TEAM EMPATHY · SEARCH & AI FOR ECOMMERCE

Become the brand AI recommends.

The AI & Search Transformation for Tummy Shield, a three-month done-for-you build you then run

THE OFFER · PREPARED FOR JOSH AND LEILA · CONFIDENTIAL

The offer in one minute

The short version. Over three months we fix the technical gaps, get your measurement recording, and produce 40 to 50 pieces of content answering what expectant parents ask Google and AI about seatbelts and driving. Then we hand you the system to run. Your AEO score climbs from 41 as the work lands, and AI-Ready Certified at 80 is the goal.

41 / 100
your AEO score today, from the strategy report. Tier: Emerging

80 / 100
AI-Ready Certified, the goal we are building towards

3 months
done for you, then the system is yours to run

1-2 hrs
of your time a week in the first month, about an hour after that

What you get

01

The answer AI gives about pregnancy seatbelts

"Is a pregnancy seat belt safe?" and "how soon can I drive after a C-section?" are questions you should be answering, using the crash testing and ADR certification you can document.

02

A site search engines and AI can read

Headings on your 17 information pages, your reviews in the markup, and the test-SKU hire page sorted out with you.

03

A system you can run

The workflows behind the content, technical health, authority and measurement, set up on Notable and handed to you after three months.

The four pillars we build

Pillar	What we build, for you	You today
1 · Technical	No AI crawler is blocked and your product markup is sound, so we build on that. We fix **the missing main heading on 17 pages**, add review and Organization markup, write the missing descriptions and alt text, sort out the test-SKU hire page with you and work on mobile speed.	15 / 25
2 · Content	Your three articles are solid and there are only three. We point the content at the demand map we built for you: **11 territories and 116 AI questions**, led by seatbelt positioners, safety and crash testing, how to wear a belt, and driving after a C-section.	12 / 25
3 · Authority	Your DataForSEO domain rank of 16 out of 100 sits just behind Mimi Belt at 18. We build the entity layer and a digital PR plan for the midwives, parenting sites and road-safety voices worth earning a place with.	9 / 25
4 · Measurement	Search Console has a four-month gap and Analytics counts refundable deposits as revenue. We find out why the gap happened, report hire revenue without deposits, then track AI visibility against your 116-question library.	5 / 25

The evidence behind each score is in Appendix B of the strategy report.

How the three months run

1 The first two weeks: foundations

Onboarding, the baseline, the technical fixes, the strategy confirmed with you, and Notable calibrated to your voice.

2 The rest of the three months: production

40 to 50 pieces published and interlinked, with your team reviewing as we go.

3 Month three: handover

A training session on running Notable yourself, then you take the keys.

How the engagement works

Investment	Set out in your proposal
Your time	An hour or two a week in the first month, about an hour a week after that
Contract term	Three months, running from your onboarding call
After three months	Notable continues on a subscription with the community included, which is optional, or we talk about keeping going together
If you leave	You keep the foundations, the content on your site and the strategy

What you are actually buying

The four pillars of AI search become four sets of working workflows inside Notable, built around your brand: **content**, **technical SEO and AEO**, **authority** and **measurement**. They are yours to run for as long as you keep Notable.

Why you can be confident

- **A checkable score.** A documented number out of 100, and you watch it climb from 41, pillar by pillar. AI-Ready at 80 is the goal, and content volume governs when you reach it.
- **Your measurement comes first.** Search Console, the branded split and AI visibility tracking are recording before content scales.
- **Safety claims stay true.** Content uses only what Tummy Shield already publishes, and medical questions send readers to their midwife or doctor.

The three months, line by line

What we would need from you

- Google Analytics 4 ✓ granted, and the strategy report already runs on it
- Google Search Console ✓ granted
- Shopify: we need collaborator access, which adds your real hire lengths, refunds and customer numbers
- Your brand materials: crash test documents, certification details, your story and who approves content

Foundations

- Kick-off call, a shared Slack channel and access confirmed
- Baseline captured: non-branded clicks and revenue, AI visibility across the four assistants, and your AEO score
- Search Console checked so it records cleanly
- A main heading on 17 pages, review and Organization markup, descriptions and alt text, the test-SKU hire page reviewed with you, and mobile speed work
- Notable set up, and your brand kit built and calibrated. Approval point: you confirm it is on brand before production scales
- The demand map confirmed with you. Approval point: you confirm the territories and the content plan

Production

- 40 to 50 pieces: refreshes of your three articles and key pages, and new guides on positioners, how to wear a belt, safety and crash testing, and driving after a C-section
- Product and collection page refreshes are on their way in Notable and are not yet fully supported, so blog content takes priority meanwhile
- Once calibration is complete, reviewing each piece before it publishes sits with your team

Authority and measurement

- The entity layer around the brand, and a digital PR strategy and plan built for you. The first authority work from it lands inside the three months
- AI visibility tracking and non-branded reporting live from day one

> **Where authority stands.** The authority side of Notable is its newest part and is being built out over the coming months. We do the foundational work, tell you plainly where you stand, and bring you the new tooling as it lands.

Handover

- A training session on running Notable yourself, and access to the community for feedback and coaching

What is not included

- **Paid advertising.** We do not run Google or Meta ads.
- **Website rebuilds or theme development.** We provide specifications and can implement within your existing theme.
- **Separate US or UK content.** Those markets are sized in your strategy report and planned separately.
- **Medical advice.** Content points readers to their midwife or doctor.

What comes next

Your proposal is ready. Open your proposal to check the payment and sign online.

Team Empathy

Search & AI for ecommerce

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