

Become the brand AI recommends.

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

PREPARED FOR EMMA DODDS, IDO HOME · 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.

90 days

to Certified AI-Ready, the first milestone

80 / 100

the AEO standard we build you to, from 35 today

6 months

done-for-you, then the system is yours

1-2 hrs

of your time a week after setup

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 for the best in your category, 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. Your current score is in [section 2 of the strategy](#).

Pillar	You today	What we build
1 · Technical	15/25	Site health, schema and GTINs, Core Web Vitals, AI crawler access, so engines can find, read and trust you. For IDO Home this starts with rebuilding all 68 collection pages, which currently carry a breadcrumb and nothing else.
2 · Content	5/25	Keyword and AI-prompt research into topic clusters, then the content that answers every question a buyer asks, in your voice. Around 100 to 150 pieces over the six months, a mix of brand-new articles and refreshed pages depending on what you need.
3 · Authority	10/25	The backlinks, digital PR, review-site placements and Reddit presence AI actually cites, so third parties vouch for you. Your Domain Rating of 3.4 is the ceiling on everything else, so this runs from day one.
4 · Measurement	5/25	One dashboard tying your Shopify, GA4, Search Console and AI visibility together, so the work is visible month to month.

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 itself 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: around 100 to 150 pieces across the six months, new and refreshed depending on your needs, plus the links and citations. 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.

MOST BRANDS PICK THIS

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.

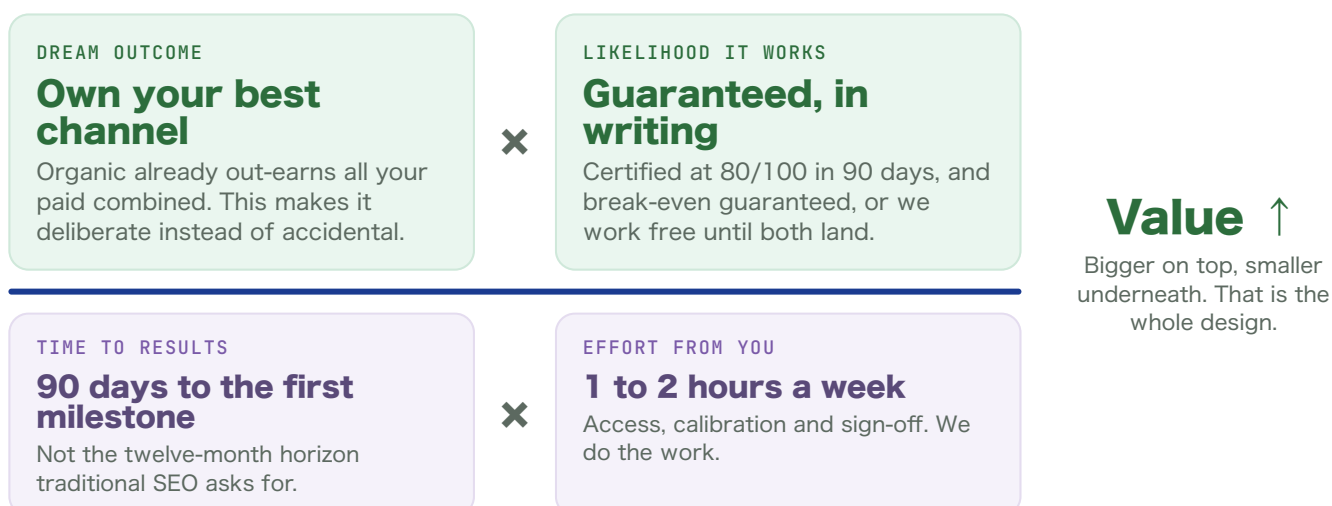
About the platform. We are building it right now, exclusively for Shopify brands, and refining the exact shape as we go. What is locked is the deal: you own the system, and the ongoing fee to keep and run it sits in the hundreds a month, not the thousands an agency charges. Because you come in during 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

Pricing	Jump on a call with Ben to size the numbers to your goals and confirm the exact scope
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

The guarantee. Two promises, both in writing. **One:** we certify you AI-Ready at 80 out of 100 within 90 days, or we keep working, for free, until we do. **Two:** we guarantee you break even on your investment from properly attributed, non-branded organic and AI revenue, or we keep working free until you do. We are aiming at 5 to 10x over twelve months, and your own numbers put the conservative case well past the floor, but the floor is the bit we put our name to. Because you keep everything and can leave anytime, the risk of trying it is close to nil.

Why you can be confident



Value ↑

Bigger on top, smaller underneath. That is the whole design.

- **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 35 today to Certified, and you can see it.
- **Your case is unusually clean.** Most stores need damage undone first. You do not. Google already shows you 366,665 times a year in category search; the pages exist,

they sit at position 18.9 on terms with a difficulty of 1 out of 100, and the work is to build them properly rather than to unpick someone else's mess.

- **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.
- **Speed is the point.** Traditional SEO talks in twelve-month horizons. AI compresses that, so your foundation lands in six months and starts compounding, not twelve.
- **You keep it, at the best price around.** No lock-in and no dependence on us. And 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, with pricing that will be the best in the industry.

What comes next

You have 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

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