

The work is done, and it's landing.

Six months, 80 pages, and a site now built to be found by search and AI.

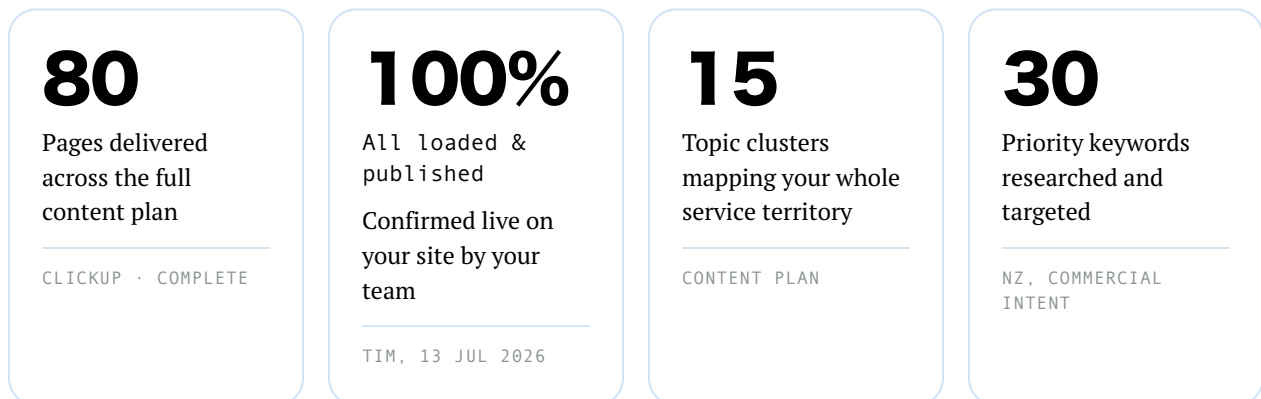
Team Empathy · July 2026

You came to us when lead generation had gone quiet, with a simple brief: rebuild Oxygen IT's content so it shows up on the searches that actually bring in work, and get the foundation in place for AI search before it takes over. We ran that as a fixed 80-page programme, built on a 15-cluster topic map and 30 priority keywords.

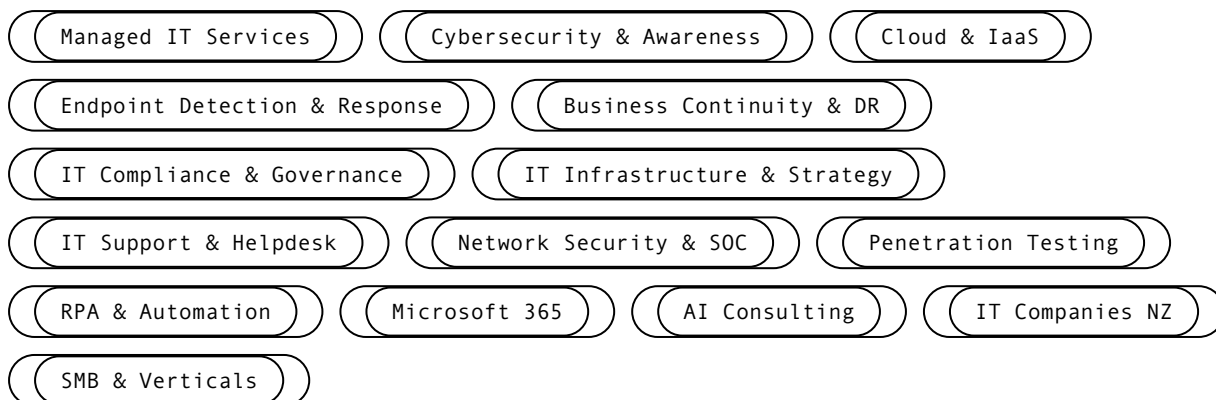
It's all delivered and live. This page walks through three things: **what you're getting**, **what the data says it's doing**, and **what it's worth**, including the honest bit about what we still need from you to put a real dollar figure on it.

01 · What you're getting

An 80-page content asset you own outright.

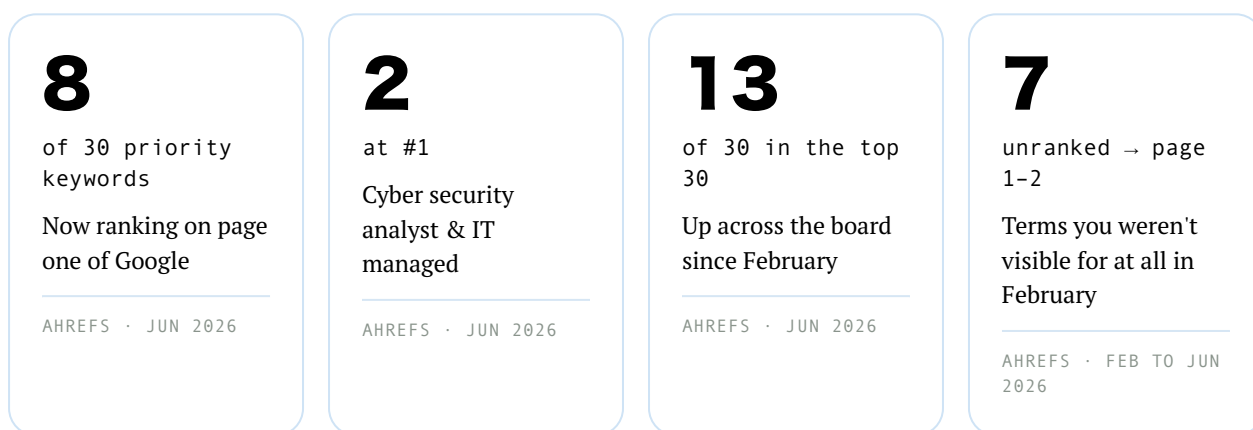


The 80 pages break into three types of work: **landing page refreshes** across your core service and location pages, **blog refreshes** rebuilt around real search and question demand with FAQ schema added, and a full library of **net new articles** mapped one-to-one to the 15 clusters. It's a one-off project, fully paid, so this is now an asset you own with no ongoing fee, and it keeps compounding from here.



02 · What the data says

Your money keywords moved from invisible to page one.

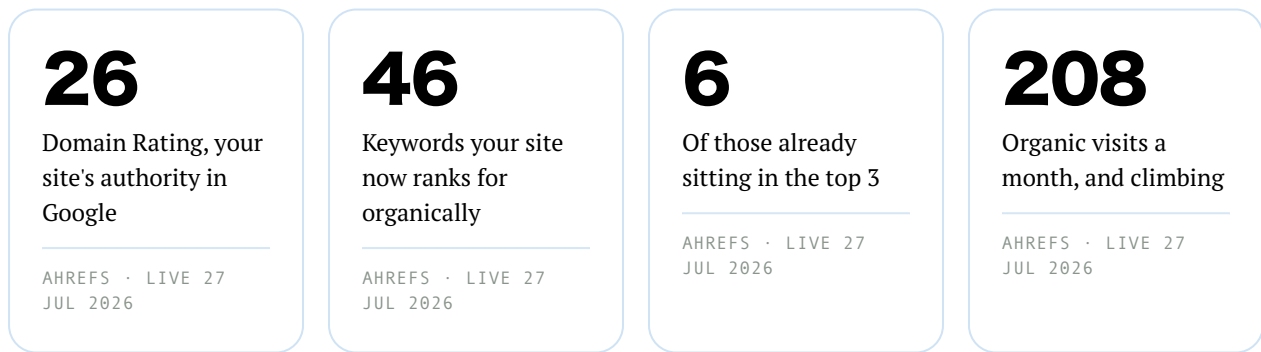


These are the commercial terms that bring MSP enquiries, not vanity words. Here are the biggest movers from the February baseline to the end of June, with a lower number meaning a higher position.

AHREFS RANKINGS · NZ · 18 FEB 2026 BASELINE VS 30 JUN 2026

Keyword	Monthly searches (NZ)	Feb 2026	Jun 2026
cyber security analyst	110	Not ranking	#1
it managed	110	Not ranking	#1
it support nz	140	73	4
it company auckland	320	16	4
robotic process automation	110	Not ranking	4
it service	260	28	5
small business it support	140	Not ranking	7
it companies	210	Not ranking	16

Where your search footprint sits today



The traffic story, told straight

Organic traffic rebuilt from a March low of **242** monthly users to **618** in June, roughly two and a half times, as the refreshed and new content matured on high-intent NZ terms.

One honest note on the headline number. Early in the project we removed the DISM blog, a legacy page pulling large volumes of US traffic that would never convert. That deliberately lowers your total traffic count, so comparing today to the very first baseline understates the real progress. The clean read is the climb since March, on the commercial NZ searches that actually matter to your business.

On AI search: the 15-cluster architecture and FAQ coverage were built specifically so Oxygen shows up in AI answers. Measurable AI referral traffic is still early and small, which is normal at this stage. You re-granted our analytics and Search Console access on 15 July, so we can now report your live search and AI-citation detail properly, and that's the natural next layer.

03 · What it's worth

The shape of the maths.

Rankings and traffic are the proof the work is landing. The question you'll actually ask is what that's worth. For a managed IT business the chain runs like this:



The honest thing is that a managed IT client is worth a lot, and the content is a one-off cost, so it doesn't take many wins to pay back. Here's that maths live, so you can put your own numbers in. **These inputs are illustrative starting points, not a claim.** Slide them to match your real figures.

New managed-IT clients won per year

From all the content combined, over a year.

Average client value (NZ\$ per year)

Illustrative placeholder. Replace with your real average managed-IT contract value.

Average retention (years)

How long a managed client typically stays.

3.6×

Return over the client lifetime, against the \$20,000 one-off

\$24,000

Value in year one

\$72,000

Value over the lifetime

1

Clients to break even

\$20,000

One-off you paid

Pays for itself inside year one

Illustrative model. The default figures (\$12,000 per client, three-year retention) are placeholders for you to replace, not measured Oxygen IT numbers. As a floor, and ignoring leads entirely, Ahrefs values your current organic traffic at roughly US\$340 a month in equivalent paid search, on an asset you now own with no ongoing fee.

04 · Why we can't call this your ROI yet

We have the search half. You have the sales half.

We can see the rankings, the traffic and the visibility, and they're moving the right way. What we can't see is what happens after someone lands on your site. Your enquiries come in by phone, contact form and direct approach, and none of those tie back to a keyword. So a real dollar ROI needs your side of the picture, not a number we've invented.

Four things would let us put a defensible figure on it:

Enquiry volume by source. Roughly how many new enquiries came in over the last six months, and where from (phone, form, referral).

Close rate. Of those enquiries, roughly what share turn into paying clients.

Average client value and retention. What a managed IT client is worth to you per year, and how long they typically stay.

The bonus 20 pages. These were meant to unlock once the project hit an ROI threshold, but that trigger was never actually pinned down. Worth agreeing what it should be, so it's clear rather than open-ended.

And the easy win: now that our analytics and Search Console access is back, we can layer live search and AI-citation reporting on top of all of this, so next time the numbers come straight from your own data.

Team Empathy

The brand AI recommends.

Oxygen IT · July 2026