

Ageless You

Update 1 · Phase 1 complete

8 OCTOBER 2026 • AGELESSYOU.CO.NZ

Update 1: phase 1 complete

We've run a 16-point technical assessment of your website, checking it the way Google and AI search tools see it, and made the first round of fixes. Below is what we've done, the main issues we found, and what's next.

1 What we did in phase 1

16

points checked across your whole site

9

dead links fixed (12 down to 3)

3 of 3

policy pages now show the real policy

51

pages of new Google wording, ready for you

2 Your 16-point assessment at a glance

✓ 1 healthy 1 3 underway 10 scheduled 2 needs access

○ Google and AI tools can reach your site
Scheduled · Phase 2

○ Your pages are in Google
Scheduled · Phase 4

✓ One site for NZ, Australia and Singapore
Healthy

○ A brand note for AI assistants
Scheduled · Alongside

1 Links that go nowhere
Underway · Phase 2

1 Every page shows its own content
Underway · Phase 2 and 3

○ Page headings, descriptions and image labels
Scheduled · Phase 2 and 3

○ Pages that load smoothly
Scheduled · Phase 3

1 What people see for you in Google
Underway · Phase 2

○ Product details Google reads, like reviews
Scheduled · Phase 2 and 3

2 Your Google Shopping listings
Waiting on access

○ Health wording Google shows
Scheduled · Phase 2

○ Links between your own pages
Scheduled · Phase 2

○ Your brand known to AI tools
Scheduled · Alongside

○ Other sites linking to you
Scheduled · Alongside

2 Seeing which sales come from search
Waiting on access

3 The main issues we found

21 pages were showing the NMN sales page instead of their own content. Your Privacy, Returns and Terms pages are fixed and now go to the real policies; the other 18 get fixed in phase 3.

DAILY's review stars may not show in Google, because its product details appear three times on the page. That gets fixed across phases 2 and 3.

Most of the text Google showed under your pages was generic text from your SEO app. We've rewritten all 51 pages, ready to go through with you.

4 Progress through the plan

Assessment and first fixes

New wording live and tidy-up

Design fixes with Backbone

Measure again

1 of 4 phases complete. The goal is level 4 of 5, the AI-ready benchmark. Alongside phases 2 and 3 we'll also set up your brand's Wikidata entry, review the sites linking to you, and, once we have access, check your Google Shopping listings and sales tracking.

5 What's next, and what we need from you

1

Assessment and first fixes

DONE

6 to 8 Oct

- 16-point check of your website: 100 pages read the way Google reads them, plus 12 months of your Google search data
- 9 dead links fixed and 2 dead forwards repointed
- Old TruAge products out of the Shop menu
- Privacy, Returns and Terms fixed: menus and old addresses now go to the real policies
- New Google wording written for 51 pages

Review point: your approval

NOW

8 Oct

- Go through the new Google wording together
- Agree which old and duplicate pages can go
- Your OK for us to work with your web developers, Backbone, on the design fixes

2

New wording live and tidy-up

NEXT

After your approval

- New Google wording live on 51 pages
- The SEO app's generic text switched off
- Old and duplicate pages removed or forwarded
- Articles linked to your products

Review point: information from you

COMING UP

As we go

- Barcodes from your tins
- Access to Google Merchant Center (view) and Google Analytics (admin)

3

Design fixes with Backbone

COMING UP

After phase 2

- Every page shows its own content again
- DAILY's review stars fixed
- Page headings, and pages that load smoothly

4

Measure again

COMING UP

After phase 3

- The same 16-point check, compared with this one, aiming for level 4

16-point assessment: the detail

A closer look at each point: what we found on 6 Oct 2026 and what has changed since. Updated with each update.

A Your site's level today



Your site is at level 3 of 5 today: Google and AI tools can reach it and the basic product details are there, but there are errors and gaps. Level 4 is the AI-ready benchmark. We re-score at phase 4, once the bigger fixes are live, so the level doesn't move with each small fix.

B Each point: what we found and what has changed

Point	What we found (6 Oct 2026)	Where it is now	Status
Can Google and AI tools find you?			
Google and AI tools can reach your site (crawler access, sitemap)	Google and every AI tool we tested could get in. The list of pages you give Google is clean, but it also includes clutter: 6 automatic pages from your SEO app and your ad landing pages.	Unchanged. The clutter drops off the list when the old pages are tidied in phase 2.	 Scheduled Phase 2
Your pages are in Google (indexing)	62 of your 83 main pages are in Google. Most of the rest shouldn't be (duplicates, ad pages, the SEO app's automatic pages). The real gap is 4 articles and 3 ingredient pages Google has found but left out.	Unchanged. We check again in phase 4, after the page fixes.	 Scheduled Phase 4
One site for NZ, Australia and Singapore (markets, hreflang)	One website serves all three countries at the same addresses. That needs no extra setup today.	Nothing to do.	 Healthy
A brand note for AI assistants (llms.txt)	The short file AI shopping assistants read about your brand carries Shopify's generic text, not a description of Ageless You.	Unchanged. Low priority.	 Scheduled Alongside
Is the site in good working order?			

Point	What we found (6 Oct 2026)	Where it is now	Status
Links that go nowhere (broken links, redirects)	12 links on your site led to a dead page, including two old TruAge products in the Shop menu, which shows on almost every page, and 9 mistyped research links. 3 old addresses forwarded to a dead page.	Fixed on 6 Oct: dead links 12 down to 3, dead forwards 3 down to 1. Two of the last three sit on the SEO app's automatic pages, which go in phase 2. The third is a research link to a study that can't be found.	 Underway Phase 2
Every page shows its own content (duplicate and stray pages)	21 pages, including Privacy, Returns, Terms, Manage Subscriptions and every ingredient page, show the NMN sales page instead of their own content. There are also duplicate pages, an old "sold out" page, 9 ad pages that Google can show, and 3 ingredient pages filed under the wrong name.	Your Privacy, Returns and Terms pages now forward to Shopify's proper policy pages, and your menus go there too, so shoppers always reach the real policies. The other 18 pages get fixed in phase 3; the tidy-up is phase 2.	 Underway Phase 2 and 3
Page headings, descriptions and image labels (H1s, meta descriptions, alt text)	17 pages have no main heading, or two of them. The homepage's Google description is copied onto 18 other pages. 200 images have no label for search engines and screen readers.	New descriptions are written for 51 pages and go live in phase 2. Headings are phase 3; image labels phase 2.	 Scheduled Phase 2 and 3
Pages that load smoothly (Core Web Vitals)	Pages load quickly (2.3 seconds) and respond quickly. But they jump around while loading, enough to land in Google's "poor" band.	Unchanged. Fixed in the website's design files in phase 3.	 Scheduled Phase 3
Does Google understand what you sell?			
What people see for you in Google (titles and meta descriptions)	Most of the text Google showed for your pages was generic text from your SEO app (for example "Free Shipping, Cash on Delivery"). Some used wording your draft brand guide rules out ("reverse ageing", "scientifically proven").	All 51 pages rewritten around what people search for, with every claim checked. Ready to go through with you; live in phase 2.	 Underway Phase 2
Product details Google reads, like reviews (structured data, GTINs)	DAILY, about 79% of your sales, fails Google's review-stars check because its product details appear three times on the page. No product has a barcode entered.	Unchanged. One copy comes from an SEO app setting (phase 2); the rest is phase 3. Barcodes need the numbers from your tins.	 Scheduled Phase 2 and 3

Point	What we found (6 Oct 2026)	Where it is now	Status
Your Google Shopping listings (Merchant Center feed)	Not checked yet: we need view access to Google Merchant Center. Your products appear to sync through Shopify's Google & YouTube app.	Waiting on access.	 Needs acce Alongside
Health wording Google shows (claims compliance)	Some text Google shows uses wording your draft brand guide rules out: the Bundle's Google headline says "Reverse Ageing Supplements", and the homepage description, shown on 19 pages, says "scientifically proven anti-aging".	The new wording removes these from all 51 pages when it goes live in phase 2.	 Scheduled Phase 2
Do your pages and other sites vouch for you?			
Links between your own pages (internal linking)	26 pages have no link from anywhere on your site, including your Reviews page (681 clicks from Google in a year). 16 of your 24 articles don't link to a product.	Unchanged. In phase 2, every article gets a link to a relevant product, and the Reviews page is linked properly.	 Scheduled Phase 2
Your brand known to AI tools (Wikidata entity)	Ageless You and Lou have no entry in Wikidata, the public database many AI tools draw on.	Unchanged. We have the company details to create it.	 Scheduled Alongside
Other sites linking to you (backlinks)	21 websites link to yours (78 links, none broken). Not yet reviewed one by one.	Unchanged.	 Scheduled Alongside
Can we see what search brings in?			
Seeing which sales come from search (Analytics attribution)	Measured in September and not re-checked yet: because of how Shopify's checkout connects to Google Analytics, it loses which page most search shoppers first landed on (61% of their visits, 80% of their purchases). AI tools have no channel of their own.	Waiting on admin access to Google Analytics.	 Needs acce Alongside

C The numbers, update by update

Measure	Baseline, 6 Oct	Update 1, 8 Oct	Goal
Moved in phase 1			

Measure	Baseline, 6 Oct	Update 1, 8 Oct	Goal
Links on your site that go nowhere	12	3	0
Old addresses forwarding to a dead page	3	1	0
Dead addresses Google still shows	1	0	0
Policy pages that show the real policy (Privacy, Returns, Terms)	0 of 3	3 of 3	3 of 3
Pages with new Google wording	0	51 ready	51 live
Pages showing the NMN page instead of their own	21	18	0
Still to move (phases 2 to 4)			
Pages reusing the homepage's Google description	18	18	0
Pages with no main heading, or two	17	17	0
Images with no label	200	200	0
DAILY's review stars in Google	Error	Error	Pass
Product options with a barcode	0 of 15	0 of 15	15 of 15
Page jumping while loading (Google: 0.1 or under is good, 0.25 or over is poor)	0.27	0.27	0.1 or under
Pages no other page links to	26	26	Only hidden pages
Articles that link to a product	8 of 24	8 of 24	24 of 24
Main pages in Google	62 of 83	62 of 83	Every page that should be
Brand entry in Wikidata	No	No	Yes

Every change we make is recorded first and can be reversed.

How we checked

Where the data in these updates came from.

- 100 pages read on 6 October 2026 from New Zealand, the way Google reads them, plus Google's own check on each of those pages.
- 12 months of your Google Search Console data (clicks, searches and rankings, all countries).
- Page speed from Google's real-visitor data (mobile). Search volumes from Google Ads data, as a guide.
- Your store's products, pages and settings read through our Shopify app; your website's design files read, not changed.
- The level uses Team Empathy's AI search maturity model (technical pillar), where level 4 is the AI-ready benchmark.

Team Empathy

AI search and SEO for ecommerce brands

Prepared by Alex Stuart, Team Empathy • 8 October 2026