old and a six-year-old, whether an expensive toy ever earns its keep. The demand splits into two kinds, and the strategy treats them differently: **adjacency lanes** like Montessori and wooden toys, huge head terms where the win is being named in the listicles and AI answers rather than owning the ranking, and **ownable lanes**, open-ended play, loose parts, Lego alternatives and group gifting, where you can be the answer.

Validated demand, and where you rank today

Term	Searches / mo (4 markets)	Searches / mo (US)	Your rank now
montessori toys	45,650	27,650	Not ranking
wooden toys	20,750	6,250	Not ranking
stem toys	10,360	6,750	Not ranking
best toys for 3 year olds	10,250	6,750	Not ranking
construction toys	8,490	5,100	Not ranking
lego alternatives	4,200	2,400	Not ranking
open ended toys	1,770	720	Not ranking
loose parts play	1,340	425	Not ranking

Working volume = median of Google Keyword Planner and SEMrush per market, combined across US, AU, UK and CA; Ahrefs joins as the third source on 29 August, when live AI-answer verification per term also lands. Rank is your current Google position from Search Console (history begins 11 June 2026). "Not ranking" means no meaningful impressions on the term in any market. The full 100-term triangulation is in The data tab. GKP + SEMRUSH GSC

On the AI side we built a library of **74 real questions** parents and teachers ask about your category, from People Also Ask patterns, Reddit threads, the listicle ecosystem AI cites, your own blog's question set and the objections you hear at baby shows. **47 of the 74 are questions you can uniquely or credibly own**, including every reputation question, because you are the only party with the delivery records, the 4,000-family install base and the founder story to answer them. The library, with per-question demand estimates, is in the appendix and The data tab.

> **The reputation window.** Ask an AI engine about Nüdel today and it can surface a shipping concern that your own record disproves, sourced from two Reddit threads, because no better answer exists anywhere. The brands that win AI search publish the answers they want cited. Nobody in open-ended play is doing it yet, and the first mover in a category this small becomes the default answer for years.

4. The opportunity, in dollars

The table in the executive summary is built from four numbers, and the chain is short.

The searches NON-BRANDED, 4 MARKETS	2.45M / yr
The winnable clicks AFTER ADS AND AI ANSWERS	490,116
What you win today ~0% OF THE POOL	~0

Roughly one search in five survives ads, shopping carousels and AI answers as a winnable organic click. Your current share rounds to zero: 10 non-branded clicks in ten weeks. MODELLED

Each non-branded click is priced at **A$1.21**, your measured 0.77% site conversion rate on the GA4 order value of A$157. That is the floor figure every case in the table multiplies, and it is the number the Shopify order data will most likely revise upward.

That is the whole model: **win a share of the 490,116 clicks.**

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

The mid case arriving, on non-branded revenue at the floor click value: about 10% live by month 3, 35% by month 6, 70% by month 9, all of it by month 12. Hover any point for the maths. Your branded organic revenue of A$26,340 a year sits on top of this curve, unchanged.

MODELLED, DIRECTIONAL

How the clicks get won

Two levers, in a deliberate order. **Authority first**: a Domain Rating of 9 means even perfect content stays on page five, so links, citations in the listicles AI already trusts, and an owned answer to every reputation question come before anything else. Then **content re-aimed at the demand**: the 61 posts you have are the proof you can produce; the plan re-points that engine at the lanes with the searches, roughly 76 pieces for the ownable core and 99 for full category coverage, most of it repointing and upgrading what exists rather than starting again.

Every figure here is non-branded and excludes repeat purchases and the seasonal Christmas multiplier, both of which sit on top. The AI-chat layer is counted inside the winnable pool, not double-counted beside it. Total organic run-rate is your unchanged A$26,340 of branded revenue plus the non-branded column in the executive summary table.

5. The six-month transformation

A six-month AI and Search transformation, built around the two things this report shows you are missing: authority and owned answers. It moves through three phases: **foundations** (FAQ and answer schema across the site, the homepage entity layer, measurement discipline and a reputation answer for every trust question), **owning your territories** (the Lego-alternatives lane, the group-gift answer, and the re-pointing of your existing 61 posts at the demand map in this report), and **authority and compounding** (the placements, listicle citations and community presence that lift a DR 9 site into the range where its content starts to rank). We move through the phases as the site is ready, not on a stopwatch, and everything built is yours to keep.

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

Traffic, orders, revenue and rankings are from your own Google Analytics (12 months to 22 August 2026, AUD), Search Console (from 11 June 2026, when the property was verified) and, once reconciled, Shopify. Search volumes are the median of Google Keyword Planner and SEMrush per market, August 2026, with Ahrefs joining 29 August. Domain Ratings are Ahrefs. Site speed figures are Google Lighthouse lab tests simulating a mid-range phone, not lived experience. The AEO score is 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 promise of results.

Appendix A: your channels and current position

You have built a real brand: about A$236,752 of online revenue in the last 12 months across 1,511 orders, a 1,500-family owners community, national design awards and a founder story that started in a charity. What you have not built is an acquisition channel that compounds. This is the base the strategy grows from.

Your channels, from your own GA4 (12 months, AUD)

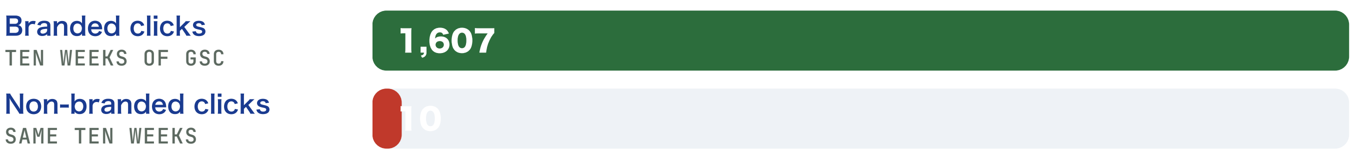
Channel	Revenue / yr	Orders	Sessions	Conversion	Read
Email	$70,252	375	13,223	2.84%	Your best converter, but retention, not new customers
Direct	$51,126	364	28,110	1.29%	Brand strength showing up
Paid Social	$26,746	308	82,152	0.37%	Your biggest traffic engine, rented, and seasonal
Organic Search	$26,340	105	11,035	0.95%	A$2.39 a session, nearly all branded, and under-fed
SMS	$18,073	88	2,465	3.57%	Small and efficient, retention again

Channel	Revenue / yr	Orders	Sessions	Conversion	Read
Organic Social	$16,403	107	35,164	0.30%	The community flywheel; huge reach, low direct conversion
Paid Search	$10,881	61	6,556	0.93%	Modest and rented
AI referrals	$0	0	39	0%	ChatGPT 36 + Perplexity 3 visits, nothing captured yet

GA4, 12 months to 22 August 2026, AUD. Organic search revenue is almost entirely branded (see the split below), which is why it converts well and grows nothing. Every acquisition channel that finds NEW customers is either rented (paid social) or unbuilt (non-branded organic and AI). GA4

One data note, so the numbers are honest. GA4's average order value reads A$157 against a typical Pod purchase of $500 to $600, likely because spare parts, memberships and access passes dilute the average. Getting the Shopify order data to settle this is genuinely valuable, because every dollar figure in this report scales with it. We have modelled on the conservative side throughout.

You own your name. The category does not know you exist.



"Nudel pod" alone earned 1,156 clicks at position 1.3. The 479 non-branded queries you appeared for earned 10 clicks between them, and most of those queries are misspellings of your own name. By market, your clicks split AU 986, US 762, UK 219, CA 158, while your sessions skew US-first, which says the US brand is younger and the category work matters most there. GSC

Appendix B: the scorecard in detail

What sits behind the 35, and who fixes each piece. The pattern is unusual: the technical layer is largely a gift from Shopify, and the deficit is concentrated in authority and answers.

Finding	Status	Fix
AI crawlers welcomed, llms.txt, agentic endpoints (UCP/MCP)	Strong, platform-level	Done
Product schema (Product, Offer, Brand, Organization)	Valid on product pages	Extend
FAQPage schema	None anywhere, including the FAQ page itself	Days
Homepage structured data	No JSON-LD at all	Days
Site speed (Lighthouse mobile lab: 65, LCP 2.9s, blocking time 1,910ms)	Mixed; paint is fine, JavaScript is heavy	Weeks
Content engine (61 posts)	Exists, aimed at the wrong lanes	Re-aim
Authority (DR 9; category brands sit 43 to 71)	The binding constraint	The main build
Owned reputation answers	None; scam-checkers and Reddit fill the vacuum	Weeks
AI-visibility measurement	None yet	Baseline + monthly panel

The single highest-leverage build is authority plus owned answers. Unusually, content volume is NOT the first problem: 61 posts already exist. They sit on a site search engines barely trust, in lanes lighter on demand than the ones left empty.

> **The phases flex, the destination does not.** This scorecard sets the phase mix. Technical fixes are days and weeks, not months, so foundations move fast; the long arc is authority. What stays fixed is the destination: AI-Ready, 80 out of 100, with the score visible to you the whole way.

Measured the whole way. From day one your AI visibility panel is set up: the priority category and reputation questions, run monthly across ChatGPT, Claude, Perplexity and Google AI Overviews, logging which brands get named, with the baseline taken before anything ships. Your weakest pillar becomes a strength, measured on your numbers, not ours.

Appendix C: the demand detail

From category demand to dollars

Full category SEARCHES / MO, 4 MARKETS	204,215
Winnable pool ORGANIC CLICKS / MO	~40,800
You today YOUR SHARE OF THE POOL	~0%

The category is 204,215 searches a month combined across the four markets after variant folding (each group of phrasings counted once, at its largest member, never summed). Roughly one in five survives ads, shopping carousels and AI answers as a winnable organic click, about 40,800 a month, 490,116 a year. AI-chat demand is counted inside this pool, not added on top. MODELLED

The AI questions, and who owns the answer

A sample of the 74-question library. Every question traces to a real source: People Also Ask patterns, Reddit, the listicle ecosystem, your own blog's question set, or objections you hear directly from parents.

Real question	Cluster	Est. monthly demand
What are the best alternatives to Lego?	Lego alternatives	~5,400–6,700
What is a good big Christmas present for a toddler?	Gifts & minimalism	~1,600–2,000
What are the best open ended toys for toddlers?	Open-ended play	~1,300–1,600
What is one toy that suits a 2 year old and a 6 year old?	Age & family fit	~590–720
Are expensive toys ever worth it?	Gifts & minimalism	directional

Real question	Cluster	Est. monthly demand
How can grandparents and family chip in for one big gift?	Gifts & minimalism	behavioural
Is Nudel Pod legit or a scam?	Reputation & trust	behavioural, observed
Does Nudel Pod have shipping problems?	Reputation & trust	behavioural, observed

Estimates anchor each question to the real keyword volume underneath it, with a conservative 1.3 to 1.6x query fan-out uplift, plus or minus 50%. "Behavioural" demand is real but keyword-invisible: it happens inside AI chats and on Reddit, where your buyers are already asking. All 74, with priority and ownability, are in The data tab. DIRECTIONAL

And here is who the answers name today, lane by lane.

Prompt cluster	Cited today	Your brand?
Lego alternatives / building toys	Magna-Tiles, Connetix, K'NEX, the listicle sites (Romper, WeHaveKids)	Absent
Best open-ended / loose parts toys	Lovevery, Grimm's, Grapat, blogs like Kids Who Play	Absent
Montessori and developmental picks	Lovevery and the Montessori blog ecosystem	Absent
Big-gift and group-gift questions	Generic gift guides; no brand owns it	Absent, and so is everyone
"Is Nüdel legit" reputation questions	Scam-checker pages, two Reddit threads	Absent where it hurts most

Appendix D: where to play, your content territories

The same demand, grouped into the territories a plan executes against. Priority weighs demand, ownability and what it does for trust at your price point.

Territory	Coverage today	Demand / mo	Priority /5	What gets built
Reputation & trust	Nothing owned	Behavioural	5	An owned, factual answer to every trust question: shipping record, returns, review integrity, "is it worth it". The fastest, cheapest win in the plan and the one that fixes what AI says about you.
Lego alternatives & building	Zero posts	25,105	5	The comparison hub: open-ended vs instruction sets, the anti-Lego argument told properly, alternatives round-ups worth citing.
Gifts & group buying	9 posts	2,540 + unmeasured	5	The one-big-gift and family group-gift answer set. Nobody owns it, and it is the frame that sells a $500 toy.

Territory	Coverage today	Demand / mo	Priority /5	What gets built
Open-ended & loose parts	19 posts	8,260	4	Upgrade and interlink what exists: schema, product routes, citable definitions. Defend home turf.
Age & family fit	3 posts	44,730	4	The multi-age answer, one toy for siblings years apart, told with real builds per age.
Screen-free & independent play	9 posts	10,870	3	Extend the best-covered lane; route it to products.
Montessori, wooden, STEM (adjacency)	14 posts	121,030	3	Earn presence in listicles and AI answers naming the category leaders; comparison content, not head-term chasing.
Educators & schools	Zero posts	880	3	The commercial Pod lane: loose parts for centres and classrooms, the charity provenance story.

Priority is a 1 to 5 score, not a piece count. Content requirement: roughly **76 pieces** to own the core lanes and **99** for full category coverage, much of it re-aiming and upgrading the 61 posts

that already exist rather than net-new writing. The full cluster maths is in The data tab.
CLUSTER MODEL

> **Lead with three. Reputation and trust**, because it is cheap, fast and fixes what AI already says about you. **Lego alternatives**, because it is the largest lane your philosophy gives you a unique right to win. **Gifts and group buying**, because it dissolves the price objection at the moment of decision. Everything else compounds behind those three.

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

Brand	DR	Read
Lovevery	71	The developmental-toys default in AI answers; content machine
Connetix	60	Open-ended magnetic tiles; the closest commercial comparison
Grimm's	52	The heirloom wooden open-ended benchmark
Grapat	43	Pure loose parts; smallest of the four and still 34 points ahead
Nüdel	9	Award-winning product, charity provenance, 4,000 families, none of it visible to search engines

Ahrefs Domain Rating, 24 August 2026. Full competitor traffic and keyword footprints join on 29 August when our Ahrefs units reset; DR alone already tells the authority story. AHREFS

> **Authority is the binding constraint, and you have unspent assets.** Roughly two-thirds of what AI engines cite comes from third-party sites. Yours are unusually good and unusually unused: national Good Design awards, the Playground Ideas charity story journalists already like, a founder with genuine child-development expertise, 1,500 owner families who write unprompted love for the product, and hours of recorded founder Q&A that can seed authentic answers. The play is placements in the exact listicles AI cites today, an official presence in the Reddit threads deciding your reputation, and the design and parenting press your story earns on merit.

Appendix F: where the numbers come from

Source	What it provides
Keyword volumes, triangulated	Google Keyword Planner and SEMrush per market (US, AU, UK, CA), taken as the median; Ahrefs joins as the third source on 29 August and the model re-runs. Single tools miscount, so we never rely on one.
Variant folding	Plural and phrasing variants are grouped, and every category total counts each group once at its largest member, never summed, so demand is not double-counted.
Head-term anchors + fan-out	Every AI prompt is anchored to the real keyword volume underneath it, with a conservative 1.3 to 1.6x uplift for the hidden sub-searches AI engines run. Floors, not inflation.
Your own ground truth	GA4 (12 months to 22 August 2026, AUD), Search Console (from 11 June 2026), and Shopify once the order data is reconciled. Every modelled figure traces back to these.
The GSC gap check	We swept your full Search Console query set against the plan before finalising the demand basket. It added nothing: every non-branded query with real impressions is a brand misspelling or another brand's name (nodpod, nesti), which is itself the finding.
Reputation evidence	Live scam-checker pages (Scam Detector, 24.9/100), the two Reddit threads, and AI answers observed repeating the shipping claim. All cited, none predicted.
Citation tracking	A fixed panel of your priority category and reputation questions, run monthly across ChatGPT, Claude, Perplexity and Google AI Overviews, baselined before anything ships.

Measurement runs in our own platform, built for Shopify brands, so the dashboard, the data and the method are yours to keep. The full research behind every table is in The data tab. METHOD

Team Empathy

Search & AI for ecommerce

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