TEAM EMPATHY · SEARCH & AI FOR ECOMMERCE

Become the brand AI recommends.

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

THE OFFER · PREPARED FOR ADAM · CONFIDENTIAL

The offer in one minute

The short version. Over six months we move your linen collections up from the top of page two, win back Matching Sets, make one page own each search, and build the answers and the press presence that get AI naming Lilly Pilly when Australians ask for the best linen labels. We drive your AEO score from 53 towards AI-Ready Certified at 80, then hand you the system to own and run. Your team approves; we do the work.

53 / 100
your AEO score today, from the strategy report

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 team's time a week during the foundations, less after

What you get

01

Your collections up the page

Pants, Skirts, Dresses and Matching Sets already show for the biggest linen searches in Australia at positions 10.3 to 11.5. We make each page the clear answer to its search, starting with Matching Sets.

02

The label AI names for linen

ChatGPT named you in 8 of 22 answers in our check and Google's AI Overviews in 0 of 16. We build the answers, the press and the clean brand facts that change that, across your 92-question library.

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	Clean, valid markup on all 135 pages we crawled and no AI crawler blocked. The homepage misses Google's real-user speed bar on mobile (220 milliseconds to react to a tap, against 200), which holds the pillar at Structured. We bring it under the bar and complete the product markup.	15 / 25
2 · Content	FAQs on 78 of 81 collections and every product sampled, and titles already written to the searches. The words are short: collection introductions at a median of 43 words, product descriptions at 51. We deepen the pages that matter and build the guides across your eight themes.	15 / 25
3 · Authority	Your DataForSEO authority of 24 out of 100 sits level with Elk's, from 121 referring domains against Elk's 769. We clean up the brand facts AI repeats about you, so answers about Lilly Pilly link to your own store, and work the 883 sites that link to your rivals and never to you, the Australian fashion and lifestyle titles first, using what only you have: European flax linen, your own designs and the customers who already buy from you.	13 / 25
4 · Measurement	Analytics, Search Console and Shopify are connected and read. Nothing tracks whether ChatGPT or Google's AI name you, so we set up that baseline and a monthly rhythm of acting on what moved.	10 / 25

53 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: the four big collections, measurement and foundations

We capture your baseline, rebuild Matching Sets around the sets search, deepen Pants, Skirts and the dresses pages, set the branded split and AI tracking running, 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

Guides and collection content across your linen and silk themes, plus the press and brand-fact work that gets AI naming you. 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 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 on the call, once the scope is confirmed
Your time	One to two hours a week from your team 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 the build	Notable and the community to keep and run the system yourselves, 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

What it could return. Once the work is fully live, the mid case in your strategy report adds **+A$98,910 a year in new non-branded gross revenue** in Australia, modelled, directional, by taking your share of the winnable non-branded clicks from 1.5% to 7.4%, five times today's share, matching the gap between your Google traffic and Nomad the Label's. The range runs from +A$20,468 to +A$172,345 a year, and every extra 1% of the winnable clicks is worth about A$16,690 gross. All of it is revenue before costs, modelled on your Shopify conversion rate and order value. Your branded traffic sits outside the model and on top of it.

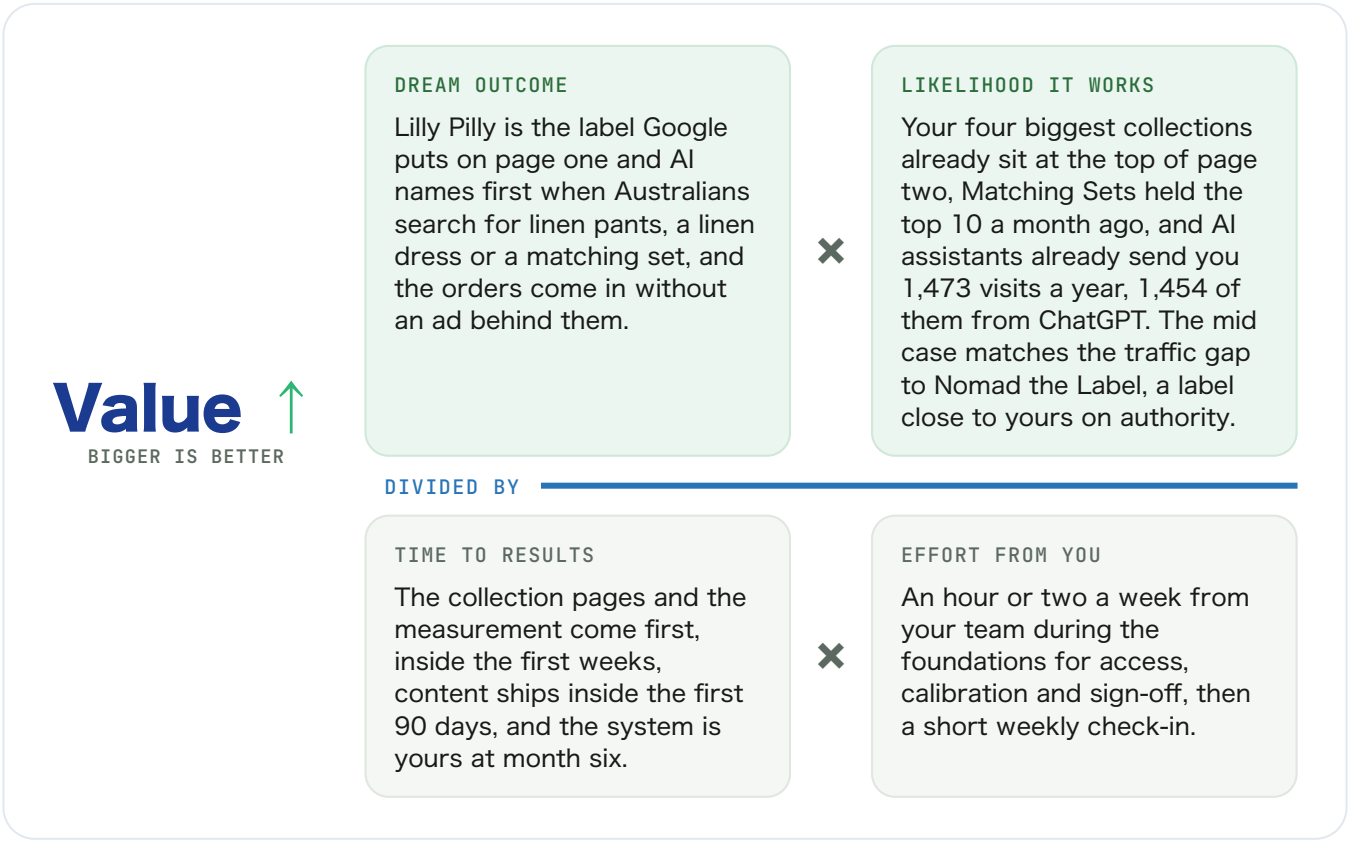
On timing: content ships from the first months, and rankings and AI citations follow with a lag, so judge the first six months on the score climbing and the four collections moving up.

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.

Ownership. 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



- **The score.** A documented number out of 100 against our published maturity model. You watch it climb from 53, pillar by pillar.
- **Your measurement comes first.** The branded split and AI visibility tracking are recording before anything scales, so every result shows up in your own reporting.
- **The collection work is visible in weeks.** You can search "linen sets" and "linen pants women" yourself and watch the four pages move.
- **Ecommerce partner.** 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** ✓ granted, and the strategy report already runs on it
- **Google Search Console** ✓ granted, and the strategy report already runs on it
- **Shopify** ✓ granted, and the model runs on your own orders, returns and new customers

- **Your brand materials**: fabric and sourcing details, fit and care notes, your story, the imagery you already have, and who approves content

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

This period moves the four big collections, 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

- 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, Google AI Mode and Google AI Overviews, baselined on your priority questions in the first weeks
- Every AI referral gathered into one 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 213 Australian searches across eight linen and silk themes, plus the United Kingdom, the United States and New Zealand
- AI question library built for your categories, scored and prioritised. Yours already runs to 92 questions, 60 of them ones you can answer better than a department store
- Competitor gap analysis against the Australian linen labels in your strategy report
- One page per search: every collection mapped to the searches it owns, starting with Dresses, Linen Dresses and European Linen
- Approval point: you confirm the target keywords, questions and page map

Technical SEO and on-page

- Full technical audit with developer-ready recommendations

- Matching Sets rebuilt around "linen sets": the pairings shown and named as sets, an answer-first introduction, and links in from Pants, Skirts and the journal
- Deeper introductions on Pants, Skirts and Linen Dresses, Linen Dresses retitled to own "linen dress", and internal links pointed at the page that owns each search
- The mobile homepage brought under Google's speed bar, barcodes, shipping and returns added to the product markup, the copied product removed and missing alt text filled
- Product data completed for Google's free listings and product grid in Australia
- Approval point: you approve the page 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 page map and prioritised by value, led by linen pants, sets and dresses
- Approval point: content plan approved, then production starts
- FAQ bank for every collection: fabric, fit, care, sizing and delivery
- Answer-first guides on what shoppers ask AI: does European linen soften, will linen pants crease at work, how to style a linen set, what to wear to a summer wedding
- 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 the links still pointing at the old .com.au address
- The brand facts AI repeats about Lilly Pilly checked and corrected at the source, so answers link to your store and not to a similarly named one
- The Australian fashion and lifestyle titles in your link gap mapped, with angles for each

- Digital PR angles from what you genuinely have: European flax linen, your own designs and your customers' reviews

The goal we are driving at

- AI-Ready at 80 out of 100, up from 53 today, verified against a documented audit.
- 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 themes 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
- Content gaps reassessed monthly against live AI answers

Authority and reputation

- Continued link work with the fashion and lifestyle titles in your link gap, judged on what AI reads
- We work with you on the authority opportunities only Lilly Pilly 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.
- **Separate content for overseas markets.** The United Kingdom, the United States and New Zealand are sized in your strategy report and 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

We will talk it through on our call. If it suits, we put the scope and the numbers in writing straight after.

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