

Be the air purifier AI recommends.

A Search and AI strategy for INOVA Air Purifiers

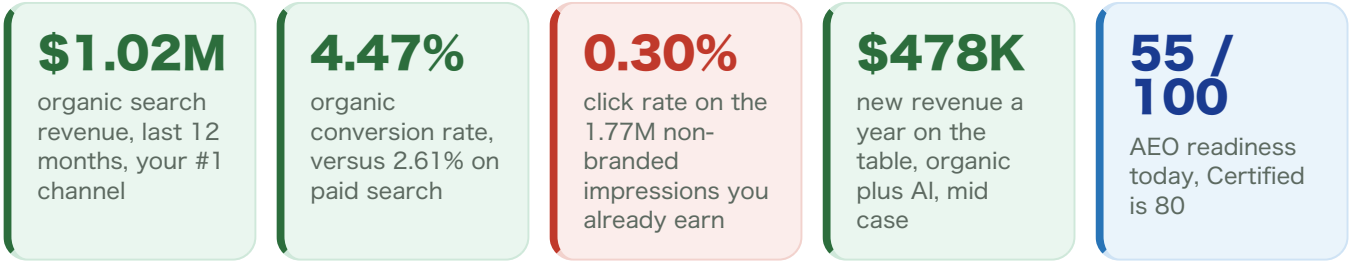
AUSTRALIA | PREPARED AUGUST 2026 · ALL FIGURES AUD

1. Executive summary

The short version. Organic search is **already your single biggest revenue channel**, worth \$1.02M over the last twelve months and out-earning every dollar you spend on Google Ads. It converts at 4.47%, nearly twice paid search. And ChatGPT is already sending you buyers who spend **\$1,482 an order**, more than double your site average, with nothing built for it. So the engine works. The problem is upstream: you appear in Australian search results **1.77 million times a year** on non-branded terms and win just **5,297 clicks**. That is a 0.30% click rate. You are in the room for almost every air purifier conversation in the country and you are not the one being chosen.

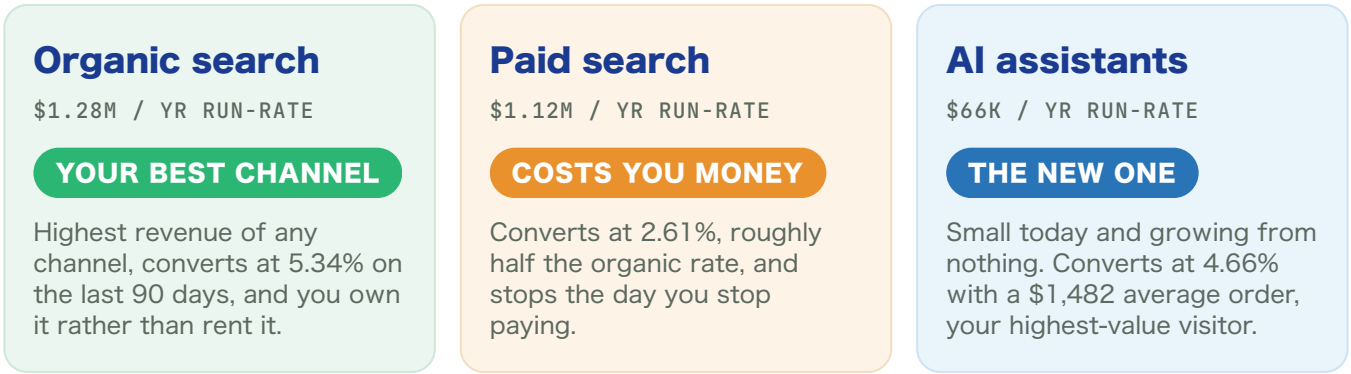
Four things to know

- **Your growth came from conversion, not traffic.** Organic revenue is up 143% year on year, on only 11.9% more sessions. The store got dramatically better at converting the visitors it already had. That lever is now largely pulled, and traffic is the constraint. **GA4**
- **You rank, then lose the click.** 215,661 impressions a quarter sit in positions four to ten, and they return 810 clicks. A 0.38% click rate from page one is not a ranking problem, it is an answer problem: AI Overviews sit on **61%** of your category's searches and they are resolving the question before anyone reaches you. **SEARCH CONSOLE** **AHREFS**
- **AI already cites you, by accident.** On "hepa filter", "hepa filtration", "air purifier for mould" and a dozen more, your best position is inside the AI Overview itself. Nobody planned that. It came from two genuinely good pages. Imagine it done deliberately across the catalogue. **AHREFS**
- **The authority that decides AI answers is not yours yet.** When someone asks an assistant for the best air purifier in Australia, it assembles the answer from Choice, RTINGS, HouseFresh and the National Asthma Council. You are approved by Sensitive Choice and installed at Monash Health, the University of Sydney and CSIRO. That proof is not where the machines are reading. **AHREFS**



Revenue and conversion from GA4 for the twelve complete months to July 2026. Impressions and clicks from Search Console, last 90 days annualised. **YOUR OWN DATA**

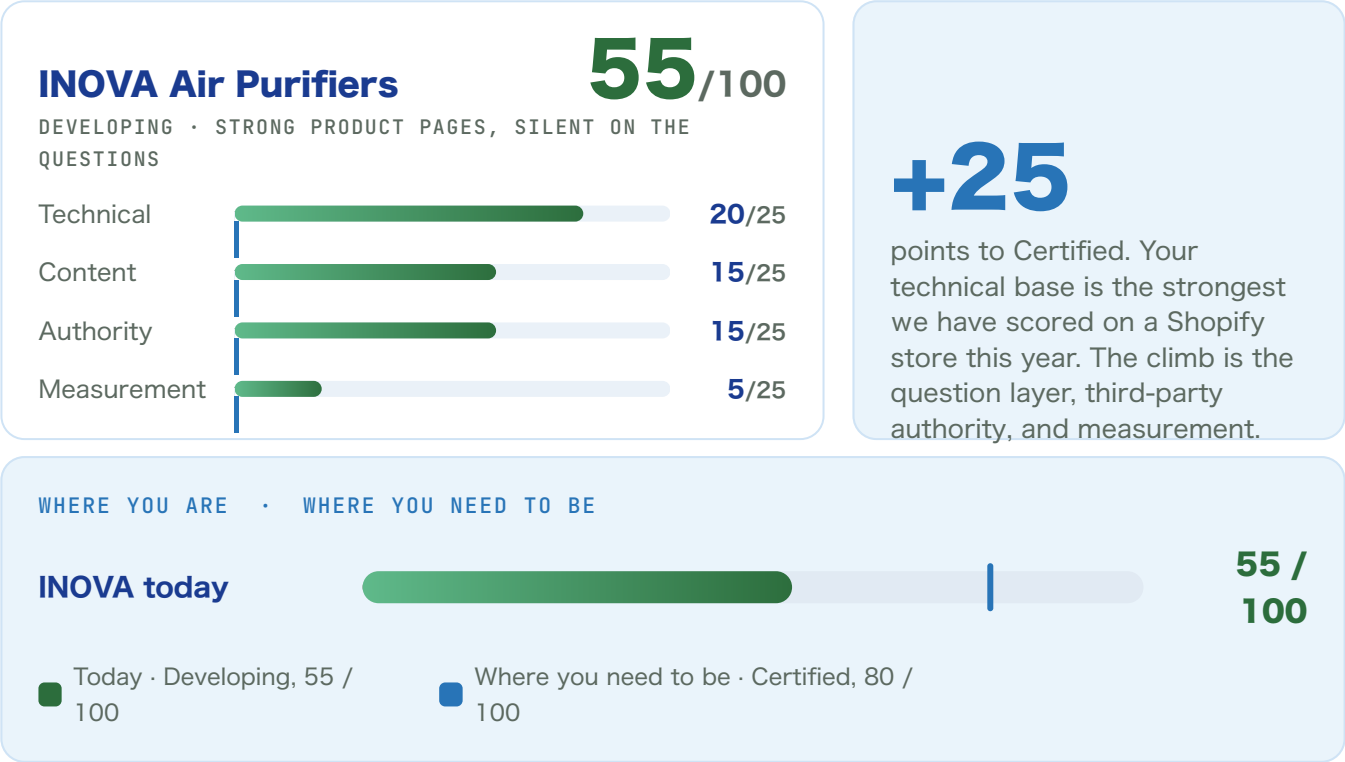
Where the money sits today



Annualised from the 90 days to 6 August 2026. **GA4**

2. How AI-ready you are today

We score every brand out of 100 against our AEO Maturity Model: four pillars, Technical, Content, Authority and Measurement, each out of 25. **Certified is 80 out of 100**, which means Professional on all four. That is the standard we build clients to, and it is the milestone in the engagement. You sit at 55 today.



What the score is made of

Pillar	Score	What we found
Technical	20 / 25	Genuinely strong. Clean sitemaps, Product, Organization, Brand, BreadcrumbList and AggregateRating markup across the catalogue, and product pages running to 7,800 words. Your Shopify version also ships the agentic commerce layer, an agents.md, an llms.txt and a UCP endpoint, so an AI shopping agent can already browse and build a cart. Two things hold it off full marks: FAQ markup exists on exactly one page, and /pages/compare ships with a 16-character title and no meta description.
Content	15 / 25	92 blog posts and some excellent pillar pages, and the HEPA page is doing real work. But the question layer is one FAQ page for a catalogue spanning home, healthcare, education, aged care and industrial. The questions buyers actually ask an assistant, on mould, asthma, filter life, running cost, room sizing, are answered thinly or not at all.
Authority	15 / 25	Domain Rating 30 from 710 referring domains, level with the Australian specialists and well behind the review sites. You have Sensitive Choice approval from the National Asthma Council and named institutional deployments. The credibility is real, it is just not published where AI reads.
Measurement	5 / 25	GA4 and Search Console are installed and configured, which is table stakes and does not lift the score. There is no AI visibility tracking, no citation monitoring, and no reporting that ties organic to revenue. You cannot currently answer "are we winning in AI" with anything but a guess.

Worth saying plainly. 55 is a good starting score. Most stores we assess are held back by broken foundations, and yours are not. What is missing sits almost entirely in the layer that decides AI answers: structured questions, third-party citation, and the ability to measure any of it.

3. The market you are missing

We triangulated every volume in this document across **three sources**, Google Keyword Planner, Ahrefs and SEMrush, and used the median. Single-tool numbers are unreliable in this category: Ahrefs alone would have understated the basket by 10%, and Keyword Planner alone would have overstated it by 29%.

87,100

non-branded searches a month across the 94-keyword basket

1.05M

non-branded searches a year in your category

61%

of those keywords now return an AI Overview

124

AI prompts mapped, 123 of which you can own outright

5,297

non-branded clicks you win a year, out of 1.77M impressions

One bridge before the numbers, because three similar-sounding figures are about to sit next to each other. **Searches** are how often Australians type something. **Impressions** are how often your site appeared in the results for them. **Clicks** are how often someone chose you. Our triangulated basket measures 94 keywords at 87,100 searches a month, which is the core of the category. Your own Search Console shows you appearing for **13,357 distinct non-branded queries**, far more than 94, which is why your impressions are larger than the basket. The basket is the measurable core, not the ceiling.

From where you appear to what you capture

1,765,894 impressions

You already appear

Search Console counts you in Australian results 1.77 million times a year on non-branded queries, across 13,357 different searches. Visibility is not your problem. You are in the room.

~63,000 winnable clicks

The realistic pool

After AI Overviews, ads and retailers take their share, roughly 3.5% of those impressions turn into a click for a brand that answers the question well. That is what you are competing for.

5,297 clicks

You capture 8% of the pool

5,297 clicks a year. Nine times out of ten you are in the room and somebody else gets chosen.

One unit throughout, so the steps are comparable. Impressions and clicks are measured in your Search Console, 7 May to 4 August 2026, annualised. The winnable pool is modelled at 3.5% of impressions. **SEARCH CONSOLE** **MODELLLED**

Where the clicks are going missing

Position band	Keywords	Impressions / 90d	Clicks	Click rate	What it should be
Positions 1 to 3	1,935	6,474	109	1.68%	18% to 28%
Positions 4 to 10	4,831	215,661	810	0.38%	3% to 8%
Positions 11 to 20	3,389	151,861	310	0.20%	1% to 2%
Positions 21+	2,826	61,430	77	0.13%	under 1%

Non-branded queries only, Search Console, 7 May to 4 August 2026. Benchmark click rates are the industry ranges for a standard results page. [SEARCH CONSOLE](#)

This is the whole story in one row. Positions four to ten are the money band, and you are earning a tenth of the clicks that band normally returns. Even your top three positions convert at 1.68% against an expected 18% or more. Something is intercepting the click before it reaches you, and on 61% of these searches that something is an AI Overview answering the question outright.

The head terms where it happens

Query	Impressions / 90d	Clicks	Position	Click rate
hepa filter	14,726	28	26.9	0.19%
air purifier	11,147	18	14.7	0.16%
air purifiers	10,271	30	7.7	0.29%
air purifier australia	8,346	85	6.8	1.02%
air purifier hepa	8,191	0	8.6	0.00%
air filter	6,347	27	6.0	0.43%
hepa air purifier	4,483	16	10.4	0.36%
best air purifiers	3,947	3	11.8	0.08%
air purifier near sydney	2,407	0	7.7	0.00%
air cleaner	1,952	0	10.2	0.00%

Three of your ten biggest non-branded terms return zero clicks despite page-one positions.

SEARCH CONSOLE

The part that should encourage you

Ahrefs tracks where a site's best position on a keyword actually sits, and for a growing list of your terms that position is [inside the AI Overview](#), not in the blue links below it. You are already being quoted as the answer.

Keyword	Monthly searches	Your best position	The page doing it
hepa filter	2,900	AI Overview, 1st	/pages/hepa-filtration
hepa filters	350	AI Overview, 1st	/pages/hepa-filtration
hepa filtration	320	AI Overview, 1st	/pages/hepa-filtration
air purifiers australia	800	AI Overview, 1st	homepage
air purifier for mould	320	AI Overview, 1st	/collections/air-purifiers-designed-for-mould
best air purifier for mould australia	150	AI Overview, 1st	/collections/air-purifiers-designed-for-mould
air purifiers for smokers	200	AI Overview, 1st	blog: best air purifiers for smoke removal
air purification system	150	AI Overview, 1st	homepage

Read that again. Two pages and one blog post are carrying every one of those citations. Nobody built them for AI. They earned it by answering a question properly, with specifics, in one place. That is the entire method, and it is repeatable across 124 mapped prompts.

4. The opportunity, in dollars

Here is the deliberate constraint on this model. We are not assuming a single new ranking. Every dollar below comes from **winning more of the clicks on impressions you already earn**, plus growth in the AI channel that is already live. New rankings from new content sit on top of this and are not counted.

What we are growing

The growable base	Value / yr	How we get to it
Non-branded organic revenue	\$370,026	Organic search revenue for the twelve complete months to July 2026 (\$1,021,398), multiplied by the non-branded share of your named Search Console clicks (36.2%)
AI assistant revenue	\$66,115	Measured ChatGPT, Gemini and Claude referral revenue, 90 days annualised
Total growable base	\$436,141	The only part of your organic revenue this strategy can move

Branded search is excluded on purpose. People searching "inova air purifier" already know you, and claiming credit for winning them would be dishonest. Worth noting the 36.2% split comes from named queries only, and the anonymised long-tail Google withholds skews non-branded, so your true non-branded share is probably higher. That makes this base conservative.

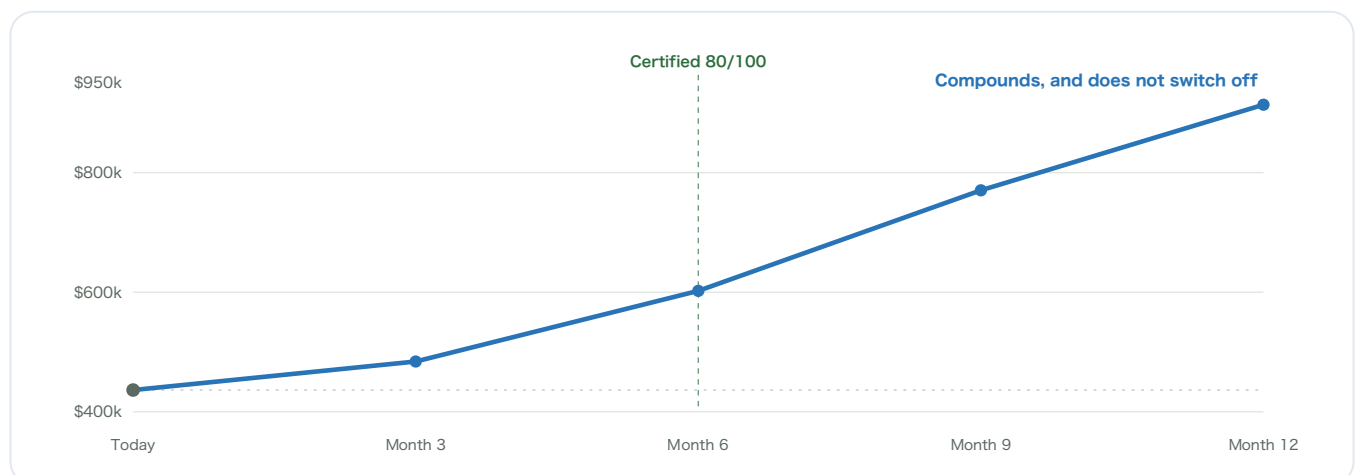
The scenarios

Case	Extra clicks / yr search + AI	Target click rate	From search	From AI	New revenue / yr	Run-rate
Conservative	7,948 662 / mo	0.75%	\$172,717	\$66,115	\$238,832	\$674,973
Mid	15,894 1,325 / mo	1.20%	\$345,410	\$132,230	\$477,640	\$913,781
Strong	26,490 2,207 / mo	1.80%	\$575,667	\$231,402	\$807,070	\$1,243,211

The chain reads left to right. In the mid case you win an extra 15,894 clicks a year, they convert at **3.8%**, each order is worth **\$572**, and that produces **\$345,410** from search. The AI channel triples off a measured base, adding **\$132,230**. Together, **\$477,640** of new revenue a year on top of a \$436,141 base.

Conversion is set at 3.8%, below your measured blended organic rate of 4.47%, because non-branded visitors convert lower than people searching your name. Average order value is your measured organic figure for the last twelve months. For context on the target click rates: the pool is 1.77 million impressions a year and you currently capture 0.30% of it, so even the strong case leaves most of the room unclaimed. Replacement filters are recurring revenue and would add further upside on top of every figure here, but we have not modelled it, because we do not yet have your repeat-purchase data. **MODELLLED ON YOUR DATA**

How it compounds



The mid case, phasing in: roughly 10% of the new revenue live by month three, 35% by month six when you are Certified, 70% by month nine, all of it by month twelve. Starts at your \$436,141 base and ends at \$913,781. Every figure traces to the scenario table above. **MODELLED**

Three things you are probably thinking

"Is AI a bit early for our buyers?" Two answers. The SEO half of this work serves the Google audience you have today, and it is the bigger half. And AI Overviews are not a separate destination, they already sit at the top of the Google results your customers use right now. That is exactly what is eating your click rate. The AI layer is not the future audience, it is the current results page.

"We have to be careful what we claim about health." Agreed, and we work to that line as a matter of course. Everything we write about asthma, allergies, mould or viruses is referenced to a source, framed as filtration performance rather than a medical outcome, and sent to you for approval before it goes live. Your Sensitive Choice approval and your institutional deployments are strong, defensible proof, and they are underused precisely because nobody has written them up carefully.

"Why bother when we already do well on paid?" You do not need convincing on this one, your own numbers already made the argument. Organic out-earns paid search at \$1.28M against \$1.12M run-rate, and it converts at roughly twice the rate. The difference is that one of them is an asset you own and the other is rent. Every click this strategy wins is a click you stop paying for.

5. The six-month transformation

Three phases. We move through them as your site is ready, not on a stopwatch, and the Certified milestone sits at 80 out of 100.

1 Foundations

Fix what is intercepting the click. FAQ and Q&A markup across every collection and product page so your answers are liftable. Rewrite the titles and descriptions on the pages that rank but do not win, starting with the ten head terms above. Repair /pages/compare. Resolve the second domain, inovapurifiers.com, which currently competes with you on ten of your own keywords. Set up the entity layer, the markup that tells an assistant what INOVA is, where it manufactures, and which institutions use it. Measure Core Web Vitals properly and fix what needs fixing.

2 Own your territories

Twelve content clusters, mapped to 94 keywords and 124 AI prompts. Two are outright gaps today: [objections and evidence](#), where the sceptical buyer decides, and [provenance and trust](#), where your Australian manufacturing should be doing far more work than it does. Full coverage of the category is 114 pieces. The core six clusters, which carry most of the demand, are 72. We size the actual build to your retainer and start with the highest-value territories, HEPA and filtration first because you already win there.

3 Authority and compounding

Get INOVA into the places AI reads when it answers your category: Choice, HouseFresh, RTINGS, asthma and allergy resources, health and building publications. Turn Monash Health, the University of Sydney, CSIRO and UNSW into published, citable case studies rather than logos on a page. Build the review and comparison surface so that when an assistant assembles "best air purifier in Australia", your evidence is in the pile it reads from.

Running alongside all three. Measurement, which is your weakest pillar at 5 out of 25. From month one you get AI visibility tracking across ChatGPT, Perplexity, Gemini and Google AI Overviews, citation monitoring on the prompts that matter, and organic revenue attribution in a live report you can open any day. You will be able to answer "are we winning in AI" with a number.

The commercial detail, what is included, what it costs and the guarantee, is on [the offer tab](#).

Appendix A: where you sit today

Every channel, annualised

Channel	Sessions / 90d	Orders	Conversion	Revenue / yr	Share
Organic Search	10,202	545	5.34%	\$1,284,731	24.3%
Paid Search	14,162	369	2.61%	\$1,122,520	21.2%
Direct	11,355	455	4.01%	\$1,050,333	19.9%
Cross-network	8,340	134	1.61%	\$564,636	10.7%
Paid Shopping	9,118	104	1.14%	\$427,080	8.1%
Organic Social	32,206	42	0.13%	\$224,832	4.3%
Email	2,002	212	10.59%	\$178,451	3.4%
Organic Shopping	545	45	8.26%	\$139,334	2.6%
Unassigned	1,506	36	2.39%	\$138,342	2.6%
Referral	1,161	25	2.15%	\$77,949	1.5%
AI Assistant	125	7	5.60%	\$40,179	0.8%
Paid Social	2,239	6	0.27%	\$35,814	0.7%
Total				\$5,284,201	100%

GA4, 9 May to 6 August 2026, annualised. The AI Assistant row is GA4's own channel grouping. Counting every ChatGPT, Gemini and Claude referral across all mediums, the true AI figure is \$66,115 a year. Organic Social carries 32,206 sessions at a 0.13% conversion rate, which is worth a separate conversation. GA4

Organic search, twelve months

39,984 organic sessions, Aug	1,786	\$1,021,398 organic search revenue	4.47% conversion rate	\$572 average order value
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2025 to Jul 2026	orders from organic search			
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The growth pattern matters. Comparing May to July 2026 against the same months in 2025, organic revenue is up **143%** while organic sessions rose only **11.9%**. Nearly all of that gain came from converting better and selling higher-value orders, not from more people arriving. That is a real achievement, and it also means the conversion lever is largely spent. The next gain has to come from traffic, which is precisely what this strategy addresses.

The AI channel, measured

Source	Sessions / 90d	Orders	Conversion	Average order	Revenue / 90d
chatgpt.com	223	11	4.93%	\$1,482	\$16,302
gemini.google.com	10	0	–	–	\$0
claude.ai	3	0	–	–	\$0
All AI assistants	236	11	4.66%	\$1,482	\$16,302

Your site average order value is \$658. AI-referred buyers spend **2.25 times** that. They arrive having already been told what to buy, which is exactly why being the brand named in that answer is worth more than another click. **GA4**

Appendix B: the demand detail

Triangulation, source by source

Source	Basket total / mo	Versus triangulated
Google Keyword Planner	112,380	+29% overstated
SEMrush	83,910	−4%
Ahrefs	78,230	−10% understated
Triangulated median	87,100	the figure used throughout

The basket by cluster

Cluster	Keywords	Searches / mo	Share of demand
Core category	19	63,130	72.5%
HEPA and filtration	17	11,235	12.9%
Health and concern	20	4,290	4.9%
Questions and research	12	4,280	4.9%
Room size and format	10	3,240	3.7%
Commercial and institutional	10	635	0.7%
Provenance and local	6	290	0.3%

Low search volume on the commercial cluster is not the same as low value. A single aged-care or hospital deployment is worth many times a home sale, and those buyers ask assistants rather than search engines, which is why the prompt library covers that territory in depth.

GKP + AHREFS + SEMRUSH

Top of the basket

Keyword	GKP	SEMrush	Ahrefs	Working volume	Difficulty	Confidence	AI Overview
air purifier	49,500	40,500	45,000	45,000	10	Tier 1	
air purifier australia	4,400	3,600	3,100	3,600	12	Tier 1	
best air purifier australia	3,600	3,600	2,900	3,600	1	Tier 1	Yes
air purifiers	–	3,600	2,600	3,100	12	Tier 2	Yes
hepa filter	3,600	2,900	2,300	2,900	25	Tier 1	Yes
hepa air purifier	9,900	2,900	2,400	2,900	11	Tier 2	
best air purifier	2,400	1,900	1,900	1,900	30	Tier 1	Yes
hepa filter air purifier	9,900	1,600	1,000	1,600	11	Tier 2	Yes
air purifier for dust	1,600	1,300	1,000	1,300	10	Tier 1	Yes
best air purifiers	–	1,000	800	900	23	Tier 2	Yes
air cleaner	880	880	600	880	12	Tier 1	Yes
what does an air purifier do	880	880	700	880	10	Tier 1	Yes

Keyword	GKP	SEMrush	Ahrefs	Working volume	Difficulty	Confidence	AI Overview
air purifiers australia	–	1,000	600	800	19	Tier 2	Yes
do air purifiers work	720	880	700	720	7	Tier 1	Yes
portable air purifier	720	720	500	720	0	Tier 1	Yes

The full 94-keyword basket, the 124-prompt AI library, the cluster map and the scorecard workings are in the companion workbook on the data tab. Tier 1 means all three tools agreed within a narrow band. Tier 2 means two sources, or a wide spread worth treating with more caution. [GKP + AHREFS + SEMRUSH](#)

Appendix C: where to play

Twelve content territories, built from the keyword basket and the prompt library together, scored against what already exists on your site.

Territory	Coverage today	Searches / mo	Prompts	Pieces to build
Core category and buying	Partial	63,130	29	14
HEPA, carbon and filtration	Partial	11,235	18	16
Mould and damp	Covered	4,290	8	7
Allergies, asthma and hay fever	Partial	4,290	10	10
Smoke, dust and air quality	Partial	4,290	8	8
Running, upkeep and troubleshooting	Partial	4,280	11	11
Objections and evidence	Gap	4,280	8	8
Pets, odours, VOCs and chemicals	Partial	4,290	7	7
Bedrooms, babies and sleep	Partial	3,240	6	6
Rooms, sizing and format	Partial	3,240	18	6
Commercial, healthcare and education	Partial	635	13	13
Provenance, brand and trust	Gap	290	17	8
Full category coverage				114
Core six clusters only				72

The two gaps are the interesting ones. **Objections and evidence** is where a sceptical buyer decides, and it is the one place a manufacturer with real testing can beat a retailer outright. "Do air purifiers actually work" is asked 720 times a month and returns an AI Overview, and you have nothing dedicated to it. **Provenance and trust** is your Australian manufacturing, your five-year warranty, your filter mass and your institutional customers, and right now it lives on an About page. In a category flooded with imported units, that is the most underused asset you have.

Appendix D: who you are up against

Two different fights. Retailers and global brands compete for the transaction. Review sites and health bodies compete for the answer, and they are the ones AI reads.

Domain	Domain Rating	Role in your category
iqair.com	80	Global brand, high authority
choice.com.au	79	Review authority , ranks on 149 of your keywords
rtings.com	78	Review authority , independent testing
asthma.org.au	72	Health authority , the Sensitive Choice body
daikin.com.au	71	Category brand
housefresh.com	66	Review authority , ranks on 75 of your keywords
dyson.com.au	65	Category brand, ranks on 109 of your keywords
sleepsolutions.com.au	35	Australian specialist
inovaairpurifiers.com.au	30	You , 710 referring domains
ausclimate.com.au	29	Australian specialist

Ahrefs, August 2026. Against the Australian specialists you are competitive. Against the sites that shape the AI answer you are 35 to 50 Domain Rating points behind. **AHREFS**

The authority play, in one line. You will not out-rank Choice, and you do not need to. You need to be in what Choice, HouseFresh, RTINGS and the asthma bodies publish, because that is the raw material an assistant uses when it answers "best air purifier in Australia". Being an Australian manufacturer with medical-grade specifications, independent approval and hospital deployments is a genuinely strong pitch to those outlets. Nobody has made it.

One thing to fix early. A second domain, inovapurifiers.com, currently ranks against you on ten of your own keywords and sent 183 referral sessions in the last 90 days. Two sites competing for the same terms splits the authority you are trying to build. This needs a decision in the first fortnight.

Appendix E: where the numbers come from

Figure	Source	Window
Revenue, sessions, conversion, average order value	Your GA4 property, ecommerce reporting	12 complete months to July 2026; channel detail 9 May to 6 Aug 2026
Impressions, clicks, positions, branded split	Your Google Search Console	7 May to 4 Aug 2026, annualised
Search volumes	Google Keyword Planner, Ahrefs and SEMrush, median of the three	Pulled 7 August 2026, Australia
AI Overview presence and keyword difficulty	Ahrefs SERP features	7 August 2026
Domain Rating, referring domains, competitor set	Ahrefs Site Explorer	7 August 2026
Schema, metadata, page depth, discovery files	Direct crawl of your site	7 August 2026
AI prompt volumes	Directional estimate: triangulated head-term volume with a conservative query fan-out factor	Ranges, never presented as measured search volume

What we have not measured

- **Core Web Vitals.** The PageSpeed API hit its daily quota while we were building this. It is a week-one task and could move the Technical score either way.
- **Repeat and lifetime value.** Replacement filters are recurring revenue and we have deliberately left them out of every projection. Once we can see repeat purchase behaviour, the return on this work goes up, not down.
- **Offline and institutional revenue.** Everything here is online store revenue. Showroom, phone, dealer and tender business sits outside GA4, and some of the commercial content territory will influence it in ways this model does not count.

Every figure marked **YOUR OWN DATA** is measured. Every figure marked **MODELLED** is a projection built on those measurements, with the assumptions stated beside it. We do not mix the two.

Team Empathy

Search & AI Strategy for INOVA Air Purifiers · August 2026 · All figures AUD