

MONTHLY REPORT • SEPTEMBER 2026

Kinsho Tea (demo)

Kinsho Tea is named in 14 % of AI answers, up from 11 %

LANGUAGE • ENGLISH

MONTH 3 OF 6 • DEMO BRAND, ALL FIGURES INVENTED

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What we will cover

01	What moved	What last month’s work did, in figures
02	Where you stand	Who the AI answers name, and where they get it
03	The gaps	Why the answers skip Kinsho Tea
04	Next month	What we build, when, and how we will know
05	Appendix	The tables behind the slides

01 What moved

02 Where you stand

03 The gaps

04 Next month

05 Appendix

01

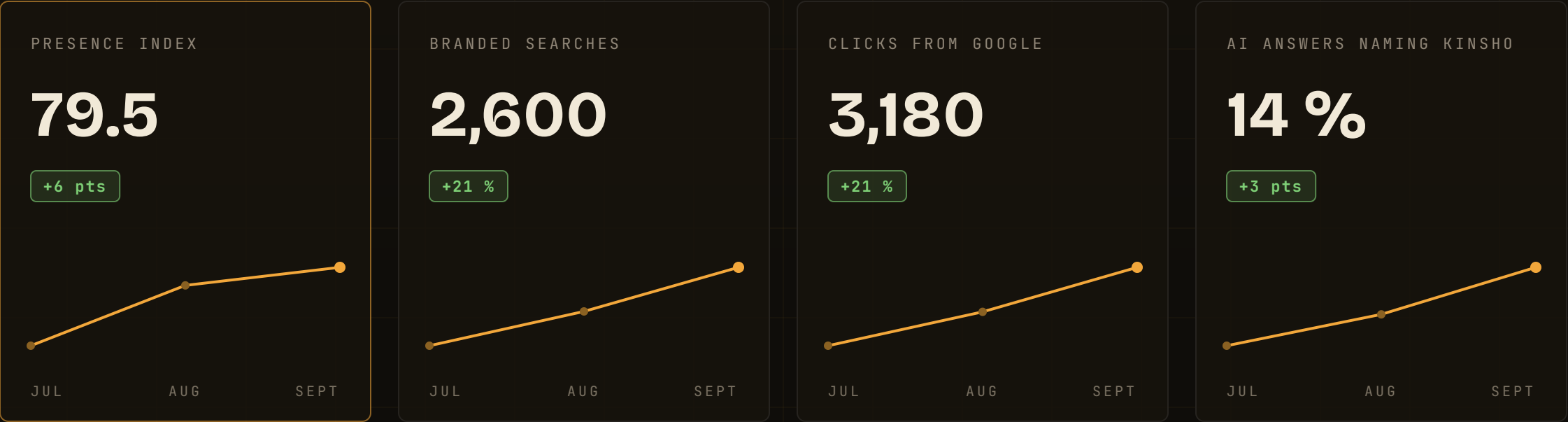


What moved

What last month's work did, in figures

SEPT AT A GLANCE • ENGLISH

Every figure up in September



English market, September 2026 against the month before.

WORK IN SEPT • ENGLISH

This month: speed and AI answers



TECHNICAL

3.6 s → 2.1 s

LARGEST CONTENTFUL PAINT (LCP), AUGUST TO SEPTEMBER

Compressed product images, LCP down to 2.1 s

The ceremonial matcha page now shows its main content 42 % sooner.

KINSHO-TEA.EXAMPLE/SHOP/CEREMONIAL-MATCHA



AI VISIBILITY

9 → 23

AI ANSWERS CITING THE TWO GUIDES, AUGUST TO SEPTEMBER

FAQ blocks on the two guides

Short, direct answers the engines can quote. The guides now carry the comparison and explainer questions.

2 PAGES

RESULTS OF AUG'S WORK

The comparison page went from 35 to 164 clicks

Ceremonial vs culinary comparison page

CONTENT • AUG

JUL • BEFORE

SEPT • AFTER

35

164

+369 %

IMPRESSIONS 2,100 TO 5,200 • POSITION 21 TO 8.7

Linked the shop to both guides

INTERNAL LINKING • AUG

310

402

+30 %

IMPRESSIONS 8,900 TO 10,300 • POSITION 9.8 TO 7.9

345 → 566

Clicks, all pages

11,000 → 15,500

Impressions, all pages

+64 %

Change in clicks

Clicks from Search Console on the pages of each piece of work: the month before the work against the month after it.

01 What moved

02 **Where you stand**

03 The gaps

04 Next month

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02

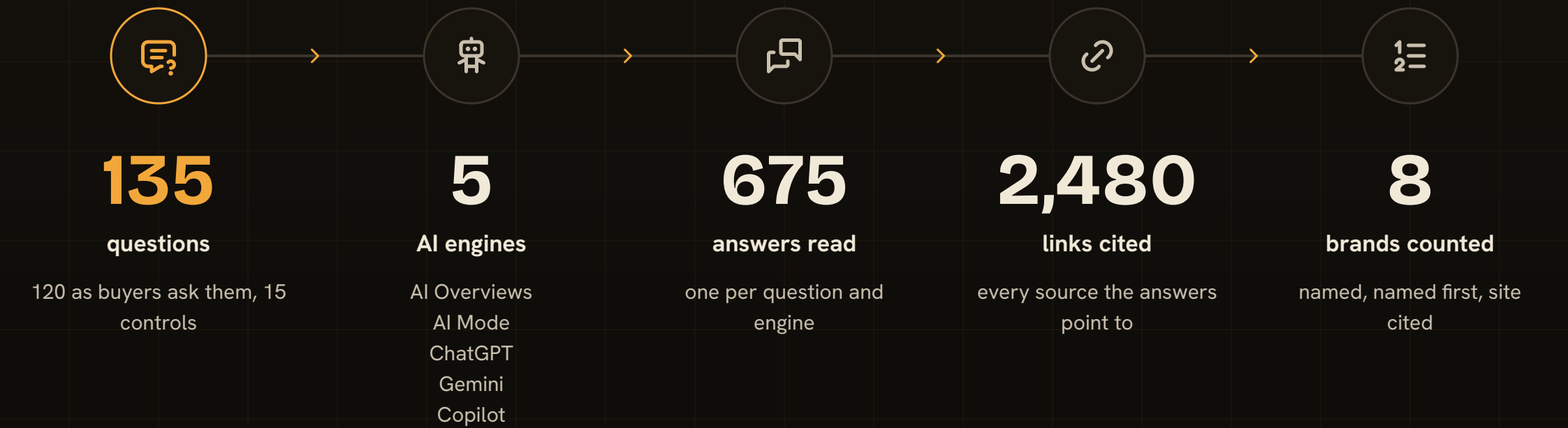


Where you stand

Who the AI answers name, and where they get it

PRESENCE MAP · ENGLISH · SEPTEMBER 2026

How we read the AI answers



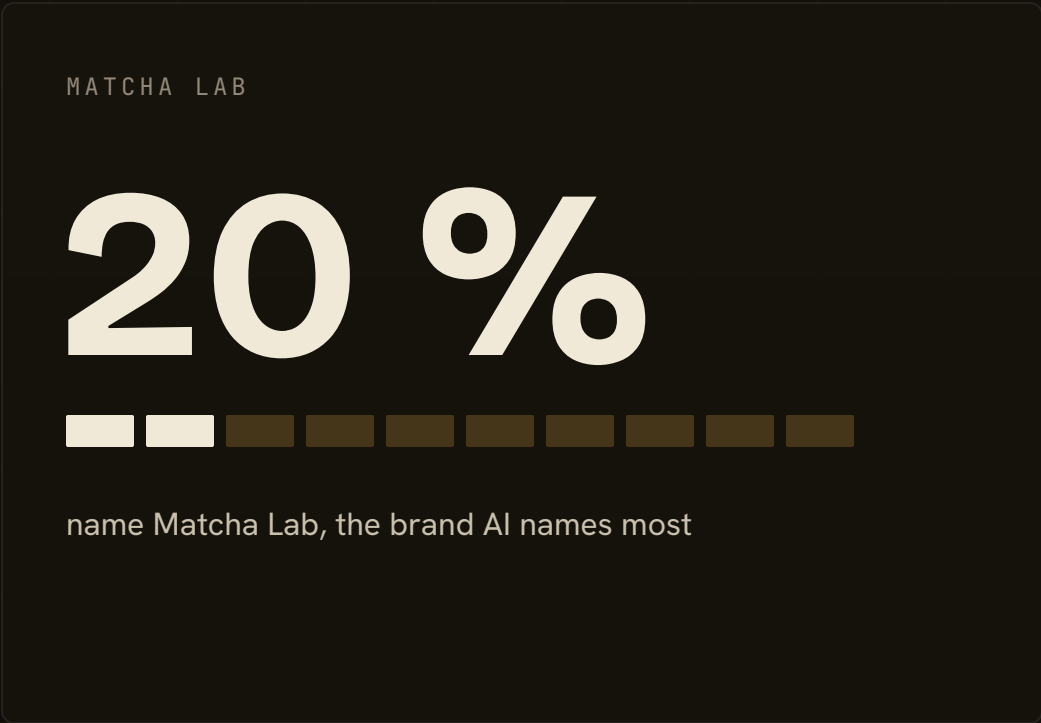
The same questions every month, so each figure compares with the month before.

WHERE YOU STAND

Kinsho Tea is named; Matcha Lab is named more



VS



After Matcha Lab and Kinsho Tea, the answers name Teaworks, Leaf & Cup, Uji Garden most.

WHO WINS EACH TYPE

Kinsho Tea leads 2 types; Matcha Lab leads the recommendations

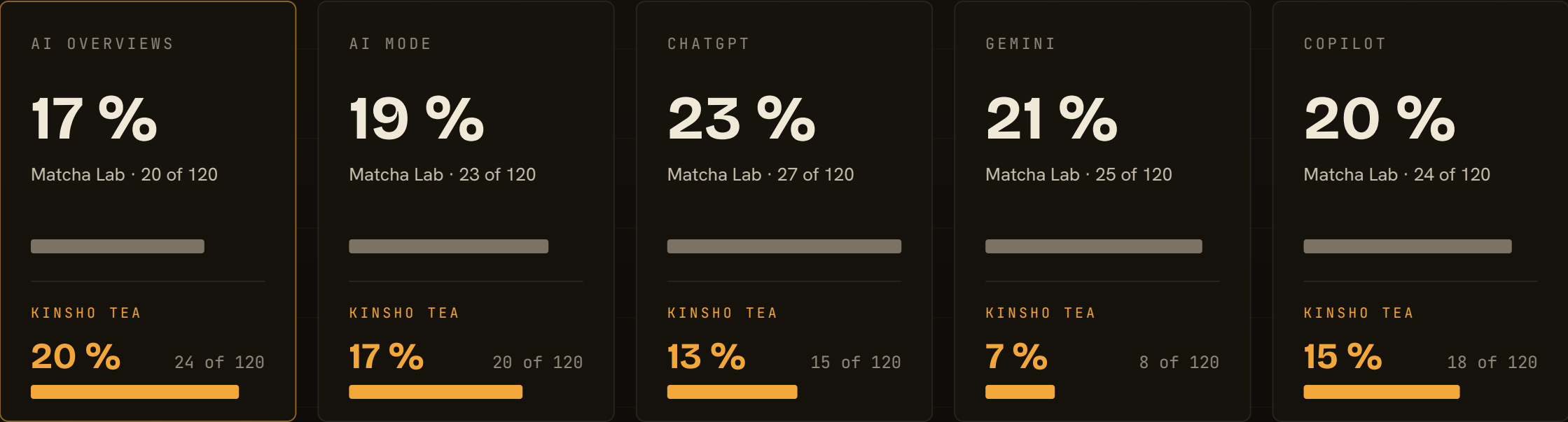
	Recommendations 180 ANSWERS	Buyer situations 150 ANSWERS	Comparisons 120 ANSWERS	Understanding the problem 90 ANSWERS	Alternatives to Matcha Lab 60 ANSWERS
Matcha Lab	31 %	22 %	18 %	9 %	asked
Teaworks	15 %	16 %	12 %	6 %	22 %
Leaf & Cup	12 %	7 %	9 %	4 %	15 %
Uji Garden	7 %	9 %	4 %	6 %	10 %
Kinsho Tea	6 %	9 %	28 %	22 %	10 %

☐ MOST NAMED IN THE TYPE

Share of the answers in each type that name the brand. "Asked": Matcha Lab is in the question itself.

ENGINE BY ENGINE

Kinsho Tea is named most on **AI Overviews**



One answer per question and engine; the big figure is the brand each engine names most.

WHAT AI SAYS

What AI says about Kinsho Tea

STRENGTH • VERIFIED

31

of the 85 answers that name Kinsho Tea call it a ceremonial-grade specialist

AI knows Kinsho for ceremonial matcha

99 For tradition, **Kinsho Tea's** first-harvest Uji matcha is a reliable pick for a ceremony.

AI OVERVIEWS • CEREMONIAL MATCHA

GAP • VERIFIED

6 %

of the 180 answers to "best matcha" questions name Kinsho Tea; 31 % name Matcha Lab

In the "best matcha" answers, Kinsho is missing

99 Most recommended: **Matcha Lab**, Teaworks and Leaf & Cup, the top 3 of Steep Daily's ranking.

CHATGPT • BEST MATCHA BRAND

DOUBT • VERIFIED

14

answers call Kinsho Tea expensive and point lattes elsewhere

Price is the doubt AI repeats

99 **Kinsho Tea** is well regarded but on the pricier side; for lattes, **Matcha Lab's** café grade is better value.

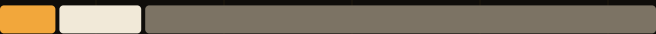
GEMINI • MATCHA FOR LATTES

WHERE THE ANSWERS COME FROM

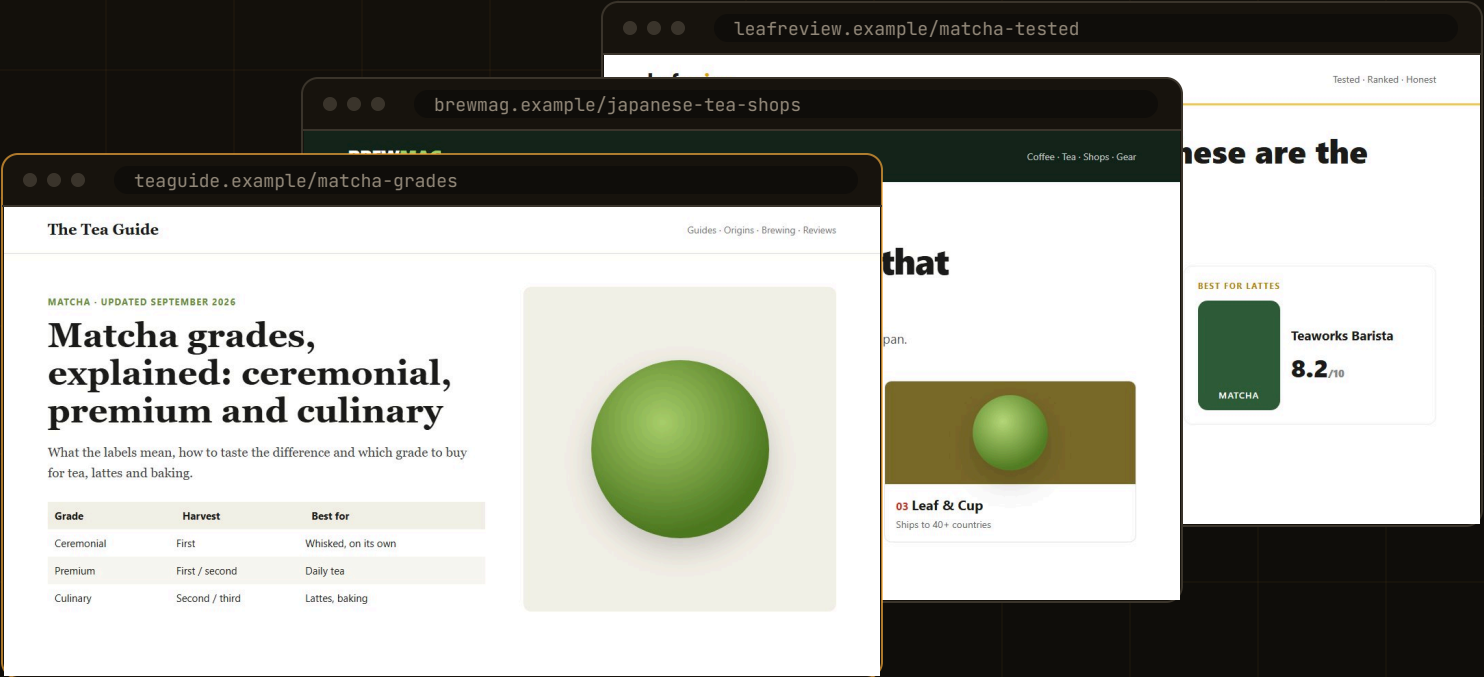
The answers are built from guides and reviews

78 %

of the links in the answers point to third-party sites: guides, reviews, rankings



- Kinsho Tea's own site • 9 %
- Rivals' own sites • 13 %
- Everyone else



01 teaguide.example: cited in 41 answers

02 brewmag.example: cited in 33 answers, names Teaworks first

03 leafreview.example: cited in 27 answers, names Matcha Lab first

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The gaps

Why the answers skip Kinsho Tea

GAP 1 • THE MATCHA LISTS

The lists AI quotes rank Matcha Lab first. None lists Kinsho Tea.

WHAT WINS

steepdaily.example/best-matcha-brands-2026

Steep Daily				
Rankings • Tea news • How to				
RANKING • 2026 EDITION				
The best matcha brands of 2026, ranked				
Scored on tasting notes, origin and price per gram.				
RANK	BRAND	ORIGIN	PRICE PER GRAM	SCORE
1	Matcha Lab	Uji, Kyoto	\$0.92	9.3
2	Teaworks	Nishio, Aichi	\$0.78	8.9
3	Leaf & Cup	Kagoshima	\$0.55	8.6
4	Uji Garden	Uji, Kyoto	\$0.88	8.4

steepdaily.example: cited in 46 answers

- The 3 brands AI recommends most are the top 3 of this one list.

WHAT KINSHO TEA HAS

kinsho-tea.example

On none of the 4 lists the answers cite				
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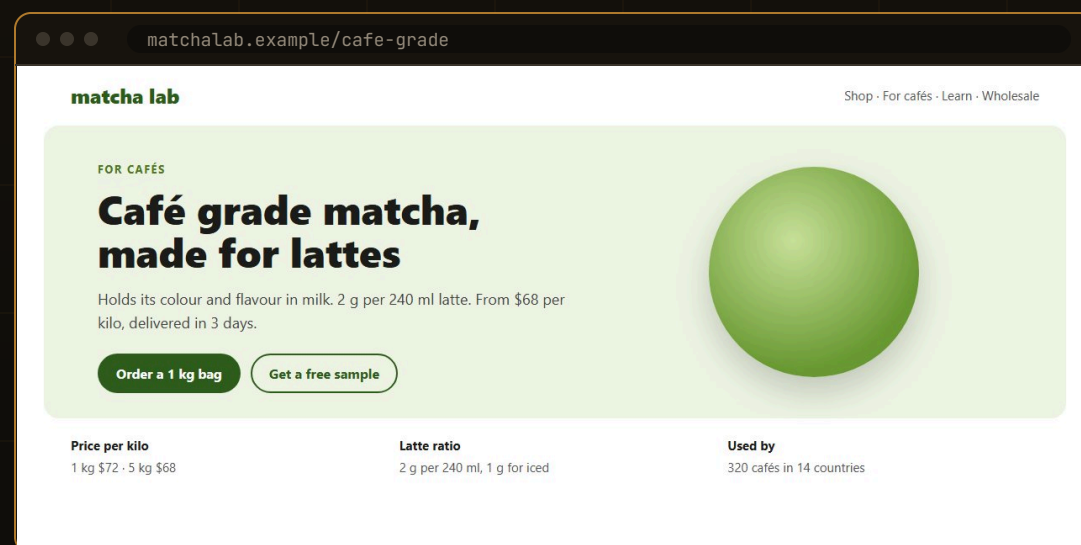
On none of the 4 lists

- The lists score origin, tasting notes and price per gram. Kinsho publishes no price per gram.

GAP 2 • CAFÉS AND LATTES

Cafés ask which matcha to buy. Matcha Lab has a page for them.

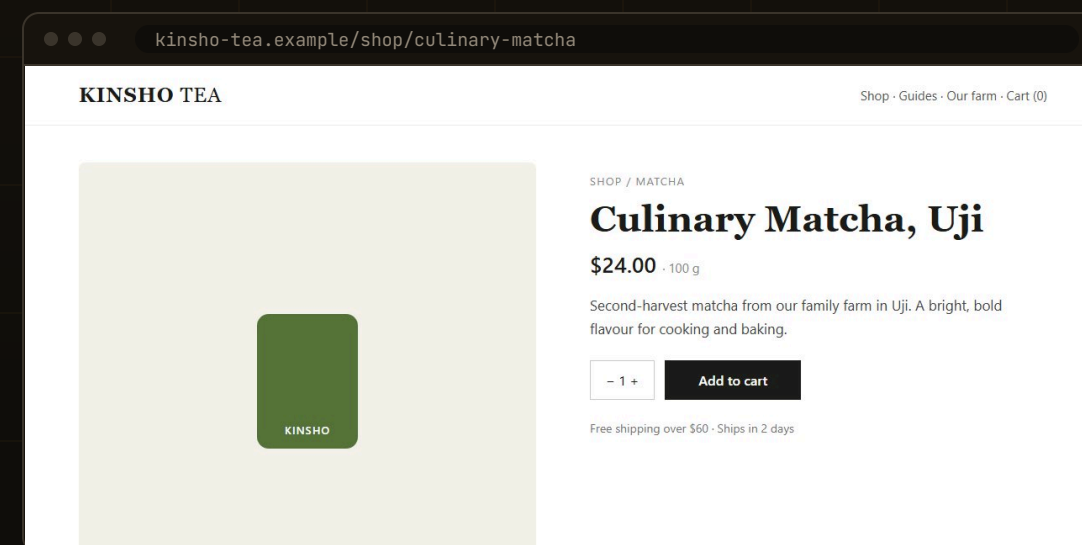
WHAT WINS



`matchalab.example/cafe-grade`: cited in 38 answers

- 2 of 45 answers to café questions name Kinsho Tea; 19 name Matcha Lab.

WHAT KINSHO TEA HAS



The culinary product page: no latte use, no price per kilo

- The page AI quotes gives a latte ratio and a price per kilo. Kinsho's gives neither.

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Next month

What we build, when, and how we will know

MOVE 1 • CONSULTANT

What we build: Get onto the matcha lists

kinsho-tea.example/matcha-price-per-gram

Price per gram, every grade

GRADE	HARVEST	PER GRAM
Ceremonial	First	\$0.84
Premium	First	\$0.62
Culinary	Second	\$0.24

- Updated each harvest, linked from every product

 A page with one table the list editors can quote

 EMAIL

To: The editor of the Steep Daily ranking

Kinsho for the 2027 ranking

- Tasting samples of the three grades
- Origin and harvest, in their scoring terms
- The price-per-gram table

 One email and a sample kit

 EMAIL

To: The Leaf Review tasting team

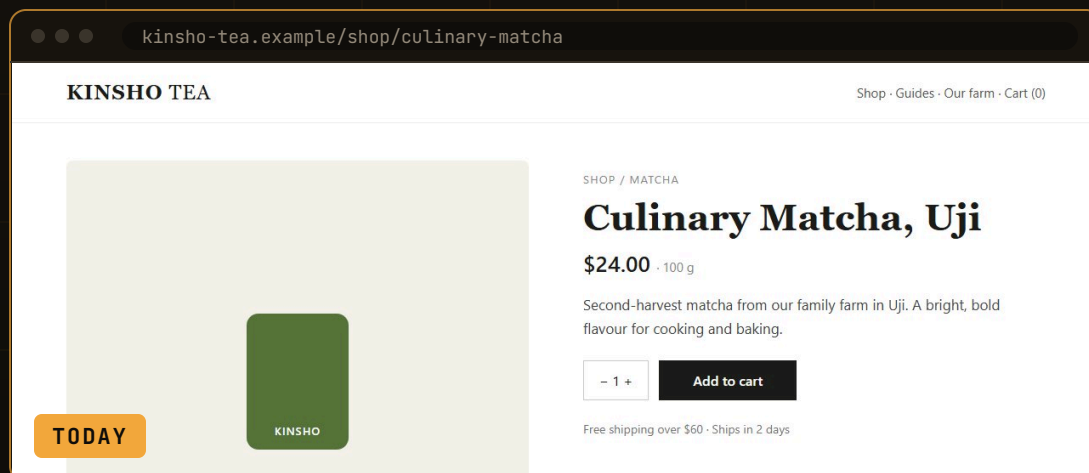
A Kinsho matcha for the next test

- Ceremonial and culinary samples
- What sets the Uji farm apart
- Happy to answer their questions

 One email and a sample kit

MOVE 2 · YOUR TEAM

What we build: A page for cafés and lattes



01 Add the café grade to the culinary page

- Latte ratio: grams per cup, hot and iced
- Price per kilo for 1 kg and 5 kg bags
- A free sample for cafés



02 A section for cafés in the guide

- Which grade holds up in milk, and why
- Three questions cafés ask, answered
- A link to the café grade

THE CALENDAR

7 pieces of work over 2 months

Move 1 · Get onto the matcha lists

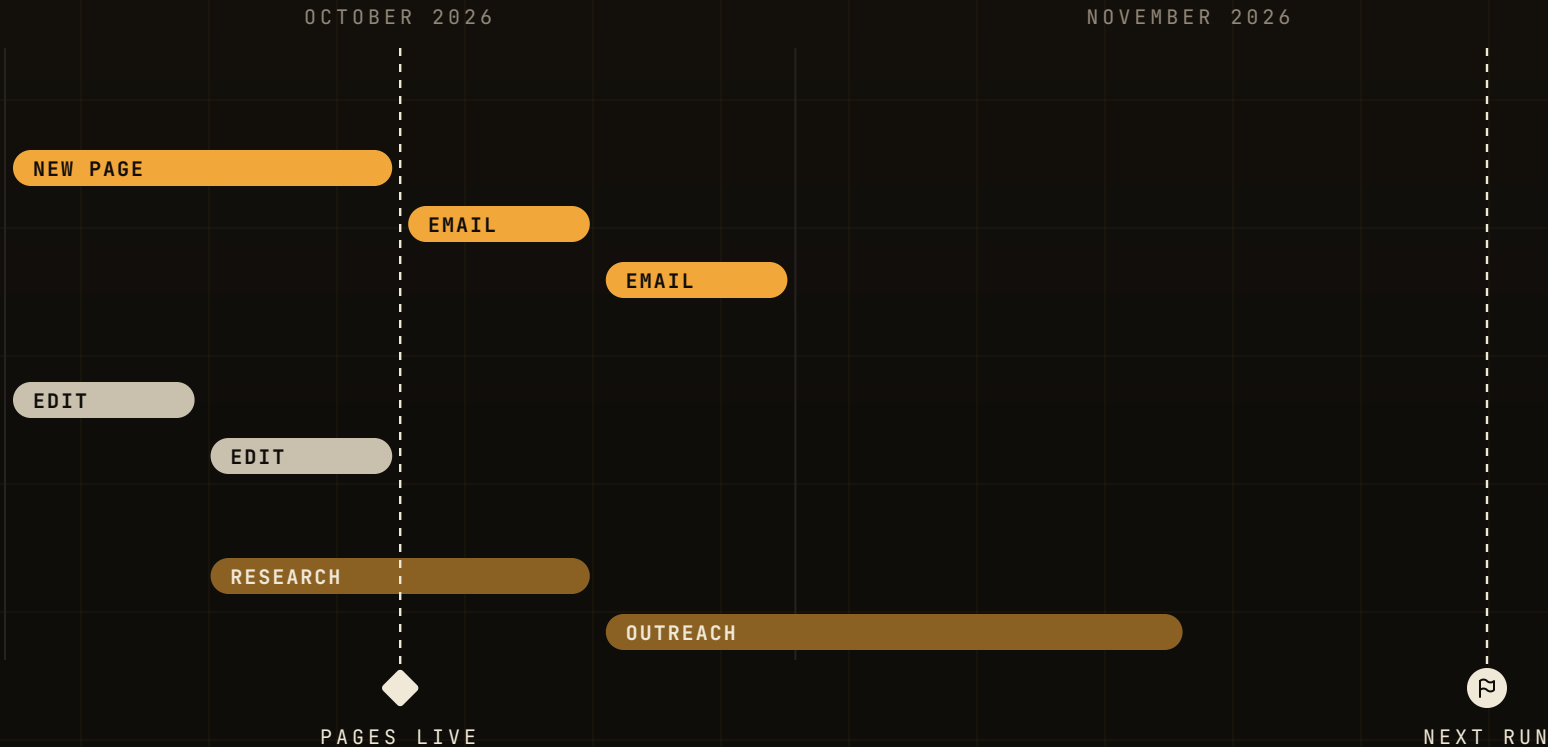
- Price-per-gram page
- Pitch to Steep Daily
- Pitch to Leaf Review

Move 2 · A page for cafés and lattes

- Café grade on the page
- Café section in the guide

Move 3 · YouTube reviews

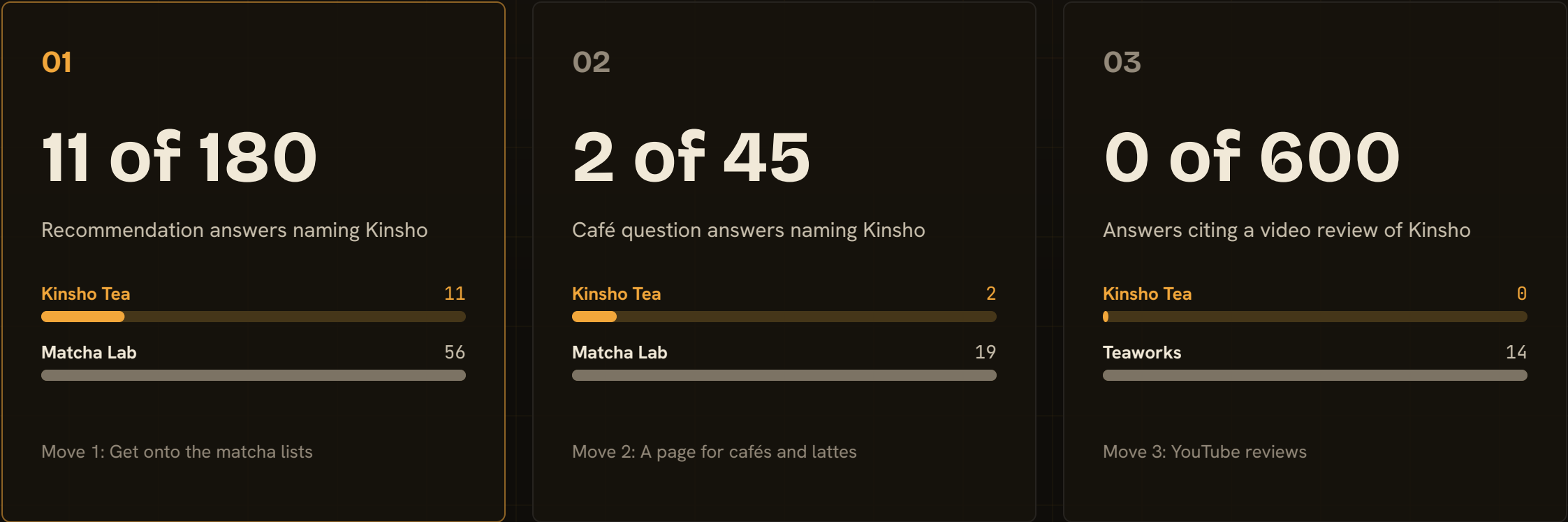
- Shortlist 5 channels
- Send tasting kits



We draft each piece; your team reviews and publishes it. The pitches go out once the pages they point to are live.

HOW WE WILL KNOW

3 figures, read again in the next run



Under each figure, the brand that does best on the same measure today. The next run asks the same questions on the same engines.

TO CLOSE

3 moves in October and November, then we read the answers again

01 Get onto the matcha lists

Price-per-gram page
Pitch to Steep Daily, with samples
Pitch to Leaf Review

02 A page for cafés and lattes

Café grade on the culinary page
A café section in the guide

03 YouTube reviews

Shortlist 5 review channels
Send tasting kits

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Appendix

The tables behind the slides

APPENDIX · SHARE OF ANSWERS

Every brand, share of answers

BRAND	SHARE OF ANSWERS	ANSWERS
Matcha Lab	20 %	119 of 600
Kinsho Tea	14 %	85 of 600
Teaworks	14 %	83 of 600
Leaf & Cup	10 %	57 of 600
Uji Garden	7 %	43 of 600
Hikari Matcha	5 %	27 of 600
Sencha & Co	4 %	21 of 600
Green Ritual	2 %	14 of 600

600 answers to 120 buyer questions on AI Overviews, AI Mode, ChatGPT, Gemini, Copilot, September 2026. Lit: Kinsho Tea. Demo brand: every brand and figure here is invented.