

Become the brand AI recommends.

The AI & Search Transformation for Fort Group: SheShedz, Trekk Spaces and Aura Cabins. A six-month done-for-you build you then own

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The offer in one minute

Simple by design. One thing, done properly, across three brands. We spend six months building the group's Search and AI foundations for you, drive SheShedz's AEO score from 50 toward Certified at 80 with Trekk and Aura climbing behind it, 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.

50 / 100

SheShedz's AEO score today, from the strategy report; Trekk 30, Aura 25

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 answers across all three categories

"Best she shed in Australia", "timber shed vs metal shed", "best architecturally designed cabins": questions the group should win every time. Your own HubSpot already carries a closed deal attributed to ChatGPT, before any AI-search work exists. The engines are recommending backyard buildings today; we make sure the brands they name are yours.

02

Finish the job your rankings started

SheShedz appears across 740,160 measured category searches a year and wins 27.8% of the winnable clicks, from positions 4 to 20 rather than the top three. Moving the 95-plus striking-distance terms across SheShedz and Trekk into the top three is the fastest organic growth available to the group.

03

Own the system outright

We install a compounding asset your team can run themselves, across all three sites. 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 SheShedz's, the engine, from the strategy report; Trekk and Aura are scored on their own cards there too.

Pillar	What we build, for you	You today
1 · Technical	SheShedz has genuinely good bones: server-rendered Organization, LocalBusiness and review markup, an llms.txt, AI crawlers welcomed. What needs fixing is speed and depth: Google's Lighthouse lab puts SheShedz's main content at 40.7 seconds on a simulated mid-range phone, Product schema is missing from the pages that sell, Trekk's layout shifts badly on mobile as it loads, and Aura carries no Product or Offer markup at all.	15 / 25
2 · Content	You have already proven you can produce: 297 posts on SheShedz, customer stories, regulatory FAQs. We re-aim that engine at the demand map: 91 folded keywords, 82 real buyer questions and 14 territories, led by the 29,135-a-month garden shed lane the group barely addresses, the studio and granny flat lanes where price and kit queries sit on page five, and Trekk's timber terms one push from the top three.	15 / 25
3 · Authority	The category has no authority leader, which makes this cheap: SheShedz's Domain Rating of 19 is already joint top (Aarons Outdoor 19, Backyard Pods 12, YZY 12, Melwood 6), Trekk holds 15, Aura 3.6. The group's unspent assets: the Bunnings and Mitre 10 retail footprint, ten years of trading history and customer stories, and the regulatory content buyers trust. We spend what you already own, then build the citations AI actually reads.	10 / 25
4 · Measurement	Your HubSpot first-touch attribution to closed revenue is ahead of nearly every brand we audit, and it stops at the CRM: Aura tracks no conversions at all, Trekk's key events count nearly everything, and nothing anywhere tracks rankings or which AI engines cite which brand. We stand up the baseline, fix both GA4 properties in week one, and join your HubSpot truth to the search side.	10 / 25

SheShedz 50 out of 100 today, Trekk 30, Aura 25. 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, foundations and first production

We capture the group baseline, fix Aura's and Trekk's tracking in week one, address SheShedz's lab-tested page speed, put Product schema on the pages that sell, and stand up the content engine. Content production begins inside these first 90 days, as soon as everything is calibrated to each brand's voice and the state-by-state approvals line the category requires.

2 Months 4 to 6: content + authority at pace

We build the content and authority hard: the roadmap runs to roughly 94 core pieces and about 194 for full coverage across the group, much of it recalibrating SheShedz's existing 297, plus the foundational placements and the Bunnings and Mitre 10 entity work. 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

Join the ecommerce accelerator community: weekly coaching, other 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 brands, 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 per brand and to the approvals 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, joined to the HubSpot attribution you already trust). 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. For a group closing over a million dollars a quarter, the IP on its own would justify the investment.

How the engagement works

Investment	We will walk you through the numbers together on the call, 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 **+\$271,780 a year** in new revenue across SheShedz and Trekk at your own measured value of a click, and that is the modelled core only: Aura joins the model the month its tracking exists, your branded and referral revenue sits on top untouched, and the 70-day sales cycle means the system keeps converting clicks won in month six well past the engagement. 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: the spring and summer backyard-building season is answered by work done in the months before it.

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 SheShedz climb from 50, Trekk from 30, Aura from 25.
- **Your measurement comes first.** Aura's and Trekk's tracking are fixed in week one, the baseline and AI-visibility tracking stand up before anything scales, and every result lands in the HubSpot reporting you already trust.
- **The early wins are verifiable in weeks.** Trekk's timber terms sit one push from the top three, and the citation panel shows you exactly what AI says about each brand, before and after.
- **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.

What comes next

You have your strategy report and the numbers sized on your own data. Next is our session on Thursday 3 September: we walk the findings, confirm scope across the three brands, and talk through the investment together, including which shape fits Fort Group 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 yours the brands AI recommends. Approval points are marked, so you always know when something needs your sign-off.

Before we start: what we need from you

- **Google Analytics 4** ✓ granted, all three brands
- **Google Search Console** ✓ granted, all three brands

- **HubSpot:** view access to the attribution reporting you shared as screenshots, so the baseline and the monthly reporting run on the live numbers
- **WordPress access** per site as the technical work needs it, scoped with you at kickoff
- **Google Ads:** view access is worth granting, because your paid search terms cross-check the organic model the way your funnel sheet already did
- **Your brand materials:** tone of voice per brand, the engineering and approvals lines you work to, the customer-story bank, and who approves content

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

This period establishes the foundations, fixes the measurement across all three properties, calibrates Notable to each 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 per brand, 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 Fort Group)

- Full group baseline captured before we touch anything: rankings, traffic, pipeline by channel, branded versus non-branded split per brand
- **Aura's conversion tracking built from zero:** enquiry and site-assessment events wired in week one, so the highest-ticket brand in the group stops flying blind
- **Trekk's key events rebuilt** so its conversion numbers mean something
- AEO scorecards maintained across all four pillars for all three brands, with the evidence behind each score
- AI visibility tracking stood up across ChatGPT, Perplexity, Gemini and Google AI Overviews, per brand

- Citation monitoring on your priority prompts, baselined in week one, so you can see the "best she shed" answer change
- Live reporting dashboard you can open any day, rather than a monthly PDF, tied to the HubSpot attribution you already run the business on

Research and strategy

- Keyword research triangulated across Google Keyword Planner, SEMrush and Ahrefs, never a single tool. Yours already runs to **91 folded terms**, with the out-of-plan themes country-verified against your own Search Console
- AI prompt library built for your categories, scored and prioritised. Yours already runs to **82 questions, 79 the group can uniquely own**
- Competitor gap analysis: Aarons Outdoor, Backyard Pods, YZY Kit Homes and Melwood, and the publications AI cites when it answers backyard-building questions in Australia
- Cluster strategy mapping every keyword and prompt to a content territory, each owned by one brand so the three sites never compete with each other. Yours is **14 territories**, led by garden sheds, studios and offices, and granny flats
- URL mapping and site architecture review per site
- **Approval point:** you confirm target keywords, prompts and clusters

Technical SEO and on-page

- Full technical audit of all three sites 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 SheShedz's main content at 40.7 seconds and Trekk's layout shift at 0.669 on a simulated mid-range phone; we remediate the theme and script weight with your developer
- **Product schema built onto the pages that sell** on SheShedz, and Product and Offer markup onto Aura's range
- Ims.txt curated per brand (SheShedz's is auto-generated today; Trekk and Aura have none), and FAQ schema extended to every page type
- Internal linking architecture built from SheShedz's 297 existing posts to the money pages
- **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 AI search platform, with a workspace per brand
- Each workspace calibrated on that brand's guidelines, voice and approvals 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 garden shed lane, the studio and granny flat lanes, and Trekk's timber set
- **Approval point:** content plan approved, then production starts
- FAQ bank extended from the regulatory base SheShedz already ranks on
- The existing 297 posts audited: each one upgraded, re-pointed at the demand map and interlinked, or consolidated where it duplicates
- Every piece written carefully on regulations, which differ by state, referenced where needed, and reviewed for brand voice, factual accuracy and SEO validation before it reaches you
- **The first wave of the roughly 94 core pieces produced or upgraded in the first 90 days**

Authority, foundations

- Backlink profile audited per brand: what SheShedz's 19 rests on, what Trekk inherited through the trekksheds redirect, and what Aura needs from scratch
- **Foundational backlink build:** the citations, directories and industry listings a national retail-stocked building group should hold
- Review and citation source mapping: the specific home, garden and property publications and communities AI draws on when answering Australian backyard-building questions
- Digital PR angles identified from what you genuinely have: the Bunnings and Mitre 10 footprint, ten years of customer stories, and the regulatory answers buyers trust

The goal we are driving at

- **AI-Ready at 80 out of 100 for SheShedz**, up from 50 today, verified against a documented audit and Google's Rich Results Test, with Trekk and Aura climbing their own cards behind it.
- 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. It is what the engagement is for, and the scores are 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 spring and summer buying-season answers are live and indexed before their moments arrive.

Monthly content production

- **Product and range page refreshes**, because the buying decision starts there
- **Category and lane page refreshes**, carrying the head terms
- **Content refreshes and new articles**, weighted to the garden shed lane, the studio and granny flat lanes, and Trekk's timber set
- Output paced to the roadmap: **roughly 94 core pieces, and about 194 for full category coverage**, across the six months
- Every piece reviewed for voice, accuracy, regulatory care 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, and a national retail footprint is exactly that kind of play

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, tell you honestly where each brand stands on authority, and bring you the new tooling as it lands.

Ongoing technical

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

Reporting and strategy

- Monthly technical report: rankings, indexing, technical health, content performance, per brand
- Monthly performance report: pipeline by channel from your HubSpot, 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 across the group	Aura and Trekk tracking fixed, baseline live	Monitored monthly	Every brand measured to closed revenue
Technical foundations	Speed, schema, llms.txt per brand	Maintained and extended	Three AI-readable sites
Existing-post upgrades	The priority slice	The remainder of the 297	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		~94 core, ~194 full coverage
Foundational backlinks	Profiles built	Extended	Quality-judged, not a quota
AEO scores	Climbing from 50 / 30 / 25	Driving SheShedz at 80 out of 100	Yours to keep

Volumes depend on content complexity, your approval cadence and strategic priorities. A large share of the SheShedz 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 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 each brand's calibrated 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 your analytics, Search Console and HubSpot picture 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 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. The branded split we build usually makes whoever runs yours even sharper.
- **Website rebuilds or theme development.** We provide developer-ready specifications and can implement within your existing themes. A rebuild is separate work.
- **Product photography and video production.** Available through our contractor network, quoted separately.
- **Claims we cannot substantiate.** Building regulations differ by state and change; we write to what the rules actually say, reference the sources, say plainly where something depends on a council, and you approve everything before it goes live.

Team Empathy

Search & AI for ecommerce

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