

# Nobody is answering the category's questions.

X ZONE NZ vs OM Rub, Koru Nutrition and Zen Pain Relief

NEW ZEALAND | 14 AUGUST 2026 · TEAM EMPATHY

## The short version

**Three competitors, no category owner.** We tore down the three New Zealand brands closest to you on authority, technical foundations, content depth and what they actually rank for. **None of them ranks for a single category term.** Koru Nutrition ranks first for fifteen keywords and every one is their own brand name. OM Rub holds "muscle rub" on a volume of 10. Zen Pain Relief ranks for nothing at all. Meanwhile you hold **the strongest link profile of the four**, the most blog content, and the only real ingredient story. The category is not being contested. It is being ignored.

18

your Domain Rating, the highest of the four brands

0

category terms owned by any of the three competitors

0

of the four brands carry FAQ schema on any page

10,140

commercial searches a month with no local owner

We tore down the three New Zealand brands closest to you: **OM Rub**, **Koru Nutrition** (Koru FX) and **Zen Pain Relief**. The finding is better than we expected. **None of them owns a single category term.** Not one.

## Authority: you are the strongest of the four

| Signal        | X-ZONE | OM Rub | Koru Nutrition | Zen Pain Relief |
|---------------|--------|--------|----------------|-----------------|
| Domain Rating | 18     | 6      | 7              | 0.1             |

| Signal                | X-ZONE | OM Rub | Koru Nutrition | Zen Pain Relief |
|-----------------------|--------|--------|----------------|-----------------|
| Referring domains     | 470    | 486    | 662            | 391             |
| Live backlinks        | 622    | 712    | 1,221          | 398             |
| Organic keywords (NZ) | 10     | 4      | 15             | 0               |
| Of those, non-branded | most   | 2      | 0              | 0               |

Ahrefs Site Explorer, 13 August 2026, New Zealand. **Koru has 40% more referring domains than you and less than half your Domain Rating**, which means your links are worth materially more than theirs. Note also that Ahrefs sees only 10 organic keywords for xzone.nz against 2,429 distinct queries in your own Search Console, so treat every Ahrefs traffic figure in this table as a measure of third-party visibility, not of real traffic. We have not quoted their traffic estimates for that reason.

### The most important row in this document

**Koru Nutrition ranks first for fifteen keywords, and every single one is their own brand name.** "koru fx cream" (1,600/mo), "koru fx" (600), "koru fx cream nz" (300), "koru cream", "koru sleep", "koru gut restore". They have built real brand demand and they capture it well. What they have not done is win one search from someone who does not already know them. OM Rub holds "muscle rub" at position 3 on a volume of 10. Zen Pain Relief does not rank for anything at all.

That is the whole competitive case. The category demand we mapped in the [Strategy](#) tab, roughly **10,140 commercial searches a month**, is being fought over by pharmacy chains and imported brands (Chemist Warehouse, Fisiocrem, Antiflamme, Voltaren, Tiger Balm) and by nobody local who makes what you make. The brand that decides to answer those searches first does not have to beat a competitor to do it.

## The AEO teardown, side by side

| Signal           | X-ZONE  | OM Rub  | Koru Nutrition | Zen Pain Relief |
|------------------|---------|---------|----------------|-----------------|
| Platform         | Shopify | Shopify | Shopify        | WordPress       |
| Pages in sitemap | 80      | 118     | 100            | 26              |

| Signal                      | X-ZONE | OM Rub | Koru Nutrition | Zen Pain Relief |
|-----------------------------|--------|--------|----------------|-----------------|
| Products                    | 16     | 32     | 25             | 0 listed        |
| Blog posts                  | 43     | 27     | 36             | 2               |
| Median words / page         | 2,356  | 756    | 4,746          | 673             |
| Product schema              | Yes    | Yes    | None           | None            |
| FAQ / question schema       | None   | None   | None           | None            |
| AI bots named in robots.txt | None   | None   | None           | None            |

Live crawl, 14 August 2026. Word counts are the median across a stratified sample of product, blog and content pages. All three Shopify stores publish Shopify's new agents.md file for AI crawlers, which is a platform default rather than anything any of you configured.

**The open goal.** Not one of the four brands carries FAQ or question schema on a single page, and not one has said anything to the AI crawlers in robots.txt. That is the most direct route there is into an AI-generated answer, it is a few days of work, and in this category it is completely unclaimed. It is the single cheapest advantage available to you.

## What each of them is actually doing

| Brand          | Their play                                                                                                                                                                                                                               | Where they are exposed                                                                                                                                                                                   |
|----------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Koru Nutrition | The strongest brand builder of the four. Long pages (4,746 median words), 25 products, 662 referring domains, and they convert their own name well. Almost certainly buying demand through advertising and capturing it on brand search. | Zero structured data anywhere, including on the product page that ranks first for a 1,600-a-month term. Zero non-branded rankings. If their ad spend stops, their search presence largely stops with it. |

| Brand           | Their play                                                                                                                                         | Where they are exposed                                                                                                                                                        |
|-----------------|----------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| OM Rub          | Twice your product count and clean technical basics, with Product, Brand and Offer schema in place. Holds a toehold on "muscle rub" at position 3. | Thin content, 756 median words against your 2,356. Domain Rating of 6 despite 486 referring domains, so the links are weak. No ingredient or education story to be cited for. |
| Zen Pain Relief | Little to speak of. 26 pages, 2 blog posts, no product listings in the sitemap, no meaningful schema.                                              | Domain Rating 0.1 and zero organic keywords. Not currently a competitor in search.                                                                                            |

## Where this leaves you

You hold the strongest link profile, the most blog content, working product schema, and the only genuine ingredient story in the set. What you have not done is point any of it at the questions people actually ask. Koru has shown that brand demand can be built in this category. Nobody has yet shown that category demand can be won, because nobody has tried.

## What we would do about it

Three moves fall straight out of this teardown, in the order we would do them.

| Move                         | Why this, why now                                                                                                                                                                                                                                                                                                       |
|------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. Claim the question layer  | None of the four brands has FAQ or question schema on a single page, and none has addressed AI crawlers in robots.txt. This is days of work, not months, and it is the most direct route into an AI-generated answer. Doing it first means you are the only brand in the category machine-readable as an answer source. |
| 2. Own the ingredient ground | You already rank 5.1 for tūpākihi off one article, and you make products from eleven native herbs with independent lab results behind them. Koru cannot follow you here, because they do not have the story. This is the moat, and it is the one thing in the category that compounds.                                  |

| Move                                            | Why this, why now                                                                                                                                                                                                                |
|-------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>3. Take the unglamorous commercial terms</b> | Wheat bags, heat packs, massage oil, liniment. Roughly half your genuinely commercial demand, formats you already sell, and not one of the three competitors ranks for any of it. These are the terms with a wallet behind them. |

**The one thing to take from this page.** Koru Nutrition has proved that brand demand can be built in this category, and they capture their own name well. Nobody has yet proved that category demand can be won here, because nobody has tried it. That is the whole opportunity, and it has a shelf life.

Authority signals from Ahrefs Site Explorer, 13 August 2026, New Zealand. Technical and content signals from a live crawl of all four sites on 14 August 2026; word counts are the median across a stratified sample of product, blog and content pages. Ahrefs sees only a fraction of a small New Zealand site's real footprint, so its traffic estimates are deliberately not quoted here. Every figure on this page is broken out in [The data](#).