

Be the patio brand AI recommends in Australia.

A Search and AI strategy for Online Patios & D&C Patios

AUSTRALIA | PREPARED FOR GLENN SHEFFORD & ANGELA SYMONDS · AUGUST 2026

1. Executive summary

The short version. Your online kit business took **\$2.41M in won deals in FY26**, up **116% on FY25**, and your own numbers say every website visit is worth **\$11.00** once the quote pipeline is counted, not just the Shopify checkout. Organic search is already your best-earning channel per visit: in the window your analytics covers, it produced **\$216,030 of tracked store revenue from 14,871 sessions while paid search produced \$61,836 from 57,759**. The category you sell into draws roughly **391,000 non-branded searches a year** across Australia, and you hold an estimated **3% of the winnable clicks**, because almost none of your commercial terms rank. Every extra 1% of that pool is worth about **\$15,059 a year** in won deals.

Three things to know

- **Organic already out-earns paid per visit, and it is real buying traffic.** A quarter of paid search's sessions, three and a half times its tracked store revenue, and your organic visitors land on product and collection pages, not the homepage, so this is non-branded category demand arriving on its own. Feeding that channel is the whole strategy. **GA4 + YOUR CRM SHEET**
- **The category searches without you.** The measured basket is 24,145 searches a month across carport kits, patio kits, insulated roofing, patio types and the Brisbane and Gold Coast local terms. Carport kits alone is 4,400 to 5,400 a month nationally. Your 30-year domain ranks for informational blog terms and its own name; your kit store barely ranks at all. **GKP + SEMRUSH + Ahrefs**
- **AI is already in your funnel, and your site is unusually ready for it.** ChatGPT referred 254 sessions in the last year with nothing optimised, and your store already runs the agentic commerce layer (llms.txt, agents.md and a machine-readable

catalogue) that most brands have never heard of. The plumbing is ahead of the content. **GA4 + LIVE CRAWL**

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

391,000
non-branded searches
a year across your
category in Australia

136,902
of those are organic
clicks someone will
win, once ads and AI
answers take their
share

4,107
is our estimate of
what you win today,
about 3% of the pool
(verified when Search
Console lands)

\$15,059
a year for every extra
1% of the pool you
take, because 1% is
1,369 clicks

So the whole opportunity is one sentence: **you hold an estimated 3% of the non-branded organic clicks in your category, and every extra 1% is worth about \$15,059 a year in won deals.**

What that is worth

Built on your own numbers, with no conversion-rate guess anywhere in it: across March to June 2026, the four months your analytics and your CRM sheet both fully cover, your website took 102,193 sessions and your business won \$1,124,074 of deals, quotes and Shopify together. That is **\$11.00 of won-deal value per visit, measured**. Every column below is non-branded category traffic valued at that rate. **MODELLED ON MEASURED INPUTS**

Case	Share of the non-branded market	Non-branded clicks / yr	Non-branded value / yr	New value / yr
Today (est.)	3%	4,107	\$45,177	–
Conservative	10%	13,690	\$150,590	+\$105,413
Mid	20%	27,380	\$301,180	+\$256,003
Strong	30%	41,071	\$451,781	+\$406,604

All figures AUD, in won-deal value (quotes plus Shopify), the same unit as your CRM sheet. The Today row is an estimate because Search Console access is still pending; it is verified and the table re-cut the day that lands. Your existing component-part organic traffic sits outside this model and keeps earning regardless.

Where you focus, at a glance

Kits, Australia-wide

10,240 SEARCHES / MO

THE PRIZE

Carport kits, patio kits, DIY and cost searches across the country. Your product, your calculator, and you are absent.

Roofing, types & specs

9,155 SEARCHES / MO

EXPANDING

Insulated panels, flyover vs gable vs skillion, design inspiration, spans and wind ratings. Buyers educating themselves before they spend.

Brisbane & Gold Coast

4,625 SEARCHES / MO

HOME TURF

The local supply-and-install terms 27 years of D&C Patios should own, feeding both the kit store and the install book while it runs.

Triangulated AU search volume per focus area, August 2026, grouped from the ten clusters (the small council-approvals cluster, 125 a month, sits outside these three) in [The data](#) tab.

GKP + SEMRUSH + AHREFS

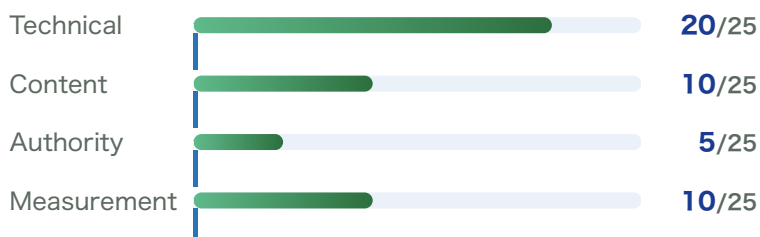
2. How AI-ready you are today: the AEO scorecard

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 45 today, and the shape is unusual: genuinely modern technical plumbing, with the authority of a brand-new site.

Online Patios

DEVELOPING · MODERN PLUMBING, STRANDED AUTHORITY

45/100



+35

points to Certified. Technical is nearly there. The climb is the answer content, the authority build, and finishing the measurement picture.

WHERE YOU ARE · WHERE YOU NEED TO BE

Online Patios

45 / 100

Today · Developing, 45 / 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 patio or carport is a considered, researched purchase: thousands of dollars, council rules that differ by state and council, engineering questions about spans and wind ratings, and a genuine DIY-or-builder decision. Buyers research in a search box and, increasingly, in an AI chat. The brand with the complete, honest answers becomes the default recommendation, and right now nobody in this category is deliberately building them.

Validated demand, and where you rank today

Term	Searches / mo (AU)	Your rank now
carport kits	4,400	Not ranking
insulated roof panels	3,000	Unverified
carports brisbane	1,000	Not ranking
caravan carport	800	Not ranking
patio kits	720	Not ranking
skillion carport	655	Not ranking
diy pergola kits	600	Not ranking
patios brisbane	590	Not ranking
gable patio	480	Not ranking
flyover patio	480	Not ranking
insulated patio roof	390	Not ranking
patios gold coast	390	Not ranking

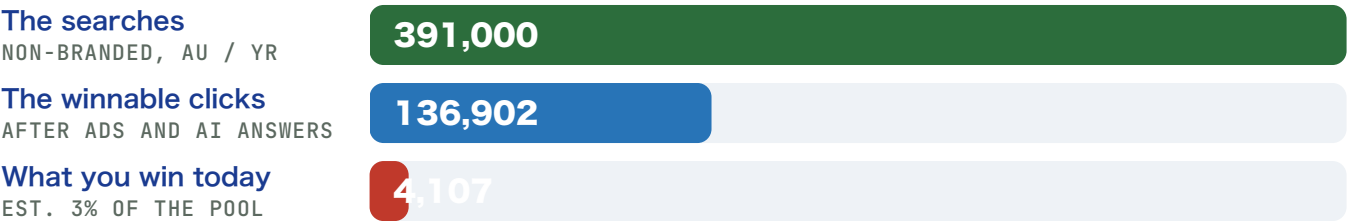
Search volume triangulated across Google Keyword Planner, SEMrush and Ahrefs (median of available sources), AU, August 2026. Ranks are from our 13 August crawl of the category: where anything of yours appears it is the 30-year D&C Patios domain ranking for informational blog terms, not these commercial ones. "Unverified" means your store visibly earns some traffic near the term but its position cannot be confirmed until Search Console access lands. The full 50-term triangulation is in [The data](#) tab. **GKP + SEMRUSH + AHREFS**

Zoom out and the full category is about **32,600 searches a month** once the long tail is counted, of which roughly **11,400 a month are winnable organic clicks**, with AI-chat questions counted separately on top. The AI layer matters more here than in most categories, because council rules, wind ratings and DIY questions are exactly what people ask a chatbot. Your store is one of the few in Australia an AI agent can already read and transact with cleanly; what it cannot do yet is find your answers, because they are not written. The full 132-question library and territory plan live in the [appendix](#) and [The data](#) tab.

The first-mover window. No Australian patio or carport brand is deliberately publishing the answers AI engines cite: the council-approval guides, the flyover-versus-gable comparisons, the span tables, the honest cost breakdowns. Twenty-seven years of manufacturing engineering is exactly the raw material those answers need, and your agentic-ready store means every answer is readable by every engine the day it publishes.

4. The opportunity, in dollars

The table in the executive summary is built from your own numbers. Here is the chain in full.

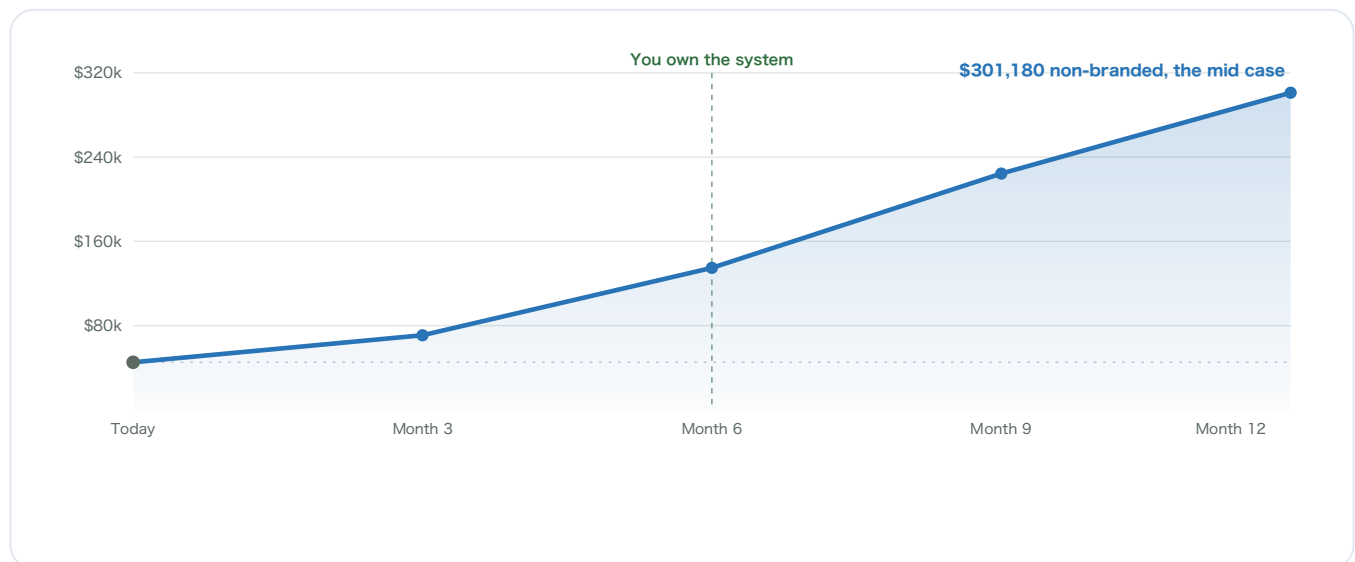


Roughly one search in three survives ads, map packs and AI answers as a winnable organic click, and we estimate you currently take about one in thirty of those, pending Search Console verification. **MODELLED**

Each click is worth **\$11.00** to you, because that is what your own matched-window numbers measure: \$1,124,074 of won deals against 102,193 website sessions, quotes and Shopify together. No assumed conversion rate, no assumed order value. That is the figure every case in the table multiplies.

That is the whole model: **win more of the 136,902 clicks.**

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



The mid case arriving, in won-deal value: roughly 10% of the new value live by month 3, 35% by month 6, 70% by month 9, all of it by month 12. Hover any point for the maths.

MODELLED, DIRECTIONAL

How the clicks get won

Two levers, both measurable once Search Console lands. **New impressions**, as the kit, roofing, patio-type and council territories you have no answer pages for start to rank at all: this is most of the win, because today you barely appear. And **click-through**, as the terms your components already earn traffic near consolidate onto proper category pages. The conservative case assumes the first lever lands partially; the strong case assumes both do.

Every figure is in won-deal value (quotes plus Shopify), the unit your CRM sheet measures, and excludes the install book, which winds down on your own timetable. The AI-chat layer is priced at zero in the table: everything it adds, on a channel that already referred 254 sessions this year, is upside.

5. The six-month transformation

A done-for-you AI and Search transformation over six months, built and run on our side. For Online Patios it moves through three phases: **foundations** (the domain consolidation decision comes first, because everything compounds onto whichever domain you keep; then Search Console stood up properly, Core Web Vitals measured and fixed, and the component catalogue tidied so 6,000 thin SKU pages stop diluting the store), **owning your territories** (the kit buying guides, the council-approval and cost answer sets, the patio-type comparisons and span tables, around 100 to 150 pieces across the six months, engineering-checked by your team before anything publishes), and **authority and compounding** (building a backlink and citation base for a domain that currently has

almost none, using 27 years of manufacturing story). We move through the phases as your site is ready, not on a stopwatch. Everything is yours to keep.

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

Traffic and channel figures are from your own Google Analytics (property live from February 2026; AUD) and your CRM leads sheet (FY25 to FY27). Won-deal values are as recorded in that sheet. Search volumes triangulated across Google Keyword Planner, SEMrush and Ahrefs (AU), August 2026; the Ahrefs column completes when our data window reopens on 29 August. AEO score from our AEO Maturity Model against a live crawl. Search Console access is pending and is flagged wherever it limits a number. Value figures are directional, modelled from your own measured value per session, and are not a guarantee of results.

Appendix A: your channels and current position

You have built something rare: a 27-year trade business that successfully moved online, doubling won-deal value in a year (\$1.12M FY25 to \$2.41M FY26) with July FY27 already running at a \$264,714 month. The foundations are proven. This is growth on a working engine, not a rescue.

Your channels, from your own analytics (February to June 2026)

Channel	Sessions	Tracked store revenue	Read
Paid Search	57,759	\$61,836	More than half your traffic, about a fourteenth of the tracked revenue per visit that organic earns
Direct	15,265	\$41,999	Brand strength and returning quote customers
Organic Search	14,871	\$216,030	Your best-earning channel per visit, arriving on product pages, and completely unfed
Paid Social	10,466	\$10,877	Scale without efficiency
ChatGPT (12 months)	254	–	A brand-new channel, zero optimisation yet

GA4, non-branded and branded blended per channel, AUD, tracked Shopify checkout revenue only. The bigger truth sits underneath: **72% of your FY26 won-deal value came through quotes, not the Shopify checkout**, which is why this strategy values traffic at your measured \$11.00 per session rather than at tracked store revenue. [GA4 + YOUR CRM SHEET](#)

One data note. Your analytics property only began collecting in February 2026, Search Console is not yet connected, and the Source column in your CRM sheet is empty, so no one can currently say which channel a quote came from. That is fixable, and it is the first workstream: once leads carry a source and Search Console is live, every figure in this document gets verified against a full year of your own data, and the marketing spend across all three sites can finally be judged on won deals rather than clicks.

Your organic traffic is category demand, not your name

Product & collection
landings
CATEGORY INTENT



Homepage landings
BRAND NAVIGATION



Where your organic sessions land, last 12 months. Most brands we audit earn their organic traffic from people searching their own name; yours arrives on beams, insulated panels and brackets, which is non-branded buying intent. The precise branded and non-branded query split is confirmed the day Search Console access lands. **GA4**

Appendix B: the scorecard in detail

Here is what sits behind the score, and what fixes each piece.

Finding	Status	Fix
Agentic commerce layer (machine-readable catalogue, agents.md, llms.txt, agentic sitemap)	Live, ahead of nearly every store we audit	Done
Homepage title and meta description	Keyworded and well written	Done
Structured data on the homepage	Present (5 JSON-LD blocks)	Extend to FAQ/ Q&A as answer content ships
6,000+ component SKU pages in the sitemap	Thin near-duplicate pages diluting crawl	Consolidate and canonicalise
Core Web Vitals	Unmeasured	Measure, then remediate

Finding	Status	Fix
Content engine (guides, comparisons, council answers)	20 blog posts against the whole category	The main build
Authority (backlinks, citations, mentions)	DR 9, and the 30-year domain's link history stranded on a site being retired	The domain decision, then the build
Search Console	Not connected	Week one
Lead source attribution (CRM Source column empty)	No channel can be credited with a quote	Week one, with Angela

The three-domain question, answered with evidence. You run three domains: dcpatios.com.au (30 years old, 531 referring domains in its history, ranks only for blog terms and its own name), onlinepatios.com.au (the \$2.41M engine, Domain Rating 9), and dcpatiokits.com.au (days old, Domain Rating 0). The plan you described on our call, retiring the install business and moving toward the kits site, makes commercial sense, but **migrating a 30-year domain into a brand-new one starts the authority clock at zero**. Our recommendation: consolidate onto onlinepatios.com.au, the domain your revenue already lives on. Redirect dcpatios.com.au into it page-by-page when the install book winds down, so three decades of history transfers rather than evaporates, and fold the instant-quote calculator in as a section of the store once its test proves out. One domain, all the authority, every piece of content compounding in one place. This is a decision to make together before the content build starts, because everything we build lands on whichever domain you choose.

Measured the whole way. From day one we set up your visibility dashboard: keywords through Search Console and Analytics once connected, AI prompts through our software, and lead-source attribution wired into the CRM sheet Angela already keeps, so quotes finally credit the channel that earned them. The baseline is taken before we touch anything, on your numbers, not ours.

Appendix C: the demand detail

From category demand to value

Full category

SEARCHES / MO, AU

~32,600

Winnable pool

ORGANIC CLICKS / MO

~11,400

You today

YOUR ESTIMATED SHARE

~3%

The measured basket (24,145 searches a month across 50 triangulated terms) grows to a full category of about 32,600 a month once the long tail is counted. Roughly one search in three survives ads, map packs and AI answers as a winnable organic click, a pool of about 11,400 a month. AI prompts are counted separately so nothing is double-counted. **MODELLED**

The AI questions, and who owns the answer

We built a library of 132 real questions Australians ask AI engines about your category, anchored to the measured head-term volumes. Here is a sample, with roughly how often each comes up a month.

Real question	Cluster	Est. monthly volume
What is the best DIY carport kit in Australia?	Carport kits	~450
How much does a patio cost per square metre in Australia?	Cost & pricing	~180
Who makes the best patio kits in Australia?	Patio kits	~160
Do I need council approval for a carport in Queensland?	Council approvals	~150
Are insulated patio roof panels worth the extra cost?	Insulated roofing	~140
Can I install a patio kit myself or do I need a builder?	DIY installation	~130
What is the difference between a flyover and an attached patio roof?	Patio types	~120
What wind rating do I need for a carport on the Gold Coast?	Specs & wind ratings	~60

A sample of the 132-question library, all of it in [The data](#) tab with per-question volume, priority and ownability. Volumes are directional floors (head-term anchor plus fan-out uplift). 102 of the 132 are questions you can uniquely or credibly own on 27 years of manufacturing engineering.

DIRECTIONAL

On who owns those answers today, we are deliberate about what we have not yet measured: the citation baseline panel across ChatGPT, Claude, Perplexity and Google AI Overviews is run in week one, before we touch anything, so every month of the engagement is measured against day zero rather than a guess made today.

Appendix D: where to play, your content territories

The same demand, grouped into the ten territories a plan executes against. Priority weighs demand, buying intent, and whether you can win it uniquely as the manufacturer with 27 years of engineering behind the kits.

Territory	Coverage today	Demand	Priority /5	What we build
Carport kits & buying	Products only, no guides	High (6,730/mo)	5	The national carport kit buying hub: best-of, sizes, steel vs aluminium, caravan and boat shelters, with the instant-quote calculator as the endpoint.
Patio kits & buying	Products only	High (2,755/mo)	5	The patio kit equivalents: DIY kit guides, pergola kits, what is included, how delivery works Australia-wide.

Territory	Coverage today	Demand	Priority /5	What we build
Cost & pricing	The calculator, unexplained	Med (755/ mo)	5	Honest cost-per-square-metre and what-drives-price content nobody in the category publishes, routed to the calculator.
Council approvals & regulations	One old post on the retiring domain	Low + AI (125/ mo)	4	The QLD and NSW approval answer set, written as guidance with links to councils. Peak AI-question territory.
Patio types explained	Products imply, nothing explains	High (2,150/ mo)	4	Flyover vs gable vs skillion vs freestanding, the education only a manufacturer writes with authority.
Insulated roofing & panels	Component pages earn traffic	High (3,530/ mo)	5	The insulated-vs-single-skin decision content, consolidating the component traffic you already earn onto proper category pages.

Territory	Coverage today	Demand	Priority /5	What we build
Brisbane & Gold Coast local	The retiring domain's turf	High (4,625/mo)	4	The local supply terms 27 years should own, feeding kits and the install book while it runs. Where the domain consolidation pays first.
DIY installation & how-to	Install PDFs only	Prompt-led	4	The can-I-do-it-myself answer set and step-by-step guides. Zero keyword volume, heavy AI-question demand: 15 of the 132 prompts.
Spans, wind ratings & specs	Product specs, buried	Prompt-led	4	Span tables, wind-rating and cyclone-zone guidance as citable reference pages AI engines quote verbatim.
Design & inspiration	None	High (3,475/mo)	3	Outdoor entertaining and design-idea content that catches buyers a step before they know they want a kit.

Priority is a 1 to 5 score, where 5 means lead with it now; it is not a count of pieces. Content requirement: roughly **50 to 70 pieces** to own the core (kits, cost, council approvals, patio types),

and **100 to 150 over the six months** for full category coverage. Almost all of it is **net-new**: 20 blog posts exist today, so every guide is a new asset, tightly interlinked with your collection and product pages. The full cluster maths is in [The data](#) tab. **CLUSTER MODEL**

Lead with three. **Carport and patio kits**, the national buying demand your product exists to answer. **Cost**, the question every buyer asks before spending, with your instant-quote calculator as an endpoint nobody else has. **Insulated roofing**, consolidating the traffic your components already earn onto pages that can rank. The council-approval answer set ships early alongside them, because it is the category's biggest AI-question territory.

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

Domain	Domain Rating	Organic visits / mo	Read
Bunnings	81	–	The retail giant on generic terms; not the fight to pick
Fair Dinkum Builds	49	~31,300	The national kit competitor with a real content footprint
Apollo Patios	39	~12,800	1,390 ranking keywords, 652 in the top three. The benchmark
D&C Patios	13	~66	531 referring domains in its history, stranded on the retiring domain
Online Patios	9	Unverified	The revenue engine, with the authority of a new site

Ahrefs, AU, 13 August 2026, traffic estimated. Apollo Patios proves the model: a patio company with 1,390 ranking keywords earns an estimated 12,800 organic visits a month. The full competitor benchmark refreshes when our Ahrefs window reopens on 29 August. **AHREFS**

Authority is the compounding lever. A large share of what AI engines cite comes from third-party sites: the home-improvement round-ups, trade directories, council resources and Reddit threads where Australians research outdoor builds. At DR 9 you hold almost none of that, and your strongest asset, 27 years of QBCC-licensed manufacturing on the Gold Coast, is invisible to every engine because it lives on a domain you are retiring. Consolidate the domains, tell that story where the engines read it, and no direct kit competitor has anything like it.

Our sequencing: the domain decision and foundations first, then the content engine gets you cited on your own answers, and authority runs alongside and compounds after. We will not promise placements we have not scoped; the authority plan is built in month one from the baseline panel, on real citation gaps.

Appendix F: where the numbers come from

Source	What it provides
Keyword volumes, triangulated	Google Keyword Planner, SEMrush and Ahrefs (AU), taken as the median of available sources. Twenty-one of the fifty terms carry an Ahrefs value from our 13 August pull, eighteen carry all three sources, and the Ahrefs column completes when our data window reopens on 29 August. Single tools disagree badly on local terms, so we never rely on one.
Your CRM leads sheet	Angela's pipeline breakdown, FY25 to FY27: contacts added, quotes provided, won deals and won-deal value, split quotes versus Shopify. This is the commercial ground truth, because 72% of your FY26 value never touched the Shopify checkout.
The matched window	March to June 2026, the four months your analytics and CRM sheet both fully cover: 102,193 sessions, 828 contacts, \$1,124,074 won. Every value figure in this document divides those measured numbers; nothing rests on an assumed conversion rate.
Head-term anchors and fan-out	Every AI prompt is anchored to the measurable keyword volumes underneath it, with a conservative uplift for the hidden sub-searches AI engines run. Floors, not inflation.

Source	What it provides
AI answer verification	The citation baseline panel across ChatGPT, Claude, Perplexity and Google AI Overviews is run in week one. Nothing in this document claims an AI citation we have not observed.
Your own ground truth	Google Analytics (property live from February 2026, AUD), the live crawl of all three domains, and your Shopify store. Search Console is pending and is named wherever its absence limits a number.

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](#)

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Search & AI for ecommerce

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