

Become the brand AI recommends.

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

THE OFFER · PREPARED FOR ZENA AND THE OCHRE & SILK 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 50 toward AI-Ready Certified at 80, and then hand you the system to own and run. No lock-in, nothing new for your team to learn during the build, and you keep everything we make.

50 / 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 team's time a week during foundations, less after

What you get

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

01

Win the lighting searches you are missing

Lighting is 53% of the demand you stock and your highest-value order, yet "pendant lights", "wall lights" and "wall sconces" have no page of yours to land on. Today you hold 2.9% of the winnable non-branded clicks in Australia. Building the pages buyers actually search for is where that share grows.

02

Get your old authority back, then become the store AI names

imprinthouse.net still carries 232 referring domains of links, and every page we tested on it returns "This store is unavailable". Reconnecting it comes first. Then we answer the questions AI gets asked before a lighting purchase (how low to hang it, what size, what tadelakt is), so yours is the store that gets quoted.

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.

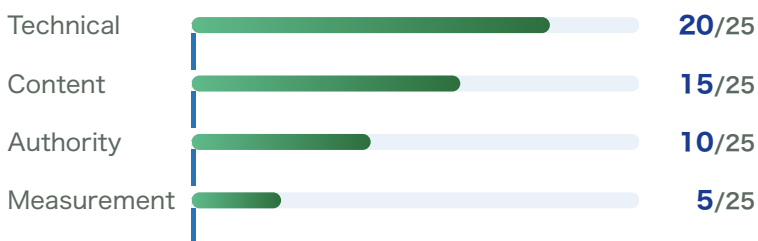
The four pillars we build

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, because a brand with one weak pillar does not get recommended. This is your card from the strategy report.

Ochre & Silk

50/100

STRUCTURED • STRONG TECHNICAL BASE, AUTHORITY SWITCHED OFF AT THE REBRAND



+30

points to AI-Ready Certified. Technical already clears the Professional bar. Measurement is the biggest single jump on the card, and authority starts with a redirect.

Pillar	What we build, for you
1 · Technical	Your strongest pillar, and we leave the strengths alone: every AI crawler is welcomed , Shopify's agent endpoints are live, product, offer and organisation schema are valid, and Core Web Vitals pass on real-user data . What we add: imprinthouse.net reconnected with page-to-page redirects; the hand-blown glass vase page pointed at your glass vase collection instead of the homepage; the retired sale collection redirected; the "copy-of" product addresses renamed with redirects; review rating markup switched on so your ratings reach the engines; proper title tags on the collections that carry a bare word like "RUGS"; the entity layer for the brand and its founders; and lighter hero images on the collection and product templates, where Google's lab test is slow.
2 · Content	A real archive of 107 journal articles, most of it home tours and travel from the Imprint House years, and collection copy that averages about 33 words. We point the content at the demand map we built for you: 235 keyword pools triangulated across three sources, 134 AI prompts and 9 content territories , led by pendant lighting, wall lighting, and ceramics, glass and vases.
3 · Authority	The live domain has 164 referring domains and the old one 232, and 1,364 backlinks to the old domain now land on nothing. We reclaim what is already yours first, then build the entity layer and go after the interiors and design publications and Australian round-ups AI reads, using what only you have: your makers, your signature ranges and designer relationships like Leanne Ford's.
4 · Measurement	GA4 and Search Console are connected, but GA4's organic tracking broke in June, a bot spike sits in October's numbers, and most ChatGPT visits land outside its AI channel. We repair the tracking first, take a baseline, and stand up AI-visibility tracking against your 134-prompt library, so every result after it is trustworthy.

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 repair the GA4 tracking, capture the baseline, stand up AI visibility tracking against your 134-prompt library, and clear the technical items: imprinthouse.net reconnected, the glass vase and "copy-of" redirects, review markup and the entity layer. The content engine is calibrated to your voice, 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 87 pieces that own your core territories and runs on toward full coverage, weighted to where the demand map says the value is: pendant lighting first, wall lighting second, ceramics, glass and vases third, with seagrass rugs defended alongside. 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 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, and 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. Most brands land here, because it keeps the momentum without the retainer.

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	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, with community and fractional-support tiers 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\$158,623 a year of gross non-branded revenue** (modelled, directional) in Australia, taking your share of the winnable non-branded clicks from 2.9% to 12.0%, and every extra 1% of that market is worth about A\$17,443 a year in gross revenue. That is before the AI questions, your offshore buyers and any lift in conversion, none of which the model counts. Every measured input comes from your own Search Console, GA4 and Shopify, with demand triangulated across three keyword tools. Your branded traffic is not part of the model and does not change. Beyond the numbers, you are buying a system your team owns and runs, 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.

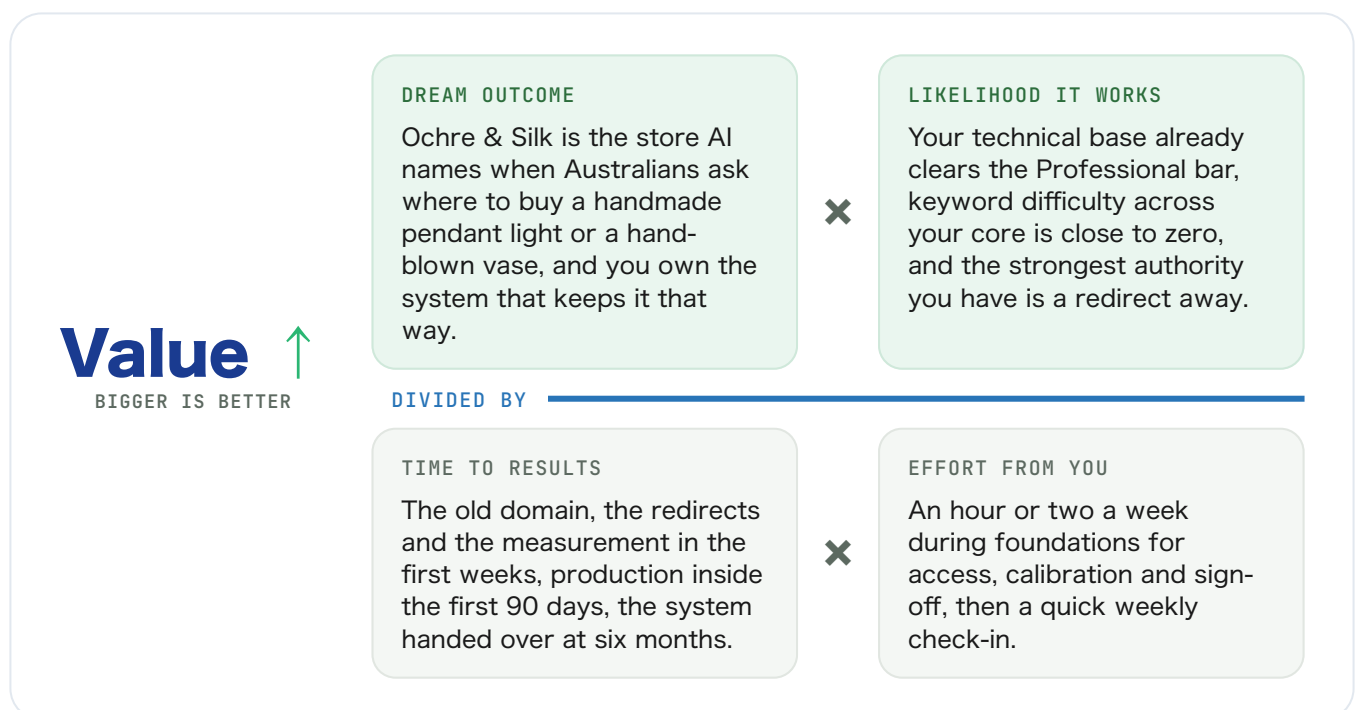
What you are actually buying

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 and your makers' stories), **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 updated as the market moves, and 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 business at your stage, 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



- **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 50, pillar by pillar.
- **Your measurement comes first.** GA4 is repaired and the AI visibility baseline stood up early, before anything scales, so you can see what the work is doing for yourself.
- **The early wins are verifiable in weeks.** The old-domain redirects, the glass vase fix and the review markup are visible the week they ship.
- **The plan runs on your own numbers.** Every figure in your strategy report came out of your Search Console, your Analytics, your Shopify and a live crawl, with keyword demand triangulated across three sources.

- **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, plus the [imprinthouse.net](#) property if you still have it, so we can see what the old domain still earns
- **Shopify admin:** a staff account with reports access, so the model moves from your channel screenshot to full attribution, returns and customer cohorts
- **The [imprinthouse.net](#) domain:** access at the registrar, so it can be reattached and redirected
- **Okendo** access, so your review ratings can be published as markup the engines read
- **Your brand materials:** tone of voice, brand guidelines, maker stories, and who approves content

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

This period establishes the foundations, repairs 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

Baseline and measurement

- **GA4 tracking repaired**: the June 2026 drop in organic visits, the October bot traffic, the "(not set)" landings and the ChatGPT visits filed outside the AI channel
- Full baseline captured before we touch anything: rankings, traffic, revenue by channel, branded versus non-branded, Australia versus offshore
- The value model re-run on your Shopify data: search-traffic conversion, order value with returns, first-order share and the customer cohort curve
- 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 134-prompt library, baselined early, so you can watch the "where can I buy handmade designer pendant lights" answer change
- Live reporting dashboard you can open any day, rather than a monthly PDF

Research and strategy

- Keyword research triangulated across Google Keyword Planner, SEMrush and Ahrefs, never a single tool. Yours already runs to **235 Australian keyword pools**
- AI prompt library built for your category, scored and prioritised. Yours already runs to **134 prompts**, 109 of them answers you can own
- Competitor gap analysis: Lighting Collective, Zest Lighting, Ivory & Deene, Koskela, Jones & Co and Ramble Interiors, plus the sites AI cites when it answers lighting and homewares questions in Australia
- Cluster strategy mapping every keyword and prompt to a content territory. Yours is **9 territories**, led by pendant lighting, wall lighting and ceramics, glass and vases
- URL mapping and site architecture review across your 47 collections and 107 articles
- **Approval point**: you confirm target keywords, prompts and clusters

Technical SEO and on-page

- Full technical audit with developer-ready recommendations
- **imprinthouse.net reconnected** to the store, with page-to-page redirects to the matching ochreandsilk.com.au pages

- **Misdirected addresses fixed:** the hand-blown glass vase page redirected to the glass vase collection, the retired sale collection, and the "copy-of" product handles renamed with redirects
- **Review rating markup** switched on from Okendo, so your product ratings show to search and AI engines
- Collection title tags rewritten with the category and brand, starting with the ones that carry a single word
- **The entity layer:** the organisation and its founders wired together so AI can recognise the brand
- Internal linking built from the journal into the collections it talks about
- Hero imagery on the collection and product templates lightened, against Google's lab results
- On-page error sweep: broken links, alt text, duplicate and missing meta
- 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 pendant lighting, wall lighting and ceramics, glass and vases
- **Approval point:** content plan approved, then production starts
- The journal triaged: which articles are refresh candidates with existing rankings, and which territories need net-new buying guides
- Collection copy built out on the head-term collections, answer-first, with FAQs
- Every piece written in your voice, reviewed for brand, factual accuracy about materials and makers, 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 across both domains, and the broken backlinks reclaimed
- The entity layer extended off-site: consistent profiles and listings for the brand
- **Foundational backlink build:** the citations, directories and industry listings a credible Australian homewares brand should hold
- Review and citation source mapping across the interiors and design sources AI draws on
- Digital PR angles identified from what you genuinely have: your makers and their craft, the Palus, Cloud Linen and Lume ranges, and your designer relationships

The goal we are driving at

- **AI-Ready Certified at 80 out of 100**, up from 50 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. It is what the engagement is for, and 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 terms
- Output paced to the roadmap, from the 87 core pieces toward full coverage, adjusted to your season and performance
- 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 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: your makers, your ranges and your designer relationships

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. We will not promise a dashboard that does not exist yet. What we will do is 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

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	Tracking repaired, baseline live, AI tracking stood up	Monitored monthly	Organic and AI visibility measured month by month
Technical foundations	Old domain reconnected, redirects fixed, review markup and entity layer in	Maintained and extended	A site AI can read and trust
Collection and landing pages	The lighting and vase pages first	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 9 territories
Total pieces	paced by the roadmap		from the 87 core pieces toward full coverage
Foundational backlinks	Both profiles cleaned and reclaimed	Extended	Judged on citation value
AEO score	Climbing from 50	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, 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

- Ecommerce Accelerator community access, when available
- 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.
- **Website rebuilds or theme development.** We provide developer-ready specifications and can implement within your existing theme. A rebuild is separate work.
- **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

You have your strategy report and the numbers sized on your own data. Next is our session: we walk the findings, confirm scope, and talk through the investment together,

including which shape fits Ochre & Silk best, from the full done-for-you build through to lighter ways of starting.

Team Empathy

Search & AI for ecommerce

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