

Become the local map hero.

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

THE OFFER · 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

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

Become the local map hero

Be the venue that shows up first on Google Maps and in the local pack when a visitor searches where to eat in Queenstown, so the demand already on the map finds you instead of the place next door.

02

Be the venue AI recommends

When someone asks ChatGPT, Perplexity or Google AI where to eat in Queenstown, yours is the venue that shows up, gets quoted and gets the booking.

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.

Pillar	What we build
1 · Technical	Site health, restaurant and menu schema, Core Web Vitals and a fast mobile load, AI crawler access, so engines can find, read and trust you.
2 · Content	Keyword and AI-prompt research into topic clusters, then the pages that answer every question a diner asks: menu, daypart and location pages, answer-first FAQs, and a handful of local articles. Quality over volume, restaurants are not blog factories.
3 · Authority	The digital PR, local directories, review-site placements, Reddit presence and Google Business Profile signals AI actually cites, so third parties vouch for you.
4 · Measurement	One dashboard tying your GA4, Search Console, Google Business Profile 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 foundations (the slow mobile load and the missing schema), 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, the pages 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: the daypart, menu and location pages, the FAQs and local articles, plus the links, citations and reviews. Your visibility starts compounding across search, Maps 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, the profiles and your certification are yours, on your own low-cost logins 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 map software and platform for a low monthly fee (a few hundred, not thousands) and run it in-house in an hour or two a week.

Do it with us

Stay close with light coaching and done-with-you support: regular check-ins, strategy sessions and a hand on the wheel while your team finds its feet.

We keep running it

Stay on a rolling retainer at the pace you choose and we keep the whole engine humming for you.

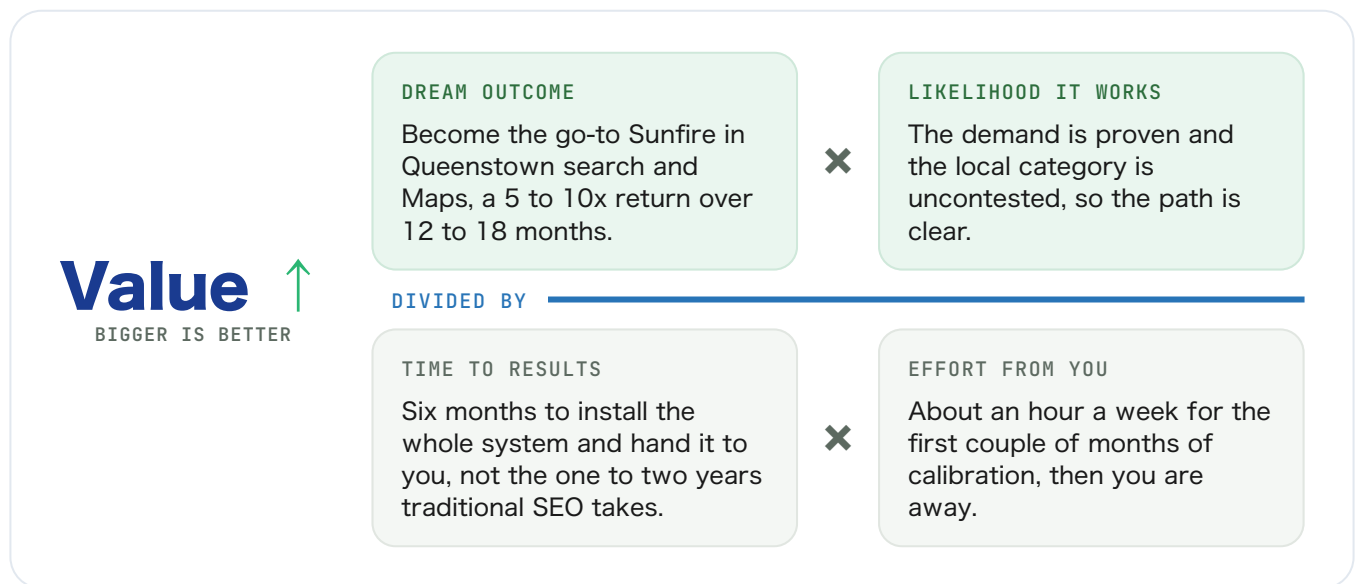
The investment

Investment	NZD \$5,000 / month over six months (\$30,000 total), or \$27,500 up front (save \$2,500)
After six months	Keep the map software running (a few hundred a month, your own account), with optional light support if you want it
Commitment	A six-month build, then keep it. No lock-in
If you leave	You keep everything: the foundations, the content, the links, the profiles, 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

Priced in NZD. We confirm the exact scope in the diagnostic.

Why you can be confident

Here is the honest way to weigh up any offer, borrowed from Alex Hormozi. Value goes up when the dream outcome and the likelihood of getting there are big, and when the time and effort it takes you are small. Here is this one on that scale.



- **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 where you are today to Certified, and you can see it.
- **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. You own the foundations, the content, the links, the profiles and your certification, and the ongoing cost to keep it running sits in the hundreds a month, not the thousands an agency charges.

What comes next

You have already 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 local & hospitality

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