

Become the brand AI recommends.

The AI & Search Transformation for Mont Laurént. A six-month done-for-you build you then own

THE OFFER · PREPARED FOR GEMMA AND THE MONT LAURÉNT TEAM · CONFIDENTIAL

The offer in one minute

The short version. We spend six months building your Search and AI foundations for you in Australia, drive your AEO score from 45 toward AI-Ready Certified at 80, and then hand you the system to own and run. No lock-in, nothing new for you to learn during the build, and you keep everything we make. It is built for the two things you told us on our call you want most: to rely less on Google Ads, and to be a few steps ahead on AI.

45 / 100

your AEO score today, from the strategy report. Tier: Structured

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 time a week during foundations, less after

What you get

01

Win the category searches buyers already make

"Passport holder" is one of the two biggest terms in your market and you sit at position 10.0; on the other, "personalised gifts", Google barely shows you. Today you hold 5.2% of the winnable non-branded clicks in Australia. Building the pages buyers actually search for, on passport holders, travel wallets, glassware and every gifting occasion, is where that share grows.

02

Become the brand AI names for personalised gifts

We answer the questions AI gets asked before someone buys a personalised gift: what to engrave on wedding glasses, a holder or a cover for a family's passports, what makes French crystal worth it, which corporate gift clients actually keep. A Sydney brand that personalises by hand is the answer worth quoting.

03

Own the system, and lean less on Google Ads

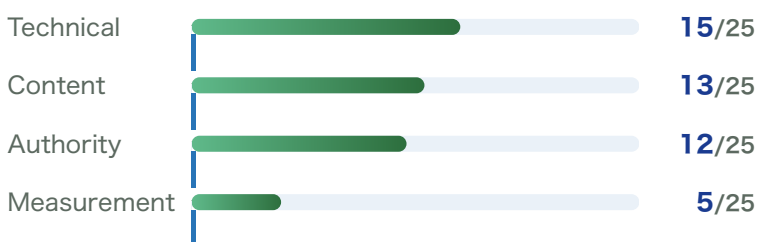
We install a compounding asset you can run yourself, so new customers stop depending on the ad budget. You are never stuck with an agency you cannot see into, because everything is built in your own accounts and the whole thing is yours to keep.

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. This is your card from the strategy report.

Mont Laurént

STRUCTURED • STRONG PRODUCT DATA, THIN OCCASION CONTENT

45/100**+35**

points to AI-Ready Certified. The first few come cheaply from tidying the site you already have; the rest is occasion content, outside proof and measurement.

1 · Technical

Much of the base is good, and we leave it alone: **no AI crawler is blocked**, Shopify's agent endpoints are live, and every product carries Product, Offer, shipping, brand and SKU markup. What we add: **the seven "-copy" products, the duplicate wine glasses collection and the misspelt wedding collection** removed with redirects; the three overlapping whiskey collections and the two luggage tag collections consolidated; one main heading on every collection; meta descriptions where they are missing; **the 9 dead article addresses redirected**; alt text across the product images; **Person markup for you as founder** and the entity layer for the brand; and lighter pages where Google's lab test is slow.

2 · Content

44 articles, some genuinely useful, and 16 of your 44 collections with no copy at all, including every occasion collection. We point the content at the demand map we built for you: **252 keyword pools triangulated across three sources, 141 AI prompts and 13 content territories**, led by passport holders, travel wallets and personalised wine glasses, with the occasion collections straight after. Your name and voice go on the work in place of the agency byline.

3 · Authority

Your referring domains doubled this year without moving your domain rank. Of 230 main domains, 112 carry syndicated press-release copies and 27 automated spam links, and the other 91 are mostly directories and AI-written article sites, none editorial. We build the entity layer, a third-party review profile beside your 356 Judge.me reviews averaging 5.0, and a presence in the Australian gift guides, wedding and corporate publications AI reads, using what only you have: personalisation done by hand in Sydney, French crystal, and the corporate clients you already serve.

Pillar	What we build, for you
4 · Measurement	GA4, Search Console and Shopify are connected, which is the starting line, so this pillar sits at 5. Nothing splits branded from non-branded, AI referrals are not reported as their own channel, and nothing tracks whether ChatGPT, Perplexity or Google's AI name you. We stand up AI-visibility tracking against your 141-prompt library, report organic and AI beside Google Ads on the same basis, and build a monthly rhythm of acting on what moved.

AI-Ready Certified is Professional on all four pillars and 80 or more in total. The evidence behind every score is in the [strategy report](#).

How the six months run

1 First 90 days: measurement, foundations and first production

We capture the baseline, stand up AI visibility tracking against your 141-prompt library, and clear the technical items: the duplicate and misspelt pages, the dead addresses, the collection headings, the founder markup and the collection clean-up. The content engine is calibrated to your voice and brand guidelines, and production begins inside these first 90 days.

2 Months 4 to 6: content + authority at pace

We build content and authority hard. The roadmap starts with the 115 pieces that own your core territories and runs on toward full coverage, weighted to where the demand map says the value is: passport holders first, travel wallets second, personalised wine glasses third, with the occasion collections straight after. The authority work runs beside it. Visibility starts compounding across search and AI, and by month six you are ready to take it over.

3 Month 6 onward: you own it

The foundations, the content, the links and your AEO score are yours, on your own low-cost platform login, with no ongoing agency arrangement required. 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 or a casual drives, and the system does the heavy lifting.

Do it with us

Join the AI search accelerator community as it launches: weekly coaching, other Shopify brands on the same tools, strategy and back-end sessions. It keeps the momentum going without an agency on the payroll.

We keep running it

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

How the engagement works

Investment	A\$24,000 paid up front , which saves you a month, or A\$4,800 a month for six months (A\$28,800 in total). Prefer a lighter start? The AI & Search Foundations Sprint is 60 days: two weeks of foundations, then about 45 pieces of content live, for A\$12,000 up front or three payments of A\$4,800 . All figures in Australian dollars, the same currency as your revenue figures in the strategy report.
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	Notable and the community on a low monthly subscription, from about A\$1,000 a month, with fractional support if you want us to stay close
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 this is built to move. Everything in this document is built to move the numbers in your strategy report. The mid case there adds **+A\$146,588 a year of gross non-branded revenue** (modelled, directional) in Australia, taking your share of the winnable non-branded clicks from 5.2% to 12.0%, and every extra 1% of that market is worth about A\$21,460 a year in gross revenue. That is before your corporate orders, the AI questions and any lift in conversion, none of which the model counts. Every measured input comes from your own Shopify, Search Console and GA4, with demand triangulated across three keyword tools. Your branded traffic is not part of the model and does not change. Once fully live, that mid case is about six times the A\$24,000 up-front investment, every year, and it builds through the six months rather than arriving on day one. Beyond the numbers, you are buying a system you own and run, built to last for years and to keep evolving as agentic search does, with us developing the platform underneath it the whole time.

On timing: content ships from the first months, and rankings and AI citations follow with a lag. Judge the first six months on the score climbing and the run-rate building; cash collected in the period lags behind both. Roughly 10% of the gain is live by month three and 35% by month six, the point the system becomes yours.

What you are actually buying

Most of what makes this work is the system underneath it, and you own that at the end. The four pillars of AI search become four sets of working workflows, built around your brand, so you can act on them every day. 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 to your voice), **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). All four live inside Notable, all four keep being refreshed as the market moves, 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. For a seven-figure brand growing as fast as yours, with bags launching next year, the IP on its own goes a long way toward justifying the investment. Six months of us building it with you, on your data and in your voice, sits on top of that.

Why you can be confident



DREAM OUTCOME

Mont Laurént is the brand AI names when Australians ask for a personalised gift, an engraved glass or a monogrammed passport holder, and you own the system that keeps it that way.

LIKELIHOOD IT WORKS

You already rank in the top three for personalised wine and champagne glasses and on the edge of page one for passport holders, your product markup is better than most stores we audit, and your link strength sits inside the range of the brands you compete with. The gap is pages, which is the part we build.

×

DIVIDED BY

TIME TO RESULTS

The clean-up, the redirects and the measurement in the first weeks, production inside the first 90 days, the system handed over at six months.

EFFORT FROM YOU

An hour or two a week during foundations for access, calibration and sign-off, then a quick weekly check-in.

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- **A checkable finish line.** The score is a documented number out of 100 against our published maturity model and Google's own Rich Results Test. You watch it climb from 45, pillar by pillar.
- **Your measurement comes first.** The AI visibility baseline is stood up early, before anything scales, so you can see what the work is doing for yourself, next to what Google Ads is doing.
- **The early wins are verifiable in weeks.** The clean-up, the redirects and the collection headings are visible the week they ship.
- **The plan runs on your own numbers.** Every figure in your strategy report came out of your Shopify, your Search Console, your Analytics and a live crawl, with keyword demand triangulated across three sources.
- **You can see everything.** It is all built in your own accounts, with a live report you can open any day.
- **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

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 yours the brand AI recommends. Approval points are marked, so you always know when something needs your sign-off.

What we would need from you

- **Google Analytics 4** ✓ granted, and the strategy report already runs on it
- **Google Search Console** ✓ granted
- **Shopify** ✓ granted, and the strategy report already runs on its attribution, sales and returns. A staff account with app permissions makes the technical work faster
- **Judge.me and Klaviyo** access, so review markup and review collection can be lined up
- **Your brand materials:** tone of voice, product and engraving specifications, your story as founder, and who approves content

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

This period establishes the foundations, sets 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 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 kit 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, every account in your name

Baseline and measurement

- AI referrals tracked as their own channel in GA4, and organic reported beside Google Ads so the two can be compared on the same basis
- Full baseline captured before we touch anything: rankings, traffic, revenue by channel, branded versus non-branded, the November peak versus the rest of the year

- The value model kept current on your Shopify data each quarter: conversion, order value, returns and first-order share
- AEO scorecard maintained 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 from the 141-prompt library, baselined early, so you can watch the "best personalised passport holder in Australia" answer change
- Live reporting dashboard you can open any day, in place of a monthly PDF

Research and strategy

- Keyword research triangulated across three sources, never a single tool. Yours already runs to **252 Australian keyword pools**
- AI prompt library built for your category, scored and prioritised. Yours already runs to **141 prompts**, 135 of them answers you can own
- Competitor gap analysis: Yoonek, The Daily Edited, Monverre, Giftware Direct, Custom Kings and Personalised Favours, plus the sites AI cites when it answers personalised-gift questions in Australia
- Cluster strategy mapping every keyword and prompt to a content territory. Yours is **13 territories**, led by passport holders, travel wallets and personalised wine glasses
- URL mapping and site architecture review across your 44 collections, 44 articles and 64 products
- **Approval point:** you confirm target keywords, prompts and clusters

Technical SEO and on-page

- Full technical audit with developer-ready recommendations
- **Housekeeping pages removed with redirects:** the "-copy" products, the duplicate wine glasses collection, the misspelt wedding collection and the utility products in the sitemap
- **Overlapping collections consolidated:** the three whiskey collections and the two luggage tag collections, with redirects so their rankings carry over
- **Dead article addresses redirected**, including the earlier versions of the RFID passport holder post
- **Person markup for you as founder** and the entity layer for the brand, wired to your profiles so AI can recognise both
- **One main heading on every collection** and meta descriptions where they are missing

- Product and collection title tags and meta descriptions written around the words buyers search
- Image alt text written across the product images
- Internal linking built from the articles into the collections they talk about
- Page weight trimmed on the templates where Google's lab results are slow
- Redirect audit and remediation, up to 2,000 redirects included
- **Approval point:** you approve the URL map and all on-page changes before anything ships

There is no hard page cap on this work. The goal is your whole site, and our tooling lets us sweep hundreds of pages where the old way rationed them. What we ask in return is reasonable review cycles, so changes are batched for approval in rounds.

Notable onboarding and calibration

- Access to **Notable**, our own proprietary AI search platform, built for deploying AI search into Shopify brands
- Your workspace created and calibrated on your guidelines and voice before anything is produced at scale
- Notable runs the whole engagement: your technical monitoring, your content production, your authority and reputation scanning, and all of your measurement in one place
- Calibration runs as a gate, in order: your brand kit approved, your content strategy approved, the first three pieces produced with you and closely reviewed together, then your feedback folded back into the brand kit so the system gets sharper before it scales
- 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 passport holders, travel wallets and personalised wine glasses
- **Approval point:** content plan approved, then production starts
- The existing articles triaged: which to refresh, which to merge (the three overlapping crystal-versus-glass articles become one guide), and which off-territory posts to leave as they are

- Collection copy built out on the occasion and head-term collections, answer-first, with FAQs
- Every piece written in your voice, reviewed for brand, factual accuracy about materials, engraving and care, and SEO validation before it reaches you
- **The first wave of the roadmap produced or upgraded in the first 90 days**

Your part: review before it ships. Once calibration is complete and production is at rhythm, we can connect to your store and publish approved content on a regular cadence. From that point, reviewing each piece and giving feedback before it goes live sits with you. It is your job to make sure the content represents the brand fully and truthfully. It is ours to make the review quick.

Authority, foundations

- Backlink profile audited, so the syndicated copies and spam links cannot cloud the real picture
- The entity layer extended off-site: consistent profiles and listings for the brand and its founder
- **Foundational backlink build**: the wedding, gifting and Australian business listings a credible personalised-gift brand should hold, linked properly
- A third-party review profile set up alongside your Judge.me reviews
- Digital PR angles identified from what you genuinely have: personalisation done by hand in Sydney, French crystal, your corporate clients and a business that doubled in a year

The goal we are driving at

- **AI-Ready Certified at 80 out of 100**, up from 45 today, verified against a documented audit and Google's Rich Results Test.
- We aim to get 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. The 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 and performance data.

Monthly content production

- **Content refreshes and new articles**, the core of the monthly mix, weighted to the territories with proven demand

- **Product page refreshes**, high value because the buying decision happens there. This content type is on its way in Notable, so it joins the mix as it lands
- **Collection page refreshes**, a smaller volume because there are fewer of them, and high value because they carry your category and occasion terms
- Output paced to the roadmap, from the 115 core pieces toward full coverage, adjusted to your season and performance, with the gifting peaks planned ahead
- Every piece reviewed for voice, accuracy 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 over 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: your workshop, your corporate clients and your story as founder

On 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. Meanwhile we do the foundational link work, report where you stand on authority each month, 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, including the bags range when it launches

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
Measurement	Baseline live, AI tracking stood up	Monitored monthly	Organic and AI visibility measured month by month
Technical foundations	Duplicate and dead pages cleaned up, collections consolidated, founder markup in	Maintained and extended	A site AI can read and trust
Collection and landing pages	Passport holders, travel wallets and glassware first	The occasion collections and the rest of the territories	A page for every term buyers type
New content	First wave	The rest of the roadmap	The demand-map build across the 13 territories
Total pieces	paced by the roadmap		from the 115 core pieces toward full coverage
Foundational backlinks	Profile audited, listings linked	Extended	Judged on citation value
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. A share of your build is upgrading pages you already have, which moves faster than net-new writing. 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 a working asset at the end. During the six months we run it for you. After that it is yours.

- **Content production**, writing and refreshing against your calibrated voice and your live roadmap

- **Technical monitoring**, continuously checking schema, indexing and on-page health, and telling you when something breaks
- **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, so you can respond while it still matters
- **Reporting**, one dashboard tying Shopify, Analytics and Search Console to AI visibility

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

Handover, included

- Handover call, one 30-minute session covering the transition plan and system access
- Full ownership of your calibrated Notable workspace
- Your content roadmap, which keeps running past the engagement
- Documentation and SOPs: how to run it, how to produce content, how to read the reporting
- Case study or testimonial conversation, if you are happy to

Also included

- AI search accelerator community access, as it launches
- Our vetted contractor network: designers, video editors, web developers, UGC creators
- Private one-to-one consulting at preferential rates
- Reputation maintenance playbook: review strategy, community strategy, and how to identify and approach the publications that matter in your category

What is not included

The edges, so nothing surprises anyone at month four.

- **Paid advertising.** We do not run Google or Meta ads. The branded and non-branded split we build usually makes whoever runs yours even sharper.
- **Email flows.** Klaviyo flows and segmentation sit outside the search build; your email agency keeps them.
- **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.** New Zealand and export markets are future scope, sized and planned on their own once the Australian build is running.

- **Redirects beyond 2,000.** Scoped and quoted separately if the site needs more.
- **Product photography and video production.** Available through our contractor network, quoted separately.

What comes next

Your proposal is ready: pick how you would like to pay, type your name and sign. [Open your proposal](#). Once it is signed we set up payment and lock in your onboarding call, and you join our first cohort on Notable.

Team Empathy

Search & AI for ecommerce

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