TEAM EMPATHY · SEARCH & AI FOR ECOMMERCE

Become the brand AI recommends.

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

THE OFFER · PREPARED FOR MARTIN AND CORDULA · CONFIDENTIAL

The offer in one minute

The short version. Over six months we repair what the move to Shopify broke, build your Search and AI foundations in Australia, and produce the content that wins back your share of the window cleaning, outdoor sweeping and trimmer searches. We drive your AEO score from 31 toward AI-Ready Certified at 80, then hand you the system to own and run. It is built for a two-person business: we do the work, and you approve it.

31 / 100
your AEO score today, from the strategy report. Tier: Emerging

80 / 100
AI-Ready Certified, 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 the foundations, less after

What you get

01

The ground the move lost, won back

19 of your 50 best old addresses end on a page-not-found today, and your collections carry no headings. We repair them first, because Google has already ranked these products once and the fastest gains sit there.

02

The answer AI gives about your category

"What is the best window squeegee in Australia?" and "how do I reload a whipper snipper head?" are questions you should be answering. We build the pages across your 9 territories, starting with window squeegees and kits.

03

A system you own outright

The workflows that run the content, the technical health, the authority and the measurement, set up on Notable and handed to you after six months, so the work keeps compounding without an agency in the middle.

The four pillars we build

Four pillars, scored out of 100 so progress is objective and visible to you. AI-Ready Certified is 80, which means Professional on all four. The scores are yours, from the strategy report.

Pillar	What we build, for you	You today
1 · Technical	Your store is fast for real visitors, no AI crawler is blocked, and all 22 products carry product markup, so we build on that base. What we fix: **the 19 dead old addresses, 13 of them behind redirects that end on dead pages**, a main heading on all 10 collections and the homepage, meta descriptions where they are missing, collection and breadcrumb markup, and alt text across the product images.	14 / 25
2 · Content	Your product pages are the strongest content you have, with FAQs and real reviews. Around them the blog is empty and the collections carry little copy of their own. We point the content at the demand map we built for you: **183 keywords, 76 AI questions and 9 territories**, about 73 pieces to own the core, led by window squeegees and kits, trimmer line and reloading, and universal trimmer heads.	6 / 25
3 · Authority	Your DataForSEO domain rank of 12 out of 100 sits at the bottom of your rivals' range, and none of the AI Overview sources we could read on your buying searches is Eurolux. We build the entity layer for the brand and the products, a third-party review profile beside the reviews on your product pages, and places on the Australian cleaning, home and garden sites AI reads, using what only you have: years of demonstrating the Aqua Blade in person, the Rake Broom made in Germany and the trimmer heads made in Australia.	6 / 25
4 · Measurement	Workstream one. Analytics lost six weeks of data in the move and Search Console holds none yet. We get both recording cleanly, stand up the baseline, split branded from non-branded, track AI referrals, only partly captured today, as their own channel and AI visibility against your 76-question library, so every result of this engagement shows up in your own reporting.	5 / 25

31 out of 100 today. AI-Ready 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: repair, measurement and foundations

We capture your baseline, fix the dead addresses and the collection pages, get Search Console and Analytics recording cleanly, and calibrate Notable to your voice. Content production begins inside these 90 days, as soon as the calibration is signed off.

2 Months 4 to 6: content and authority at pace

The content roadmap runs to about 73 pieces for the core territories and 112 for full coverage, alongside the foundational authority work. By month six the system is built and ready to hand over.

3 Month 6 onward: you own it

The foundations, the content, the links and your score are yours, on your own Notable login. 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 Notable on a low monthly platform fee and run it with a light weekly rhythm. You approve; the system does the heavy lifting.

Do it with us

Run it yourself with the community behind you: weekly coaching, other Shopify brands on the same tools, and strategy sessions when you want a second opinion.

We keep running it

Stay on a rolling arrangement at the pace you choose, and we keep the whole engine running for you.

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 (access, calibration, sign-off), then a short 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 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 AEO score
Qualification	We take a small cohort through the transformation at a time, so delivery stays hands-on

The commitment: the work is built to return 5 to 10x over twelve months, at minimum, measured on your own numbers. Your strategy report sizes the market behind that: the mid case adds **+A$113,902 a year in gross non-branded revenue** (modelled, directional) in Australia, taking your share of the winnable non-branded clicks from 3.6% back to 10.0%, where you were twelve months ago, and every extra 1% of that market is worth about A$17,737 a year in gross revenue. Your branded traffic is not part of the model and sits on top of it, and the system keeps compounding after month twelve.

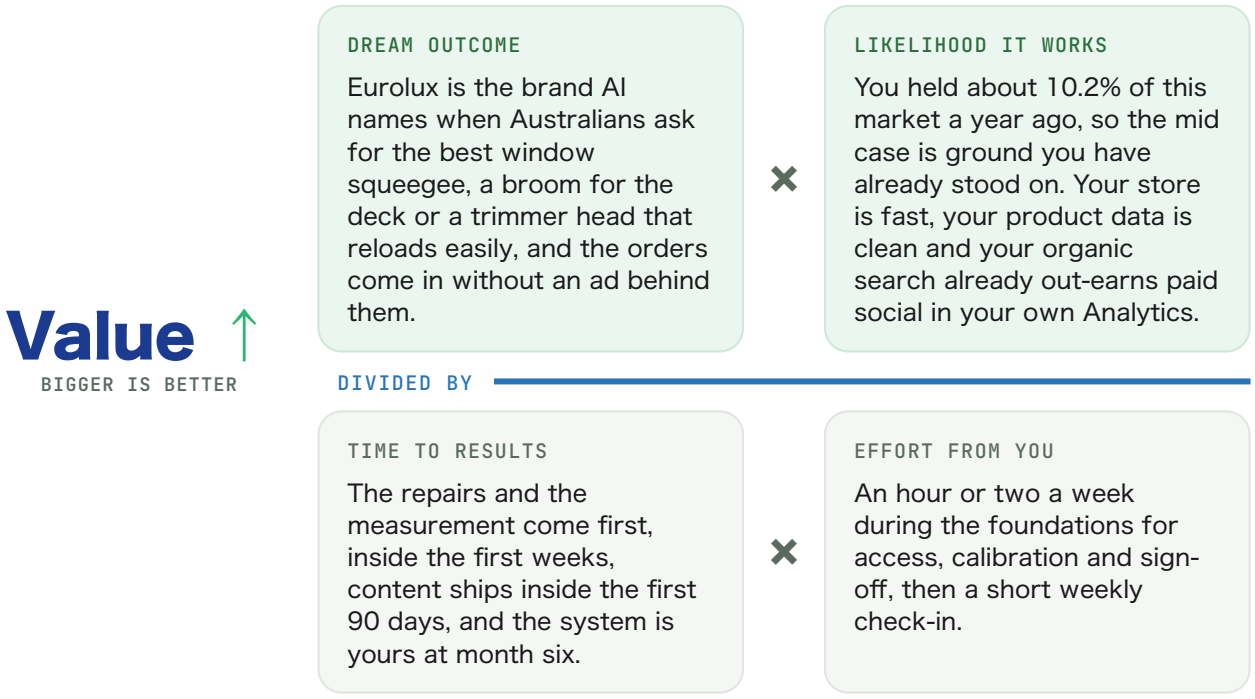
On timing: content ships from the first months, and rankings and AI citations follow with a lag, so judge the first six months on the score climbing and the run rate building.

What you are actually buying

The four pillars of AI search become four sets of working workflows, built around your brand. Four workflows transfer to you: **content** (the research, brief, write, review and publish chain, calibrated to your voice and your product knowledge), **technical SEO and AEO**, **authority**, and **measurement** (the tracking and reporting layer that shows you what search and AI are bringing in, beside what you spend on paid social). All four live inside Notable, all four keep being updated, 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.

Why you can be confident



- **A checkable finish line.** The score is a documented number out of 100 against our published maturity model and Google's own Rich Results Test. You watch it climb from 31, pillar by pillar.
- **Your measurement comes first.** Search Console, Analytics, the branded split and AI visibility tracking are recording before anything scales, so every result shows up in your own reporting.
- **The repairs are verifiable in weeks.** Every dead old address either loads or redirects to the right live page, and you can click through each one yourself.
- **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

The full task list behind the summary above. Approval points are marked, so you always know when something needs your sign-off.

What we would need from you

- **Google Analytics 4** ✓ granted, and the strategy report already runs on it
- **Google Search Console** ✓ granted, and recording from here
- **Shopify**: our collaborator access is in place. A staff account with reports and app permissions lets us pull your sales, returns and returning-customer figures and makes the technical work faster
- **Your brand materials**: the product details and demonstration know-how, your story, the videos you already have, and who approves content

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

This period repairs what the move broke, 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.

Onboarding

- Kick-off session: one 60-minute call covering scope, timeline, priorities and access
- A dedicated Slack channel and a shared Google Drive folder for the core deliverables
- Brand and positioning document developed from your materials, reviewed and approved by you
- All access confirmed and tested

Baseline and measurement (workstream one)

- Search Console and Analytics checked end to end after the move, so both record cleanly from here
- Full baseline captured before we touch anything: traffic, orders and revenue by channel, branded and non-branded split
- AEO scorecard scored across all four pillars, with the evidence behind each score
- AI visibility tracking across ChatGPT, Perplexity, Gemini and Google AI Overviews, baselined on your priority questions in the first weeks
- AI referrals reported as their own channel, and a live reporting dashboard you can open any day

Research and strategy

- Keyword research on Google Keyword Planner with DataForSEO as a cross-check. Yours already runs to 183 keywords across window cleaning, outdoor sweeping and trimming
- AI question library built for your categories, scored and prioritised. Yours already runs to 76 questions, 34 of them ones you can own outright
- Competitor gap analysis against the Australian cleaning and garden-parts stores in your strategy report
- Cluster strategy mapping every keyword and question to a territory. Yours is 9 territories, led by window squeegees and kits
- URL mapping and site structure review, including every old address from before the move
- Approval point: you confirm the target keywords, questions and territories

Technical SEO and on-page

- Full technical audit with developer-ready recommendations
- The 19 dead old addresses redirected to the right live pages, including the 13 whose redirects end on dead pages
- A main heading, meta description and real copy on every collection and the homepage
- Collection and breadcrumb markup added, and the product markup you already have extended where it helps
- Alt text across the product images, and internal linking from the guides to the collections and products
- Approval point: you approve the URL map and every on-page change before it ships

Notable onboarding and calibration

- Your Notable workspace set up, and your brand kit built from your materials and calibrated to your voice and products
- Calibration runs as a gate: brand kit, then strategy, then the first three pieces, then your feedback folded back in, before anything is produced at scale
- Approval point: you confirm the calibrated output is on brand before production scales

Content roadmap and first production

- Content roadmap built from the cluster strategy and prioritised by value
- Approval point: content plan approved, then production starts
- FAQ bank extended from the FAQs your product pages already carry

- Answer-first guides built from your video library and demonstration know-how: streak-free windows, high and outside windows, shower glass, outdoor sweeping and reloading trimmer line
- Around 30 to 60 pieces produced in the first 90 days, the pace set by the roadmap and your approvals

> **Review before it ships.** Once calibration is complete, reviewing content before it publishes sits with you. Every piece reaches you checked for voice, accuracy and search, and product details are written only from your own product information.

Authority foundations

- Backlink profile audited, including what the old site's links still point at
- Foundational listings and citations an Australian importer and online store should hold
- The round-ups, guides and communities AI draws on when it answers Australian window cleaning and garden questions, mapped
- Digital PR angles from what you genuinely have: the demonstrations, made in Germany, made in Australia, and your customers' reviews

The goal we are driving at

- AI-Ready at 80 out of 100, up from 31 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, and your score is visible to you the whole way.

Phase 2 · Months 4 to 6: production at scale and compounding

The foundations are in and the workflows are calibrated, so these months are about steady output and the authority that makes AI cite you.

Monthly content production

- Content refreshes and new articles, weighted to the territories the roadmap ranks highest
- Product and collection page refreshes are on their way in Notable and are not yet fully supported, so blog content takes priority meanwhile
- Output paced to the roadmap: about 73 pieces for the core territories and 112 for full coverage
- Content gaps reassessed monthly against live AI answers

Authority and reputation

- Continued foundational link work where genuine opportunities exist, judged on citation value
- We work with you on the authority opportunities only Eurolux can make

> **Where authority stands.** The engagement runs hardest on technical, content and measurement, the three we can move reliably inside six months. The authority side of Notable (off-site opportunity tracking, community scanning and digital PR tooling) is the newest part of the platform and is being built out over the coming months. We do the foundational link work, tell you plainly where you stand on authority, and bring you the new tooling as it lands.

Ongoing technical

- Monthly technical sweep and on-page checks, with fixes implemented as they arise
- Markup extended as new page types ship

Reporting and strategy

- Monthly performance report: revenue by channel, AI visibility, citations won, technical health
- A monthly strategy call where it is useful, or a short video from us instead

What is not included

- **Paid advertising.** We do not run Google or Meta ads. The branded and non-branded split we build usually makes whoever runs yours sharper.
- **Website rebuilds or theme development.** We provide developer-ready specifications and can implement within your existing theme. A rebuild is separate work.
- **Markets outside Australia.** Other markets and the overseas sites are future scope, planned on their own once the Australian build is running.
- **Product photography and video production.** Available through our contractor network, quoted separately.

What comes next

You have your strategy report and the numbers sized on your own data. Next is a short call to confirm the scope and walk through the investment together, including which shape fits Eurolux best.

Team Empathy

Search & AI for ecommerce

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