TEAM EMPATHY · SEARCH & AI STRATEGY

# Be the pregnancy seatbelt brand AI recommends in Australia.

## Prepared for Tummy Shield

AUSTRALIA | 9 NOVEMBER 2026 · TEAM EMPATHY

## 1. Executive summary

**The short version.** Up to about 2 in 10 of the non-branded Google clicks you could win in Australia come to you, and most of the answers expectant parents read come from someone else. Getting to 35% once the new content has had time to rank adds **+A$10,183 a year** in customer value, non-branded and gross, projected. That is a small line on its own, because this is a small category with one purchase per pregnancy. An A$899 safety product also gets judged on the first thing a parent reads, and today that is usually someone else's page.

### Three things to know

- **Other people answer your biggest question.** "Pregnancy seat belt" is searched 880 times a month in Australia. Search Console has you averaging position 6.3 over the year. A live desktop check on 27 October had tummyshield.com at 16th, below Reddit, Kogan, your stockist Baby Things, and an article titled "Why Pregnancy Seat Belt Adjusters Aren't Safe". SEARCH CONSOLE DATAFORSEO
- **AI is already answering, mostly without you.** 10 of the 12 searches we checked showed a Google AI Overview, and of the 8 where we could read the sources, tummyshield.com was among them on just one. They lean most on Queensland Health and Drive. ChatGPT sent you 417 visits and 1 order last year with nothing built for it. DATAFORSEO GA4
- **Search Console has a four-month gap.** It holds nothing from 7 February to 10 June 2026, while Analytics shows your search visits carrying on as normal. It has recorded

since, and we'd want to confirm why it stopped, because every result from here gets measured against it. SEARCH CONSOLE GA4

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

**57,186**
non-branded searches a year in Australia across your core topics, including our standard 1.35 allowance for the long tail

**11,437**
of those are organic clicks you could win, on our standard assumption of 20% once ads, marketplaces and AI answers take theirs

**1,969**
is what you win today, 17.2% of the pool. 531 are searches Google names; it hides the rest, and we count those as non-branded

**A$573**
of customer value a year in every extra 1% you take, non-branded, gross and projected

## What that is worth

A hire pays A$60 a month, and we have projected 4 months of it. A purchase averages A$744.91 in Analytics across 14 sales, below the A$899 list price. 89% of your Australian search customers hire, so a first order is worth A$134.91 and a customer A$295.22, with the refundable deposit left out. About 1 click in 59 becomes a customer. Analytics also shows your Australian search hires averaging A$36.10 on their first payment, and if that holds and the missing Search Console months were busier than a day count suggests, the mid case adds about A$8,500 instead (non-branded, gross, projected). Shopify will settle both. GA4 PROJECTED

| Case | Share of the pool | Clicks / yr | New customers / yr | First-order revenue / yr (gross) | First-year value / yr (gross) | Three-year value / yr (gross, projected) |
|---|---|---|---|---|---|---|
| **Today** Australia | 17.2% | 1,969 | 33 | A$4,505 | A$9,858 | A$9,858 |
| **Conservative** Australia | 25.0% | 2,859 | 48 | A$6,541 | A$14,313 | A$14,313 |
| **Mid** Australia | **35.0%** | **4,003** | **68** | **A$9,158** | **A$20,041** | **A$20,041** |
| **High** Australia | 45.0% | 5,147 | 87 | A$11,776 | A$25,768 | A$25,768 |
| **United States, mid** about 17,100 searches / mo | 14.6% | 8,093 | Sized, not priced | Sized, not priced | Sized, not priced | Sized, not priced |

| Case | Share of the pool | Clicks / yr | New customers / yr | First-order revenue / yr (gross) | First-year value / yr (gross) | Three-year value / yr (gross, projected) |
|---|---|---|---|---|---|---|
| **United Kingdom, mid**<br>about 7,900 searches / mo | 2.6% | 659 | Sized, not priced | Sized, not priced | Sized, not priced | Sized, not priced |

Australian rows are non-branded and gross, in Australian dollars, and every customer value is projected on a 4-month hire. Customers in the Today row are the ones you already win. Three-year value equals first-year value because a customer buys once per pregnancy; a second pregnancy or a hire passed on to a friend would add to it, and we have not counted either. The United States and United Kingdom rows use the same lift on share as the Australian mid case and are sized only: your hire model is Australian, and organic search turned 6,828 US visits into 11 purchases last year against 4,598 and 136 in Australia, so Australian value per click would overstate them. Shopify access will firm up every value column, either way. SEARCH CONSOLE GA4 PROJECTED

The table leaves out the buyers it cannot see. Analytics credits 453 purchases to direct visits and 52 to the 59,743 visits from paid social. We cannot yet say how many of those direct buyers read a Google answer before they came back, and connecting Shopify is how we find out. GA4

### Where you focus, at a glance

**Seatbelt positioners**

~1,315 SEARCHES / MO

THE PRIZE

Your biggest territory and the product itself. You have a page on how yours works and no guide to choosing one, and AI Overviews show on 83% of this demand.

**Safety and how to wear a belt**

~455 SEARCHES / MO

YOUR EDGE

Crash tested and ADR compliant, with the documents to back it. Written as plain answers, it speaks straight to the worry behind "is a pregnancy seat belt safe?".

**Driving after a C-section**

~445 SEARCHES / MO

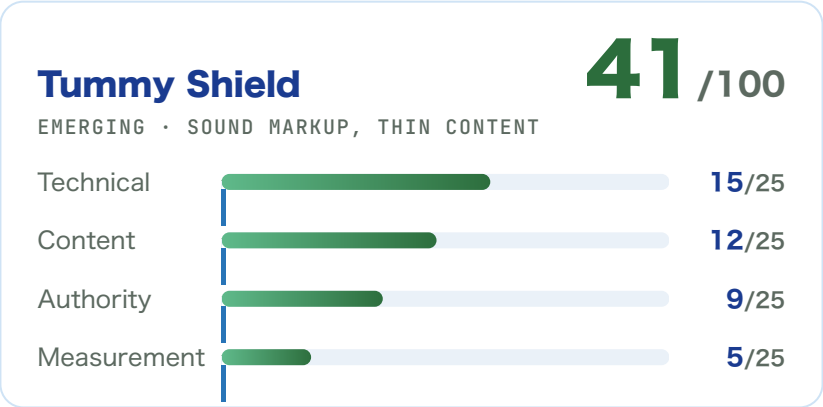
WIDE OPEN

"Driving after c-section" is searched about 320 times a month on DataForSEO's estimate, you have no page on it, and hospitals and health sites hold the answers today.

Keyword volumes for Australia are the median of three keyword sources, including Google Keyword Planner. Every keyword, prompt and cluster lives in The data tab. KEYWORD RESEARCH

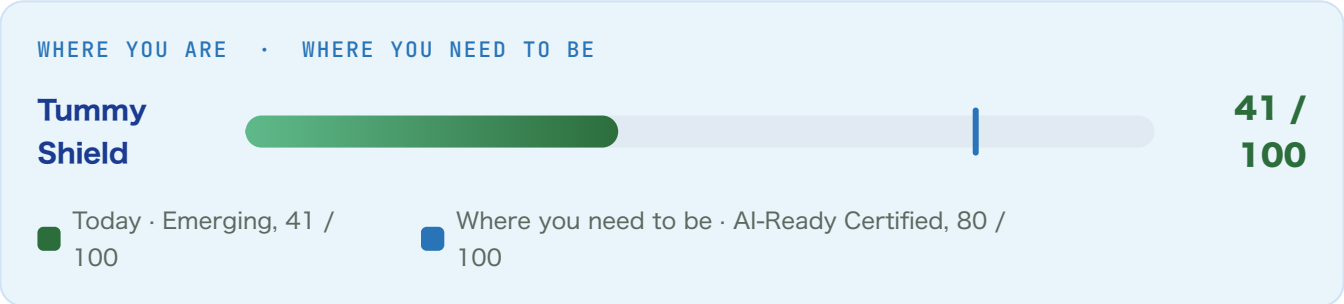
## 2. How AI-ready you are today: the AEO scorecard

We score every brand out of 100 against our AEO Maturity Model: four pillars (Technical, Content, Authority, Measurement), each out of 25. **AI-Ready Certified is 80 out of 100**, Professional on all four, the standard we build clients to. You are at 41 today: sound product markup and open doors to AI crawlers, on a site with three articles and a thin set of outside sources.




**+39**

points to AI-Ready Certified. The first few come from headings, review markup and measurement. The rest is content and outside proof.




**The findings that matter most, and cost least to fix.** 17 information pages have no main heading, including your crash test and safety certification pages. Your 4.95 star rating from 84 reviews shows to shoppers but is missing from the structured data AI and Google read most reliably. And a second hire page on a test SKU is in Google and taking orders, so we'd want to know what it is for.

The detailed findings, how the scoring works, and where every number comes from are in Appendix B and Appendix F.

## 3. The market you are missing: search and AI

Expectant parents search for the worry before they search for a brand: is a seatbelt safe when I'm pregnant, how should I wear it, when should I stop driving, how soon can I drive after a C-section. Those are the questions your content should answer, with the medical ones sending readers to their midwife or doctor. Today the answers come from Reddit, Facebook, health departments and car sites.

**Want the in-depth look?** Click through to The data ↗ tab for every keyword, all 116 AI questions and the cluster maths behind this section.

### Validated demand, and where you rank today

| Term | Searches / mo (AU) | Your average position (AU, 12 months) | Live check, 27 Oct (desktop, top 20) | AI Overview live? |
|---|---|---|---|---|
| pregnancy seat belt | 880 | 6.3 | 16 | Yes |
| pregnancy seat belt australia | 170 | 4.5 | Not in top 20 | Yes |
| pregnancy seat belt adjuster | 70 | 4.2 | Not in top 20 | - |
| car seat belt pregnancy | 140 | 6.2 | Not in top 20 | Yes |
| how to wear seatbelt when pregnant | 20 | 5.8 | Not in top 20 | Yes |
| driving while pregnant | 50 | 14.3 | 12 | Yes |
| when should i stop driving when pregnant | 50 | - | Not in top 20 | Yes |
| driving after c-section | 320 | - | Not in top 20 | Yes |
| seat belt pillow post surgery | 10 | - | Not in top 20 | - |
| stoma seat belt protector | - | 11 | 7 | Yes |
| crash tested pregnancy seat belt | 10 | - | Not in top 20 | Yes |
| is pregnancy seat belt safe | 10 | 15 | 12 | Yes |

Search volume is the median of three keyword sources, including Keyword Planner for Australia; a dash means no figure came back. Average position is your Search Console over the twelve

months, where it recorded any impressions. The live check is one desktop snapshot of Google Australia on 27 October 2026 from DataForSEO, and most of your clicks come from phones, so the two can differ. SEARCH CONSOLE KEYWORD RESEARCH

172 core keywords add up to 3,530 core searches a month, and 116 AI questions sit alongside them, 84 of which you can answer better than a general site, from the crash testing and the hire model. The prompt library, cluster maths and territory plan are in Appendix C, Appendix D and The data tab.

> **No brand owns these answers yet.** Mimi Belt's authority is almost level with yours, and you have the crash tests, the ADR compliance and the reviews to draw on once they are written down as plain answers.

## 4. The three-month transformation

Our three-month AI & Search Transformation puts the foundations and the first 40 to 50 pieces in place. The mid case, **+A$10,183 a year** in new non-branded gross customer value, projected, builds after that as the content ranks. AI-Ready Certified at 80 out of 100 is the goal, and content volume and outside authority decide when you reach it.

> **Want the full breakdown?** Click through to The offer tab for the phases, the deliverables and your time commitment.

# Appendix A: your channels and current position

Tummy Shield is a crash-tested, ADR-compliant pregnancy seatbelt positioner, hired at A$60 a month with a refundable A$99 deposit, or bought at A$899. The store runs on Shopify with 4 products, 17 pages and 3 articles.

## Your channels, from your own Analytics

| Channel | Visits | Orders | Revenue |
|---|---|---|---|
| Direct | 11,207 | 453 | A$99,403 |
| Organic search, branded and non-branded together | 14,805 | 154 | A$37,232 |
| Paid Search | 5,343 | 93 | A$27,422 |
| Unassigned | 3,979 | 45 | A$14,370 |
| Paid Social | 59,743 | 52 | A$13,012 |

Google Analytics 4, 26 October 2025 to 26 October 2026, every country, channels with 40 or more orders, in Australian dollars. Organic search here is **branded and non-branded together**. Analytics counts hire deposits as revenue: A$61,638 of the A$200,068 it recorded, or 30.8%. GA4

## The months Search Console missed

| Month | Search Console clicks | Analytics organic visits |
|---|---|---|
| January 2026 | 1,127 | 1,130 |
| February 2026 | 272 | 1,553 |
| March 2026 | Nothing recorded | 1,344 |
| April 2026 | Nothing recorded | 1,326 |
| May 2026 | Nothing recorded | 1,523 |
| June 2026 | 1,000 | 1,530 |
| July 2026 | 1,240 | 1,400 |

Every country, branded and non-branded together. Search Console recorded 242 of the 366 days in the window. February and June are part months. SEARCH CONSOLE GA4

## Appendix B: the scorecard in detail

Four pillars, 25 points each, scored from a live crawl, your own Analytics and DataForSEO authority data, with Measurement and a few content inputs being our own read. AI-Ready Certified requires Professional on all four pillars and 80 or more in total.

| Pillar | Score | The evidence behind it |
|---|---|---|
| Technical | 15 / 25 | robots.txt blocks no AI crawler and Shopify's agent endpoints are live. All 4 products carry Product, Offer, Brand and SKU markup, and FAQ markup, and none of the JSON-LD is invalid. What holds it back: 17 of the 27 pages checked have no main heading, there is no review markup even though shoppers see 4.95 from 84 reviews, no GTINs, Organization markup with no logo or social profiles, 5 pages with no meta description, and 153 of 237 images with empty or missing alt text. Real-user speed data does not exist yet because too few Chrome users visit. Google's Lighthouse lab test, simulating a mid-range phone on a slow connection, scores the homepage 59, the what-is page 68 and the hire page 55 (largest content in 11.5, 8.1 and 14.1 seconds). A second hire page on a test SKU (TS-HIRE-BLK-STD-01-TEST) is indexable beside the main one, and Analytics shows it taking hires. |
| Content | 12 / 25 | Three solid articles of 2,251 to 3,533 words, each linking to a product, carrying 16 question-style headings between them, and FAQ markup on products and four pages. That is the whole library, against 11 territories and 116 buyer questions. Nothing yet on driving after a C-section, hire versus buy, or how positioners compare. It stays at this level until there is a researched plan and answer-first content behind it. |

| Pillar | Score | The evidence behind it |
|---|---|---|
| **Authority** | 9 / 25 | Measured with DataForSEO: its own domain rank, on a 0 to 1,000 scale folded to 16 out of 100 (not an Ahrefs Domain Rating), from 204 referring domains, a raw count we have not screened for quality, and 12 broken backlinks. Stockists and 84 on-site reviews are real proof. Your markup links no outside review profile or social profiles, and tummyshield.com was a source on just one of the 8 AI Overviews where we could read the sources. |
| **Measurement** | 5 / 25 | Analytics and Search Console are connected, but Search Console has a four-month hole. Analytics counts refundable deposits as revenue, the monthly hire payments are not visible in it, nothing splits branded from non-branded, and nothing tracks whether ChatGPT, Perplexity or Google's AI name you. |

Total 41 of 100, which places the brand at **Emerging**. TEAM EMPATHY AEO MATURITY MODEL

## The ranked path to AI-Ready Certified

| Points | Pillar | The move |
|---|---|---|
| **+5** | Technical | A main heading on those pages, review markup, Organization details, descriptions and alt text, the test-SKU hire page sorted out with you, and mobile speed work. Professional also needs passing Core Web Vitals from real Chrome users, which takes more visitors than the site has today. |
| **+15** | Measurement | Search Console recording cleanly, a baseline of your priority questions across ChatGPT, Perplexity, Gemini and Google AI Overviews, branded and non-branded reported separately, hire revenue reported without the deposit, and a monthly rhythm of acting on what moved. |

| Points | Pillar | The move |
|---|---|---|
| +8 | Content | The researched plan across the 11 territories and answer-first guides on positioners, safety, how to wear a belt, driving after a C-section and hire versus buy. |
| +11 | Authority | Midwife, parenting and road-safety sources, a third-party review profile beside your on-site reviews, and the entity layer for the brand. Professional needs a DataForSEO rank of 20 or more, and you are at 16. |

## Appendix C: the demand detail

| Territory | Keywords | AU searches / mo | AI Overview share (keyword data) | AI prompts |
|---|---|---|---|---|
| Pregnancy Seatbelt Positioners | 25 | 1,315 | 83% | 9 |
| Positioner Safety, Crash Testing & Standards | 21 | 220 | 0% | 10 |
| How to Wear a Seatbelt When Pregnant | 21 | 235 | 0% | 12 |
| Driving While Pregnant | 37 | 585 | 26% | 16 |
| Driving After a C-Section | 13 | 445 | 76% | 11 |
| Tummy Shield Reviews & Brand Comparisons | 36 | 820 | 50% | 15 |
| Hire vs Buy & Where to Get One | 6 | 220 | 77% | 11 |
| Seatbelt Comfort After Surgery (hernia, stoma, ostomy) | 9 | 80 | 0% | 10 |

| Territory | Keywords | AU searches / mo | AI Overview share (keyword data) | AI prompts |
|---|---|---|---|---|
| After a Car Accident While Pregnant | 18 | 190 | 0% | 6 |
| Car Travel & Road Trips While Pregnant | 18 | 390 | 54% | 10 |
| Seat Belt Pillows & Cushions | 19 | 400 | 12% | 6 |

11 territories and 116 prompts. The table totals 4,900 searches a month: 3,530 core, 750 adjacent and 620 branded. Only the core goes into the money model. AI Overview share comes from the flags pulled with the keyword data, and the live check in section 3 is a separate snapshot, so the two can differ. KEYWORD RESEARCH

## The AI questions buyers ask

| Question | Territory | Search demand behind it |
|---|---|---|
| What's the best pregnancy seatbelt positioner in Australia? | Pregnancy Seatbelt Positioners | ~250-999 / mo |
| Are pregnancy seatbelt devices legal in Australia? | Positioner Safety, Crash Testing & Standards | ~50-249 / mo |
| How should a pregnant woman wear a seatbelt? | How to Wear a Seatbelt When Pregnant | ~50-249 / mo |
| Is it safe to drive while pregnant? | Driving While Pregnant | ~50-249 / mo |
| How do I stop the seatbelt rubbing my C-section scar? | Driving After a C-Section | <50 /mo |
| Where can I buy a crash-tested pregnancy seatbelt in Australia? | Hire vs Buy & Where to Get One | <50 /mo |

| Question | Territory | Search demand behind it |
|---|---|---|
| What can I use to keep a seatbelt off a hernia or abdominal wound? | Seatbelt Comfort After Surgery (hernia, stoma, ostomy) | <50 /mo |
| Is it safe to travel by car in the third trimester? | Car Travel & Road Trips While Pregnant | <50 /mo |
| Are seatbelt pillows safe to use? | Seat Belt Pillows & Cushions | ~50-249 / mo |

A sample of the 116-question library, all of it in The data tab. The demand column is the keyword search volume underneath each question, as a directional band. DIRECTIONAL

### What we ruled out

Search Console shows your site appearing for 53,405 impressions on tummy tuck searches, nearly all offshore, with no clicks. It is off-topic for a seatbelt brand, so it stays out of the plan and the numbers.

## Appendix D: where to play, your content territories

The same demand, grouped into the territories a plan executes against, in priority order. Each links back to the product and to its neighbours.

| # | Territory | Refresh | New landing pages | New guides | Full coverage | Core pieces |
|---|---|---|---|---|---|---|
| 1 | Pregnancy Seatbelt Positioners | 4 | 1 | 8 | 13 | 7 |
| 2 | Positioner Safety, Crash Testing & Standards | 2 | 0 | 10 | 12 | 6 |
| 3 | How to Wear a Seatbelt When Pregnant | 1 | 0 | 11 | 12 | 5 |

| # | Territory | Refresh | New landing pages | New guides | Full coverage | Core pieces |
|---|---|---|---|---|---|---|
| 4 | Driving While Pregnant | 0 | 1 | 16 | 17 | 3 |
| 5 | Driving After a C-Section | 0 | 1 | 11 | 12 | 4 |
| 6 | Tummy Shield Reviews & Brand Comparisons | 1 | 1 | 15 | 17 | 6 |
| 7 | Hire vs Buy & Where to Get One | 3 | 1 | 11 | 15 | 6 |
| 8 | Seatbelt Comfort After Surgery (hernia, stoma, ostomy) | 1 | 1 | 10 | 12 | 4 |
| 9 | After a Car Accident While Pregnant | 0 | 0 | 6 | 6 | 0 |
| 10 | Car Travel & Road Trips While Pregnant | 1 | 0 | 9 | 10 | 1 |
| 11 | Seat Belt Pillows & Cushions | 0 | 0 | 6 | 6 | 0 |

Refreshes, landing pages and guides add up to full coverage. About **42 of those pieces** own the core territories and **132** cover the category in full, against three articles today. Medical questions (when to stop driving, when to drive after a C-section, what to do after a crash) explain published guidance and send readers to their midwife or doctor. CLUSTER MODEL

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

| Store | Rank /100 | Referring domains | AU keywords | Top-3 (AU) | Read |
|---|---|---|---|---|---|
| Tummy Shield | 16 | 204 | 15 | 6 | You: strong on your own name, three articles behind it |
| Mimi Belt | 18 | 204 | 5 | 3 | Your direct rival, on the same referring-domain count |
| Koala Baby Care | 23 | 556 | 443 | 5 | Baby brand with a driving belt, far broader in Australia |
| BeSafe | 34 | 1,240 | 48 | 2 | Child seat maker with a pregnancy belt range |
| Baby Bubble | 38 | 168 | 630 | 8 | Sells a pregnancy belt, the broadest footprint here |

Rank and referring domains are DataForSEO, 9 November 2026: its own 0 to 1,000 domain rank folded to /100, not an Ahrefs Domain Rating. Keyword counts are DataForSEO Labs for Australia, 27 October 2026, and the same source reads every store. Referring domains are raw counts.

DATAFORSEO

The gap to Mimi Belt is two points. The work that moves it is earning a place with the midwives, parenting sites and road-safety sources AI reads when someone asks whether a positioner is safe.

## Appendix F: where the numbers come from

### The sources

- **Your Search Console**, tummyshield.com, 26 October 2025 to 26 October 2026, with 242 days recorded.
- **Your Google Analytics 4**, the same twelve months, in Australian dollars.
- **Keyword volumes**, the median of three keyword sources, including Google Keyword Planner for Australia, pulled October 2026.
- **Authority and live results**, DataForSEO, 27 October and 9 November 2026.
- **Technical findings**, a direct crawl of the site and Google PageSpeed Insights.
- **Your Shopify is not connected yet.** Hire length, refunds and the true customer split all come from there, so those inputs are the ones to expect to move.

### How we split branded from non-branded

Search Console recorded 2,483 clicks from Australia. 1,086 named Tummy Shield and 95 named a competitor such as Mimi Belt, and those are left out. 351 were named non-branded queries and 951 were queries Google withholds, which we count as non-branded because brand names are the frequent queries Google always returns. That is the generous reading: named non-branded searches alone come to 531 a year. That gives 1,302 recorded non-branded clicks, or 1,969 a year once scaled by 366 over 242 for the days missing. As a cross-check, the same scaling puts all Australian Search Console clicks at 3,755 a year, against 4,387 Google organic visits from Australia in Analytics. Scaling by Analytics organic visits for the missing months would put today's non-branded clicks nearer 2,180.

### The chain, in full

| Step (non-branded model, Australia) | Value |
|---|---|
| Core searches / mo (median of three keyword sources, including Keyword Planner; Keyword Planner has no figure for 530 of these) | 3,530 |
| With the long tail (x 1.35), searches / yr | 57,186 |
| Winnable organic clicks / yr (x 0.20) | 11,437 |

| Step (non-branded model, Australia) | Value |
|---|---|
| Non-branded clicks you win today, a year | 1,969 (17.2%) |
| Orders per click: 32 orders on 1,887 Google organic visits from Australia to pages other than the homepage (Analytics, a small sample) | 1.7% |
| Hire share of your Australian organic purchases, by items (114 hires, 14 purchases) | 89% |
| First order: A$60 for a hire, A$744.91 for a purchase, deposit left out | A$134.91 |
| Customer value, projected: A$60 x 4 months for a hire, A$744.91 for a purchase | A$295.22 |
| Value of a click, first order / customer, projected | A$2.29 / A$5.01 |
| Each 1% of the pool: clicks and customer value / yr, gross, projected | 114 and A$573 |

Every Australian case is the pool times the share times the value of a click. Analytics also shows 134 of 134 organic purchasers from Australia as first-time buyers, which is why the customer and order counts are treated as the same. The full derivation is in the model workings file.

**Team Empathy**

Search & AI for ecommerce

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