

Be the face paint brand AI recommends.

A Search and AI strategy for Body FX

NEW ZEALAND | PREPARED FOR BODY FX · TEAM EMPATHY

1. Executive summary

The short version. Body FX did about **\$652,000 in the last 12 months**, **\$417,000 of it through the online store** (your own Shopify numbers). Organic search earned roughly **\$57,000 of tracked revenue** in the same year, and it splits: about **\$24,000 is branded**, people typing "bodyfx" and landing on your front door, and about **\$30,000 is non-branded**, people searching the category. Only the non-branded slice is one a search strategy can grow, and it sits inside a category of roughly **408,000 NZ searches a year** that nobody contests: the maximum keyword difficulty anywhere in the basket is 4 out of 100. You already win more of it than anyone else in your specialty, and you are still leaving most of it on the table, because the store ranks brilliantly on the pages it has and has far too few pages.

Three things to know

- **You already lead the niche, on authority the field cannot match.** Body FX carries the highest domain rating of any NZ specialist in this category (26, against 2.9 for the nearest face paint rival) and holds **92 keywords in the NZ top 3**, a 35% top-3 hit rate. Yet Costume World, at a domain rating of 10, ranks for **8 times as many keywords**, purely on catalogue breadth. The authority is earned. The pages are unbuilt. [AHREFS](#)
- **The answer layer has no NZ incumbent, and AI is filling it from offshore.** Across 11 real buying and how-to questions we ran through live answers, Body FX was cited in 2. Every technique and safety question came back with US, UK and AU publishers. The sharpest one: **you hold 146 Ben Nye SKUs, the deepest range in the country, and "where can I buy Ben Nye in NZ" is answered with two smaller rivals**. Where a real page exists (wig rental, bio glitter) you already get cited first, so the mechanism works. The pages do not exist. [AI ANSWER SCAN](#)
- **October is a cliff, not a ramp.** October alone is **27% of the year's searches, 3.3 times an average month**, and 22% of your online revenue. September runs only 30%

above baseline, then October triples, so rankings and AI answers have to be in place before September to count. That makes this a build for **October 2027**, the first season you can meet with a full answer layer instead of a buy layer alone. **GKP MONTHLY**
SHOPIFY

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



So the whole opportunity is one sentence: **you hold 28.3% of the non-branded organic clicks in your category, and every extra 1% is worth about \$1,208 a year in first orders and roughly \$2,661 a year once a customer's repeat buying is counted.** Your branded traffic is not part of this and does not change. Because you start from the lead, the growth this plan asks for is consolidation of a market you already head, not conquest of somebody else's.

What that is worth

Each non-branded organic visit is worth **\$1.48 in first-order revenue**, measured from your own analytics: non-branded traffic converts at **1.95%** on a **\$64.73 order**, scaled 1.17x for the online revenue GA4 does not capture against Shopify. Your Shopify cohort grid then gives the ladder: a customer's spend grows about 32% by the end of their first year and reaches **\$177 over six-plus years** (your 2020 buyers, still spending), so the same visit is worth **\$1.95 in first-year value and \$3.26 over a customer's life**, and the lifetime rung is a floor that keeps rising. The three value columns below price each scenario's clicks at each rung, all of it non-branded. Your **\$24,000 of branded organic revenue sits on top of all of it, unchanged.** **GA4 + SHOPIFY COHORTS** **MODELLED, DIRECTIONAL**

Case	Share of the non-branded market	Clicks / yr	New customers / yr	First-order revenue / yr	First-year value / yr	Lifetime value / yr
Today	28.3%	23,150	452	\$34,230	\$45,210	\$75,400
Conservative	40%	32,684	638	\$48,327	\$63,829	\$106,452
Mid	50%	40,856	798	\$60,410	\$79,788	\$133,068

Case	Share of the non-branded market	Clicks / yr	New customers / yr	First-order revenue / yr	First-year value / yr	Lifetime value / yr
High	60%	49,027	957	\$72,491	\$95,745	\$159,681

Read every column as value created per year at that pace, all of it non-branded. The mid case adds **+\$26,180 a year of new first-order revenue** on top of today: about 346 extra customers a year, worth **+\$34,578 by the end of their first year and +\$57,668 over their lives**. The mid case asks you to grow today's clicks 1.77x in a niche where nothing you target scores above 4 for difficulty. And because the market is so October-loaded, roughly **\$16,400 of the mid case's first-order value lands in the October window alone** (about \$36,100 at the lifetime rung). The lifetime column is a floor from your own six-year cohorts, still climbing. **SHOPIFY COHORTS**

MODELLED, DIRECTIONAL

Where you focus, at a glance

The buy layer you own

92 NZ TOP-3 RANKINGS

YOU WIN

face paint nz #1, halloween face paint #1, body paint #1, fake blood #2, temporary tattoos #2, and AI already cites your bio glitter pages first. Defend and refresh: titles, descriptions, internal links.

The answer layer

~47,000 SEARCHES / YR + THE AI PROMPTS

THE PRIZE

How-tos, design ideas and the kids-safety questions parents ask. No NZ site holds any of it; AI answers come from offshore publishers. Your head makeup artist's tutorial catalogue is the raw material, sitting un-crawlable on YouTube.

Pages you have not built

DEMAND WITH NO PAGE BEHIND IT

CONVERT IT

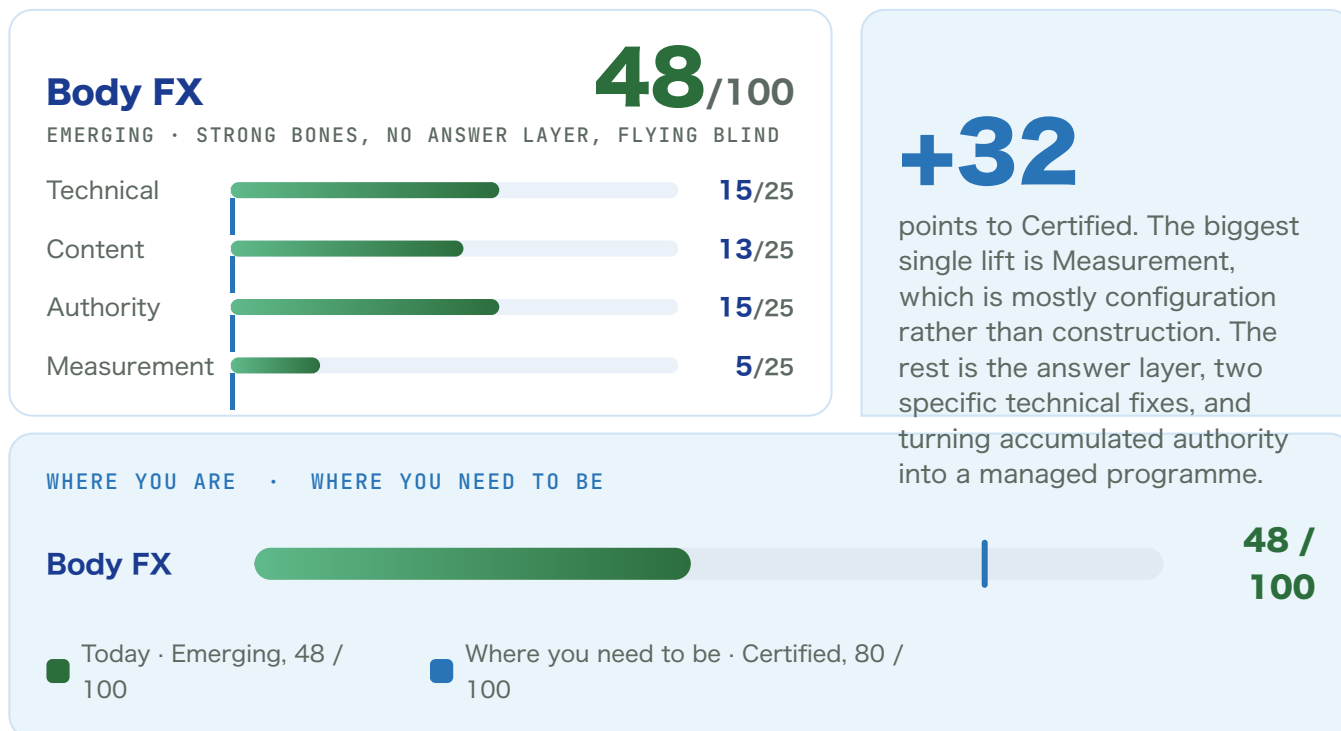
Brand pages for Ben Nye and Kryolan, a dedicated kids collection, and the store page: "costume shop auckland" is 720 searches a month and NZ's only physical FX specialist has no page making the claim.

Triangulated NZ search volume, September 2026. The full keyword, prompt and cluster research (129 keywords, 130 prompts, 11 territories) 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. **Certified is 80 out of 100**, Professional on all four, the standard we build clients to. You are at 48 today, near the top of the Emerging band, and the shape of your 48 is unusual: three pillars sit at the top of their level and one sits on the floor.



In plain English, what holds each pillar under its gate: **Technical** reads well to engines but the homepage fails Google's real-user mobile speed test and the 696 collections run on defaulted titles with mostly missing descriptions. **Content** has a real FAQ and a 54-post archive, but no researched plan and none of the how-to layer engines draw answers from. **Authority** is the strongest specialist profile in the category, accumulated rather than managed, and AI citations show it: 2 of 11. **Measurement** is the floor: GA4 is installed but unread, and no Search Console property existed for bodyfx.co.nz until this month. The detailed findings, and the four moves that sum to exactly +32, are in the [appendix](#).

The finding worth naming. Where Body FX has a real, purpose-built page, it wins: top-3 rankings at a 35% hit rate, and first-cited AI answers on bio glitter and wig hire, ahead of bigger domains. The engine works. It is being fed too few pages, in a market where nobody else is building any.

3. The market you are missing: search and AI

Face and body paint looks like one search, and it is closer to a thousand. People search by product, by brand (Kryolan, Ben Nye), by design (butterfly, skeleton, tiger), by buyer (kids, sensitive skin, professionals) and by moment (Halloween, festivals, school galas), and they increasingly put the same questions to an AI chat. The demand is real, the difficulty is close to zero everywhere, and the AI answers for the category are being formed right now, almost entirely from offshore sources.

Validated demand, and where you rank today

Term	Searches / mo (NZ)	Difficulty /100	Your rank now
face paint	2,400	0	2
temporary tattoos	880	0 AI Overview live	2
body paint	720	0	1
costume shop auckland	720	—	No page
face paint nz	590	0 AI Overview live	1
kids face paint	590 directional	0	8, wrong page
bald cap	590	0	4
fake blood	480	1 AI Overview live	2
body glitter	480	0	5
face painting ideas	480	1	Not ranked
halloween makeup	390 3,600 in October	2	Not ranked

Search volume triangulated across Google Keyword Planner, SEMrush and DataForSEO (median of three), NZ, September 2026. Rank is your current NZ position from Ahrefs; there is no Search Console history for bodyfx.co.nz to read yet (the property was only created this month), so positions are tool-estimated until your own data accrues. "kids face paint" reports from one source only, so treat the 590 as directional; the intent is core either way. The full triangulation is in [The data](#) tab. [GKP](#) + [SEMRUSH](#) + [DATAFORSEO](#) [AHREFS](#)

Zoom out and the funnel reads like this. The **whole category is about 408,557 NZ searches a year**. The 129-keyword basket we measured directly is **166,080 of those (41%)**; the rest is the long tail of character designs, colour variants and brand-line searches, sized from the full keyword universe on a consistent scale and stated as a floor. About **one search in five survives as an organic click somebody wins: 81,711 a year**, and you take 23,150 of those. On top of the searches sits the AI layer: **live AI Overviews already sit on 9 of your basket's SERPs** (face paint nz, fake blood, liquid latex, temporary tattoos, biodegradable glitter among them), and the buying and how-to

prompt library we built runs to a directional **157,000 to 193,000 AI prompts a year**, counted separately so nothing is double-counted. The full prompt library and territory maths live in the [appendix](#) and [The data](#) tab.

The first-mover window. Nobody in NZ deliberately publishes the answers this category's engines cite. Across six informational SERPs we audited, the top tens were Pinterest, YouTube, Snazaroo and two US specialist stores; the only NZ result anywhere was one Spotlight craft page. The AI answers are being assembled right now from those offshore sources, and they name whoever has a page. You have the country's only physical FX store, its deepest brand ranges and its most-followed tutorial expertise. The brand that writes the answers down first becomes the default, and in this niche there is no second contender even warming up.

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. Here is the chain in full.

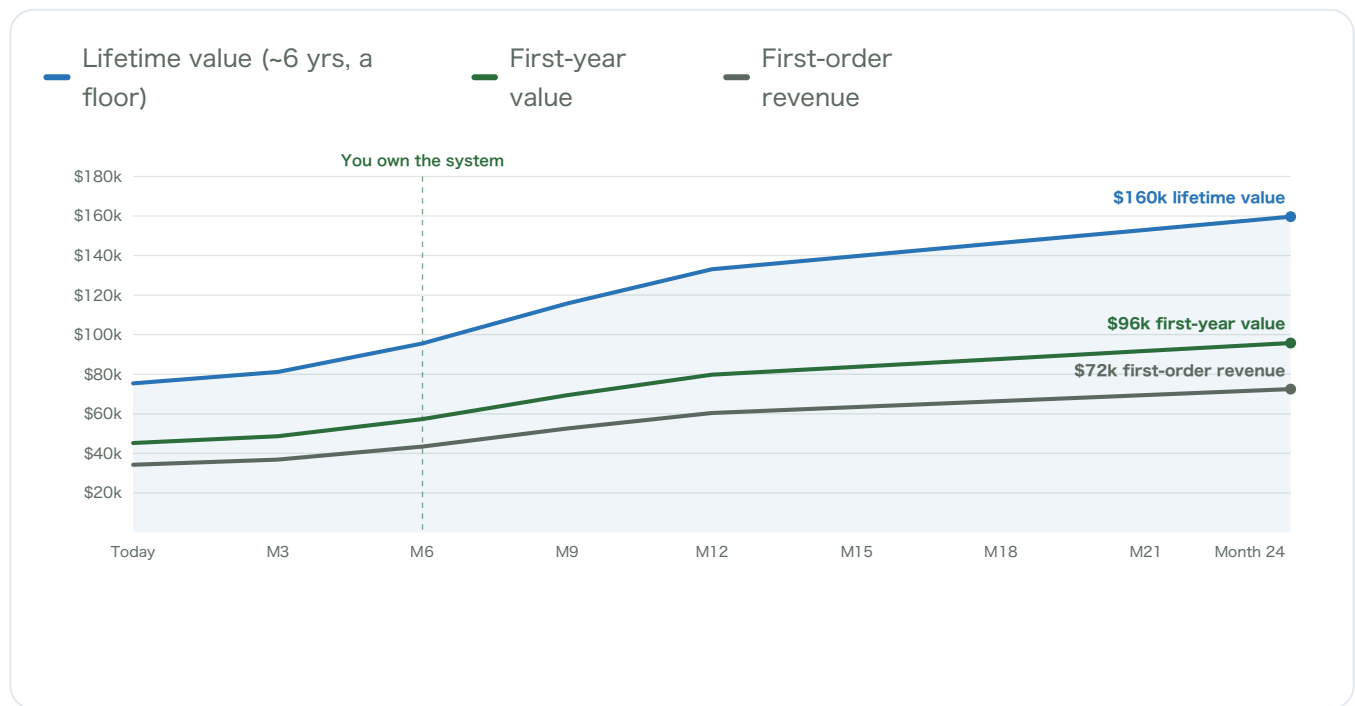


Roughly one search in five survives ads, image packs, AI answers and zero-click as an organic click somebody wins, a deliberately conservative rate in a category this visual. You already take more than one in four of the survivors. **MODELLED**

Each of those clicks is worth about **\$1.48** to you in first-order revenue (the measured figure from the executive summary, and the one the table multiplies) and about **\$3.26** over a customer's life with you, on a six-plus-year floor that is still climbing.

That is the whole model: **win more of the 81,711 clicks**. The conversion rate is held flat at today's measured figure in every scenario, so any conversion improvement (and the URL-mapping work suggests there is one to be had) sits on top.

The value created per year, as the acquisition compounds



Three lines, one for each column of the value ladder, each pricing the acquisition pace reached at that month; hover any month for the maths. The phase-in runs roughly 10% of the mid uplift live by month 3, 35% by month 6, 70% by month 9 and all of it by month 12, then climbs toward the high case by month 24. One timing truth sits under the curve: because October is 27% of the year's searches, the season this build is aimed at is **October 2027**, met for the first time with the full answer layer live and aged. What can move for October 2026 is the refresh-and-fix list on pages that already rank, worth doing in the first weeks, not worth promising a season on.

MODELLED, DIRECTIONAL SHOPIFY COHORTS

How the clicks get won

Two levers, both visible in your own data. **Coverage**: the pages that do not exist yet (the answer layer, the brand pages, the kids collection, the store page) start ranking in a market where maximum difficulty is 4 and 35% of your existing keywords already sit top 3. And **conversion of what you already hold**: striking-distance terms one or two places off the top 3 (bald cap, temporary tattoos nz, body glitter, white eyeliner) move up on refreshed titles, descriptions and internal links, and the junk rankings (an all-products URL ranking for a 1,500-a-month term) get real pages. The conservative case assumes mostly the second lever lands; the high case assumes both do.

Every figure here is non-branded organic. The AI prompt layer, your everyday-makeup crossover rankings, the physical store's foot traffic and the trade accounts are all deliberately outside the model, so each is upside on top of the table, not inside it. Your \$24,000 of branded organic revenue is likewise stated separately and unchanged.

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 measurement layer stood up properly for the first time, the homepage speed fix, unique titles and descriptions across the collections, the bloat pruned, your baseline captured), **owning your territories** (the answer layer across kids safety, technique and design ideas, the brand and store pages, the buying guides, calibrated to your voice and drawing on Myrthe's existing tutorial catalogue), and **authority and compounding** (turning an accumulated backlink profile into a managed one, with the earned-media story only you can tell). We move into each phase as your site is ready for it rather than on a stopwatch, and everything we build is yours to keep. **The full breakdown, deliverables and your time commitment live in [The offer tab](#).**

Traffic, orders, revenue and cohorts are from your own Google Analytics and Shopify (12 months to September 2026, NZD). Rankings are Ahrefs NZ estimates, September 2026, because no Search Console history exists for bodyfx.co.nz yet. Search volumes triangulated across Google Keyword Planner, SEMrush and DataForSEO (NZ), September 2026. Competitor authority from Ahrefs, one source across the whole table. AEO score from our AEO Maturity Model against a live crawl and Google's real-user speed data. Revenue figures are directional, modelled from your own measured conversion and order values, and the model gets re-run on your own Search Console data as it accrues.

Appendix A: your channels and current position

You have built a real business: **\$652,343 in total sales** across 8,971 orders in the last year, up 1.6% on the year before, with **\$417,200 through the online store**, \$182,200 through the Morningside shop and \$50,900 of trade draft orders. A 44.5% returning-customer rate on orders, driven by a pro and trade core that reorders steadily while the Halloween crowd buys once. This is growth on a proven base, and the base is unusually seasonal, which is exactly why the timing discipline in this plan matters.

Your channels, from your own GA4 (NZ only, 12 months)

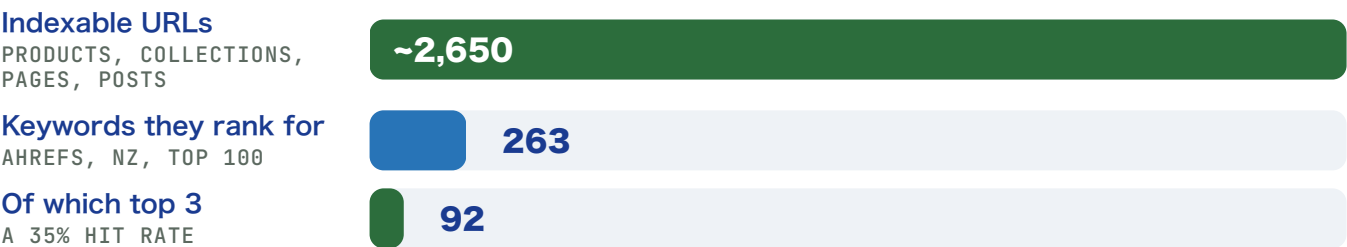
Channel	Revenue / yr	Sessions	Conversion	Read
Unassigned	\$83,960	33,309	3.96%	Your single biggest bucket is an attribution gap: mostly checkout loss and email campaigns with malformed tags
Paid search	\$80,001	16,726	6.30%	Efficient, and rented; heavily branded terms
Organic search	\$55,995	28,917	2.70%	Number two clean channel, flat all year, and the one this plan grows (branded + non-branded, split below)
Direct	\$54,905	16,278	4.29%	Brand strength showing up

Channel	Revenue / yr	Sessions	Conversion	Read
Cross-network	\$46,907	20,582	3.88%	Google's blended paid placements
Email	\$10,908	1,829	6.72%	Materially understated: a chunk of the Unassigned revenue is plainly email and loyalty
Referral	\$6,192	1,838	4.57%	Small and healthy
Paid shopping	\$5,722	6,833	1.62%	Weakest paid dollar
AI assistant	\$45	129	1.55%	Brand new and real: source-level data shows 773 AI referral sessions a year, ChatGPT-led, all year round

GA4, NZ-filtered, 12 months to 7 September 2026, NZD. New Zealand is 97.7% of tracked revenue, so the model runs NZ-only. Paid channels together carry roughly **\$132,800, about 38% of NZ revenue**. Organic search runs flat at 2,000 to 2,500 sessions a month with a 2.6x October spike and no growth trend across the year. Two small rows are left off the table for space: organic shopping (\$2,707) and organic social (\$853), each a blend of branded and non-branded traffic like every channel row here. **GA4**

Three data notes worth reading. First, GA4 tracked \$356,616 of online revenue against Shopify's \$417,200, so it sees about 85% and every per-session value in the model is scaled 1.17x to say so. Second, an August 2026 bot flood (about 119,000 junk sessions, Singapore-led, buying nothing) poisons any raw all-traffic session count or conversion rate; everything here is NZ-filtered first. Third, about a quarter of your transactions sit in Unassigned because of malformed email campaign tags that have persisted for months. All three are cheap fixes, and they are why Measurement scores 5 out of 25. The organic split itself: of roughly **\$57,000 GA4-tracked organic revenue, about \$24,000 is branded-navigational** (homepage and cart landings from people searching your name) **and about \$30,000 is non-branded** category landings, with a small remainder of checkout attribution leakage. Only the non-branded slice is what a search strategy grows, and it is the basis of every figure in this document.

The footprint versus the surface



Two and a half thousand indexable URLs producing 263 ranked keywords is the surface problem in one picture: 696 collections (against 1,825 products) full of expired campaign pages that rank for nothing, and no informational layer at all. When a page is built to answer a real query, it goes top 3 more than a third of the time. [AHREFS](#)

Appendix B: the scorecard in detail

Here is what sits behind the 48, pillar by pillar, and how quick each piece is.

Finding	Status	Fix
AI crawlers welcomed (GPTBot, ClaudeBot, PerplexityBot)	Open, plus Shopify's agent endpoints live	Done
Organization + Product schema, review ratings, 7 profile links	Live and parsing	Maintain
FAQ page with valid FAQPage schema	Live	Extend across the buying journey

Finding	Status	Fix
Homepage mobile speed (Google CrUX field data)	Failing: LCP 3.1s against the 2.5s bar, on a 1.1s server response; the catalogue passes at origin level	Weeks, and it gates the pillar
Titles and meta descriptions	Defaulted "name - BodyFX" titles across 696 collections, most descriptions missing	Template work, high leverage
Collection bloat (696 collections vs 1,825 products)	Expired campaign and duplicate collections still indexable	Weeks
Content engine (how-tos, safety, ideas, buying guides)	54 posts, mostly competitions and announcements; no researched plan; the answer layer absent	The main build
Entity layer (Wikidata, Person markup for Yolanda and Myrthe)	None	Days
Authority (DR 26, 471 referring domains, best NZ specialist)	Accumulated, not managed; AI cites you on 2 of 11 category prompts	A managed citation + press programme
Measurement (GA4 unread, no Search Console until this month)	Bot flood and broken email tags sitting unfixed; zero first-party search data	Configuration, the cheapest +15 on the board

The path to 80, in four moves that sum to +32. Measurement 5 → 20 (+15): verify the new Search Console property, filter the bot flood, fix the email tags, baseline your search and AI visibility, then run a monthly act-and-review rhythm. **Content 13 → 20 (+7):** adopt the researched plan (it now exists: 129 keywords, 130 prompts, 11 territories) and build the answer layer, published before September so it counts for the season. **Technical 15 → 20 (+5):** the homepage speed fix and unique collection titles and descriptions; the underlying weighted score already sits at Professional strength, so these two fixes release the cap. **Authority 15 → 20 (+5):** clean the inflated link tail and run a deliberate NZ citation and press programme. Every pillar then clears its Professional gate, which is the certification condition.

Measured the whole way. Accurate measurement here would be genuinely valuable on its own, and it is where any engagement starts: an AI visibility dashboard, your priority keywords and prompts confirmed, keywords tracked through Search Console and Google Analytics, AI prompts tracked through our software, with live reporting against a baseline taken before anything is touched, on your numbers, not ours.

Appendix C: the demand detail

The measured basket, theme by theme

Theme	Searches / mo	Keywords
Face and body paint heads	5,240	18
SFX, prosthetics and theatrical heads	3,490	18
Seasonal and event-led	2,470	19
Consumer buying long tails	920	16
Wigs, lenses, glitter, airbrush	830	16
How-to and the AI answer layer	380	20
Pro, trade and stocked brands	290	14
Services and local intent	220	8

Working medians, 129 keywords, 13,840 searches a month, 166,080 a year. The whole-category figure of 408,557 a year is this basket times a 2.46 long-tail factor, derived on a single consistent scale from the full keyword universe (character designs, colour variants, brand lines the core basket never counts) and stated as a floor. Terms Body FX cannot credibly win (other cities' costume shops, car-paint noise, offshore intent) were removed from the universe rather than counted and hand-waved. [GKP + SEMRUSH + DATAFORSEO](#) [AHREFS UNIVERSE](#)

The October cliff, month by month

The basket's monthly search curve, from Keyword Planner's own monthly data: a baseline of 8,000 to 13,000 searches a month, then **41,560 in October**. October is 27% of the year, 3.3 times an average month, and the spike has no ramp: September runs 30% above baseline, then October triples, then November is back to normal. The sharpest skews are the ideas terms (halloween face paint ideas 88% October, halloween makeup ideas 85%, witch face paint 83%), which is exactly the content layer that does not exist yet. A counter-seasonal layer runs underneath it: glitter and festival demand peaks in summer, the pro and trade base is flat year-round, and Easter, Matariki and Christmas give small secondary hooks.

The AI questions, and who owns the answer

We built a library of 130 real questions buyers put to AI engines about your category, anchored to the measured keyword volumes, then ran a sample through live answers in September 2026. Here is who gets named today.

Question asked	Who wins the answer today	You?
Where to buy biodegradable glitter in NZ	Your Good Glitter and bio glitter pages, cited first	Win
Wig hire for theatre in Auckland	Your wig-rental page, with First Scene and Party Dudes	Win
Where to buy Ben Nye in NZ	Beauty Bliss, Minifies, Ubuy	Absent, on your deepest range
Best face paint for kids in NZ	Consumer NZ, EcoWarehouse, US and AU blogs	Absent
Is face paint safe for toddlers	HealthyChildren.org, Jest Paint, Fusion Body Art (all offshore)	Absent
How to make fake blood	Reader's Digest, L'Oreal, Tom's Guide	Absent

Question asked	Who wins the answer today	You?
Beginner SFX makeup kit	Mehron, Cinema Makeup School, US retailers	Absent
Where to buy face paint in NZ	Spotlight, The Warehouse, Face Paints NZ	Absent
What face paint do professionals use	Jest Paint (three separate assets), facepaint.com	Absent

Live answer checks, 9 September 2026, recorded per prompt in [The data](#) tab. The pattern across the library: cited on 2 of 11 sampled, and the two wins are the two purpose-built pages. 46 of the 130 prompts are October-loaded, and 106 of 130 are ones Body FX can uniquely own. Prompt volumes are directional floors anchored to the keyword medians with a conservative fan-out uplift; the library totals a directional 157,000 to 193,000 prompts a year. **DIRECTIONAL**

Appendix D: where to play, your content territories

The same demand, grouped into the eleven territories a plan executes against. Priority weighs demand, the October clock, whether AI answers are already live, and whether Body FX can win it uniquely.

Territory	Searches / yr	October share	Priority /5	What we build
Face & body paint (core range)	55,680	20%	1	Defend the #1 and #2 rankings you hold: buying guides, a real face paint hub, rewritten titles and descriptions on the pages already winning.

Territory	Searches / yr	October share	Priority /5	What we build
SFX & theatrical makeup	26,880	35%	1	A dedicated SFX hub (today the homepage does this job), plus the technique series AI already answers from offshore: fake blood, liquid latex, scar wax, bald caps.
Kids & safety	7,440	13%	1	The trust layer: toddler and sensitive-skin safety, ingredients, patch testing, fronted by Myrthe's authority, plus the dedicated kids collection that does not exist. Low keyword volume, second-highest strategic-core prompt count, and the territory a specialist with a head makeup artist owns by right.
Face painting ideas & technique	20,280	17%	2	The tutorial library, localised from Myrthe's YouTube catalogue into crawlable guides: designs, beginner how-tos, care and removal.

Territory	Searches / yr	October share	Priority /5	What we build
Halloween & occasions	19,200	66%	2	The ideas round-ups and look tutorials for the cliff, live by early August 2027, plus the counter-seasonal occasion pages (Matariki, Easter, Pride).
Local, services & the store	11,280	26%	2	The only-physical-FX-specialist page ("costume shop auckland", 720/mo, unclaimed), live workshop pages, artist booking.
Pro, trade & stocked brands	3,840	13%	2	Brand landing pages for Ben Nye, Kryolan, Mehron and the rest of the stocked ranges, the Pro membership story, the moulage hub. Small volume, sharp verified AI gaps, year-round trade floor.
Temporary tattoos & transfers	10,560	12%	3	Application and removal guides plus a collection upgrade to defend #2 on the basket's second-biggest term, where an AI Overview is already live.

Territory	Searches / yr	October share	Priority /5	What we build
Glitter & festival	7,200	9%	3	Extend the one territory where you already lead the AI answers: bio versus regular explainers, festival looks, timed for the summer window.
Wigs & hire	1,560	16%	4	Care, fitting and hire-versus-buy guides around a 319-wig rental asset no one else in NZ has.
Costume contact lenses	2,160	38%	5	Parked until you decide how lens demand splits between bodyfx.co.nz and your LENSFX sister site; then safety-led guides.

Counts and volumes computed from the keyword and prompt libraries (129 keywords and 130 prompts, each assigned exactly once); October share is the volume-weighted share of each territory's searches that lands in October. Content requirement: roughly **76 pieces** to own the priority cores, about **152** for full category coverage. The full territory maths is in [The data](#) tab.

CLUSTER MODEL

The quick wins hiding in striking distance. A third of your striking-distance terms are one or two places off the top 3 on pages that already exist: bald cap (4), temporary tattoos nz (4), white eyeliner (4), white hair dye (4), body glitter (5). Those move on refreshed titles, descriptions and internal links, not new content. Another third rank with the wrong page entirely: "eyeliner" (1,500 a month) ranks with a junk all-products URL, "kids face paint" with a generic packs collection, "setting powder" with a single product page, and "makeup courses auckland" with a 2019 blog post. Page-type fixes, worth doing in the first month.

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

Store	Domain rating	Referring domains	NZ keywords	NZ top 3	Read
Body FX	26	471	263	92	Strongest authority of any NZ specialist; fourth-biggest footprint
Costume World NZ	10	572	2,110	1,191	Costume generalist winning on catalogue breadth, mostly outside your categories
Party Dudes	5	928	1,032	260	Costume and wig generalist; big link base, low quality
Fashion For Fun	14	524	360	25	Costume generalist
Rowe Advanced Materials	10	232	132	30	Pro prosthetics materials end only
Fashion Lens NZ	3.2	479	72	18	Lens rival to your LENSFX sister brand

Store	Domain rating	Referring domains	NZ keywords	NZ top 3	Read
LENSFX (your own sister brand)	1.8	22	74	14	Same company, not a rival; the lens-domain decision sits here
Face Paints NZ	2.9	358	38	13	Your closest specialist rival, tiny in search

Ahrefs, September 2026, one source across the whole table so the comparison is like-for-like; NZ columns are country-scoped, domain rating and referring domains are global. One context line worth having: Look Sharp, the national party chain, runs at DR 30 with roughly 36,300 NZ organic visits a month, the ceiling a retail chain sets in this category; it is a chain with many stores, so it does not belong in a specialist table. And one note on your own profile: the raw backlink count (349,000) is inflated by a handful of sitewide links, so referring domains (471) is the number we quote. [AHREFS](#)

The authority play is an earned story, not a link quota. Look back at the answer table in Appendix C: most of what wins those answers is third-party publishers, not stores. In this category that means the parenting and family publications answering "is face paint safe", the community and event press (school galas, festivals, Pride), and the professional face-painting community your Pro membership already serves. Body FX has the story those outlets like telling: the country's only bricks-and-mortar FX specialist, film and TV credits, a head makeup artist with a real tutorial following, and a genuine sustainability angle in the Good Glitter line. A managed programme turns an accumulated profile into cited answers.

The sequencing: the foundations and content phases get you cited on your own answers and convert the authority you already hold. The press and citation work runs alongside and then compounds for years after. It is the longest lever, and you start it from the front of the field, not the back.

Appendix F: where the numbers come from

Source	What it provides
Keyword volumes, triangulated	Google Keyword Planner, SEMrush and DataForSEO for NZ, taken as the median of three. Single tools miscount NZ badly, so we never rely on one. Keyword Planner and DataForSEO both draw on Google's own data, so SEMrush is the independent check.
The long-tail factor	The whole-category figure is the measured basket times 2.46, derived from the full keyword universe and the basket on one consistent volume scale, with noise and unwinnable terms removed first. Both universe pulls hit their row caps, so the factor is a floor.
Head-term anchors	Every AI prompt is anchored to the real, measurable volume of the search terms underneath it, so nothing in the model rests on a guess.
Query fan-out uplift	One AI prompt triggers many hidden sub-searches inside the engine, most with 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 the estimates are floors, not inflation.
AI answer verification	Which questions already return an AI answer and which brands get named, checked in live results. Every "cited today" line in this document 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 which brands get named. The panel is confirmed at the start of any engagement and the baseline taken in week one.
Your own ground truth	GA4 and Shopify, 12 months to September 2026, NZ-filtered and bot-cleaned, including the customer cohort grid that sets the value ladder and the GA4-versus-Shopify reconciliation that sets the 1.17x capture scale. Rankings are Ahrefs NZ estimates until your new Search Console property accrues data, at which point the model is re-run on measured clicks.

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 is in [The data](#) tab, and the complete money-model workings, every assumption

and every equation, are published alongside this report as a plain-text file your own AI can verify:
[bodyfx-model-workings.md](#). **METHOD**

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Search & AI for ecommerce

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