

# Be the napkin brand AI recommends.

## A Search and AI strategy for Five Star Napkins

UNITED STATES | PREPARED FOR FIVE STAR NAPKINS · TEAM EMPATHY

### 1. Executive summary

**The short version.** Organic search earns you about **\$132,000 a year**, but **\$91,000 of that is branded**, people typing "five star napkins" and landing on your homepage. Only about **\$32,000 is non-branded**, from people searching the category rather than your name, and that is the only part a search strategy can grow. **Paid channels drive more than half your revenue** (Google Ads alone runs over \$214,000 of measured spend a year, with Meta on top), and a category of roughly **2.2 million searches a year** across your four revenue markets (the US, UK, Canada and Australia) is sitting right next to you, largely unanswered. You rank across it already, on hundreds of thousands of impressions, and win barely half a percent of the clicks, because your pages carry no structured data and sit at position 5 to 15, not the top three.

#### Three things to know

- **Organic is your most efficient channel, and it is starved.** Category organic search converts at **2.3%**, ahead of paid social at 2.14%, and your homepage organic (mostly people searching your name) converts at 9.3%. Yet organic is a rounding error next to paid, which drives **more than half your revenue** while organic search earns **\$132,000**. Split the organic and **\$91,000 is branded**, people who already know you, and only **\$32,000 is non-branded** category demand. **SHOPIFY + GA4**
- **You appear across the category and win almost none of it.** Your non-branded pages drew about **246,000 impressions** a year and converted them to roughly **1,300 named clicks at a 0.5% click-through**, because you rank page one to two, not top three, and carry no rich-result markup to stand out. **GSC**
- **You are already invisible in AI, on questions you sell the answer to.** We asked eight buying questions across ChatGPT, Perplexity and Google AI. You appear on three, all of them your niches (organic cotton, funny, wholesale), and you are absent from every

head and comparison prompt, including "custom cocktail napkins with quotes", which you sell and pay Google for. **AI ANSWER SCAN**

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

**2.24M**

non-branded searches a year across the napkin categories you compete in, in the US, UK, Canada and Australia

**448,700**

of those are organic clicks you could win, once ads, marketplaces and AI answers take their share

**6,657**

is what you win today, which is 1.5% of the non-branded market

**\$14,000**

a year in lifetime value for every extra 1% you take (about \$9,800 of it in first orders), because 1% of the pool is about 4,490 clicks

So the whole opportunity is one sentence: **you hold 1.5% of the non-branded organic clicks in your category, and every extra 1% is worth about \$9,800 a year in first orders, and roughly \$14,000 a year once a customer's repeat buying is counted.** Your branded traffic is not part of this and does not change.

## What that is worth

Each non-branded organic visit is worth **\$2.18 in first-order revenue, measured directly from your own analytics**: category traffic converts at 2.3% on a **\$94 organic order** (your organic buyers spend more than your \$77 blended average). Your cohort grid then gives the ladder: a customer's spend grows about 14% by the end of their first year and about 43% over five-plus years (your 2020 buyers, one-time purchasers included, still spending), so the same visit is worth **\$2.49 in first-year value and \$3.11 over a customer's life**, and the lifetime rung keeps rising. The three value columns below price each scenario's clicks at each rung, all of it non-branded. Your **\$91,000 of branded organic revenue sits on top of all of it, unchanged.** **GA4 + SHOPIFY COHORTS**

**MODELLED, DIRECTIONAL**

| Case         | Share of the market | Clicks / yr | New customers / yr | First-order revenue / yr | First-year value / yr | Lifetime value / yr |
|--------------|---------------------|-------------|--------------------|--------------------------|-----------------------|---------------------|
| Today        | 1.5%                | 6,657       | 154                | \$14,500                 | \$16,600              | \$20,700            |
| Conservative | 10.0%               | 44,871      | 1,037              | \$97,800                 | \$111,700             | \$139,500           |
| Mid          | 18.0%               | 80,767      | 1,866              | \$176,100                | \$201,100             | \$251,200           |
| High         | 28.0%               | 125,638     | 2,902              | \$273,900                | \$312,800             | \$390,700           |

Read every column as value created per year at that pace, all of it non-branded. The mid case adds **+\$161,600 a year of new first-order revenue** on top of today: about 1,866 new customers a year, worth \$176,100 in first-order revenue, \$201,100 by the end of their first year and

**\$251,200 over their lives** (a net **+\$230,500** above today's lifetime value). The ladder is flatter than most brands we audit, because your returning-customer rate is about 13%: this is a business won on new customers rather than repeat buying, and non-branded organic is exactly how you win them. The lifetime column is a floor that keeps rising. **SHOPIFY COHORTS**

## Where you focus, at a glance

### Eco cotton & quotes

~30,000 / MO US + INTL ON TOP

#### YOU WIN

Your linen-feel, organic-cotton and funny-quote lines. The two things AI already names you for, because your product genuinely is the specific thing asked. Defend and own outright.

### Hosting & buying advice

~12,000 / MO US + INTL ON TOP

#### THE PRIZE

The open goal. Nobody owns "best cocktail napkins", "which feels like linen" or "how to fold". No Wirecutter, no incumbent. The fastest AI-citation wins in the category.

### Cocktail & occasions

YOU RANK, YOU LEAK

#### CONVERT IT

Your core product and occasion ranges, where you already sit page one to two and win few clicks. Star ratings and copy turn appearances into visits.

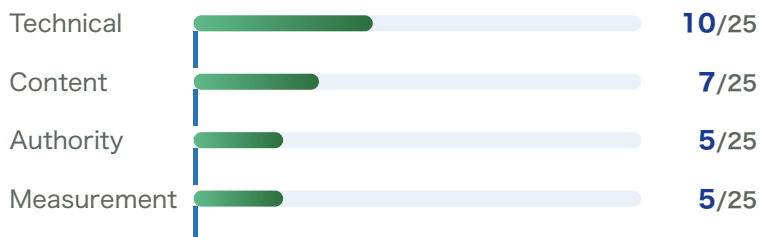
Triangulated US search volume per territory, September 2026. The full keyword, prompt and cluster research (118 keywords, 126 prompts, 8 clusters) behind every number here lives in [The data](#) tab. **GKP + SEMRUSH + DATAFORSEO**

## 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 27 today. The good news in that number is how much of it is quick, high-leverage plumbing rather than a rebuild.

### Five Star Napkins

EMERGING · AGENT-READY PLUMBING, NO DISCOVERY LAYER

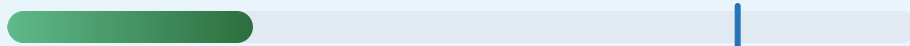


**27**/100

**+53**

points to Certified. The single biggest lift is the structured data you have nowhere today, which alone gates the Technical score. The rest is content and authority.

Your brand

27 /  
100■ Today · Emerging, 27 /  
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](#).

**The irony worth naming.** Your store already runs the agentic-commerce plumbing most brands do not have: an agents file, a universal commerce endpoint, an AI checkout an assistant could complete. An AI agent can buy from you. What is missing is the layer one step earlier, the structured data that makes an agent choose you in the first place. You built the checkout for the AI shopper and left out the shop window.

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

Napkins look simple, but the buying is not. People search by material (linen-feel, cotton, paper), by occasion (a 50th birthday, a wedding, Christmas), by personalisation (a monogram, a logo, a quote) and by format (cocktail, dinner, luncheon), and they increasingly ask the same questions of an AI chat as of a search box. The demand is large, the difficulty is mixed, and the AI answers are already being written, mostly without you in them.

#### Validated demand, and where you rank today

| Term                          | Searches / mo (US) | Your rank now | You win the click? |
|-------------------------------|--------------------|---------------|--------------------|
| custom cocktail napkins       | 8,100              | Page 2+       | No                 |
| personalized cocktail napkins | 8,100              | Page 2+       | No                 |
| cocktail napkins              | 8,100              | 14            | 0.3% CTR           |
| linen napkins                 | 5,400              | 14            | No                 |
| cotton cocktail napkins       | 2,200 (their GSC)  | 6             | 1.6% CTR           |
| funny cocktail napkins        | 7,969 imp/yr       | 5             | 1.8% CTR           |

| Term                                | Searches / mo (US)     | Your rank now | You win the click? |
|-------------------------------------|------------------------|---------------|--------------------|
| christmas cocktail napkins          | 5,147 imp/yr           | 8             | 0.6% CTR           |
| 40th / 50th / 60th birthday napkins | ~8,000 imp/yr combined | 5-7           | ~0.5% CTR          |

Search volume triangulated across Google Keyword Planner, SEMrush and DataForSEO (median of three), US. Rank and click-through are your own average Google position and CTR from Search Console, last 12 months. The pattern is consistent: you rank page one on the occasion and quote terms and win a slice of the clicks, you rank page two on the high-value custom and personalised terms and win nothing, and even your page-one spots leak clicks because your listings carry no star ratings or rich results. The full triangulation is in [The data](#) tab. **GKP + SEMRUSH + DATAFORSEO**

**GSC**

Zoom out and the napkin category you genuinely compete in is about **138,500 searches a month across your four revenue markets**: 104,000 in the US, 19,100 in the UK, 6,900 in Canada and 8,600 in Australia. Together those four are roughly **95% of your revenue** (your own numbers), and with the long tail the category runs to about **2.24 million searches a year**. Strip out the paid ads, the Amazon and Etsy carousels and the AI answers, and about **448,700 a year survive as winnable organic clicks**. You win 6,657 of them today, a 1.5% share. In the AI answers themselves the pattern is simple: **you win your niches**, organic cotton, funny and wholesale, where your product genuinely is the specific thing asked for, and you are **absent from every head, comparison and custom-personalised answer**, where For Your Party, Caspari, Etsy and the entertaining publishers get named instead. The full prompt library, cluster maths and territory plan live in the [appendix](#) and [The data](#) tab.

**The first-mover window.** Almost nobody in premium napkins deliberately publishes the answers AI engines cite. There is no Wirecutter "best cocktail napkins", no deep buying guide that owns the category. The answers are being assembled right now from thin listicles and Amazon pages. You are cited where you have content and invisible where you do not. That is not a mystery, it is a to-do list, and the brand that answers these questions first becomes the default before the rest wake up.

## 4. The opportunity, in dollars

The table in the executive summary is built from four numbers, all of them yours, and all of them non-branded. Here is the chain in full.

### The searches

NON-BRANDED, 4  
MARKETS, / YR

2,243,500

### The winnable clicks

AFTER ADS, MARKETPLACES  
& AI

448,700

### What you win today

1.5% OF THE POOL

6,657

Roughly one search in five survives ads, marketplace carousels and AI answers as a winnable organic click, a deliberately conservative rate because Amazon, Walmart and Etsy own so much of this shelf. You currently take about one in sixty-seven of those. **MODELLED**

Each non-branded click is worth about **\$2.18** to you in first-order revenue, measured directly from your own analytics (a 2.3% conversion on a \$94 organic order). That is the figure the table multiplies. Counting the repeat buying your cohorts show, the same click is worth about **\$3.11** over a customer's life with you.

That is the whole model: **win more of the 448,700 clicks.**

### The value created per year, as the acquisition compounds



Three lines, one for each column of the value ladder: the first order a new customer places, what they spend in their first year, and what they are worth over the five-plus years your oldest cohorts show. Each line prices the acquisition pace reached at that month. Mid pace lands by month 12, and the high case by month 24. Your business runs on new customers, so this is the number that matters: your returning-customer rate is about 13%, which means the growth lever is **bringing in category buyers who have never heard of you**, and non-branded organic is exactly that.

**MODELLED, DIRECTIONAL**

**SHOPIFY COHORTS**

### How the clicks get won

Two levers, both measured. **Click-through** on the impressions you already get, as star ratings and rich results appear on your listings and you move from position 5 to 15 into

the top three. And **more impressions**, as the custom, personalised and buying-guide pages you have no content for start to rank. The conservative case assumes only the first lever really lands; the high case assumes both do.

Every figure here is non-branded. Roughly two-thirds of each case is organic search and one-third is AI search, modelled from the AI traffic already converting in your store. Your total organic run-rate is your unchanged \$91,000 of branded revenue plus the non-branded figures above.

## 5. The six-month transformation

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A done-for-you AI and Search transformation over six months, built and run on our side so there is nothing for your team to learn or maintain. It moves through three phases: **foundations** (the structured data you have nowhere today, the review markup that makes your product star ratings visible to engines, the collection sprawl cleaned up, your baseline), **owning your territories** (the custom and personalised hubs, the buying guides, the occasion and quote content, around 100 to 150 pieces across the six months, with production starting as soon as everything is calibrated to your voice), and **authority and compounding** (the entertaining round-ups, the sustainability press for your organic cotton line and the placements AI trusts). We move into each phase as your site is ready for it rather than on a stopwatch. Behind it, we are building the platform you will own, exclusively for Shopify brands, and by the end of your six months it is a comprehensive system your team can log into and run. Everything is yours to keep: the foundations, the content, the links and your AI-Ready certification.

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

Traffic, orders, revenue and rankings are from your own Google Analytics, Search Console and Shopify (Shopify last 12 months to 12 August 2026; GA4 and GSC last 12 months, US market noted where relevant). Search volumes triangulated across Google Keyword Planner, SEMrush and DataForSEO (US; the UK, Canada and Australia are Keyword Planner + SEMrush), September 2026. Competitor footprints from DataForSEO Labs, estimated. AEO score from our AEO Maturity Model against a live crawl. 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

You have built a real brand: about **\$1.84 million in sales** across 23,700 orders in the last year, strong product reviews (4.9 stars on the lines we sampled), and the agentic-commerce plumbing most stores lack. The foundations are commercial and real. This is growth on a proven base, and the base is unusually paid-heavy, which is exactly where the opportunity sits.

### Your channels, from your own Shopify and GA4

| Channel            | Sales / yr | Sessions | Conversion | Read                                                      |
|--------------------|------------|----------|------------|-----------------------------------------------------------|
| Paid social (Meta) | \$495,855  | 420,727  | 2.14%      | Your biggest engine, and rented; the spend never stops    |
| Direct             | \$376,001  | 154,474  | 3.00%      | Your brand strength showing up                            |
| Unassigned         | \$143,141  | 28,753   | 5.39%      | A measurement gap: \$143K of revenue GA4 cannot attribute |
| Organic search     | \$132,380  | 18,350   | 6.29%      | Your most efficient channel by conversion, and starved    |
| Paid shopping      | \$84,640   | 36,965   | 3.30%      | Google Shopping, working reasonably                       |

| Channel          | Sales / yr | Sessions | Conversion | Read                                                                     |
|------------------|------------|----------|------------|--------------------------------------------------------------------------|
| Paid search      | \$61,588   | 9,975    | 5.69%      | Efficient, but you pay for every click, brand included                   |
| Organic shopping | \$52,111   | 3,936    | 4.42%      | Free Google Shopping placements, a wholesale-flavoured \$299 order value |
| AI Assistant     | \$458      | 338      | 1.16%      | A brand-new channel, ChatGPT-led, zero optimisation yet                  |

GA4, last 12 months, USD. Paid channels (Meta, Google Ads, shopping) drive **52% of your revenue**, and Google Ads alone runs over \$214,000 of measured spend a year, against \$132,000 of organic search revenue (branded and non-branded combined, split below). GA4 records about \$1.53M of purchase revenue against Shopify's \$1.84M, understating the true figure by roughly 17%, which is why we anchor the model to Shopify where it matters. **GA4 + SHOPIFY**

**Two data notes, so the numbers are honest.** First, GA4 understates your sales by about 17% versus Shopify and leaves \$143,000 in an "Unassigned" bucket, so channel attribution here is directional and one of the first things worth fixing. Second, organic search revenue of \$132,000 splits into roughly **\$91,000 branded** (people landing on your homepage from searching your name, converting at 9.3%) and **\$32,000 non-branded** (category landings, converting at 2.3%), with the small remainder from returning-session checkout landings. Only the non-branded slice is what a search strategy grows, and it is the basis of every figure in this document.

**You appear everywhere. You win almost nowhere.**

**Where you appear**

NON-BRANDED  
IMPRESSIONS / YR

**~502,000**

**What you win**

NON-BRANDED CLICKS / YR

**6,657**

Your non-branded pages earned about half a million impressions in the last year (named plus the anonymised long tail Google withholds) and converted them to roughly 6,657 clicks, a click-through around 1.3%. You rank across the category and win a sliver of it, because you sit at position 5 to 15 and carry no rich-result markup to stand out in the results. **GSC**

## Appendix B: the scorecard in detail

Here is what sits behind the 27, and how quick each piece is. The largest single lift is structured data, which is fast, high-confidence work and gates your entire Technical score.

| Finding                                                 | Status                              | Fix                        |
|---------------------------------------------------------|-------------------------------------|----------------------------|
| AI crawlers welcomed (GPTBot, ClaudeBot, PerplexityBot) | Strong, all allowed                 | Done                       |
| Agentic commerce (agents file, UCP, AI checkout)        | Ahead of almost everyone            | Done                       |
| Core Web Vitals (mobile field data)                     | Passing on real-user data           | Hold; tidy the code weight |
| Product, Offer & Organization schema                    | Missing entirely                    | Days, highest leverage     |
| Review markup (your 4.9 / 249 ratings)                  | Rendered, but not as schema         | Days                       |
| Content engine (guides, FAQ, buying answers)            | 18 thin posts, no FAQ               | The main build             |
| Collection sprawl (137 collections, live duplicates)    | Test and copy collections indexable | Weeks                      |
| Authority (referring domains, roundups)                 | 71 domains, no editorial coverage   | The long compounding play  |
| AI-visibility measurement                               | None yet                            | Baseline + monthly panel   |

**Your reviews are invisible to AI, and that is a fast win.** Your review app prints your star ratings into the page (4.93 stars across 249 reviews on the hero line we checked), but never as the AggregateRating markup engines read. So a shopper sees your stars and an AI engine sees nothing. Emitting that markup, plus Product, Offer and Organization schema, is days of work and it is the single gate on your Technical score. This is the clearest example of the pattern in this whole report: the substance is there, the signal to machines is not.

**Measured the whole way.** From day one we set up your AI visibility dashboard, confirm your priority keywords and 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. Every month is measured against a baseline taken before we touch anything, on your numbers, not ours.

## Appendix C: the demand detail

### From category demand to dollars

Category you compete in

SEARCHES / MO, 4 MARKETS, WITH LONG TAIL

~187,000

Winnable pool

ORGANIC CLICKS / MO

~37,000

You today

YOUR SHARE OF THE POOL

1.5%

The napkin category you genuinely compete in (cocktail, custom, personalised, occasion, quote, linen and cotton, wholesale) is about 138,500 searches a month in the measured basket across the US (104,000), UK (19,100), Canada (6,900) and Australia (8,600), or roughly 187,000 a month (2.24 million a year) once the long tail is counted. We deliberately leave the broadest commodity heads out of the winnable model ("napkins" and "placemats" alone are another ~120,000 a month, but Amazon, Walmart and Target own those SERPs). Roughly one search in five survives as a winnable organic click, a pool of about 37,000 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 real questions buyers ask AI engines about your category, from Google's "People Also Ask", entertaining forums, review language and the head-term intent map. Here is a sample, with roughly how often each comes up a month.

| Real question                                                    | Cluster               | Est. monthly volume |
|------------------------------------------------------------------|-----------------------|---------------------|
| What are the best cocktail napkins for a party?                  | Best-of & choice      | ~900                |
| Where can I get custom cocktail napkins with a monogram or logo? | Custom & personalised | ~800                |
| What are the best eco-friendly or organic cotton napkins?        | Material & eco        | ~500                |
| Which disposable napkins actually feel like linen?               | Material & eco        | ~400                |
| Funny cocktail napkins with sayings for a party?                 | Quotes & funny        | ~450                |
| What size are cocktail napkins, and how do I fold them?          | How-to & sizing       | ~600                |
| Where do I buy cocktail napkins in bulk for a wedding?           | Wholesale & bulk      | ~350                |
| Cloth vs paper cocktail napkins, which is better?                | How-to & sizing       | ~300                |

A sample of the full prompt library, all of it in [The data](#) tab with per-question volume band, priority and ownability. Volumes are directional floors (head-term anchor plus 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                              | Your brand? |
|-----------------------------------|------------------------------------------|-------------|
| Funny & quote napkins             | Your brand, Amazon, Etsy                 | <b>Wins</b> |
| Organic cotton / eco napkins      | Your brand, eFavormart, small eco brands | <b>Wins</b> |
| Bulk / wholesale cocktail napkins | Your brand, Amazon                       | <b>Wins</b> |

| Prompt cluster                      | Cited today                                   | Your brand? |
|-------------------------------------|-----------------------------------------------|-------------|
| Best cocktail napkins for a party   | Wallpaper, Kim Seybert, Coton Colors, Amazon  | Absent      |
| Custom cocktail napkins with quotes | Etsy, YouCustomizelt, For Your Party          | Absent      |
| Linen-feel disposable napkins       | Walmart, Amazon, eFavormart, For Your Party   | Absent      |
| Cloth vs paper, which is better     | Coton Colors, Kim Seybert, entertaining blogs | Absent      |

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

The same demand, grouped into the 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 against the marketplaces.

| Territory                | Coverage today         | Demand         | AI  | Priority /5 | What we build                                                                                                                                                                                                           |
|--------------------------|------------------------|----------------|-----|-------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Linen-feel, cotton & eco | Collections, no guides | ~27,000/<br>mo | Yes | 1           | Your genuine differentiator: linen-feel air-laid and organic cotton. The "which disposable feels like linen" and "best eco napkins" answers, where you already win in AI and can own outright. 22 keywords, 20 prompts. |

| Territory     | Coverage today         | Demand                | AI  | Priority /5 | What we build                                                                                                                                                                                      |
|---------------|------------------------|-----------------------|-----|-------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Quote & funny | Strong (the beachhead) | ~3,400/mo + deep tail | Yes | 1           | Where your brand voice made a category and AI already names you. Defend and extend: more designs indexed, the "funny napkins for a 50th" occasion overlaps, gifting angles.                        |
| Cocktail core | Products, thin copy    | High                  | Yes | 2           | Your core product, where you rank page one to two and win few clicks. Rich-result markup, collection copy and best-of content to convert the appearances you already have into visits. 18 prompts. |

| Territory               | Coverage today            | Demand     | AI  | Priority /5 | What we build                                                                                                                                                                                                                       |
|-------------------------|---------------------------|------------|-----|-------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Hosting & buying advice | None (styling fluff only) | ~12,000/mo | Yes | 2           | The open goal. Sizes, folding, cloth vs paper, how many per guest, "best cocktail napkins". No incumbent owns these, they carry the highest AI-citation rate, and you answer almost none of them. The fastest wins in the category. |
| Occasions & seasonal    | Collections, no guides    | ~20,000/mo | Yes | 3           | Birthday (40th/50th/60th), wedding, bachelorette, Christmas and Thanksgiving. High page-one presence, low click-through. Occasion buying guides and gift-pairing content that win the click.                                        |

| Territory               | Coverage today | Demand         | AI  | Priority /5 | What we build                                                                                                                                                                                                                                                                                   |
|-------------------------|----------------|----------------|-----|-------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Wholesale, bulk & trade | Collections    | ~4,800/<br>mo  | Yes | 3           | Bulk, restaurant, caterer and event buying. You already win here in AI; harden the pages and the minimum-order and lead-time answers a trade buyer needs.                                                                                                                                       |
| Custom & personalised   | One page       | ~39,000/<br>mo | Yes | 4           | A big, high-CPC pool, but a contested one: For Your Party, napkins.com and Etsy are established custom printers with deep authority. Worth a proper custom hub, but a build-toward, not a lead-with. 100 of your 126 prompts are ones you can uniquely own; most of the 26 you cannot sit here. |

Priority is a 1 to 5 score, where 1 means lead with it now; it is not a count of pieces. Cluster volumes shown are US; the UK, Canada and Australia add roughly a third on top across the same clusters. Content requirement: roughly **60 pieces** to own the core (the four priority-1 and priority-2 clusters), and **100 to 150 over the six months** for full category coverage, against your 18 thin posts today. Much of this is net-new, and the rest is hardening pages that already rank. The full cluster maths is in [The data](#) tab. **CLUSTER MODEL**

**Lead with four.** Linen-feel and eco and quotes, your two genuine differentiators, where you already win in AI and can own outright. **Cocktail core**, where you rank already and just need the markup and copy to convert appearances into clicks. And **hosting and buying advice**, the open goal with no incumbent and the highest AI-citation rate. Custom and personalised is a bigger pool but a contested one, so it is a build-toward, not a lead-with.

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

| Store             | Domain rank /100 | Referring domains | Read                                                   |
|-------------------|------------------|-------------------|--------------------------------------------------------|
| For Your Party    | 32               | 1,746             | The custom-napkin leader; owns the personalised answer |
| Caspari           | 30               | 1,300             | Heritage premium paper napkin and tabletop brand       |
| napkins.com       | 30               | 578               | Exact-match-domain custom printer                      |
| Sophistiplate     | 27               | 368               | Premium disposable tableware, closest peer             |
| SipHipHooray      | 30               | 202               | Shopify custom cocktail napkin store                   |
| napkins2go        | 10               | 60                | Custom-printed napkins, your nearest size match        |
| Five Star Napkins | 8                | 71                | Strong product, thin authority and no schema           |

DataForSEO, US, September 2026. Domain rank is DataForSEO's own 0-to-100 scale, not an Ahrefs Domain Rating; we quote one source across the whole table so the comparison is like-for-like. You sit at the bottom of the set on authority, which for a store with your product quality is opportunity, not verdict. **DATAFORSEO**

**The category's authority is up for grabs.** Roughly two-thirds of what AI engines cite comes from third-party sites, not your own. In napkins that means entertaining and hosting round-ups, wedding publications, sustainability press for organic cotton, and the "best cocktail napkins" listicles that barely exist yet. There is no Wirecutter guide here, no dominant review. A handful of earned placements would make you one of the most-cited brands in your own category, and it is exactly the honest, made-well, organic-cotton story that press likes to tell. That is a lane to own, not just enter.

Our honest sequencing: the foundations and content phases get you cited on your own answers and lift you from page two into the top three. Authority, the digital PR and round-up placements, runs alongside and then compounds for years after. It is the longest lever, and it is where most of the long-term share of voice sits.

## Appendix F: where the numbers come from

| Source                        | What it provides                                                                                                                                                                                                                                                                                                                                                       |
|-------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Keyword volumes, triangulated | Google Keyword Planner, SEMrush and DataForSEO for the US, taken as the median of three; the UK, Canada and Australia are triangulated across Keyword Planner and SEMrush. Single tools miscount badly, so we never rely on one. Note that Keyword Planner and DataForSEO both draw on Google's own data, so the blend leans Google; SEMrush is the independent check. |
| 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, most of which carry zero traditional keyword volume. We apply a conservative 1.3 to 1.6x uplift to the anchor rather than guessing top-down, which is why our estimates are floors, not inflation.                                                                                                  |

| Source                 | What it provides                                                                                                                                                                                                                                                                           |
|------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| AI answer verification | Which questions already return an AI answer, and which brands get named, checked in live results. Every "cited today" line in this document 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 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 data, including the AI Assistant channel already visible in your store and your customer cohorts. 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

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