

Become the brand AI recommends.

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

THE OFFER FOR MOOGOO · PREPARED FOR JAN MESZAROS AND ASHLEIGH BAILEY ·
CONFIDENTIAL

The offer in one minute

Simple by design. One thing, done properly. We spend six months building your Search and AI foundations for you, take you to AI-Ready at 80 out of 100, and then hand you the system to own and run. No lock-in, no platform to learn, and you keep everything we build.

80 / 100

the AI-Ready standard we build you to, from 45 today

3-6 mths

the goal for getting there, sooner the better

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

Paid Google drives A\$4.91M of your revenue, and every click behind it is rented. Organic already converts at 5.04% against paid Google's 6.77%, on no media spend at all. Every click this work wins organically is a click you stop paying for.

02

Be the brand AI recommends

When someone asks ChatGPT or Google AI for the best natural shampoo or eczema cream in Australia, yours is the brand that gets named, quoted and clicked. Google already treats "moogoo deodorant" as the parent topic for the word deodorant, and ChatGPT already sent you 320 orders with nothing written for it. You win this by accident today. We make it deliberate.

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.

Pillar	What we build	You today
1 · Technical	Site health, schema, Core Web Vitals and AI crawler access, so engines can find, read and trust you. For you this is the mobile performance rebuild (28 out of 100 today, with a largest contentful paint of 28.9 seconds on the 83% of your sessions that are mobile), breadcrumb markup which is missing sitewide, and FAQ and Q&A markup across the catalogue.	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 120 keywords, 115 prompts and 11 territories. You have 170 blog posts already, so this is as much about refreshing and reshaping what exists as writing new.	10 / 25

Pillar	What we build	You today
3 · Authority	The backlinks, digital PR, review-site placements and community presence AI actually cites. This is your strongest pillar already: Domain Rating 52, 1,354 referring domains and 3,031 ranking keywords. The work here is pointing that authority at the pages that need it, plus the eczema, parenting and pharmacy communities where your story earns citations.	20 / 25
4 · Measurement	One dashboard tying your Shopify, GA4, Search Console and AI visibility together, so the work is visible month to month. This is your weakest pillar and the fastest to fix, and right now ChatGPT is sending you orders that nobody is tracking.	5 / 25

How the six months run

1 First 90 days: foundations and first production

We capture your baseline, fix the technical and product foundations, stand up your content engine and start your authority. Content production 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 climbing from 45 straight away, and you can see it move.

2 Months 3 to 6: content + authority at pace

We build your content and authority hard, so your visibility starts compounding across search and AI. By month six you are transformed, and the system is ready to hand over.

3 Month 6 onward: you own it

The foundations, the content, the links and your Notable workspace 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: the foundations, the content, the links, the strategy and your Notable workspace. Three ways forward, all your call.

Do it yourself	Do it with us	We keep running it
Keep Notable on a low monthly platform cost and run it in-house in an hour or two a week.	Join the AI Search Accelerator community for coaching, feedback and support alongside other Shopify brands running the same system. Most brands land here, because it keeps the momentum without the retainer.	Stay on a rolling retainer at whatever pace suits you.

How the engagement works

Investment	NZD \$5,000 a month for six months, so \$30,000 in total. Or \$25,000 paid up front, which saves you a month. Priced in New Zealand dollars, so it lands a little lower in AUD.
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
Contract term	Six months
After six months	Use the platform whichever way suits you, from the three options above: run it yourself on a low monthly platform cost, run it with us in the community, or keep us on a rolling retainer
If you leave	You keep everything: foundations, content, links, strategy and your Notable workspace

The commitment. We are aiming for a **5 to 10x return over twelve months**, and everything here is built to get you there. But the thing worth understanding is what you are actually buying: not a campaign that stops when the invoices stop, and not a rented dependency on us. You are buying a **system your team owns and runs internally**. That is where this whole discipline is heading, and it is why we built Notable rather than renting somebody else's tooling. We are building you something designed to last for years and to keep evolving as agentic workflows do, and we keep developing the platform underneath you the entire time you use it.

What you are actually buying

Most of what makes this work is not the six months of our time. It is the system underneath it, and you own that at the end.

The IP that transfers to you	What it is
Our content workflows	The research, brief, write, review and publish chain we have built and refined across every brand we run, calibrated to your voice and your category. This is the most complex piece and the one that takes years to get right.
Our technical SEO and AEO workflows	The audit, schema, structured data and machine-readability process that gets a site found, read and trusted by search engines and AI assistants.
Our authority workflows	How we identify, prioritise and pursue the citations, publications and communities that actually move AI answers, rather than chasing link counts.

All three live inside Notable, all three keep being updated by us as the landscape moves, and all three are yours to keep running after the six months.

The bit worth pausing on. Most agencies charge you year after year after year, and the day you stop paying, the capability walks out of the door with them. **We charge you for six months to transform the business, and then you own the system.** For a business at your scale, the IP on its own would justify the investment. Six months of us building it with you, on your data and in your voice, sits on top of that.

Why you can be confident

Value ↑
bigger is better

Dream outcome

Organic and AI become your biggest, cheapest and most defensible channel, on a non-branded base that already earns A\$992,125 a year.

Likelihood it works

You already rank on 3,031 terms with 1,438 in the top three, you hold Domain Rating 52, and ChatGPT is already sending you orders. We are improving a working engine, not starting one.

DIVIDED BY

Time to results

Revenue phasing in from month three, AI-Ready and transformed by month six.

Effort from you

One to two hours a week during setup, then a weekly check-in. We do the work.

- **A checkable finish line.** AI-Ready is a documented score out of 100 against Google's own Rich Results Test, not our opinion. You go from 45 today toward 80, and you can see every point move as we go.
- **The proof is already in your own data.** ChatGPT sent you 320 orders worth A\$20,327 in the last twelve months with nothing on the site written for it, and Google already treats "moogoo deodorant" as the parent topic for the word deodorant. This is the same method applied on purpose, across 115 mapped prompts and 11 content clusters.
- **We do not model on hope.** Every dollar in your strategy comes from winning clicks on impressions you already earn. We assumed zero new rankings. New content sits on top of that number, not inside it.
- **Speed is the point.** Traditional SEO talks in twelve-month horizons. AI compresses that, so your foundation lands in six months and starts compounding.
- **You keep it.** No lock-in, no dependence on us. The asset is yours whatever you decide.

The transformation in full, line by line

Everything above in detail, so you can see exactly what we cover and where the approval points sit.

PHASE 1

First 90 days: foundations, calibration and first production

This period establishes the foundations, calibrates Notable 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 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: 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
- 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, 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

Notable onboarding and calibration

- Access to **Notable**, our own proprietary platform. We built it specifically for deploying AI search into Shopify 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 across places like Reddit, 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** 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** 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 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 your category
- Digital PR angles identified from what you genuinely have: certifications, testing, provenance, named customers

The goal we are driving at

- **AI-Ready at 80 out of 100**, 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, and the honest answer on timing is that it depends on how much content your category needs and how fast approvals come back. Some brands hit it inside 90 days. Most land it somewhere between month three and month six. Either way it is what the engagement is for, and the 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

- **Product page refreshes**, the biggest single block of work, because product pages are where the buying decision happens
- **Collection page refreshes**, a smaller volume simply because there are fewer of them, and high value because they carry your category terms
- **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, reputation and digital PR

- **Off-site opportunities identified for outreach**, surfaced in your Notable dashboard: the publications, review sites and communities worth pursuing in your category
- **Reddit and community scanning**, so you can see where your category is being discussed and where it is worth engaging
- **Reputation monitoring**: what is being said about you in the sources AI reads
- Continued foundational link building where genuine opportunities exist, judged on citation value rather than a monthly count
- We work with you to develop the opportunities that are unique to your business, because the best authority plays are usually the ones only you can make

Being straight with you about this one. The authority dashboard and the outreach and digital PR side of Notable are the newest part of the platform and we are actively building them out over the coming months. You will get the tracking and the identified opportunities from the start, and the tooling around them keeps getting better across your engagement. We will keep you posted as each piece 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
Product page refreshes	12 to 22	up to 35	47 to 57
Collection page refreshes	4 to 8	up to 12	16 to 20

Output	First 90 days	Months 4 to 6	Total
Content refreshes	6 to 14	up to 20	26 to 34
New content	8 to 16	up to 23	31 to 39
Total pieces	30 to 60	up to 90	100 to 150
Foundational backlinks	Profile built	Extended	Quality-judged, not a quota
AEO score	Climbing from your baseline	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 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
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 Notable 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.

What comes next

You have seen the opportunity sized on your real data. The next step is simply to say go: we confirm scope and start the first 90 days. When you are ready, reply to Ben and we will send the agreement.

Team Empathy

Search & AI for ecommerce

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