

Day one of six months.

The onboarding record for Online Patios: what we know, what we need, what happens next

GLENN SHEFFORD & ANGELA SYMONDS · 10 SEPTEMBER 2026

Where things stand

You signed on **25 August** and paid up front. Today's call starts the clock: your six month term runs **10 September 2026 to 10 March 2027**, and your first monthly report lands a month from today.

45 / 100

your AEO score today, from the August strategy report

80 / 100

AI-Ready, the standard we build you to

\$257,019

the mid case: new won-deal value a year at 20% category share

1

thing still blocking us: Search Console access

The one number worth opening on. Over the last 30 days your organic search brought **3,602 sessions and \$37,439 through the Shopify checkout**, while paid search brought **10,068 sessions and \$47,525**. Organic is **19% of your sessions but 39% of your tracked revenue**, which works out at **\$10.39 a checkout visit against \$4.72**. It is the channel nobody has been feeding, and that gap is the whole engagement.

Those checkout figures are Shopify only, so they exclude the quoted side of the business entirely. Because the Source column in your CRM is empty, we cannot yet say how the quote value splits between organic and paid. Wiring that up is the first workstream, and it is what turns this comparison into a number you can bank.

What we need to get done today

- **Search Console access, screen shared, before we do anything else.** **BLOCKING**
It has been outstanding since 21 August and it is the only thing genuinely holding up the build. Everything else can run without it; the baseline cannot.

2. • **The three domain decision.** DECIDE Which domain is the business long term, what happens to dcpatios.com.au, and what happens to the kits test site. Nothing we build compounds properly until this is settled.
3. • **Hand over the two pieces of homework** and agree who does which. ASSIGN
4. • **Agree how we work:** the Slack channel, who signs off content, and how often you want to hear from us.

The access position

What	Status	Note
Google Analytics, Online Patios	GRANTED	Property 308091515, data flowing
Google Analytics, D&C Patios	GRANTED	Property 417766372
Shopify collaborator	GRANTED	online-patios.myshopify.com, approved 24 August
Pipeline CRM export	RECEIVED	FY25 to FY27, from Angela. This is the commercial ground truth
Google Search Console	NOT GRANTED	The blocker. Without it every ranking figure stays an external estimate rather than a measured fact, and we cannot split branded from non branded demand or baseline properly
Google Merchant Center	TO ASK	So the Shopping product data lines up with organic
Google Business Profile	TO ASK	Who owns it, and is it still pointed at the install business

Search Console is a five minute job on the call: search.google.com/search-console, then Settings, Users and permissions, Add user, teamempathyaccess@gmail.com, Full. If the properties are not in your account they will be under whoever built the sites, and we can chase that together.

Your homework, and why it is only two things

Two documents, both designed to be done by talking rather than typing. Open each PDF in Claude or ChatGPT, say "Run the interview", and answer out loud. Roughly 30 to 45 minutes each. You can split them between you.

Document	Best owner	What it settles
Entity Pack	Glenn, with Angela on the paperwork	The facts that let Google and the AI assistants be certain who you are: the domain decision, the locked company name and description, licences and engineering standards, delivery area, the product identifiers, and the red lines we must never cross in content
Brand Kit	Angela	The voice, the audiences, the product lines, the competitors and the writing rules. This becomes the source of truth every article and keyword plan is grounded in

The single most valuable answer in either document. Your own website makes **six statements about your experience, using four different numbers**, and that is on [onlinepatios.com.au](#) alone. About Us says **over 25 years** in outdoor construction and **more than 35 years** in the building industry, its badge says **over 30+**, its heading says **over 30**, and the founder story says **over 27 years** for Glenn personally. Your FAQs page then says **over 35 years** of experience in outdoor construction, the identical phrase to About Us with a different number. Until you settle one, we publish no year and no company age anywhere, because an inconsistent fact is worse than a missing one when an assistant is deciding whether to trust you. The entity pack asks for the founding year of Online Patios Pty Ltd separately from the install business, plus the one experience claim we use everywhere.

What we already know

Pre filled from your three websites, your structured data, the August strategy build and your Pipeline CRM export, so the call can be spent on what we could not work out on our own. **KNOWN** is on the record. **ASK** is a question for today.

1 · The business **KNOWN**

FEEDS → ENTITY LAYER · SCHEMA · BRAND PROFILE

What it is

Online Patios Pty Ltd, ABN 75 667 469 365. An Australian ecommerce supplier of DIY patio, carport, pergola and gable kits, sold at wholesale prices and delivered Australia wide. Head office 3/33 Expansion Street, Molendinar, Queensland 4214.

The people

Glenn Shefford owns the business and holds the Google access. Angela Symonds runs marketing and operations, and is the name customers thank in your own review replies, signed "**Angela & the Online Patios Team**".

Two phone numbers, two digits apart

Online Patios is 1300 156 381. D&C Patios is 1300 133 381. We have made this a hard writing rule so the two never get blurred in anything we publish.

Titles and public naming

ASK Glenn is named on About Us, in the founder story, along with his YouTube channel. What is missing is everything an assistant looks for after that: no author byline on any article, no bio, no Person schema, and Angela is named nowhere despite being the name customers thank in your own review replies. Do you both want to be named, with what titles, and who should content be attributed to?

2 · The commercial shape **KNOWN**

FEEDS → THE MONEY MODEL · REPORTING

The numbers

FY25 A\$1.12M of won value, FY26 A\$2.41M (up 116%), and July FY27 running at A\$264,714 in the month.

The thing that trips up every analysis

72% of FY26 won value came through office quotes rather than the Shopify checkout (\$1,745,582 of \$2,411,237). Any figure taken from Shopify alone understates the business by roughly three quarters, so every number we report is built on the Pipeline CRM plus Shopify together, never Shopify alone.

What a visit is worth

Across the matched March to June window, A\$1,124,074 of won value against 100,820 sessions. That is **A\$11.15 of won deal value per session**, measured from your own numbers rather than assumed.

Lead source attribution

ASK The Source column in the Pipeline CRM is empty, so no channel can currently be credited with a quote. Wiring that up is workstream one, and it is what turns "organic looks good" into "organic won us this much".

3 · The three domains **DECIDE TODAY**

FEEDS → THE WHOLE TECHNICAL BUILD

What exists

onlinepatios.com.au is the Shopify kit store where the revenue lives, Domain Rating 9. dcpatios.com.au is the original install business, now winding down, Domain Rating 13 with 531 referring domains built up over its life. dcpatiokits.com.au launched 20 August to test the quote calculator, Domain Rating 0.

Our recommendation

Consolidate onto onlinepatios.com.au. When the install business winds down, migrate dcpatios.com.au page by page with 301 redirects so all of that accumulated authority carries across rather than evaporating. Fold the calculator in after its test finishes. The one thing we would strongly advise against is migrating the established domain into the three week old one.

The sanctioned relationship wording

Your own FAQ page says "**our sister company, D&C Patios**". We are happy to use exactly that everywhere. [ASK](#) Confirm it, or give us the version you want.

Still trading?

[ASK](#) Is D&C Patios still taking install work today? This changes what we can say in the present tense.

4 · The website today [KNOWN](#)

FEEDS → TECHNICAL WORKSTREAM

The platform

Shopify, with over 6,000 component SKUs, around 31 static pages and 20 blog posts.

Genuinely ahead of the pack

Your store already carries a UCP and MCP setup, an `agents.md`, an `llms.txt` and an agentic discovery sitemap. Very few Australian stores of this size have any of that, and it is why your technical pillar scores 20 out of 25.

The drag

Those 6,000 component SKU pages are thin and near duplicate, and they dilute the crawl so the kit pages compete with their own parts. Consolidating them is one of the first technical jobs.

The test site is open to Google

[ASK](#) dcpatiokits.com.au has no `noindex` tag and its sitemap lists the calculator and quote pages. Since it runs a different markup, it can end up showing your higher priced quotes beside your Online Patios prices. A `noindex` while it is still a test is a five minute job for your developer.

5 · The market and where you sit [KNOWN](#)

FEEDS → CONTENT STRATEGY · REPORTING

The category

Roughly **391,000 non branded searches a year** across Australia for kits, carports, patios, roofing and the local terms, of which about 136,902 are winnable organic clicks.

Your share

About **3.2%**. Every extra 1% is worth around \$15,265 a year in won deals. The mid case, taking you to 20%, is **+\$257,019 a year**.

Where your organic actually comes from

Nearly two thirds of your organic traffic lands on component part pages: beams, fascia brackets, gutters, roofing panels. That is spare part demand, not kit demand. The kit category sitting above it is what we are going after.

6 · Voice, proof and the customers PARTLY KNOWN

FEEDS → BRAND KIT · CONTENT

What customers actually praise

From your own 70 reviews, 91% five star, three things repeat: **everything is in the box** ("you don't have to buy any extra materials at all"), **the team answers the hard questions** on council approval and engineering drawings, and **the insulated panels perform** ("keep the heat out so well").

The story that is told once and then never used again

Your About Us page tells it in full: Glenn checks his brother-in-law's patio quote, finds it inflated, works out he can supply the same structure from his NSW branch for a fraction of it, and launches Online Patios off the back of that. It is a genuinely good origin story. The problem is that it lives on that one page, in a chatty voice, and never surfaces in your positioning, your homepage, your collection pages or your structured data. That story is what an assistant would quote if it could find it.

Ideal customer, in your words

ASK Who is the best customer you have had this year, and what made them easy? We have the demographic picture from the data, not the human one.

Competitors that actually worry you

ASK We track Apollo Patios and Fair Dinkum Builds from the data. Who else do you lose deals to, and on what?

7 · Ways of working AGREE TODAY

FEEDS → DELIVERY RHYTHM

Slack

Your shared channel is live and **we sent you both an invite on 3 September**. Neither has been accepted yet, and Slack Connect invites very often land in Promotions or spam, so it is worth searching your inbox for "Slack" while we are on the call. We can resend on the spot if it has genuinely gone missing.

Content sign off

ASK Who approves content, and how quickly can you turn it around? Anything touching spans, wind ratings, council approval or engineering certification needs a technical eye before it publishes, so we need to know whose.

Reporting

Your first monthly report lands a month from today, as a dated tab on this same page. **ASK** Do you want a monthly call alongside it, or a short video and a written summary?

Your time

About an hour a week during the foundations phase, then a quick weekly check in for the rest of the six months.

Who owes what

Who	What	By when	Why it matters
Glenn	Search Console access for all three domains	On this call	The only genuine blocker. No measured baseline without it
Glenn	The three domain decision	This week	Everything we build compounds onto whichever domain you choose
Glenn	Entity Pack interview	Within two weeks	Settles the facts every piece of content is grounded in
Angela	Brand Kit interview	Within two weeks	Settles the voice, audiences and writing rules
Angela	Start filling the Source column in the Pipeline CRM	From now	Turns "organic looks good" into a number you can bank
Your developer	noindex on dcpatiokits.com.au while it is a test	This week	Stops the test pricing showing beside your real pricing

Who	What	By when	Why it matters
Team Empathy	Baseline, technical audit and the content roadmap	Once Search Console lands	Phase one of the six months
Glenn & Angela	Accept the Slack invite sent 3 September (check Promotions and spam)	Today	Where the day to day happens. Already sent, just not accepted yet

Prepared by Team Empathy for the onboarding call of 10 September 2026. Figures from your Google Analytics (both properties), your Shopify store, your Pipeline CRM export and the August strategy build. Search volumes triangulated across Google Keyword Planner, SEMrush and Ahrefs. Ranking figures remain external estimates until Search Console access lands.

Team Empathy

Search & AI for ecommerce

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