

Become the brand AI recommends.

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

THE OFFER · PREPARED FOR NEAT

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 (you are 42 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

Capture the demand already searching, in Google and in AI, so you own a channel you control instead of paying for attention every month.

02

Be the brand AI recommends

When someone asks ChatGPT, Perplexity or Google AI for the best natural skincare, fragrance or collagen in NZ, yours is the brand that shows up, gets quoted and gets clicked.

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 same scorecard that puts you at 42 today.

Pillar	What we build
1 · Technical	Site health, schema and GTINs, Core Web Vitals, AI crawler access, so engines can find, read and trust you. Your plumbing is already ahead here.
2 · Content	Keyword and AI-prompt research into topic clusters, then the content that answers every question a buyer asks, in your voice. Roughly 100 to 160 pieces over the six months, a mix of brand-new articles and refreshed pages, anchored by a "smells like" page for each hero scent in your dupe range.
3 · Authority	The backlinks, digital PR, review-site placements and Reddit presence AI actually cites, so third parties vouch for you. Your DR 21 and 436 referring domains give this a strong head start.
4 · Measurement	One dashboard tying your Shopify, GA4, Search Console and AI visibility together, so the work is visible month to month.

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: 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: roughly 100 to 160 pieces across the six months, new and refreshed depending on your needs, plus the 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 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.

About the platform. We are building it right now, exclusively for Shopify brands, and refining the exact shape as we go. What is locked is the deal: you own the system, and because you come in during the build, you are one of the first brands on it.

Why you can be confident

Here is the honest way to weigh up any offer, borrowed from Alex Hormozi. Value goes up when the dream outcome and the likelihood of getting there are big, and when the time and effort it takes you are small. Here is this one on that scale.



DREAM OUTCOME

You own the AI-search answer in natural skincare, fragrance and wellness, cited early and often, on a channel that compounds instead of switching off.



LIKELIHOOD IT WORKS

Guaranteed to move the needle: a positive return within twelve months, or we keep working for free until it does.

DIVIDED BY

TIME TO RESULTS

Six months to install the whole system and hand it to you, not the one to two years traditional SEO takes.



EFFORT FROM YOU

About an hour a week for the first couple of months of calibration, then you are away.

- **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 42 today to Certified 80, and you can see it.
- **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 and a proven community behind the work, not just an SEO agency.
- **Proven playbook.** Our longest-standing clients, like [PinkBins](#), rank top-three on their core commercial terms and already show up in AI Overviews and ChatGPT off the back of the same foundations work.
- **Speed is the point.** Traditional SEO talks in twelve-month horizons. AI compresses that, so your foundation lands in six months and starts compounding, not twelve.
- **You keep it.** No lock-in and no dependence on us. If you ever leave, you take the foundations, the content, the links, the strategy and your certification with you.

The return we are aiming for. We are aiming for a 5 to 10x return over twelve months, and we size your specific number against your own data so it is grounded, not a headline we throw out. Your strategy already sizes a 20% share at about \$530,000 in new revenue a year, and because you keep everything and can leave anytime, the risk of trying it is close to nil. The exact investment and how fast to move is a conversation we will have together, sized to where Neat is right now.

What comes next

You have seen the opportunity sized on your real data in the [Strategy](#) tab. The next step is simply a conversation: grab a time with Ben and we will walk the three shapes together and land on the one that fits Neat right now.

Team Empathy

Search & AI for ecommerce

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