



Wasted My Ult

wastedmyult.com

> SEO and AI visibility audit > 7 September 2026 > 47 pages crawled > 22 findings



Overall score

Solid but leaking. Clear, fixable gaps

The short version

Two minutes, plain English. Everything after this is the evidence, written for whoever does the work.

Our site scored **77 out of 100**. Under 40 means the site is actively holding you back in Google; 80 and above is a healthy site that needs tuning, not fixing.

What is holding it back

In the last 90 days, your site was shown 3,670 times in Google and clicked 40 times. Only 0 of those clicks came from someone who looked ready to buy.

For 6 of the 6 main buyer phrases we checked live in Google (like "our websites & web apps nz"), you are not on the first page at all. Someone else gets that customer.

Your analytics do not count enquiries, so nobody can tell which page or channel brings in a customer.

This is the audit we sell, run on ourselves and published as generated. The site-build findings would cost an estimated **\$2,100 to \$3,150 + GST** to retrofit at typical agency rates; because we build our own site, we fix them in the source instead, and the "Where to from here" section says which are done and which take Google time. The same report for your site is \$975 + GST, credited against a rebuild.

Where to from here

This is our own site, so there is no offer here: what we did with the findings, and how to get the same report for yours



How to read this section

What the findings add up to, what it would take to retrofit them into the current site, and what a rebuild that includes all of them costs.

Retrofit estimate	The site-build findings (technical, on-page, structured data, AI access, local) priced at a typical NZ agency development rate. A range, clearly an estimate, based on the effort level of each finding.
Included in a WMU build	The items in this audit that are part of the standard Wasted My Ult build process rather than extras.

Fixed in the source, waiting on Google

3 site-build findings still listed. Each was changed in the site's code on the day of this report; they stay on the list until Google re-crawls and its index catches up, which is what the next run's --compare diff is for.

HIGH Google chose a different canonical than declared on 7 pages

MEDIUM Google reports 11 of 46 sitemap URLs as not indexed

MEDIUM 1 internal link points to 404 page

Takes weeks, not a code change

14 findings about rankings, clicks, reviews and mentions. These move when the pages above are re-indexed, when clients leave Google reviews, and when other sites link to and name us. We re-run this audit monthly and publish the diff.

CRITICAL 101 buyer-intent queries, 5 on page 1, yet only 0 clicks from buyers in last 90 days

CRITICAL GA4 key events are configured (purchase, generate_lead, contact_click) but none fired in the period

HIGH Service pages earned 2 clicks, 5% of organic traffic

HIGH 40 category keywords the identified competitors rank for (top 20) where Wasted My Ult has no ranking page, 44,790 NZ searches/month

HIGH Not on page 1 for 6 of 6 live-checked money keywords

HIGH 15 keywords the site already surfaces for have a higher-converting variant it should target instead

HIGH thewebguys.co.nz attracts an estimated 17,539 NZ organic visits/month vs 0 for Wasted My Ult

HIGH ChatGPT named Wasted My Ult in 0 of 3 buyer prompts

HIGH 4 of 9 articles received no organic clicks and under 20 impressions in last 90 days

MEDIUM 67% of sessions are "Direct"

MEDIUM Google shows an AI Overview on 5 of 6 checked keywords; Wasted My Ult is cited in 0

MEDIUM A Google Maps pack appears on 1 checked keyword; Wasted My Ult appears in 0

MEDIUM No Knowledge Panel when someone Googles "Wasted My Ult"

LOW 2 unrelated sites rank in the top 5 for the brand name: www.reddit.com, www.quora.com

Why publish it

Every audit we sell says "here is what is wrong with your site". The only honest way to sell that is to show ours, score and open findings included, and to show it moving. Retrofitting the 7 site-build items above into someone else's build would run **\$2,100 to \$3,150 + GST** at typical agency rates; that is the number a client is buying their way out of.

Get this report for your site (\$975 + GST, credited against a rebuild)

Read: GEO and AEO explained

Executive summary

Audit of wastedmyult.com · 7 September 2026 · prepared by Wasted My Ult



How to read this section

The whole audit in one screen. Every number here is measured, and each section in the menu on the left opens the evidence behind it.

Overall score	Weighted average of the eight category scores. Under 40 means visibility is being actively suppressed; over 80 is a strong site that needs tuning, not fixing.
Category scores	Each starts at 100 and loses points for every finding in that area (critical 25, high 12, medium 5, low 2). Search performance and AI readiness also blend in measured results.
Severity	How much a finding is holding the site back. Critical: actively suppressing visibility. High: a clear, measurable loss. Medium: worth fixing in the next month. Low: tidy-up. Insight: useful context, not a fault.
What is already working	Measured strengths that clear a fixed threshold (a live top-3 ranking, a Knowledge Panel, 4.5+ stars from 10+ reviews, and so on). Listed because the plan builds on them; nothing here is padding.
Gap map	Three columns per area: where the site is today, what a well-built site in this category looks like, and the distance between the two.
What this is costing	Real figures from the data: buyer clicks earned, what the missing clicks would cost in Google Ads, and how much traffic the leading competitor gets instead.



Overall SEO health

Solid but leaking. Clear, fixable gaps. Weighted across 8 categories. 22 findings, 2 critical, 8 high.

78

TECHNICAL SEO

100

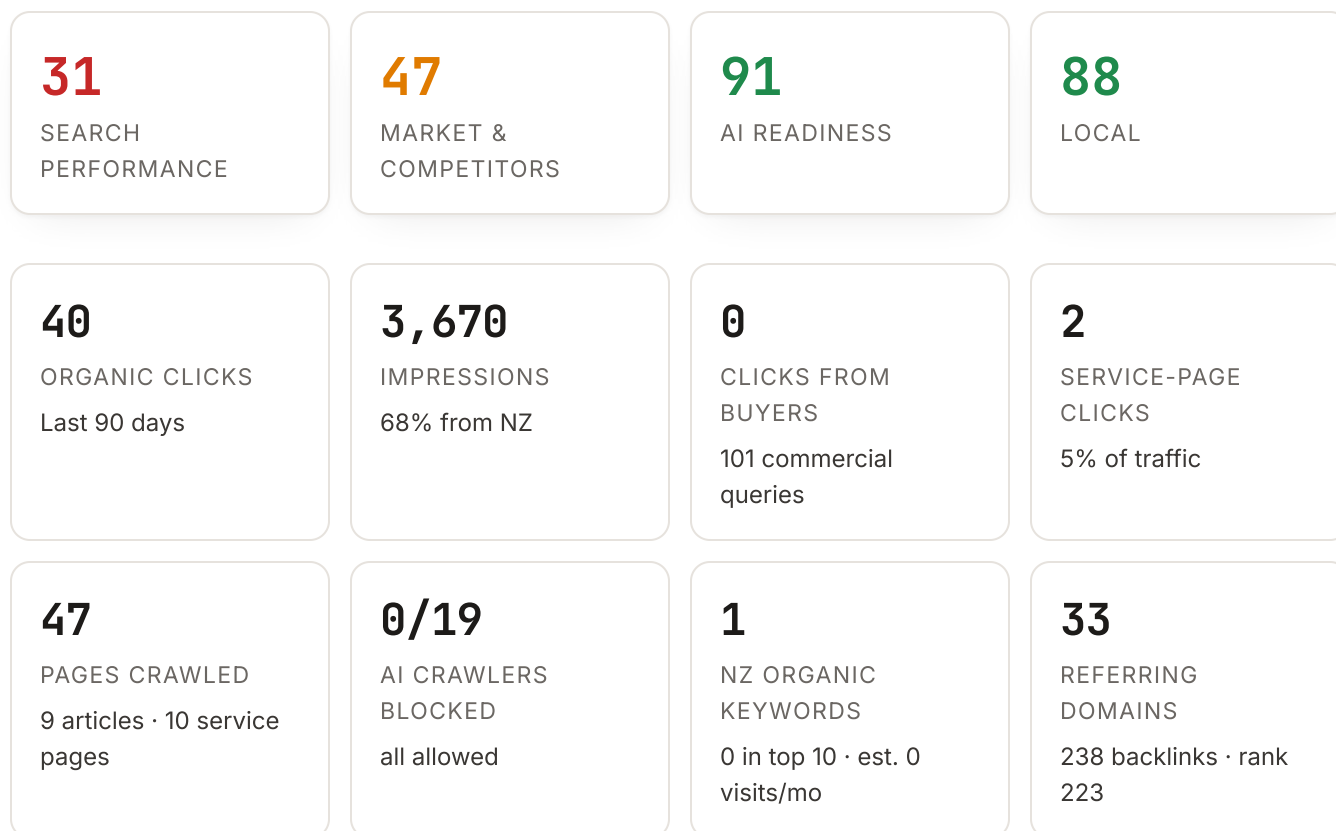
ON-PAGE

100

STRUCTURED DATA

88

CONTENT



What this means in one paragraph

There is a real base here: all 19 checked AI and search crawlers are allowed, and 7 of 7 trust signals already on the site. The problem is what sits between that base and the buyer. In the last 90 days the site earned 40 organic clicks from 3,670 impressions, but only 68% of that visibility was in New Zealand and just 0 clicks came from queries with buying intent. The service pages collected 2 clicks between them. The 9 published articles (14k words) are the site's biggest asset and currently its biggest missed opportunity: 0 of them never link to a service in the body, and 4 attract no search traffic at all. The identified competitors rank in the top 20 for 40 relevant keywords (44,790 NZ searches a month) that this site has no page for. DataForSEO finds the domain ranking in Google NZ's top 100 for only 1 keywords with measurable search volume. None of this is structural to the business: the fixes are templates, settings and targeting, and the plan sequences them so the changes with the biggest payoff ship first.

What is already working

Measured, not flattery. These are the assets the plan builds on rather than replaces.



All 19 checked AI and search crawlers are allowed



7 of 7 trust signals already on the site

ChatGPT, ChatGPT Search, ChatGPT browsing on behalf of a user, Claude, Claude web can all read the site. Many sites block some of them without knowing it.

About page, 1 team profile page, Person schema, visible reviews, contact and privacy pages, named authors on 47 pages. This is the E-E-A-T groundwork Google's quality guidelines describe and AI assistants check before recommending a business.

✓ **Mobile performance 80/100 on the homepage**

Fast on the device most buyers use. Core Web Vitals are not holding the homepage back.

✓ **Structured data on 47 of 47 pages**

The habit is there. The findings in this audit are about validity and completeness of the markup, not its absence.

✓ **llms.txt is published**

A plain-text summary for AI systems. Few sites have one yet.

✓ **FAQ content on 10 of 10 service pages**

The questions and answers are written. Once the markup validates, they are the raw material for AI answers and rich results.

WHAT THIS IS COSTING RIGHT NOW

0

clicks from buyer searches
last 90 days

1,065,852
visits/mo

estimated organic traffic to moneyhub.co.nz
vs 0 for you

\$176,427/mo

in Google Ads you would need to buy the
buyer clicks you are not ranking for
volume x CPC for money keywords outside the
top 3

The gap map

Where the site is today, what good looks like for a business of this kind, and the distance between the two.

AREA	WHERE YOU ARE	WHAT GOOD LOOKS LIKE	THE GAP	SCORE
Buyers finding you	0 clicks from buyer searches in last 90 days; service pages got 2	Service pages are the most-visited pages from search, ranking top 3 for "[service] + Auckland"	40 buyer keywords mapped, 1 of them in the top 20	31
Keywords you rank for	1 NZ keywords with search volume (top 100)	Ranking for the 40 buyer keywords in the value model, the majority in the top 20	Competitors: thewebguys.co.nz 465 (35% on-topic), moneyhub.co.nz 27543 (0% on-topic), employmenthero.com 1785 (0% on-topic)	47
AI assistants	All crawlers allowed; ChatGPT names 0/3 times	Crawlable by every engine, complete entity schema, cited in AI answers for the category	Readiness 93/100, level 4 of 5	91
Money pages	Report card average 93/100; 0 without Service schema	Every service page: keyword + location in title/H1, Service + FAQ schema, 5+ internal links, proof, CTA	0 of 11 pages below 60	100
Structured data	Organization, 3 profiles; FAQ markup broken on 0 pages	ProfessionalService entity with address/phone/reviews/founder, Service per page, valid FAQ, Person for authors	0 schema findings	100
Content	9 articles, 4 with no search traffic, 0 without a service link	Every article targets a measured keyword, links to a service, and is refreshed yearly	25 keyword-led briefs ready; 0 refreshes queued	88
Measurement	GA4 has no key events, leads are not counted	Form, call and newsletter conversions tracked; UTM on every newsletter and social link	Blind on which page or channel produces a lead	-
Technical	0 thin indexable pages, 0 duplicate URL groups, mobile perf 80	Only real pages indexed, one URL per page, fast on mobile, sitemap clean	3 technical findings	78

The six findings that matter most

CRITICAL 101 buyer-intent queries, 5 on page 1, yet only 0 clicks from buyers in last 90 days

The service pages need to own these terms: location in titles/H1, Service + LocalBusiness schema, internal links from articles, and the keyword gaps in the market section closed with new pages.

CRITICAL GA4 key events are configured (purchase, generate_lead, contact_click) but none fired in the period

In GA4 Admin → Events, mark form submissions as key events (and unmark purchase, generate_lead, contact_click if the site never sends it); add UTM tags to social links. Data starts collecting the day after.

HIGH Service pages earned 2 clicks, 5% of organic traffic

Prioritise the service pages in the action plan: titles, H1s, schema, internal links, and one supporting article per service.

HIGH 40 category keywords the identified competitors rank for (top 20) where Wasted My Ult has no ranking page, 44,790 NZ searches/month

Each cluster of gap keywords becomes either a new service/landing page (commercial intent) or an article (informational). Prioritised list in the content plan.

HIGH Not on page 1 for 6 of 6 live-checked money keywords

Each of these needs a dedicated, location-specific page with Service schema and supporting internal links.

HIGH Google chose a different canonical than declared on 7 pages

Serve the declared canonical directly (no redirect between the two), list that exact URL in the sitemap, and link to it internally. Resubmit the sitemap after the change.

[See what fixing all of this costs](#)

[Open the action plan](#)

Money-pages report card

11 pages · average 93/100



How to read this section

The homepage and every service page, marked against the checks that decide whether a page ranks and converts. Below the table: the keyword each page should own and a rewritten title, H1 and meta description ready to paste in.

Tick / ! / cross	Pass, partial, fail for that check on that page.
Title	The page title shown in the Google result and the browser tab. Keyword first, location in it, under 60 characters.
H1	The main heading on the page. One per page, matching what the page is about.
Meta	The meta description: the two lines under the title in Google. Under 155 characters, with a reason to click.
Depth	Enough words to actually answer the buyer's question. Thin pages rarely rank.
Service schema	Structured data that tells Google and AI assistants exactly what service the page sells.
FAQ valid	Question-and-answer markup that is present and parses correctly.
Social image	The image shown when the page is shared on LinkedIn, Facebook or in messages.
Links in	Other pages on the site linking to this one from their body text (menus excluded). Google reads this as importance.
Alt text	Descriptions on images. Accessibility and an extra ranking signal.
CTA	A clear next step on the page: enquire, book, call.
Proof	Evidence a buyer trusts: reviews, client names, numbers, years.
Fresh	The page shows a recent updated date. Stale pages lose AI citations first.
GSC (period)	Clicks, impressions and average position for this page from the client's own Search Console over the export period shown in the column header.

The homepage and every service page graded on the 13 things that decide whether a page ranks and converts.
Average **93/100**. Below the table: the keyword each page should own and the rewritten title, H1 and meta description, ready to paste in.

PAGE	SCORE	Location in title											
		Title	Location in title	H1	Meta	Depth	Service schema	FAQ valid	Social image	Links in	Alt text	CTA	Proof
/	88	✓	✓	✓	✓	✓	✓	✓	✓	✗	✓	✓	
/websites	96	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
/crm	92	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
/pricing	96	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
/seo-audit	96	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
/web-developer-auckland	96	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
/web-developer-wellington	88	✓	✗	✓	✓	✓	✓	✓	✓	✓	✓	✓	
/web-developer-christchurch	88	✓	✗	✓	✓	✓	✓	✓	✓	✓	✓	✓	
/web-developer-nz	96	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
/web-developer-australia	92	!	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
/small-business-website-design	96	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	

Rewrites

/ → target "web developer christchurch" · 1,000/mo · \$20.02 CPC · KD 62 · currently #38

Also: web developers christchurch · web developer auckland · web development christchurch

	NOW	RECOMMENDED
TITLE	NZ Web Developer Websites That Show Up in Google & AI (55)	Web Developer Christchurch Auckland Wasted My Ult (51)
H1	> BUILT TO RANK. SHIPPED TO WIN.	Web Developer Christchurch Auckland
META	Websites that show up in Google, ChatGPT and AI answer boxes. Hand-coded, no WordPress, no monthly SEO retainer. Custom websites from \$5,000 NZD. (145)	Wasted My Ult: web developer christchurch in Auckland. Websites that show up in Google, ChatGPT and AI answer boxes. Contact. (125)

/websites → no measured keyword matches this page; title uses the service + location

	NOW	RECOMMENDED
TITLE	Our Websites & Web Apps NZ 16 Shipped Wasted My Ult (55)	Websites & Web Apps Auckland Wasted (37)
H1	> OUR WEBSITES & WEB APPS	Websites & Web Apps
META	16 shipped websites and web apps: e-commerce, SaaS, trade and booking sites in React, Next.js and Astro. Every project has a full case study. (141)	Websites & Web Apps by Wasted My Ult. 16 shipped websites and web apps: e-commerce, SaaS, trade and booking sites in React, Next.js. Contact. (141)

/crm → target “crm software recruitment” · 10/mo · not ranking
Also: software company

	NOW	RECOMMENDED
TITLE	Recruitment Software NZ CRM for Recruitment & HR WMU (56)	Crm Software Recruitment Auckland Wasted (42)
H1	> A CRM BUILT FOR RECRUITMENT, HR & ADVISORY FIRMS	Recruitment Software Auckland
META	NZ-built CRM for recruitment agencies, HR consultancies and advisory firms: pipeline, bookings, e-signatures, timesheets, Xero invoicing and automation. (152)	Recruitment Software in Auckland by Wasted My Ult. NZ-built CRM for recruitment agencies, HR consultancies and advisory firms: pipeline, bookings. Contact. (155)

/pricing → target “pricing website design” · 110/mo · \$5.36 CPC · KD 1 · currently #36

	NOW	RECOMMENDED
TITLE	Website Design Cost NZ Web Design Pricing, Fixed Quotes (57)	Pricing Website Design Auckland Wasted (40)
H1	> WEBSITE DESIGN COST NZ: OUR PRICING	Website Design Cost Auckland
META	Website design cost in NZ, priced up front: custom websites from \$5,000 NZD, business builds from \$10,000, web apps from \$15,000. Fixed quotes, no hourly rates. (160)	Website Design Cost in Auckland by Wasted My Ult. Website design cost in NZ, priced up front: custom websites from \$5,000 NZD, business builds. Contact. (152)

/seo-audit → no measured keyword matches this page; title uses the service + location

	NOW	RECOMMENDED
TITLE	SEO Audit Services NZ & Australia Wasted My Ult (49)	SEO Audit & Australia Auckland Wasted (39)
H1	SEO and AI Visibility Audit. \$975 + GST, Credited in Full Against Your Rebuild.	SEO Audit & Australia
META	SEO and AI visibility audit for NZ and Australia: your Search Console and GA4 data, competitor data, a costed fix list. \$975 + GST, credited to a rebuild. (154)	SEO Audit & Australia by Wasted My Ult. SEO and AI visibility audit for NZ and Australia: your Search Console and GA4 data, competitor. Contact. (144)

/web-developer-auckland → no measured keyword matches this page; title uses the service + location

	NOW	RECOMMENDED
TITLE	Web Developer Auckland Web Design & Custom Websites (53)	Web Developer Auckland Wasted (31)
H1	Web Developer Auckland. Web Design and Custom Websites Built to Show Up in Google and AI.	Web Developer
META	Auckland web developer and web design. Hand-coded React and Next.js sites that show up in Google, ChatGPT and AI Overviews. From \$5,000 NZD, fixed quote. (153)	Web Developer by Wasted My Ult. Auckland web developer and web design. Contact. (79)

/web-developer-wellington → no measured keyword matches this page; title uses the service + location

	NOW	RECOMMENDED
TITLE	Wellington Web Development Web Developer Wellington (53)	Web Development Auckland Wasted (33)
H1	Wellington Web Development. Custom Websites Built to Show Up in Google and AI Search.	Web Development
META	Wellington web development. Hand-coded React and Next.js websites that show up in Google, ChatGPT and AI Overviews. From \$5,000 NZD, fixed quote in 48 hours. (157)	Web Development by Wasted My Ult. Wellington web development. Contact. (70)

/web-developer-christchurch → no measured keyword matches this page; title uses the service + location

	NOW	RECOMMENDED
TITLE	Web Developers Christchurch Website Design & Development (58)	Web Developers Auckland Wasted (32)
H1	Web Developers Christchurch. Website Design and Development That Shows Up in Google and AI.	Web Developers
META	Christchurch web developers. Hand-coded website design, WordPress rebuilds and web apps for Canterbury businesses. From \$5,000 NZD, fixed quote in 48 hours. (156)	Web Developers by Wasted My Ult. Christchurch web developers. Contact. (70)

/web-developer-nz → target “website developers for small business” · 210/mo · \$11.43 CPC · KD 12 · not ranking
Also: web apps development · web developer business

	NOW	RECOMMENDED
TITLE	Web Developer NZ Websites & Web Apps Wasted My Ult (54)	Website Developers For Small Business Auckland Wasted (55)
H1	Web Developer NZ. Custom Websites and Web Apps for New Zealand Businesses.	Web Developer Auckland
META	NZ web developer. Hand-coded React, Next.js and Astro websites and web apps for New Zealand businesses. 16 shipped projects with case studies. From \$5,000 NZD. (159)	Web Developer in Auckland by Wasted My Ult. NZ web developer. Contact. (70)

/web-developer-australia → target “web developer business” · 10/mo · not ranking
Also: web developer quote

	NOW	RECOMMENDED
TITLE	Web Development Company for Australia Wasted My Ult (53)	Web Developer Business Auckland Wasted (40)
H1	Web Development Company for Australian Businesses. Hand-Coded, Fixed Quote, Two Hours Ahead.	Web Development Company For Auckland
META	NZ web development company for Australian businesses. Hand-coded React and Next.js websites and web apps, fixed quotes in NZD, 16 public case studies. (150)	Web Development Company For in Auckland by Wasted My Ult. NZ web development company for Australian businesses. Contact. (120)

/small-business-website-design → target “web design for small business” · 210/mo · \$11.43 CPC · KD 4 · not ranking

Also: website designing for small business · website design for small businesses · website design for a small business

	NOW	RECOMMENDED
TITLE	Small Business Website Design NZ Wasted My Ult (48)	Web Design For Small Business Auckland Wasted (47)
H1	Website Design for Small Businesses in New Zealand	Small Business Website Design Auckland
META	Website design for small businesses in NZ. Hand-coded sites for tradies, practitioners and local shops from \$5,000 NZD, fixed quote in 48 hours. (144)	Small Business Website Design in Auckland by Wasted My Ult. Website design for small businesses in NZ. Contact. (111)

Proof point used in rewrites: none detected. Add one (reviews, clients, years, results). The keyword and location at the front of each title and H1 are what the data supports. The words after the colon, and the meta descriptions (built from each page's own first sentence), are starting points for your own voice.

Article titles and descriptions: top 5 by impressions

Each article is paired with the most valuable business keyword it already relates to (by shared terms). Where no relevant keyword exists the title simply gains the brand suffix; those articles are candidates to consolidate rather than optimise.

ARTICLE	GSC (90 DAYS)	TARGET KEYWORD	RECOMMENDED TITLE	RANK
/blog/how-much-does-a-website-cost-nz How Much Does a Website Cost in NZ? 2026 Prices Explained	625 imp · 0 clk · pos 33.7	website builder 1,600/mo · \$28.05 · KD 74	Website Builder: How Much Does a Website Cost in New (52)	V N B Z V 2 (
/blog/wordpress-vs-custom-website WordPress vs Custom Website: When to Ditch the Page Builder	76 imp · 0 clk · pos 24.4	website builders 1,600/mo · \$22.25 · KD 45	Website Builders: WordPress vs Custom: When to Ditch the (56)	V N B D C P (
/blog/from-idea-to-app From Idea to App: Turning a Software Concept Into a Product	74 imp · 1 clk · pos 34.2	software company 210/mo · \$3.73 · KD 27	Software Company: From Idea to App: How We Turn Your Concept (60)	S fo B D to C fi
/blog/hire-web-developer-new-zealand How to Hire a Web Developer in NZ Without Getting Burned	42 imp · 0 clk · pos 19.3	web developers christchurch 1,000/mo · \$20.02 · KD 11	Web Developers Christchurch: How to Hire a Web Developer in (59)	V e B G to V
/blog/react-spa-seo-guide React SPA SEO: Getting Google to Index Client-Side Apps	27 imp · 0 clk · pos 29.0	web apps development 20/mo	Web Apps Development: React SPA SEO: How to Get Google to (57)	V e B G H C V

Technical SEO



How to read this section

Whether Google can reach, read and trust the site, and how fast it loads. Measured live at audit time.

Canonical host	The one version of the address the site should always resolve to (https, with or without www).
Redirect chain	One address bouncing through several others before landing. Each hop slows crawling and leaks authority.
Sitemap	The list of pages the site hands to Google. Should contain only real, indexable pages.
Thin indexable page	A page Google is allowed to index with under 150 words. Dilutes the site's quality signal.
Duplicate URL group	The same content reachable at more than one address, splitting its ranking power.
Security headers	Six standard HTTP headers browsers use to protect visitors. A trust and best-practice signal.
Perf / SEO / A11y / Best pr.	Lighthouse scores out of 100 for performance, SEO basics, accessibility and best practices.
LCP	Largest Contentful Paint: how long until the main content is visible. Under 2.5 seconds is good.
CLS	Cumulative Layout Shift: how much the page jumps around while loading. Under 0.1 is good.
TBT	Total Blocking Time: how long scripts freeze the page. Under 200 ms is good.
TTFB	Time to first byte: how quickly the server starts responding. Under 800 ms is good.
Weight	Total download size of the page.
Field data	Real Chrome users' measurements over 28 days (when the site has enough traffic to report them).

**https://wa
stedmyult.
com/**

CANONICAL HOST
consistent

47

SITEMAP URLS
1 sitemap file

0

THIN INDEXABLE
PAGES
under 150 words

337ms

MEDIAN RESPONSE
p90 393ms

66 KB

AVG HTML SIZE

6/6

SECURITY HEADERS

Stack detected

GA4 / gtag

Microsoft Clarity

Cloudflare

Google Fonts (external)

Schema.org markup

Core Web Vitals and Lighthouse

PAGE	PERF	SEO	A11Y	BEST PR.	LCP	CLS	TBT	TTFB	WEIGHT
/ mobile	80	100	90	100	2.9s	0.198	92ms	5ms	2385 KB
/ desktop	90	100	90	96	0.7s	0.160	99ms	4ms	2381 KB
/iron-pit/ mobile	85	100	94	100	3.2s	0.041	45ms	3ms	4137 KB

Not enough real-user traffic for Chrome UX Report field data; lab values shown.

Biggest performance opportunities (mobile)

OPPORTUNITY	EST. SAVING
Reduce unused JavaScript	0.1s

Sitemaps

SITEMAP	TYPE	URLS	STATUS
/sitemap.xml	urlset	47	200

Redirect chains

No data.

robots.txt as served

Findings

HIGH

Google chose a different canonical than declared on 7 pages

impact ●●●●○ · effort S · quick win

Example: /iron-pit declares /iron-pit but Google indexes /iron-pit/. When Google overrides the canonical, the declared URL earns nothing and reporting is split across two addresses.

Fix: Serve the declared canonical directly (no redirect between the two), list that exact URL in the sitemap, and link to it internally. Resubmit the sitemap after the change.

Evidence (7)

Affected pages (7)

How we measured this: Google Search Console URL Inspection API: the index status Google itself reports for each sitemap URL at audit time.

MEDIUM

Google reports 11 of 46 sitemap URLs as not indexed

impact ●●●●○ · effort S · quick win

States: Page with redirect (7), Discovered, currently not indexed (4). A page that is not indexed cannot rank or be cited, whatever its content says.

Fix: "Page with redirect" and "Duplicate, Google chose different canonical": make the sitemap, the canonical tag and the served URL agree, then resubmit the sitemap. "Discovered/Crawled, currently not indexed": add internal links from indexed pages and give the page enough unique content to be worth indexing; request indexing in Search Console once fixed.

Evidence (10)

Affected pages (11)

How we measured this: Google Search Console URL Inspection API: the index status Google itself reports for each sitemap URL at audit time.

MEDIUM

1 internal link points to 404 page

impact ●●○○○ · effort S · quick win

/audits/wastedmyult-self-audit/ (404) linked from /blog/geo-aeo-explained, /seo-audit

Fix: Update or remove the links; 301 the dead URLs to their closest live equivalent.

Evidence (1)

How we measured this: Live fetch of robots.txt, sitemaps, redirect chains and every crawled page (served HTML, no JavaScript) at audit time; PageSpeed Insights where shown.

On-page optimisation



How to read this section

What each page says about itself to Google: titles, headings, descriptions, images and the links between pages.

Content pages	Indexable pages with real content, excluding utility pages.
Median words	The typical page length across the site.
Generic anchors	Links whose text is "click here", "read more" or similar. They tell Google nothing about the destination.
In-body links in	Links to a page from the text of other pages, not from menus or footers.
Title (len)	The page title and its character count. Google shows about 60.
Desc	Meta description length. Google shows about 155.
H1s	Number of main headings on the page. Should be exactly one.
Schema	Structured data types present on the page.
OG img	Whether a social sharing image is set.
Alt cross	Images on the page with no alt text.
Modified	The last-updated date the page declares.

47

CONTENT PAGES
47 indexable total

674

MEDIAN WORDS

15

PAGES OVER 1000
WORDS

0

GENERIC ANCHORS

Service pages: the pages that should win

PAGE	TITLE	H1	WORDS	FAQ	IN-BODY LINKS IN
/websites	Our Websites & Web Apps NZ 16 Shipped Wasted My Ult	> OUR WEBSITES & WEB APPS	1,441	✓	9
/crm	Recruitment Software NZ CRM for Recruitment & HR WMU	> A CRM BUILT FOR RECRUITMENT, HR & ADVISORY FIRMS	796	✓	10
/pricing	Website Design Cost NZ Web Design Pricing, Fixed Quotes	> WEBSITE DESIGN COST NZ: OUR PRICING	705	✓	17
/seo-audit	SEO Audit Services NZ & Australia Wasted My Ult	SEO and AI Visibility Audit. \$975 + GST, Credited in Full Against Your Rebuild.	1,119	✓	14
/web-developer-auckland	Web Developer Auckland Web Design & Custom Websites	Web Developer Auckland. Web Design and Custom Websites Built to Show Up in Google and AI.	742	✓	7
/web-developer-wellington	Wellington Web Development Web Developer Wellington	Wellington Web Development. Custom Websites Built to Show Up in Google and AI Search.	880	✓	6
/web-developer-christchurch	Web Developers Christchurch Website Design & Development	Web Developers Christchurch. Website Design and Development That Shows Up in Google and AI.	951	✓	6
/web-developer-nz	Web Developer NZ Websites & Web Apps Wasted My Ult	Web Developer NZ. Custom Websites and Web Apps for New Zealand Businesses.	733	✓	9
/web-developer-	Web Development	Web Development Company for Australian	1,215	✓	6

PAGE	TITLE	H1	WORDS	FAQ	IN-BODY LINKS IN
australia	Company for Australia Wasted My Ult	Businesses. Hand-Coded, Fixed Quote, Two Hours Ahead.			
/small-business-website-design	Small Business Website Design NZ Wasted My Ult	Website Design for Small Businesses in New Zealand	889	✓	10

Every content page (47)

Structured data



How to read this section

Structured data (JSON-LD) is the machine-readable layer that tells Google and AI assistants who the business is, what it sells and what its pages contain. Copy-paste blocks are provided below.

JSON-LD	The standard format for structured data, placed in the page head.
Organisation / Professionals service	The block describing the business itself: name, address, phone, reviews, founder, social profiles.
Service	A block per service page saying what is offered, by whom, where.
FAQPage	Question-and-answer markup. Earns expandable results in Google and is quoted by AI assistants.
Person	A block for each named team member or author. Part of E-E-A-T.
sameAs	Links from the business block to its verified profiles (LinkedIn, Google Business Profile, Instagram). How machines confirm identity.
Broken JSON-LD	Structured data that fails to parse, usually because a plugin injected HTML into it. Google is unlikely to use a broken block at all.

47/47

PAGES WITH JSON-LD

20

TYPES USED
ProfessionalService,
WebSite, WebPage,
ItemList, FAQPage,
CollectionPage

10/10

SERVICE PAGES
WITH FAQ

yes

REVIEW/RATING
MARKUP

Organisation entity as published

FIELD	STATUS
Logo	✓
same As	https://x.com/WastedMyUlt https://www.linkedin.com/in/graham-lockett/ https://maps.google.com/?cid=18413233922973550677
Address	✓
Phone	✓
Email	✓
Founder	✓
Description	✓
Rating	✓
Area Served	✓

Recommended entity block (paste into the site header)

Pre-filled from the page, the Google Business Profile and the crawl; fields in <angle brackets> need the client's input.

```
{
  "@context": "https://schema.org",
  "@type": "ProfessionalService",
  "@id": "https://wastedmyult.com/#organization",
  "name": "Wasted My Ult",
  "url": "https://wastedmyult.com/",
  "logo": "https://<your-domain>/logo.png",
  "image": "https://<your-domain>/office-or-team.jpg",
  "description": "Wasted My Ult: <one sentence: what you do, for whom, where>.",
  "telephone": "+64 <number>",
  "email": "hello@<your-domain>",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "<street>",
    "addressLocality": "Auckland",
    "addressRegion": "<region>",
    "postalCode": "<postcode>",
    "addressCountry": "NZ"
  },
  "geo": {
    "@type": "GeoCoordinates",
    "latitude": "<lat>",
    "longitude": "<lng>"
  }
}
```

```
},
"areaServed": [
  {
    "@type": "City",
    "name": "Auckland"
  },
  {
    "@type": "Country",
    "name": "New Zealand"
  }
],
"openingHoursSpecification": [
  {
    "@type": "OpeningHoursSpecification",
    "dayOfWeek": [
      "Monday",
      "Tuesday",
      "Wednesday",
      "Thursday",
      "Friday"
    ],
    "opens": "09:00",
    "closes": "17:00"
  }
],
"founder": {
  "@type": "Person",
  "name": "<founder name>",
  "jobTitle": "<title>",
  "url": "https://wastedmyult.com/about-us/<slug>",
  "sameAs": [
    "https://www.linkedin.com/in/<profile>/"
  ]
},
"sameAs": [
  "https://x.com/WastedMyUlt",
  "https://www.linkedin.com/in/graham-lockett/",
  "https://maps.google.com/?cid=18413233922973550677",
  "https://www.instagram.com/<handle>",
  "https://www.google.com/maps?cid=<GBP cid>"
],
"aggregateRating": {
  "@type": "AggregateRating",
  "ratingValue": "5.0",
  "reviewCount": "<count from Google>",
  "bestRating": "5"
},
"hasOfferCatalog": {
  "@type": "OfferCatalog",
  "name": "Services",
  "itemListElement": [
    {
```

```
"@type": "Offer",
"itemOffered": {
  "@type": "Service",
  "name": "Our Websites & Web Apps NZ",
  "url": "https://wastedmyult.com/websites",
  "provider": {
    "@id": "https://wastedmyult.com/#organization"
  },
  "areaServed": "New Zealand"
},
{
  "@type": "Offer",
  "itemOffered": {
    "@type": "Service",
    "name": "Recruitment Software NZ",
    "url": "https://wastedmyult.com/crm",
    "provider": {
      "@id": "https://wastedmyult.com/#organization"
    },
    "areaServed": "New Zealand"
  },
  "areaServed": "New Zealand"
},
{
  "@type": "Offer",
  "itemOffered": {
    "@type": "Service",
    "name": "Website Design Cost NZ",
    "url": "https://wastedmyult.com/pricing",
    "provider": {
      "@id": "https://wastedmyult.com/#organization"
    },
    "areaServed": "New Zealand"
  },
  "areaServed": "New Zealand"
},
{
  "@type": "Offer",
  "itemOffered": {
    "@type": "Service",
    "name": "SEO Audit Services NZ & Australia",
    "url": "https://wastedmyult.com/seo-audit",
    "provider": {
      "@id": "https://wastedmyult.com/#organization"
    },
    "areaServed": "New Zealand"
  },
  "areaServed": "New Zealand"
},
{
  "@type": "Offer",
  "itemOffered": {
    "@type": "Service",
    "name": "Web Developer Auckland",
```

```
    "url": "https://wastedmyult.com/web-developer-auckland",
    "provider": {
      "@id": "https://wastedmyult.com/#organization"
    },
    "areaServed": "New Zealand"
  },
  {
    "@type": "Offer",
    "itemOffered": {
      "@type": "Service",
      "name": "Wellington Web Development",
      "url": "https://wastedmyult.com/web-developer-wellington",
      "provider": {
        "@id": "https://wastedmyult.com/#organization"
      },
      "areaServed": "New Zealand"
    }
  },
  {
    "@type": "Offer",
    "itemOffered": {
      "@type": "Service",
      "name": "Web Developers Christchurch",
      "url": "https://wastedmyult.com/web-developer-christchurch",
      "provider": {
        "@id": "https://wastedmyult.com/#organization"
      },
      "areaServed": "New Zealand"
    }
  },
  {
    "@type": "Offer",
    "itemOffered": {
      "@type": "Service",
      "name": "Web Developer NZ",
      "url": "https://wastedmyult.com/web-developer-nz",
      "provider": {
        "@id": "https://wastedmyult.com/#organization"
      },
      "areaServed": "New Zealand"
    }
  },
  {
    "@type": "Offer",
    "itemOffered": {
      "@type": "Service",
      "name": "Web Development Company for Australia",
      "url": "https://wastedmyult.com/web-developer-australia",
      "provider": {
        "@id": "https://wastedmyult.com/#organization"
      },
    },
  },
}
```

```
        "areaServed": "New Zealand"
    },
    {
        "@type": "Offer",
        "itemOffered": {
            "@type": "Service",
            "name": "Small Business Website Design NZ",
            "url": "https://wastedmyult.com/small-business-website-design",
            "provider": {
                "@id": "https://wastedmyult.com/#organization"
            },
            "areaServed": "New Zealand"
        }
    }
]
}
```

Schema coverage by page

Content audit



How to read this section

Every article on the site, what it earns in search, and whether it sends readers towards a service.

Cluster	The topic group an article belongs to, derived from its title and keywords.
Zero-traffic article	No clicks and fewer than 20 impressions in three months.
No link to a service	The article body never links to a service page. Readers arrive and leave.
Refresh candidate	Still earning impressions but not updated in 18 months or more. Updating it is cheaper than writing new.
Cadence	Articles published per month.
Impressions	Times a page from the site appeared in Google results, whether or not anyone clicked.
Clicks	Times someone clicked through from Google to the site.
Position	Average ranking in Google for that query. 1 to 10 is page one. Lower is better.

9

ARTICLES

14,485

TOTAL WORDS

1,585

MEDIAN WORDS

4

ZERO-TRAFFIC
ARTICLESno clicks, under 20
impressions

0

NO LINK TO A
SERVICE

in-body

0

NO META
DESCRIPTION

Topic clusters vs. what they earn

CLUSTER	ARTICLES	WORDS	CLICKS (3 MO)	IMPRESSIONS	SERVES
Website cost & buying decisions	5	7,704	0	703	/websites
Hiring a developer	1	1,835	0	42	/web-developer-auckland
Web apps & MVPs	2	3,361	1	101	/websites
Other	1	1,585	0	0	-

Findings

HIGH

4 of 9 articles received no organic clicks and under 20 impressions in last 90 days

impact ●●●●○ · effort L

Roughly 6k words of published content that Search Console barely shows to anyone. Their titles do not match a phrase with measured search volume in New Zealand, so there is no query for them to rank for.

Fix: Adopt the keyword-led content plan below. Refresh and retile the articles closest to buyer topics (the refresh list names 1 candidate); consolidate or retire the rest.

How we measured this: Article inventory from the crawl (Article/BlogPosting schema pages) joined to the client's Search Console Pages export by URL.

Article inventory (9)

Search performance

Google Search Console · Last 90 days · Web search



How to read this section

Google Search Console is Google's own record of how the site appears in results. This is the client's export, not an estimate.

Impressions	Times a page from the site appeared in Google results, whether or not anyone clicked.
Clicks	Times someone clicked through from Google to the site.
CTR	Click-through rate: clicks divided by impressions. How often being seen turns into a visit.
Position	Average ranking in Google for that query. 1 to 10 is page one. Lower is better.
Branded	Searches that include the business name. These are people who already know you; they are not new demand.
Buyer-intent	Queries that read like someone looking to hire or buy (service, agency, cost, near me, a city).
Page 1, zero clicks	Ranking in the top ten yet nobody chooses the result. Usually a weak title or description.
Striking distance	Positions 4 to 20: close enough that a better page can move onto page one.
Expected CTR	The click rate a result at that position normally earns (an industry curve, not client data). Used only to spot under-performing snippets.
Vanity impressions	Phrases the site ranks well for that have nothing to do with what it sells.

40

CLICKS

Last 90 days

3,670

IMPRESSIONS

1.09%

CTR

33.4

AVG POSITION

0 (0%)

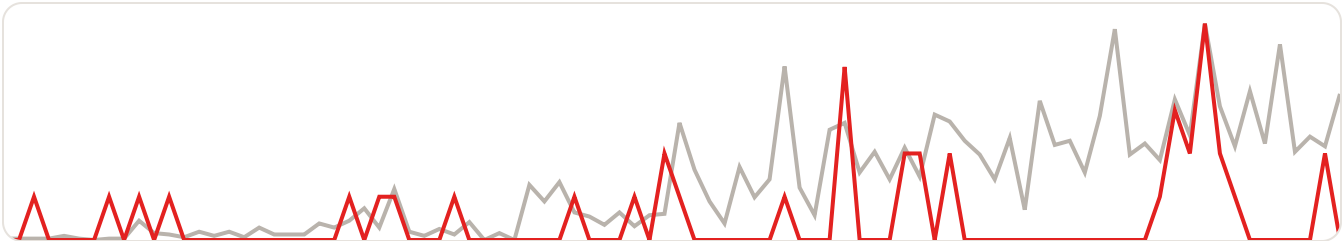
BRANDED CLICKS
wastedmyult, wasted
my ult

6

NON-BRAND CLICKS
164 queries

+133%
c**licks**

TREND (2ND HALF
VS 1ST)
+632% impressions



■ clicks (max 5/day) ■ impressions (max 157/day) 2026-06-07 to 2026-09-04

Where the impressions come from

COUNTRY	CLICKS	IMPRESSIONS	CTR	POS
New Zealand	26	2,490	1.04%	40.4
Australia	4	42	9.52%	14.6
United States	2	422	0.47%	18.9
Iran	2	6	33.33%	6.0
Uruguay	2	5	40.00%	3.2
Russia	1	14	7.14%	8.8
Belgium	1	13	7.69%	6.8
Japan	1	13	7.69%	6.5

68% of impressions and 65% of clicks are from New Zealand. Everything else is offshore visibility that cannot turn into a New Zealand enquiry.

Devices

DEVICE	CLICKS	IMPRESSIONS	CTR	POS
Desktop	21	2,976	0.71%	36.9
Mobile	19	671	2.83%	17.8
Tablet	0	23	0.00%	28.0

Buyer-intent queries (what actually produces leads)

101 of 164 tracked queries show buying intent. Together: **1,151 impressions, 0 clicks**.

QUERY	POSITION	IMPRESSIONS	CLICKS	CTR
wellington web development	36.8	185	0	0.0%
website design nz cost	37.2	123	0	0.0%
website design cost	39.5	107	0	0.0%
wordpress developer christchurch	29.6	86	0	0.0%
wordpress developers christchurch	33.2	39	0	0.0%
website design cost nz	35.1	32	0	0.0%
website design pricing	27.1	30	0	0.0%
website cost	25.8	26	0	0.0%
website pricing	27.0	24	0	0.0%
cost to build a website nz	34.8	22	0	0.0%
website design pricing nz	35.7	22	0	0.0%
website designing cost	42.2	22	0	0.0%
cost to build a website	45.0	20	0	0.0%
recruitment software nz	65.7	20	0	0.0%
web developer christchurch	33.4	19	0	0.0%
wordpress vs custom website design	31.4	19	0	0.0%
wordpress vs custom website	12.9	17	0	0.0%
website cost nz	28.5	16	0	0.0%
arborist report auckland	51.3	14	0	0.0%
website builders christchurch	66.4	13	0	0.0%
website design packages prices	38.8	13	0	0.0%
web development wellington	57.3	12	0	0.0%
wellington desarrollador web	7.2	12	0	0.0%
wellington desarrolladores web	20.2	11	0	0.0%
immigration recruitment hr software nz	78.8	10	0	0.0%

Striking distance (positions 4 to 20)

QUERY	POSITION	IMPRESSIONS	CLICKS
wordpress vs custom website	12.9	17	0

Vanity impressions (rank well, nobody clicks, wrong intent)

No data.

Top pages by clicks

PAGE	CLICKS	IMPR.	POS
/	24	145	17.2
/iron-pit/	6	167	4.8
/case-studies/cre8-collective	2	39	13.2
/web-developer-christchurch	1	445	37.8
/web-developer-auckland	1	298	47.5
/iron-pit/digital-game	1	99	5.1
/blog/from-idea-to-app	1	74	34.2
/about	1	73	4.0
/iron-pit/board-game	1	59	7.6
/enclave	1	33	8.2
/iron-pit/the-wall	1	9	17.1
/web-developer-wellington	0	685	38.3
/blog/how-much-does-a-website-cost-nz	0	625	33.7
/websites/	0	407	47.2
/crm	0	78	64.4

Service pages in search

PAGE	CLICKS	IMPR.	POS
/web-developer-wellington	0	685	38.3
/web-developer-christchurch	1	445	37.8
/websites/	0	407	47.2
/web-developer-auckland	1	298	47.5
/crm	0	78	64.4
/pricing	0	10	5.2

Findings

CRITICAL

101 buyer-intent queries, 5 on page 1, yet only 0 clicks from buyers in last 90 days

impact ●●●●● · effort L

Of 164 tracked queries, 101 show buying intent (service, agency, hire, cost, location terms...). Together they produced 1,151 impressions and 0 clicks. Those are the only organic clicks that can be counted as potential leads; the other 40 non-brand clicks came from queries with no buying signal in them.

Fix: The service pages need to own these terms: location in titles/H1, Service + LocalBusiness schema, internal links from articles, and the keyword gaps in the market section closed with new pages.

Evidence (10)

How we measured this: The client's own Google Search Console export (Queries, Pages, Countries, Devices, Dates) and GA4 Reports snapshot export.

HIGH

Service pages earned 2 clicks, 5% of organic traffic

impact ●●●●● · effort M

6 service URLs appear in Search Console with 1,923 impressions at average position 42.4. The pages built to convert are among the least visible pages on the site.

Fix: Prioritise the service pages in the action plan: titles, H1s, schema, internal links, and one supporting article per service.

Evidence (6)

How we measured this: The client's own Google Search Console export (Queries, Pages, Countries, Devices, Dates) and GA4 Reports snapshot export.

INSIGHT**40 organic clicks in last 90 days (~3/week)**

impact ●●●●● · effort L

For a site with 47 crawled pages and 9 articles, this is a low return on the content investment; the content exists, it just isn't aimed at what buyers in New Zealand search.

Fix: The action plan is ordered to fix that.

How we measured this: The client's own Google Search Console export (Queries, Pages, Countries, Devices, Dates) and GA4 Reports snapshot export.

INSIGHT**1 query sits in striking distance (positions 4-20)**

impact ●●●●○ · effort M · quick win

These already earn impressions, so a few positions of improvement turn into clicks without any new content. On the CTR-by-position curve used in this report (an industry assumption, not client data), position 3 earns several times the clicks of position 8.

Fix: For each: add the exact phrase to the ranking page's title/H2, answer it directly in the first paragraph, add 2-3 internal links with that anchor.

Evidence (1)

How we measured this: The client's own Google Search Console export (Queries, Pages, Countries, Devices, Dates) and GA4 Reports snapshot export.

Analytics (GA4)

2026-06-07 to 2026-09-04



How to read this section

Google Analytics 4 records what visitors do once they arrive. This is the client's Reports snapshot export.

Active users	People who had at least one engaged session in the period.
Sessions	Visits. One person can have several.
Channel	How the visit started: Organic Search (Google), Direct (typed the address or untracked link), Referral, Social, AI Assistant (ChatGPT, Perplexity and similar).
Engagement	Average time a user actively spent on the site.
Key events	The conversions the business has told GA4 to count: forms, calls, bookings. If there are none, leads are invisible.
Organic share	Proportion of sessions that came from unpaid search.

301

ACTIVE USERS
2026-06-07 to 2026-09-04

294

NEW USERS

407

SESSIONS

675

PAGE VIEWS

53s

AVG ENGAGEMENT
per active user

0

KEY EVENTS
none configured

34%

NZ USERS

20%

ORGANIC SHARE
of sessions

Sessions by channel

Direct		273 67%
Organic Search		80 20%
Referral		31 8%
Organic Social		17 4%

AI Assistant		31%
Unassigned		31%

New users by first channel

Direct		214
Organic Search		44
Referral		17
Organic Social		16
AI Assistant		3

Top pages (views)

PAGE TITLE	VIEWS
NZ Web Developer Websites Built to Show Up in Google, ChatGPT & AI Search Wasted My Ult	293
Custom Website & Web App Development From \$5,000 NZD Wasted My Ult	67
Custom Website & Web App Development Wasted My Ult	55
Pricing Custom Websites, Web Apps & AEO Content Wasted My Ult	34
Contact Get a Fixed Quote in 48 Hours Wasted My Ult	18
About Wasted My Ult, a NZ Dev Shop That Actually Ships	17
Web Development Blog React, Next.js, SaaS Wasted My Ult	16
Our Websites & Web Apps 16 Shipped Projects Wasted My Ult	15
Web Development Case Studies Real Problems, Real Results Wasted My Ult	14
The Iron Pit Universe Books, Board Game, Digital Game & OST Wasted My Ult	11
Affordable CRM for Recruitment, HR & Advisory Firms NZ-Built Wasted My Ult	10
How We Build Process & Methodology Wasted My Ult	10

Events

EVENT	COUNT
page_view	675
session_start	407
first_visit	294
user_engagement	193
click	136
scroll	109
form_start	7

GA4 already records an **"AI Assistant"** channel (3 sessions). That is ChatGPT, Perplexity and Copilot sending real visitors: the channel the AI-readiness section is about.

Findings

CRITICAL

GA4 key events are configured (purchase, generate_lead, contact_click) but none fired in the period

impact ●●●●● · effort S · quick win

The events marked as key events (purchase, generate_lead, contact_click) did not fire once between 2026-06-07 and 2026-09-04, and purchase, generate_lead, contact_click did not appear in the event list for the period. The site has contact/enquiry forms (GA4 recorded 7 form_start events in the period), but none of those actions are counted, so nobody can say which channel or page produces a lead. Marketing decisions are being made without conversion data.

Fix: In GA4 Admin → Events, mark form submissions as key events (and unmark purchase, generate_lead, contact_click if the site never sends it); add UTM tags to social links. Data starts collecting the day after.

How we measured this: The client's own Google Search Console export (Queries, Pages, Countries, Devices, Dates) and GA4 Reports snapshot export.

MEDIUM

67% of sessions are "Direct"

impact ●●●●○ · effort S · quick win

"Direct" is where GA4 puts visits it cannot attribute: untagged links in emails, untagged social/LinkedIn links, messaging apps, and typed URLs. At this share, some traffic that a channel is earning is being credited to nothing, so those channels look weaker than they are.

Fix: Add UTM parameters to every email and social link (utm_source, utm_medium, utm_campaign).

How we measured this: The client's own Google Search Console export (Queries, Pages, Countries, Devices, Dates) and GA4 Reports snapshot export.

Keyword value model

399 relevant keywords from 1,441 analysed · NZ spelling



How to read this section

Every phrase NZ buyers type that is relevant to this business, scored on what the traffic is worth. Only NZ spelling is used; a US spelling is kept only when it is a large NZ search term in its own right, and it is marked with the reason.

NZ vol/mo	How many times a month New Zealanders search this exact phrase in Google, averaged over 12 months (Google Ads data).
CPC	Cost per click: what advertisers pay for one click on this phrase in NZ, in NZD. A high CPC means the click leads to money, so it is the market's own estimate of what a visitor is worth.
KD	Keyword difficulty, 0 to 100. How strong the sites already ranking are. Under 30 is open ground; over 60 needs real authority.
Intent	Why someone types the phrase. Transactional: ready to buy or hire. Commercial: comparing options. Informational: learning. Navigational: looking for a specific site.
You rank	Where the site currently sits in Google NZ for that phrase, if it is in the top 100 at all.
Value/mo	Volume x CPC x an intent weight. What the traffic for this phrase would cost to buy in Google Ads each month. Not a revenue forecast.
Opportunity	Value divided by difficulty, boosted when the site already sits on page one or two. Where to start.
Buyer keyword	Commercial or transactional intent with at least 10 searches a month.
Free version / paid version	A phrase the site already appears for (low CPC, informational) paired with the buyer version of the same topic (higher CPC, commercial). Same page, different title.
Table stakes	Keywords two or more competitors rank for. The category expects you to have them.
Single-owner	Keywords only one competitor ranks for. Take them from that one site.
Open ground	Commercial phrases with low difficulty that none of the identified competitors rank for in the top 20. Verify with a live search before committing.
US spelling	A US-spelled phrase kept because NZ searches for it outnumber the NZ spelling. Hover or see the note for the numbers.
As typed	A phrase real people type with a grammar slip or a typo ("what is copywriter do"). The searches are counted, but no page should carry it as a title or heading: Google matches the intent to the correctly written phrase, and a typo in a headline costs more trust than the clicks are worth. These are never used as page targets or article briefs.

Filtered out Brand names, people's names, job-seeker and DIY-tool phrases, off-topic terms and low-volume US spellings. Listed so the filter can be checked.

Every keyword we found (1,441 in total) was classified before scoring. **399** are relevant business keywords; the rest are filtered out as brand (0), people's names (0), job-seeker, student or DIY-tool intent (166), buyers outside New Zealand (34), off-topic (842) or US spellings without enough NZ volume (0). Relevant keywords are then scored on *volume x CPC x intent*. CPC is what advertisers pay for a click on that exact phrase in NZ, so it is the market's own estimate of what a visitor is worth.

Spelling note: NZ spelling only. No US-spelled phrase had enough NZ search volume to be worth keeping.

40

BUYER KEYWORDS
commercial intent, 10+
searches/mo

41,800

MONTHLY
SEARCHES
across those
keywords

\$636,599/m

0

EQUIVALENT AD
VALUE

if you owned every
click

\$176,427/m

0

REALISTIC TOP-3
VALUE

keywords not yet in
the top 3

The buyer keywords, ranked by value

KEYWORD	NZ VOL/MO	CPC	INTENT	KD	YOU RANK	VALUE/MO
web design auckland	6,600	\$11.79	commercial	62	not ranking	\$85,984
website builder	1,600	\$28.05	commercial	74	#3	\$38,148
website builders	1,600	\$22.25	commercial	45	not ranking	\$30,260
website builder sites	1,600	\$22.25	commercial	55	not ranking	\$30,260
website building nz	720	\$28.05	commercial	74	not ranking	\$22,317
web developer christchurch	1,000	\$20.02	commercial	62	#38	\$22,122
web developers christchurch	1,000	\$20.02	commercial	11	#61	\$22,122
website design	1,600	\$13.57	commercial	80	not ranking	\$18,455
website design websites	1,600	\$13.57	commercial	54	not ranking	\$18,455
web design for website	1,600	\$13.57	commercial	54	not ranking	\$18,455
website designing websites	1,600	\$13.57	commercial	54	not ranking	\$18,455
web design	1,600	\$13.57	commercial	75	not ranking	\$18,455
web developer auckland	880	\$18.76	commercial	72	#79	\$18,242
website designers auckland	880	\$18.76	commercial	61	not ranking	\$18,242
web designers auckland	880	\$18.76	commercial	73	not ranking	\$18,242
website developers auckland	880	\$18.76	commercial	64	not ranking	\$18,242
website design christchurch new zealand	1,000	\$13.08	commercial	12	not ranking	\$14,453

KEYWORD	NZ VOL/MO	CPC	INTENT	KD	YOU RANK	VALUE/MO
web development christchurch	1,000	\$13.08	commercial	63	#59	\$14,453
website builder christchurch	1,000	\$13.08	commercial	52	not ranking	\$14,453
website builders christchurch	1,000	\$13.08	commercial	52	#66	\$14,453
website development christchurch	1,000	\$13.08	commercial	21	not ranking	\$14,453
web developer nz	1,000	\$12.76	commercial	4	not ranking	\$14,100
web design company in new zealand	1,000	\$12.76	commercial	54	not ranking	\$14,100
website developers nz	1,000	\$12.76	commercial	75	not ranking	\$14,100
wix website building	1,300	\$10.87	commercial	27	not ranking	\$12,011
digital agency marketing	880	\$10.76	commercial	25	not ranking	\$10,463
website design company in auckland	590	\$11.79	commercial	62	not ranking	\$7,686
web development auckland	590	\$11.79	commercial	72	not ranking	\$7,686
web design company auckland	590	\$11.79	commercial	62	not ranking	\$7,686
web development company in auckland	590	\$9.89	commercial	29	#81	\$6,448
website development company in auckland	590	\$9.89	commercial	75	#91	\$6,448
web designer	720	\$10.47	commercial	23	not ranking	\$6,408
website designers new zealand	320	\$15.98	commercial	72	not ranking	\$5,651

KEYWORD	NZ VOL/MO	CPC	INTENT	KD	YOU RANK	VALUE/MO
web design in hamilton	390	\$12.04	commercial	19	not ranking	\$5,189
affordable website design auckland	260	\$17.76	commercial	61	not ranking	\$5,102
cheap website design auckland	260	\$17.76	commercial	61	not ranking	\$5,102
cheap web design auckland	260	\$17.76	commercial	61	not ranking	\$5,102
affordable web design auckland	260	\$17.76	commercial	54	not ranking	\$5,102
best website builder	170	\$27.12	commercial	26	not ranking	\$5,094
web developers near me	390	\$10.21	commercial	57	#41	\$4,400

You rank for the free version. Here is the paid version

Phrases the site already surfaces for, paired with the higher-CPC, buyer-intent variants on the same topic. Same page, different title: that is the whole move.

now **wordpress developer christchurch** 86 impressions · 0 clicks · pos 30 · no CPC · commercial

target **web developer christchurch** 1,000/mo · \$20.02 CPC · commercial · KD 62 · you #38

target **web developers christchurch** 1,000/mo · \$20.02 CPC · commercial · KD 11 · you #61

target **web developer auckland** 880/mo · \$18.76 CPC · commercial · KD 72 · you #79

target **website developers auckland** 880/mo · \$18.76 CPC · commercial · KD 64

now **how much does a website cost nz** 49 impressions · 0 clicks · pos 1 · no CPC · informational

target **website builder** 1,600/mo · \$28.05 CPC · commercial · KD 74 · you #3

target **website builders** 1,600/mo · \$22.25 CPC · commercial · KD 45

target **website builder sites** 1,600/mo · \$22.25 CPC · commercial · KD 55

target **website building nz** 720/mo · \$28.05 CPC · commercial · KD 74

now **cost to build a website nz** 42 impressions · 0 clicks · pos 45 · no CPC · commercial

target **website builder** 1,600/mo · \$28.05 CPC · commercial · KD 74 · you #3

target **website builders** 1,600/mo · \$22.25 CPC · commercial · KD 45

target **website builder sites** 1,600/mo · \$22.25 CPC · commercial · KD 55

target **website building nz** 720/mo · \$28.05 CPC · commercial · KD 74

now **wordpress developers christchurch** 39 impressions · 0 clicks · pos 33 · no CPC · commercial

target **web developers christchurch** 1,000/mo · \$20.02 CPC · commercial · KD 11 · you #61

target **website developers auckland** 880/mo · \$18.76 CPC · commercial · KD 64

target **website developers nz** 1,000/mo · \$12.76 CPC · commercial · KD 75

target **web developers near me** 390/mo · \$10.21 CPC · commercial · KD 57 · you #41

now **website pricing** 24 impressions · 0 clicks · pos 27 · no CPC · commercial

target **website builder** 1,600/mo · \$28.05 CPC · commercial · KD 74 · you #3

target **website builders** 1,600/mo · \$22.25 CPC · commercial · KD 45

target **website builder sites** 1,600/mo · \$22.25 CPC · commercial · KD 55

target **website building nz** 720/mo · \$28.05 CPC · commercial · KD 74

now **hr software for recruitment** 17 impressions · 0 clicks · pos 60 · no CPC · commercial

target **software company** 210/mo · \$3.73 CPC · commercial · KD 27

now **wordpress developer hobsonville** 12 impressions · 0 clicks · pos 33 · no CPC · off-topic

target **web developer christchurch** 1,000/mo · \$20.02 CPC · commercial · KD 62 · you #38

target **web developers christchurch** 1,000/mo · \$20.02 CPC · commercial · KD 11 · you #61

target **web developer auckland** 880/mo · \$18.76 CPC · commercial · KD 72 · you #79

target **website developers auckland** 880/mo · \$18.76 CPC · commercial · KD 64

now **immigration recruitment hr software nz** 10 impressions · 0 clicks · pos 79 · no CPC · commercial

target **software company** 210/mo · \$3.73 CPC · commercial · KD 27

now **website creation cost** 6 impressions · 0 clicks · pos 36 · no CPC · commercial

target **website builder** 1,600/mo · \$28.05 CPC · commercial · KD 74 · you #3

target **website builders** 1,600/mo · \$22.25 CPC · commercial · KD 45

target **website builder sites** 1,600/mo · \$22.25 CPC · commercial · KD 55

target **website building nz** 720/mo · \$28.05 CPC · commercial · KD 74

now **"ezoic ads" -site:reddit.com -site:twitter.com -site:x.com -site:wykop.pl -site:tripadvisor.com -site:youtube.com -site:yelp.com -site:booking.com -site:facebook.com -site:instagram.com -site:tiktok.com** 3 impressions · 0 clicks · pos 1 · no CPC · off-topic

target **website builder** 1,600/mo · \$28.05 CPC · commercial · KD 74 · you #3

target **website builders** 1,600/mo · \$22.25 CPC · commercial · KD 45

target **website builder sites** 1,600/mo · \$22.25 CPC · commercial · KD 55

target **website building nz** 720/mo · \$28.05 CPC · commercial · KD 74

now **how much does it cost to build a website** 3 impressions · 0 clicks · pos 47 · no CPC · informational

target **website builder** 1,600/mo · \$28.05 CPC · commercial · KD 74 · you #3

target **website builders** 1,600/mo · \$22.25 CPC · commercial · KD 45

target **website builder sites** 1,600/mo · \$22.25 CPC · commercial · KD 55

target **website building nz** 720/mo · \$28.05 CPC · commercial · KD 74

now **how much does it cost to make a website** 3 impressions · 0 clicks · pos 41 · no CPC · informational

target **website builder** 1,600/mo · \$28.05 CPC · commercial · KD 74 · you #3

target **website builders** 1,600/mo · \$22.25 CPC · commercial · KD 45

target **website builder sites** 1,600/mo · \$22.25 CPC · commercial · KD 55

target **website building nz** 720/mo · \$28.05 CPC · commercial · KD 74

now

wordpress developer new lynn 3 impressions · 0 clicks · pos 43 · no CPC · off-topic

target

web developer christchurch 1,000/mo · \$20.02 CPC · commercial · KD 62 · you #38

target

web developers christchurch 1,000/mo · \$20.02 CPC · commercial · KD 11 · you #61

target

web developer auckland 880/mo · \$18.76 CPC · commercial · KD 72 · you #79

target

website developers auckland 880/mo · \$18.76 CPC · commercial · KD 64

now

"ezoic" -site:reddit.com -site:twitter.com -site:x.com -site:wykop.pl -site:tripadvisor.com -
site:youtube.com -site:yelp.com -site:booking.com -site:facebook.com -site:instagram.com -
site:tiktok.com 2 impressions · 0 clicks · pos 6 · no CPC · off-topic

target

website builder 1,600/mo · \$28.05 CPC · commercial · KD 74 · you #3

target

website builders 1,600/mo · \$22.25 CPC · commercial · KD 45

target

website builder sites 1,600/mo · \$22.25 CPC · commercial · KD 55

target

website building nz 720/mo · \$28.05 CPC · commercial · KD 74

now

audited websites 2 impressions · 0 clicks · pos 72 · no CPC · off-topic

target

website design websites 1,600/mo · \$13.57 CPC · commercial · KD 54

target

website designing websites 1,600/mo · \$13.57 CPC · commercial · KD 54

target

web design company websites 390/mo · \$10.14 CPC · commercial · KD 50

target

best website design websites 140/mo · \$3.97 CPC · commercial · KD 37

Top opportunities (value divided by difficulty, boosted when already on page 1 or 2)

KEYWORD	NZ VOL/MO	CPC	INTENT	KD	YOU RANK	VALUE/MO
web design auckland	6,600	\$11.79	commercial	62	not ranking	\$85,984
web developers christchurch	1,000	\$20.02	commercial	11	#61	\$22,122
website builders	1,600	\$22.25	commercial	45	not ranking	\$30,260
web developer nz	1,000	\$12.76	commercial	4	not ranking	\$14,100
website builder sites	1,600	\$22.25	commercial	55	not ranking	\$30,260
website design christchurch new zealand	1,000	\$13.08	commercial	12	not ranking	\$14,453
website development christchurch	1,000	\$13.08	commercial	21	not ranking	\$14,453
web developer christchurch	1,000	\$20.02	commercial	62	#38	\$22,122
auckland website design	6,600	\$11.79	navigational	80	not ranking	\$25,290
website design websites	1,600	\$13.57	commercial	54	not ranking	\$18,455
web design website design as typed	1,600	\$13.57	commercial	54	not ranking	\$18,455
web design for website	1,600	\$13.57	commercial	54	not ranking	\$18,455
website designing websites	1,600	\$13.57	commercial	54	not ranking	\$18,455
website building nz	720	\$28.05	commercial	74	not ranking	\$22,317
website design website as typed	1,600	\$13.57	commercial	62	not ranking	\$18,455
website designers auckland	880	\$18.76	commercial	61	not ranking	\$18,242

KEYWORD	NZ VOL/MO	CPC	INTENT	KD	YOU RANK	VALUE/MO
wix website building	1,300	\$10.87	commercial	27	not ranking	\$12,011
website developers auckland	880	\$18.76	commercial	64	not ranking	\$18,242
design website design as typed	1,600	\$13.57	commercial	66	not ranking	\$18,455
web developer auckland	880	\$18.76	commercial	72	#79	\$18,242
web designers auckland	880	\$18.76	commercial	73	not ranking	\$18,242
digital agency marketing	880	\$10.76	commercial	25	not ranking	\$10,463
web design	1,600	\$13.57	commercial	75	not ranking	\$18,455
website builder christchurch	1,000	\$13.08	commercial	52	not ranking	\$14,453
website builders christchurch	1,000	\$13.08	commercial	52	#66	\$14,453
website design	1,600	\$13.57	commercial	80	not ranking	\$18,455
web design company in new zealand	1,000	\$12.76	commercial	54	not ranking	\$14,100
web development christchurch	1,000	\$13.08	commercial	63	#59	\$14,453
website builder	1,600	\$28.05	commercial	74	#3	\$38,148
website developers nz	1,000	\$12.76	commercial	75	not ranking	\$14,100

Who owns which buyer keyword

Positions in Google NZ for Wasted My Ult and each identified competitor (DataForSEO ranked keywords + domain intersection, the top 39 by value). **Table stakes** = two or more competitors rank; **single-owner** = one competitor has it to themselves.

KEYWORD	VOL/MO	CPC	YOU	THEWEBGUYS.CO.NZ	MONEYHUB.CO.NZ	EMPLOYM
web design auckland	6,600	\$11.79	-	#2	-	
website builder	1,600	\$28.05	#3	#7	-	
auckland website design	6,600	\$11.79	-	#1	-	
website building nz	720	\$28.05	-	#1	-	
website design	1,600	\$13.57	-	#2	-	
website design websites	1,600	\$13.57	-	#1	-	
web design website design as typed	1,600	\$13.57	-	#2	-	
website design website as typed	1,600	\$13.57	-	#1	-	
web design	1,600	\$13.57	-	#1	-	
website designers auckland	880	\$18.76	-	#2	-	
web designers auckland	880	\$18.76	-	#3	-	
website developers auckland	880	\$18.76	-	#2	-	

KEYWORD	VOL/MO	CPC	YOU	THEWEBGUYS.CO.NZ	MONEYHUB.CO.NZ	EMPLOYM
web developer nz	1,000	\$12.76	-	#6	-	
web design company in new zealand	1,000	\$12.76	-	#2	-	
website developers nz	1,000	\$12.76	-	#1	-	
digital agency marketing	880	\$10.76	-	#2	-	
website design company in auckland	590	\$11.79	-	#1	-	
web design company auckland	590	\$11.79	-	#2	-	
web design web	1,600	\$13.57	-	#2	-	
web development company in auckland	590	\$9.89	#81	#1	-	
website development company in auckland	590	\$9.89	#91	#1	-	
web designer	720	\$10.47	-	#25	-	
website designers new zealand	320	\$15.98	-	#1	-	
web design in hamilton	390	\$12.04	-	#24	-	

KEYWORD	VOL/MO	CPC	YOU	THEWEBGUYS.CO.NZ	MONEYHUB.CO.NZ	EMPLOYM
affordable website design auckland	260	\$17.76	-	#3	-	
cheap website design auckland	260	\$17.76	-	#2	-	
cheap web design auckland	260	\$17.76	-	#4	-	
affordable web design auckland	260	\$17.76	-	#3	-	
website designers near me	390	\$10.21	-	#3	-	
web designers near me	390	\$10.21	-	#3	-	
web design company websites	390	\$10.14	-	#2	-	
web designing company	390	\$10.14	-	#1	-	
digital agency	320	\$11.35	-	#28	-	
web design firms	390	\$10.14	-	#3	-	
kiwi website design	260	\$9.23	-	#18	-	
web development	480	\$13.62	-	#6	-	
software company	210	\$3.73	-	-	-	

KEYWORD	VOL/MO	CPC	YOU	THEWEBGUYS.CO.NZ	MONEYHUB.CO.NZ	EMPLOYM
web design nelson	260	\$7.45	-	#29	-	
christchurch web design company	320	-	-	#21	-	

Per competitor

COMPETITOR	BUYER KW RANKED	VOLUME	TOP TERMS
thewebguys.co.nz	38	40,060	web design auckland, website builder, auckland website design, website building nz, website design
moneyhub.co.nz	0	0	-
employmenthero.com	0	0	-
nativesoftware.co.nz	1	210	software company
elmosoftware.co.nz	0	0	-

Single-owner keywords

KEYWORD	VOL	OWNER
web design auckland	6,600	thewebguys.co.nz #2
website builder	1,600	thewebguys.co.nz #7
auckland website design	6,600	thewebguys.co.nz #1
website building nz	720	thewebguys.co.nz #1
website design	1,600	thewebguys.co.nz #2
website design websites	1,600	thewebguys.co.nz #1
web design website design	1,600	thewebguys.co.nz #2
website design website	1,600	thewebguys.co.nz #1
web design	1,600	thewebguys.co.nz #1
website designers auckland	880	thewebguys.co.nz #2
web designers auckland	880	thewebguys.co.nz #3
website developers auckland	880	thewebguys.co.nz #2
web developer nz	1,000	thewebguys.co.nz #6
web design company in new zealand	1,000	thewebguys.co.nz #2
website developers nz	1,000	thewebguys.co.nz #1
digital agency marketing	880	thewebguys.co.nz #2
website design company in auckland	590	thewebguys.co.nz #1
web design company auckland	590	thewebguys.co.nz #2
web design web	1,600	thewebguys.co.nz #2
web development company in auckland	590	thewebguys.co.nz #1

Open ground: valuable, low-difficulty, unclaimed by the identified competitors

Commercial intent, CPC of \$2 or more, keyword difficulty 30 or under, and none of the 5 identified competitors rank in the top 20. *Basis:* DataForSEO difficulty plus domain intersection against the identified competitor set. It does not mean the results page is empty, so verify each with a live search before committing.

KEYWORD	NZ VOL/MO	CPC	KD	YOU RANK	VALUE/MO	LIVE SERP CHECKED
web developers christchurch	1,000	\$20.02	11	#61	\$22,122	
website development christchurch	1,000	\$13.08	21	-	\$14,453	
wix website building	1,300	\$10.87	27	-	\$12,011	
website design christchurch new zealand	1,000	\$13.08	12	-	\$14,453	
best website builder	170	\$27.12	26	-	\$5,094	
web design wellington	390	\$9.53	30	-	\$4,107	
website designers christchurch	390	\$6.28	23	-	\$2,706	
website designing for small business	210	\$11.43	18	-	\$2,652	
website developers for small business	210	\$11.43	12	-	\$2,652	
website design for small businesses	210	\$11.43	18	-	\$2,040	
web design christchurch	260	\$9.55	3	-	\$2,744	
web design for small business	210	\$11.43	4	-	\$2,652	
website design for a small business	210	\$11.43	7	-	\$2,040	
small business website designs	210	\$11.43	7	-	\$2,040	
small business web designs	210	\$11.43	4	-	\$2,040	

KEYWORD	NZ VOL/MO	CPC	KD	YOU RANK	VALUE/MO	LIVE SERP CHECKED
web design for small businesses	210	\$11.43	4	-	\$2,040	
website design near me	90	\$15.05	19	-	\$1,497	
kiwi web design	260	\$9.23	3	-	\$2,040	
website design dunedin	90	\$6.85	22	-	\$681	
tauranga website design	110	\$6.24	15	-	\$758	
website design palmerston north	140	\$5.49	9	-	\$849	
cost of website design	110	\$8.21	0	#38	\$998	✓
web developer hamilton	20	\$24.48	26	-	\$541	
web design palmerston north	140	\$5.49	0	-	\$849	
ecommerce website design	110	\$7.19	9	-	\$672	

Questions buyers ask

QUESTION	NZ VOL/MO	CPC	YOU RANK
how much does a website cost nz	16	-	#1
what is web developer do	10	-	-
how become web developer	10	\$2.63	-
how much does web developer make	10	-	-
where can i find a web developer	10	\$45.49	-
how much does freelance web developer make	10	-	-
is web development difficult	10	-	-
is web development computer science	10	-	-
what is php in web development	10	-	-
how much do freelance web developers make	10	-	-
how much do web developers make per website	10	-	-
where do web developers work	10	-	-
are web developers software engineers	10	-	-
are web developers rich	10	-	-
what programs do web developers use	10	-	-
how much do web developers make a year	10	-	-
how many web developers are there in the world as typed	10	-	-
how many web developers in the world	10	-	-
how much web developers make	10	-	-
who do web developers work for	10	-	-

What we filtered out and why (40 shown)

Market and competitors

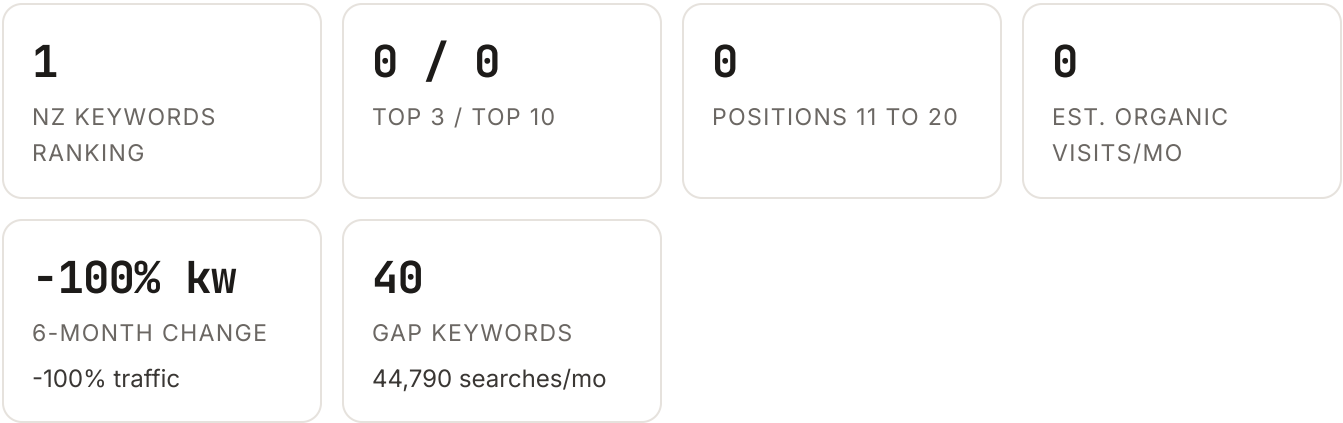
Google New Zealand · collected 2026-09-07 · DataForSEO Labs, SERP, Backlinks



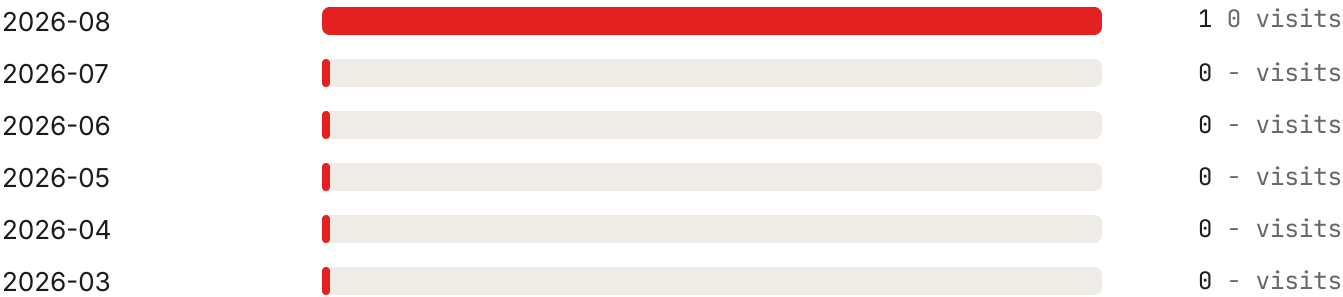
How to read this section

Where the site stands against the businesses actually ranking for its keywords, from DataForSEO's Google NZ index, live search results and the backlink database.

NZ keywords ranking	Phrases with search volume for which the domain appears in Google NZ's top 100.
Top 3 / Top 10	Of those, how many sit in the top three and top ten.
Est. visits/mo	Estimated monthly visits from Google, calculated from every ranking the domain holds and the typical click share of each position.
Shared kw	Keywords both the site and the competitor rank for.
Adjacent	A site that ranks for some of the same queries but whose rankings are mostly in other categories (under 25% on-topic). Shown for completeness; it is not a like-for-like peer, and it is left out of the authority comparison.
Keyword gap	A relevant phrase a competitor ranks top 20 for and the site has no page for.
Live SERP	The actual Google NZ results page fetched at audit time.
AI Overview	Google's AI-written answer at the top of some results, and which sites it cites.
Maps pack	The three local businesses shown with a map for location searches.
People also ask	The expandable questions Google shows for the query. Direct content briefs.
Referring domains	How many separate websites link to the site. More, and more relevant, is better. This is the main driver of authority.
Backlinks	Total individual links pointing at the site, counting every page that links.
Domain rank	DataForSEO's 0 to 1000 authority score for the domain, based on its link profile.
Broken backlinks	Links from other sites pointing at pages that no longer exist. Redirect them to recover the authority.
Anchor text	The clickable words other sites use when linking here. Mostly brand names is normal; some service phrases is better.



Ranking history (keywords in Google NZ)



Who you are up against

DOMAIN	SHARED KW	KEYWORDS	TOP 10	EST. VISITS/MO	REF. DOMAINS	B
wastedmyult.com	-	1	0	0	33	
thewebguys.co.nz	-	465	248	17,539	556	
moneyhub.co.nz adjacent	-	27,543	14,756	1,065,852	3,408	
employmenthero.com adjacent	-	1,785	407	14,626	5,643	
nativesoftware.co.nz	-	6	1	33	-	
elmosoftware.co.nz adjacent	-	100	7	458	-	
whattheheck.co.nz	-	-	-	0	-	
horntech.co.nz	-	-	-	0	-	
designlounge.co.nz	-	-	-	0	-	
editiongroup.com	-	-	-	0	-	
softwareadvice.co.nz	-	-	-	0	-	

Domains most present on page 1 for the live-checked money keywords: thewebguys.co.nz, nz.seek.com, moneyhub.co.nz, employmenthero.com, nativesoftware.co.nz, elmosoftware.co.nz, whattheheck.co.nz, horntech.co.nz.

Keyword gaps: competitors rank top 20, Wasted My Ult has nothing

KEYWORD	NZ VOL/MO	KD	INTENT	WHO RANKS
web design auckland	6,600	61	commercial	thewebguys.co.nz #2
website design auckland	6,600	75	commercial	thewebguys.co.nz #1
web developer nz	1,000	4	commercial	thewebguys.co.nz #6
website design websites	1,600	54	commercial	thewebguys.co.nz #1
web design website design	1,600	54	commercial	thewebguys.co.nz #2
web design web	1,600	61	informational	thewebguys.co.nz #2
website design website	1,600	62	commercial	thewebguys.co.nz #1
web design	1,600	75	informational	thewebguys.co.nz #1
website design	1,600	80	commercial	thewebguys.co.nz #2
digital agency marketing	880	25	commercial	thewebguys.co.nz #2
new zealand web design	1,000	54	commercial	thewebguys.co.nz #1
web design new zealand	1,000	54	commercial	thewebguys.co.nz #1
web design company in new zealand	1,000	54	commercial	thewebguys.co.nz #2
website builder new zealand	720	34	commercial	thewebguys.co.nz #7
website design new zealand	1,000	72	commercial	thewebguys.co.nz #2
website design nz	1,000	75	commercial	thewebguys.co.nz #1
website developers nz	1,000	75	commercial	thewebguys.co.nz #1
website designers auckland	880	61	commercial	thewebguys.co.nz #2
website developers auckland	880	64	commercial	thewebguys.co.nz #2

KEYWORD	NZ VOL/MO	KD	INTENT	WHO RANKS
web development companies in auckland	590	28	commercial	thewebguys.co.nz #1
web development companies auckland	590	28	commercial	thewebguys.co.nz #1
web development company in auckland	590	29	commercial	thewebguys.co.nz #1
web designers auckland	880	73	commercial	thewebguys.co.nz #3
website builder nz	720	55	commercial	thewebguys.co.nz #7
web development company auckland	590	43	commercial	thewebguys.co.nz #1
web development	480	29	informational	thewebguys.co.nz #6
website building nz	720	74	commercial	thewebguys.co.nz #1
web design companies auckland	590	54	commercial	thewebguys.co.nz #2
website design company auckland	590	61	commercial	thewebguys.co.nz #1
website design company in auckland	590	62	commercial	thewebguys.co.nz #1
web design company auckland	590	62	commercial	thewebguys.co.nz #2
web design in auckland	590	62	commercial	thewebguys.co.nz #2
web designers near me	390	28	commercial	thewebguys.co.nz #3
website designers near me	390	31	commercial	thewebguys.co.nz #3
web design company in auckland	590	73	commercial	thewebguys.co.nz #2
website development company in auckland	590	75	commercial	thewebguys.co.nz #1
web design firms	390	34	commercial	thewebguys.co.nz #3

KEYWORD	NZ VOL/MO	KD	INTENT	WHO RANKS
web design company websites	390	50	commercial	thewebguys.co.nz #2
web design company	390	54	commercial	thewebguys.co.nz #2
web designing company	390	54	commercial	thewebguys.co.nz #1

Currently ranking: top non-brand keywords

KEYWORD	POSITION	NZ VOL/MO	KD	INTENT	URL
website design nz cost	38	90	0	commercial	/blog/how-much-does-a-website-cost-nz

Page 2 to page 1 candidates

No data.

Live SERP checks

KEYWORD	WASTED MY ULT	TOP 3 NOW	AI OVERVIEW
our websites & web apps nz	not on p1	1. nativesoftware.co.nz 2. www.editiongroup.com 3. www.kodaweb.co.nz	yes · cites nativesoftware.co capitaledge.co.nz, designassembly.org.nz
recruitment software nz	not on p1	1. elmosoftware.co.nz 2. www.softwareadvice.co.nz 3. employmenthero.com	yes · cites elmosoftware.co. employmenthero.com, www.softwareadvice.co.nz
website design cost nz	not on p1	1. www.whattheheck.co.nz 2. www.redeyedesign.co.nz 3. www.kiwiwebdesign.co.nz	yes · cites www.reddit.com, www.kiwiwebdesign.co.nz, digitalrefinery.co.nz
seo audit services nz & australia	not on p1	1. horntech.co.nz 2. thewebguys.co.nz 3. www.upwork.com	yes · cites horntech.co.nz, firstpage.nz, www.vanguard86.com

KEYWORD	WASTED MY ULT	TOP 3 NOW	AI OVERVIEW
web developer auckland	not on p1	1. thewebguys.co.nz 2. www.smallbusinesswebdesigns.co.nz 3. nz.seek.com	
wellington web development	not on p1	1. www.designlounge.co.nz 2. webstruxure.co.nz 3. growmybusiness.co.nz	yes · cites webstruxure.co.n www.timstewartwebdesign. growmybusiness.co.nz

Backlink profile

33 REFERRING DOMAINS	238 BACKLINKS	223 DOMAIN RANK	0 BROKEN BACKLINKS recoverable
----------------------------	------------------	--------------------	--------------------------------------

99%

BRAND ANCHORS

Top referring domains

DOMAIN	RANK	LINKS
exudy.co.nz	210	152
optc.co.nz	147	43
enclaveapp.online	137	9
applianceprofessional.co.nz	7	1
mediaboooster.com	0	1
techbumppy.com	0	1
cmocheatsheets.com	0	1
forbesstories.com	0	1
clifflisting.com	0	1
fashionclothingnews.com	0	1
uncledspizza.com	0	1
archive-hu.com	0	1
bestnz-poker-casinoslot.com	0	1
quotesblom.com	0	1
theforbestimes.com	0	1
thedocmag.com	0	1
ufabettererm4.com	0	1
betwinnermirror.com	0	1
betulcrime.com	0	1
homesforsaleoldgreenwichct.com	0	1

Anchor text

ANCHOR	DOMAINS	LINKS
High Quality Dofollow Backlinks DA 50 PA 40 Premium PBN Network Service wastedmyult.com Rank First Page Google Fast SEO Link Building Buy Backlinks Online Cheap	17	17
wastedmyult.com	9	11
(empty)	2	2
Custom Website & Web App Development Wasted My Ult	1	3
Site build by Wasted My Ult	1	152
Made by	1	1
Made by WastedMyUlt	1	43
Wasted My Ult	1	9

Findings

HIGH

40 category keywords the identified competitors rank for (top 20) where Wasted My Ult has no ranking page, 44,790 NZ searches/month

impact ●●●●● · effort L

"web design auckland" (6600/mo, KD 61, thewebguys.co.nz #2); "website design auckland" (6600/mo, KD 75, thewebguys.co.nz #1); "web developer nz" (1000/mo, KD 4, thewebguys.co.nz #6); "website design websites" (1600/mo, KD 54, thewebguys.co.nz #1); "web design website design" (1600/mo, KD 54, thewebguys.co.nz #2); "web design web" (1600/mo, KD 61, thewebguys.co.nz #2)

Fix: Each cluster of gap keywords becomes either a new service/landing page (commercial intent) or an article (informational). Prioritised list in the content plan.

How we measured this: DataForSEO: Google NZ (location 2554) Labs data (ranked keywords, domain intersection, keyword ideas/suggestions, difficulty, intent), live SERPs, Backlinks API. Volumes are Google Ads monthly averages; CPC in NZD.

HIGH**Not on page 1 for 6 of 6 live-checked money keywords**

impact ●●●●● · effort L

"our websites & web apps nz" → nativesoftware.co.nz, www.editiongroup.com, www.kodaweb.co.nz;
"recruitment software nz" → elmosoftware.co.nz, www.softwareadvice.co.nz, employmenthero.com; "website design cost nz" → www.whattheheck.co.nz, www.redeyedesign.co.nz, www.kiwiwebdesign.co.nz; "seo audit services nz & australia" → horntech.co.nz, thewebguys.co.nz, www.upwork.com; "web developer auckland" → thewebguys.co.nz, www.smallbusinesswebdesigns.co.nz, nz.seek.com; "wellington web development" → www.designlounge.co.nz, webstruxure.co.nz, growmybusiness.co.nz

Fix: Each of these needs a dedicated, location-specific page with Service schema and supporting internal links.

How we measured this: DataForSEO: Google NZ (location 2554) Labs data (ranked keywords, domain intersection, keyword ideas/suggestions, difficulty, intent), live SERPs, Backlinks API. Volumes are Google Ads monthly averages; CPC in NZD.

HIGH**15 keywords the site already surfaces for have a higher-converting variant it should target instead**

impact ●●●●○ · effort M · quick win

"wordpress developer christchurch" (86 imp, \$0.00 CPC) → "web developer christchurch" (1000/mo, \$20.02 CPC, commercial); "how much does a website cost nz" (49 imp, \$0.00 CPC) → "website builder" (1600/mo, \$28.05 CPC, commercial); "cost to build a website nz" (42 imp, \$0.00 CPC) → "website builder" (1600/mo, \$28.05 CPC, commercial). Same topic, different buyer: the CPC gap shows which version advertisers know converts.

Fix: Retarget the ranking page: put the converting variant in the title, H1 and first paragraph; keep the informational phrase as an H2 so existing impressions are not lost.

How we measured this: DataForSEO: Google NZ (location 2554) Labs data (ranked keywords, domain intersection, keyword ideas/suggestions, difficulty, intent), live SERPs, Backlinks API. Volumes are Google Ads monthly averages; CPC in NZD.

HIGH

thewebguys.co.nz attracts an estimated 17,539 NZ organic visits/month vs 0 for Wasted My Ult

impact ●●●●○ · effort L

They rank for 465 keywords (248 in the top 10) with 556 referring domains. Only 35% of their top-150 rankings are in this category, so their traffic comes from other services and the useful comparison is the category keywords in the gap matrix, not the headline traffic.

Fix: Target the category keywords where competitors rank on page 1 and the client has no page (keyword value model + content plan).

How we measured this: DataForSEO: Google NZ (location 2554) Labs data (ranked keywords, domain intersection, keyword ideas/suggestions, difficulty, intent), live SERPs, Backlinks API. Volumes are Google Ads monthly averages; CPC in NZD.

MEDIUM

Google shows an AI Overview on 5 of 6 checked keywords; Wasted My Ult is cited in 0

impact ●●●○○ · effort M

"our websites & web apps nz" cites nativesoftware.co.nz, capitaledge.co.nz, designassembly.org.nz, www.fueldesign.co.nz; "recruitment software nz" cites elmosoftware.co.nz, employmenthero.com, www.softwareadvice.co.nz, employmenthero.com; "website design cost nz" cites www.reddit.com, www.kiwiwebdesign.co.nz, digitalrefinery.co.nz, www.fueldesign.co.nz; "seo audit services nz & australia" cites horntech.co.nz, firstpage.nz, www.vanguard86.com, imakdigital.co.nz; "wellington web development" cites webstruxure.co.nz, www.timstewartwebdesign.co.nz, growmybusiness.co.nz, fahrenheit.co.nz

Fix: AI Overviews pull from pages with direct question-answer structure and cited sources. Structure the target pages accordingly (see AI readiness).

How we measured this: DataForSEO: Google NZ (location 2554) Labs data (ranked keywords, domain intersection, keyword ideas/suggestions, difficulty, intent), live SERPs, Backlinks API. Volumes are Google Ads monthly averages; CPC in NZD.

INSIGHT

40 buyer keywords worth ~\$636,599/month in equivalent Google Ads spend

impact ●●●●● · effort M

Highest-value: "web design auckland" (6600/mo · \$11.79 CPC · not ranking); "website builder" (1600/mo · \$28.05 CPC · you #3); "website builders" (1600/mo · \$22.25 CPC · not ranking); "website builder sites" (1600/mo · \$22.25 CPC · not ranking); "website building nz" (720/mo · \$28.05 CPC · not ranking). Value = volume × CPC × intent weight; CPC is what advertisers pay per click for these exact terms in NZ, i.e. what they are worth.

Fix: The money-pages report card assigns each of these to a page with a rewritten title/H1/meta.

How we measured this: DataForSEO: Google NZ (location 2554) Labs data (ranked keywords, domain intersection, keyword ideas/suggestions, difficulty, intent), live SERPs, Backlinks API. Volumes are Google Ads monthly averages; CPC in NZD.

INSIGHT

25 buyer keywords with low difficulty (KD ≤ 30) that none of the identified competitors rank for

impact ●●●●○ · effort M

"web developers christchurch" (1000/mo, \$20.02 CPC, KD 11); "website development christchurch" (1000/mo, \$13.08 CPC, KD 21); "wix website building" (1300/mo, \$10.87 CPC, KD 27); "website design christchurch new zealand" (1000/mo, \$13.08 CPC, KD 12); "best website builder" (170/mo, \$27.12 CPC, KD 26). Basis: DataForSEO keyword difficulty plus domain-intersection against the 5 identified competitors, it means those competitors have no top-20 page, not that the SERP is empty. Verify each with a live search before committing.

Fix: Cheapest wins in the plan: a dedicated page or article per keyword, with the keyword in title/H1 and a direct answer in the first paragraph.

How we measured this: DataForSEO bulk_keyword_difficulty (KD), keyword_suggestions/ideas (volume, CPC), search_intent, and domain_intersection for the identified competitor set.

INSIGHT

What the page-1 competitors do differently

impact ●●●○○ · effort M

1 competitor already publish llms.txt.

Fix: Each point maps to an action already in the plan.

How we measured this: DataForSEO: Google NZ (location 2554) Labs data (ranked keywords, domain intersection, keyword ideas/suggestions, difficulty, intent), live SERPs, Backlinks API. Volumes are Google Ads monthly averages; CPC in NZD.

Competitor teardown

4 competitors fetched live



How to read this section

The same checks run on the homepages and service pages of the competitors that occupy page one. Read across a row to see what the category does that this site does not.

Location in title	Whether the homepage title names the city or NZ.
LocalBusiness / Person schema	Structured data describing the business and its people.
Allows AI crawlers	Whether robots.txt lets ChatGPT, Claude, Gemini and Perplexity read the site.
llms.txt	A plain-text summary file for AI systems at /llms.txt.
Response time / size	How quickly the homepage was served and how heavy it is.
Knowledge Panel	The information card Google shows on the right for a well-established brand.
Sitelinks	Extra links under the main result for a brand search. A trust signal.
Ads on your name	Competitors buying ads against the client's brand searches.

The same measurements, applied to the businesses that actually occupy page 1 for the money keywords. Read across a row to see the pattern.

SIGNAL	WASTEDMYULT.COM	YOU	THEWEBGUYS.CO.NZ	SMALLBUSINESSWEBDESIGNS.CO.NZ
Homepage title	NZ Web Developer Websites That Show Up in Google & AI		Website Design Auckland - User & SEO Friendly Websites The Web Guys	Web Design Auckland - Website Design & Web Development
Location in title	✓		✓	✓
Homepage words		1,471	1,238	
Service page words		-	1,471	
LocalBusiness schema	✓		✓	✗
Person schema	✗		✗	✗
FAQ on service page	-		✗	-
Reviews visible	✓		✗	✓
Allows AI crawlers	✓		✓	✓
llms.txt	✓		✗	✗
Social image	✓		✓	✓
Response time / size	33ms · 138 KB		1068ms · 224 KB	1084ms · 1
Platform	Cloudflare		WordPress, Cloudflare	Cloudflare
NZ keywords / est. visits		1 / 0	465 / 17,539	
Referring domains		33	556	

- 1 competitor(s) already publish llms.txt.

What Google shows for “Wasted My Ult”

no

KNOWLEDGE PANEL

no

MAPS PACK

3/8

RESULTS ABOUT
YOU

2 your site · 1 your
profiles · 0 third-party
pages

5

UNRELATED
RESULTS

someone else on your
name

0

SITELINKS

none

ADS ON YOUR NAME

#	RESULT	TYPE	URL
1	Wasted My Ult: NZ Web Developer Websites Built to Show ... Custom websites, web apps, and SaaS platforms. React, Next.js, TypeScript. 16 shipped production projects including full case studies.	your site	wastedmyult.com/
2	Graham Lockett - Founder & Creative Director at Wasted ... As the Founder and Creative Director of Wasted My Ult, I help businesses stop missing their shots. We specialize in rapid customer acquisiti...	your profile	nz.linkedin.com/in/graham-lockett-379a0241
3	People should know what a "wasted" ult is.	unrelated	www.reddit.com/r/OverwatchUniversity/comments/i6frhq/people_...

#	RESULT	TYPE	URL
	When an ult is considered wasted, at least in my opinion, it is when you either. already won the fight but still used your ult (e.g using		
4	About Wasted My Ult, a NZ Dev Shop That Actually Ships 25 Aug 2026, Wasted My Ult is a New Zealand web development company building custom websites, web apps, and SaaS products. 16 shipped proje...	your site	wastedmyult.com/about
5	I am 21 and I have wasted many years of my life. What ... I am 21 and I have wasted many years of my life. What should I do?	unrelated	www.quora.com/I-am-21-and-I-have-wasted-many-years-of-my-l

#	RESULT	TYPE	URL
6	I hate wasting my ult. So of course I wasted it... #overwatch2 ... I hate wasting my ult. So of course I wasted it... #overwatch2 #ow2 #gaming. 11. 0. Share. Video unavailable. This content isn't available.	unrelated	www.youtube.com/shorts/-6PLEwjfWV4
7	How to Stop Wasting Your Life (Avoid These 5 Things)	unrelated	www.youtube.com/watch?v=OgBF3N3MhYw&vl=en
8	"I'm Wasting My Life": What To Do When You Feel This Way You've started living through an identity that's no longer serving you. And that inner tension, the feeling of wasted time, wasted energy, ...	unrelated	olianderson.co.uk/wasting-my-life/

Findings

MEDIUM

A Google Maps pack appears on 1 checked keyword; Wasted My Ult appears in 0

impact ●●●○○ · effort S

"web developer auckland": Small Business Web Designs (4.9/5, 105 reviews) · The Web Guys NZ (4.9/5, 142 reviews) · Design Shore Technologies NZ Limited (4.7/5, 249 reviews)

Fix: Google Business Profile: the most specific primary category available, verified address, every service listed, regular posts, and steady review velocity.

How we measured this: Google Business Profile data via DataForSEO business_data; live brand SERP.

MEDIUM

No Knowledge Panel when someone Googles "Wasted My Ult"

impact ●●●○○ · effort S · quick win

The brand SERP shows 3 of the top 8 results about the business (2 from the site, 1 own profile, 0 third-party pages), no Maps pack, no ads. A Knowledge Panel (logo, reviews, hours, description) is the trust signal prospects look for after a referral.

Fix: Complete the entity schema with sameAs to GBP/LinkedIn/Facebook/Instagram, keep NAP identical everywhere, and publish the founder profile; Google builds the panel from those.

How we measured this: Google Business Profile data via DataForSEO business_data; live brand SERP.

LOW

2 unrelated sites rank in the top 5 for the brand name: www.reddit.com, www.quora.com

impact ●●○○○ · effort S

Prospects searching the name after a referral see pages that are not about this business (a namesake, a competitor or an unrelated directory).

Fix: Own more of the brand SERP: claim and complete the directory/review profiles, and keep LinkedIn, Facebook, Instagram, Google Business Profile and YouTube ranking under the name.

Evidence (2)

How we measured this: Google Business Profile data via DataForSEO business_data; live brand SERP.

Local search



How to read this section

How the business appears in Google Maps and local results.

Google Business Profile	The listing that powers the map result and the knowledge card for the business.
Primary category	The one category Google uses most to decide which searches the listing appears for.
Maps pack	The three businesses shown on the map for a local search. Being absent means the local demand goes elsewhere.

Maps pack presence

KEYWORD	BUSINESSES SHOWN
web developer auckland	Small Business Web Designs (4.9/5, 105 reviews) The Web Guys NZ (4.9/5, 142 reviews) Design Shore Technologies NZ Limited (4.7/5, 249 reviews)

AI and answer-engine readiness



How to read this section

Whether ChatGPT, Gemini, Claude and Perplexity can read the site, understand who the business is, and quote it when someone asks for a recommendation.

AI readiness	Crawler access 30%, entity clarity 15%, quotability 25%, llms.txt 10%, freshness 10%, E-E-A-T 10%.
Crawler access	Whether robots.txt allows each AI system's crawler. Blocked means that system cannot crawl or learn from the site. Google Search and its AI Overviews use Googlebot; Google-Extended is a separate token for the Gemini app only.
Cloudflare managed block	A default setting in Cloudflare that blocks AI crawlers without the site owner choosing to. Switched off in the dashboard.
llms.txt	A plain-text file at /llms.txt summarising the business for AI systems.
Quotability	How often headings are followed by a direct, self-contained answer an assistant can lift.
Entity clarity	Consistent name, address, phone and linked profiles so machines know exactly which business this is.
E-E-A-T	Experience, Expertise, Authoritativeness, Trust: about page, named authors, team profiles, reviews, contact and privacy pages.
Readiness ladder	Five levels from "online and crawlable" to "an agent can book or buy directly".
What ChatGPT says today	Live answers to buyer questions in this category, and whether the business is named.



AI readiness
Level 4 of 5 on the agent-readiness ladder

0

AI CRAWLERS
BLOCKED

present

LLMS.TXT

90

QUOTABILITY

3

SAMEAS PROFILES

0

PAGES UPDATED IN
90D

1

TEAM PROFILE
PAGES

Which AI systems can read the site

CRAWLER	POWERS	ACCESS	RULE
GPTBot	ChatGPT (training + browsing)	allowed	allow: /
OAI-SearchBot	ChatGPT Search	allowed	allow: /
ChatGPT-User	ChatGPT browsing on behalf of a user	allowed	allow: /
ClaudeBot	Claude	allowed	allow: /
anthropic-ai	Claude (legacy)	allowed	allow: /
Claude-Web	Claude web	allowed	allow: /
PerplexityBot	Perplexity	allowed	allow: /
Perplexity-User	Perplexity on behalf of a user	allowed	allow: /
Google-Extended	Gemini app (training and grounding; not Google Search or AI Overviews)	allowed	allow: /
Googlebot	Google Search	allowed	allow: /
Bingbot	Bing (feeds Copilot & ChatGPT search)	allowed	allow: /
Applebot-Extended	Apple Intelligence	allowed	allow: /
Amazonbot	Amazon Alexa AI	allowed	allow: /
Meta-ExternalAgent	Meta AI	allowed	allow: /
Bytespider	TikTok / ByteDance	allowed	allow: /
CCBot	Common Crawl (trains many LLMs)	allowed	allow: /

CRAWLER	POWERS	ACCESS	RULE
cohere-ai	Cohere	allowed	allow: /
DuckAssistBot	DuckDuckGo AI	allowed	allow: /
YouBot	You.com	allowed	allow: /

Two Google tokens are easy to confuse. Googlebot feeds Google Search and everything in it, including AI Overviews. Google-Extended only controls whether the Gemini app can train on or ground answers in the site; Google states it does not affect Google Search. A site can therefore be quoted in an AI Overview while blocking Google-Extended, ClaudeBot and GPTBot.

What ChatGPT says today

"Who are the best our websites & web apps in Auckland?": does not mention Wasted My Ult

Auckland boasts a vibrant digital landscape with numerous web design agencies offering a range of services to cater to diverse business needs. Here are some of the top web design agencies in Auckland:

****[Forge Creative](https://forge.co.nz/?utm_source=openai)****

****Closed · Website designer · 4.8 (45 reviews)****

Ste 3, Level 2/72 Dominion Road, Mount Eden, Auckland 1024, New Zealand

Offers comprehensive services including strategy, design, content creation, development, and hosting, with an in-house team covering all aspects.

****[Kiwi Website Design](https://kiwiwebsitedesign.nz/?utm_source=openai)****

****Closed · Website designer · 3.5 (55 reviews)****

12/112 Bush Road, Albany, Auckland 0632, New Zealand

Transforms good ideas into exceptional online experiences, focusing on growing brands online to promote business success.

****[The Web Guys NZ](https://thewebguys.co.nz/?utm_med...**

Sources cited: forge.co.nz, kiwiwebsitedesign.nz, thewebguys.co.nz, www.fueldesign.co.nz

"Recommend a our websites & web apps in New Zealand for a small business": does not mention Wasted My Ult

Here are some recommended websites and web apps in New Zealand that can help small businesses:

Websites

1. **BizDojo** - A co-working space and community platform for entrepreneurs, offering resources, networking, and support.
- [bizdojo.com](https://www.bizdojo.com)
2. **MYOB** - Accounting software tailored for small businesses, providing tools for invoicing, payroll, and financial management.
- [myob.com](https://www.myob.com/nz)
3. **Xero** - Cloud-based accounting software designed for small businesses to manage their finances efficiently.
- [xero.com](https://www.xero.com/nz)
4. **Trade Me** - New Zealand's largest online marketplace for buying and selling goods, a great platform for small retailers.
- [trademe.co.nz](https://www.trademe.co.nz)
5. **NZ Business Magazine** - Offers insights, news, and resources specifically for New Zealand small businesses.
- ...

"Which Auckland web development companies should I hire and why?": does not mention Wasted My Ult

Hiring the right web development company in Auckland depends on your specific needs, but here are some reputable options along with reasons to consider them:

1. **Mighty Eight**
- **Why**: They specialize in tailored web solutions and have a strong portfolio in both design and development, ensuring your website meets specific business goals.
2. **Mango Communications**
- **Why**: They offer a full suite of services from web design to digital marketing, which can help ensure your website not only looks good but also drives traffic and conversions.
3. **Maven**
- **Why**: Known for their user-centered design approach, they focus on creating intuitive interfaces and engaging user experiences, which can be vital for customer retention.
4. **Red Lemonade**
- **Why**: They have expertise in e-commerce and responsive design, making them a great choice if you're looking to build ...

KEYWORD	WASTED MY ULT CITED	SOURCES CITED
our websites & web apps nz	X	nativesoftware.co.nz, capitaledge.co.nz, designassembly.org.nz, www.fueldesign.co.nz, razor.nz
recruitment software nz	X	elmosoftware.co.nz, employmenthero.com, www.softwareadvice.co.nz, employmenthero.com, www.theaccessgroup.com, www.capterra.co.nz
website design cost nz	X	www.reddit.com, www.kiwiwebdesign.co.nz, digitalrefinery.co.nz, www.fueldesign.co.nz, baywebco.nz, www.logodesignnewzealand.co.nz
seo audit services nz & australia	X	horntech.co.nz, firstpage.nz, www.vanguard86.com, imakdigital.co.nz, www.themarketingstudio.co.nz, www.upwork.com
wellington web development	X	webstruxure.co.nz, www.timstewartwebdesign.co.nz, growmybusiness.co.nz, fahrenheit.co.nz, www.moneyhub.co.nz, www.somar.co.nz

E-E-A-T signals

SIGNAL	STATUS
About page with substance	✓
Team profile pages	1
Person schema for authors	✓
Reviews visible on site	✓
Contact page	✓
Privacy policy	✓
Articles with named author	47

Findings

HIGH

ChatGPT named Wasted My Ult in 0 of 3 buyer prompts impact ●●●●○ · effort L

"Who are the best our websites & web apps in Auckland?" → not mentioned; "Recommend a our websites & web apps in New Zealand for a small business" → not mentioned; "Which Auckland our websites & web apps should I hire and why?" → not mentioned

Fix: AI recommendations are built from third-party citations (directories, reviews, press, LinkedIn) plus crawlable, quotable pages. Unblock the AI crawlers first, then build the citation footprint.

How we measured this: robots.txt evaluated per user agent with longest-match rules; page structure from the crawl; live ChatGPT responses via DataForSEO where shown.

The readiness ladder

L1 · Basic web presence: online, Google can crawl it

L2 · Bot-aware: AI crawlers explicitly allowed

L3 · Agent-ready: complete entity schema plus llms.txt so an agent can understand and recommend you

L4 · Agent-integrated: machine-readable services, prices and actions ← you are here

L5 · Agent-native: an agent can book or buy directly

Prioritised action plan

8 quick wins · 17 actions



How to read this section

Everything from the audit as a sequence. Quick wins first, then thirty, sixty and ninety days. Each row links to the full finding with evidence.

Severity	How much a finding is holding the site back. Critical: actively suppressing visibility. High: a clear, measurable loss. Medium: worth fixing in the next month. Low: tidy-up. Insight: useful context, not a fault.
Impact	Business effect if fixed, one to five dots. Five dots means it touches leads or revenue directly.
Effort	S: an hour or so of configuration or copy. M: half a day to a day of build work. L: a day or two, or an ongoing campaign.
Quick win	Small effort, real impact, no new content needed. These ship first.
Area	Which part of the audit the action comes from.

Ordered by impact divided by effort. **Quick wins** can ship this week without new content. Then the 30, 60 and 90-day sequence.

Quick wins (this week)

SEVERITY	ACTION	EFFORT	IMPACT	AREA
CRITICAL	GA4 key events are configured (purchase, generate_lead, contact_click) but none fired in the period In GA4 Admin → Events, mark form submissions as key events (and unmark purchase, generate_lead, contact_click if the site never sends it); add UTM tags to social links. Data starts collecting the day after.	S	●●●●●	Search performance
HIGH	Google chose a different canonical than declared on 7 pages Serve the declared canonical directly (no redirect between the two), list that exact URL in the sitemap, and link to it internally. Resubmit the sitemap after the change.	S	●●●●○	Technical SEO
HIGH	15 keywords the site already surfaces for have a higher-converting variant it should target instead Retarget the ranking page: put the converting variant in the title, H1 and first paragraph; keep the informational phrase as an H2 so existing impressions are not lost.	M	●●●●○	Market & competitors
MEDIUM	Google reports 11 of 46 sitemap URLs as not indexed "Page with redirect" and "Duplicate, Google chose different canonical": make the sitemap, the canonical tag and the served URL agree, then resubmit the sitemap. "Discovered/Crawled, currently not indexed": add internal links from indexed pages and give the page enough unique content to be worth indexing; request indexing in Search Console once fixed.	S	●●●●○	Technical SEO
MEDIUM	67% of sessions are "Direct" Add UTM parameters to every email and social link (utm_source, utm_medium, utm_campaign).	S	●●●○○	Search performance
MEDIUM	A Google Maps pack appears on 1 checked keyword; Wasted My Ult appears in 0 Google Business Profile: the most specific primary category available, verified address, every service listed, regular posts, and steady review velocity.	S	●●●○○	Local
MEDIUM	No Knowledge Panel when someone Googles "Wasted My Ult" Complete the entity schema with sameAs to GBP/LinkedIn/Facebook/Instagram, keep NAP	S	●●●○○	Local

SEVERITY	ACTION	EFFORT	IMPACT	AREA
	identical everywhere, and publish the founder profile; Google builds the panel from those.			
MEDIUM	1 internal link points to 404 page Update or remove the links; 301 the dead URLs to their closest live equivalent.	S	●●○○○	Technical SEO

Days 1 to 30: fix the foundation

SEVERITY	ACTION	EFFORT	IMPACT	AREA
CRITICAL	101 buyer-intent queries, 5 on page 1, yet only 0 clicks from buyers in last 90 days The service pages need to own these terms: location in titles/H1, Service + LocalBusiness schema, internal links from articles, and the keyword gaps in the market section closed with new pages.	L	●●●●●	Search performance
LOW	2 unrelated sites rank in the top 5 for the brand name: www.reddit.com, www.quora.com Own more of the brand SERP: claim and complete the directory/review profiles, and keep LinkedIn, Facebook, Instagram, Google Business Profile and YouTube ranking under the name.	S	●●○○○	Local

Days 31 to 60: rebuild the money pages and internal linking

SEVERITY	ACTION	EFFORT	IMPACT	AREA
HIGH	Service pages earned 2 clicks, 5% of organic traffic Prioritise the service pages in the action plan: titles, H1s, schema, internal links, and one supporting article per service.	M	●●●●●	Search performance
HIGH	15 keywords the site already surfaces for have a higher-converting variant it should target instead Retarget the ranking page: put the converting variant in the title, H1 and first paragraph; keep the informational phrase as an H2 so existing impressions are not lost.	M	●●●●○	Market & competitors
MEDIUM	Google shows an AI Overview on 5 of 6 checked keywords; Wasted My Ult is cited in 0 AI Overviews pull from pages with direct question-answer structure and cited sources. Structure the target pages accordingly (see AI readiness).	M	●●●○○	Market & competitors

Days 61 to 90: content and authority campaigns

SEVERITY	ACTION	EFFORT	IMPACT	AREA
HIGH	40 category keywords the identified competitors rank for (top 20) where Wasted My Ult has no ranking page, 44,790 NZ searches/month Each cluster of gap keywords becomes either a new service/landing page (commercial intent) or an article (informational). Prioritised list in the content plan.	L	●●●●●	Market & competitors
HIGH	Not on page 1 for 6 of 6 live-checked money keywords Each of these needs a dedicated, location-specific page with Service schema and supporting internal links.	L	●●●●●	Market & competitors
HIGH	thewebguys.co.nz attracts an estimated 17,539 NZ organic visits/month vs 0 for Wasted My Ult Target the category keywords where competitors rank on page 1 and the client has no page (keyword value model + content plan).	L	●●●●○	Market & competitors
HIGH	ChatGPT named Wasted My Ult in 0 of 3 buyer prompts AI recommendations are built from third-party citations (directories, reviews, press, LinkedIn) plus crawlable, quotable pages. Unblock the AI crawlers first, then build the citation footprint.	L	●●●●○	AI readiness
HIGH	4 of 9 articles received no organic clicks and under 20 impressions in last 90 days Adopt the keyword-led content plan below. Refresh and retitle the articles closest to buyer topics (the refresh list names 1 candidate); consolidate or retire the rest.	L	●●●●○	Content

Content and keyword plan



How to read this section

What to build and write next, in priority order, with the keyword, format and internal link for each item.

Page type	Service page, location page, comparison or pricing page: the kind of page the keyword needs.
Article brief	Target keyword, its volume and difficulty, a suggested title and format, and the service page the article must link to.
Retarget	An existing page that already covers the topic but does not say so in its title and H1.
Internal-link prescription	Which existing articles should link to which service page, with what anchor text.
Format	Guide, checklist, comparison, cost breakdown or FAQ: the structure that wins for that query.
NZ vol/mo	How many times a month New Zealanders search this exact phrase in Google, averaged over 12 months (Google Ads data).
KD	Keyword difficulty, 0 to 100. How strong the sites already ranking are. Under 30 is open ground; over 60 needs real authority.

New or rebuilt commercial pages

Buyer-intent keywords with no dedicated page today.

KEYWORD	NZ VOL/MO	KD	PAGE TYPE	PRIORITY
website builders	1,600	45	Service page	14240
website builder sites	1,600	55	Service page	12741
website building nz	720	74	Location landing page	7830
wix website building	1,300	27	Service page	7171
digital agency marketing	880	25	Service page	6439
website builder christchurch	1,000	52	Location landing page	6284
website builders christchurch	1,000	52	Location landing page	6284
best website builder	170	26	Service page	3088
affordable web design auckland	260	54	Location landing page	2171
affordable website design auckland	260	61	Location landing page	2021
cheap website design auckland	260	61	Location landing page	2021
cheap web design auckland	260	61	Location landing page	2021

Article briefs, ranked by opportunity

#	TARGET KEYWORD	VOL	KD	SUGGESTED TITLE	FORMAT	LINKS TO	SOURCE
1	web design web	1,600	61	Web design web: the complete guide for NZ businesses	Pillar guide	/websites	gap (thewebguy
2	where can i find a web developer	10	-	Where can i find a web developer: the complete guide for NZ businesses	Pillar guide	/web-developer-auckland	keyword da
3	What is the best free website builder in New Zealand?	-	-	What is the best free website builder in New Zealand? A plain-English explanation with NZ examples	Direct-answer article (question H1, answer first)	/websites	People Also
4	Are web apps the same as websites?	-	-	Are web apps the same as websites? A straight answer for NZ businesses	Direct-answer article (question H1, answer first)	/websites	People Also
5	Which apps are web apps?	-	-	Which apps are web apps? A straight answer for NZ businesses	Pillar guide	/websites	People Also
6	How much should a full website design cost?	-	-	How much should a full website design cost? NZ prices explained (2026)	Pricing guide with a table + FAQ	/websites	People Also
7	What is the best website builder in New Zealand?	-	-	What is the best website builder in New Zealand? A plain-English explanation with NZ examples	Direct-answer article (question H1, answer first)	/websites	People Also

#	TARGET KEYWORD	VOL	KD	SUGGESTED TITLE	FORMAT	LINKS TO	SOURCE
8	how become web developer	10	-	How become web developer? A straight answer for NZ businesses	Pillar guide	/web-developer-auckland	keyword da
9	do professional web developers use wordpress	10	-	Do professional web developers use wordpress? A straight answer for NZ businesses	Direct-answer article (question H1, answer first)	/websites	keyword da
10	what is web developer do	10	-	What is web developer do? A plain-English explanation with NZ examples	Direct-answer article (question H1, answer first)	/web-developer-auckland	keyword da
11	is web development difficult	10	-	Is web development difficult? A straight answer for NZ businesses	Direct-answer article (question H1, answer first)	/websites	keyword da
12	is web development computer science	10	-	Is web development computer science? A straight answer for NZ businesses	Direct-answer article (question H1, answer first)	/websites	keyword da
13	what is php in web development	10	-	What is php in web development? A plain-English explanation with NZ examples	Direct-answer article (question H1, answer first)	/websites	keyword da

#	TARGET KEYWORD	VOL	KD	SUGGESTED TITLE	FORMAT	LINKS TO	SOURCE
14	where do web developers work	10	-	Where do web developers work: the complete guide for NZ businesses	Pillar guide	/web-developer-auckland	keyword da
15	are web developers software engineers	10	-	Are web developers software engineers? A straight answer for NZ businesses	Direct-answer article (question H1, answer first)	/web-developer-auckland	keyword da
16	are web developers rich	10	-	Are web developers rich? A straight answer for NZ businesses	Direct-answer article (question H1, answer first)	/web-developer-auckland	keyword da
17	what programs do web developers use	10	-	What programs do web developers use? A straight answer for NZ businesses	Direct-answer article (question H1, answer first)	/web-developer-auckland	keyword da
18	how many web developers in the world	10	-	How many web developers in the world? A straight answer for NZ businesses	Pillar guide	/web-developer-auckland	keyword da
19	how much web developers make	10	-	How much web developers make? NZ prices explained (2026)	Pricing guide with a table + FAQ	/web-developer-auckland	keyword da
20	who do web developers work for	10	-	Who do web developers work for? A straight answer for NZ businesses	Pillar guide	/web-developer-auckland	keyword da

#	TARGET KEYWORD	VOL	KD	SUGGESTED TITLE	FORMAT	LINKS TO	SOURCE
21	what web developers do	10	-	What web developers do? A straight answer for NZ businesses	Direct-answer article (question H1, answer first)	/web-developer-auckland	keyword da
22	are web developers still needed	10	-	Are web developers still needed? A straight answer for NZ businesses	Direct-answer article (question H1, answer first)	/web-developer-auckland	keyword da
23	what do web developers do	10	-	What do web developers do? A straight answer for NZ businesses	Direct-answer article (question H1, answer first)	/web-developer-auckland	keyword da
24	how long does an seo audit take	7	-	How long does an seo audit take? A straight answer for NZ businesses	Pillar guide	/websites	GSC pos 68
25	how much to get a website designed	0	-	How much to get a website designed? NZ prices explained (2026)	Pricing guide with a table + FAQ	/websites	GSC pos 35

Retarget existing pages

Buyer keywords an existing service page already covers topically. It just doesn't say so in the title and H1. Assignments are in the report card.

KEYWORD	NZ VOL/MO	CPC	KD	YOU RANK	VALUE/MO
web design auckland	6,600	\$11.79	62	-	\$85,984
web developer christchurch	1,000	\$20.02	62	#38	\$22,122
web developers christchurch	1,000	\$20.02	11	#61	\$22,122
website design	1,600	\$13.57	80	-	\$18,455
website design websites	1,600	\$13.57	54	-	\$18,455
web design for website	1,600	\$13.57	54	-	\$18,455
website designing websites	1,600	\$13.57	54	-	\$18,455
web design	1,600	\$13.57	75	-	\$18,455
web developer auckland	880	\$18.76	72	#79	\$18,242
website designers auckland	880	\$18.76	61	-	\$18,242
web designers auckland	880	\$18.76	73	-	\$18,242
website developers auckland	880	\$18.76	64	-	\$18,242
website design christchurch new zealand	1,000	\$13.08	12	-	\$14,453
web development christchurch	1,000	\$13.08	63	#59	\$14,453
website development christchurch	1,000	\$13.08	21	-	\$14,453
web developer nz	1,000	\$12.76	4	-	\$14,100
web design company in new zealand	1,000	\$12.76	54	-	\$14,100
website developers nz	1,000	\$12.76	75	-	\$14,100
website design company in auckland	590	\$11.79	62	-	\$7,686
web development auckland	590	\$11.79	72	-	\$7,686
web design company auckland	590	\$11.79	62	-	\$7,686
web development company in auckland	590	\$9.89	29	#81	\$6,448
website development company in auckland	590	\$9.89	75	#91	\$6,448
web designer	720	\$10.47	23	-	\$6,408

KEYWORD	NZ VOL/MO	CPC	KD	YOU RANK	VALUE/MO
website designers new zealand	320	\$15.98	72	-	\$5,651

Internal-link prescriptions

Which existing articles should link to which service page, in the body text, with what anchor. 5 links, zero new content.

/websites ← anchor “our websites & web apps” from:

- /blog/wordpress-vs-custom-website (76 imp)
- /blog/do-you-need-a-custom-website-2026 (2 imp)
- /blog/can-you-edit-a-custom-website-yourself
- /best-web-developers-auckland

/web-developer-auckland ← anchor “web developer auckland” from:

- /blog/hire-web-developer-new-zealand (42 imp)

FAQ additions per service page

Website cost & buying decisions → /websites

- How much should a full website design cost?
- How much does it cost to pay someone to design a website?
- How much does SEO typically cost in New Zealand?
- How much does SEO cost in NZ in 2026?
- How much does it cost to create a website in NZ?
- How much does it cost to get a website built in NZ?

WordPress vs custom → /websites

- do professional web developers use wordpress

Hiring a developer → /web-developer-auckland

- What is the best recruitment agency in NZ?
- What is the average salary for a Web Developer in New Zealand?
- what is web developer do
- how become web developer
- how much does web developer make
- where can i find a web developer

Web apps & MVPs → /websites

- Are web apps the same as websites?
- What is the best health and safety app in New Zealand?

- Which apps are web apps?
- What is the best software for recruitment?
- What is the best HR software for recruitment?
- are web developers software engineers

Technical SEO & performance → /websites

- How much does SEO typically cost in New Zealand?
- Can ChatGPT do an SEO audit?
- What are some reputable SEO agencies in New Zealand?
- How much does SEO cost in NZ in 2026?
- how long does an seo audit take

Questions Google shows for these topics (People Also Ask)

- What is the best free website builder in New Zealand?
- Are web apps the same as websites?
- What is the best health and safety app in New Zealand?
- Which apps are web apps?
- What is the best software for recruitment?
- What is the best recruitment agency in NZ?
- What is the best HR software for recruitment?
- What is the best job portal in New Zealand?
- How much should a full website design cost?
- Is web design still in demand in 2026?
- How much does it cost to pay someone to design a website?
- Is \$500 too much for a logo design?
- How much does SEO typically cost in New Zealand?
- Can ChatGPT do an SEO audit?
- What are some reputable SEO agencies in New Zealand?
- How much does SEO cost in NZ in 2026?
- How much does it cost to create a website in NZ?
- What is the average salary for a Web Developer in New Zealand?
- What is the best website builder in New Zealand?
- How much does it cost to get a website built in NZ?
- How much should I pay to have a website built?
- What are the 7 C's of a website?

Editorial rules going forward

- **Pick the keyword before the topic.** Every article targets one NZ query with measurable volume or a live People Also Ask question.
- **Question H1/H2, answer first.** The first sentence under each heading should stand alone as a quotable answer. This is how AI Overviews and ChatGPT pick sources.
- **One service link, in the body, every time.** Plus a "How we help" block before the footer.
- **Numbers and names.** Real figures as proof, and a named author with a real profile page.

- **Refresh quarterly.** Update stats, extend FAQs, bump dateModified. Stale pages lose AI citations first.
- **NZ spelling, always.** Optimise, colour, organisation. Use a US spelling only where this report shows New Zealanders search for it.

All findings



How to read this section

Every finding in the audit, most severe first, with the evidence behind it and how it was measured.

Severity	How much a finding is holding the site back. Critical: actively suppressing visibility. High: a clear, measurable loss. Medium: worth fixing in the next month. Low: tidy-up. Insight: useful context, not a fault.
Impact	Business effect if fixed, one to five dots. Five dots means it touches leads or revenue directly.
Effort	S: an hour or so of configuration or copy. M: half a day to a day of build work. L: a day or two, or an ongoing campaign.
Quick win	Small effort, real impact, no new content needed. These ship first.
Evidence	The specific URLs, values or responses the finding rests on.
How we measured this	The data source and method for the finding, so it can be re-checked.

22 findings. Filter by severity:

CRITICAL

101 buyer-intent queries, 5 on page 1, yet only 0 clicks from buyers in last 90 days

impact ●●●●● · effort L

Of 164 tracked queries, 101 show buying intent (service, agency, hire, cost, location terms...). Together they produced 1,151 impressions and 0 clicks. Those are the only organic clicks that can be counted as potential leads; the other 40 non-brand clicks came from queries with no buying signal in them.

Fix: The service pages need to own these terms: location in titles/H1, Service + LocalBusiness schema, internal links from articles, and the keyword gaps in the market section closed with new pages.

Evidence (10)

How we measured this: The client's own Google Search Console export (Queries, Pages, Countries, Devices, Dates) and GA4 Reports snapshot export.

CRITICAL**GA4 key events are configured (purchase, generate_lead, contact_click) but none fired in the period**

impact ●●●●● · effort S · quick win

The events marked as key events (purchase, generate_lead, contact_click) did not fire once between 2026-06-07 and 2026-09-04, and purchase, generate_lead, contact_click did not appear in the event list for the period. The site has contact/enquiry forms (GA4 recorded 7 form_start events in the period), but none of those actions are counted, so nobody can say which channel or page produces a lead. Marketing decisions are being made without conversion data.

Fix: In GA4 Admin → Events, mark form submissions as key events (and unmark purchase, generate_lead, contact_click if the site never sends it); add UTM tags to social links. Data starts collecting the day after.

How we measured this: The client's own Google Search Console export (Queries, Pages, Countries, Devices, Dates) and GA4 Reports snapshot export.

HIGH**Service pages earned 2 clicks, 5% of organic traffic**

impact ●●●●● · effort M

6 service URLs appear in Search Console with 1,923 impressions at average position 42.4. The pages built to convert are among the least visible pages on the site.

Fix: Prioritise the service pages in the action plan: titles, H1s, schema, internal links, and one supporting article per service.

Evidence (6)

How we measured this: The client's own Google Search Console export (Queries, Pages, Countries, Devices, Dates) and GA4 Reports snapshot export.

HIGH**40 category keywords the identified competitors rank for (top 20) where Wasted My Ult has no ranking page, 44,790 NZ searches/month**

impact ●●●●● · effort L

"web design auckland" (6600/mo, KD 61, thewebguys.co.nz #2); "website design auckland" (6600/mo, KD 75, thewebguys.co.nz #1); "web developer nz" (1000/mo, KD 4, thewebguys.co.nz #6); "website design websites" (1600/mo, KD 54, thewebguys.co.nz #1); "web design website design" (1600/mo, KD 54, thewebguys.co.nz #2); "web design web" (1600/mo, KD 61, thewebguys.co.nz #2)

Fix: Each cluster of gap keywords becomes either a new service/landing page (commercial intent) or an article (informational). Prioritised list in the content plan.

How we measured this: DataForSEO: Google NZ (location 2554) Labs data (ranked keywords, domain intersection, keyword ideas/suggestions, difficulty, intent), live SERPs, Backlinks API. Volumes are Google Ads monthly averages; CPC in NZD.

HIGH**Not on page 1 for 6 of 6 live-checked money keywords**

impact ●●●●● · effort L

"our websites & web apps nz" → nativesoftware.co.nz, www.editiongroup.com, www.kodaweb.co.nz;
"recruitment software nz" → elmosoftware.co.nz, www.softwareadvice.co.nz, employmenthero.com; "website design cost nz" → www.whattheheck.co.nz, www.redeyedesign.co.nz, www.kiwiwebdesign.co.nz; "seo audit services nz & australia" → horntech.co.nz, thewebguys.co.nz, www.upwork.com; "web developer auckland" → thewebguys.co.nz, www.smallbusinesswebdesigns.co.nz, nz.seek.com; "wellington web development" → www.designlounge.co.nz, webstruxure.co.nz, growmybusiness.co.nz

Fix: Each of these needs a dedicated, location-specific page with Service schema and supporting internal links.

How we measured this: DataForSEO: Google NZ (location 2554) Labs data (ranked keywords, domain intersection, keyword ideas/suggestions, difficulty, intent), live SERPs, Backlinks API. Volumes are Google Ads monthly averages; CPC in NZD.

HIGH**Google chose a different canonical than declared on 7 pages**

impact ●●●●● · effort S · quick win

Example: /iron-pit declares /iron-pit but Google indexes /iron-pit/. When Google overrides the canonical, the declared URL earns nothing and reporting is split across two addresses.

Fix: Serve the declared canonical directly (no redirect between the two), list that exact URL in the sitemap, and link to it internally. Resubmit the sitemap after the change.

Evidence (7)**Affected pages (7)**

How we measured this: Google Search Console URL Inspection API: the index status Google itself reports for each sitemap URL at audit time.

HIGH

15 keywords the site already surfaces for have a higher-converting variant it should target instead

impact ●●●●○ · effort M · quick win

"wordpress developer christchurch" (86 imp, \$0.00 CPC) → "web developer christchurch" (1000/mo, \$20.02 CPC, commercial); "how much does a website cost nz" (49 imp, \$0.00 CPC) → "website builder" (1600/mo, \$28.05 CPC, commercial); "cost to build a website nz" (42 imp, \$0.00 CPC) → "website builder" (1600/mo, \$28.05 CPC, commercial). Same topic, different buyer: the CPC gap shows which version advertisers know converts.

Fix: Retarget the ranking page: put the converting variant in the title, H1 and first paragraph; keep the informational phrase as an H2 so existing impressions are not lost.

How we measured this: DataForSEO: Google NZ (location 2554) Labs data (ranked keywords, domain intersection, keyword ideas/suggestions, difficulty, intent), live SERPs, Backlinks API. Volumes are Google Ads monthly averages; CPC in NZD.

HIGH

thewebguys.co.nz attracts an estimated 17,539 NZ organic visits/month vs 0 for Wasted My Ult

impact ●●●●○ · effort L

They rank for 465 keywords (248 in the top 10) with 556 referring domains. Only 35% of their top-150 rankings are in this category, so their traffic comes from other services and the useful comparison is the category keywords in the gap matrix, not the headline traffic.

Fix: Target the category keywords where competitors rank on page 1 and the client has no page (keyword value model + content plan).

How we measured this: DataForSEO: Google NZ (location 2554) Labs data (ranked keywords, domain intersection, keyword ideas/suggestions, difficulty, intent), live SERPs, Backlinks API. Volumes are Google Ads monthly averages; CPC in NZD.

HIGH

ChatGPT named Wasted My Ult in 0 of 3 buyer prompts

impact ●●●●○ · effort L

"Who are the best our websites & web apps in Auckland?" → not mentioned; "Recommend a our websites & web apps in New Zealand for a small business" → not mentioned; "Which Auckland our websites & web apps should I hire and why?" → not mentioned

Fix: AI recommendations are built from third-party citations (directories, reviews, press, LinkedIn) plus crawlable, quotable pages. Unblock the AI crawlers first, then build the citation footprint.

How we measured this: robots.txt evaluated per user agent with longest-match rules; page structure from the crawl; live ChatGPT responses via DataForSEO where shown.

HIGH

4 of 9 articles received no organic clicks and under 20 impressions in last 90 days

impact ●●●●○ · effort L

Roughly 6k words of published content that Search Console barely shows to anyone. Their titles do not match a phrase with measured search volume in New Zealand, so there is no query for them to rank for.

Fix: Adopt the keyword-led content plan below. Refresh and retitle the articles closest to buyer topics (the refresh list names 1 candidate); consolidate or retire the rest.

How we measured this: Article inventory from the crawl (Article/BlogPosting schema pages) joined to the client's Search Console Pages export by URL.

MEDIUM

Google reports 11 of 46 sitemap URLs as not indexed

impact ●●●●○ · effort S · quick win

States: Page with redirect (7), Discovered, currently not indexed (4). A page that is not indexed cannot rank or be cited, whatever its content says.

Fix: "Page with redirect" and "Duplicate, Google chose different canonical": make the sitemap, the canonical tag and the served URL agree, then resubmit the sitemap. "Discovered/Crawled, currently not indexed": add internal links from indexed pages and give the page enough unique content to be worth indexing; request indexing in Search Console once fixed.

Evidence (10)

Affected pages (11)

How we measured this: Google Search Console URL Inspection API: the index status Google itself reports for each sitemap URL at audit time.

MEDIUM

67% of sessions are "Direct"

impact ●●●●○ · effort S · quick win

"Direct" is where GA4 puts visits it cannot attribute: untagged links in emails, untagged social/LinkedIn links, messaging apps, and typed URLs. At this share, some traffic that a channel is earning is being credited to nothing, so those channels look weaker than they are.

Fix: Add UTM parameters to every email and social link (utm_source, utm_medium, utm_campaign).

How we measured this: The client's own Google Search Console export (Queries, Pages, Countries, Devices, Dates) and GA4 Reports snapshot export.

MEDIUM**Google shows an AI Overview on 5 of 6 checked keywords; Wasted My Ult is cited in 0**

impact ●●●○○ · effort M

"our websites & web apps nz" cites nativesoftware.co.nz, capitaledge.co.nz, designassembly.org.nz, www.fueldesign.co.nz; "recruitment software nz" cites elmosoftware.co.nz, employmenthero.com, www.softwareadvice.co.nz, employmenthero.com; "website design cost nz" cites www.reddit.com, www.kiwiwebdesign.co.nz, digitalrefinery.co.nz, www.fueldesign.co.nz; "seo audit services nz & australia" cites horntech.co.nz, firstpage.nz, www.vanguard86.com, imakdigital.co.nz; "wellington web development" cites webstruxure.co.nz, www.timstewartwebdesign.co.nz, growmybusiness.co.nz, fahrenheit.co.nz

Fix: AI Overviews pull from pages with direct question-answer structure and cited sources. Structure the target pages accordingly (see AI readiness).

How we measured this: DataForSEO: Google NZ (location 2554) Labs data (ranked keywords, domain intersection, keyword ideas/suggestions, difficulty, intent), live SERPs, Backlinks API. Volumes are Google Ads monthly averages; CPC in NZD.

MEDIUM**A Google Maps pack appears on 1 checked keyword; Wasted My Ult appears in 0**

impact ●●●○○ · effort S

"web developer auckland": Small Business Web Designs (4.9/5, 105 reviews) · The Web Guys NZ (4.9/5, 142 reviews) · Design Shore Technologies NZ Limited (4.7/5, 249 reviews)

Fix: Google Business Profile: the most specific primary category available, verified address, every service listed, regular posts, and steady review velocity.

How we measured this: Google Business Profile data via DataForSEO business_data; live brand SERP.

MEDIUM**No Knowledge Panel when someone Googles "Wasted My Ult"**

impact ●●●○○ · effort S · quick win

The brand SERP shows 3 of the top 8 results about the business (2 from the site, 1 own profile, 0 third-party pages), no Maps pack, no ads. A Knowledge Panel (logo, reviews, hours, description) is the trust signal prospects look for after a referral.

Fix: Complete the entity schema with sameAs to GBP/LinkedIn/Facebook/Instagram, keep NAP identical everywhere, and publish the founder profile; Google builds the panel from those.

How we measured this: Google Business Profile data via DataForSEO business_data; live brand SERP.

MEDIUM**1 internal link points to 404 page**

impact ●●○○○ · effort S · quick win

/audits/wastedmyult-self-audit/ (404) linked from /blog/geo-aeo-explained, /seo-audit

Fix: Update or remove the links; 301 the dead URLs to their closest live equivalent.

Evidence (1)

How we measured this: Live fetch of robots.txt, sitemaps, redirect chains and every crawled page (served HTML, no JavaScript) at audit time; PageSpeed Insights where shown.

LOW**2 unrelated sites rank in the top 5 for the brand name: www.reddit.com, www.quora.com**

impact ●●○○○ · effort S

Prospects searching the name after a referral see pages that are not about this business (a namesake, a competitor or an unrelated directory).

Fix: Own more of the brand SERP: claim and complete the directory/review profiles, and keep LinkedIn, Facebook, Instagram, Google Business Profile and YouTube ranking under the name.

Evidence (2)

How we measured this: Google Business Profile data via DataForSEO business_data; live brand SERP.

INSIGHT**40 organic clicks in last 90 days (~3/week)**

impact ●●●●● · effort L

For a site with 47 crawled pages and 9 articles, this is a low return on the content investment; the content exists, it just isn't aimed at what buyers in New Zealand search.

Fix: The action plan is ordered to fix that.

How we measured this: The client's own Google Search Console export (Queries, Pages, Countries, Devices, Dates) and GA4 Reports snapshot export.

INSIGHT

40 buyer keywords worth ~\$636,599/month in equivalent Google Ads spend

impact ●●●●● · effort M

Highest-value: "web design auckland" (6600/mo · \$11.79 CPC · not ranking); "website builder" (1600/mo · \$28.05 CPC · you #3); "website builders" (1600/mo · \$22.25 CPC · not ranking); "website builder sites" (1600/mo · \$22.25 CPC · not ranking); "website building nz" (720/mo · \$28.05 CPC · not ranking). Value = volume × CPC × intent weight; CPC is what advertisers pay per click for these exact terms in NZ, i.e. what they are worth.

Fix: The money-pages report card assigns each of these to a page with a rewritten title/H1/meta.

How we measured this: DataForSEO: Google NZ (location 2554) Labs data (ranked keywords, domain intersection, keyword ideas/suggestions, difficulty, intent), live SERPs, Backlinks API. Volumes are Google Ads monthly averages; CPC in NZD.

INSIGHT

1 query sits in striking distance (positions 4-20)

impact ●●●●○ · effort M · quick win

These already earn impressions, so a few positions of improvement turn into clicks without any new content. On the CTR-by-position curve used in this report (an industry assumption, not client data), position 3 earns several times the clicks of position 8.

Fix: For each: add the exact phrase to the ranking page's title/H2, answer it directly in the first paragraph, add 2-3 internal links with that anchor.

Evidence (1)

How we measured this: The client's own Google Search Console export (Queries, Pages, Countries, Devices, Dates) and GA4 Reports snapshot export.

INSIGHT

25 buyer keywords with low difficulty ($KD \leq 30$) that none of the identified competitors rank for

impact ●●●●○ · effort M

"web developers christchurch" (1000/mo, \$20.02 CPC, KD 11); "website development christchurch" (1000/mo, \$13.08 CPC, KD 21); "wix website building" (1300/mo, \$10.87 CPC, KD 27); "website design christchurch new zealand" (1000/mo, \$13.08 CPC, KD 12); "best website builder" (170/mo, \$27.12 CPC, KD 26). Basis: DataForSEO keyword difficulty plus domain-intersection against the 5 identified competitors, it means those competitors have no top-20 page, not that the SERP is empty. Verify each with a live search before committing.

Fix: Cheapest wins in the plan: a dedicated page or article per keyword, with the keyword in title/H1 and a direct answer in the first paragraph.

How we measured this: DataForSEO bulk_keyword_difficulty (KD), keyword_suggestions/ideas (volume, CPC), search_intent, and domain_intersection for the identified competitor set.

INSIGHT

What the page-1 competitors do differently

impact ●●●○○ · effort M

1 competitor already publish llms.txt.

Fix: Each point maps to an action already in the plan.

How we measured this: DataForSEO: Google NZ (location 2554) Labs data (ranked keywords, domain intersection, keyword ideas/suggestions, difficulty, intent), live SERPs, Backlinks API. Volumes are Google Ads monthly averages; CPC in NZD.

Method and data sources



How to read this section

Where every number came from and the formulas used where a figure is derived rather than measured.

- **Crawl:** 47 HTML pages fetched from <https://wastedmyult.com/> on 7 September 2026 (sitemap plus internal link discovery, 49 URLs discovered). Titles, meta, headings, JSON-LD, links, images and text extracted from the served HTML without JavaScript, i.e. what a crawler sees.
- **Technical:** robots.txt parsed with longest-match semantics against 19 known AI and search user agents; llms.txt, sitemaps, redirect chains, 404 handling and response headers checked live.
- **Performance:** Google PageSpeed Insights (Lighthouse lab plus Chrome UX Report field data where available).
- **Search Console:** client export, Last 90 days, 164 queries / 64 pages / 86 countries. Branded queries identified by: wastedmyult, wasted my ult. Buyer intent classified by pattern (service, agency, hire, cost, location).
- **GA4:** Reports snapshot export 2026-06-07 to 2026-09-04.
- **DataForSEO:** Labs (domain overview, ranked keywords, competitors, domain intersection, keyword ideas, difficulty, intent), Backlinks API, live Google NZ SERPs (desktop, with AI Overview loading), on-page instant check, ChatGPT live responses, Google Business Profile lookup. Location: New Zealand (2554), language: English. Search volumes are Google Ads monthly averages. API spend for this audit: \$0.01.
- **Spelling:** keyword data is filtered to NZ spelling. A US-spelled phrase is kept only when its NZ search volume is at least 100 a month and higher than the NZ spelling's; each one is marked in the tables with the numbers.
- **Scoring:** each category starts at 100 and loses points per finding by severity (critical 25, high 12, medium 5, low 2). Search performance and AI readiness blend measured outcomes with findings. Overall is weighted: Technical SEO 15%, On-page 15%, Structured data 10%, Content 15%, Search performance 15%, Market & competitors 10%, AI readiness 15%, Local 5%.
- **Retrofit estimate:** site-build findings (technical, on-page, structured data, AI access, local) priced at \$150/hour NZD with S = 1 to 1.5 hours, M = 3 to 6, L = 8 to 12 per finding. A range, and clearly an estimate.

Assumptions and models (labelled where used)

- **Expected CTR by position:** a blended industry curve (about 28% at #1 down to about 2% at #10) used only to flag snippets performing far below their position. It is not client data.
- **Keyword value** = NZ monthly volume x CPC (NZD, Google Ads) x intent weight (transactional 1.0, commercial 0.85, informational 0.3, navigational 0.25) x 1.3 if the phrase carries a buyer modifier. CPC is used as the market's estimate of what a visitor is worth; the "equivalent ad value" figures are what the same clicks would cost to buy, not predicted revenue.
- **Opportunity** = value divided by $(1 + KD/40)$, x1.5 when already ranking 4 to 20, x0.4 when already top 3.
- **Realistic top-3 value** assumes a 30% click share for a top-3 organic result.
- **Relevance classification** is rule-based (brand terms, detected people's names, job-seeker and DIY patterns, topic taxonomy, spelling); the filtered-out list is shown so it can be checked.
- **"Unclaimed by competitors"** refers to the identified competitor set only, based on their DataForSEO ranked keywords and domain intersection. It is never a claim about the whole results page.

- **Recommended titles, H1s, meta descriptions and schema** are generated templates seeded with measured keywords and the page's own content; they are starting points to be edited for voice, not final copy.

Every figure is measured from the sources above or derived by the stated formulas. Where a data source was unavailable the section says so. Each finding shows how it was measured.

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