

Become the brand AI recommends.

The AI & Search Transformation for Happy Healthy You.
A six-month done-for-you build you then own

THE OFFER · PREPARED FOR ANDY JOYCE · 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 your AEO score from 52 toward Certified at 80, and then hand you the system to own and run. No lock-in, nothing new for your team to learn during the build, and you keep everything we make.

52 / 100

your AEO score today, from the strategy report. Tier: Structured

80 / 100

Certified AI-Ready, the standard we build you to

6 months

done-for-you, then the system is yours

1-2 hrs

of your time a week during foundations, less after

What you get

Three outcomes, because outcomes are what you are actually buying.

01

Own the answers in Australian women's health

"Best menopause supplements", "what helps period pain", "which magnesium for sleep": the questions your customers ask before they buy anything. ChatGPT already sent you 1,375 sessions and 43 orders in twelve months with nothing built for it. Across ten category questions run live on the Australian index, your site ranks top ten on seven, yet no third-party roundup names your products on any of them. We fix the reason for that.

02

Turn the impressions you already earn into clicks

On genuine category demand you were seen 2.7 million times and won 8,436 clicks, which is 0.31%. Of 87 commercial terms in your category, 70 return no impressions for you at all. PMS and periods is the clearest example: 305,135 impressions, 431 clicks, and you sell a product built for exactly that.

03

Own the system outright

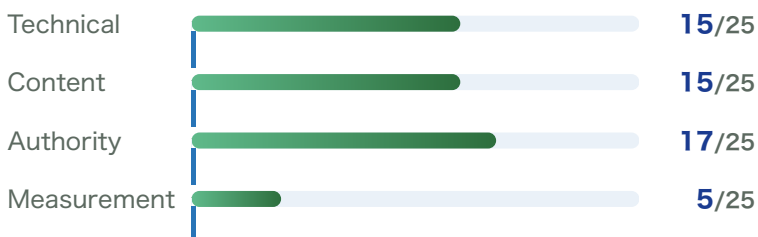
We install a compounding asset your team can run themselves. You are never stuck with an agency you cannot leave, because the whole thing is yours to keep.

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 rather than a matter of opinion. Certified is 80, which means Professional on all four, because a brand with one weak pillar does not get recommended. This is your card from the strategy report.

Happy Healthy You

STRUCTURED • STRONG SHELF, UNREADABLE TO THE ENGINES

52/100**+28**

points to Certified. Authority is your strongest pillar and it is already ahead of most of your shelf. Measurement is the single biggest gap, and it is also the cheapest to close.

1 · Technical

You have real strengths here and we leave them alone: **robots.txt gives every AI crawler full access** with the right exclusions, your product data carries **real GTINs and SKUs** on every stocked variant, and **Core Web Vitals pass on real user data**. What blocks you is readability. Your **4.8 stars and 2,479 reviews are injected by Loox after the page loads**, so GPTBot, ClaudeBot and PerplexityBot never see them. On top of that: a live duplicate staging storefront, contradicting Article and BlogPosting dates on every article, multiple H1s on 41 of 41 product pages, and a master FAQ block that is invalid because it carries JavaScript comments.

2 · Content

You have already proven you can produce. **705 articles** clears the volume bar outright, and 40 of 41 product pages carry valid FAQ markup. The gate you fail is connection: the **median article contains zero links into the catalogue**, and 9 of 12 sampled articles have none at all. We re-aim the library at the demand map we built for you: **164 keywords triangulated across three sources, 87 commercial-intent terms, 129 AI prompts and 14 content territories**, starting with menopause and the periods gap.

3 · Authority

Your best pillar, and you have already won your shelf. You sit second of seven on domain rank and third on referring domains against Metagenics, Herbs of Gold, Caruso's, Fusion Health, Promensil and Naturopathica. Two things hold it back: 19,717 of your 21,021 backlinks come from properties you own yourself, 16,480 of them pointing at the staging store, so the genuine external base is closer to **1,304**. And the asset you own and never use, **ProductReview.com.au at 4.6 out of 5 from 559 reviews**, appears nowhere on your site.

4 · Measurement

Analytics and Search Console are installed, which is table stakes and lifts nothing on its own. Attribution is materially broken: **\$2,373,662 of revenue sits unassigned**, and the June change in paid spend quietly moved orders onto organic on last click. Nothing anywhere tracks which AI engines cite you. This pillar is +15 available, the cheapest 15 points on the card, and we fix it in week one so every result after it is trustworthy.

Certified is Professional on all four pillars and 80 or more in total. The evidence behind every score is in Appendix B of the [strategy report](#).

How the six months run

1 First 90 days: measurement, foundations and first production

We fix the measurement layer in week one so nothing after it is guesswork, capture the baseline, and stand up AI visibility tracking against your 129-prompt library. Then the technical gates: server-render your review ratings into the product markup so crawlers can read them, retire the duplicate staging storefront, repair the FAQ block, deduplicate the Article markup and cut every template to one H1. The content engine is calibrated to your voice and your compliance line, and production begins inside these first 90 days.

2 Months 4 to 6: content + authority at pace

We build content and authority hard. The roadmap runs to roughly 100 to 150 pieces across the six months, weighted heavily to the **288 articles that already earn impressions and need reconnecting** rather than net-new writing, because that is the shortest distance between traffic you have and revenue you do not. Alongside it, the authority work: surfacing and marking up the ProductReview evidence, and going after the Australian sources AI actually reads. Visibility starts compounding across search and AI, and by month six you are ready to take it 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 and run it in-house with a light weekly rhythm. You drive, and the system does the heavy lifting.

Do it with us

Join the ecommerce accelerator community: weekly coaching, other brands on the same tools, strategy and back-end sessions. Most brands land here, because it keeps the momentum without the retainer.

We keep running it

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

How the engagement works

Investment	We will walk you through the numbers together on the call, once the scope is confirmed
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. No lock-in beyond it
After six months	A low monthly platform fee to keep and run the system, the accelerator community, or a rolling arrangement if you want us on it
If you leave	You keep everything: the foundations, the content, the links, the strategy and your certification
Qualification	We take a small cohort through the transformation at a time, so delivery stays hands-on

The commitment. We aim for a **5 to 10x return over twelve months**, and everything in this document is built to get you there. The mid case in your strategy report is **+\$66,046 a year** in new first orders on non-branded organic alone, in Australia, at the first-order value your Shopify admin records. Your own cohort data shows what sits behind a first order: \$207 spent in the first year and \$458 and climbing over a customer's life, so the same mid case is **\$182,824 a year in first-year customer value** and **\$404,598 in lifetime value** per year of running at that pace. Acquisition compounds here, which is what carries the multiple. That figure is first orders only. The repeat behaviour above sits on top of it. Your branded traffic is not part of the model and does not change.

One honest note on timing: content ships from the first months, and rankings and AI citations follow with a lag. Judge the first six months on the score climbing and the run-rate building, rather than on cash collected in period. Roughly 10% of the gain is live by month three and 35% by month six, which is the point the system becomes yours.

What you are actually buying

Most of what makes this work is the system underneath it, and you own that at the end. 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 workflows transfer to you:

content (the research, brief, write, review and publish chain, the most complex piece and the one that takes years to get right, calibrated to your voice and to the compliance line a women's health brand has to write to), **technical SEO and AEO**, **authority**, and **measurement** (the tracking, attribution and reporting layer that puts the right information in front of you at the right time, and finally tells you what organic is really earning). All four live inside Notable, all four keep being updated as the market moves, and all four are yours to keep.

The line that matters. 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 trading at close to A\$9.5 million a year in Shopify-verified sales, 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

- **A checkable finish line.** Certification is a documented score out of 100 against our published maturity model and Google's own Rich Results Test. You watch the number climb from 52, pillar by pillar.
- **Your measurement comes first.** The attribution gap and the AI visibility baseline are fixed in week one, before anything scales, so you can see what the work is doing rather than take our word for it.
- **The early wins are verifiable in weeks.** Once your ratings are server-rendered and the staging store is retired, the crawlers can read what your customers already say about you. The citation panel shows you exactly what AI says about your brand, before and after.
- **The plan runs on your own numbers.** Every figure in your strategy report came out of your Search Console, your Analytics and a live crawl of your site, triangulated across three keyword sources rather than one tool's guess.
- **Backed by the right people.** We have partnered with Simon at the [Ecommerce Accelerator](#), so you get real ecommerce insight behind the work alongside the search craft.
- **You keep it.** No lock-in and no dependence on us. Everything we build, you own.

The transformation in full, 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 yours the brand AI recommends. Approval points are marked, so you always know when something needs your sign-off.

Before we start: what we need from you

- **Google Analytics 4** ✓ granted
- **Google Search Console** ✓ granted
- **Shopify admin:** a collaborator code was supplied but the request was never approved, so the strategy report has no order-level data behind it. This is the single access that sharpens the model most, because it gives us the first-order versus repeat split, your real subscription mix, and a way to reconcile the \$2,373,662 sitting unassigned
- **Loox** (or whichever review app stays in place), so the ratings can be written into the page rather than patched in afterwards
- **Your brand materials:** tone of voice, the claims line you write to in a regulated category, your practitioner and formulation sources, and who approves content
- **Google Ads:** view access is worth granting, because your paid search terms cross-check the organic model

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

This period establishes the foundations, fixes the measurement, 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 and Positioning document developed from your materials, reviewed and approved
- Kick-off session, one 60-minute call covering scope, timeline, priorities and access
- All access confirmed and tested

Baseline and measurement (workstream one for Happy Healthy You)

- Full baseline captured before we touch anything: rankings, traffic, revenue by channel, branded versus non-branded split
- **GA4 attribution repaired** so the \$2,373,662 unassigned bucket and the last-click artefact from the June paid cut stop distorting what organic looks like
- The clean measurement window rebuilt and agreed with you, so every month after it compares like with like
- AEO scorecard maintained 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 from the 129-prompt library, baselined in week one, so you can watch the "best menopause supplements" answer change
- 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 Ahrefs, never a single tool. Yours already runs to **164 terms**, with the commercial slice isolated at 87
- AI prompt library built for your category, scored and prioritised. Yours already runs to **129 prompts**
- Competitor gap analysis: Metagenics, Herbs of Gold, Caruso's, Fusion Health, Promensil and Naturopathica, plus the publications AI cites when it answers women's health questions in Australia
- Cluster strategy mapping every keyword and prompt to a content territory. Yours is **14 territories**, led by menopause and perimenopause, sleep and stress, and the PMS and periods gap
- URL mapping and site architecture review, including the 44 products and the collections the articles should be pointing at
- **Approval point:** you confirm target keywords, prompts and clusters

Technical SEO and on-page

- Full technical audit with developer-ready recommendations
- **Review ratings server-rendered into the product JSON-LD**, so your 4.8 stars and 2,479 reviews are visible to the crawlers writing the answers instead of being patched in by JavaScript after the page loads
- **The duplicate staging storefront retired**, which also stops 16,480 false self-links counting against your profile

- **The master FAQ block repaired:** the JavaScript comments stripped out so it parses, and FAQ markup extended across every page type
- Article and BlogPosting markup deduplicated so the contradicting dates stop confusing parsers
- Every template cut to a single H1, across 41 of 41 product pages, the homepage and the collections
- Unique meta descriptions written across the collection tail, and titles rewritten for the pages that rank but do not win the click
- Internal linking architecture built from the 705 articles into the catalogue, starting with the roughly 200-article commercial core, including the stale product link in the flagship sleep article
- On-page error sweep: broken links, alt text, duplicate and missing meta
- Redirect audit and remediation, up to 2,000 redirects included
- **Approval point:** you approve the URL map and all on-page changes before anything ships

There is no hard page cap on this work. The goal is your whole site, and our tooling lets us sweep hundreds of pages where the old way rationed them. What we ask in return is reasonable review cycles, so changes are batched for approval rather than negotiated page by page.

Notable onboarding and calibration

- Access to **Notable**, our own proprietary AI search platform, built for deploying AI search into Shopify brands
- Your workspace created and calibrated on your guidelines, voice and the claims line your category requires, 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
- Calibration runs as a gate, in order: your brand kit approved, your content strategy approved, the first three pieces produced with you and closely reviewed together, then your feedback folded back into the brand kit so the system gets sharper before it scales
- 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 menopause and perimenopause, the PMS and periods gap, and sleep and stress
- **Approval point:** content plan approved, then production starts
- The library triaged: of the 323 education articles inside a target territory, **288 are refresh candidates** that already earn impressions and need commercial connection, internal links and answer-shaped structure rather than replacement
- FAQ bank extended from the 172 Question nodes you already have, across the catalogue
- Product and collection page work joins the mix as it lands in Notable
- Every piece written carefully in a regulated category, referenced where needed, and reviewed for brand voice, factual accuracy and SEO validation before it reaches you
- **The first wave of the roughly 100 to 150 pieces produced or upgraded in the first 90 days**

Your part: review before it ships. Once calibration is complete and production is at rhythm, we can connect to your store and publish approved content on a regular cadence. From that point, reviewing each piece and giving feedback before it goes live sits with you. It is your job to make sure the content represents the brand fully and truthfully. It is ours to make the review quick.

Authority, foundations

- Backlink profile audited and cleaned: the staging-store self-links removed from the picture, the 1,856 broken backlinks across 287 pages reclaimed, and the guest-post-farm tail pruned
- **The ProductReview asset surfaced and marked up:** 4.6 out of 5 from 559 reviews and three Awards Winner badges, currently sitting on a third-party site and appearing nowhere on yours
- **Foundational backlink build:** the citations, directories, associations and industry listings a credible Australian women's health brand should hold
- Review and citation source mapping across the sources AI actually draws on in this category: Jean Hailes, the Australasian Menopause Society, healthdirect, health.gov.au and the Better Health Channel, the practitioner bodies NHAA, ARONAH and ATMS, and on the media side Mamamia, Body+Soul, ABC and The Conversation
- Digital PR angles identified from what you genuinely have: the formulation story, the practitioner credibility, and ten years of customer outcomes

The goal we are driving at

- **AI-Ready at 80 out of 100**, up from 52 today, verified against a documented audit and Google's Rich Results Test.

- We aim to get 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 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 what the data says is working.

Monthly content production

- **Content refreshes and new articles**, the core of the monthly mix, weighted to the 270 refresh candidates because pages with existing history move fastest
- **Product page refreshes**, high value because the buying decision happens there. This content type is on its way in Notable, so it joins the mix as it lands
- **Collection page refreshes**, a smaller volume because there are fewer of them, and high value because they carry your category terms
- Output paced to the roadmap: **roughly 100 to 150 pieces across the six months**, adjusted to your season and performance
- Every piece reviewed for voice, accuracy, regulatory care 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
Measurement	Attribution repaired, baseline live	Monitored monthly	Organic measured honestly for the first time
Technical foundations	Ratings readable, staging store gone, schema clean	Maintained and extended	A site AI can read
Existing-article upgrades	The priority slice of the 270	The remainder	The library reconnected to the catalogue
New content	First wave	The rest of the roadmap	The demand-map build
Total pieces	paced by the roadmap		roughly 100 to 150
Foundational backlinks	Profile cleaned and built	Extended	Quality-judged, not a quota
AEO score	Climbing from 52	Driving at 80 out of 100	Yours to keep

Volumes depend on content complexity, your approval cadence and strategic priorities. A large share of your build is upgrading content you already have rather than net-new writing, which moves faster. 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 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 voice and your live roadmap
- **Technical monitoring**, continuously checking schema, indexing and on-page health, and telling you when something breaks
- **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, so you can respond while it still matters
- **Reporting**, one dashboard tying Shopify, Analytics 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 accelerator community for coaching and support, or keep us on a rolling arrangement. Your call.

Handover, included

- Handover call, one 30-minute session covering the transition plan and system access
- Full ownership of your calibrated Notable workspace
- Your 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

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. The branded and non-branded split we build usually makes whoever runs yours even sharper.
- **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.** Women's health is a regulated category. We write to the compliance line, reference every claim, and you approve everything before it goes live.

What comes next

You have your strategy report and the numbers sized on your own data. Next is our session: we walk the findings, confirm scope, and talk through the investment together, including which shape fits Happy Healthy You best, from the full done-for-you build through to lighter ways of starting. The numbers conversation covers the options honestly. If you can get the Shopify access approved before we meet, we will have the first-order and repeat split in front of us on the call, which makes the whole conversation sharper.

Team Empathy

Search & AI for ecommerce

ben@teamempathy.co.nz · teamempathy.co.nz