TEAM EMPATHY · SEARCH & AI STRATEGY

Be the converter buyer AI recommends.

Prepared for Dave · The Cat Man

NEW ZEALAND + AUSTRALIA | NOVEMBER 2026 · TEAM EMPATHY

1. Executive summary

The short version. People in New Zealand search Google about **545 times a month** to price or sell a catalytic converter; in Australia it is about **1,100**. None of those searches name a buyer. Your site shows at number 8 in New Zealand for "sell catalytic converter" and "catalytic converter buyers near me" in two of our three checks, and on pages two to four for the price searches. In Australia it does not show in the top 100 for any search we checked. At the mid case, search brings you about **22 new sellers a year in New Zealand, and about 45 in Australia once you are trading there**. The bigger prize sits with the wrecking yards: on your own figures about a million cars are wrecked across the two countries each year, about one converter a car, and **1% of those is 10,000 converters**, about $1,000,000 in margin. Search is how the individuals find you and how the yards check you out before they sign on.

Three things to know

- **The New Zealand search market is small, and nobody owns it.** The biggest single search, "catalytic converter scrap price nz", runs at 140 a month, and most buyer searches sit at Keyword Planner's floor of 10. The strongest New Zealand sites, a wrecker, a scrap-car buyer and a scrap-metal group, score 28, 22 and 21 out of 100 on DataForSEO authority. Catalytic Buyer NZ, the closest like-for-like buyer, scores 0 and leads the Auckland Maps results on 15 reviews. KEYWORD PLANNER DATAFORSEO
- **Australia is about twice the size.** The sell and price searches add up to about 1,100 a month in Australia against 545 in New Zealand. The biggest Australian group, "catalytic converter scrap price" and its close variants at 720 a month, also takes in people shopping for a replacement, so we count half of it. No Australian buyer we found scores above 22 out of 100, and Facebook groups and forums fill the results. KEYWORD PLANNER DATAFORSEO

- **AI is already answering the question "who buys my converter".** Google showed an AI Overview on 5 of the 6 New Zealand sell and price searches we checked live, and on all 5 Australian ones. Endless Metals is the New Zealand source it cites most, on 5 of them, and The Cat Man is cited on none. The first buyer in each country with a clear, dated price page and a plain how-it-works becomes the answer those engines repeat. LIVE SERPS

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

8,830
searches a year in New Zealand to price or sell a catalytic converter, with the long tail

2,210
of those become organic clicks a buyer can win, once ads, the Maps pack and AI answers take their share

10
is what you win today, 0.5% of the winnable clicks, from two page-one spots on small searches

$1,010
of three-year value in every extra 1% you take in New Zealand, projected; in Australia each 1% is $2,070

You hold 0.5% of the winnable sell-side clicks in New Zealand today, and every extra 1% is worth about $1,010 over three years. Elaine told us in August the site was getting 40 to 50 calls a month. At today's positions very little of that can come from Google's non-branded results, so it is most likely people searching your name, ringing 0800CATMAN, Facebook and word of mouth; we cannot tell which without Analytics. Those calls sit on top of everything below.

What that is worth

Here a new customer is a new seller. On your figures a decent converter costs you about $100 and its powder sells for a bit over **$200**, so the first-order column prices each new seller's first converter at $200. You told us about 20% of all your enquiries are yards and rebuilders. Most yards are won by outreach rather than search, so we assume 1 in 10 sellers who find you through search is a yard, sending one more converter a month, well under what a working yard pulls. That makes a new seller worth **$440** in the first year and **$920** over three. We assume 1 click in 10 becomes a call or quote request and half of those sell. Every figure is your refinery revenue, before your margin of about half.

YOUR FIGURES 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	0.5%	10	0	$0	$0	$0
Conservative	10%	221	11	$2,200	$4,840	$10,120
Mid	20%	442	22	$4,400	$9,680	$20,240

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)
High	35%	774	39	$7,800	$17,160	$35,880
Australia, mid 1,100 searches / mo	20%	892	45	$9,000	$19,800	$41,400

The New Zealand rows grow your share of the winnable clicks from 0.5% to 10%, 20% and 35%; the high case is a stretch target for the first buyer that builds properly in a field with no clear owner. Australia is priced the same way at the mid share, 20%, on its own Keyword Planner volumes, once you are trading there. The three-year column is the value of each year's new sellers over their first three years, assuming the yards among them keep sending. Five inputs are our assumptions until your calls are tracked: 1 search in 4 becoming a winnable click, 1 click in 10 enquiring, half of enquiries selling, 1 in 10 search sellers being a yard, and a yard sending one more converter a month. The per-converter figures are yours. YOUR FIGURES MODELLED, DIRECTIONAL

Counted as converters, the mid case brings about 48 converters a year in New Zealand and 99 in Australia. At your margin of about half, the mid case's first year is worth about **$4,840** to you in New Zealand and **$9,900** in Australia. MODELLED

Where you focus, at a glance

What is my converter worth

~335 NZ · ~600 AU SEARCHES / MO

THE PRIZE

Most sellers search for a price before they search for a buyer. A dated daily price and a by-vehicle, by-code checker answer that, and it is the page AI quotes.

Buyers near me

~180 NZ · ~340 AU SEARCHES / MO

YOUR EDGE

One fair price for everyone, ID-checked and traceable, fast payment, Auckland collection. Said plainly on the site and on a Google Business Profile, that is the buyer people trust.

Yards and bulk supply

~1,000,000 CARS WRECKED A YEAR

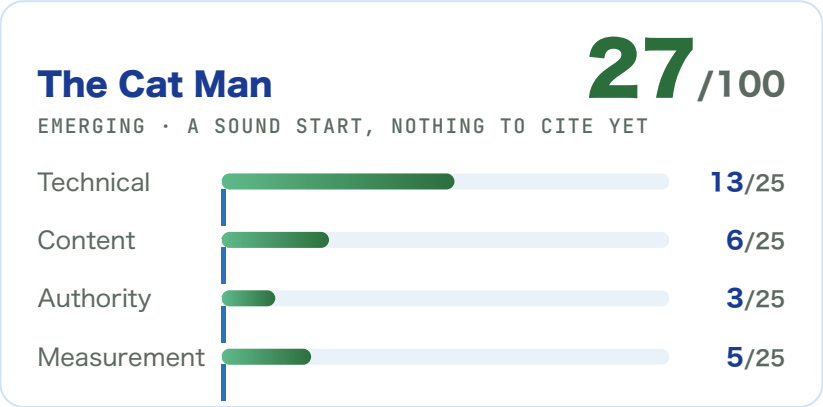
THE VOLUME

Yards rarely search; they get called. A bulk-supply page and the price checker make your outreach land, and every yard you sign repeats.

Google Keyword Planner volumes for New Zealand and Australia, November 2026, each group of close variants counted once. Every keyword, question and cluster is in The data tab. The wrecked-car figures are yours. KEYWORD PLANNER + DATAFORSEO YOUR FIGURES

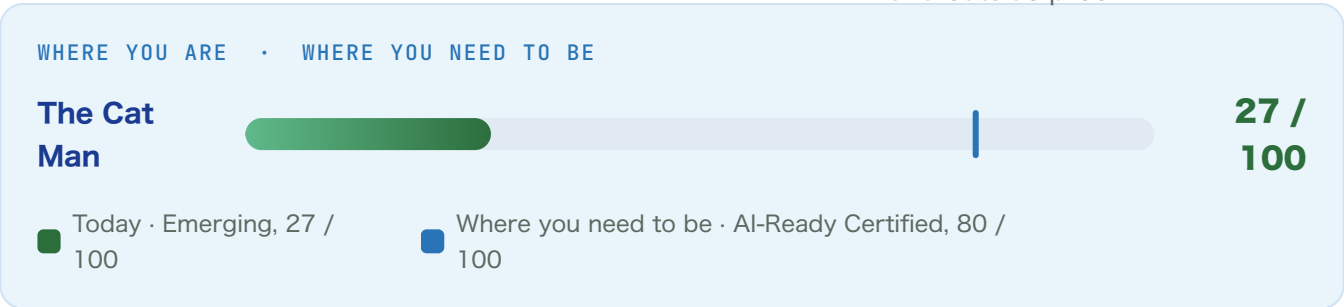
2. How AI-ready you are today: the AEO scorecard

We score every business 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 27 today: a five-page site that every AI crawler can read and that does well on Google's lab speed test, with no articles yet, nothing telling search engines you are a local business, no Google Business Profile we could find, and a copy of the site on a second domain.



+53

points to AI-Ready Certified. The first points are cheap: one site, a Business Profile and clean page headings. The rest is the price and how-to content, and outside proof.



The findings that matter most, and cost least to fix. We could not find a Google Business Profile for you, so you are missing from the Maps results where Catalytic Buyer NZ and Endless Metals sit. askthecatman.co.nz is a second live copy of the site and does not redirect, so the two compete with each other. The homepage still carries the website builder's placeholder line "Provide a general summary of the services you provide", and there is no price guide or what-is-it-worth page yet.

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

3. The market you are missing: search and AI

Your sellers search for a price before they search for a buyer: what is my converter worth, what is the scrap price today, what is a Prius converter worth. Then they look for someone near them who will pay fairly and pay fast. Those are the words people type

into Google and ask ChatGPT and Grok, and today the answers stitch together scrap-metal price lists, wreckers' blog posts and overseas refiners.

> **Want the in-depth look?** Click through to The data ↗ tab for every keyword, all 30 AI questions and the cluster maths behind this section.

Validated demand, and where you rank today

Term	Searches / mo (NZ)	Searches / mo (AU)	Your rank now (NZ)	AI Overview live?
catalytic converter scrap price nz	140	-	Not in top 100	Yes
catalytic converter scrap price	90	720	40	Yes
catalytic converter price	90	720	20 (in 1 of 3 checks)	No
catalytic converter price nz	40	-	Not in top 100	-
catalytic converter buyers	40	70	Not in top 100	Yes
catalytic converter buyers near me	20	40	8 (in 2 of 3 checks)	Yes
catalytic converter buyers nz	20	-	Not in top 100	-
sell catalytic converter	20	70	8 (in 2 of 3 checks)	Yes

Term	Searches / mo (NZ)	Searches / mo (AU)	Your rank now (NZ)	AI Overview live?
who buys catalytic converters near me	20	30	Not in top 100	-
catalytic converter recycling	10	110	Not in top 100	-
how much is a catalytic converter worth nz	10	-	Not in top 100	Yes
catalytic converter value by serial number	-	10	Not in top 100	-

Search volume is Google Keyword Planner's figure for each country, November 2026. Keyword Planner reports one figure for close variants, so "catalytic converter scrap price" in Australia carries the same 720 as "catalytic converter prices" and "scrap value"; we count that group once. A dash means the term is not one sellers in that country use. Rank is live Google New Zealand, checked three times on 26 November 2026 because results moved between checks; where a term was not checked live it is DataForSEO's ranking database. The AI Overview column is the live check, or DataForSEO's flag where we did not check live. KEYWORD PLANNER + DATAFORSEO

Counted term by term, with each group of close variants counted once, the searches that come from someone valuing or selling a converter add up to **545 a month in New Zealand and 1,100 in Australia**. We left out the big informational searches: "catalytic converter" on its own (1,900 a month in New Zealand, 9,900 in Australia) is mostly people asking what one is or what a replacement costs, and "catalytic converter repair" is a different buyer. They still matter for AI visibility, and they are in Appendix C. 30 AI questions sit alongside the searches, and 24 are priority 4 or 5 on our five-point scale, mostly someone ready to sell; the question library and territory plan are in Appendix C and Appendix D.

The volume is with the yards. On your figures about 850,000 cars are wrecked in Australia each year and 150,000 in New Zealand. Taking the converters from 1% of them is 10,000 converters a year, about $150,000 in margin from New Zealand and $850,000 from Australia at about $100 a converter. Yards are won on the road and on the phone, as you plan. What search adds is the moment after the call, when the yard owner looks you up: a clear site with a dated price, a bulk-supply page and reviews turns a cold call into a supplier.

4. Where to start

Start with one site: point askthecatman.co.nz at thecatman.co.nz page by page, so every link and mention builds one name, then add the three pages that answer the searches above, a dated daily price, a what-is-my-converter-worth checker by vehicle and code, and a plain how-it-works with your ID check and payment times, plus a Google Business Profile for Auckland. That takes your scorecard from 27 towards 80 and puts you in the AI answers for New Zealand, and the same pages become the Australian site and the page your yard outreach points to.

Appendix A: where you sit today

Your site

- **Five pages, built on Hostinger's website builder:** home, catalytic converter, about us, FAQ and contact, with no articles. The FAQ has six short questions, and the quote form asks for the make and the code stamped on the converter. LIVE CRAWL
- **Your licence is a trust signal worth leading with.** The footer names you as a Licensed Scrap Metal Dealer with two licence numbers. Sellers and AI engines both look for that, and today it sits in small print. LIVE CRAWL
- **Every AI crawler is welcome.** robots.txt blocks nothing, so ChatGPT, Claude, Perplexity and Google's AI can all read the site. LIVE CRAWL
- **Speed: one miss on the lab test.** Google ranks on speed measured from real visitors, and the site does not get enough traffic yet for Google to have any. Its Lighthouse lab test, simulating a mid-range phone on a throttled connection, is the best stand-in: it scores the homepage 88 for performance and puts the main content at 3.0 s, against Google's 2.5-second target. LIGHTHOUSE
- **The page structure needs tidying.** Every page carries three to five main headings and no second-level headings, 60 of the 62 homepage images have no description, and the builder's placeholder paragraph is still live on the homepage. LIVE CRAWL
- **Search engines are not told who you are.** The only markup is the builder's generic page tag. Nothing names The Cat Man as a local business with a phone number, service area and hours, and no page carries a street address. LIVE CRAWL
- **No analytics tag** from Google, Meta or anyone else is in the site's code, so there is no record of which searches or pages bring the calls. LIVE CRAWL
- **The homepage and askthecatman.co.nz disagree on ID:** one asks for ID before a quote, the other says no ID is needed to quote. Worth settling on one line before both sites become one. LIVE CRAWL

Your two domains

askthecatman.co.nz is a second live copy of the site. It does not redirect, and each copy tells Google it is the original. The home pages differ, three of the inner pages share 73% to 89% of their wording with the main site, and the contact page about half. askthecatman.co.nz has no links pointing at it and ranks for nothing, so redirecting each of its pages to the matching thecatman.co.nz page costs nothing and stops the two splitting Google's attention. If you move to the AskTheCatMan name, the same move works in reverse. LIVE CRAWL DATAFORSEO

Google Maps, and your name

We searched Google Maps for you several ways, including "The Cat Man catalytic converter Auckland", and could not find a listing. For "catalytic converter buyers Auckland" the Maps results lead with Catalytic Buyer NZ (4.5 stars, 15 reviews) and then Endless Metals' yards, with 1,172 reviews on the first of them. A Maps search for "The Cat Man" on its own returns cat hotels and pet food companies, so your name needs "catalytic converter" beside it everywhere it appears, and a Business Profile will need a verifiable address or service area. GOOGLE MAPS

What you win today

You show at number 8 for "sell catalytic converter" and "catalytic converter buyers near me" in New Zealand in two of our three checks. Each is searched about 20 times a month, so at that position we estimate about 10 clicks a year from Google's non-branded results today. LIVE SERPS ESTIMATED

Appendix B: the scorecard in detail

Each pillar is scored 0 to 25 against five levels. Professional on all four pillars is 80, AI-Ready Certified. Measurement starts at level 1 for every business we have not yet connected, because having Analytics installed is not the same as tracking which searches and AI answers bring the calls.

Technical: 13 / 25, Structured

Every AI crawler can read the site and it does well on the lab speed test. It loses points for the duplicate second domain, messy page headings, images with no descriptions and no markup telling search engines you are a local business.

Content: 6 / 25, Emerging

Five pages and a six-question FAQ. There is no price page, no what-is-it-worth guide, no by-vehicle pages and no articles, so there is little for Google or AI to quote.

Authority: 3 / 25, Invisible

No Google Business Profile we could find, no reviews, and very few other sites linking to or naming you. This is where the Maps results and AI answers are decided.

Measurement: 5 / 25, Invisible

No analytics or call tracking, so nobody can yet see which searches, pages or AI answers bring the calls.

The ranked path to AI-Ready Certified

1. • Point askthecatman.co.nz at thecatman.co.nz page by page, so the two stop competing.

2. Set up a Google Business Profile for Auckland and ask every seller you pay for a review.
3. Tidy the page headings, describe the images, remove the placeholder text and add local-business markup with your phone number, service area and hours.
4. Install Analytics and call tracking, so the calls can be traced to their source.
5. Build the dated price page, the what-is-my-converter-worth checker and the how-it-works page.
6. Add the by-vehicle pages and the bulk-supply page for yards.
7. Earn mentions and listings from automotive and recycling directories and the businesses you buy from.

The evidence behind each finding is in Appendix A.

Appendix C: the demand detail

Every search group in the market size

Search group (close variants counted once)	NZ searches / mo	AU searches / mo
catalytic converter scrap price / value / prices	45 (half of 90)	360 (half of 720)
catalytic converter scrap price nz	140	-
catalytic converter price nz	40	-
scrap catalytic converter	10	90
catalytic converter price list / guide	10	10
catalytic converter value / worth	10	20
how much is a catalytic converter worth nz	10	-
catalytic converter value by serial number / lookup	0	10
which catalytic converters are worth the most	10	20

Search group (close variants counted once)	NZ searches / mo	AU searches / mo
vehicle scrap prices (Prius, Hilux, Falcon, Honda, Subaru, Toyota)	60	60
catalytic converter buyers / buyer	40	70
catalytic converter buyers near me	20	40
catalytic converter buyers nz	20	-
sell catalytic converter	20	70
sell catalytic converter near me	10	20
sell my catalytic converter	10	10
where to sell / where can I sell my catalytic converter	20	40
who buys catalytic converters (near me)	30	50
cash for catalytic converters	10	40
catalytic converter recycling / recyclers	10	110
catalytic converter recycling near me	10	30
dpf scrap price	10	20
catalytic converter scrap price australia	-	30
Total	545	1,100

10 is Keyword Planner's smallest reported figure, so a 10 can stand for fewer searches; the by-vehicle and by-code searches too small to report are what the 1.35 long-tail factor covers. Where close variants get one shared figure we count it once; where they are separate searches (the vehicle prices, "where to sell" and "who buys") we add them. The biggest price group also takes in people shopping for a replacement converter (live results for "catalytic converter price" are parts stores), so we count half of it. KEYWORD PLANNER

Searches we measured and kept out of the market size

Search	NZ searches / mo	AU searches / mo
catalytic converter	1,900	9,900
catalytic converter nz	110	10
catalytic converter repair	480	1,900
palladium price	320	5,400
rhodium price	110	880
platinum in catalytic converter	10	50
precious metals in catalytic converters	10	30
car wreckers	2,400	9,900
car wreckers auckland	1,000	10
cash for cars	2,400	33,100
scrap my car	320	880
scrap metal prices nz	590	10
scrap metal prices australia	10	170
cash for cats	40	260

These are people learning about converters, buying a replacement, tracking metal prices or getting rid of a whole car. None of them is someone selling a converter today, so none is in the market size. The metal-price and "what is a catalytic converter" searches are still worth answering, because they are how AI engines learn who knows the subject, and the wreckers and cash-for-cars businesses that win "car wreckers" and "cash for cars" are potential suppliers. "Cash for cats" is also left out: in New Zealand and Australia it mostly returns pet businesses. KEYWORD PLANNER

The AI questions sellers and yards ask

The 30 questions in the library, highest priority first (the full list is in The data tab):

- Who buys catalytic converters in New Zealand? (individual, NZ)
- Where can I sell my catalytic converter in Auckland? (individual, NZ)

- Where can I sell a catalytic converter near me? (individual, NZ + AU)
- Who pays the most for catalytic converters in NZ? (individual, NZ)
- Who buys scrap catalytic converters in Australia? (individual, AU)
- How much is my catalytic converter worth? (individual, NZ + AU)
- How much is a catalytic converter worth in NZ right now? (individual, NZ)
- What is the scrap price of a catalytic converter in NZ? (individual, NZ)
- What is the scrap price of a catalytic converter in Australia? (individual, AU)
- Catalytic converter recyclers in Australia that buy in bulk (yard, AU)
- Who buys catalytic converters in bulk from wrecking yards? (yard, NZ + AU)
- Best place to sell a catalytic converter in Sydney / Melbourne / Brisbane (individual, AU)
- How much is a Toyota Prius catalytic converter worth for scrap? (individual, NZ + AU)
- How much is a Hilux catalytic converter worth? (individual, NZ + AU)

Appendix D: where to play, your content territories

Scrap price

A daily price page tied to platinum, palladium and rhodium, with the date on it and a short answer at the top: "today a typical converter is worth between [low] and [high]; here is why it moved". It answers the biggest searches in both countries and the question AI is asked most. Your one-price-for-everyone rule is the story: say it on this page.

What is my converter worth

A checker by vehicle and by the code stamped on the unit, and a page for each common vehicle (Prius, Hilux, Falcon, Commodore, Honda, Subaru). Each vehicle search is tiny, together they are the long tail, and nobody in New Zealand has built them.

Selling: buyers near me

How selling works, step by step: what ID you need, how to post one in, Auckland drop-off and collection, how fast you pay. One page per city you serve, a Google Business Profile for Auckland, and reviews from every seller you pay.

Recycling and bulk supply

A page for wrecking yards, engine rebuilders and mechanics: collection runs, how you grade, how you pay. It barely registers in search. It is the page every outreach call and email points to, and the answer to "who buys catalytic converters in bulk" in AI.

Australia

The same four territories on an Australian domain (.com.au) under the same brand, with city pages for wherever you collect. A local domain is what Australian sellers and AI answers trust; it starts with no links of its own, so Australian reviews and local mentions are part of the launch.

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

New Zealand has no clear owner. The strongest sites are a wrecker, a scrap-car buyer and a scrap-metal group whose converter pages are one corner of a bigger business. The only like-for-like buyer, Catalytic Buyer NZ, has almost no authority but leads the Maps results on 15 reviews. Australia is the same picture on a bigger scale: copper and scrap recyclers with a converter price page, a few state-based converter recyclers, and Facebook groups. No one in either country has built the dated price, the by-vehicle values and the how-it-works that a specialist would.

The authority play is local and practical: a Google Business Profile with a review from every seller you pay, listings in the automotive and recycling directories, mentions from the mechanics, rebuilders and yards you buy from, and getting named in the pages AI already cites (Endless Metals' guide is the most cited in New Zealand).

Domain	Market	What they are	DataForSEO authority (0-100)	Referring sites
wreckland.co.nz	New Zealand	Car wrecker / dismantler that buys converters	28	104
scrapmycar.co.nz	New Zealand	Car removal / scrap car buyer with converter content	22	245

Domain	Market	What they are	DataForSEO authority (0-100)	Referring sites
endless.co.nz	New Zealand	endless metals, multi-site NZ scrap metal recycler that buys converters; most cited NZ source in AI Overviews	21	153
metalcorp.co.nz	New Zealand	Metalcorp NZ, scrap metal recycler with converter buying	9	65
catalyticbuyernz.co.nz	New Zealand	Specialist catalytic converter buyer (Catalytic Buyer NZ); tops Google Maps for converter buyer searches (4.5 stars, 15 reviews)	0	58
metalrecoverygroup.co.nz	New Zealand	Metal Recovery Group, automotive scrap incl. converters	0	39

Domain	Market	What they are	DataForSEO authority (0-100)	Referring sites
kangaroocopperrecycling.com.au	Australia	Kangaroo Copper Recycling, scrap metal recycler with converter price page	22	107
ecotradegroup.com	Global	EcoTrade Group, international converter buyer with price app and price lists	22	841
bnecopperrecycling.com.au	Australia	Brisbane copper / scrap recycler buying converters	17	248
tmrecycling.com.au	Australia	TM Recycling, converter recycler	16	70
rawmetalcorp.com	Australia	Raw Metal Corp, scrap and converter buyer	13	105

Domain	Market	What they are	DataForSEO authority (0-100)	Referring sites
metalmaxrecyclers.com.au	Australia	Metal Max Recyclers, Sydney scrap recycler, cited in an AU AI Overview	10	15
greenscrapmetal.com.au	Australia	Green Scrap Metal, Sydney scrap recycler	7	11
nswcatalyticrecycling.com.au	Australia	Specialist converter recycler, NSW	6	50
catalyticconverterbuyers.com.au	Australia	Specialist converter buyer, Australia	5	61
proscrapmetals.com.au	Australia	Pro Scrap Metals, scrap recycler buying converters	5	27

Authority is DataForSEO's domain rank folded to 0-100, measured November 2026. It is not the same scale as an Ahrefs DR. Marketplaces (Trade Me, Facebook, Gumtree, eBay) and publishers are left out: sellers use them, but they are not buyers you compete with. DATAFORSEO

Appendix F: where the numbers come from

The sources

- **Search volume:** Google Keyword Planner's figure for New Zealand and Australia, pulled through DataForSEO in November 2026, with DataForSEO Labs' clickstream estimate beside it as a cross-check. KEYWORD PLANNER
- **Rankings, AI Overviews and competitors:** live Google results in New Zealand and Australia and DataForSEO's ranking and backlink databases, November 2026. DATAFORSEO
- **Your site:** a crawl of thecatman.co.nz and askthecatman.co.nz and Google's Lighthouse lab test, November 2026. LIVE CRAWL
- **Your business:** our call on 26 November 2026: about $100 paid for a decent converter, a bit over $200 for its powder, a margin of about half, about 80% of enquiries from individuals, and about 850,000 cars wrecked a year in Australia and 150,000 in New Zealand. YOUR FIGURES

The chain, in full

Sell-side searches a month (545 in New Zealand) x 1.35 for the long tail x 12 = 8,830 searches a year. One in four becomes a click a buyer can win, 2,210 a year; ads, the Maps pack and AI answers take the rest. A share of those clicks x 1 in 10 enquiring x half selling = new sellers. Each new seller is priced at $200 for the first converter; 1 in 10 search sellers is a yard sending one more a month, so a seller is worth $440 across the first year and $920 over three. Australia runs the same chain on 1,100 searches a month: 17,820 a year and 4,460 winnable clicks.

What is measured and what is assumed

Input	Value	Basis
Revenue per converter	$200	Your figure
Your margin	about 50%	Your figure
All enquiries that are yards or rebuilders	20%	Your figure
Search sellers who are yards or rebuilders	10%	Our assumption, half your overall figure
Long-tail factor on the measured searches	1.35	Our standard factor
Searches that become a winnable click	1 in 4	Our assumption

Input	Value	Basis
Share of winnable clicks you take	10%, 20%, 35%	The three cases
Clicks that become an enquiry	1 in 10	Our assumption
Enquiries that sell	1 in 2	Our assumption
Extra converters a yard sends a year	12	Our assumption, well under a working yard

Calls from a Google Business Profile in the Maps results are not counted anywhere above, so whatever the profile brings sits on top. The five assumptions are where the model is softest. Once calls are tracked by source on the site (a call-tracking number and a quote form that records where the visitor came from), the model gets re-run on your own numbers.

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Search & AI
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