

TEAM EMPATHY · SEARCH & AI FOR BLACK ESTATE

Protect the launch. Own the recommendation.

The AI & Search Foundations Sprint, a 60-day done-for-you build you then own

THE OFFER · FOR PEN NAISH · CONFIDENTIAL

The offer in one minute

Right-sized for where you are. A full six-month transformation is more than you need right now. This is a focused 60-day sprint that does the whole foundational job at once: it protects your Shopify migration, builds your technical and authority foundations, and stands up a real library of content that wins the destination and wine recommendations. Done-for-you, timed to your launch, and built so you own the engine at the end.

60 days

start to certified, 2 weeks foundations then 6 weeks content

45 pieces

of content, built and published on Notable in your voice

80 / 100

Certified AI-Ready, guaranteed, or we keep working free

NZD \$12,500

one-off, paid up front, less than half a full transformation

What you get

Three outcomes. We sell the outcome, not a pile of deliverables.

01

Protect the migration

Your nineteen years of authority carry safely across to the new Shopify site, with a complete redirect map and the vintage archive preserved, so nothing leaks away when you launch.

02

Be the winery AI recommends

When a traveller asks ChatGPT or Google for the best biodynamic winery or where to eat near Waipara, yours is the name that shows up, gets quoted and books the table.

03

Own the engine

You finish with your foundations built, a real content library, and Notable calibrated to your voice, so you keep publishing yourself without another big project.

What we build, over 60 days

1 Weeks 1 to 2: Foundations

The base everything else stands on, built into the new Shopify site as it launches.

Technical SEO foundations

- Migration protection: review your developer's plan and lock a complete 301 redirect map, protecting your homepage, "Things to do", the wines and the vintage archive through launch and the critical weeks after
- robots.txt and llms.txt set up so ChatGPT, Perplexity and Google AI are welcomed and can read you
- Winery, LocalBusiness, Restaurant, Product and FAQ schema deployed and validated against Google's Rich Results Test
- Clean titles, meta and headings across your key pages, graceful and on-brand, and your menu and transport details lifted out of PDFs into real, crawlable pages

Authority foundations

- Your core brand citations set up and made consistent across the web, so the engines see one clear, trusted entity
- Foundational listings in the directories that matter for a destination winery, plus a review and disavow of any harmful backlinks
- Organisation and entity schema linking your profiles, building on the category-leading authority you already hold

Strategy and setup

- Your keyword, AI-prompt and content-cluster strategy: the destination, wine, region and biodynamic questions travellers actually ask, mapped into a prioritised plan
- A captured baseline of your rankings, AI visibility and organic traffic, taken before we start, yours to keep

- Notable, your own AI-search platform, set up and calibrated to your exact tone of voice

2 Weeks 3 to 8: Content, built on Notable

45 pieces across the six weeks, every one drafted in your voice for you to review and approve before it publishes.

- The destination guides that win the AI recommendation: "wineries near Christchurch with a restaurant", "the best time to visit Waipara Valley", "a day trip from Christchurch to the wineries"
- The biodynamic and natural-wine story you are a certified authority on: what biodynamic actually means, organic versus biodynamic, and your three vineyards and their soils
- Your vintage archive brought to life: tasting notes, food pairings and cellaring for your wines, the deep, ownable content only you can write
- Pairing and food content that enriches every wine and answers the questions buyers put to AI
- Each piece written answer-first, so Google ranks it and AI quotes it, and each one yours to approve or adjust before it goes live, so it always reads like Black Estate

3 The finish line: certified

By day 60 you are **Certified AI-Ready at 80 out of 100**, verified against a documented audit and Google's Rich Results Test, with a simple framework to see your share of voice, citations, rankings and organic traffic in one place. That milestone, and everything we built, is yours to keep.

The investment

Investment	NZD \$12,500, one-off, paid up front
Timeline	60 days: 2 weeks foundations, then 6 weeks of content
Type	Done-for-you sprint, a one-off project rather than a retainer
Content	45 pieces, built and published on Notable in your voice
Guarantee	Certified AI-Ready (80 / 100), or we keep working free until you are
What you keep	The foundations, the content, your baseline, and your Notable engine

The AI-Ready Certification Guarantee. We certify your new site at the Professional AI-Ready Baseline, 80 out of 100 across the four pillars, verified against a documented audit and Google's Rich Results Test. If we cannot, we keep working until we do, at no extra cost.

Why the sprint, not the six-month build. Our full transformation runs to around NZD \$30,000 over six months. This does the foundational work that matters most for you, protect the migration, get certified, and build the content that wins recommendations, in 60 days for less than half that, and then hands you the keys. It is the fastest route from where you are to being the winery AI recommends.

After the sprint: keep the engine running

At the end of the 60 days your migration is safe, you are certified AI-ready, and you have a real content library plus Notable calibrated to your voice. To keep it compounding, you stay on Notable for a simple monthly subscription of around NZD \$850. It keeps watching your AI visibility, surfacing new content opportunities and drafting them in your voice, so you can keep publishing yourself in minutes. You own the engine. We are here whenever you want a hand.

Do it yourself

Keep Notable for the low monthly fee and run it in-house in an hour or two a week, publishing in your own voice.

Do it with us

Add a light monthly support block when you want us drafting, publishing or building authority alongside you.

Step up later

If the results earn it, move up to the full six-month transformation whenever you are ready. No pressure, no lock-in.

Why you can be confident

- **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 45 today to Certified at 80, and you can see it.
- **You start from strength.** Your DR 51 already leads your region. The work is content and technical foundations on top of authority most wineries would take a decade to build, which is why gains come fast.
- **It reads like you.** Every piece is drafted in your voice on Notable and yours to approve before it publishes, so the volume never costs you the brand you have spent nineteen years building.
- **You keep everything.** The foundations, the content, the baseline and your Notable engine are yours. No lock-in, no dependence on us.

What comes next

You have seen the opportunity sized on your real data. The migration is the time-sensitive piece, so the sooner we start the more of your nineteen years we lock in. Grant us Search Console access, say go, and we will confirm scope and get moving. When you are ready, reply to Ben and we will send the agreement.

Team Empathy

Helping brands become the one AI recommends

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