

Become the brand AI recommends.

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

THE OFFER · PREPARED FOR GEORGINA ELVIN · 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, drive your AEO score from 45 toward Certified at 80, and then hand you the system to own and run. No lock-in, no platform to learn during the build, and you keep everything we make.

45 / 100

your AEO score today, from the strategy report

80 / 100

Certified AI-Ready, 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 foundations, less after

What you get

Three outcomes, because outcomes are what you are actually buying.

01

Own the answer to your own category

"Which kawakawa balm should I buy?" is a question you should win every single time, and today the engines answering it cannot see your 896 reviews or your NZ Eczema Association endorsement. We make the proof you already own visible to the machines doing the recommending.

02

Finish the job your rankings started

You appear across 269,940 measured category searches a year, rank page one on all of kawakawa and half of eczema, and win 6.4% of the winnable clicks. Moving the 53 striking-distance terms into the top three is the fastest organic growth available to a brand your size.

03

Own the system outright

We install a compounding asset your team can run themselves. 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 scores below are yours, from the strategy report.

Pillar	What we build, for you	You today
1 · Technical	Shopify has given you a genuinely good base: AI crawlers welcomed, agentic endpoints live, unusually strong FAQ schema on your product pages. What needs fixing is what the engines cannot see: your 4.8-star, 896-review proof is injected by your review app in a way AI crawlers never read , your endorsement and awards carry no markup, Google's Lighthouse lab puts your main content at 7.8 seconds on a simulated mid-range phone, and your store runs split across two domains (.co.nz and .com) that divide its traffic and authority.	15 / 25
2 · Content	You have already proven you can produce: 118 posts , deep on kawakawa education and eczema storytelling. We re-aim that engine at the demand map: 145 keywords, 90 real buyer questions and 12 territories , led by the eczema condition hub (18,017 impressions, 88 clicks last year), the baby-and-mum set that barely exists, and the bathing traffic engine. Much of the work is upgrading and re-pointing what exists, not starting again.	15 / 25
3 · Authority	The binding constraint. Your trading domain's rating is 10 against the 31 to 45 of the brands beside you, and your best assets are unspent: the NZ Eczema Association endorsement, seven Beauty Shortlist wins in 2026, national press, pharmacy distribution, and your own second storefront holding a rating of 24 the .co.nz never benefits from. We consolidate what you already own, then build the placements and citations AI actually reads.	10 / 25
4 · Measurement	Workstream one. GA4, Search Console and Google Ads are installed and working, but nothing tracks rankings, nothing splits branded from non-branded, the two storefronts blur every report, and the AI engines already sending you buyers arrive untracked. We stand up the baseline, the branded split and AI-visibility tracking, so every result of this engagement is provable in your own reporting.	5 / 25

45 out of 100 today. 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: proof visibility, measurement and foundations

We capture your baseline, make your reviews, endorsement and awards machine-readable, plan the two-storefront consolidation, address the lab-tested page speed, and stand up your content engine. Content production begins inside these first 90 days, as soon as everything is calibrated to your voice and the cosmetic-claims line your category requires.

2 Months 4 to 6: content + authority at pace

We build your content and authority hard: the roadmap runs to roughly 35 core pieces and about 63 for full coverage across the six months, much of it recalibrating your existing 118, plus the consolidation and the foundational placements. 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 with a light weekly rhythm. You drive; the system does the heavy lifting.

Do it with us

Stay in the ecommerce accelerator community you are already part of: weekly coaching, other Shopify brands on the same tools, strategy and back-end sessions.

We keep running it

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

What you are actually buying

The four pillars of AI search become four sets of working workflows, built around your brand, so you can act on them rather than admire them. Four workflows transfer to you: **content** (the research, brief, write, review and publish chain, the most complex piece and the one that takes years to get right, calibrated on your voice and the claims line your category demands), **technical SEO and AEO, authority**, and **measurement** (the tracking, attribution and reporting layer that puts the right information in front of you at the right time, so decisions get made on what is actually happening rather than on a hunch). All four live inside Notable, all four keep being updated, 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.

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 phase (access, calibration, sign-off), then a quick 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 accelerator 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 certification
Qualification	We take a small cohort through the transformation at a time, so delivery stays hands-on

The commitment. The mid case in your strategy report is **+\$39,974 a year** in new non-branded organic revenue at your measured value of a click, and that is first-order only: your 36.8% returning-customer rate means every customer won through search keeps paying you back, and your branded revenue sits on top untouched. The system compounds past month twelve, you own it outright, and because you keep everything and can leave after the build, the risk of trying it is close to nil.

One honest note 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, not on cash collected in period. Your seasonality helps: winter eczema demand and the Christmas gifting window are both answered by work done months earlier.

Why you can be confident

- **A checkable finish line.** Certification is a documented score out of 100 against our published maturity model and Google's own Rich Results Test. You watch it climb from 45.
- **Your measurement comes first.** The baseline, the branded split and AI-visibility tracking are stood up before anything scales, so every result is provable in your own reporting, not ours.
- **The proof fix is verifiable in weeks.** Your 896 reviews and your endorsement become machine-readable early, and the citation panel shows you exactly what AI says about Frankie Apothecary, before and after.
- **Backed by the right people.** We have partnered with Simon at the [Ecommerce Accelerator](#), the community you are already part of, so you get real ecommerce insight behind the work alongside the search craft.
- **You keep it.** No lock-in and no dependence on us. Because we are building our Shopify-only platform right now, you come in as one of the early brands on it.

What comes next

You have your strategy report and the numbers sized on your own data. Next is a short call to confirm scope and walk through the investment together, including which shape fits Frankie Apothecary best, from the full done-for-you build through to lighter ways of starting. The numbers conversation covers the options honestly.

Appendix A: the transformation, line by line

This is the full task list behind the summary above. Roughly 70 to 80% of it is proper SEO done well with AI, and the rest is what makes you the brand AI recommends. Approval points are marked, so you always know when something needs your sign-off.

Before we start: what we need from you

- **Shopify admin** ✓ granted (staff access accepted 25 August)
- **Google Search Console** ✓ granted (the frankieapothecary.co.nz property; we also check whether the .com holds its own history)

- **Google Analytics 4** ✓ granted (covers both storefronts, which is exactly what the measurement workstream needs)
- **Google Ads** ✓ granted, and already earning its keep: your search-terms data cross-checks the organic model
- **Your brand materials:** tone of voice, the ingredient and claims lines you work to, the story bank (founding, the whānau story, the endorsement), and who approves content

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

This period establishes the foundations, stands up the measurement, makes your existing proof visible to the engines, 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 at pace.

Onboarding

- Sales to delivery handover, so nothing you have told us gets lost
- Welcome email and onboarding form
- Payments set up, invoice schedule confirmed
- Dedicated Slack channel for async communication
- Shared Google Drive folder for the core deliverables, so you always have a record of what matters
- Delivery board set up with all tasks and due dates, for our team to run the work against
- Brand and Positioning document developed from your materials, reviewed and approved
- Kick-off session, one 60-minute call covering scope, timeline, priorities and access
- All access confirmed and tested

Baseline and measurement (workstream one for Frankie Apothecary)

- Full baseline captured before we touch anything: rankings, traffic, revenue by channel, branded versus non-branded split
- **The two-storefront picture untangled:** reporting split by hostname so the .co.nz and .com stop blurring every number, and the consolidation plan sized on real data
- AEO scorecard scored across all four pillars, with the evidence behind each score
- AI visibility tracking stood up across ChatGPT, Perplexity, Gemini and Google AI Overviews

- Citation monitoring on your priority prompts, baselined in week one, so you can see the "which kawakawa balm" answer change
- Live reporting dashboard you can open any day, rather than a monthly PDF

Proof visibility (unique to your plan, and first)

- **Review schema rebuilt server-side**, so the 4.8-star rating across 896 reviews on your hero product is readable by every AI crawler, rather than only by browsers running your review app's JavaScript
- **Endorsement and award markup**: the NZ Eczema Association endorsement, the Beauty Shortlist and parenting awards, structured so the engines can cite them
- **Entity disambiguation**: Organization and Brand markup that separates Frankie Apothecary from the unrelated "Frankie" businesses that share your name in search results
- **Approval point**: you approve every public-facing change before it ships

Research and strategy

- Keyword research triangulated across Google Keyword Planner, SEMrush and Ahrefs, never a single tool. Yours already runs to **145 terms**, with the top themes country-verified against your own Search Console
- AI prompt library built for your category, scored and prioritised. Yours already runs to **90 questions, 65 you can uniquely own**
- Competitor gap analysis: Tui Balms, Kiwiherb, Aotea, The Herb Farm and Living Nature, and the publications AI cites when it answers skincare questions in NZ
- Cluster strategy mapping every keyword and prompt to a content territory. Yours is **12 territories**, led by eczema, kawakawa and baby-and-mum
- URL mapping and site architecture review, including the .com/.co.nz consolidation path
- **Approval point**: you confirm target keywords, prompts and clusters

Technical SEO and on-page

- Full technical site audit with developer-ready recommendations
- On-page error sweep: broken links, H1s, alt text, duplicate and missing meta
- **Page speed addressed**: Google's Lighthouse lab puts your main content at 7.8 seconds on a simulated mid-range phone against a 2.5-second standard; we remediate the app and script weight with your theme developer
- **The two-storefront consolidation** planned and executed carefully: one canonical storefront, redirects that preserve the .com's link value, and a Markets setup that serves international buyers without splitting your authority

- llms.txt curated for the brand (today it serves an auto-generated file), and the FAQ schema you already do well extended to every page type
- Internal linking architecture built from the 118 existing posts to collections and products
- **Approval point:** you approve the URL map and all on-page changes before anything ships

Notable onboarding and calibration

- Access to **Notable**, our own proprietary platform. We built it specifically for deploying AI search into Shopify brands, and we believe it becomes the gold standard for doing this work.
- Your workspace created and configured, and the system calibrated on your brand guidelines, your ingredient stories and the claims line before anything is produced at scale
- Notable runs the whole engagement: your technical monitoring, your content production, your authority work, and all of your measurement in one place
- After the six months you keep full access and run it yourself on a small monthly platform cost
- **Approval point:** you confirm the calibrated output is on brand before we scale production

Content roadmap and first production

- Content roadmap built from the cluster strategy and prioritised by value, leading with the eczema condition hub, the kawakawa answer set and the baby-and-mum territory
- **Approval point:** content plan approved, then production starts
- FAQ bank extended from the strong base your product pages already carry
- The existing 118 posts audited: each one upgraded, re-pointed at the demand map and interlinked, or consolidated where it duplicates
- Every piece written to the cosmetic-claims line your category requires, never medical claims, referenced where needed, and reviewed for brand voice, factual accuracy and SEO validation before it reaches you
- **The first wave of the roughly 35 core pieces produced or upgraded in the first 90 days**

Authority, foundations

- Backlink profile audited: what the .co.nz holds (a Domain Rating of 10 today), what the .com holds (24), and what consolidation recovers

- **Foundational backlink build:** the citations, directories and industry listings an award-winning, endorsement-carrying skincare brand should hold
- Review and citation source mapping: the specific round-ups, parenting publications and communities AI draws on when answering NZ skincare questions
- Digital PR angles identified from what you genuinely have: the endorsement, the awards, the founding story, the pharmacy footprint, and the press that already knows you

The goal we are driving at

- **AI-Ready at 80 out of 100**, up from 45 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. It is what the engagement is for, and your score is visible to you the whole way.

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

Foundations are in and the workflows are calibrated, so these months are about sustained output and building the authority that makes AI cite you. The mix each month is guided by the roadmap and adjusted for your seasonality, so the winter eczema answers and the Christmas gifting content are live and indexed before their moments arrive.

Monthly content production

- **Product page refreshes**, because the buying decision happens there and your hero pages carry the review proof
- **Collection page refreshes**, carrying your category terms
- **Content refreshes and new articles**, weighted to the eczema hub, the baby-and-mum set and the bathing traffic engine
- Output paced to the roadmap: **roughly 35 core pieces, and about 63 for full category coverage**, across the six months
- Every piece reviewed for voice, accuracy, claims compliance and SEO before delivery
- Content gaps reassessed monthly against live AI answers, so we chase what is actually being asked

Authority and reputation

- Continued foundational link building where genuine opportunities exist, judged on citation value rather than a monthly count
- We work with you to develop the authority opportunities that are unique to your business, because the best plays here are usually the ones only you can make

Being straight with you about the authority pillar: the engagement runs hardest on technical, content and measurement, because those are the three we can move reliably inside six months. The authority side of Notable, the off-site opportunity tracking, the community scanning and the digital PR tooling, is the newest part of the platform and we are building it out over the coming months. We are not going to promise you a dashboard that does not exist yet. What we will do is the consolidation, the foundational link work, tell you honestly where you stand on authority, and bring you the new tooling as it lands.

Ongoing technical

- Monthly technical sweep and on-page error checks
- Fixes implemented as they arise
- Schema extended as new page types ship

Reporting and strategy

- Monthly technical report: rankings, indexing, technical health, content performance
- Monthly performance report: revenue by channel, AI visibility, citations won
- Monthly growth strategy call where it is useful, or a short Loom from us instead: what is the constraint, and what is the highest-value next move

What you end up with

Output	First 90 days	Months 4 to 6	Total
Proof made machine-readable	Reviews, endorsement, awards live	Monitored monthly	Your proof, visible to every engine
Storefront consolidation	Planned and sized	Executed with redirects preserved	One domain, one authority
Existing-post upgrades	The priority slice	The remainder of the 118	The library re-aimed and interlinked
New content	First wave	The rest of the roadmap	The demand-map build
Total pieces	paced by the roadmap		~35 core, ~63 full coverage
Foundational backlinks	Profile built	Extended	Quality-judged, not a quota
AEO score	Climbing from 45	Driving at 80 out of 100	Yours to keep

Volumes depend on content complexity, your approval cadence and strategic priorities. Unusually for brands we audit, much of your build is upgrading content you already have rather than net-new writing, which moves faster. The roadmap guides prioritisation, and we will always choose the higher-value piece over hitting a number.

Notable, the platform you end up owning

Notable is our own Shopify-native AI search platform, and it is the reason this leaves you with an asset rather than a folder of documents. During the six months we run it for you. After that it is yours.

- **Content production**, writing and refreshing against your calibrated brand voice and live roadmap
- **Technical monitoring**, continuously checking schema, indexing and on-page health
- **AI visibility tracking**, watching whether AI recommends you, on the prompts you care about

- **Reputation monitoring**, surfacing what review sites, communities and publications are saying
- **Reporting**, one dashboard tying Shopify, GA4 and Search Console to AI visibility

After the six months, someone on your team spends an hour or two a week in Notable and the system keeps compounding. You can also stay in the accelerator community for coaching and support, or keep us on a rolling arrangement. Your call.

What is not included

Worth being straight about the edges, so nothing surprises anyone at month four.

- **Paid advertising.** We do not run Google or Meta ads. Your paid account is well run, and the branded split we build usually makes whoever runs it even sharper.
- **Website rebuilds or theme development.** We provide developer-ready specifications and can implement within your existing theme. A rebuild is separate work.
- **Product photography and video production.** Available through our contractor network, quoted separately.
- **Claims we cannot substantiate.** In a skincare category this matters more than most: we write to the cosmetic-claims line, reference the research where it exists, say plainly where it does not, and you approve everything before it goes live.

Team Empathy

Search & AI for ecommerce

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