

The AI & Search Transformation.

What we do, line by line, across six months

GROWTH EDITION · DONE-FOR-YOU · VERSION 2, AUGUST 2026

What this is

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 hand you a system you own and run. Roughly 70 to 80% of this is proper SEO done well with AI. The rest is what makes you the brand AI recommends.

90 days

to Certified AI-Ready,
80 out of 100

6 months

done-for-you, then
the system is yours

100-150

pieces of content
produced and
published

1-2 hrs

of your time a week

What changed in version 2. We now run every engagement through **Notabl**, our own Shopify-native AI search platform, rather than renting a third-party workspace. You keep it at the end. Authority has also changed: instead of a fixed monthly backlink quota, we build a **foundational backlink profile** and put the ongoing effort into digital PR and the review and citation sources AI actually reads. Quality and citation-worthiness beat volume, and volume was never the thing that moved AI answers.

The four pillars

Everything below sits under one of four pillars. Each is scored out of 25 on the AEO Maturity Model, so progress is objective rather than a matter of opinion. **Certified is 80 out of 100**, which means Professional on all four.

PILLAR 01

Technical

Site health, structured data, Core Web Vitals, crawler and agent access. Engines can find, read and trust you.

PILLAR 02

Content

Keyword and AI-prompt research into topic clusters, then the content that answers every question a buyer asks, in your voice.

PILLAR 03

Authority

Foundational links, digital PR, review-site and community presence. Third parties vouch for you where AI is reading.

PILLAR 04

Measurement

One dashboard tying Shopify, GA4, Search Console and AI visibility together, so the work is visible month to month.

Before we start: what we need from you

Access	Why we need it
Shopify admin	Technical fixes, schema, product data, and the attribution that proves the work
Google Search Console	Domain-level, so we can see every query, not a sample
Google Analytics 4	Revenue by channel, so organic gets credited properly
Google Merchant Center	If you run Shopping, so product data lines up with organic
Ahrefs or SEMrush	Only if you already have an account. We have our own otherwise
Your brand guidelines	Tone of voice, claims you can and cannot make, approval process

If any of these need setting up from scratch, we will add a short call to the pre-work. That can move the start date, so the sooner access lands the sooner we begin.

First 90 days: foundations, calibration and first production

This period establishes the foundations, calibrates Notabl to your brand, and ships the first wave of content. It ends with your **Certified AI-Ready** milestone at 80 out of 100.

Onboarding

- Sales to delivery handover, so nothing you 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 every deliverable
- Delivery board set up with all tasks and due dates, visible to you
- Brand and Positioning document developed, reviewed and approved
- Kick-off session, one 60-minute call: scope, timeline, priorities, 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
- AEO scorecard scored across all four pillars, with the evidence behind each score
- **NEW** AI visibility tracking stood up across ChatGPT, Perplexity, Gemini and Google AI Overviews
- **NEW** Citation monitoring on your priority prompts, so you can see when AI starts naming you
- Live reporting dashboard you can open any day, not 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
- Competitor gap analysis: what they rank for that you do not
- Cluster strategy mapping every keyword and prompt to a content territory
- URL mapping and site architecture review
- **APPROVAL** You confirm target keywords, prompts and clusters

Technical SEO and on-page

- Full technical site audit with developer-ready recommendations
- On-page error sweep: broken links, H1s, alt text, duplicate and missing meta

- Sitemap and robots.txt review, including AI crawler access
- Core Web Vitals measured and remediated
- Schema built, validated and deployed: Product, Organization, Brand, Breadcrumb, FAQ and Q&A
- 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
- **APPROVAL** You approve the URL map and all on-page changes before anything ships

Notabl setup and calibration **REPLACES AIOPS**

- Your Notabl workspace created and configured
- Three production workflows built and calibrated:
 - **Product page refresh**, enriching PDPs with real detail, FAQs and schema-ready copy
 - **New content**, targeting the keywords and prompts from your cluster strategy
 - **Content refresh**, updating existing pages for freshness and AI citation readiness
- Three rounds of calibration feedback on real pages until the output matches your voice and product knowledge
- **APPROVAL** You confirm all three workflows are producing on-brand content before we scale

Content roadmap and first production

- 12-month content roadmap built from the cluster strategy and prioritised by value
- **APPROVAL** Content plan approved, then production starts
- FAQ bank generated, minimum 10 to start, then extended across the catalogue
- Product page refreshes, content refreshes 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 40 pieces produced in the first 90 days**

Authority, foundations **CHANGED**

- 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 your category
- Digital PR angles identified from what you genuinely have: certifications, testing, provenance, named customers

UX and site experience

- UX review across every key page template
- Recommendations shared, prioritised by likely revenue impact

The milestone

- **Certified AI-Ready, 80 out of 100**, verified against a documented audit and Google's Rich Results Test. Yours to keep.

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

- Product page refreshes, content refreshes and new articles, mixed to suit priorities
- **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 digital PR **CHANGED**

- Ongoing digital PR outreach into the publications and review sources that shape AI answers in your category
- Customer and case-study stories written up as citable, referenceable assets
- Review platform and community presence managed, including Reddit and category forums where relevant
- Reputation monitoring: what is being said about you in the sources AI reads, and where to intervene
- Continued foundational link building where genuine opportunities exist, judged on citation value rather than a monthly count

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, one 30-minute session: what is the constraint, what is the highest-value next move

What you end up with

Output	First 90 days	Months 4 to 6	Total
Product page refreshes	10 to 15	up to 40	50 to 55
Content refreshes	8 to 12	up to 25	33 to 37
New content	10 to 15	up to 25	35 to 40
Total pieces	30 to 40	up to 90	100 to 150
Foundational backlinks	Profile built	Extended	Quality-judged, not a quota
AEO score	Certified at 80	Maintained and improved	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.

Notabl, the platform you end up owning

Notabl is our own Shopify-native AI search platform, and it is the reason this engagement 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.

What it does	How that helps once we hand it over
Content production	Writes and refreshes content against your calibrated brand voice and your live content roadmap
Technical monitoring	Continuously checks schema, indexing and on-page health, and tells you when something breaks
AI visibility tracking	Watches whether AI is recommending you, across the assistants that matter, on the prompts you care about
Reputation monitoring	Surfaces what review sites, communities and publications are saying, so you can respond while it still matters

What it does	How that helps once we hand it over
Reporting	One dashboard tying Shopify, GA4 and Search Console to AI visibility

The point of the handover. Someone on your team spends an hour or two a week in Notabl and the system keeps compounding. You are not buying a retainer you can never leave, you are buying a capability and the platform that runs it.

After the six months

You keep everything: the foundations, the content, the links, the strategy, the certification and your Notabl workspace. Three ways forward, all your call.

Do it yourself	Keep Notabl on a low monthly platform cost and run it in-house in an hour or two a week
Do it with us	Join the AI Search Accelerator community for coaching, feedback and support alongside other Shopify brands on the same tools
We keep running it	Stay on a rolling retainer at whatever pace suits

Handover, included

- Handover call, one 30-minute session covering the transition plan and system access
- Full ownership of your calibrated Notabl workspace
- The 12-month content roadmap, which keeps running past the engagement
- Documentation and SOPs: how to run it, how to produce content, how to read the reporting
- Case study or testimonial conversation, if you are happy to

Investment

Investment	NZD \$5,000 per month across six months, or NZD \$25,000 paid up front, which saves you a month
Contract term	Six months

Commitment	Love it or leave it. No lock-in, cancel anytime after the build
If you leave	You keep everything: foundations, content, links, strategy, certification and your Notabl workspace
After six months	A low monthly platform cost to keep running Notabl, or a rolling retainer if you want us on it
Your time	One to two hours a week during foundations, then a quick weekly check-in
Qualification	NZ or AU head office, and a business already doing meaningful revenue online

The guarantee. We aim for a 5 to 10x return over twelve months. The floor we guarantee is **at least 2x your investment back by month six in attributable non-branded organic and AI revenue**, or we keep working for free until you get there. Combined with keep-everything and leave-anytime, the risk of trying this is close to nil.

Also included

- Ecommerce Accelerator community access, when available
- Our vetted contractor network: designers, video editors, web developers, UGC creators
- Private one-to-one consulting at preferential rates
- Reputation maintenance playbook: review strategy, community strategy, and how to identify and approach the publications that matter in your category

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 theme. A rebuild is a separate piece of work.
- **Redirects beyond 2,000.** Scoped and quoted separately at our fractional rate if the site needs more.

- **Product photography and video production.** Available through our contractor network, quoted separately.
- **Claims we cannot substantiate.** In regulated categories we write to the compliance line, reference every claim, and you approve everything before it goes live.

Team Empathy

Search & AI for ecommerce

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