

Become the brand AI recommends.

The AI & Search Transformation, a six-month done-for-you build you then own

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The offer in one minute

Simple by design. One thing, done properly. We spend six months building your Search and AI foundations for you, get you certified AI-ready inside 90 days, and then hand you the system to own and run. No lock-in, no platform to learn, and you keep everything we build.

90 days

to Certified AI-Ready, the first milestone

80 / 100

the AEO standard we build you to

6 months

done-for-you, then the system is yours

1-2 hrs

of your time a week after setup

What you get

Three outcomes. We sell the outcome, not a pile of deliverables.

01

Stop renting your traffic

Capture the demand already searching, in Google and in AI, so you own a channel you control instead of paying for attention every month.

02

Be the brand AI recommends

When someone asks ChatGPT, Perplexity or Google AI for the best cabin, sleepout or she shed in New Zealand, yours is the brand that shows up, gets quoted and gets clicked.

03

Own the system, not a vendor

We install a compounding asset your team can run. You are never stuck with an agency you cannot leave, because the whole thing is yours to keep.

The four pillars we build

Around 70 to 80% of this is proper SEO, done well with AI. Four pillars, scored out of 100 so progress is objective. The scores below are yours, from the strategy report.

Pillar	What we build, for you	You today
1 · Technical	Site health, schema, Core Web Vitals and AI crawler access, so engines can find, read and trust you. For you that means the mobile speed scores Google's lab test puts well below its thresholds , stripping the previous agency's Australian schema template off every page (including its self-rated five stars and AUD pricing), retyping the shop and category pages that are currently marked as articles, and adding the FAQ markup your 27-question FAQ has never had.	10 / 25
2 · Content	Keyword and AI-prompt research into topic clusters, then the content that answers every question a buyer asks, in your voice. Your map is 112 keywords, 130 buyer questions and 12 territories , cross-checked against your own Search Console and GA4 so nothing the tools miss gets passed by. Unusually, most of the raw material already exists: your 160 posts and 28 use-case pages get reshaped into the answers engines cite, then we fill the white space, led by the consent hub and the sleepout and kitset cabin hubs.	15 / 25
3 · Authority	The backlinks, digital PR, round-up placements and communities AI actually cites. You already lead every specialist in your field on authority, so the play is extending that lead: the she shed story into lifestyle press, the consent and granny-flat conversations, and the "best cabin" round-ups nobody in the category owns yet.	10 / 25
4 · Measurement	One dashboard tying your WooCommerce orders, GA4, Search Console and AI visibility together, so the work is visible month to month. For you this starts with the attribution rebuild: \$1.87M of your revenue currently credits no channel at all. Your weakest pillar and the fastest to fix.	5 / 25

40 out of 100 today. Certified is 80, which is Professional on all four. The evidence behind each score is in Appendix B of the [strategy report](#).

How the six months run

1 First 90 days: foundations + certified

We capture your baseline, fix the speed, schema and attribution foundations, stand up your content engine and start your authority. Content production itself begins inside these first 90 days too: as soon as everything is calibrated to your tone of voice and brand guidelines, the pieces start shipping. Your AEO score starts moving from 40 straight away and you can see it move. By day 90 you are **Certified AI-Ready at 80 out of 100**, verified against a documented audit and Google's Rich Results Test. That milestone is yours to keep.

2 Months 3 to 6: content + authority at pace

We build your content and authority hard: around 100 to 140 pieces across the six months, reshaped and new depending on your needs, plus the links and citations. Your visibility starts compounding across search and AI, and by month six you are transformed, ready to hand over.

3 Month 6 onward: you own it

The foundations, the content, the links and your certification are yours, on your own low-cost platform login rather than a big agency retainer. From here it is your call how much support you want.

After the six months, it is yours

You keep everything and choose how to run it. Three ways forward, all on your terms.

Do it yourself

Keep the platform for a low monthly fee (hundreds, not thousands) and run it in-house in an hour or two a week.

Do it with us

Join the ecommerce accelerator community: weekly coaching, other ecommerce brands on the same tools, strategy and back-end sessions.

We keep running it

Stay on a rolling retainer at the pace you choose and we keep the whole engine humming for you.

About the platform. We are building it right now for ecommerce brands, and refining the exact shape as we go. What is locked is the deal: you own the system, and the ongoing fee to keep and run it sits in the hundreds a month, not the thousands an agency charges. Because you come in during the build, you are one of the first clients on it, at this transformation rate, and the pricing will be the best in the industry.

How the engagement works

Investment	We will walk you through the numbers together on the call, once the scope is confirmed
After six months	A low monthly platform fee to keep and run the system, or a rolling retainer if you want us on it
Commitment	A six-month build, then love it or leave it. No lock-in
If you leave	You keep everything: the foundations, the content, the links, the strategy and your certification
Your time	One to two hours a week during the foundations phase (access, calibration, sign-off), then a quick weekly check-in for the rest of the six months

What we are aiming for. A 5 to 10x return over twelve months, at minimum, and everything here is built to get you there. The mid case in your strategy report is **+ \$136,700 a year** in new non-branded revenue, about seven extra cabins at your average order. Because you keep everything and can leave anytime, the risk of trying it is low.

One honest note on timing, since a cabin is researched over weeks rather than bought on impulse: the revenue in the model is back-loaded. Judge the first six months on the click curve, enquiries and the AEO score, not on cash collected in period.

Why you can be confident

- **A checkable finish line.** Certification is a documented score out of 100 against Google's own Rich Results Test, not our opinion. You go from 40 today to Certified, and you can see it.
- **Backed by the right people.** We have partnered with Simon at the [Ecommerce Accelerator](#), one of the leading ecommerce growth communities, so you get real ecommerce insight and a proven community behind the work, not just an SEO agency.
- **Proven playbook.** Our longest-standing clients, like [PinkBins](#), rank top-three on their core commercial terms and already show up in AI Overviews and ChatGPT off the back of the same foundations work.
- **Speed is the point.** Traditional SEO talks in twelve-month horizons. AI compresses that, so your foundation lands in six months and starts compounding, not twelve.

- **You keep it, at the best price around.** No lock-in and no dependence on us. And because we are building our platform right now, you come in as one of the first clients on it at this transformation rate, with pricing that will be the best in the industry.

What comes next

You have your strategy report and the numbers sized on your own data. The next step is a conversation: we confirm scope and the WordPress access, set up payment and book your onboarding call, and the six months starts from there.

Appendix A: the transformation, line by line

This is the full task list behind the summary above. Approval points are marked, so you always know when something needs your sign-off.

Roughly 70 to 80% of it is proper SEO done well with AI, and the rest is what makes you the brand AI recommends.

Before we start: what we need from you

- **WordPress admin**, for technical fixes, schema, page typing and speed work
- **WooCommerce order data**, so revenue attribution gets rebuilt from the ledger itself
- **Google Search Console**, domain-level, so we see every query rather than a sample
- **Google Analytics 4**, so organic gets credited properly
- **Your brand guidelines**, tone of voice, the claims you can and cannot make, and who approves content

We already have Search Console and GA4 access, which is how this strategy was built. WordPress admin is the outstanding one, and it is already in motion.

Phase 1 · First 90 days: foundations, calibration and first production

This period establishes the foundations, calibrates the system to your brand, and ships the first wave of content. By the end of it the technical work is done and the content engine is running at pace.

Onboarding

- Sales to delivery handover, so nothing you have told us gets lost
- Welcome email and onboarding form
- Payments set up, invoice schedule confirmed
- Dedicated Slack channel for async communication

- Shared Google Drive folder for the core deliverables, so you always have a record of what matters
- Delivery board set up with all tasks and due dates, for our team to run the work against
- Brand and Positioning document developed, reviewed and approved
- Kick-off session, one 60-minute call covering scope, timeline, priorities and access
- All access confirmed and tested

Baseline and measurement

- Full baseline captured before we touch anything: rankings, traffic, revenue by channel, branded versus non-branded split
- The attribution rebuild: WooCommerce order truth connected, so the \$1.87M of currently unattributed revenue starts crediting real channels
- AEO scorecard scored across all four pillars, with the evidence behind each score
- AI visibility tracking stood up across ChatGPT, Perplexity, Gemini and Google AI Overviews
- Citation monitoring on your priority prompts, so you can see when AI starts naming you
- Live reporting dashboard you can open any day, rather than a monthly PDF

Research and strategy

- Keyword research triangulated across Google Keyword Planner, Ahrefs and SEMrush, never a single tool
- AI prompt library built for your category, scored and prioritised. Yours already runs to 130 prompts
- Competitor gap analysis, including the review sites and publications that shape AI answers in your category
- Cluster strategy mapping every keyword and prompt to a content territory. Yours is 12 territories, led by the consent hub nobody in the category owns
- URL mapping and site architecture review
- **Approval point:** you confirm target keywords, prompts and clusters

Technical SEO and on-page

- Full technical site audit with developer-ready recommendations
- Core Web Vitals remediated: the lab-tested mobile LCP (19.9s in Lighthouse) and layout shift are the first targets

- The legacy agency schema stripped: the AUD-priced LocalBusiness block, the self-rated CreativeWorkSeries and the embedded third-party logo
- Page typing corrected: shop and category pages as collections, not articles
- Schema built, validated and deployed: Product, Organization, Brand, Breadcrumb, FAQ and Q&A
- On-page error sweep: broken links, H1s, alt text, duplicate and missing meta, expired price validity
- Sitemap and robots.txt review, including AI crawler access and llms.txt
- Internal linking structure reviewed and improved
- Redirect audit and remediation, up to 2,000 redirects included
- Toxic backlink review and disavow where warranted
- Meta titles and descriptions rewritten for the pages that rank but do not win the click, starting with your ten biggest non-branded terms
- **Approval point:** you approve the URL map and all on-page changes before anything ships

Platform onboarding and calibration

- Access to **Notable**, our own proprietary AI search platform. We built it for deploying AI search into ecommerce brands, and we believe it becomes the gold standard for doing this work.
- Your workspace created and configured, and the system calibrated to your tone of voice and brand guidelines before anything is produced at scale
- Notable runs the whole engagement: your technical monitoring, your content production, your authority and reputation scanning, and all of your measurement in one place
- After the six months you keep full access and run it yourself on a small monthly platform cost
- **Approval point:** you confirm the calibrated output is on brand before we scale production

Content roadmap and first production

- Content roadmap built from the cluster strategy and prioritised by value
- **Approval point:** content plan approved, then production starts
- FAQ bank structured and marked up, starting from the 27-question FAQ and 21 FAQ posts you already have
- Use-case page sharpening, content reshaping and new articles begin shipping inside the first 90 days

- Every piece reviewed for brand voice, factual accuracy and SEO validation before it reaches you
- **Roughly 30 to 60 pieces produced in the first 90 days**

Authority, foundations

- Backlink profile audited: what you have, what is toxic, what has been lost
- **Foundational backlink build**: the citations, directories, associations and industry listings a credible brand in your category should hold
- Backlink reclamation for any lost high-value links
- Review and citation source mapping: the specific publications, review sites and communities AI draws on when answering questions in your category
- Digital PR angles identified from what you genuinely have: the she shed story, a category you named, the consent-free angle and the Richmond showroom

The goal we are driving at

- **AI-Ready at 80 out of 100**, up from 40 today, verified against a documented audit and Google's Rich Results Test.
- We aim to get you there as early in the six months as the content allows. Some brands hit it inside 90 days, most land it between month three and month six. It is what the engagement is for, and your score is visible to you the whole way.

Phase 2 · Months 4 to 6: production at scale and compounding

Foundations are in and the workflows are calibrated, so these months are about sustained output and building the authority that makes AI cite you. The mix each month is guided by the roadmap and adjusted for your seasonality and performance data.

Monthly content production

- **Use-case and category page refreshes**, high value because they carry your commercial terms and 28 of them already exist
- **Product page refreshes** across the kitset range, where the buying decision happens
- **Content reshaping and new articles**, mixed to suit priorities, drawing on the 160 posts already written
- **Target output up to 30 pieces a month**, adjusted to your season and what the data says is working
- Every piece reviewed for voice, accuracy and SEO before delivery
- Content gaps reassessed monthly against live AI answers, so we chase what is actually being asked

Authority and reputation

- Continued foundational link building where genuine opportunities exist, judged on citation value rather than a monthly count
- We work with you to develop the authority opportunities that are unique to your business, because the best plays here are usually the ones only you can make

Being straight with you about the authority pillar: the engagement runs hardest on technical, content and measurement, because those are the three we can move reliably inside six months. The authority side of Notable, the off-site opportunity tracking, the community scanning and the digital PR tooling, is the newest part of the platform and we are building it out over the coming months. We are not going to promise you a dashboard that does not exist yet. What we will do is the foundational link work, tell you honestly where you stand on authority, and bring you the new tooling as it lands.

Ongoing technical

- Monthly technical sweep and on-page error checks
- Fixes implemented as they arise
- Schema extended as new page types ship

Reporting and strategy

- Monthly technical report: rankings, indexing, technical health, content performance
- Monthly performance report: revenue by channel, AI visibility, citations won
- Monthly growth strategy call where it is useful, or a short Loom from us instead: what is the constraint, and what is the highest-value next move

What you end up with

Output	First 90 days	Months 4 to 6	Total
Use-case and category page refreshes	8 to 14	up to 20	28 to 34
Product page refreshes	6 to 10	up to 9	15 to 19
Content reshaped into answer format	8 to 20	up to 30	38 to 50
New content	8 to 16	up to 21	29 to 37
Total pieces	30 to 60	up to 80	100 to 140
Foundational backlinks	Profile built	Extended	Quality-judged, not a quota
AEO score	Climbing from 40	Driving at 80 out of 100	Yours to keep

Volumes depend on content complexity, your approval cadence and strategic priorities. The roadmap guides prioritisation, and we will always choose the higher-value piece over hitting a number.

Notable, the platform you end up owning

Notable is our own AI search platform, built for ecommerce brands, and it is the reason this leaves you with an asset rather than a folder of documents. During the six months we run it for you. After that it is yours.

- **Content production**, writing and refreshing against your calibrated brand voice and live roadmap
- **Technical monitoring**, continuously checking schema, indexing and on-page health
- **AI visibility tracking**, watching whether AI recommends you, on the prompts you care about
- **Reputation monitoring**, surfacing what review sites, communities and publications are saying
- **Reporting**, one dashboard tying WooCommerce, GA4 and Search Console to AI visibility

After the six months, someone on your team spends an hour or two a week in Notable and the system keeps compounding. You can also join the ecommerce accelerator community for coaching and support, or keep us on a rolling retainer. Your call.

What is not included

Worth being straight about the edges, so nothing surprises anyone at month four.

- **Paid advertising.** We do not run Google or Meta ads. We will happily work alongside whoever does, and the organic data usually makes their job easier.
- **Website rebuilds or theme development.** We provide developer-ready specifications and can implement within your existing WordPress theme. A rebuild is separate work.
- **Redirects beyond 2,000.** Scoped and quoted separately if the site needs more.
- **Product photography and video production.** Available through our contractor network, quoted separately.
- **Claims we cannot substantiate.** Building rules are council territory, so we write consent content to the Building Act line, reference every claim, and you approve everything before it goes live.

Team Empathy

Search & AI for ecommerce

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