TEAM EMPATHY · SEARCH & AI FOR ECOMMERCE

# Become the brand AI recommends.

The AI & Search Transformation for Newman Art Designs: a three-month done-for-you build on Notable that you then own, with six months as the extended option

THE OFFER · PREPARED FOR TREVOR NEWMAN · CONFIDENTIAL

## The offer in one minute

**The short version.** Over three months we repair the markup and pages search engines cannot read, build your Search and AI foundations in Australia, and produce about 45 pieces of content aimed at the searches Google already shows you for and the questions buyers ask AI about specimen art and ethical sourcing. Then the system is yours to run on Notable, with community coaching behind you if you want it. If you would rather we carried on for the wider coverage, six months is the extended option. 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 toward

**3 months**
done for you, then the system is yours; six months if you want more done for you

**1-2 hrs**
of your time a week during the foundations, less after

## What you get

01

### Lift the searches Google already shows you for

Search Console averages "framed butterfly" at 5.7 and "snake skeleton" at 6.3 on 11,102 impressions a year, mostly on mobile and lower on desktop. We rebuild the collections and product pages behind them first, because the pages exist and Google already knows them.

02

### The answer AI gives about ethical specimen art

"Is butterfly taxidermy ethical?" and "is it legal to own a bat specimen in Australia?" are questions a maker since 1996 should be answering. We start with insects, beetles and spiders, framed butterflies and one sourcing page every ethics question links to.

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 at the end of the build, 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** | No AI crawler is blocked and all 152 products in the sitemap carry product markup, so we build on that base. What we fix: **the business markup that is broken on all 268 pages**, rebuilt with your founder and social profiles linked, a real homepage heading, a heading and collection markup on all 9 collections, the 8 copied products redirected, the misspelt earring names fixed, alt text across the galleries, and the mobile load time brought down. | 11 / 25 |
| **2 · Content** | Your blog is the largest content asset you have, 98 long articles. Around it the collections carry no copy and the product descriptions are short. We point the content at the demand map we built for you: **120 keywords in 10 content territories, and 128 AI questions**. About 66 pieces own the core; the three-month build produces about 45 of them, led by your first six territories, with the overlapping articles consolidated and your name on the work. | 9 / 25 |
| **3 · Authority** | Your DataForSEO authority of 15 out of 100 sits in the middle of the Australian stores, and 2 of the 5 AI Overviews whose sources we could read cite you. We build the entity layer for the business and for Trevor, set up reviews where today there are none, and map the Australian home, gift and natural history sites AI reads. | 6 / 25 |
| **4 · Measurement** | Workstream one. Search Console and Shopify already record what this strategy runs on. We stand up the baseline, split branded from non-branded, track AI referrals as their own channel and AI visibility against your 128-question library, so every result 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 three months run

### 1 Weeks 1 to 3: repair, measurement and calibration

We capture your baseline, repair the markup, write the collection copy and headings, tidy the copied products, switch on reviews, and calibrate Notable to your voice and your species knowledge.

### 2 Weeks 4 to 12: content and authority foundations

About 45 pieces across your first six territories, the sourcing and legality page among them, alongside the foundational authority work. By the end of month three the system is built and ready to hand over.

### 3 Month 3 onward: you own it

The foundations, the content and your score are yours, on your own Notable login. From here you choose how much support you want, including six months in total if you want us to carry on.

## After the build, it is yours

You keep everything and choose how to run it. Three ways forward, all on your terms.

**Run it yourself**

Keep the Notable subscription and run it with a light weekly rhythm. You approve; the system does the heavy lifting.

**Run it with the community**

The Notable subscription with community coaching: weekly sessions, other Shopify brands on the same tools, and a second opinion when you want one.

**Extend to six months**

We carry on for three more months, through the rest of the core territories and toward full coverage, before you take it over.

## 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 build |
| **Contract term** | A three-month build, or six months as the extended option. No lock-in beyond it |
| **After the build** | The Notable subscription to keep and run the system, with community coaching if you want it |
| **If you leave** | You keep everything: the foundations, the content, the strategy and your AEO score |
| **Qualification** | We take a small cohort through the transformation at a time, so delivery stays hands-on |

**What we are building toward:** your AEO score from 31 toward 80, measured against our published maturity model, with every result reported in your own Search Console and Shopify. Your strategy report sizes the market behind it: the mid case adds **+A$6,568 a year in gross non-branded Online Store revenue** (modelled, directional) in Australia, taking your share of the winnable non-branded clicks from 9.8% to 16.0%, and every extra 1% of that market is worth about A$1,067 a year in gross revenue. Your branded traffic, your wholesale and your marketplace sales are not part of the model and sit on top of it.

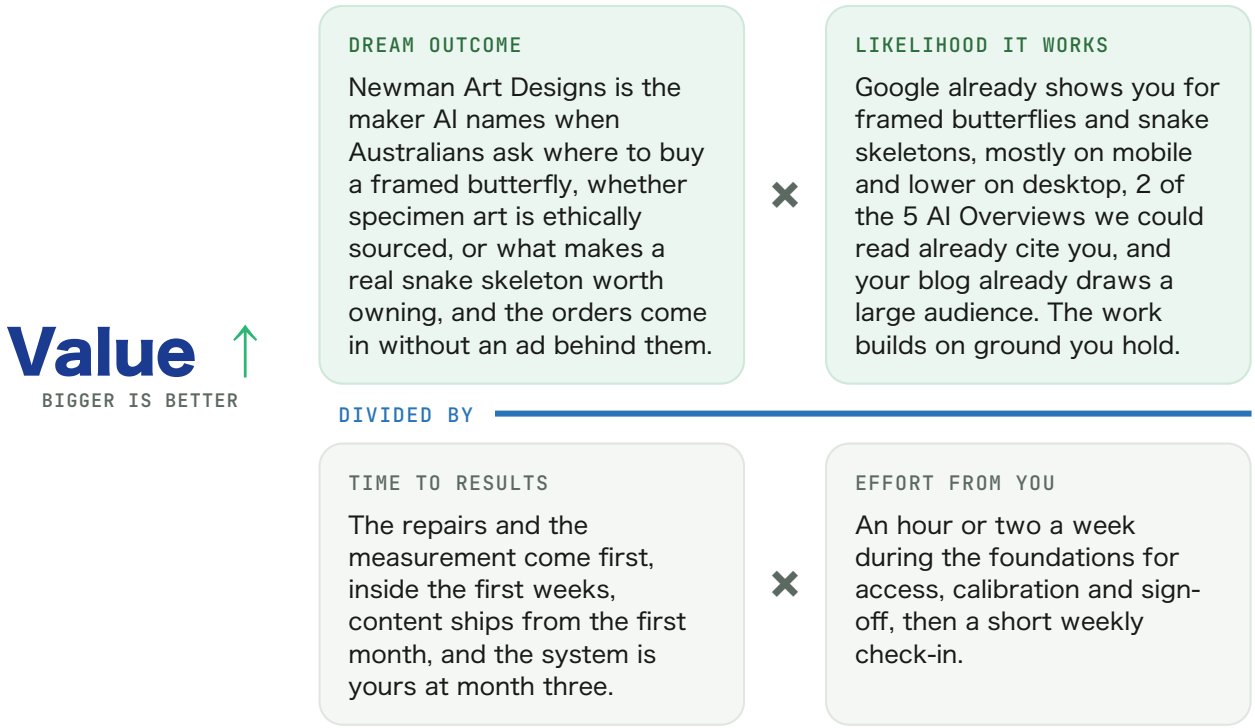
On timing: content ships from the first month, and rankings and AI citations follow with a lag. The mid case assumes the content keeps building after the three months, on the subscription or the extended six months, so judge the build on the score climbing and the pages going live.

## 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 knowledge of each species), **technical SEO and AEO**, **authority**, and **measurement** (the tracking and reporting layer that shows you what search and AI are bringing in). All four live inside Notable, all four keep being improved, and all four are yours to keep.

**You own it.** Most agencies charge you year after year, and the day you stop paying, the capability walks out of the door with them. We charge you for a three-month build 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, with the evidence for every point. You watch it climb from 31, pillar by pillar.
- **Your measurement comes first.** The baseline, the branded split and AI visibility tracking are recording before anything scales, so every result shows up in your own reporting.
- **The repairs are checkable in weeks.** The business markup passes Google's Rich Results Test, every collection has a heading and copy, and every copied product redirects to the real one. You can check each 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 Search Console ✓ granted, and the strategy report already runs on it
- Shopify ✓ staff access in place, and the strategy report already runs on your Shopify reports
- Google Analytics 4: access to connect it, or we set it up if it is not running
- Your brand materials: your story, your sourcing records for each species, photos of the workshop and the making, and who approves content

## Phase 1 · Weeks 1 to 3: repair, foundations and calibration

This phase repairs what search engines and AI cannot read, writes the on-page copy the collections are missing, stands up the measurement and calibrates Notable to your brand.

### 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, Shopify and Analytics checked end to end, so all three 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
- 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 120 keywords in 10 content territories, sized against six product territories

- AI question library built for your categories, scored and prioritised. Yours already runs to 128 questions, 58 of them ones you can own outright
- Competitor gap analysis against the Australian curiosity and specimen stores in your strategy report
- URL mapping and site structure review, including the overlapping collections and articles
- Approval point: you confirm the target keywords, questions and territories

**Technical SEO and on-page**

- Full technical audit with developer-ready recommendations
- The business markup rebuilt as valid code across all 268 pages, with the founder and social profiles linked
- A real homepage heading, and a main heading, meta description and real copy on every collection, written in this phase as on-page work
- Collection and breadcrumb markup added, and the product markup you already have extended with shipping and returns details and ratings once reviews exist
- The product-page fixes: the 8 copied products redirected, the earring names fixed, alt text across the galleries, and internal linking from the articles 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 your species knowledge
- 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

**Authority foundations**

- Backlink profile audited
- A review profile set up and marked up, where today there is none
- Foundational listings and citations an Australian maker and online store should hold

## Phase 2 · Weeks 4 to 12: content production and authority

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

### Content production

- Content roadmap built from the cluster strategy and prioritised by value. Approval point: plan approved, then production starts
- About 45 pieces across the build, covering the core of your first six territories: insects, beetles and spiders; framed butterflies; butterfly specimens; insects in resin; bats and skeletons; gothic and curiosity decor
- One definitive sourcing and legality page, built from your records, that every ethics question on the site links to, and an FAQ bank for the collections and products covering sourcing, legality, care and shipping
- New articles and refreshes of the existing ones, the overlapping ethical-sourcing guides consolidated
- The collection copy, headings and product-page fixes are written in Phase 1 as on-page work. Ongoing automated refreshes of product and collection pages are on their way in Notable and not yet fully supported, so the automated refresh cycle starts with blog content

> **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 species and sourcing details are written only from your own records.

### Authority and reputation

- The guides, gift round-ups and communities AI draws on when it answers Australian specimen-art questions, mapped
- Digital PR angles from your own story: over 30 years of framing in Queensland, the sourcing standards behind each piece, and the work itself
- Foundational link work where genuine opportunities exist, judged on citation value

> **Where authority stands.** Authority holds 14 of the 49 points between you and 80, and it is the pillar we can move least reliably, in three months or six. Reviews and the entity layer are work we do; coverage on other sites depends on other people. 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 work, tell you plainly where you stand on authority, and bring you the new tooling as it lands.

### Reporting and handover

- 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
- Handover at the end of month three: your Notable login, the workflows, the roadmap for the territories still to build, and a walkthrough of the weekly rhythm

**The goal we are driving at**

- AI-Ready at 80 out of 100, up from 31 today, against a documented audit.
- Content volume governs the timing. Three months lays the foundations and the first wave of content; most brands reach 80 between month three and month six, so the score keeps climbing after handover as the content builds, and it is visible to you the whole way.

### The extended option · Months 4 to 6

If you would rather we carried on, three more months take in the rest of the core territories (glass domes, shadow boxes, butterfly wing earrings and buying taxidermy) and work toward full coverage of 126 pieces, with the monthly technical sweep, markup extended as new page types ship, and content gaps reassessed against live AI answers. The handover moves to the end of month six.

### What is not included

- **Paid advertising.** We do not run Google or Meta ads.
- **Wholesale and marketplace channels.** Faire, your B2B store and the Amazon, Etsy and eBay listings stay as they are. The pages we build are the ones a wholesale buyer reads too, but managing those channels is separate.
- **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.** Your overseas search traffic, led by the United States, is future scope, planned on its 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 whether three months or six fits Newman Art Designs best.

**Team Empathy**

Search & AI for ecommerce

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