

Be the mattress brand AI recommends in New Zealand.

A Search and AI strategy for The Flatpack Company

NEW ZEALAND | PREPARED FOR STEPHEN · JULY 2026

1. Executive summary

The short version. You have built a real organic engine already: around \$1.24M a year, converting better than any paid channel you run. Bed frames you win, because your brand name is the category. But you have moved to 70% mattresses, and mattresses is exactly where you go invisible the moment a Kiwi searches or asks AI. You already rank across the category, on 885,000 search impressions a quarter, and capture barely 1% of the clicks because you sit at position 8 to 20, not the top three. Closing that gap, and owning the mattress conversation, is the opportunity.

Three things to know

- **Organic is your highest-value acquisition channel, and it is under-fed.** It converts at 2.15%, ahead of Google paid at 1.63% and far ahead of paid social. Only email beats it, and email cannot bring new customers. [SHOPIFY + GA4](#)
- **You rank on the whole category but win almost none of it.** Non-branded search is 96% of your impressions but only 48% of your clicks, because you rank page one to two, not top three. "mattress nz" alone sits on page two. [GSC](#)
- **Mattresses, your growth engine, is invisible in AI.** You are cited for "best bed frames NZ" and absent for "best mattress in a box NZ", where Ecosa and the review sites own the answer. AI already sends you sales with zero optimisation. [AHREFS + LIVE SERP](#)

\$1.24M

organic revenue today, your best-converting channel

**\$425K-
\$735K**

new revenue a year on the table (organic + AI)

34,800

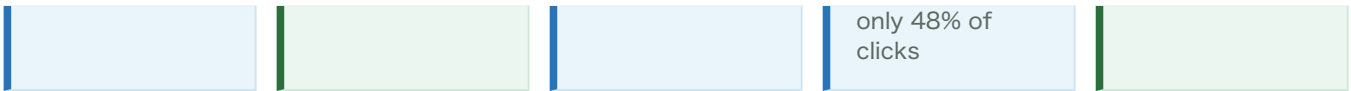
non-branded searches a month in your focus categories

**96% /
48%**

of impressions are non-branded, but

**50 /
100**

AEO readiness today, Certified is 80



Where you focus, at a glance

Mattresses

~13,500 SEARCHES / MO

THE PRIZE

70% of your sales now, and invisible in AI. Ecosa owns the answer. This is the win.

Bed frames

~15,500 SEARCHES / MO

YOU WIN

Your beachhead. Cited first in AI because your name is the category. Defend and extend.

Toppers & headboards

~6,500 SEARCHES / MO

EXPANDING

The adjacent lanes you have just moved into. Easy, on-brand wins to fold in.

Triangulated NZ search volume per category, July 2026. We have left bedroom furniture out of the model: at roughly 2% of sales it is not where you are pointed. Focus is mattresses and bed frames, with toppers and headboards folded in. [GKP](#) + [AHREFS](#) + [SEMRUSH](#)

2. Where The Flatpack sits today

You started in 2019 as Otago students who could not find a decent, affordable bed that shipped flat and went together fast. Six years and 15,000-plus beds later you are a genuine NZ brand, doubling revenue two years running toward roughly \$9M, with a 4.8 out of 5 rating across 569 reviews on your hero frame alone. The foundations are good. This is growth on a proven base, not a rescue.

Your channels, by how well they convert

Channel	Conversion rate	Order value	Read
Email (Klaviyo)	3.44%	~\$1,100	Best, but retention only, not new customers
Organic search	2.15%	~\$1,100	Highest-value new-customer channel, under-fed
Google paid	1.63%	~\$1,100	Works, but rented and stops when you stop paying
Paid social	lower	~\$1,100	High spend, low conversion

Your Shopify attribution. Average order value sits around \$1,100 (a mattress around \$800 to \$900, a bed frame \$600 to \$700, often bought together). **SHOPIFY**

One data note, so the numbers are honest. Your site-wide conversion looked like 0.2% in the raw pull, which is wrong. That is your separate student business sharing the same domain and analytics while converting off Shopify, dragging the blended figure down. Your true site-wide rate is about 0.7%, and organic specifically converts at 2.15%. We model on the real numbers, and they sharpen further once we filter the student traffic out together.

You appear everywhere. You win almost nowhere.

Where you appear
NON-BRANDED IMPRESSIONS

96%

What you win
NON-BRANDED CLICKS

48%

Non-branded category search is 96% of your impressions but only 48% of your clicks. You own your name and rank across the category, but sitting at position 8 to 20 converts almost none of that visibility into visits. AI already sends you buyers too: your analytics show an AI Assistant channel driving 19 orders and around \$2,000 last quarter, with nothing optimised for it.

GSC + GA4

3. The market you are missing: search and AI

Mattresses is a high-research, long-consideration purchase. Buyers do not know what makes a good mattress, the market is deliberately confusing, and they ask the same questions in two places now, a search box and an AI chat. Most of the demand is low difficulty.

3a. Validated demand, and where you rank today

Term	Searches / mo (NZ)	Your rank now	AI Overview live?
mattress topper nz	3,600	Page 2+	-
bed frames nz	2,900	7	-
bed base nz	2,900	11	-
headboards nz	2,900	9	-
mattress nz	1,900	3	-
queen mattress nz	1,600	Page 2+	-
mattress in a box nz	320	5	-
best mattress nz	590	Page 2+	Yes

Search volume triangulated across Google Keyword Planner, Ahrefs and SEMrush (median of three), NZ. Your rank is your current average Google position from Search Console. The pattern: decent on the generic terms, page two or worse on the growth terms (toppers, queen, "best mattress"), and even your strong spots leave clicks on the table (position 3 on "mattress nz" at under 3% click-through, with shopping and AI answers taking the rest). AI Overviews already fire on "best mattress nz", live proof the AI layer answers these now. [GKP](#) + [AHREFS](#) + [SEMRUSH](#) [GSC](#)

3b. From category demand to dollars

Full category SEARCHES / MO, NZ	~83,000
Winnable pool ORGANIC CLICKS / MO	~16,500
You today YOUR SHARE OF THE POOL	~12%

The validated core (34,800) grows to a full category of about 83,000 searches a month once you add the long tail, which is unusually deep for mattresses given how much people research. Strip out ads, shopping carousels, AI Overviews and pure-research queries, and roughly one search in five survives as a winnable organic click, a pool of about 16,500 a month. AI prompts (another ~7,000 to 14,000 a month) are counted separately so nothing is double-counted. [MODELLED](#)

3c. The AI questions you are absent from

We mined 70 real questions Kiwis ask AI engines about your category, from Google's "People Also Ask", Reddit threads with hundreds of comments, and review language. Here is a sample of the actual questions, and roughly how often each comes up a month.

Real question	Cluster	Est. monthly volume
What is the best mattress in a box in NZ?	Best mattress	~600 to 1,200
Is a mattress in a box actually any good?	Best mattress	~400 to 800
What are the downsides of a mattress in a box?	Mattress buying	~300 to 600
What is the best mattress for back pain?	Mattress buying	~300 to 600
How do I pick the right mattress firmness?	Mattress buying	~250 to 500
Do I really need a bed base, or will slats do?	Bed bases	~200 to 400
How long does a mattress in a box take to expand?	How-to	~250 to 450
How do I furnish my first flat on a budget?	Student / first flat	~200 to 450

A sample of the 70-question library. Volume is a directional monthly estimate blending real search demand with the extra AI-chat demand behind each question, so treat it as a floor. Full library and method handed over separately. **DIRECTIONAL**

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

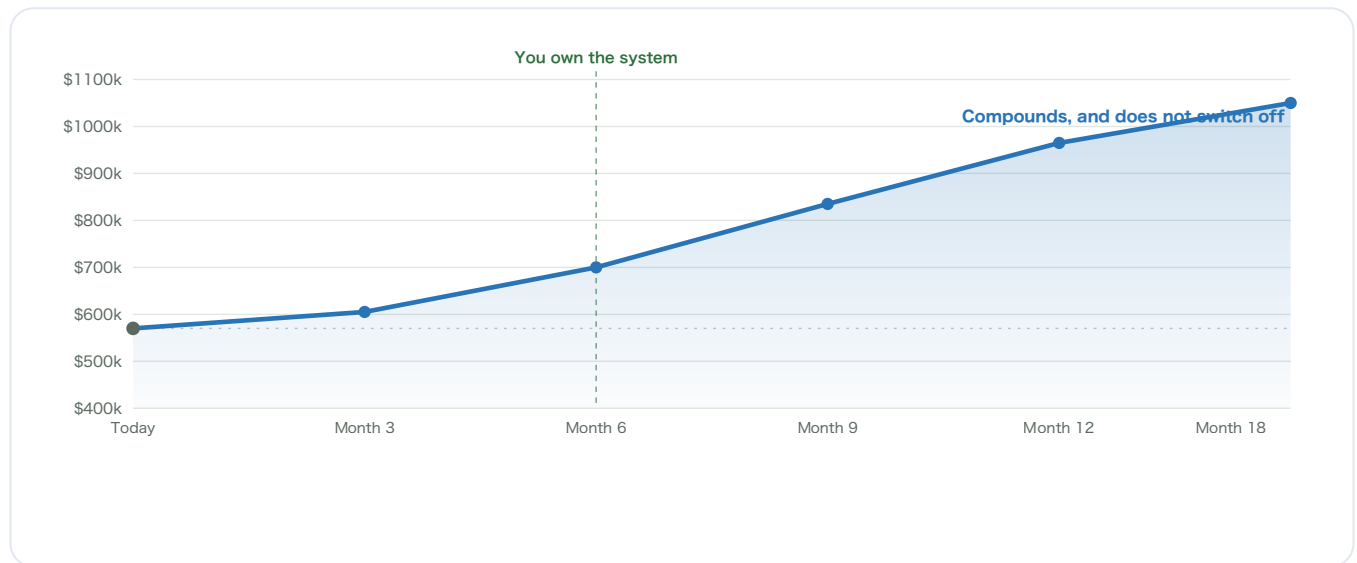
Prompt cluster	Cited today	Flatpack?
Flat-pack bed frames	The Flatpack, Mocka, Target	Wins
Best mattress / mattress-in-a-box NZ	Ecosa, TSB Living, nzbeds, MoneyHub	Absent
Mattress buying (firmness, "do I need a base")	Ecosa, Consumer, review sites	Absent
Comparison & "best value" round-ups	Review sites, Reddit, listicles	Absent
Student / first-flat beds	Wise Move, The Warehouse, Stuff	Absent

The first-mover window. Almost no NZ mattress brand deliberately publishes the answers AI engines cite, and there are only a handful of mattress-in-a-box players here. You are cited where you have content and invisible where you do not. That is not a mystery, it is a to-do list, and the brand that answers these questions first becomes the default before the rest wake up.

4. The opportunity, in dollars

We took the real demand in your categories, your validated 2.15% organic conversion and roughly \$1,100 order value, and modelled you moving from today's small slice of the category to the share the leaders hold. Here is the one number that matters, and how it builds.

The compounding curve



Your non-branded organic revenue over time. It starts at about **\$570K a year today**, holds roughly flat while we build the foundations (the first few months), then compounds to about **\$1.05M a year** at the mid case. That climb is around \$480K of new organic revenue. Hover any point on the live version for the figure. **MODELLLED, DIRECTIONAL**

The one number: about \$735,000 a year in new revenue

Add that organic climb to what AI search brings as you start showing up in the mattress answers, and the mid case comes to about **\$735,000 a year in new revenue**, on top of what you earn today. Roughly two-thirds of that is organic search, one-third is AI search.

\$425,000

a year in new revenue,
conservative case

\$735,000

a year in new revenue, mid case
(organic + AI)

\$1.0M

a year in new revenue, high case

New revenue on top of today's ~\$570K organic baseline, at your real 2.15% conversion and \$1,100 order value. The share of the category you win is the modelled part, directional at plus or minus 40%, and we tighten it once we are in the account. Repeat purchases and referrals sit on top as upside. **GA4 + GSC** **MODELLLED SHARE**

5. Who you are up against, and the authority play

Brand	Organic visits / mo	Keywords	Top-3	DR	Read
Mocka	~136,000	6,648	2,108	47	Broad furniture leader, the long-horizon ceiling
Ecosa	~42,800	2,678	767	30	Owens mattresses, the nearer target
Sleepyhead	~5,600	899	410	32	Legacy brand, mostly branded traffic
The Flatpack	~8,500	479	168	21	Strong on bed frames, thin on mattresses

Ahrefs, NZ, July 2026, estimated organic traffic. Ecosa is the brand to catch in mattresses, on beatable content. [AHREFS SITE EXPLORER](#)

Authority is where the mattress game is actually won. Roughly two-thirds of what AI engines cite comes from third-party sites, not your own. For a high-research buy like a mattress, that means Reddit threads, "best mattress NZ" round-ups, Consumer and MoneyHub reviews, and comparison pages. Ecosa and the review sites hold those today; you hold none of them. That is the highest-leverage, longest-compounding lever you have, and it is exactly the local, honest, New-Zealand-owned story that plays well against a big Australian brand. There is not even an NZ mattress-buying community on Reddit yet. That is a lane to own, not just enter.

Our honest sequencing: the first six months build the technical and content foundations that get you cited on your own answers and lift you from page two to the top three. Authority, the digital PR, review-site placements and Reddit presence, is the engine that runs alongside and then compounds for years after. It is a core focus we are building deep, done-for-you capability in specifically for Shopify brands, and it is where most of the long-term share-of-voice sits.

6. 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 50 today, with strong bones and a clear climb.



Here is what sits behind the score. It is content, authority and a few schema fixes, not a rebuild.

Finding	Status	Fix
AI crawlers welcomed (GPTBot, ClaudeBot, Perplexity)	Strong, all allowed	Done
Product schema + reviews (4.8 / 569)	Valid and strong	Add GTINs
Organization / WebSite schema	Missing	Hours
Mobile Core Web Vitals	Failing (Lighthouse 54)	Weeks
Content engine (blog)	You have none yet	The main build
Authority (DR 21, 331 referring domains)	Base present, unmanaged	The long game
AI-visibility measurement	None yet	Baseline + tracking

The single highest-leverage foundation fix is content: you have no blog and no buying guides, which is why you are invisible in mattresses. Building that engine is what turns the citation gaps above into revenue.

You asked for proof, so here it is. PinkBins is a comparable NZ business at a similar scale, and we have run its search for five years. It now ranks in the top three on its core commercial terms, pulls thousands of organic visits a month, and off the back of that foundation already shows up in Google's AI Overviews and ChatGPT. Different category, same playbook: technical and content foundations first, then authority, measured the whole way. That is exactly the path this document lays out for your mattress category.

7. The six-month transformation

A done-for-you AI and Search transformation over six months. We build and run the whole thing on our side, so there is no platform subscription to learn and nothing for your small team to maintain. Over the six months your presence goes from winning bed frames to competing hard for mattresses.

1 Foundations (0-30 days)

Fix Core Web Vitals, add Organization schema and GTINs, tidy the sitemap, filter the student traffic out of measurement, and baseline your organic and AI visibility. Calibrate to your voice and positioning: mid-market affordable, not cheap.

2 Content engine on (31-90 days)

Stand up the blog and buying-guide engine aimed at the mattress questions you are absent from, and lift your ranking pages from page two into the top three. Around 100 pieces sized to your catalogue over the six months. By day 90 you are AI-certified at 80 out of 100.

3 Authority + compounding (91-180 days)

Turn on the authority engine: review-site placements, comparison round-ups, and a real Reddit presence in the mattress conversation, measured against your baseline. By month six you are transformed: cited across mattresses and bed frames, organic climbing.

We are building something special for this market. The platform you will own is being built right now, exclusively for Shopify brands. An early version is only weeks away, and by the time your six months are up it is a comprehensive system your team can log into and run. We are deliberately sequencing the work the right way: get your technical and content foundations solid first, then build the authority engine (the Reddit, digital PR and review-site work) on top, because authority only compounds once the foundations are there.

Then the system is yours. At the end of the six months you own everything outright, the foundations, the content, the links and your AI-Ready certification, on your own low-cost platform login rather than a big agency retainer. From there it is your choice: run it in-house in an hour or two a week, keep us on for fractional support, or have us keep running it for you. No lock-in, and you keep everything we build.

Why six months, not twelve. Traditional SEO talks in twelve-month horizons. AI compresses that: we produce content at a volume and quality that used to take a year, so the foundation lands in six months and starts compounding, not twelve. Speed is the point.

Search volumes triangulated across Google Keyword Planner, Ahrefs and SEMrush (NZ), July 2026. Conversion rate, order value and organic revenue from your Google Analytics, Search Console and Shopify. Competitor footprints from Ahrefs Site Explorer, estimated. Revenue figures are directional and not a guarantee of results. Pricing is set out separately in the proposal.

Team Empathy

Search & AI for ecommerce

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