

Be the ladder safety device AI recommends.

A Search and AI strategy for Lock Jaw Ladder Grip

UNITED STATES · AUSTRALIA · EUROPE | PREPARED FOR CRAIG CHARLTON · JULY 2026

1. Executive summary

The short version. You invented this category. Twenty years, 50,000-plus units in the field, 16 awards, and a place on Bunnings, Blackwoods, Amazon and Home Depot shelves. And yet when a tradie opens Google or ChatGPT and asks "how do I stop my ladder slipping on the gutter", "best ladder stabiliser" or "what does OSHA require for securing a ladder", your name does not come up. Every visitor your store earns from search is someone who already knew to type "lock jaw". In your own words, the biggest issue is that so many people just do not know it exists. That is not a product problem or a demand problem. It is a discovery problem, and it is the one thing organic and AI search actually fix. The demand is there, it converts at the highest order value of any channel you run, and unlike Meta it compounds instead of resetting to zero every month.

Three things to know

- **You are invisible in the category you created.** Your Search Console shows 263 clicks in three months, and the top queries are "lock jaw ladder grip", "lockjaw ladder grip", "ladder grip", "lockjawladdergrasp". Meanwhile "ladder stabilizer" alone draws **6,700 searches a month in the US** at a difficulty of 0 to 3, and you do not rank for it at all. **GSC** **GKP** + **AHREFS** + **SEMRUSH**
- **A generic stand-off is out-ranking you six to one.** Ladder-Max sells a stand-off arm that holds a ladder away from the wall and does not secure it to anything. It pulls **1,696 organic visits a month against your 264**, on 184 ranking keywords against your 60. It is not a better product. It just answers the questions. **AHREFS**

- The AI answer layer is already live in your category. 11 of your top 24 category terms already trigger a Google AI answer, including "ladder safety", "ladder standoff" and "osha ladder safety", and your own Shopify data already logs sessions arriving from ChatGPT with no optimisation at all. Whoever gets cited first holds it. **AHREFS**

SHOPIFY

**\$98K-
\$354K**

new revenue a year on the table, all from non-branded search (organic + AI)

780,000

non-branded category searches a year across your markets; you capture under 1%

\$294

your organic order value, the highest of any channel you run

40 / 100

AEO readiness today, Certified is 80

Where you focus, at a glance

United States

~36,000 SEARCHES / MO

THE PRIZE

Your stated growth market and the biggest pool by far. A stand-off with an inferior product leads it, on keyword difficulty scores of 0 to 3. Wide open.

Compliance

~9,000 AI QUESTIONS / MO

THE MOAT

OSHA and WHS both legally require a ladder to be secured against displacement. No product brand owns that answer, and yours is the device that does it in five seconds.

Australia + Europe

~29,000 SEARCHES / MO

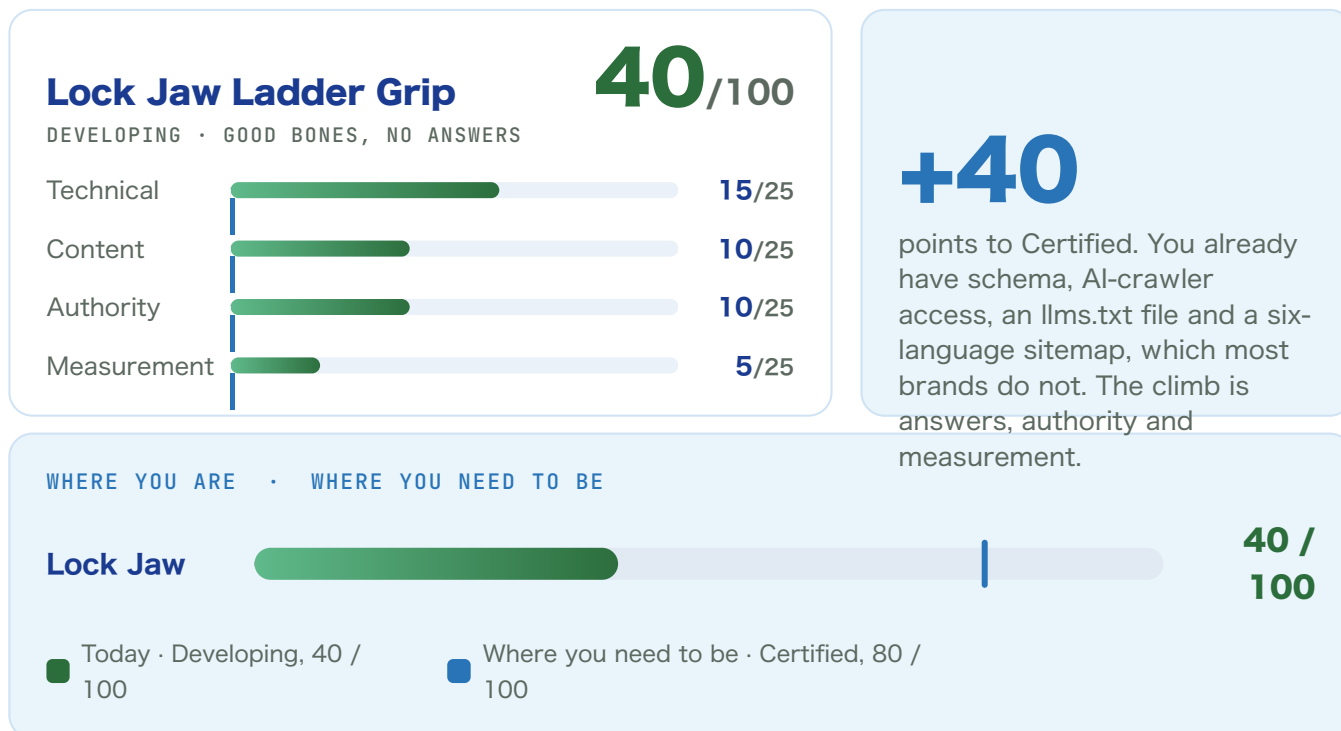
ALREADY BUILT

Your site already runs six languages and a full agentic sitemap, and you have distributors in France and Germany. The plumbing is in. The content is not.

Search volumes triangulated across Google Keyword Planner, Ahrefs and SEMrush (median of three), July 2026. The full keyword, prompt and cluster research behind every number here lives in [The data](#) tab. **GKP + AHREFS + SEMRUSH**

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

We score every brand out of 100 against our AEO Maturity Model: four pillars (Technical, Content, Authority, Measurement), each out of 25. **Certified is 80 out of 100**, Professional on all four, and it is the standard we build clients to. You are at 40 today, and the shape of it is genuinely encouraging: the technical bones are the strongest pillar, which is rare, and the gap sits in the parts that move fastest.



The one number that surprised us. Your mobile site scores **37 out of 100** on Google's own Lighthouse test, and takes **7.4 seconds** to load its main content on a phone. That single measurement is what holds Technical at 15 instead of 20, because Core Web Vitals are the gate. It is also one of the faster things on this list to fix.

The detailed findings, how the scoring works, and where every number comes from are in the [appendix](#).

3. The market you are missing: search and AI

A ladder grip is bought in one of two moments: someone is proactively sorting out ladder safety, or, more often, there has been an incident and somebody has been told to fix it. Either way the buyer does not search for a clamp-over-gutter device, because they do not know one exists. They search the problem, or they ask an assistant. Those questions are being answered right now by Amazon listings, generic stand-off brands and safety regulators, rather than by the company that invented the solution.

Validated demand, and where you sit today

Every volume below is the median of three tools, because no single tool is reliable on its own. On "ladder stabilizer" they came back 9,900, 6,700 and 6,600, so we take the middle.

Term	Searches / mo (US)	Difficulty (/ 100)	AI answer live?	You
ladder stabilizer	6,700	0-3	-	Absent
ladder safety	3,600	26	Yes	Absent
ladder safety training	2,000	33	-	Absent
extension ladder stabilizer	1,900	2	-	Absent
ladder leveler	1,900	1	-	Absent
ladder standoff	1,700	0	Yes	Absent
ladder accessories	1,600	0	-	Absent
osha ladder safety	1,300	7	Yes	Absent
ladder stabilizer for roof	1,000	0	-	Absent
ladder gutter guard	720	0	-	Absent

The ten biggest of the 24-term measured core. Difficulty is Ahrefs keyword difficulty out of 100: **almost the entire category sits between 0 and 7**, which is as winnable as search gets. The only two non-branded terms your site picks up impressions on at all are "ladder lock" (246 impressions, 3 clicks) and "ladder gutter clamp" (129 impressions, 3 clicks), and both sit far too low to earn the click. The full 24-term triangulation is in [The data](#) tab. **GKP + AHREFS + SEMRUSH** **GSC**

Now the size of it. The measured core, the 24 head and mid terms where all three tools agree, is about **25,800 searches a month in the United States**. Add the long tail Google merges and hides (the hundreds of "will it fit my telescopic ladder", "how to secure a ladder on a metal roof", "ladder stabiliser for solar installers" variants) and the US category runs to roughly **36,000 a month**. Add Australia and Europe, where your multilingual site and distributor network already reach, and the full non-branded category is around **65,000 searches a month, or 780,000 a year**. On top of that sit roughly **40,000 AI-chat questions a month** across the same territory, counted separately so nothing is double-counted. Your share of all of it is under 1%.

The moat nobody else has taken. OSHA 1926.1053 in the United States and the WHS regulations in Australia both require, in law, that a ladder be secured against displacement. That is a legal obligation with roughly **9,000 AI questions and 1,300 searches a month** attached to it in the US alone, and **no product brand owns the answer**. Regulators and universities publish the rule; nobody sells the fix in the same breath. Your device does exactly what the regulation asks for, in five seconds, one-handed. That is the single most ownable position in this category and it is sitting empty.

"We have tried SEO before and it did not work." The honest read. You said it plainly, and you are right to be sceptical: three website iterations, a lot of money over twenty years, and a mixed bag at best. Two things are genuinely different now. First, the old game was buying links and waiting a year; the category you are in has **difficulty scores of 0 to 7**, which means the barrier is not authority, it is that nobody has written the answers. Second, your technical foundations are already largely in place, which is usually the expensive part. This is not a bet on ranking for something brutally competitive. It is filling an empty shelf in a category you already own the product for.

4. The opportunity, in dollars

Start with the market rather than your baseline, because the baseline is exactly what is too small. The non-branded category is about **780,000 searches a year** across the US, Australia and Europe. Strip out what paid ads, shopping carousels, AI answers and pure-research queries absorb, and roughly **273,000 a year survive as winnable organic clicks**. You capture **under 1% of them**. For scale, Ladder-Max holds around 13% of the US pool with a product that does less than yours. Your Google organic currently earns about **\$46,000 a year** (validated: \$3,832 in the last 30 days on your own Shopify attribution), and almost all of it is people typing your name. The model below runs on your real, validated numbers: a **1.84% organic conversion rate** and a **\$294 order value**, both straight from your store.

The compounding curve (the mid case, arriving over twelve months)



One curve, one case: the **mid case arriving**, and the percentages are shares of the new \$197K, not growth rates. You are **certified by month 3** with about 10% of the new revenue arrived, the **system is handed to you at month 6** with about 35% arrived, 70% by month 9, and all of it by month 12, where the curve ends at **\$243K, the mid-case run-rate in the table below**. The back-loaded ramp is deliberate: content ships from the first month, and rankings and AI citations follow with a lag. Hover any point to see the maths. **MODELLED, DIRECTIONAL**

New revenue over today's baseline (per year)

Case	Share of the winnable pool	Organic + AI new / yr	New / mo	Run-rate (baseline + new)
Conservative	<1% → 5%	+\$98,000	~\$8,000	~\$144,000
Mid	<1% → 10%	+\$197,000	~\$16,000	~\$243,000
High	<1% → 18%	+\$354,000	~\$30,000	~\$400,000

Each case is a share of the ~273,000 winnable organic clicks a year. The **mid case is simply you reaching the share Ladder-Max already holds**, with the original and better device, which is why it is the target rather than the stretch. About three-quarters of each figure is organic search and one quarter is AI search. Every figure is **first-order revenue only** and excludes repeat, trade and bulk reorders, which sit on top. All USD, on your online store; the halo onto Amazon and wholesale is excluded entirely. **MODELLED, PLUS OR MINUS 40%**

Why these numbers are probably conservative. We have modelled on your **current 1.84% conversion rate**, which is the rate your store achieves today with traffic that is mostly branded and mostly from social. Non-branded search traffic converts differently: it is someone with the problem, actively looking for the fix. It is normal to see two to three times the site average on that traffic. We have deliberately not banked any of that. If your non-branded conversion lands at even 3%, every figure in the table above roughly doubles.

5. The six-month transformation

A done-for-you AI and Search transformation over six months, built and run on our side so there is nothing for your team to learn or maintain. It moves through three phases: **foundations** (the mobile-speed and Core Web Vitals fix, the schema and entity layer, verifying and consolidating the .com in Search Console, and your measurement baseline), **owning your territories** (the problem-aware hub, the stabiliser and standoff comparisons, and the OSHA and WHS compliance answers nobody has claimed, all written in your voice), and **authority and compounding** (cleaning up twenty years of low-quality links, then earning the industry, institutional and community citations AI actually trusts).

Why your build looks different. You sell one product, not fifty, so the content load is lighter than a typical brand and we go deeper instead of wider: fewer pieces, more weight on the compliance territory and on authority, which is where your category is genuinely won. That also means less of your time and a faster path to the certification milestone.

The full breakdown, deliverables, your time commitment, the pricing and the guarantee live in [The offer](#) tab.

Traffic, orders, conversion and order value are from Lock Jaw's own Shopify attribution (last 30 days) and Google Search Console (last 3 months), as supplied. Search volumes triangulated across Google Keyword Planner, Ahrefs and SEMrush (US), July 2026. Competitor footprints and Domain Ratings from Ahrefs Site Explorer, estimated. Core Web Vitals from a live Google Lighthouse run against your mobile site. AEO score from our AEO Maturity Model against a live crawl. Revenue figures are directional, modelled from your own conversion rate and order value, and are not a guarantee of results.

Appendix A: your channels and current position

Your own Shopify attribution, last 30 days, ordered by what a visitor from each channel is actually worth.

Channel	Sessions	Conv. rate	Order value	Revenue
Google organic search	708	1.84%	\$294.80	\$3,832
Facebook (paid)	170	5.88%	\$179.11	\$1,791
Facebook (social)	7,083	1.78%	\$204.65	\$25,786
Instagram	2,827	0.99%	\$179.51	\$5,026
Direct	1,306	0.61%	\$185.78	\$1,486
Klaviyo (email)	74	13.51%	\$223.40	\$2,234

Two things stand out. Organic search brings the **highest order value of any channel you run** and converts on par with your paid social, yet it is 708 sessions out of roughly 13,000. And your store logs sessions from **ChatGPT** already, with nothing done to earn them. SHOPIFY

What people actually search to find you

Query (3 months)	Impressions	Clicks	Type
lock jaw ladder grip	939	105	Branded
lockjaw ladder grip	373	40	Branded
ladder lock	246	3	Category, ranking too low
ladder grip	208	10	Blended
ladder gutter clamp	129	3	Category, ranking too low
lock jaw ladder	81	2	Branded
ladder lock jaw	78	2	Branded

263 clicks from 6,620 impressions across 245 queries in three months, at a 4% click-through rate. The list is your own name almost all the way down. GSC

Appendix B: the scorecard in detail

Pillar	Score	What we found
Technical	15 / 25	Genuinely good bones. Valid product schema, AI crawlers welcomed (GPTBot, ClaudeBot, PerplexityBot), an llms.txt file live, Shopify's agentic-commerce protocol enabled so AI shopping agents can transact, and a six-language sitemap (EN, DE, IT, FR, ES, NL). Most brands we audit have none of this. What holds it back: mobile Lighthouse 37/100 with a 7.4 second largest-contentful-paint, so Core Web Vitals fail, and that is the gate for Professional. The .com is also not verified in Search Console, and authority is split across .com and .com.au.
Content	10 / 25	A product page and a handful of blog posts, none built answer-first. Roughly 0% non-branded ranking presence, and no coverage of the five content territories the category divides into. The 42 questions your buyers actually ask an AI assistant go unanswered on your site.
Authority	10 / 25	Domain Rating 20 on the .com.au and 16 on the .com, from 294 referring domains. The problem is the shape of them: overwhelmingly generic web2.0 and directory links (wordpress.com, blogspot, scoop.it, plurk, myspace, storify, woorank) rather than industry or editorial. There are real third-party reviews out there (Home Depot, home-inspector blogs), but nothing managed. Your genuine real-world authority, 50,000 units, 16 awards, national retail distribution, is almost entirely absent from the web where AI reads.
Measurement	5 / 25	Analytics is installed but nobody looks at it. No baseline, no rank tracking, no organic-channel reporting, and no AI-visibility tracking at all. This is where most brands sit before an engagement, and it is the quickest pillar to move.

Scored against our AEO Maturity Model: four pillars, five levels each, 25 points a pillar. Certified is Professional on all four, 80 out of 100. Technical is assessed from a live crawl plus a Google Lighthouse run; Authority from Ahrefs plus a citation and mention scan; Content against our own cluster research; Measurement confirmed with you directly. **METHOD**

Appendix C: the demand detail

The total market, and the sliver you hold

Demand layer	Per month	How we got there
US measured core (24 terms)	25,800	Triangulated, all three tools agree GKP + AHREFS + SEMRUSH
US full category, with the long tail	~36,000	Core x 1.4 tail factor
Global: US + Australia + Europe	~65,000	US is ~55% of your addressable demand
AI-chat questions, same category	~40,000	Counted separately, never double-counted MODELLED FLOOR
Winnable organic clicks	~22,750	~35% of searches survive as clicks, after ads and AI answers

Prompt volume is estimated the way the AI-visibility platforms do it: anchored to the triangulated head volumes per cluster with a conservative fan-out uplift. Treat it as a floor rather than a ceiling, because roughly 95% of the sub-queries an AI engine runs behind a single prompt have no traditional keyword volume at all, so a keyword-anchored estimate under-counts real AI demand.

DIRECTIONAL, PLUS OR MINUS 50%

The AI questions, and who owns the answer

Question cluster (42 prompts in the library)	AI questions / mo	Who gets named today	You
Stop a ladder slipping, secure it to a roof	~12,000	DIY advice, rope-and-bungee blogs, Ladders Little Helper	~0%
Best ladder stabiliser or safety device	~11,000	Amazon listings, Ladder-Max, VEVOR, Werner	~0%
Ladder safety, OSHA and WHS requirements	~9,000	OSHA, WHS regulators, universities, safety bodies	~0%
Standoff vs clamp vs tying off	~5,000	Trade forums, tool review sites	~0%
What ladder accessories do I need	~3,000	Big-box retailers, ladder manufacturers	~0%

The library leans deliberately into problem-aware and compliance questions rather than "best of" lists, because that is where AI engines pull their answers from and it is precisely your awareness gap: people search the problem, not a product they do not know exists. All 42 prompts are in [The data](#) tab. **TE PROMPT RESEARCH**

Appendix D: where to play, your content territories

The category divides into five territories. This is the map the whole content build runs off.

Territory	Search / mo	AI / mo	Your coverage today	Priority
Secure to gutter or roof	3,020	~12,000	None. Your exact lane, no category content at all	1
Stabilisers & standoffs	10,660	~11,000	Product page only, and it is branded	2
Ladder safety & compliance	7,655	~9,000	One partial post	3
Gutter cleaning & roof access	590	~3,000	None	4
General accessories	3,500	~1,000	Partial (product, collection)	5

Priority is set by how ownable the territory is rather than raw volume: "secure to gutter or roof" is smaller than "stabilisers" but it is the one where your product is the definitive answer and no competitor has claimed it. The cluster-by-cluster keyword and prompt assignments are in [The data](#) tab.

Appendix E: who you are up against

Real organic traffic, pulled live from Ahrefs. The striking part is that the leader is not a better product, and your closest direct rivals barely register at all.

Ladder-Max
GENERIC STAND-OFF

1,696 visits / mo

Lock Jaw
YOUR .COM

264

Ladders Little Helper
ADJACENT DEVICE

105

Ladder Latch Pro
CLOSEST DIRECT RIVAL

19

Domain	Organic visits / mo	Ranking keywords	Top-3 rankings
Ladder-Max	1,696	184	65
Lock Jaw (.com)	264	60	13
Ladders Little Helper	105	28	11
Ladder Latch Pro	19	6	2

You are also competing with parties who are not really competitors at all: Bunnings and Amazon (who both sell you), and the regulators and universities who publish ladder-safety policy. That is why the compliance territory matters so much: it is the one place where the informational authority and the commercial answer can be the same page, and yours is the only product that earns the right to write it. [AHREFS](#)

Your white space, in one line. The "secure the ladder by clamping over the gutter" answer has no leader in search or in AI, and you invented the device that defines it. Ladders Little Helper is already publishing problem-aware content and getting cited for it. The category creator is not in the conversation.

Appendix F: where the numbers come from

Number	Source
Sessions, conversion, order value, revenue by channel	Your own Shopify attribution, last 30 days, last non-direct-click. SHOPIFY
Clicks, impressions, queries, positions	Your Google Search Console, last 3 months. GSC
Search volumes	Median of Google Keyword Planner (Google Ads API), Ahrefs and SEMrush, US market, July 2026. GKP + AHREFS + SEMRUSH
Keyword difficulty and AI-answer flags	Ahrefs Keywords Explorer, including live SERP features. AHREFS
Competitor traffic and Domain Ratings	Ahrefs Site Explorer, estimated. AHREFS
Core Web Vitals and mobile performance	A live Google Lighthouse run against your mobile site. LIGHTHOUSE
AI prompt volumes	Modelled from the triangulated head volumes with a conservative query fan-out uplift. Directional, a floor. MODELLED
Revenue scenarios	Modelled: winnable click pool x share x your 1.84% conversion x your \$294 order value. Plus or minus 40%. MODELLED

One gap worth closing. We have not been granted Search Console or Analytics access yet, so the branded versus non-branded split in this document is read from the screenshots you shared rather than pulled directly. Verifying the .com and adding us as a viewer takes about two minutes and would sharpen every number here. It is the first thing on the list either way.

Measurement runs in our own platform, built specifically for Shopify brands, so the dashboard, the data and the method are yours to keep rather than rented from a third-party tool. The full research behind every table here is in [The data](#) tab. **METHOD**

Team Empathy

Search & AI for ecommerce

