

Become the brand AI recommends.

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

THE OFFER · PREPARED FOR GLENN SHEFFORD & ANGELA SYMONDS · 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

More than half your traffic is paid, and it stops the day the spend stops. We build the owned channel underneath: the 391,000 category searches a year already happening in Google, with the AI layer on top.

02

Be the brand AI recommends

ChatGPT already referred 254 sessions this year and your store is one of the few an AI agent can transact with. We build the answers so every council, cost and kit question your buyers ask names you.

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 genuinely modern: the agentic commerce endpoints, agents.md, llms.txt and an agentic discovery sitemap are live, and your homepage title and meta are properly keyworded. What is left: the 6,000-plus thin component SKU pages diluting your crawl, Core Web Vitals measured and remediated, and the domain consolidation so everything compounds in one place.	20 / 25
2 · Content	Keyword and AI-prompt research into topic clusters, then the content that answers every buyer question, engineering-checked by your team before it publishes. Your map is 50 keywords, 132 buyer questions and 10 territories . The work is almost all net-new: your blog holds 20 posts , so we build the kit buying guides, the council-approval and cost answer sets, and the patio-type and span content only a manufacturer can write.	10 / 25
3 · Authority	The backlinks, mentions and placements AI actually cites. For you that means lifting your Domain Rating off 9 , transferring what the 30-year D&C Patios domain has earned rather than abandoning it, and getting into the home-improvement round-ups and trade conversations where competitors like Apollo Patios (DR 39) and Fair Dinkum Builds (DR 49) already live.	5 / 25
4 · Measurement	Workstream one, before anything else scales. Search Console is not connected, your analytics only began in February 2026, and the Source column in your CRM sheet is empty, so no channel can be credited with a quote. We stand up Search Console, wire lead-source attribution into the sheet Angela already keeps, then add AI-visibility tracking, so every result of this engagement is provable in won deals, your real unit.	10 / 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 **+\$256,003 a year** in new won-deal value, built from your own measured \$11.00 per visit with no conversion-rate assumption anywhere in it, and the AI-chat layer is modelled at zero on top, on a channel that already referred 254 sessions this year. 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 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. Value figures are directional, modelled from your own measured value per session, and are not a guarantee of results.

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.** Search Console, lead-source attribution and the baseline panel land before anything scales, so every result is provable in won deals, in your own CRM sheet, not our dashboard.
- **The demand is proven, not theoretical.** Organic visitors already arrive on your product pages and out-earn paid search per visit in your own analytics. The engagement feeds a channel that is already your most efficient, 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 collaborator access** ✓ granted, for technical fixes, schema and product data
- **Google Analytics 4** ✓ granted, both sites
- **Google Search Console**, stood up together in week one (currently not connected)
- **Google Merchant Center**, so your Shopping product data lines up with organic
- **Engineering sign-off**: who on your side checks span, wind-rating and compliance content before it publishes

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

This period settles the domain decision, stands up 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 Online Patios)

- Full baseline captured before we touch anything: rankings, traffic, won deals by month, and the branded versus non-branded split the day Search Console lands
- **The domain decision made together:** our evidence-based recommendation is consolidating onto onlinepatios.com.au with a page-by-page migration plan for the 30-year D&C Patios domain, so its history transfers rather than evaporates
- **Search Console stood up for both sites** and lead-source attribution wired into your CRM sheet, so quotes finally credit the channel that earned them
- 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 kit and council 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 kit competitors and round-ups that shape AI answers in outdoor building (Apollo Patios, Fair Dinkum Builds, the home-improvement guides)
- 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 across all three domains, including the component-catalogue consolidation
- **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
- The component catalogue consolidated and canonicalised, so 6,000 thin SKU pages stop diluting the store
- The dcpatios.com.au migration mapped page-by-page, ready to execute when the install book winds down
- 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 engineering standards and the compliance 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 the kit buying guides, council approvals and cost, and the patio-type comparisons
- **Approval point:** content plan approved, then production starts
- FAQ bank generated, starting with a minimum of 10 and extending across the catalogue
- The blog scaled from its 20 posts, with collection and product-page work beginning inside the first 90 days
- Every piece written to the claims you can substantiate, engineering-checked where it touches spans, ratings or compliance, and reviewed for voice and SEO before it reaches you
- **Roughly 30 to 60 pieces produced in the first 90 days**

Authority, foundations

- Backlink profile audited across both domains: what dcpatios.com.au earned over 30 years (531 referring domains in its history), what transfers, what is toxic
- **Foundational backlink build:** the citations, trade directories and industry listings a credible Australian building-products manufacturer should hold
- Backlink reclamation for any lost high-value links
- Review and citation source mapping: the round-ups, forums and communities AI draws on when answering patio and carport questions in Australia
- Digital PR angles identified from what you genuinely have: 27 years of QBCC-licensed manufacturing, cyclone-rated engineering, the COVID pivot story, and an instant-quote calculator nobody else has

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

- **Collection and category page builds**, the pages that carry your commercial kit terms
- **Product page consolidation and hardening**, so the kit pages, not 6,000 components, are what engines rank
- **New answer content**, weighted to the kit guides, council approvals, cost and the patio-type 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, engineering 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
Collection & category builds	8 to 14	up to 18	the commercial spine
Product consolidation & hardening	6 to 12	up to 16	kits ranked, components tidied
Content refreshes	4 to 8	up to 12	all 20 existing posts current
New answer content	12 to 26	up to 44	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, engineering sign-off 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 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 lead-source attribution 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 category with engineering and council compliance this matters: span tables, wind ratings and approval guidance are checked by your team before publishing, we reference the standards where they exist, and council content always says rules vary and links the reader to their council.

Team Empathy

Search & AI for ecommerce

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