

Be the jeweller AI recommends.

A Search and AI strategy for Ernesto Buono Fine Jewellery

SYDNEY · AUSTRALIA | PREPARED FOR WILLIAM & ERNESTO BUONO · AUGUST 2026

1. Executive summary

The short version. Over the last 90 days your website was shown in Google **612,410 times** and earned **3,791 clicks**. That is roughly one click for every 162 times you appear, at an average position of 26, which is page three. You are already visible across the whole Australian engagement ring market. You are just not being chosen, because almost nothing you own sits where people actually click. Fixing that is not a content problem, and it is not a links problem. You have 2,014 pages and 127 articles already, and your Domain Rating of 38 is within striking distance of the market leaders. It is a structural problem, and it is the most fixable kind.

Two things to fix this week, before any of the rest

Both of these were found while pulling your data. Neither is what you would hire an agency for, and both are costing you money right now.

1. Your analytics are counting robots as customers. Of the 60,589 sessions in your GA4 over the last 90 days, **36,020 came from facebook.com referrals** landing in Prineville, Luleå, Forest City, Dublin and Altoona. Those are Meta's data centres, not people. Your single biggest channel by volume is bot traffic. Real Australian sessions are 24,214, not 60,000. Every report you have read, and every judgement about what is working, has been made on numbers that are roughly 60 per cent inflated. **GA4**

2. Google Ads has been optimising against a broken signal. Your

ads_conversion_Book_appointment_1 event fired **1,079 times** in 90 days. Your real booking event fired **91 times** in the same window, which matches the 38 a month in Ernesto's own tracker once phone and walk-ins are added. The conversion you are feeding Google is out by roughly **twelve times**. Your own exports show the damage: 485 conversions recorded in Q1 2026, then 11 in Q2. Google has been buying the wrong clicks for months because it was told the wrong thing was working. **GA4**

GOOGLE ADS

Three things to know

- **Organic search is already your best booking channel, and it is free.** Over 90 days, organic search brought 4,326 Australian sessions and produced **29 appointments**. Paid search brought 935 sessions and produced **6**, for about A\$3,000 a month. Organic is 18 per cent of your traffic and 32 per cent of your bookings. It is the channel doing the most work and getting the least attention. **GA4**
- **The problem is not that you lack content.** You have published 127 articles. Only 41 of them earned a single click last quarter, and all 127 combined delivered 211 clicks, which is 5.5 per cent of your site total. **1,612 of your 2,014 pages earned nothing at all.** Writing more into that structure will not change the outcome. **GSC**
- **Your authority is not the bottleneck, which is unusually good news.** Your Domain Rating is 38. Larsen Jewellery is 48 and Temple & Grace is 44. Ten points of authority separate you, yet Larsen ranks in the top three for **1,496 keywords** and you rank top three for **39**. They are not beating you on links. They are beating you on how their pages are built. That is a six-month fix, not a three-year one. **AHREFS**

**\$145K-
\$732K**

new revenue a year
on the table from
organic and AI search

137,900

winnable organic
clicks a month in your
category; you hold
0.6%

1,612

of your 2,014 pages
earned zero clicks in
90 days

45 / 100

AI-readiness today,
Certified is 80

Where you focus, at a glance

Engagement rings

51,605 SEARCHES / MO

FIX FIRST

374 pages already live, 5 terms ranking, none in the top ten. Your core category and your emptiest result.

Lab grown

24,875 SEARCHES / MO

BIGGEST GAP

Only 37 pages against the fastest-growing demand in the category, sitting at an average position of 47.

National & remote

THE ZOOM PLAY

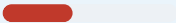
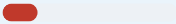
BUILD NEW

Zero pages today. The interstate demand is already there and organised city by city.

2. How AI-ready you are today

We score every brand against the same four-pillar model. Each pillar runs from 1 to 5, worth five points a level, for 100 in total. **Certified is 80**, which means Professional on all four. That is the target the engagement is built around.



Pillar	Level	What we found
Technical Can AI read you?	 3 of 5 · 15 pts	Good bones. Valid Product and Offer schema on product pages, Organization, LocalBusiness and BreadcrumbList sitewide, clean sitemaps, HTTPS, and a fast server at 80ms. Three things hold you at 3. Your robots.txt blocks GPTBot while welcoming every other AI crawler, so the single most important one is shut out. Your llms.txt is written in robots.txt syntax, which does nothing, and it contradicts the real file by saying GPTBot is allowed. And mobile Core Web Vitals fail badly: Lighthouse 59 with an LCP of 14.0 seconds. Level 4 requires Core Web Vitals to pass.
Content Do you answer the questions?	 2 of 5 · 10 pts	Plenty of volume, almost no effect. 2,014 pages and 127 articles, but 80 per cent of pages earned zero clicks in 90 days and a single one of your 112 target terms sits in the top ten. There is no FAQ schema anywhere on the site, which is the single clearest AEO signal, and no answer-first structure for AI to lift from. Whole territories are uncovered: three pages for diamond education, none at all for remote and interstate buying.
Authority Do engines trust you?	 3 of 5 · 15 pts	Stronger than most at your size. DR 38, 151 live referring domains, and genuine editorial coverage including Marie Claire Australia, Man of Many and Word of Mouth. The profile is unmanaged though, with a visible tail of press-release syndication, bookmark directories and a few links from piracy sites that add nothing. There is also no Review or AggregateRating schema anywhere, so the trust you have earned in person is invisible to search and to AI.
Measurement Can you see it working?	 1 of 5 · 5 pts	The two problems on page one sit here. A booking conversion out by twelve times, a paid channel optimising against it, and 60 per cent of reported traffic coming from Meta's data centres. There is no organic channel reporting, and no AI visibility tracking of any kind. Analytics being installed is table stakes and does not lift this off level 1.

Read it this way. Two pillars are already at Structured, which is further than most brands we score. The 35 points you are missing sit in Content and Measurement, and those are the two we move fastest. Nothing in this scorecard requires years of link building or a rebuild from scratch.

3. The market you are missing

We sized the Australian market you sell into three ways, then narrowed it down to what is realistically winnable.

Step	Volume	What it means
The total category	394,100 searches / mo	Every non-branded term across engagement rings, wedding rings, lab grown diamonds, diamond education and fine jewellery in Australia. Celebrity searches such as "Taylor Swift engagement ring" are excluded, along with competitor brand names. AHREFS
The measured core	204,110 searches / mo	112 terms we triangulated across Google Keyword Planner, Ahrefs and SEMrush, taking the median of the three. This is 52 per cent of the total and it is the number the money model runs on, because every figure in it is verified by three independent tools. 3-TOOL MEDIAN
The winnable click pool	137,900 clicks / mo	Roughly 35 per cent of searches survive to an organic click once ads, AI answers and zero-click results take their share. This is the pool everyone in your category competes for.
Your share of it today	874 clicks / mo	Your non-branded organic clicks, which is 0.6 per cent of the pool. This is the only demand a strategy can grow. Your brand searches already belong to you and we will not claim credit for them. GSC

The gap in one line. The category serves up 137,900 organic clicks a month in Australia. You take 874 of them. You already appear 204,000 times a month, so this is not about being invisible. It is about appearing at position 26 instead of position 3.

What that looks like on real terms

These are your own Search Console numbers from the last 90 days. Every one of these is a term you already show up for.

Term	Searches /mo	KD	Your impressions	Your clicks	Your position
lab grown engagement rings	1,600	13	5,055	2	33.8
emerald cut diamond engagement rings	590	1	3,166	0	22.9
emerald cut diamond ring	2,900	1	3,110	0	16.4
engagement rings sydney	2,400	37	2,591	5	17.3
lab grown diamond rings	2,900	9	2,552	0	41.9
mens gold wedding rings	450	0	2,108	0	30.9
lab grown diamonds	11,000	9	1,541	0	63.8
eternity ring	5,400	0	1,498	0	46.8
cushion cut engagement rings	800	0	1,491	0	45.1
aquamarine engagement ring	600	0	1,351	22	6.9

Search volumes are the median of Google Keyword Planner, Ahrefs and SEMrush. KD is Ahrefs keyword difficulty out of 100. Impressions, clicks and position are your own Search Console data for the 90 days to 1 August 2026.

Look at the difficulty column. Almost every one of these sits at a keyword difficulty of 0 to 13. These are not hard terms. "Emerald cut diamond ring" has 2,900 searches a month at a difficulty of 1, you appear 3,110 times, and you get nothing, because you sit at position 16. The one row where you are at position 6.9 is the one row earning clicks. That is the entire strategy in a single table: the terms are winnable, and being on page one is what changes the outcome.

The AI layer is live in your category now

Google AI answers already appear on **26 of the 112 terms** we measured, including "lab grown diamonds", "eternity ring", "diamond clarity chart" and "how much to spend on an engagement ring". Your own GA4 shows an **AI Assistant channel** already sending

Australian visitors, 63 sessions and 12 form submissions in 90 days, with no work done at all.

We built you a library of **136 buyer questions** across 13 territories, worth roughly 18,275 conversational searches a month. **127 of them are questions a bespoke Sydney atelier can answer better than a chain retailer can.** That is the whole opening. Questions like "can I use my own diamond in a new setting", "how long does a custom ring take" and "can I design an engagement ring over a video call" have no good answer online in Australia today, and they are exactly the questions your buyers ask.

4. The opportunity, in dollars

Your business runs on appointments, so the model runs on appointments too. The chain is **clicks to appointments to consultations to sales at \$7,000**. Every rate in it comes from your own data.

Input	Value	Where it comes from
Average order value	\$7,000	Your 12-month average, confirmed by William YOU
Booking rate on organic traffic	0.67%	29 appointments from 4,326 organic sessions, 90 days GA4
Close rate, Sydney in person	37%	14 sales from 38 appointments, July tracker YOU
Close rate, rest of Australia over Zoom	15%	Your stated goal. Zoom sits at 0% today, so this is the number to build towards, not a number to bank GOAL

Why the model splits by geography. You have two different businesses inside one funnel. A Sydney buyer walks into Parramatta and closes at 37 per cent. An interstate buyer meets you over Zoom, and that has not closed once yet. Blending them into a single rate would flatter the national expansion and hide the work it needs. We have kept them apart, and assumed 30 per cent of new demand is Sydney and 70 per cent is the rest of Australia.

What organic is worth today

874 non-branded clicks a month produce about 5.9 appointments, which at a 37 per cent close and \$7,000 an order is **\$15,175 a month, or roughly \$182,000 a year**. Add your branded organic on top and the total lands near \$263,000, which is about 30 per cent of your appointment funnel. That matches Ernesto's own tracker showing organic at 32 per cent of web bookings, which is a good sign the model is built on something real.

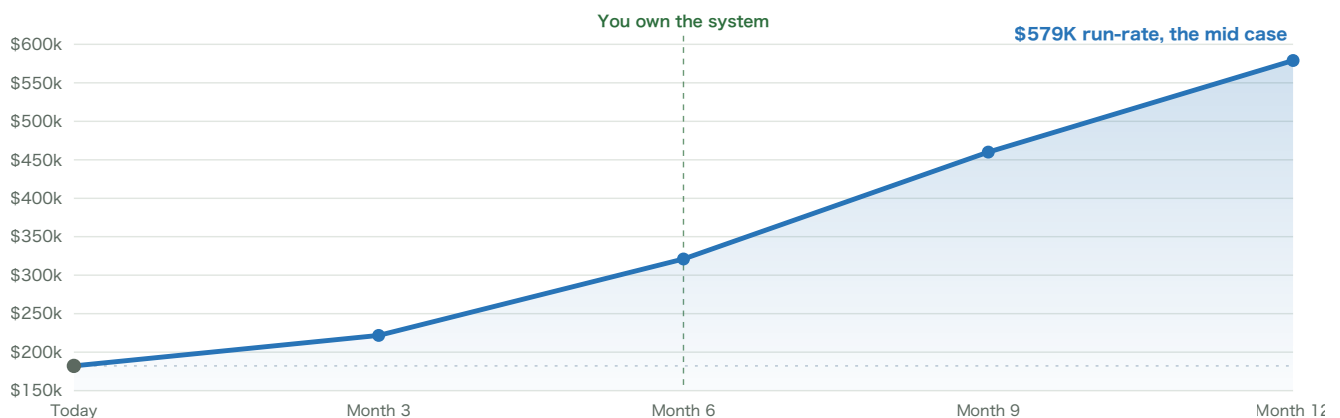
Three scenarios, by share of the pool

Case	Extra clicks / yr (search + AI)	Extra appointments / mo	Extra sales / mo	New revenue / yr	Organic run-rate / yr
Conservative 1.5% of the pool	14,334 1,194 / mo	8.0	1.7	\$145,288	\$327,386
Mid 3.0% of the pool	39,156 3,263 / mo	21.9	4.7	\$396,882	\$578,980
Ambitious 5.0% of the pool	72,252 6,021 / mo	40.4	8.7	\$732,341	\$914,438

Read the mid case left to right. Going from 0.6 per cent of the pool to 3 per cent means **3,263 more clicks a month**. At your 0.67 per cent booking rate that is **21.9 more appointments a month**, split roughly 6.6 in Sydney and 15.3 interstate. At 37 per cent and 15 per cent respectively that is **4.7 more sales a month**, and at \$7,000 an order that is **\$33,074 a month, or \$396,882 a year**, on top of the \$182,000 organic already delivers.

The winnable pool is about 137,900 clicks a month and you currently capture 874 of them. Three per cent is the mid case. Every column is new business only, with no credit taken for repeat or referral, which in a category built on referrals is likely to add another slice on top.

How it arrives over twelve months



The mid case arriving, not a promise. Content takes time to rank and engagement rings carry a long consideration cycle, so the curve is deliberately slow at the front: about 10

per cent live by month 3, 35 per cent by month 6, 70 per cent by month 9 and all of it by month 12. Hover any point to see the maths behind it.

One honest note on timing. Because a \$7,000 engagement ring is researched for months rather than bought on impulse, the revenue in this model is genuinely back-loaded. Cumulative attributable revenue across the first six months lands near \$33,000 on the mid case, while the annualised run-rate at month six is already up by about \$139,000. Judge the first six months on run-rate and on the leading indicators, appointments booked and rankings gained, rather than on cash collected in period.

5. The six-month transformation

Three phases, in order. We move through them as the site is ready, not on a stopwatch.

Phase	What happens
Foundations Make you readable	Fix the measurement first, because nothing else can be judged until it is right: filter the Meta data-centre traffic, rebuild the booking conversion so it fires once per real appointment, and repoint Google Ads at it. Unblock GPTBot and rewrite <code>llms.txt</code> properly. Attack the 14-second mobile LCP. Add FAQ schema and Review schema across the site. Clean up the duplicate H1s and the pages competing with each other.
Own your territories Make you rank	Rebuild the category and collection pages that already draw impressions but sit at position 20 to 45, starting with engagement rings, lab grown and diamond shapes. Consolidate and upgrade the 127 articles you already have rather than adding to the pile. Build the answer layer for the 136 buyer questions, prioritising the 127 only you can answer well.
Authority and compounding Make you the answer	Clean the link profile of the syndication and directory tail, then earn genuine Australian editorial coverage in the places that already cover you well. Build out the interstate and remote-consultation territory that has no pages at all today. Track AI visibility properly so you can see which assistants cite you and where.

The full scope, pricing, timeline and guarantee sit on [The offer](#) tab.

Appendix A: where you sit today

Channels, Australia only, last 90 days

Channel	Sessions	Appointments	Appointments per 1,000 sessions
Organic search	4,326	29	6.7
Direct	8,339	29	3.5
Organic social	7,724	17	2.2
Referral	636	7	11.0
Paid search	935	6	6.4
Cross-network	2,183	2	0.9
AI Assistant	63	—	12 form submissions

Australian sessions only, so Meta's data-centre traffic is stripped out. Appointments are the schedule event, which reconciles with Ernesto's daily tracker. Paid search spend over the same period was roughly A\$3,000 a month.

Appear versus win

Measure	Value	Read
Impressions, 90 days	612,410	You are visible across the category
Clicks, 90 days	3,791	0.62% of the time you appear
Average position	26.3	Page three
Pages with any impression	1,601 of 2,014	Indexing is not the problem
Pages with any click	402 of 2,014	80% of the site earns nothing
Top 10 pages' share of clicks	62%	Everything rests on a handful of pages
Articles published	127	The content exists
Clicks from all 127 articles	211	5.5% of site clicks

Appendix B: the demand detail

Territory	Terms	Searches / mo	Prompts	Pages live	Terms ranking	Avg position
Engagement rings (core)	19	51,605	11	374	5	25.9
Tennis bracelets & fine jewellery	11	46,740	10	568	6	18.2
Wedding rings & bands	14	34,890	12	163	4	37.5
Diamond shapes	24	26,210	23	234	15	28.8
Lab grown	13	24,875	15	37	6	47.4
Coloured stones	9	8,820	8	15	5	20.3
Diamond education	8	4,730	15	3	0	—
Metals & settings	4	4,190	10	4	1	41.6
Local Sydney	5	1,590	1	2	0	—
Religious jewellery	3	430	5	185	0	—
Trust & aftercare	0	—	9	6	—	—
Custom & bespoke process	2	30	7	7	0	—
National & remote	0	—	10	0	—	—
Total	112	204,110	136	1,598	42	—

Across 1,598 pages and 204,110 searches a month of demand, exactly one term sits in the top ten. Territories with no keyword volume are pure AI-answer plays, where people ask assistants questions they never typed into Google.

Appendix C: where to play

Territory	Move	Why, and what it takes
Lab grown	Build	24,875 searches a month, the fastest-growing demand in the category, and you have 37 pages sitting at an average position of 47. The interstate signal is loudest here too: Australians search "lab grown diamond rings" city by city, Brisbane, Adelaide, Perth, Canberra, Melbourne, Wollongong, Cairns, Hobart, Newcastle and Geelong. This one territory is both your biggest content gap and your clearest route out of Sydney.
Engagement rings	Fix	51,605 searches a month and 374 pages already live. Nothing needs writing here. The category and collection pages need rebuilding so they can hold a top-ten position.
Diamond shapes	Fix	Your best-covered territory with 234 pages and 15 terms ranking, which proves the model works when the pages exist. It is still at an average position of 28.8, so the same rebuild applies.
Diamond education	Build	Three pages against 4,730 searches and 15 buyer questions. This is where AI answers get sourced, and where a master jeweller should be the obvious authority.
Trust & aftercare	Build	Almost no Google volume, but nine high-value questions people ask assistants: resetting an inherited diamond, resizing, insurance, servicing. Pure AEO, and a genuine differentiator for a workshop that actually does this.
National & remote	Build	Zero pages today. This is the Zoom business in content form: how a remote consultation works, how a ring gets designed over video, how it ships safely, what happens if the size is wrong.
Religious jewellery	Hold	185 pages against 430 searches a month. Small, but you own a real niche here and your Orthodox pages already earn clicks. Worth keeping tidy, not worth investing in.

Appendix D: who you are up against

Brand	DR	Organic traffic / mo	Ranking keywords	Keywords in top 3
Ernesto Buono	38	1,340	516	39
Cerrone	—	10,442	1,760	443
Larsen Jewellery	48	30,500	3,219	1,496
Temple & Grace	44	40,495	6,846	1,252

Ahrefs, Australian market, 4 August 2026. Ahrefs estimates your organic traffic at 1,340 a month and your Search Console records about 1,264, which is close enough to trust the comparison.

The important read. Larsen sits ten Domain Rating points above you and converts that into 38 times as many top-three rankings. Temple & Grace sits six points above you with 30 times your traffic. If this were an authority gap it would take years and a large budget to close. It is not. They have simply built pages that can rank, and you have not. That is what makes this a six-month engagement rather than a three-year one.

Appendix E: where the numbers come from

- **Search volumes.** Every volume in this document is the median of three independent sources: Google Keyword Planner, Ahrefs and SEMrush, pulled for the Australian market on 4 August 2026. No single tool is trusted on its own, because they disagree, and Ahrefs in particular undercounts local terms. Where Keyword Planner groups close variants and diverges from the other two by more than 2.5 times, we use the median of Ahrefs and SEMrush instead.
- **The total category.** Sized from the Ahrefs matching-terms universe across the engagement ring, wedding ring and lab grown diamond branches, with celebrity searches, competitor brand names and non-product terms stripped out, then a 1.35 factor applied for the long tail below the sample cut-off.
- **The winnable click pool.** About 35 per cent of searches survive to an organic click once paid results, AI answers and zero-click SERPs take their share. This is our standard survival rate and it is deliberately conservative.
- **Your current position.** Google Search Console, 90 days to 1 August 2026, pulled directly from your property. Branded terms are classified by matching your name and its common misspellings. Roughly 1,833 of your clicks come from queries Search Console withholds because they are rare, and we have counted those as non-branded, which is the conservative reading.
- **Appointments and channels.** GA4 property 343685380, Australian sessions only, 90 days. The schedule event is used as the true booking, because it reconciles with Ernesto's daily tracker at roughly 30 a month against a recorded 38 including phone and walk-ins.
- **Close rate and order value.** Your July daily tracker and William's confirmation. The Zoom close rate of 15 per cent is a stated goal, not observed performance, and it is labelled as such wherever it appears.
- **Authority.** Ahrefs Domain Rating, backlink and referring-domain data, 4 August 2026. Referring domains were reviewed by hand for quality rather than counted.
- **Technical.** A live crawl of your site on 4 August 2026 covering robots.txt, sitemaps, llms.txt and structured data across a 28-page sample spanning products, categories, articles and core pages, plus a local Lighthouse mobile run against your homepage.
- **AI prompt volumes.** Directional, and labelled as such. There is no public search-volume tool for conversational prompts, so each prompt is anchored to the triangulated head terms it fans out from, and a conservative share of that demand is distributed across the questions that compete for it. Treat them as bands, not precise counts.

What is validated and what is modelled. Everything about where you sit today is measured: impressions, clicks, positions, sessions, appointments, authority and technical state all come from your own accounts or from live tools. Everything about where you could get to is modelled, and rests on the share of the pool you win, which is the one number nobody can promise. We have shown three cases so you can judge it yourself.

Team Empathy · Search & AI Strategy for Ernesto Buono Fine Jewellery
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