

Become the brand AI recommends.

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

THE OFFER · PREPARED FOR CARL MEYER · 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 45 toward Certified at 80, and then hand you the system to own and run. No lock-in, no platform to learn during the build, and you keep everything we make.

45 / 100

your AEO score today, from the strategy report

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

01

Stop renting your traffic

Your paid engines drive \$3.4M a year and stop the day the spend stops. We build the owned channel underneath: the category demand already searching in Google and AI.

02

Be the brand AI recommends

Google's AI summary already names you on pine pollen. We extend that to every testosterone, vitality and comparison question your buyers ask ChatGPT, Perplexity and Google AI.

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	Your technical layer is the strongest we have audited this year: AI crawlers welcomed, lms.txt and an agentic discovery sitemap live, a real entity schema layer. What is left is surgical: the "Shop now" homepage title on your highest-authority page, the duplicate product JSON-LD that risks dropping your 4.57★/467-review stars, the robots-blocked post that should be a 301, and Core Web Vitals measured and remediated.	20 / 25
2 · Content	Keyword and AI-prompt research into topic clusters, then the content that answers every buyer question, written to the health-claims line and approved by you. Your map is 52 keywords, 132 buyer questions and 10 territories . The work is almost all net-new: your blog holds five posts , so we build the testosterone hub, the comparison set against shilajit, tongkat ali and ashwagandha, and the pine pollen answer library on your own turf.	10 / 25
3 · Authority	The backlinks, mentions and placements AI actually cites. For you that means lifting your Domain Rating off 17 , getting Bio Gold into the round-ups and retailer conversations that currently route through HealthPost (DR 57) and Chemist Warehouse (DR 67), and putting your 467 genuine reviews and NZ-harvested story to work.	10 / 25
4 · Measurement	Workstream one, before anything else scales. Your GA4 records USD against an NZD store, captures 58% of your Shopify orders and holds 658 conversions in Unassigned. We repair it, reconcile it to Shopify, recover your pre-July Search Console history, then stand up AI-visibility tracking and organic revenue attribution, so every result of this engagement is provable in your own reporting.	5 / 25

45 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: measurement, foundations and first production

We capture your baseline, repair your measurement, land the technical fixes and stand up your content engine. Content production begins inside these first 90 days: as soon as everything is calibrated to your voice and the claims you can substantiate, the pieces start shipping.

2 Months 3 to 6: content + authority at pace

We build your content and authority hard: around 100 to 150 pieces across the six months, plus the foundational 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.

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 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), **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, so decisions get made on what is actually happening rather than on a hunch). All four live inside Notable, all four keep being updated, 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 doing what yours does through the store, the IP on its own would justify the investment.

How the engagement works

Investment	We will walk you through the numbers together, 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 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	We take a small cohort through the transformation at a time, so delivery stays hands-on

The commitment. The mid case in your strategy report is **+\$104,830 a year** in new non-branded organic revenue, built from your own order value and a deliberately conservative conversion assumption, and the AI-chat layer is modelled at zero on top of it, on a channel your store has already recorded orders from. The system compounds past month twelve, you own it outright, and because you keep everything and can leave after the build, the risk of trying it is close to nil.

One honest note on timing: content ships from the first months, and rankings and AI citations follow with a lag, so judge the first six months on the score climbing and the run-rate building, not on cash collected in period.

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, not our opinion. You watch it climb from 45.
- **Your measurement comes first.** We repair your GA4 and reconcile it to Shopify before scaling anything, so every result is provable in your own reporting, not ours.
- **AI already trusts you where you have content.** Google's AI summary names Bio Gold the most popular local option on pine pollen today. The engagement extends a pattern that is already working, it does not bet on a theory.
- **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 behind the work, not just an SEO agency.
- **You keep it.** No lock-in and no dependence on us. 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.

What comes next

You have your strategy report and the numbers sized on your own data. Next is a short call to confirm scope and walk through the investment together. From there we set up payment, book your onboarding call, and the six months starts.

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.

Before we start: what we need from you

- **Shopify admin** ✓ granted, for technical fixes, schema, product data and attribution
- **Google Search Console** ✓ granted, plus recovering the pre-July property where your longer history lives
- **Google Analytics 4** ✓ granted, the repair is workstream one
- **Google Merchant Center**, so your Shopping product data lines up with organic
- **Your brand guidelines**, tone of voice, the claims you can and cannot substantiate, and who approves content

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

This period establishes the foundations, repairs 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, 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 Bio Gold)

- Full baseline captured before we touch anything: rankings, traffic, revenue by channel, branded versus non-branded split
- **GA4 repaired and reconciled to Shopify**: the NZD currency setting, purchase coverage (58% today), the 658 Unassigned conversions, the (not set) landing pages, the tw_* parameter fragmentation and the checkout event sequencing
- **Your pre-July Search Console history recovered** from the earlier property verification, so the baseline runs on 16 months, not seven weeks
- 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, baselined in week one, so you can see when AI starts naming you on the testosterone questions
- 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

- AI prompt library built for your category, scored and prioritised. Yours already runs to **132 prompts**
- Competitor gap analysis, including the retailers and review sources that shape AI answers in supplements (HealthPost, Chemist Warehouse, the round-ups)
- Cluster strategy mapping every keyword and prompt to a content territory. Yours is **10 territories**, most of them with no content today
- URL mapping and site architecture review, including the Chinese-language storefront
- **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, alt text, duplicate and missing meta
- Homepage title and meta rewritten (your highest-authority page currently reads "Shop now")
- Product entity cleanup: one canonical name per product across title, H1 and schema
- Duplicate product JSON-LD resolved so your 4.57★/467-review aggregate is the block engines read
- The robots-blocked testosterone post 301-redirected to its crawlable replacement
- Core Web Vitals measured and remediated
- Schema extended: FAQ and Q&A on the new answer content, Breadcrumb, GTINs on product data
- Internal linking structure reviewed and improved
- Redirect audit and remediation, up to 2,000 redirects included
- Toxic backlink review and disavow where warranted
- **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, 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, your brand guidelines and the health-claims line 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 natural testosterone support, the comparison set and pine pollen fundamentals
- **Approval point:** content plan approved, then production starts
- FAQ bank generated, starting with a minimum of 10 and extending across the catalogue
- The blog restarted (five posts today, dormant since March 2024), with product and collection refreshes beginning inside the first 90 days
- Every piece written to the claims you can substantiate, referenced where needed, and 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 (DR 17 today), what is toxic, what has been lost
- **Foundational backlink build:** the citations, directories and industry listings a credible NZ supplement brand should hold
- Backlink reclamation for any lost high-value links
- Review and citation source mapping: the specific retailers, round-ups and communities AI draws on when answering vitality questions in New Zealand
- Digital PR angles identified from what you genuinely have: NZ-harvested pine pollen, the country's largest supplier, 467 genuine reviews, and a founder story worth telling

The goal we are driving at

- **AI-Ready at 80 out of 100**, up from 45 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

- **Product page refreshes**, because product pages are where the buying decision happens, and yours carry the entity mismatches today
- **Collection page refreshes**, high value because they carry your category terms, and there are 20 of them against 11 products
- **Content refreshes and new articles**, weighted to the testosterone hub, the comparison set and the pine pollen answer library
- **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, claims compliance 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
Product page refreshes	6 to 11	up to 15	the full catalogue, hardened
Collection page refreshes	6 to 10	up to 14	all 20 collections
Content refreshes	3 to 5	up to 8	every existing post current
New content	18 to 36	up to 60	the bulk of the build
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 45	Driving at 80 out of 100	Yours to keep

Volumes depend on content complexity, your approval cadence and strategic priorities. With an 11-product catalogue the weight of the build is new answer content rather than refreshes, which is exactly where your gap is. 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 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 repaired measurement 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.** In a supplement category this matters more than anywhere: we write to the claims you can back up, reference the research where it exists, say plainly where it does not, and you approve everything before it goes live.

Team Empathy

Search & AI for ecommerce

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