

Become the brand AI recommends.

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

THE OFFER · PREPARED FOR LOCK JAW LADDER GRIP · 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, 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. And because you have been burned on SEO before, we have put a guarantee behind it: a 2x return by month six, or we keep working for free until you get there.

90 days

to Certified AI-Ready,
the first milestone

40 → 80

your AEO score
today, and the
standard we build
you to

6 months

done-for-you, then
the system is yours

2x

guaranteed return by
month six, or we keep
working free

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 how to secure a ladder, or for the best ladder safety device, 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. You are at 40 today; Certified is 80.

Pillar	What we build	You today
1 · Technical	Site health, schema and GTINs, Core Web Vitals, AI crawler access, so engines can find, read and trust you. For you this means the mobile-speed fix (37/100 today), verifying and consolidating the .com in Search Console, and the entity markup that tells AI you are the category-defining device.	15 / 25
2 · Content	Keyword and AI-prompt research into topic clusters, then the content that answers every question a buyer asks, in your voice. For a single-product brand that means fewer pieces than usual and more depth, concentrated on the problem-aware and compliance territories.	10 / 25
3 · Authority	Cleaning up twenty years of low-quality links, then earning the backlinks, digital PR, review-site placements and community presence AI actually cites, including the safety institutions and trade publications in your niche.	10 / 25
4 · Measurement	One dashboard tying your Shopify, GA4, Search Console and AI visibility together, so the work is visible month to month and you can see the return being earned.	5 / 25

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 too: 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: the problem-aware hub, the stabiliser and standoff comparisons, and the OSHA and WHS compliance territory nobody has claimed, plus the links and citations behind them. Your visibility starts compounding across search and AI, and by month six you are transformed and ready to take it 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.

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 the ongoing fee to keep and run it sits in the hundreds a month, not the thousands an agency charges. Because you come in during the build, you are one of the first clients on it, at this transformation rate, and the pricing will be the best in the industry.

The investment

Investment	AUD \$5,000 / month over six months, or \$25,000 up front (a month free)
After six months	A low monthly platform fee to keep and run the system, or a rolling retainer if you want us on it
Commitment	A six-month build, then love it or leave it. No lock-in
If you leave	You keep everything: the foundations, the content, the links, the strategy and your certification
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

Priced in AUD. We confirm your currency and the exact scope before we start.

The guarantee: 2x by month six, or we keep working free

We are aiming for a 5 to 10x return over twelve months. To take the risk off the table entirely, **we guarantee at least a 2x return by month six, roughly \$60,000 in attributable revenue on your \$30,000 investment, or we keep working at no extra cost until you get there.** Every dollar is measured on properly attributed, non-branded organic and AI revenue, against the baseline we capture in week one, so there is no argument later about what counts. You also keep everything we build and can walk away at the six-month mark, so the risk of trying it is close to nil.

And one more thing, because we want the case study. Ecommerce is where we are taking this business, and a brand like yours, twenty years old, category-defining, genuinely loved by tradies, is exactly the story we want to be able to tell. So there is a case-study discount on the table if you are happy for us to publish the results. Worth a conversation.

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 category you invented: the device AI names when anyone asks how to secure a ladder, earning a 5 to 10x return on the work.



LIKELIHOOD IT WORKS

Guaranteed: a 2x return by month six, or we keep working for free until it lands. Plus a category with keyword difficulty of 0 to 7.

DIVIDED BY

TIME TO RESULTS

Certified in 90 days, the whole system installed and handed over in six months, not the one to two years traditional SEO takes.



EFFORT FROM YOU

About an hour or two a week for the first couple of months of calibration and sign-off, 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 40 today to Certified at 80, and you can see every point of it.
- **An unusually winnable category.** Almost every term in your market sits at a keyword difficulty of 0 to 7, and the current leader is a stand-off that does not even secure a ladder. This is not a fight for a crowded keyword, it is an empty shelf.
- **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.
- **You keep it, at the best price around.** 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 clients on it at this transformation rate.

What comes next

You have already had your strategy session and seen the opportunity sized on your real data. The next step is simply to say go: we confirm scope and start the first 90 days. When you are ready, reply to Ben and we will send the agreement.

Team Empathy

Search & AI for ecommerce

