

Become the brand AI recommends.

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

PREPARED FOR FIVE STAR NAPKINS · 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, drive you toward Certified AI-Ready, and then hand you the system to own and run. No lock-in, no platform to learn, and you keep everything we build.

27 → 80

your AEO score, from Emerging to Certified AI-Ready

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

Paid channels drive more than half your revenue, and Google Ads alone runs over \$214,000 a year in spend. We build you an owned channel, in Google and in AI, that captures the demand already searching, so growth compounds instead of resetting every month you stop paying.

02

Be the brand AI recommends

When someone asks ChatGPT, Perplexity or Google AI for the best cocktail napkins, the linen-feel ones, the eco option, 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 Product, Offer and Organization schema you have nowhere today , the review markup that would make your product star ratings visible to engines (they are printed on the page but not as schema), the 137-collection sprawl cleaned up (live test and duplicate collections indexable today), and tidying the page weight so the lab warnings clear.	10 / 25
2 · Content	Keyword and AI-prompt research into topic clusters, then the content that answers every buyer question, in your voice. Your map is 118 keywords, 126 buyer prompts and 8 clusters . Much of it is net-new: you have 18 thin posts against a 100-to-150 standard, so we build the hosting and buying guides, the linen-feel and eco answers and the occasion content you are absent from, then schema-harden the collection and product pages that already rank.	7 / 25
3 · Authority	The backlinks, digital PR, entertaining round-ups and communities AI actually cites. For you that means lifting a thin profile (a domain rank of 8 out of 100 and 71 referring domains) with the "best cocktail napkins" round-ups, the wedding and entertaining publications, and the sustainability press your organic cotton line has a genuine story for.	5 / 25
4 · Measurement	One dashboard tying your Shopify, GA4, Search Console and AI visibility together, so the work is visible month to month. For you this starts with fixing the attribution (GA4 understates your sales by ~17% and leaves \$143,000 unassigned), then AI-visibility tracking and organic revenue attribution.	5 / 25

27 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 and first production

We capture your baseline, fix the technical and product foundations (starting with the schema and review markup that gate your whole Technical score), 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 27, and the aim is Certified AI-Ready at 80 out of 100 as early in the six months as the content allows.

2 Months 3 to 6: content and authority at pace

We build your content and authority hard: around 100 to 150 pieces across the six months, new and refreshed 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 Shopify 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, exclusively for Shopify 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.

What you are actually buying

The four pillars of AI search become four sets of working workflows, built around your brand, so you can act on them rather than admire them. Four things transfer to you and stay yours:

- **Content.** The research to brief to write to review to publish chain, calibrated to your voice. The most complex piece, and the one that takes years to get right.
- **Technical SEO and AEO.** The schema, the site health, the review markup and the monitoring that keep engines reading you correctly.
- **Authority.** The link and citation building, and the plays only you can make in the entertaining and sustainability press.
- **Measurement.** The tracking, attribution and reporting layer that puts the right information in front of you at the right time, so decisions get made on what is actually happening rather than on a hunch.

All four live inside Notable, all four keep being updated, and all four are yours to keep. Most agencies charge you year after year after year, and the day you stop paying, the capability walks out the door with them. We charge you for six months to transform the business, and then you own the system. For a business your size, the IP on its own would justify the investment.

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 27 today to Certified, and you can see it climb the whole way.
- **Backed by the right people.** We have partnered with Simon at the [Ecommerce Accelerator](#), one of the leading Shopify 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 Shopify-only platform right now, you come in as one of the first clients on it at this transformation rate.

The commitment. Everything here is built to compound. The mid case in your strategy report is **+\$161,600 a year in new first-order revenue and about +\$230,500 in new lifetime value**, in non-branded organic and AI across your four revenue markets, on a business that runs on new-customer acquisition, and it keeps building after the six months rather than resetting. But the real argument is simpler: you are buying a system your team owns and runs, built to last years and to keep evolving as AI shopping does, with us developing the platform underneath you the whole time.

One honest note on timing: rankings and AI citations follow content with a lag, so the revenue in that model is back-loaded. Content ships from the first months, and you judge the first six months on run-rate and on the score climbing, not on cash collected in period.

The investment

Paid up front	NZD \$30,000, one month free
Or monthly	NZD \$6,000 a month across the six-month term (\$36,000 total)
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	A six-month build, then it is yours
After six months	Keep and run the system on the Notable app and community from around NZD \$850 a month, or a rolling retainer if you want us on it
If you leave	You keep everything: the foundations, the content, the links, the strategy and your certification
Qualification	Shopify brand, product-market fit, and the ambition to own your category in search and AI

All figures NZD. Your proposal with both options ready to sign is at proposals.teamempathy.co.nz/fivestarnapkins.

What comes next

You have your strategy report and the numbers sized on your own data. We confirm scope and the investment on the call, 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. Roughly 70 to 80% of it is proper SEO done well with AI, and the rest is what makes you the brand AI recommends. Approval points are marked, so you always know when something needs your sign-off. Two notes up front: product and collection page refreshes are on their way in Notable and not yet fully supported, so blog and buying-guide content takes priority meanwhile; and once calibration completes, reviewing each piece before it publishes sits with you, so it represents you fully and truthfully, and our job is to make that review quick.

Before we start: what we need from you

- [Shopify admin](#), for technical fixes, schema, product data and attribution
- [Google Search Console](#), domain-level, so we see every query rather than a sample
- [Google Analytics 4](#), so organic gets credited properly
- [Google Merchant Center](#), so your Shopping product data lines up with organic
- [Your brand guidelines](#), tone of voice, the claims you can and cannot make, and who approves content

We already have Search Console, GA4 and org-level Shopify access, which is how this strategy was built. Merchant Center is the main outstanding one.

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 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 Kit built and approved, so every piece is calibrated to your voice and positioning
- 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
- **Attribution fixed**, so your real organic conversion shows rather than the understated blended figure, and the \$143,000 unassigned bucket gets resolved
- 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 on the head terms
- Live reporting dashboard you can open any day, rather than a monthly PDF

Research and strategy

- Keyword research triangulated across Google Keyword Planner, SEMrush and DataForSEO, never a single tool. Yours already runs to **118 keywords**
- AI prompt library built for your category, scored and prioritised. Yours already runs to **126 prompts**, 100 of them ones you can uniquely own
- Competitor gap analysis, including the round-ups and publications that shape AI answers in napkins (For Your Party, Caspari, the entertaining and wedding press)
- Cluster strategy mapping every keyword and prompt to a content territory. Yours is **8 clusters**, led by linen-feel and eco, quotes, cocktail core and hosting advice
- URL mapping and site architecture review, including the 137-collection sprawl
- **Approval point**: 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 (your homepage has none today), alt text, duplicate and missing meta
- Sitemap and robots.txt review, including AI crawler access, plus removing the live test and duplicate collections from the index
- Core Web Vitals confirmed and the page weight tidied so the lab warnings clear (your field data already passes)

- Schema built, validated and deployed: **Product with Offer, AggregateRating from your existing reviews, Organization and WebSite (all of which you have nowhere today)**, 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, starting with your biggest non-branded terms
- **Approval point:** 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.
- 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, leading with linen-feel and eco, quotes, cocktail core and hosting advice
- **Approval point:** content plan approved, then production starts
- FAQ bank generated, starting with a minimum of 10 and extending across the catalogue
- The buying-guide and hosting content stood up (you have none today), and 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 (domain rank 8, 71 referring domains), what is toxic, what has been lost
- **Foundational backlink build**: the citations, directories, associations and industry listings a credible premium napkin brand should hold
- Backlink reclamation for any lost high-value links
- Review and citation source mapping: the specific round-ups, entertaining and wedding publications and communities AI draws on when answering napkin questions
- Digital PR angles identified from what you genuinely have: the linen-feel innovation, the organic cotton and sustainability story, and the quote and humour designs

The goal we are driving at

- **AI-Ready at 80 out of 100**, up from 27 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

- **Content refreshes and new articles**, weighted to the buying guides, hosting content and material answers you are absent from
- **Collection and product page hardening**, adding the copy and schema the pages that already rank are missing
- **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
New content (guides, hosting, FAQ)	14 to 28	up to 27	41 to 55
Content refreshes	8 to 16	up to 21	29 to 37
Collection & product hardening	8 to 16	up to 42	30 to 58
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 27	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. There is no hard cap on the technical work, and review cycles are reasonable, not rationed.

Notable, the platform you end up owning

Notable is our own Shopify-native AI search platform, 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 Shopify, 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 AI Search 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 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.** We write to what you can back up on materials, sustainability and quality, reference claims where needed, and you approve everything before it goes live.

Team Empathy

Search & AI for ecommerce

