

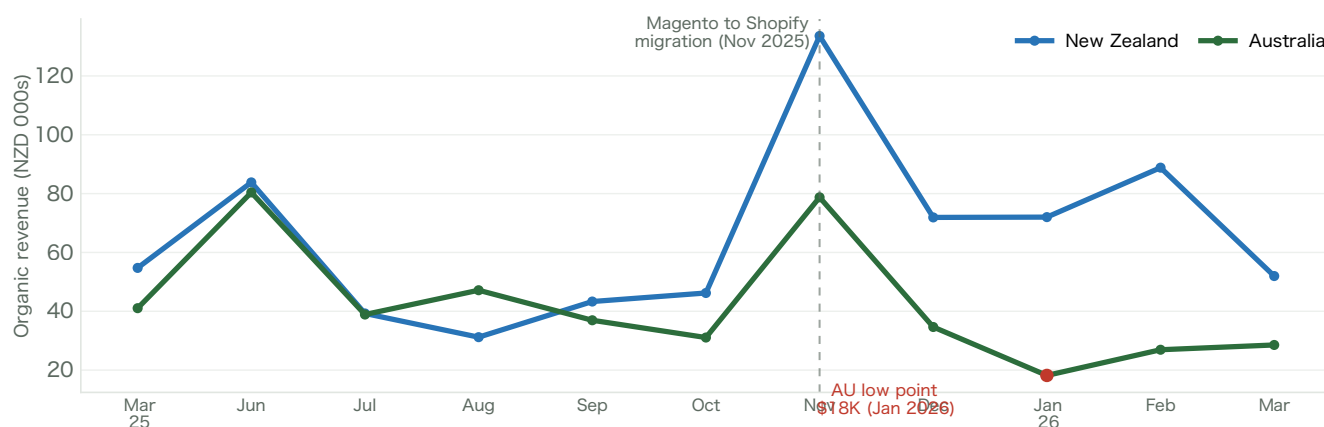
Organic Search Baseline

Nature Baby · the starting position, Australia and New Zealand

A note on scope. This is the point-in-time snapshot of where Nature Baby's organic search sat when the engagement began, taken from Google Search Console, GA4 and Shopify. It is the reference the three month update measures against. It has since been extended with Nature Baby's archived analytics, which restored the Australian revenue history the November replatform had interrupted.

How we got here

Before the November 2025 Magento to Shopify migration, Australia was Nature Baby's fastest-growing organic market, up an average of 122% in revenue year on year. The migration interrupted that: errors that were not caught at the cutover compounded month after month, and Australian organic revenue fell to a low of **\$18,188 in January 2026**, the point at which the recovery work began. New Zealand, on the same store, held up far better but also softened. The chart below is the starting position.



ORGANIC REVENUE BY MONTH, BOTH MARKETS · SOURCE: GA4 (NZD) · THE MIGRATION AND THE AUSTRALIAN LOW POINT MARKED

Australia at baseline (January to March 2026)

22,888

ORGANIC SEARCH CLICKS (QUARTER)

14.5

AVERAGE GOOGLE RANKING POSITION

\$73.6K

ORGANIC REVENUE FOR THE QUARTER (NZD), DOWN HEAVILY ON PRE-MIGRATION

THE DAMAGE, YEAR ON YEAR (MARCH 2025 VS MARCH 2026)

Australia	Mar 2025	Mar 2026	Change
Organic sessions	11,312	9,431	-17%
Organic revenue	\$41,049	\$28,543	-30%
Organic share of total sessions	20.4%	15.5%	down 4.9 points

The conversion rate held steady through this period (around 1.6 to 1.7%), which confirmed the problem was discoverability and ranking, not the website or checkout. Total Australian traffic across all channels actually rose 10% over the same window, and New Zealand organic grew on the same platform, both signals that the decline was specific to the Australian migration, not the market or the store.

New Zealand at baseline

New Zealand did not suffer Australia's decline to the same degree, but it softened through the same period and shares every fix made to the store. Its organic revenue sat around \$52,000 in March 2025 and \$52,000 in March 2026, having peaked far higher in between. It was the healthier of the two markets at baseline, and the one with the most established rankings to protect.

What this baseline set up

This snapshot defined the job: recover the Australian organic search that the migration broke, protect and grow New Zealand, and build the content and AI search foundations on top. The three month update measures the progress against every number on this page.

[See the three month update →](#)

Team Empathy

Search and AI discovery for ecommerce brands

Baseline snapshot · Nature Baby · April 2026, extended August 2026