

THIN LIZZY

Organic Search Performance Report

Australia · New Zealand · June vs July 2026

PERFORMANCE AT A GLANCE

AUSTRALIA · A\$	NEW ZEALAND · NZ\$
1 - 19 JULY 2026 compared with 1-19 June 2026 · 19 days on each side	
Revenue from Google organic search A\$74.0K ▲ +41.2% up from A\$52.4K	Revenue from Google organic search NZ\$39.2K ▲ +4.8% up from NZ\$37.4K
Visits from Google search 7.63K ▲ +17.9% up from 6.47K	Visits from Google search 5.93K ▲ +13.6% up from 5.22K
Search click-through rate 4.6% ▲ +1.0 pp up from 3.6%	Search click-through rate 3.2% ▲ +0.7 pp up from 2.5%
27 - 30 JULY 2026 compared with 27-30 June 2026 · 4 days on each side	
Visits from Google search 1.77K ▲ +9.9% up from 1.61K	Visits from Google search 1.70K ▲ +82.8% up from 930
Search click-through rate 5.2% ▲ +0.6 pp up from 4.6%	Search click-through rate 4.4% ▲ +2.0 pp up from 2.4%

A\$ and NZ\$ figures are kept separate throughout and are never combined. Revenue for the 27-30 July period is shown in full on page 3.

The headline

Google organic search is bringing in more revenue

- **Australia:** A\$52.4K → A\$74.0K in the 1–19 July window, up 41.2%.
- **New Zealand:** NZ\$37.4K → NZ\$39.2K in the same window, up 4.8%.
- **Across both reporting windows combined**, Google organic revenue rose from A\$66.7K to A\$85.7K in Australia (+28.5%) and NZ\$44.3K to NZ\$45.5K in New Zealand (+2.7%).
- **Google remained the single largest revenue source** in both stores, ahead of direct, self-referred, Bing and app-link traffic.

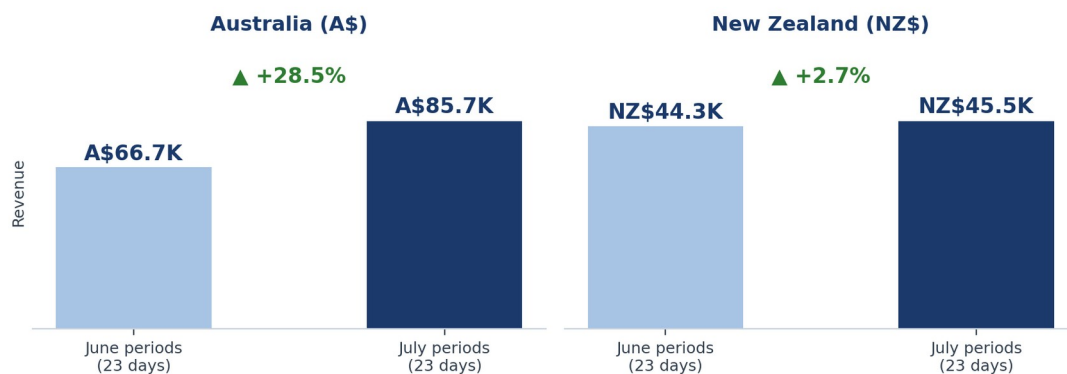
Click-through rate improved in every comparison

- **Australia:** 3.6% → 4.6% in the first window, then 4.6% → 5.2% in the second.
- **New Zealand:** 2.5% → 3.2% in the first window, then 2.4% → 4.4% in the second.
- **Four measurements, four improvements.** A higher share of the people who see Thin Lizzy in Google results are choosing to click.

More people are arriving from Google

- **Australia:** 6.47K → 7.63K visits (+17.9%) in the first window, and 1.61K → 1.77K (+9.9%) in the second.
- **New Zealand:** 5.22K → 5.93K visits (+13.6%) in the first window, and 930 → 1.70K (+82.8%) in the second.
- **Returning customer rate also improved.** Australia 55.20% → 55.95%, New Zealand 70.46% → 72.56%.

Revenue from Google organic search — both reporting windows combined

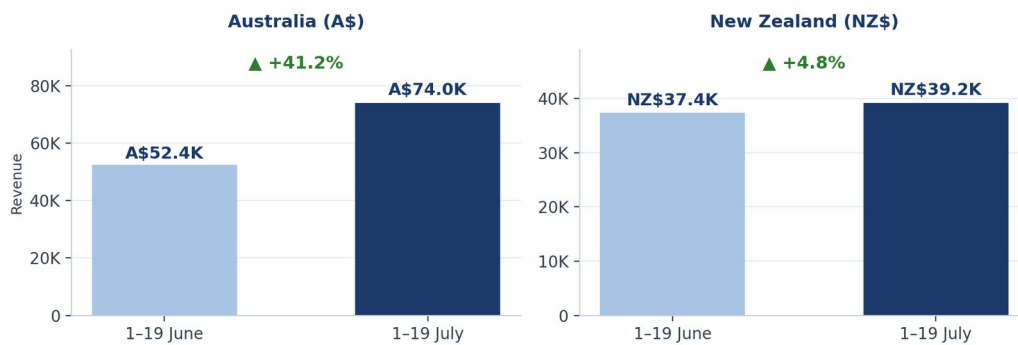


Revenue from Google organic search, both reporting windows combined (23 days on each side).

Revenue from Google organic search

Revenue attributed by Shopify to the Google organic referrer — sales that came from an unpaid Google search result.

Revenue from Google organic search — 1-19 June vs 1-19 July



1-19 June vs 1-19 July. Both sides are 19 days, so the figures compare directly.

Both reporting windows in full

Period	Australia (A\$)	New Zealand (NZ\$)
1-19 June 2026 (19 days)	A\$52.4K	NZ\$37.4K
1-19 July 2026 (19 days)	A\$74.0K	NZ\$39.2K
Change	▲ +41.2%	▲ +4.8%
27-30 June 2026 (4 days)	A\$14.3K	NZ\$6.9K
27-30 July 2026 (4 days)	A\$11.7K	NZ\$6.3K
Both windows combined	A\$66.7K → A\$85.7K	NZ\$44.3K → NZ\$45.5K
Combined change	▲ +28.5%	▲ +2.7%

Shopify Analytics, total sales by referrer (search · google). A\$ and NZ\$ are never combined.

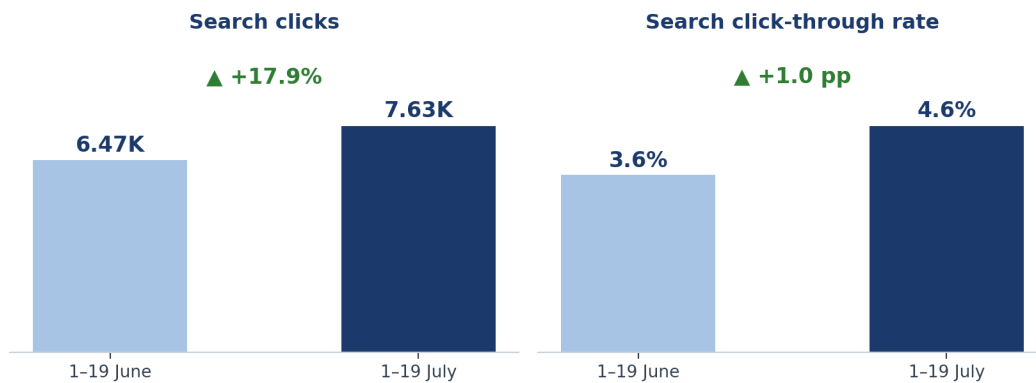
About the 27-30 July period

- Search engagement across these four days was strong: visits from Google rose 9.9% in Australia and 82.8% in New Zealand, and click-through rate improved in both markets.
- Revenue over the same four days was A\$11.7K in Australia and NZ\$6.3K in New Zealand, against A\$14.3K and NZ\$6.9K in the matching June period.
- A four-day window at the end of a month is heavily influenced by where promotions and paydays fall, so it moves far more sharply than the 19-day window.
- Taking both windows together, Google organic revenue is up 28.5% in Australia and 2.7% in New Zealand.

Click-through rate and visits from Google

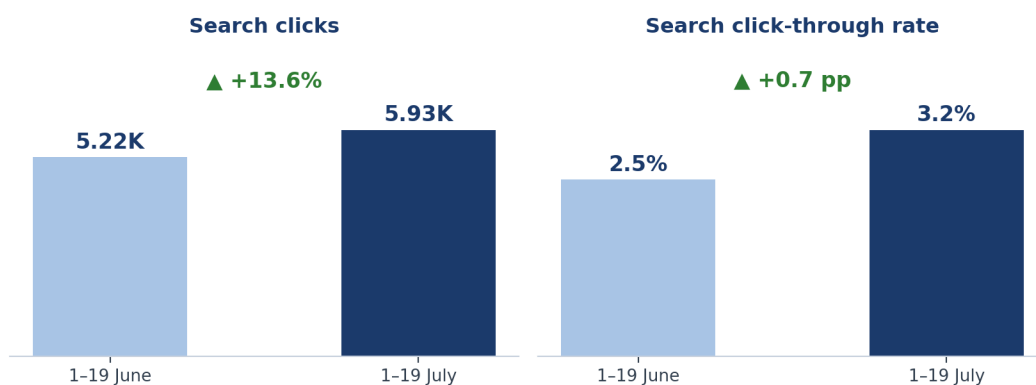
Click-through rate is the share of people who click after seeing Thin Lizzy in a Google search result. It is measured by Google directly and is the clearest signal that search listings are working harder.

Australia — 1-19 June vs 1-19 July



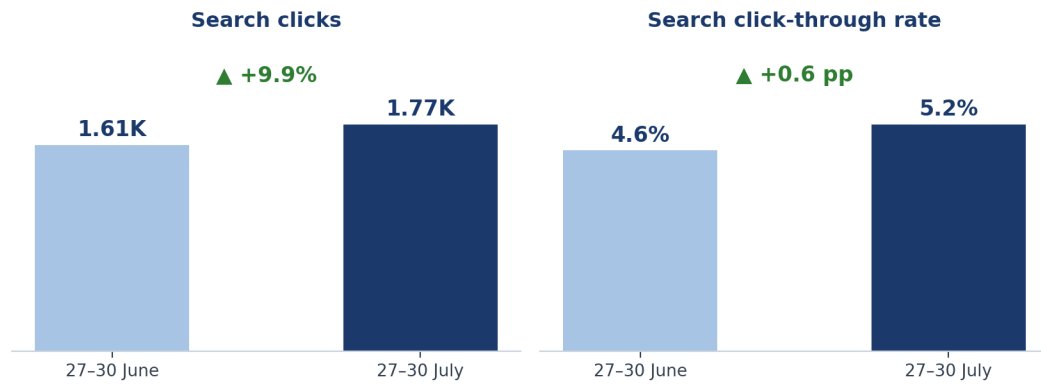
Australia — 1-19 June vs 1-19 July. Source: Google Search Console.

New Zealand — 1-19 June vs 1-19 July



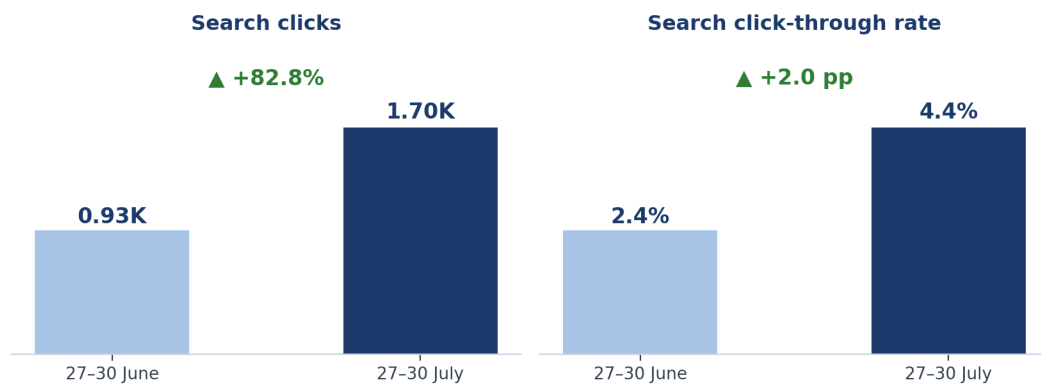
New Zealand — 1-19 June vs 1-19 July. Source: Google Search Console.

Australia — 27-30 June vs 27-30 July



Australia — 27-30 June vs 27-30 July. Source: Google Search Console.

New Zealand — 27-30 June vs 27-30 July



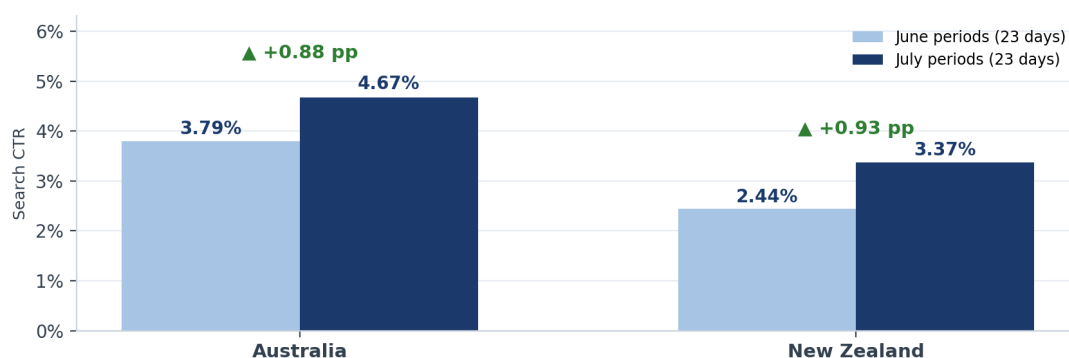
New Zealand — 27-30 June vs 27-30 July. Source: Google Search Console.

Every comparison, side by side

Period	AU visits	AU CTR	NZ visits	NZ CTR
1-19 June 2026	6.47K	3.6%	5.22K	2.5%
1-19 July 2026	7.63K	4.6%	5.93K	3.2%
Change	▲ +17.9%	▲ +1.0 pp	▲ +13.6%	▲ +0.7 pp
27-30 June 2026	1.61K	4.6%	930	2.4%
27-30 July 2026	1.77K	5.2%	1.70K	4.4%
Change	▲ +9.9%	▲ +0.6 pp	▲ +82.8%	▲ +2.0 pp
Both windows combined	▲ +16.3%	▲ +0.88 pp	▲ +24.1%	▲ +0.93 pp

Google Search Console. Every comparison has the same number of days on each side.

Search CTR across both reporting windows combined



Search click-through rate, both reporting windows combined.

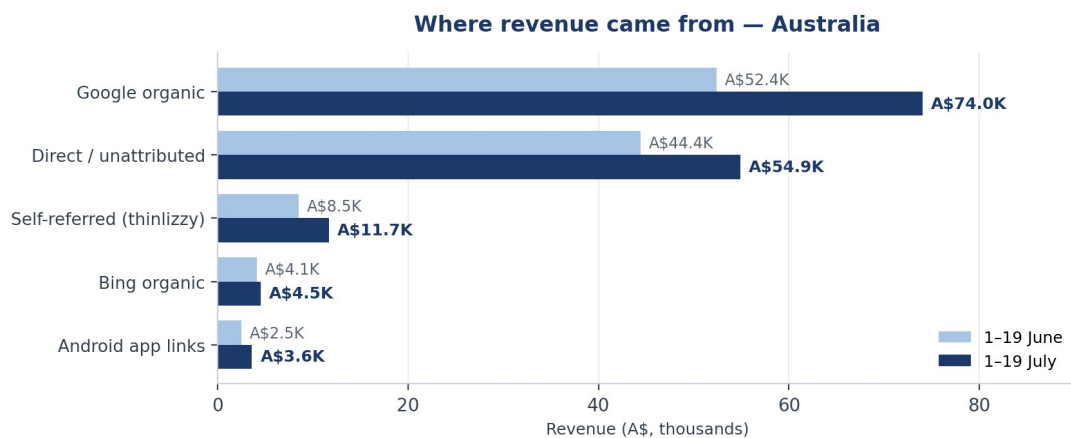
Australia

thinlizzy.com.au • 1–19 June vs 1–19 July 2026

Metric — Australia	1–19 June	1–19 July	Change
Revenue from Google organic	A\$52.4K	A\$74.0K	▲ +41.2%
Visits from Google search	6.47K	7.63K	▲ +17.9%
Search click-through rate	3.6%	4.6%	▲ +1.0 pp
Total sales, all channels	A\$115.2K	A\$153.7K	▲ +33.3%
Orders	1,397	1,978	▲ +41.6%
Returning customer rate	55.20%	55.95%	▲ +0.75 pp

Google Search Console and Shopify Analytics, thinlizzy.com.au.

Where the revenue came from



Total sales by referrer — the five channels Shopify reports in both periods.

- **Google organic was the largest source and grew fastest:** A\$52.4K → A\$74.0K.
- **Direct and unattributed:** A\$44.4K → A\$54.9K. Self-referred A\$8.5K → A\$11.7K.
- **Bing and Android app links** both edged up over the same period.

New Zealand

thinlizzy.co.nz · 1–19 June vs 1–19 July 2026

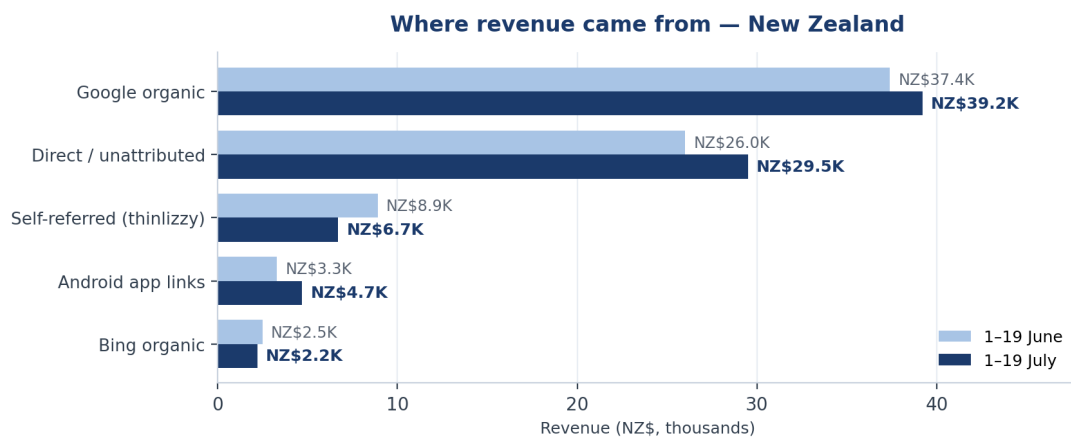
Metric — New Zealand	1–19 June	1–19 July	Change
Revenue from Google organic	NZ\$37.4K	NZ\$39.2K	▲ +4.8%
Visits from Google search	5.22K	5.93K	▲ +13.6%
Search click-through rate	2.5%	3.2%	▲ +0.7 pp
Total sales, all channels	NZ\$80.1K	NZ\$85.0K	▲ +6.1%
Orders	949	987	▲ +4.0%
Average order value	NZ\$65.08	NZ\$66.22	▲ +1.8%
Returning customer rate	70.46%	72.56%	▲ +2.1 pp

Google Search Console and Shopify Analytics, thinlizzy.co.nz.

New Zealand: four consecutive wins on search

- Click-through rate: 2.5% → 3.2%, then 2.4% → 4.4%. Improved every time it was measured.
- Visits from Google: +13.6% in the first window, +82.8% in the second.
- Returning customer rate: 70.46% → 72.56% — NZ customers are coming back at a higher rate.
- Average order value: NZ\$65.08 → NZ\$66.22 — converting customers are spending slightly more.

Where the revenue came from



Total sales by referrer — the five channels Shopify reports in both periods.

- **Google organic remained comfortably the largest referring source:** NZ\$37.4K → NZ\$39.2K.
- **Direct and unattributed:** NZ\$26.0K → NZ\$29.5K.
- **App-link revenue rose NZ\$3.3K → NZ\$4.7K** while self-referred fell NZ\$8.9K → NZ\$6.7K — usually attribution shifting between the two rather than a change in demand.

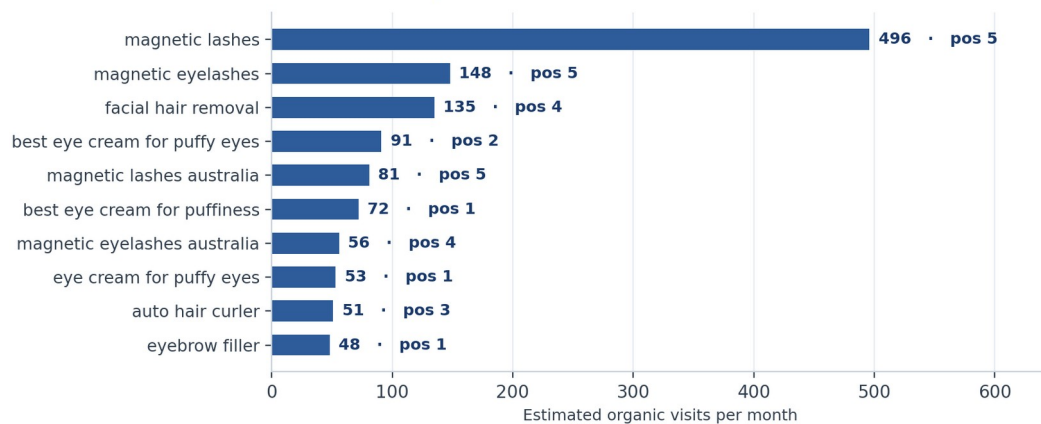
Top non-branded search terms

How to read this section

- Branded searches ("Thin Lizzy" and product names) are excluded. What remains is demand captured from people who were not looking for the brand by name.
- Source is Ahrefs and reflects current rankings, not the date windows above. Carried forward unchanged from the previous cycle so the ranking picture stays comparable between reports.
- Ahrefs figures are third-party modelled estimates and will not reconcile with the Google Search Console figures shown elsewhere in this report.

Australia

Top non-branded search terms — Australia



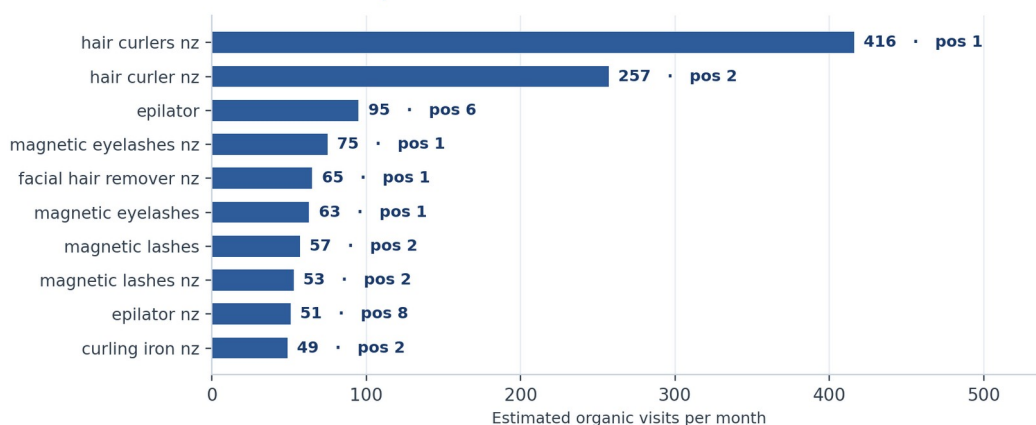
Top non-branded terms by estimated monthly organic visits. Source: Ahrefs.

Search term — Australia	Position	Monthly searches	Est. visits/mo
magnetic lashes	5	7,100	496
magnetic eyelashes	5	3,100	148
facial hair removal	4	1,300	135
best eye cream for puffy eyes	2	250	91
magnetic lashes australia	5	800	81
best eye cream for puffiness	1	200	72
magnetic eyelashes australia	4	600	56
eye cream for puffy eyes	1	600	53
auto hair curler	3	450	51
eyebrow filler	1	200	48

Ahrefs Site Explorer, thinlizzy.com.au, non-branded organic keywords.

New Zealand

Top non-branded search terms — New Zealand



Top non-branded terms by estimated monthly organic visits. Source: Ahrefs.

Search term — New Zealand	Position	Monthly searches	Est. visits/mo
hair curlers nz	1	800	416
hair curler nz	2	1,000	257
epilator	6	2,100	95
magnetic eyelashes nz	1	150	75
facial hair remover nz	1	150	65
magnetic eyelashes	1	200	63
magnetic lashes	2	400	57
magnetic lashes nz	2	300	53
epilator nz	8	700	51
curling iron nz	2	250	49

Ahrefs Site Explorer, thinlizzy.co.nz, non-branded organic keywords.

Off-page activity: link-building domains

Domains currently part of guest-posting and outreach activity for each market. Live article URLs are still pending, so these are listed as activity in progress.

Australia — thinlizzy.com.au

- marketbellions.com
- www-gonzay.com
- skincarevilla.com

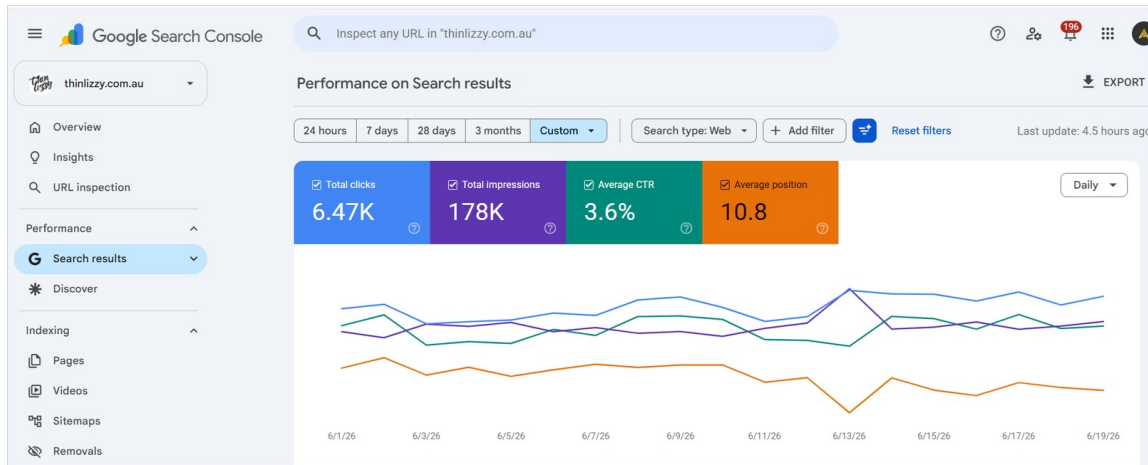
New Zealand — thinlizzy.co.nz

- latemagazine.com
- alamdiya.com

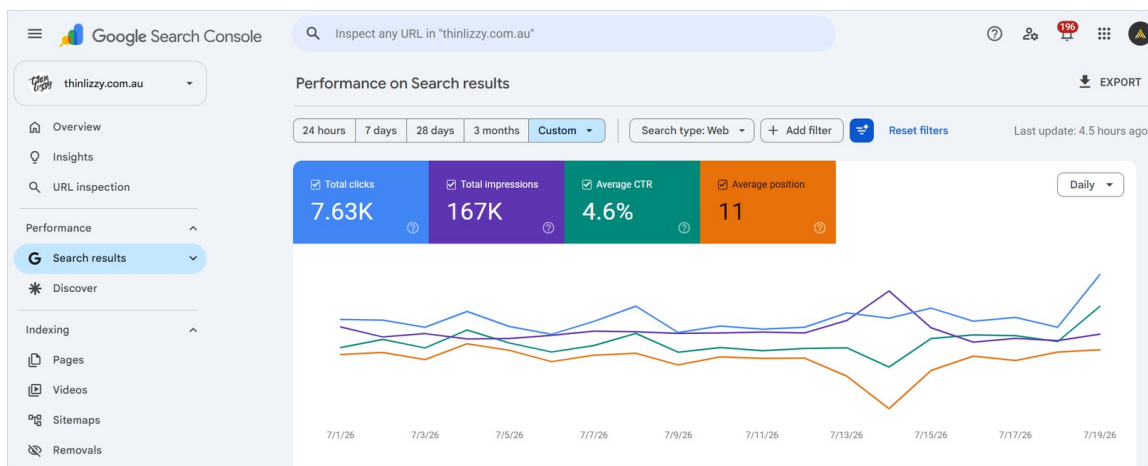
Appendix — source screenshots

Google Search Console and Shopify Analytics views exactly as supplied, for both stores across both periods. Every figure in this report traces back to one of these.

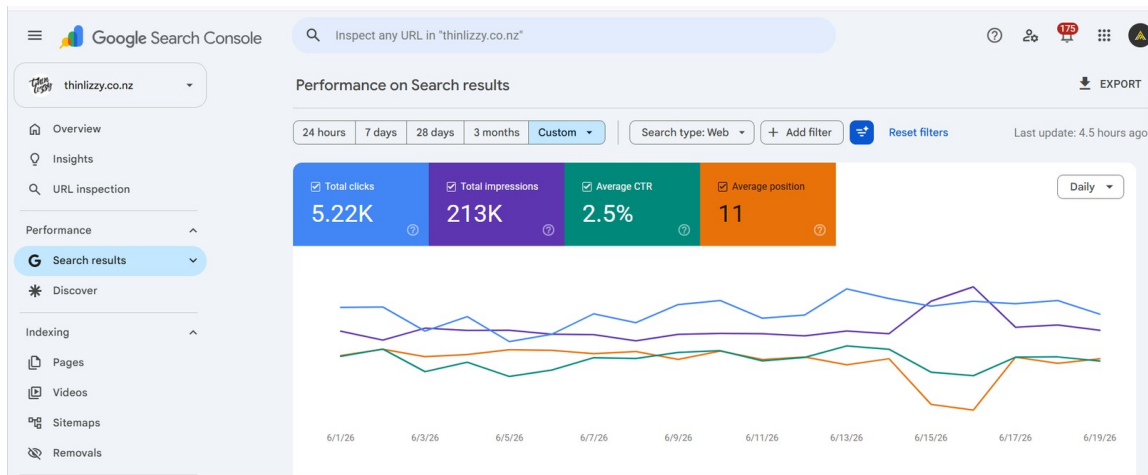
Google Search Console — 1-19 June vs 1-19 July



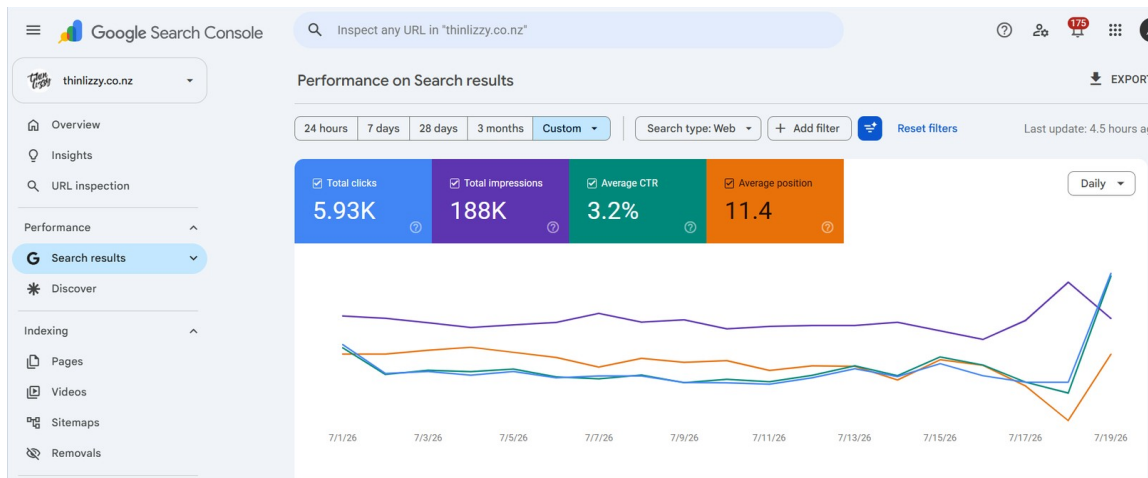
A1 — GSC, thinlizzy.com.au, 1-19 June 2026



A2 — GSC, thinlizzy.com.au, 1-19 July 2026

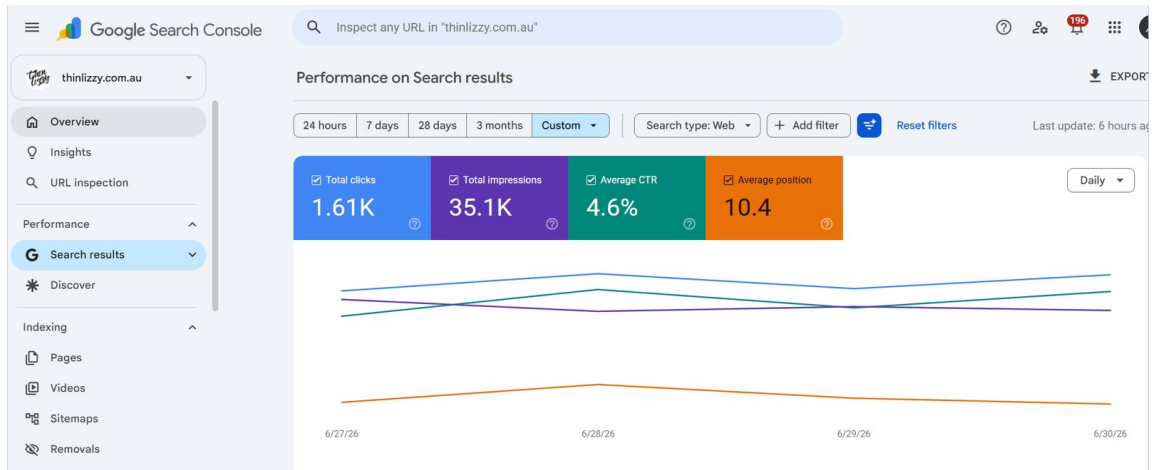


A3 — GSC, thinlizzy.co.nz, 1-19 June 2026

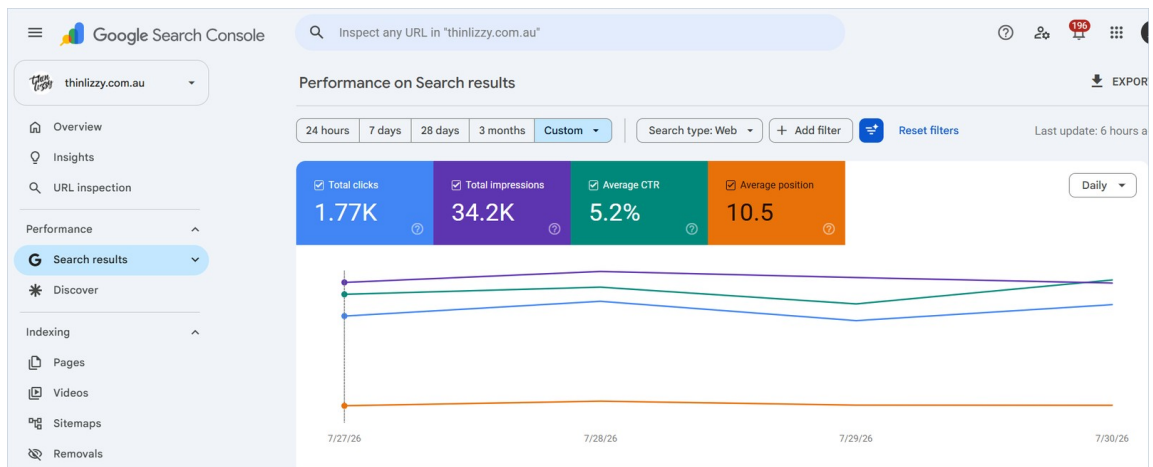


A4 — GSC, thinlizzy.co.nz, 1-19 July 2026

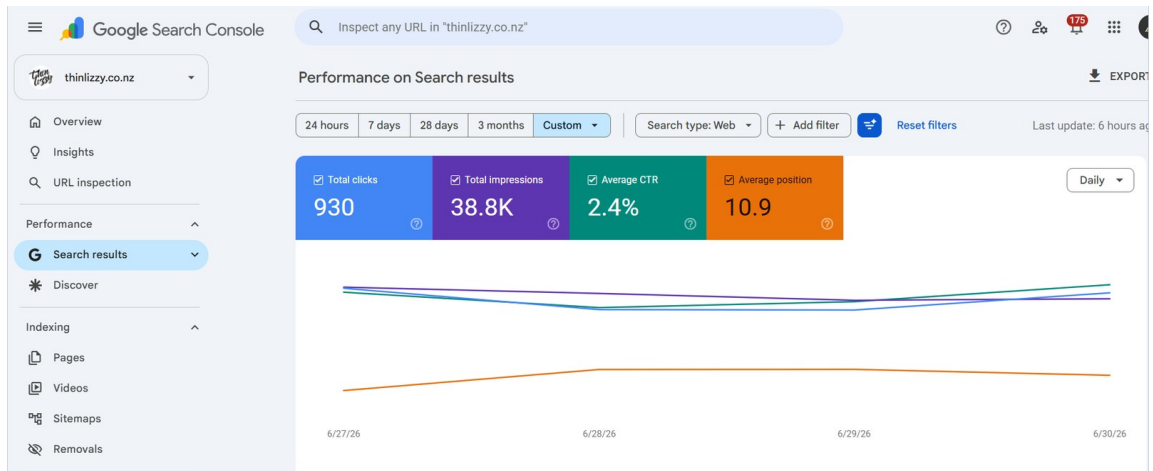
Google Search Console — 27-30 June vs 27-30 July



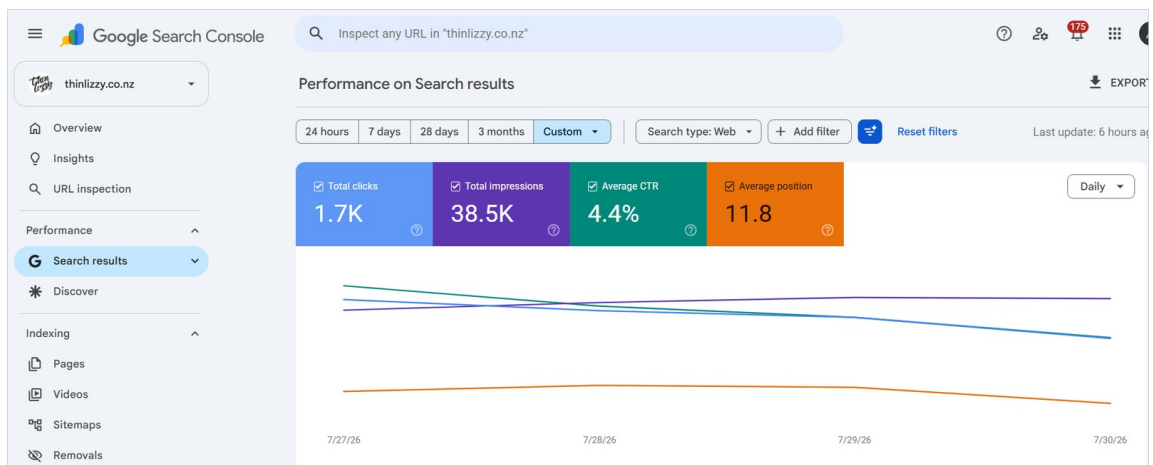
A5 — GSC, thinlizzy.com.au, 27-30 June 2026



A6 — GSC, thinlizzy.com.au, 27-30 July 2026

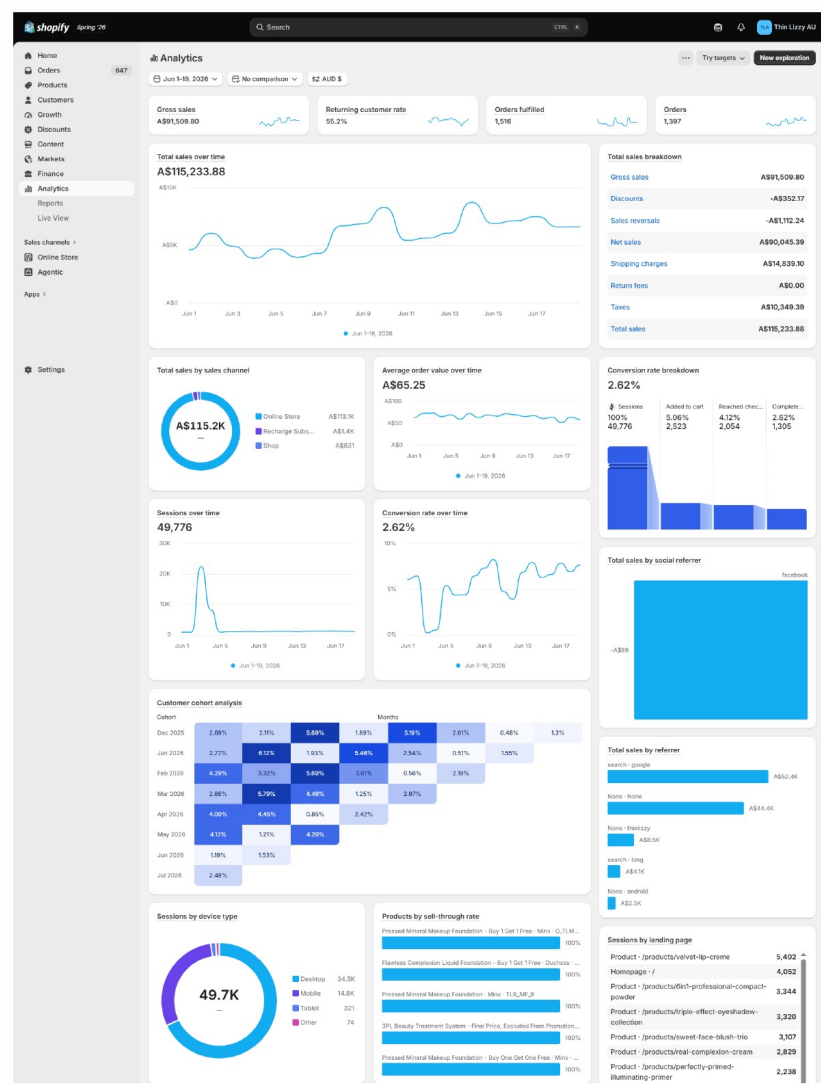


A7 — GSC, thinlizzy.co.nz, 27-30 June 2026

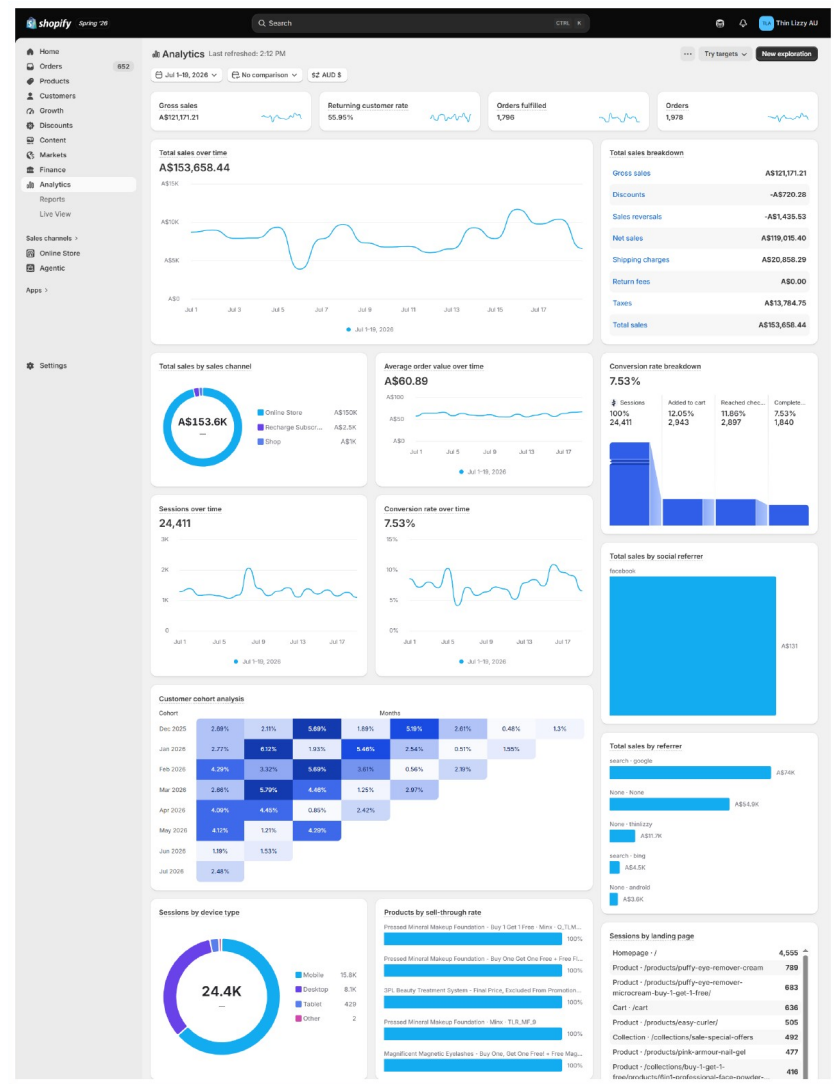


A8 — GSC, thinlizzy.co.nz, 27-30 July 2026

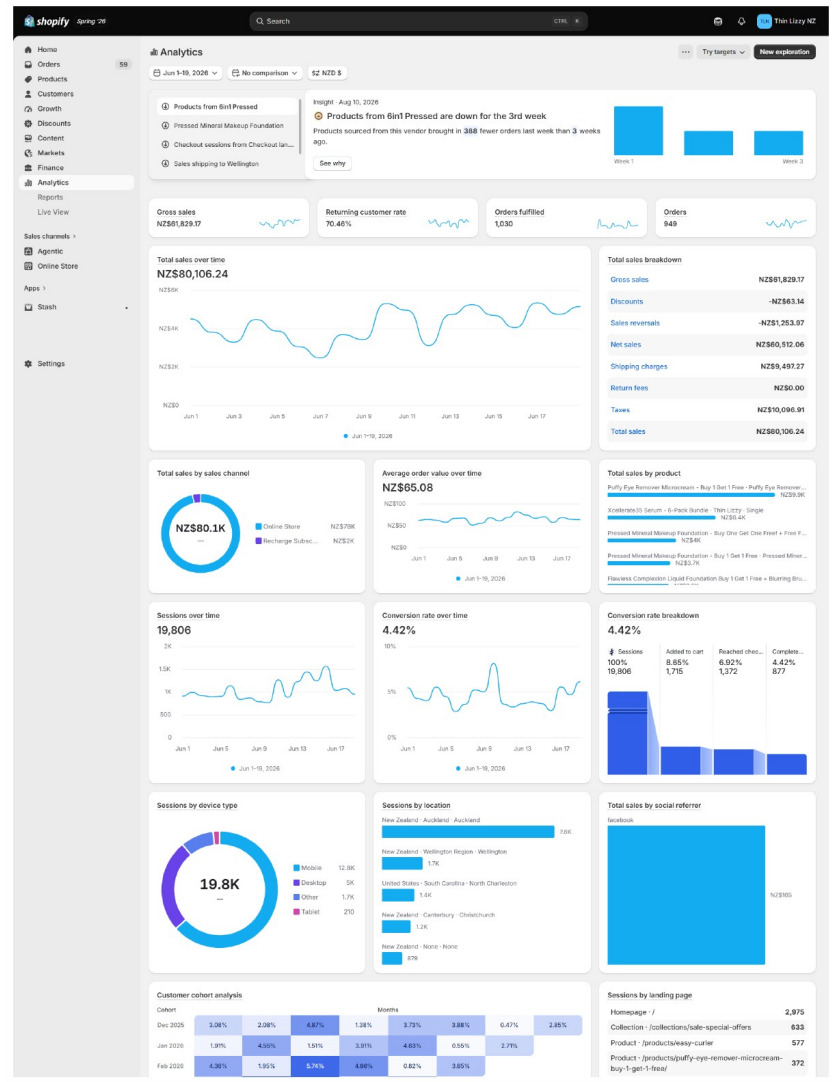
Shopify Analytics — 1-19 June vs 1-19 July



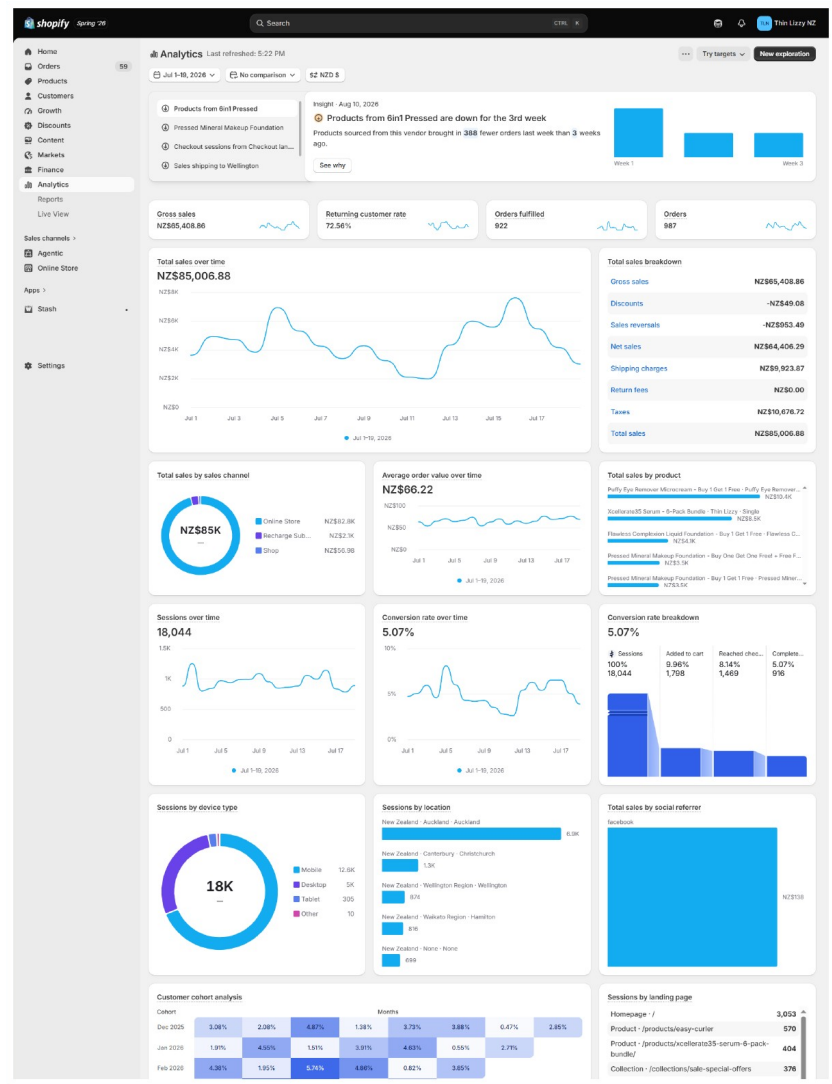
A9 — Shopify Analytics, Thin Lizzy AU, 1-19 June 2026



A10 — Shopify Analytics, Thin Lizzy AU, 1-19 July 2026

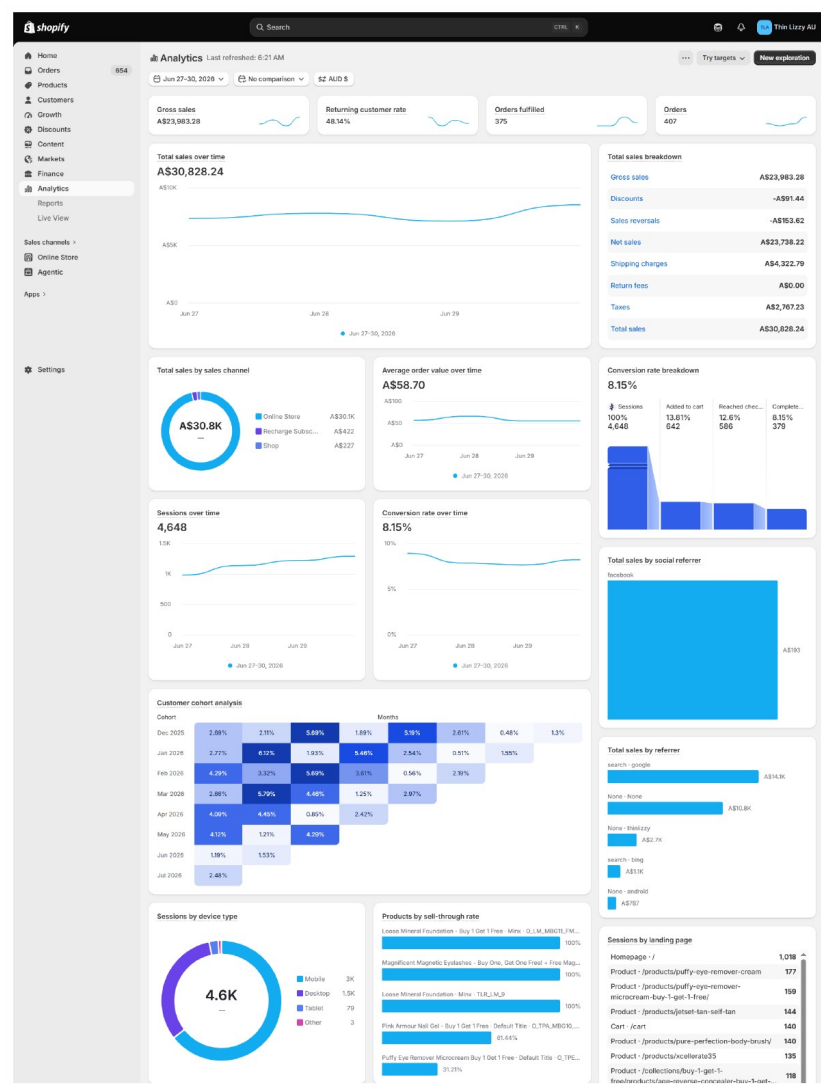


A11 — Shopify Analytics, Thin Lizzy NZ, 1-19 June 2026

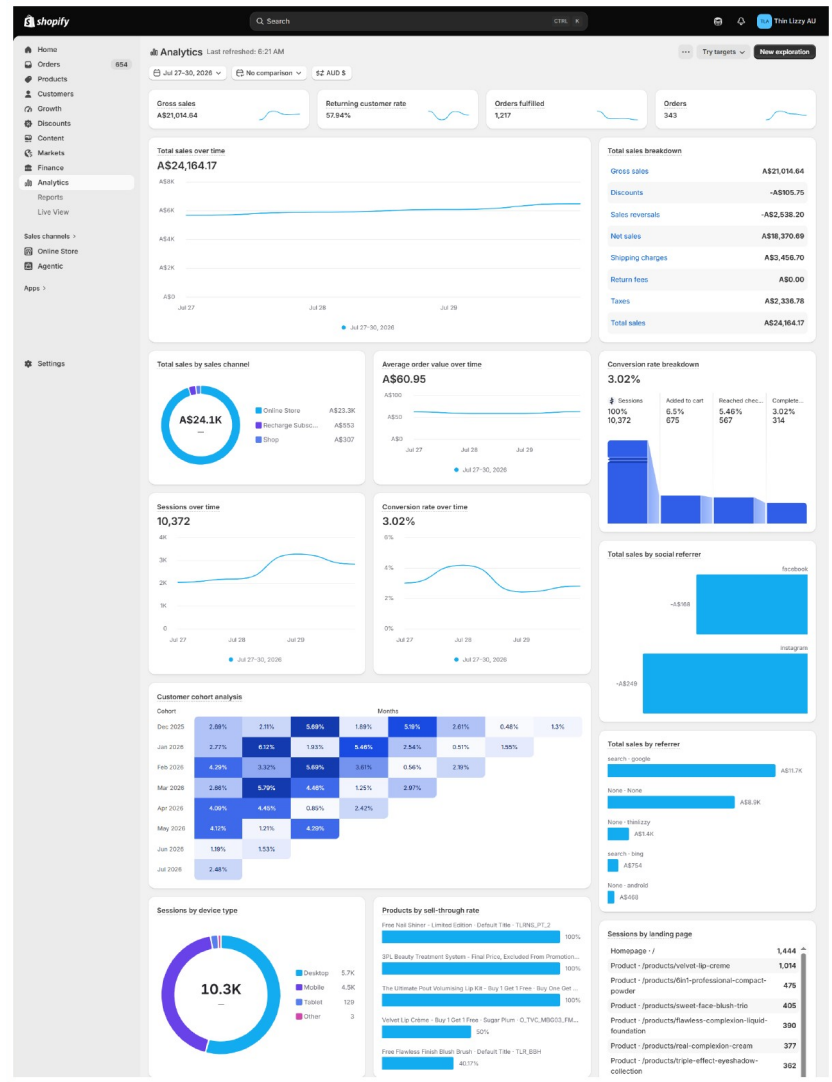


A12 — Shopify Analytics, Thin Lizzy NZ, 1-19 July 2026

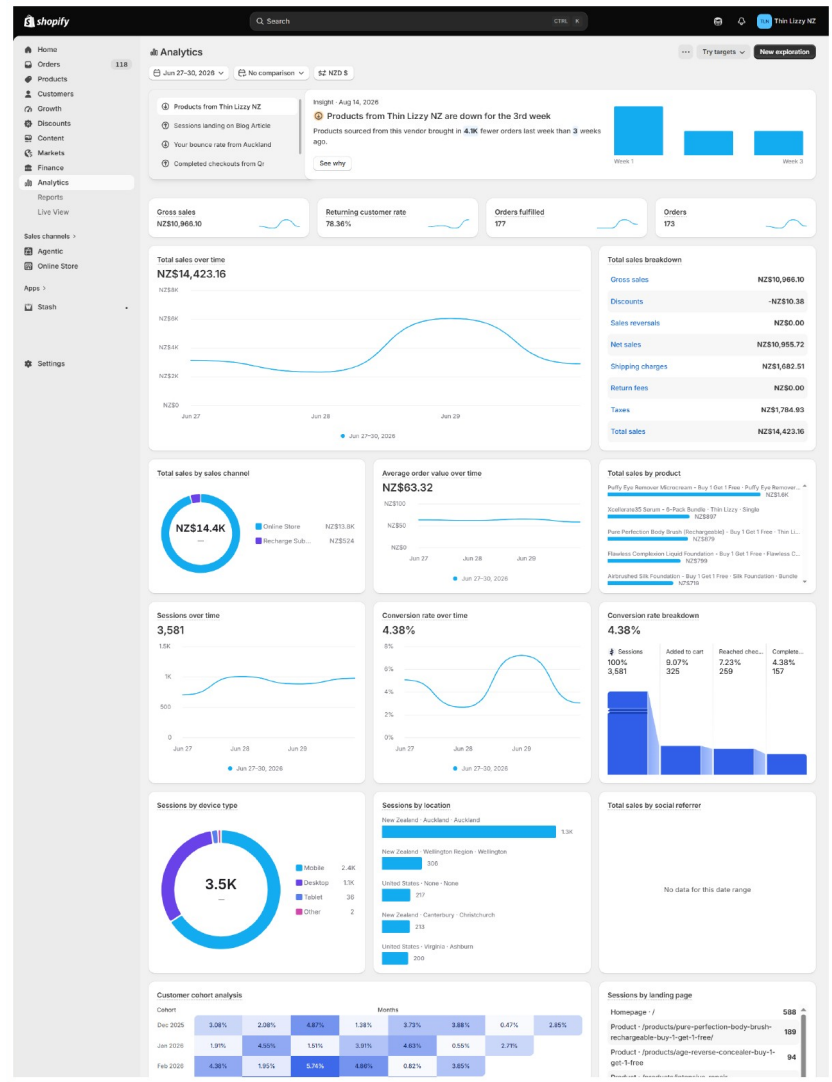
Shopify Analytics — 27–30 June vs 27–30 July



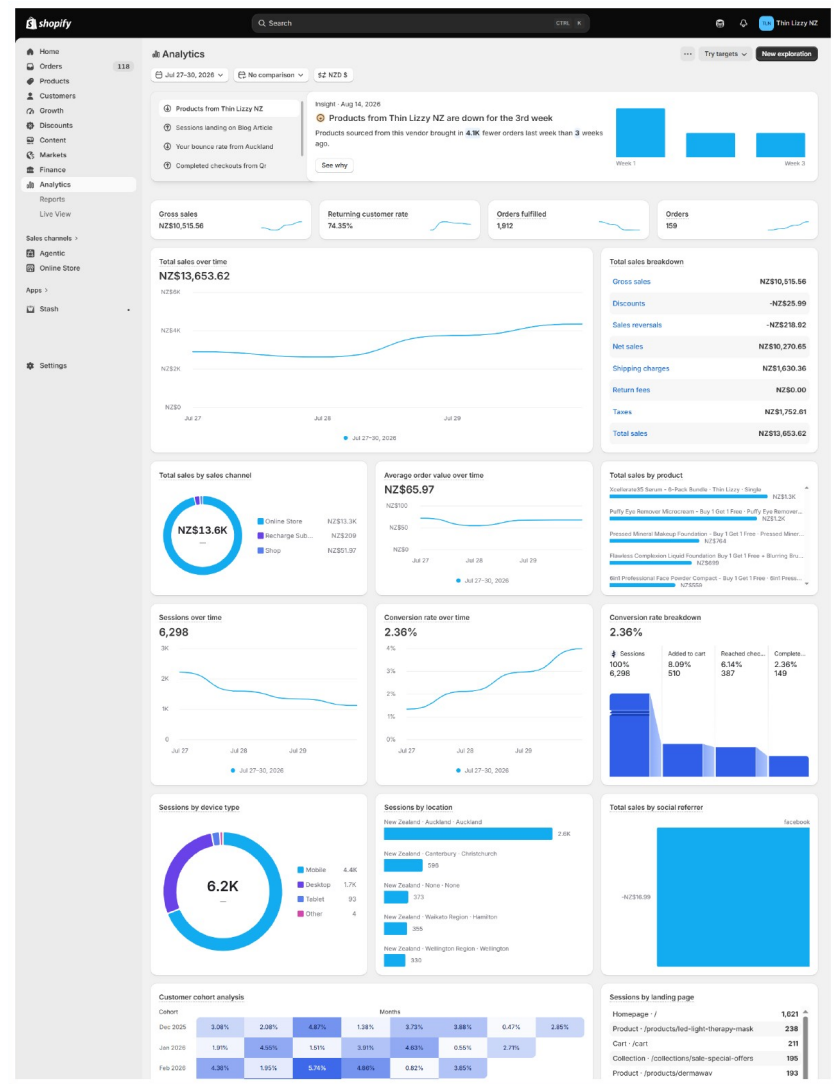
A13 — Shopify Analytics, Thin Lizzy AU, 27–30 June 2026



A14 — Shopify Analytics, Thin Lizzy AU, 27-30 July 2026



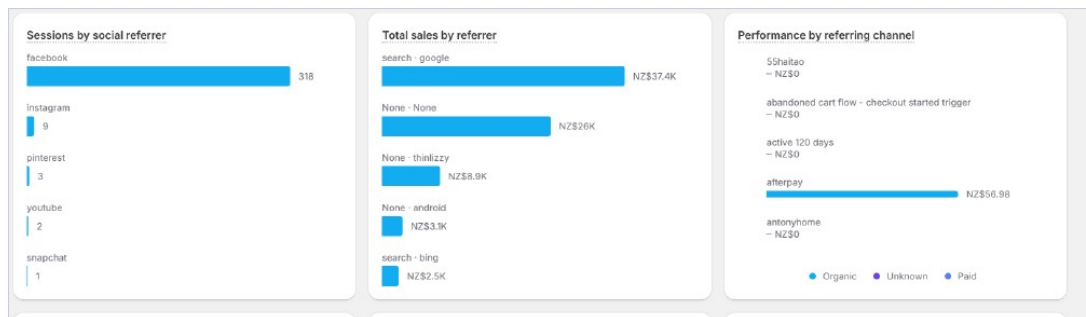
A15 — Shopify Analytics, Thin Lizzy NZ, 27-30 June 2026



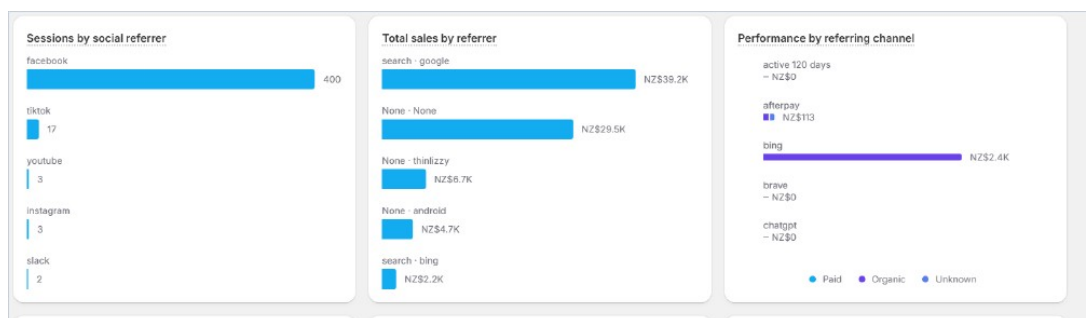
A16 — Shopify Analytics, Thin Lizzy NZ, 27-30 July 2026

Shopify Analytics — New Zealandreferrer detail

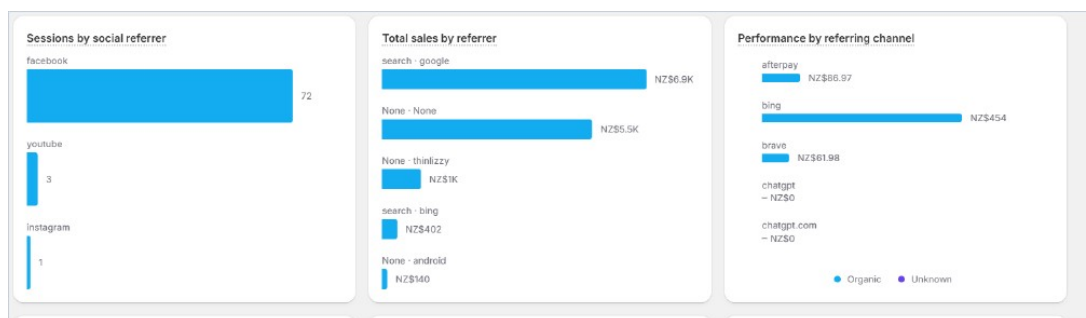
The NZ Shopify export places the referrer breakdown on a second page. These crops are the source for every NZ Google organic revenue figure in this report.



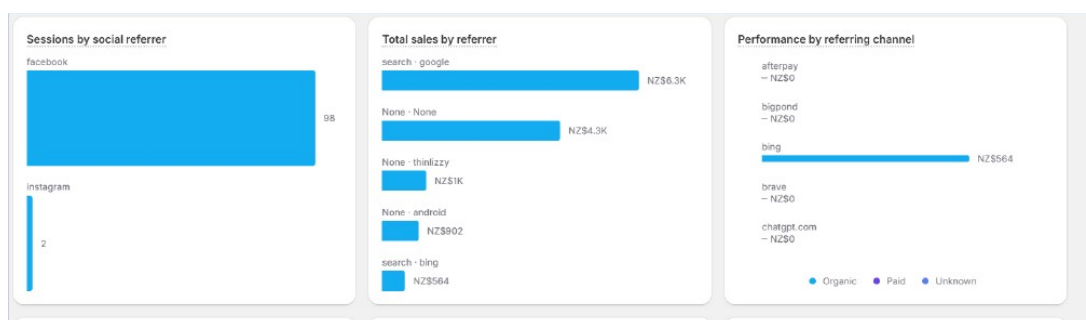
A17 — Total sales by referrer, Thin Lizzy NZ, 1-19 June 2026



A18 — Total sales by referrer, Thin Lizzy NZ, 1-19 July 2026



A19 — Total sales by referrer, Thin Lizzy NZ, 27-30 June 2026



A20 — Total sales by referrer, Thin Lizzy NZ, 27-30 July 2026