

# Become the brand AI recommends.

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

THE OFFER FOR INOVA AIR PURIFIERS · 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, get you certified AI-ready inside 90 days, and then hand you the system to own and run. No lock-in, no platform to learn, and you keep everything we build.

**90 days**

to Certified AI-Ready, the first milestone

**80 / 100**

the AEO standard we build you to, from 55 today

**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

You already spend over a million a year on paid search and shopping. Every click this work wins organically is a click you stop paying for, on a channel that already converts at twice the rate.

02

### Be the brand AI recommends

When someone asks ChatGPT or Google AI for the best air purifier in Australia, yours is the brand that gets named, quoted and clicked. You already win this on HEPA and mould by accident. We make it deliberate.

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.

| Pillar          | What we build                                                                                                                                                                                                                                   | You today |
|-----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| 1 · Technical   | Site health, schema and GTINs, Core Web Vitals, AI crawler access, so engines can find, read and trust you. For you this is FAQ and Q&A markup across the catalogue, the entity layer, and resolving the second domain.                         | 20 / 25   |
| 2 · Content     | Keyword and AI-prompt research into topic clusters, then the content that answers every question a buyer asks, in your voice. Your map is 94 keywords, 124 prompts and 12 territories, two of them completely open.                             | 15 / 25   |
| 3 · Authority   | The backlinks, digital PR, review-site placements and community presence AI actually cites. For you that means Choice, HouseFresh, RTINGS and the asthma and allergy bodies, plus writing up your hospital and university deployments properly. | 15 / 25   |
| 4 · Measurement | One dashboard tying your Shopify, GA4, Search Console and AI visibility together, so the work is visible month to month. This is your weakest pillar and the fastest to fix.                                                                    | 5 / 25    |

## How the six months run

### 1 First 90 days: foundations + certified

We capture your baseline, fix the technical and product foundations, 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. By day 90 you are **Certified AI-Ready at 80 out of 100**, verified against a documented audit and Google's Rich Results Test. That milestone is yours to keep.

### 2

## Months 3 to 6: content + authority at pace

We build your content and authority hard, so your visibility starts compounding across search and AI. By month six you are transformed, and the system is 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. Most brands land here, because it keeps the momentum without the retainer.

**We keep running it**

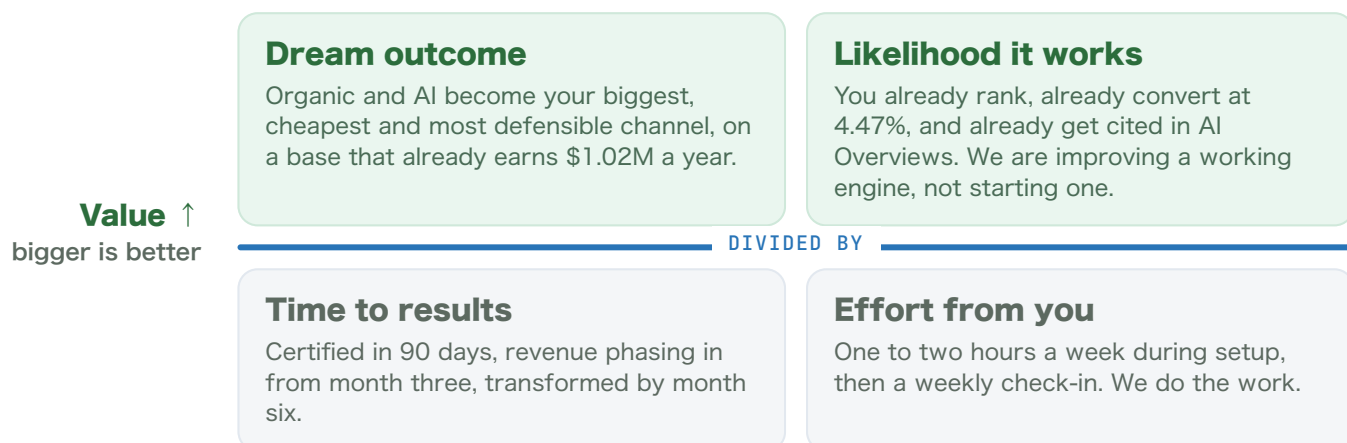
Stay on a rolling retainer at the pace you choose and we keep the whole engine humming for you.

## The investment

|                  |                                                                                                                                                   |
|------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|
| Investment       | AUD \$5,000 / month over six months, or \$25,000 up front (a month free)                                                                          |
| After six months | A low monthly platform fee to keep and run the system, or a rolling retainer if you want us on it                                                 |
| Commitment       | Love it or leave it, no lock-in. Cancel anytime after the build                                                                                   |
| If you leave     | You keep everything: the foundations, the content, the links, the strategy and your certification                                                 |
| 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 |

**The guarantee.** We are aiming for a 5 to 10x return over twelve months. The floor we guarantee is this: **at least 2x by month six, roughly \$60,000 of attributable non-branded organic and AI revenue on your \$30,000 investment**, or we keep working for free until you get there. For context, the mid case in your strategy has about \$167,000 landed by month six, so the guarantee sits well inside what the data says is achievable. Combined with keep-everything and leave-anytime, the risk of trying this is close to nil.

## 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 55 today to Certified at 80, and you can see every point.
- **The proof is already in your own data.** Two pages and a blog post are winning you first position inside AI Overviews on HEPA and mould right now, with nothing built for it. This is the same method applied on purpose, across 124 mapped prompts.
- **We do not model on hope.** Every dollar in your strategy comes from winning clicks on impressions you already earn. We assumed zero new rankings. New content sits on top of that number, not inside it.
- **Speed is the point.** Traditional SEO talks in twelve-month horizons. AI compresses that, so your foundation lands in six months and starts compounding.
- **You keep it.** No lock-in, no dependence on us. The asset is yours whatever you decide.

## What comes next

You have seen the opportunity sized on your real data. The next step is simply to say go: we confirm scope and start the first 90 days. When you are ready, reply to Ben and we will send the agreement.

## Team Empathy

Search & AI for ecommerce

[ben@teamempathy.co.nz](mailto:ben@teamempathy.co.nz) · [teamempathy.co.nz](https://teamempathy.co.nz)