

Own the answer, not just your name.

A Search and AI strategy for Ageless You

NEW ZEALAND · AUSTRALIA | PREPARED FOR LOU · JULY 2026

1. Executive summary

The short version. You have built a genuinely trusted New Zealand longevity brand: roughly \$600,000 a year online, a record \$75k month, and thousands of loyal Kiwi customers, grown almost entirely on paid ads. The quiet problem is that when someone opens Google or ChatGPT and asks "is NMN safe", "best collagen for ageing skin" or "how do I raise my NAD", they find About Time, faceless global powder sellers and health publishers, not you. Almost every search that reaches you is already your own name. That non-branded category demand is large and high-intent, it converts at 6.2% on your own store data, and because these are subscription products it keeps paying back month after month. You already hold the hard parts: a real science story, NZ-made third-party-tested formulas, a biological-age proof loop nobody else has, and a store already ahead of most on AI plumbing. What is missing is the answer layer that turns all of that into rankings and citations.

Three things to know

- **You have built the trust, you just have not fed the engine.** Organic search converts at 6.2% on your own data, better than your paid social, yet it earned only ~\$32k last year off ~3,400 sessions, almost entirely from people already typing "ageless you". The demand-capture engine for the whole category has never been switched on.

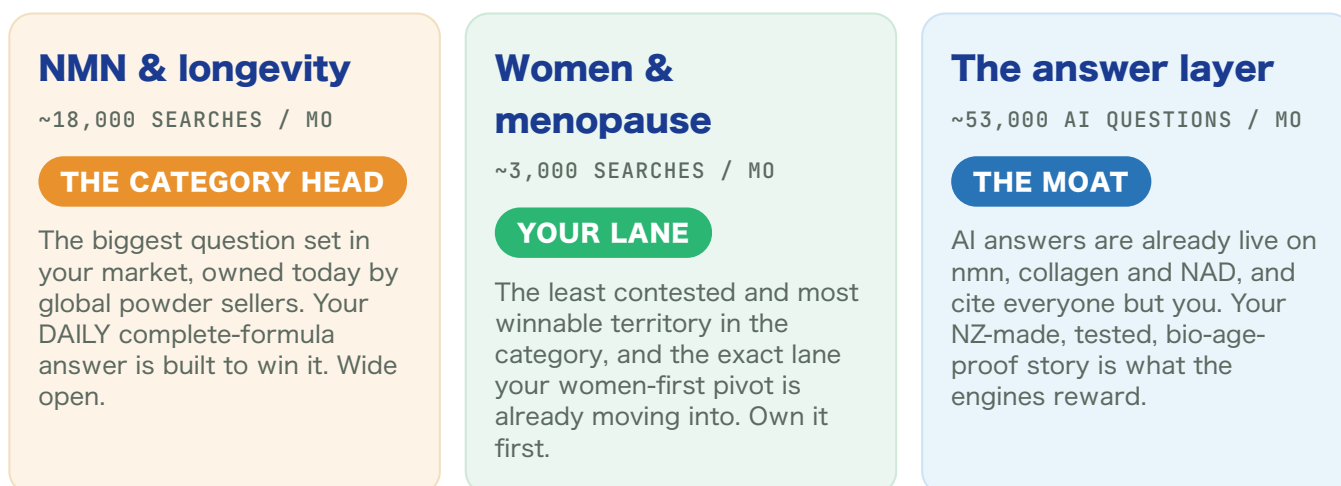
YOUR STORE

- **No brand owns the New Zealand longevity answer.** The current leader in your space is a NZ collagen brand (About Time, 414 keywords), not a longevity giant, and it wins on range, not story. The NMN category online is faceless global names and grey-market powder. A NZ-made, third-party-tested, transparently-dosed formula with a biological-age proof loop is exactly the trust story AI engines reward, and you rank on about four keywords today. **AHREFS**

- **The AI answers are being decided right now.** Google fires AI answers on nmn, collagen, resveratrol, NAD and menopause in your markets today, and Ageless You is cited in none of them. Your robots file already welcomes every AI crawler and you have a live llms.txt with agentic-commerce endpoints, so the plumbing is ahead of most NZ brands, with no content feeding it. Whoever the engines learn to trust first becomes hard to displace. [AHREFS](#) [YOUR STORE](#)



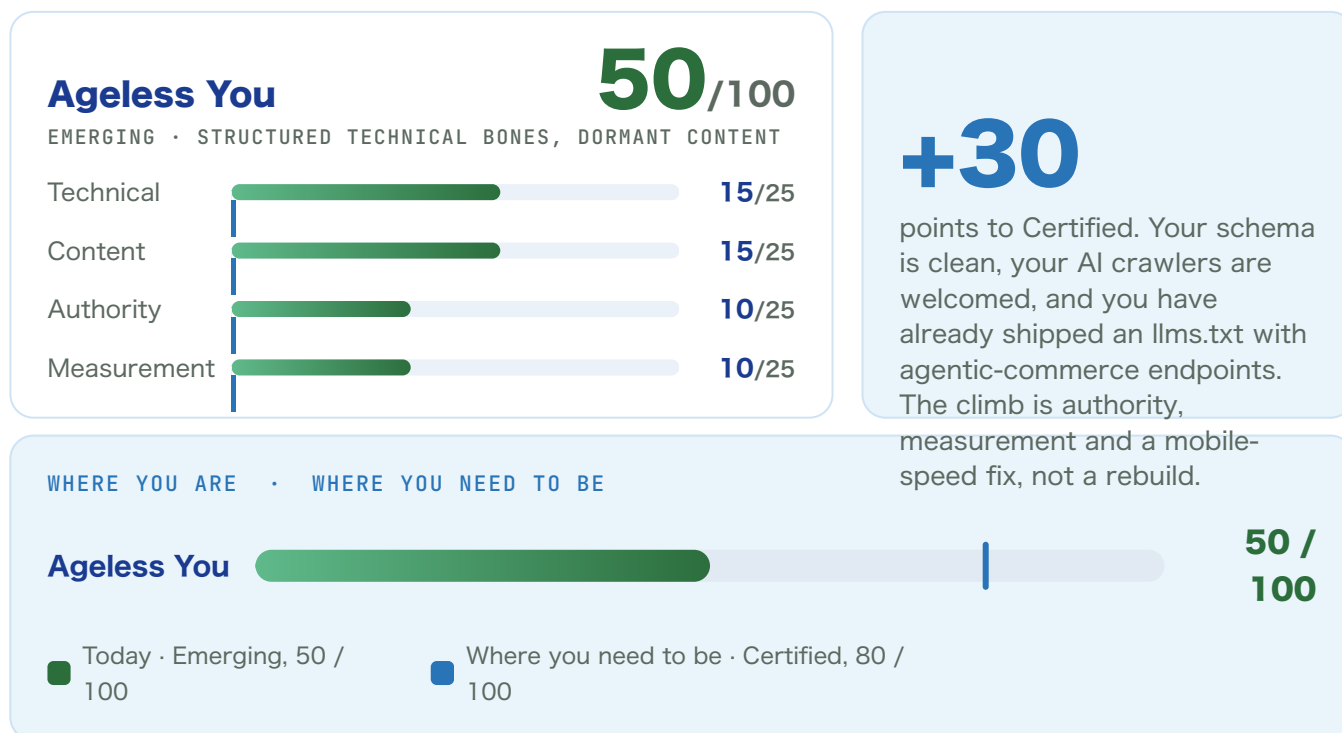
Where you focus, at a glance



Triangulated NZ + AU search demand, July 2026. The full keyword, prompt and cluster research behind every number here lives in [The data](#) tab. [GKP](#) + [AHREFS](#) + [SEMRUSH](#)

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

We score every brand out of 100 against our AEO Maturity Model: four pillars (Technical, Content, Authority, Measurement), each out of 25. **Certified is 80 out of 100**, Professional on all four, the standard we build clients to. You are at 50 today, an encouraging shape: your strongest pillars are the two most brands ignore, and the gap is in the pillars we know how to move.



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

Longevity is a researched purchase with a health question behind almost every sale: is NMN safe, what dosage should I take, does collagen actually work, how do I lower my biological age. Buyers ask those questions in two places now, a search box and an AI chat, and the answers are being written by About Time, global sellers and health publishers rather than the New Zealand brand with the clean science story, the third-party testing and the bio-age proof loop.

Validated demand, and where you rank today

These are the real New Zealand monthly search volumes for the core category terms, triangulated across three tools, next to your own average Google position. The pattern is the whole story: high demand, unusually low difficulty, and you are almost nowhere.

Term (NZ)	Searches / mo	Your rank	Difficulty	AI answer live?
nmn	2,400	~46	40	Yes
nmn supplement nz	1,900	~46	0	Yes
collagen powder	1,300	Not ranking	1	-
nmn supplement	1,200	Not ranking	31	Yes
resveratrol	1,000	Not ranking	62	Yes
collagen nz	720	Not ranking	0	-
nad supplement nz	720	~33	0	Yes
marine collagen	590	Not ranking	1	-
nmn nz	480	Not ranking	0	Yes
spermidine	390	Not ranking	21	Yes

Top 10 of the core basket shown; search volume triangulated across Google Keyword Planner, Ahrefs and SEMrush (median of three), New Zealand. Rank is your average Google position, from Search Console. The pattern is stark and consistent: **real demand, difficulty often at 0 to 2, and you are on page four or absent**, because the whole non-branded engine is switched off. The full 12-term triangulation with all three sources is in [The data](#) tab. **GKP + AHREFS + SEMRUSH** **YOUR GSC**

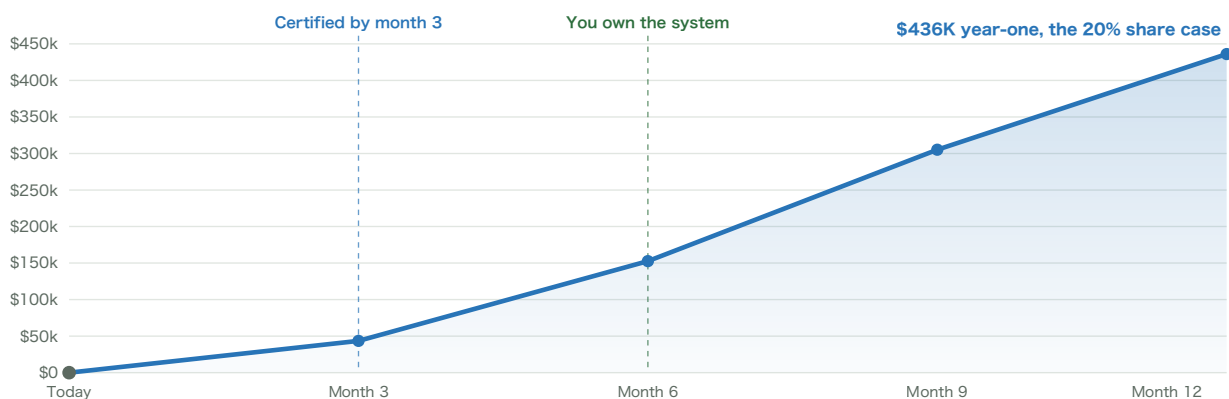
Now the size of it. Across New Zealand and Australia the category basket runs to roughly **210,000 buyer questions a month**, of which about **32,000 survive as winnable organic clicks** once ads, shopping carousels, AI answers and pure-research queries are stripped out. On top of that sit the AI questions: we built a **56-prompt library** from real sources, worth roughly **53,000 monthly prompt demand**, counted separately so nothing is double-counted. In the AI answers themselves the pattern repeats: **you win your own name**, and you are **absent from the nmn, collagen, NAD and menopause answers**, where global sellers and health publishers get named instead. The full 56-question library, the cluster maths and the market breakdown live in the [appendix](#) and [The data](#) tab.

The moat nobody else can copy. Three facts make this category yours to take. First, you are **New Zealand-made and third-party-tested**, with transparent dosing, in a category full of faceless global powder and grey-market imports, which is exactly the trust signal AI engines lean on when they choose who to recommend. Second, your **biological-age proof loop** is a results story no competitor has. Third, your **women-first pivot** moves you straight into the least-contested, most winnable lane in the whole category. Referenced, honest, NZ-trust content is precisely what the engines prefer to quote.

4. The opportunity, in dollars

Start with the market, not today's baseline, because the baseline is exactly what is missing: almost all your search revenue is your own name. The category basket is about **210,000 buyer questions a month** across NZ and Australia; strip out what ads, shopping and AI answers absorb, and roughly **28,000 to 32,000 a month survive as winnable organic clicks**. The model prices those on your own numbers: a deliberately cautious **4% conversion** for cold visitors (cut well below your proven 6.2%), your real **\$142 order value** (organic runs higher at \$154), with subscription repeat on top. At a **20% share** of each territory, that is about **3,070 new customers a year**.

The compounding curve (the 20% share case, arriving over twelve months)



One curve, one case: the **20% share arriving**, and the percentages are shares of the \$436K year-one, not growth rates. You are **certified by month 3** with ~10% arrived, the **system is handed over at month 6** with ~35% arrived, ~70% has arrived by month 9, and all of it by month 12, where the curve ends at **\$436K, the full 20% share case**. The back-loaded ramp is deliberate: content ships from the first months, and rankings and AI citations follow with a lag. Hover any point to see the maths. **MODELLLED, DIRECTIONAL**

The \$436K year-one, split by territory (at a 20% share)

Area	Demand / mo	New customers / yr	Year-one revenue
NMN & longevity stack	~12,800	~1,230	~\$175,000
Collagen	~9,600	~920	~\$131,000
Women, menopause & biological age	~4,800	~460	~\$65,000
NAD, ageing science & other	~4,800	~460	~\$65,000
Total	~32,000	~3,070	~\$436,000

Year-one is first-order revenue only. Because these are subscription products (your DAILY longevity powder is a monthly habit), the three-year value is roughly **\$1.3M** as customers repeat, with a fresh cohort compounding on top each year. Scale it to taste: a 10% share is roughly half, a 30% category-leader share roughly one and a half times. All figures are NZD, directional at plus or minus 40%. **MODELLED, PLUS OR MINUS 40%**

What a 20% share actually buys. Around **3,000 new customers a year**, worth roughly **\$436,000 in first-order revenue** and **~\$1.3M over three years** once your subscriptions repeat. And unlike the ad channels, it repeats: the same pages keep earning next year, and a fresh cohort compounds on the last, with no media bill attached.

5. The transformation, and the three shapes it can take

A done-for-you AI and Search engine, built and run on our side so there is no platform subscription and nothing for your team to learn or maintain. It moves through the work in phases: **technical foundations** hardened for AI (schema, GTINs and the Merchant feed, entity and Wikidata work, and full use of the agentic plumbing your store already has), **a content engine calibrated to your voice** across product, collection and editorial that works the seven territories in section 3 answer-first so Google ranks it and AI cites it, and **authority and citations**, the "best NMN NZ" round-ups, Reddit and health-media mentions that AI engines actually quote when they recommend a brand, plus monthly reporting against your baseline. Everything is yours to keep: the foundations, the content, the links and your AI-Ready certification.

You do not have to do it all at once. Sized straight from the cluster map, there are three honest shapes this could take:

	Steady start	Core territories	Whole category
Scope	~50 assets a year, priorities first	~100 assets: the four starred territories	~160 assets: all seven territories
Share it can win	~6%	~12%	~20%
Year-one potential	~\$130,000	~\$260,000	~\$436,000
Best when	Testing the channel	Fastest payback per dollar	Category leadership

The full breakdown, deliverables, your time commitment and pricing live in [The offer tab](#).

And we are probably underselling it. Every potential above assumes cold organic visitors convert at just **4%**. Your store's organic conversion actually runs at **6.2%**, so with your brand equity the realistic landing zone is 4 to 6%, possibly more. At 6%, **every number in that table lifts by half again**. We would rather promise the floor and deliver the ceiling.

Our guarantee. We are confident enough in this that we guarantee a **positive return on your investment within 12 months**. If you do not see it, we keep working at no extra cost until you do. Search and AI compound over time, so we ask for 12 months to let the work and the results mature, and we back that with our own time. That is how sure we are that the opportunity in this document is real.

Traffic, orders, revenue, conversion and channel mix are from Ageless You's own Shopify and Search Console (last 12 months). Search volumes triangulated across Google Keyword Planner, Ahrefs and SEMrush (NZ + AU), July 2026. Competitor footprints from Ahrefs Site Explorer, estimated. AEO score from our AEO Maturity Model against a live crawl and local Lighthouse. Revenue figures are directional, modelled from your own conversion and order value, and are not a guarantee of results. Pricing is set out separately.

Appendix A: your channels and current position

Ageless You is a New Zealand longevity and healthy-ageing brand (NMN, marine collagen, NAD, Ca-AKG, spermidine, resveratrol) with a clean science story, a growing women-first positioning, and thousands of loyal Kiwi customers. Today it is a roughly \$600,000-a-year online business with a record \$75k month and a genuine subscription base built on the DAILY longevity powder. The foundations are good. This is growth on a proven engine, not a rescue.

Your channels, last 12 months

Channel	Sales	Conversion	Read
Facebook & Instagram (paid)	\$167k	~2%	Your biggest engine, but rented; stops when the spend stops
Google Ads (paid)	\$80k	9.5%	High-intent search, but you pay for every click
Email (Klaviyo)	\$73k	22.9%	Your owned channel, working beautifully, but retention not new customers
Google organic search	\$32k	6.2%	Your best acquisition economics, and almost entirely un-fed
Bing / DuckDuckGo / Yahoo (organic)	\$10k	~13%	Free, converting well, completely unworked

Your own Shopify attribution, last 12 months, NZD. Organic converts at 6.2%, better than your paid social, and it is the one channel you are not investing in. It earned ~\$32k last year off ~3,400 sessions, almost entirely from people already searching your name. **YOUR STORE**

Your search traffic is your name, not your market

Your search demand today

SHARE THAT IS BRANDED
"AGELESS YOU"

~all

The category you win

NON-BRANDED SHARE OF
CLICKS

~0%

Over three months your top queries drew 914 clicks at an average position of 14.8, effectively all branded ("ageless you", "ageless you reviews", "ageless you nz"). You rank on about four keywords.

The demand-capture engine for the category, the nmn, collagen, NAD and menopause questions, has never been switched on. **YOUR GSC**

And your customers keep coming back

Your average order is **\$142**, and organic orders run higher again at **\$154**. NMN, collagen and longevity are replenishment categories built on subscription: your DAILY longevity powder is a monthly habit, so a customer won once from search keeps paying back, month after month. That is why the lifetime value of a search-won customer is a multiple of the first order, and why this channel is worth investing in properly. **YOUR STORE**

Appendix B: the scorecard in detail

Here is what sits behind the 50, and who fixes each piece. Your strongest pillars are the technical and content bones most brands neglect; the work is authority, measurement and one mobile-speed fix, not a rebuild.

Finding	Status	Fix
Organization, Product, Offer, Review schema live	Ahead of most peers	Done
lms.txt + UCP agentic-commerce endpoints	Ahead of most peers	Done
AI crawlers welcomed, agentic-discovery sitemap	Strong	Done
26 answer-first blog posts (NMN, collagen, hallmarks)	Real asset, dormant	Cluster + FAQ schema
Mobile Core Web Vitals (LCP 30.3s, Lighthouse 42)	Failing	The one technical fix, high priority
FAQ schema + topic-cluster architecture	Missing	The core content work
Backlink profile (DR 1.4, mostly spam directories)	Near-empty, needs a clean-up	Disavow + earn real NZ links
AI-visibility measurement	None yet	Baseline + monthly panel

The single highest-leverage build is the answer layer: you already hold 26 question-led posts and a clean product-schema foundation, they are simply not shaped into clusters,

marked up with FAQ schema or fed by real authority. Turning that dormant content into ranking, cited answers is where the category gaps below start closing.

The phases flex, the destination does not. This scorecard is exactly what sets the phase mix. Your schema and agentic-commerce bones are strong, so the technical work is a fast mobile-speed fix rather than a rebuild, and the content engine starts as soon as the kick-off deep dive calibrates it to your voice, your range and the women-first pivot. What stays fixed is the destination: Certified 80/100 and compounding.

Measured the whole way. From day one we set up your AI visibility dashboard. We confirm your top keywords and priority prompts with you, track the keywords through Search Console and Google Analytics, track the AI prompts through our software, and you get live reporting on all of it. Your two weakest pillars become strengths, and every month is measured against a baseline taken before we touch anything, on your numbers, not ours.

Appendix C: the demand detail

The total market, and the sliver you hold

Total category basket

BUYER QUESTIONS / MO, NZ
+ AU

~210,000

Winnable organic clicks

AFTER ADS, SHOPPING, AI,
RESEARCH

~32,000

You win today

NON-BRANDED CATEGORY
CLICKS

~0

Read top to bottom. The full category basket is roughly **210,000 buyer questions a month** across NZ and Australia (the keyword universe for nmN, collagen, NAD, resveratrol, spermidine, menopause and longevity, plus the long tail). Strip out what ads, shopping carousels, AI answers and pure-research queries absorb, and about **28,000 to 32,000 a month survive as winnable organic clicks**. Today you win almost none of them, because almost all your search is your own name. The 20% share in the money model is the ~32,000-a-month pool that this strategy grows into. AI questions (~53,000 a month of prompt demand) are counted separately so nothing is double-counted. **AHREFS UNIVERSE** **MODELLED**

The AI questions, and who owns the answer

We built a library of 56 real questions buyers ask AI engines about your category, from Google's People Also Ask, Reddit, review language and competitor citations, each with a directional monthly demand anchored to the triangulated volumes. Here is a sample.

Real question	Cluster	Est. monthly volume
Does NMN actually work for anti-ageing?	NMN	~4,400
What are the benefits of taking NMN?	NMN	~4,100
Is NMN safe to take?	NMN	~3,780
Can you take collagen and NMN together?	Collagen	~3,400
How long does NMN take to work?	NMN	~2,520
Can NMN help women with energy and skin during menopause?	Women & menopause	~2,200
What does resveratrol do for longevity?	Ageing science	~2,070
What collagen is best for ageing skin and wrinkles?	Collagen	~1,890

A sample of the 56-question library, all of it in [The data](#) tab with per-question volume, intent, journey stage and ownability. Volumes are keyword-anchored directional floors with a conservative AI fan-out uplift. **DIRECTIONAL**

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

Prompt cluster	Cited today	Ageless You?
Your brand + "ageless you"	Ageless You	Wins
NMN (safe, dosage, best NMN)	Global sellers, health publishers, Reddit	Absent
Collagen (best for skin, marine vs bovine)	About Time, publishers, review sites	Absent
NAD & cellular energy (NMN vs NAD, raise NAD)	Global brands, health media	Absent
Best NMN / longevity NZ round-ups	Round-up sites that omit you	Absent
NZ-made, tested, women-first, bio-age proof	No clear owner	Open lane

Appendix D: where to play, your content territories

The same demand, grouped into the seven territories a plan executes against, each scored on how much of it you can realistically own. Priority weighs demand, whether AI is live, and whether you can win it uniquely.

Territory	Coverage today	Demand / mo	AI	Priority /5	What we build
NMN & the longevity stack ★	Product pages only	~18,000	Yes	5	The category head. DAILY is the complete-formula answer to "best NMN" and "do I need a full stack"; dosage, safety, timing and "does it work" hubs that global powder sellers own today.
Collagen ★	Blog + products, dormant	~9,000	Some	5	Marine vs bovine is the wedge, and NZ-made third-party-tested is the trust story. Best-for-ageing-skin and best-for-women-over-40 answers About Time wins today.

Territory	Coverage today	Demand / mo	AI	Priority /5	What we build
Women & menopause ★	Emerging	~3,000	Yes	5	The least contested, most winnable lane, and the exact one your pivot is moving into. Menopause-and-ageing, energy-and-skin, best-over-50 answers, written for women first.
Ageing science	26 posts, dormant	~7,000	Yes	4	The education layer AI cites: the 12 hallmarks of ageing, spermidine, resveratrol, quercetin, Ca-AKG. You already hold the posts; they need the cluster shape and schema.

Territory	Coverage today	Demand / mo	AI	Priority /5	What we build
NAD & cellular energy	Thin	~5,000	Yes	4	"NMN vs NAD" and "how do I raise NAD" are the questions you answer best. The AI answer already fires; the referenced, honest explainer wins the citation.
Biological age	Product only	~3,000	Some	4	Your biological-age test is a proof loop no competitor has. "Measure it, lower it" content plus real customer results is the differentiator engines and buyers both reward.

Territory	Coverage today	Demand / mo	AI	Priority /5	What we build
Brand & trust ★	About + reviews	Branded + round-ups	Some	4	Get cited in the "best NMN NZ" and "best longevity supplement" round-ups that omit you today: entity schema, comparison answers, third-party-testing proof, managed reviews.

Priority is a 1 to 5 score, where 5 means lead with it now; it is not a count of pieces. Content requirement: roughly **100 assets** to own the four starred territories, and **~160 across all seven** for full coverage. The full cluster maths is in [The data](#) tab. **CLUSTER MODEL**

Lead with three. **NMN and the longevity stack**, the biggest question set in the category, where DAILY is the complete-formula answer. **Women and menopause**, the least-contested lane and the one your pivot is already moving into. **Collagen**, where real NZ-made demand already sits at difficulty 0 to 1 and About Time owns the answer on range, not story.

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

Here is the striking part: the leader in your space is a New Zealand collagen brand, not a longevity giant, and it is beatable.

Who ranks in your space (NZ)	Organic keywords	Organic visits / mo	Read
About Time (collagen / wellness)	414	~3,459	The local natural-category winner, on range not story
nmn.com (focused NMN, AU)	235	~1,339	Shows what a tight NMN content engine earns
DoNotAge (global NMN, NZ slice)	3	~38	Global brand, barely present locally
Ageless You (you)	4	~6	Almost entirely branded traffic

Ahrefs, New Zealand, July 2026, estimated. No brand owns the longevity answer here. The NMN category online is faceless global names and grey-market powder; a New Zealand-made, third-party-tested, transparently-dosed formula with a biological-age proof loop is exactly the trust story AI engines reward when they choose who to recommend. [AHREFS SITE EXPLORER](#)

Trust is your unfair advantage; the whole Tasman is the field. The same demand basket spans New Zealand and Australia, and the click pool in the money model (~28,000 to 32,000 a month) is both markets together. Australia is the larger share of it and pure upside on the same content: your NZ-made, tested, transparently-dosed positioning travels across the Tasman, and the pages you build to win the NZ answer win the Australian one too, with no second content engine to run. Content first, then the Australian authority signals (AU round-ups, AU health-media mentions) to compound it.

Appendix F: where the numbers come from

Source	What it provides
Keyword volumes, triangulated	Google Keyword Planner, SEMrush and Ahrefs, taken as the median of three, plus keyword difficulty. Single tools undercount New Zealand badly (Ahrefs sat low across this basket), so we never rely on one source.
Head-term anchors	Every AI prompt is anchored to the real, measurable keyword volumes of the search terms that sit underneath it. The anchor is the floor of what the prompt is worth, so nothing in the model rests on a guess.
Query fan-out uplift	One AI prompt triggers many hidden sub-searches inside the engine, and roughly 95% of those carry zero traditional keyword volume. We apply a conservative uplift to the anchor rather than guessing top-down, which is why our estimates are floors, not inflation.
AI answer verification	Which questions already trigger a Google AI answer, verified in the live results (they fire across nmn, collagen, resveratrol, NAD and menopause in your markets), and which brands get named. Every "AI live" flag in this document and the workbook is observed, not predicted.
Citation tracking	A fixed panel of your priority category questions, run monthly across ChatGPT, Claude, Perplexity and Google AI Overviews, logging exactly which brands get named. The panel is confirmed with you at kick-off and the baseline is taken in week one, so every month is measured against day zero.
Your own ground truth	Search Console, GA4 and your Shopify attribution, plus your own store analytics on revenue, order value and conversion. Every modelled figure reconciles back to these actuals.

Measurement runs in our own platform, built specifically for Shopify brands, so the dashboard, the data and the method are yours to keep, not rented from a third-party tool. The full research behind every table here is in [The data](#) tab. **METHOD**

Team Empathy

Search & AI for ecommerce

ben@teamempathy.co.nz · teamempathy.co.nz