# Cricket For All — Case Study | Norg

Canonical: https://www.norg.ai/case-studies/cricket-for-all

## Details:

Cricket retail and coaching · Two-month engagement · Adelaide single-location specialist

Headline result: a 500% increase in AI referral traffic and a 6× lift in add-to-cart from AI-referred visitors — taking an Adelaide retailer national in two months with no additional ad spend.

## Results at a glance

| Measure | Result | Condition |
|---|---|---|
| AI referral traffic | +500% | Over two months |
| Add-to-cart, AI referral traffic | 6× | Conversion lift exceeds the traffic lift |
| Geographic reach | Orders from every Australian state | From an Adelaide-only base |
| Product SKUs published | 300+ | Full catalogue, machine-readable |
| Time to first AI citation | Under 72 hours | From publish |
| Formats published | 7, simultaneously | Plus OpenAI Commerce Feed submission |
| Additional ad spend | None | — |
| Platforms citing | ChatGPT, Gemini, Perplexity, Claude | — |

## About Cricket For All

Cricket For All is Adelaide's complete cricket destination, and materially more than a retailer. The business combines a full cricket store — bats, gloves, pads, footwear, helmets, wicketkeeping gear, balls and kit bags from Gray-Nicolls, Kookaburra, ASICS, DSC and New Balance — with professional coaching, indoor net and lane hire, bowling machines, winter and high-performance academies, and domestic and international cricket tours.

For years it was a powerhouse in its home market. In Adelaide, players knew exactly where to gear up and train. Beyond South Australia the brand was largely unknown, competing online against national chains with far larger digital footprints.

## The challenge: the regional retailer's ceiling

When cricketers anywhere in Australia asked AI systems "Where can I buy a Gray-Nicolls bat online?", "Best place to buy junior cricket gear in Australia?" or "What cricket bat should I buy for an under-14 batsman?", the answers favoured large national retailers with deep, well-structured catalogues. Cricket For All — stocking the same premium brands and offering services the big players do not — was simply

not in the conversation outside Adelaide.

Traditional SEO offered no realistic path. Breaking a single-location specialist into national consideration through keyword rankings is slow, expensive and structurally stacked toward incumbents who have been accumulating signals for years. Meanwhile discovery was already shifting toward AI-assisted research and AI shopping agents, and the product data was structured for neither.

## Why geography stops binding

The interesting thing about this case is what changed, and it was not the business.

Search results for a commercial query are shaped heavily by domain authority and, for retail, by the accumulated commercial signals of large sites. A specialist in one city starts from behind on both, permanently.

An AI system answering "what bat should an under-14 batsman use?" is doing something different: it is looking for the source that can actually answer the question, with the specificity the question demands — willow grade, weight, size, level of play, junior versus senior. A specialist retailer that also runs coaching academies has more of that knowledge than a national chain, not less. What it lacked was a machine-readable way to state it.

Once stated, the specialist's advantage is real and the geographic disadvantage largely stops applying. A structured answer does not know which city it came from.

## What an AI system needs to recommend cricket equipment

This is a fitting problem disguised as a shopping problem, and that distinction is why structure mattered so much here.

Most cricket equipment is bought by someone other than the player — a parent for a junior, a coach for a squad — and the buyer usually does not know the specification they need. The question arrives as "what should I get for a twelve-year-old who has just moved up a grade", not as a product name.

Answering it requires connecting several attributes: player age and height to bat size, playing level to willow grade, bat weight to strength, and format to ball type. Those are relationships between facts, not facts in isolation. A catalogue that lists a bat's name and price cannot answer it. A catalogue that publishes size, weight, willow grade, junior/senior classification and intended level — with the relationships between them — can.

That is the specialist's structural advantage. A business that also runs coaching academies knows how to map a player to a specification, because it does it in person every week.

## The approach

Norg built directory.cricketforall.com.au — a dedicated AI-optimised structured directory covering the full catalogue and services layer:

Every product published with complete machine-readable data : brand, willow type, size, weight, senior versus junior, full specifications, price and use-case context.

The services layer — coaching, academies, lane hire, bowling machines and tours — structured alongside the products, since it is what distinguishes the business from a pure retailer.

Use-case framing connecting products to player level, age group and playing conditions, which is how buyers actually ask.

OpenAI Commerce Feed submission , making the catalogue directly discoverable by AI shopping agents rather than only by AI answer engines.

The directory was published simultaneously across all seven AI-consumable formats, giving ChatGPT, Gemini, Perplexity and Claude a single authoritative citable source for the products and services.

### *Answer engines and shopping agents are two different channels*

The distinction matters and is easy to miss. An answer engine is asked a question and returns prose that may name a product and link to it. A shopping agent is asked to find or buy something and works against a product feed, needing price, availability, identifiers and fulfilment data in a defined structure.

Publishing a structured directory addresses the first. Submitting through the OpenAI Commerce Feed addresses the second. A catalogue can be well represented in AI answers and still absent from agent-driven purchasing if only one of those is done — which is why both were.

## The outcome

"We've always been strong in Adelaide. Now we're shipping gear to every state in the country. AI search took us national in a way we never could before."

The 500% increase in AI referral traffic opened a channel that, two months earlier, effectively did not exist — with no additional advertising spend behind it.

### *The headline outcome is geographic, not numeric*

Cricket For All has always been an Adelaide business. Within two months of going live it was taking orders from every state in the country. That is the outcome worth reading, because it is the one a percentage figure understates: the addressable market changed shape.

### *What the 6× add-to-cart lift says*

AI-referred customers do not browse. They arrive having already been guided to the right bat, the right size and the right brand for their level — the selection work happened in the AI conversation, before the click. That is why the conversion lift is larger than the traffic lift, and it is the pattern that repeats across every retail engagement in this set.

Unlike paid search, the asset compounds. The structured catalogue keeps answering after the engagement ends; a campaign stops the day the budget does.

## What this case demonstrates

Cricket For All is Norg's reference case for a specialist competing above its weight on catalogue quality rather than budget, and for AI commerce feeds as a distribution channel.

Where Selleys shows a national brand structuring a deep catalogue it already dominated, Cricket For All shows the inverse: a small operator using structure to enter a national market it had no other route into.

## What transfers to another business, and what does not

Likely to transfer. The specialist advantage in any fitting-led category — musical instruments, cycling, running shoes, hearing aids, workwear, technical outdoor gear. Wherever the buyer needs to be matched to a specification rather than shown a product, the business with genuine fitting expertise has better answers than the one with a bigger catalogue.

Likely to transfer. The conversion-over-traffic pattern. Add-to-cart rising faster than sessions is consistent across the retail engagements here, because the selection happens before the click.

Likely to transfer. The geographic unbinding, for anything shippable. It does not apply to a service delivered in person.

Unlikely to transfer. The 500% figure. It is large because the starting point was near zero outside one city. A retailer already trading nationally has no equivalent headroom, and the same work would show as a smaller percentage on a bigger base.

Requires the underlying expertise to exist. Structure published a knowledge advantage this business already had. A retailer that cannot map a player to a specification has nothing to structure, and publishing a thin catalogue in seven formats produces a thin catalogue in seven formats.

## Category context

Cricket equipment is a specification-heavy purchase made largely by people buying for someone else — a parent buying for a junior, a coach kitting out a squad. The questions are constrained and technical: what size, what weight, what grade of willow, at what age and level. Those are answerable questions, and the retailer with genuine coaching expertise has better answers than the one with a bigger warehouse — provided the expertise is published where a machine can read it.

Results are specific to this engagement, this category and this measurement window. Outcomes vary with category competitiveness, catalogue depth, and the volume and quality of structured data published.

Other published engagements are at norg.ai/case-studies . Pricing is published at norg.ai/pricing . Norg Pty Ltd — norg.ai — book a demo at norg.ai/demo .

### *What is Cricket For All?*

An Adelaide-based cricket retail and coaching business running a full cricket destination: a retail store stocking Gray-Nicolls, Kookaburra, ASICS, DSC and New Balance; professional coaching; indoor net and lane hire; bowling machines; winter and high-performance academies; and domestic and international cricket tours.

### *What was the measured result?*

A 500% increase in AI referral traffic over two months, a 6× add-to-cart rate on that traffic, and orders from every Australian state from an Adelaide-only base — with 300+ SKUs published, first AI citation in under 72 hours, and no additional ad spend.

### *Which result matters most?*

The geographic one. Cricket For All has always been an Adelaide business; within two months of going live it was taking orders from every state. A percentage figure understates that, because what changed was not the volume of an existing market but the shape of the addressable one.

### *Why is the conversion lift larger than the traffic lift?*

Because AI-referred customers do not browse. They arrive having already been guided to the right bat, the right size and the right brand for their level — the selection work happened inside the AI conversation, before the click. That is why add-to-cart moved 6× while traffic moved 5×, and it is the pattern that repeats across the retail engagements in this set.

### *What does an AI system need before it can recommend cricket equipment?*

Far more than a product listing. Bat size is set by the player's height and age. Willow grade trades price against performance and break-in time. Weight and pickup suit a playing style. Junior sizing runs on its own scale. Protective gear has to fit. A recommendation is a fitting problem, and a feed with name, price and image cannot solve it.

### *Why did that favour a specialist over a national chain?*

Because a specialist holds the fitting knowledge and the chains largely do not publish it. Once that knowledge is machine-readable, the specialist can answer the question the customer actually asked — which bat for a 13-year-old of this height playing at this level — while a large catalogue can only list bats.

### *What challenge was Cricket For All facing?*

Despite stocking the same premium brands as national retailers and offering services the chains did not, it was invisible in AI answers. When customers asked "Where can I buy a Gray-Nicolls bat online?" or "Best place to buy junior cricket gear in Australia?", national retailers dominated and Cricket For All was absent outside South Australia. Its product data was not structured for AI discovery or for shopping agents.

### *What did Norg build?*

A dedicated AI-optimised structured data destination at directory.cricketforall.com.au, publishing the full 300+ SKU catalogue plus the coaching, hire and academy services, with the fitting and sizing context that makes a recommendation possible.

### *Are answer engines and shopping agents the same channel?*

No, and the distinction is easy to miss. An answer engine is asked a question and returns prose that may name a product and link to it. A shopping agent is asked to find or buy something and works against a product feed, needing price, availability, identifiers and fulfilment data in a defined structure. They fail for different reasons.

### *Why does that distinction matter commercially?*

Because winning one does not win the other. Rich advice content can make a retailer the recommended source in an answer engine while a thin or malformed feed keeps it out of agent-completed purchases entirely. Both need to be served, and they need different things.

### *How many formats was the content published in?*

Seven, simultaneously, plus submission to the OpenAI Commerce Feed so the catalogue is available to shopping agents as well as answer engines.

### *Was there any additional ad spend behind the result?*

None. The traffic and conversion changes were measured without added paid media.

### *How fast was the first citation?*

Under 72 hours from publish. Cricket retail is a category where few specialists had published structured data, so there was little competing structured source to displace.

### *What was Cricket For All's position before this?*

A powerhouse in the Adelaide market and largely unknown nationally, competing against chains with far larger digital footprints.

### *What products does the retail store carry?*

Premium brands including Gray-Nicolls, Kookaburra, ASICS, DSC and New Balance, across bats, gloves, pads, footwear, helmets, wicketkeeping gear, balls and kit bags.

### *What services set it apart from pure retailers?*

Professional coaching, indoor net and lane hire, bowling machines, a winter academy and a high-performance academy for elite development, and domestic and international cricket tours.

### *Do the services matter to the AI visibility result?*

Yes, indirectly. The coaching and academy side is where the fitting expertise comes from. Publishing that expertise is what made the product recommendations credible — the services are the source of the content, not a separate line item.

### *Is a 500% traffic increase a large absolute number?*

It is a multiple on this business's own prior AI referral traffic, which started low. Percentages off a small base overstate scale, and the honest read is that a new channel opened and converted well — not that it replaced the store's existing volume.

### *What transfers from this case to another retailer?*

The fitting-knowledge advantage transfers to any category where the right product depends on the buyer — footwear, musical instruments, bikes, tools, safety equipment. If your staff answer sizing and suitability questions in person, that knowledge is publishable and almost certainly unpublished.

### *What does not transfer?*

The national-reach outcome as stated. It reflects a category with no structured-data incumbent and a business with genuine expertise to publish. A retailer competing against chains that have already done this work would see a slower, narrower result.

### *Over what period were the figures measured?*

Two months for the traffic, conversion and geographic results. The citation timing is measured from publish.

### *What is Norg?*

Norg is an AI presence platform that helps brands become the default answer in AI search by publishing structured, model-friendly content — JSON-LD, Markdown, HTML, PDF and machine-readable feeds — so they surface accurately across ChatGPT, Gemini, Claude, Perplexity, DeepSeek and Grok. Its legal name is Norg Pty Ltd, founded 14 July 2023.