

Become the brand AI recommends.

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

THE OFFER · PREPARED FOR MARCUS VEERMAN · 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 35 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.

35 / 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. We sell the outcome, not a pile of deliverables.

01

Own what AI says about you

Today the answer to "is Nüdel legit" belongs to scam-checker pages and two Reddit threads. We build the owned, factual answer to every trust question, so the machines quoting your story quote yours.

02

Stop renting your traffic

Paid social is your biggest traffic engine and it sleeps when the spend sleeps. We build the owned channel underneath: 2.45 million category searches a year across your four markets, in which you are currently invisible.

03

Own the system, not a vendor

We install a compounding asset your team can run, replacing the hacky daily-prompt workflow you run today. 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, llms.txt live, agentic endpoints, valid product schema. What is missing is everything deliberate: FAQ schema (none anywhere, including your FAQ page) , a homepage entity layer (no structured data at all today), and the JavaScript weight that Google's Lighthouse lab flags (blocking time 1,910ms on a simulated mid-range phone).	15 / 25
2 · Content	You have already proven you can produce: 61 posts . We re-aim that engine at the demand map: 100 keywords, 74 real buyer questions and 12 territories , led by the Lego-alternatives lane (25,105 searches a month, zero posts today), the group-gift answer and the reputation set. Much of the work is upgrading and re-pointing what exists, not starting again.	10 / 25
3 · Authority	The binding constraint. Your Domain Rating is 9 against the 43 to 71 of the brands AI recommends instead, and your best assets are unspent: national Good Design awards, the Playground Ideas charity story, 4,000 families, 1,500 owners writing unprompted love. We build the placements in the exact listicles AI cites, the official Reddit presence, and the press your story earns.	5 / 25
4 · Measurement	Workstream one. Your Search Console history only began in June, GA4's order value (A\$157) does not reconcile with your real Pod purchase pattern (\$500 to \$600), and nothing tracks AI visibility. We reconcile GA4 to Shopify, check whether an older Search Console property holds more history, then stand up AI-visibility tracking, so every result of this engagement is provable in your own reporting.	5 / 25

35 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: measurement, reputation and foundations

We capture your baseline, reconcile your measurement, land the technical fixes, publish the owned answer to every trust question, 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 safety and developmental claims you can substantiate.

2 Months 3 to 6: content + authority at pace

We build your content and authority hard: the roadmap runs to roughly 76 core pieces and up to 99 for full coverage across the six months, much of it upgrading your existing 61, plus the foundational links and listicle 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 (hundreds, not thousands) and run it in-house in an hour or two a week. Your SEO person drives; the system does the heavy lifting.

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 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 recorded founder Q&A rather than a guessed tone document), **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. It replaces the patchwork you run today with one calibrated engine your team already has the skills to drive.

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 **+A\$29,590 a year** in new non-branded organic revenue at the most conservative value of a click, and that figure most likely revises upward once your Shopify order data settles the A\$157-versus-\$500 order value question. The reputation fix on top of it protects every dollar you already earn. 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 Christmas season is exactly when a compounding channel pays: the work done from month one is what answers the December questions.

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, not our opinion. You watch it climb from 35.
- **Your measurement comes first.** We reconcile GA4 to Shopify before scaling anything, so every result is provable in your own reporting, not ours.
- **The reputation fix is verifiable in weeks.** Owned answers to the trust questions are published early, and the citation panel shows you exactly what AI says about Nüdel, before and after.
- **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 behind the work, not just an SEO agency.
- **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 first brands on it, at this transformation rate.

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 tier fits Nüdel best, because you told us plainly the done-for-you build is a big step for a seasonal business and the do-it-yourself path suits the team you already have. The numbers conversation covers both 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 (collaborator access approved 21 August)
- **Google Search Console** ✓ granted, plus checking whether an older property (nudel.shop or nudelkart.com) holds history before June 2026
- **Google Analytics 4** ✓ granted, the order-value reconcile is workstream one
- **Your brand materials:** the recorded baby-show audio and founder Q&A, tone of voice, the safety and developmental claims you can substantiate, and who approves content

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

This period establishes the foundations, reconciles the measurement, publishes the owned trust answers, 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 recorded founder material, 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 Nüdel)

- Full baseline captured before we touch anything: rankings, traffic, revenue by channel, branded versus non-branded split
- **GA4 reconciled to Shopify:** the A\$157 recorded order value against your real Pod purchase pattern, so every dollar figure in the strategy runs on the true number
- **Search Console history checked:** the current property begins 11 June 2026; we verify whether an earlier verification (including nudelkart.com) holds a longer baseline
- 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, including every reputation question, baselined in week one, so you can see the "is Nüdel legit" answer change
- Live reporting dashboard you can open any day, rather than a monthly PDF

Reputation and trust (unique to your plan, and first)

- An owned, factual answer page for every trust question: shipping record (4,000+ pods delivered, the real Christmas numbers), returns, review integrity, "is it worth it"
- An official brand presence established in the Reddit threads that currently define you, answering factually and linking the record
- The scam-checker listings addressed where they accept verification and business detail
- **Approval point:** you approve every public reputation answer before it ships

Research and strategy

- Keyword research triangulated across Google Keyword Planner, SEMrush and Ahrefs, never a single tool, across all four of your markets
- AI prompt library built for your category, scored and prioritised. Yours already runs to **74 questions, 47 you can uniquely own**
- Competitor gap analysis, including the listicle publishers that shape AI toy answers (the round-ups naming Lovevery, Connetix, Grimm's and Grapat today)
- Cluster strategy mapping every keyword and prompt to a content territory. Yours is **12 territories**, the biggest of them empty today
- URL mapping and site architecture review, including the nudelkart.com legacy site and the de/ja storefront variants
- **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
- **FAQ and Q&A schema built across the site**, starting with the FAQ page that has none today
- **Homepage entity layer:** Organization, WebSite and Brand structured data on a page that carries no JSON-LD at all
- Product entity cleanup across the Pod, Kart, Rover and bundle variants, so one canonical product graph survives the seasonal bundle churn
- JavaScript weight addressed: Lighthouse lab blocking time of 1,910ms remediated with your theme developer
- Internal linking architecture built from the 61 existing posts to collections and products, which barely exists today
- Redirect audit and remediation, including the nudelkart.com to nudel.shop relationship

- **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 recorded founder audio, your brand guidelines and the claims line before anything is produced at scale. You asked for an organisational brain with real source depth; this is it.
- Notable runs the whole engagement: your technical monitoring, your content production, your authority and reputation 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 reputation set, the Lego-alternatives lane and the group-gift answer
- **Approval point:** content plan approved, then production starts
- FAQ bank generated, starting with a minimum of 10 and extending across the catalogue
- The existing 61 posts audited: each one upgraded, re-pointed at the demand map and interlinked, or consolidated where it duplicates
- Every piece written to the safety and developmental claims you can substantiate, referenced where needed, and reviewed for brand voice, factual accuracy and SEO validation before it reaches you
- **Roughly 30 to 60 pieces produced or upgraded in the first 90 days**

Authority, foundations

- Backlink profile audited: what you have (DR 9 today), what nudelkart.com holds, what can be consolidated
- **Foundational backlink build:** the citations, directories and industry listings a credible, award-winning toy brand should hold
- Review and citation source mapping: the specific listicles, parenting blogs and communities AI draws on when answering toy questions in your four markets

- Digital PR angles identified from what you genuinely have: the Good Design awards, the Playground Ideas charity provenance, a founder with real child-development expertise, and 1,500 owner families

The goal we are driving at

- **AI-Ready at 80 out of 100**, up from 35 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 Christmas seasonality, so the highest-value answers are live and indexed well before December.

Monthly content production

- **Product and bundle page refreshes**, because the buying decision happens there and the seasonal bundle churn fragments your product entities today
- **Collection page refreshes**, carrying your category terms
- **Content refreshes and new articles**, weighted to the Lego-alternatives hub, the group-gift set and the age-and-family-fit answers
- **Target output up to 30 pieces a month**, adjusted to your season and what the data says is working
- 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 foundational link work, the reputation answers, 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
Reputation answer set	Live and indexed	Monitored monthly	The trust questions, owned
Product and bundle refreshes	The core catalogue	Seasonal bundles hardened	One clean product graph
Existing-post upgrades	20 to 30	the remainder	all 61 re-aimed and interlinked
New content	10 to 30	up to 45	the demand-map build
Total pieces	30 to 60	up to 75	76 core, up to 99 full
Foundational backlinks	Profile built	Extended	Quality-judged, not a quota
AEO score	Climbing from 35	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 join the AI Search 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. We will happily work alongside whoever does, and the reconciled measurement usually makes their job easier.
- **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 children's product category this matters more than anywhere: we write to the safety standards and developmental claims you can back up, 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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