

Try our **Free Tools**



🎁 Free

AI Search Audit

See exactly how AI assistants describe your business today — and where they get it wrong.



📅 Free Trial Period

Skills for my Agent

Ready-made skill templates to power your AI agent with your business knowledge.



📅 Free Trial Period

Agentic Pages

Get your business surfaced where AI systems can find and recommend you.



📅 Free Trial Period

Build my business an MCP

Stand up a live MCP endpoint that plugs your business data into any AI client.



📅 Free Trial Period

Business AI Graph Visibility

See and shape how the AI knowledge graph understands your business.



Coming soon

AI Gap Analysis

Find the gaps between what AI knows about you and what it should.



Scan the QR

Enhance your agents with norgs free tools

<https://app.norg.ai/express/goals>

Winning in an Agent Economy OpenSummit

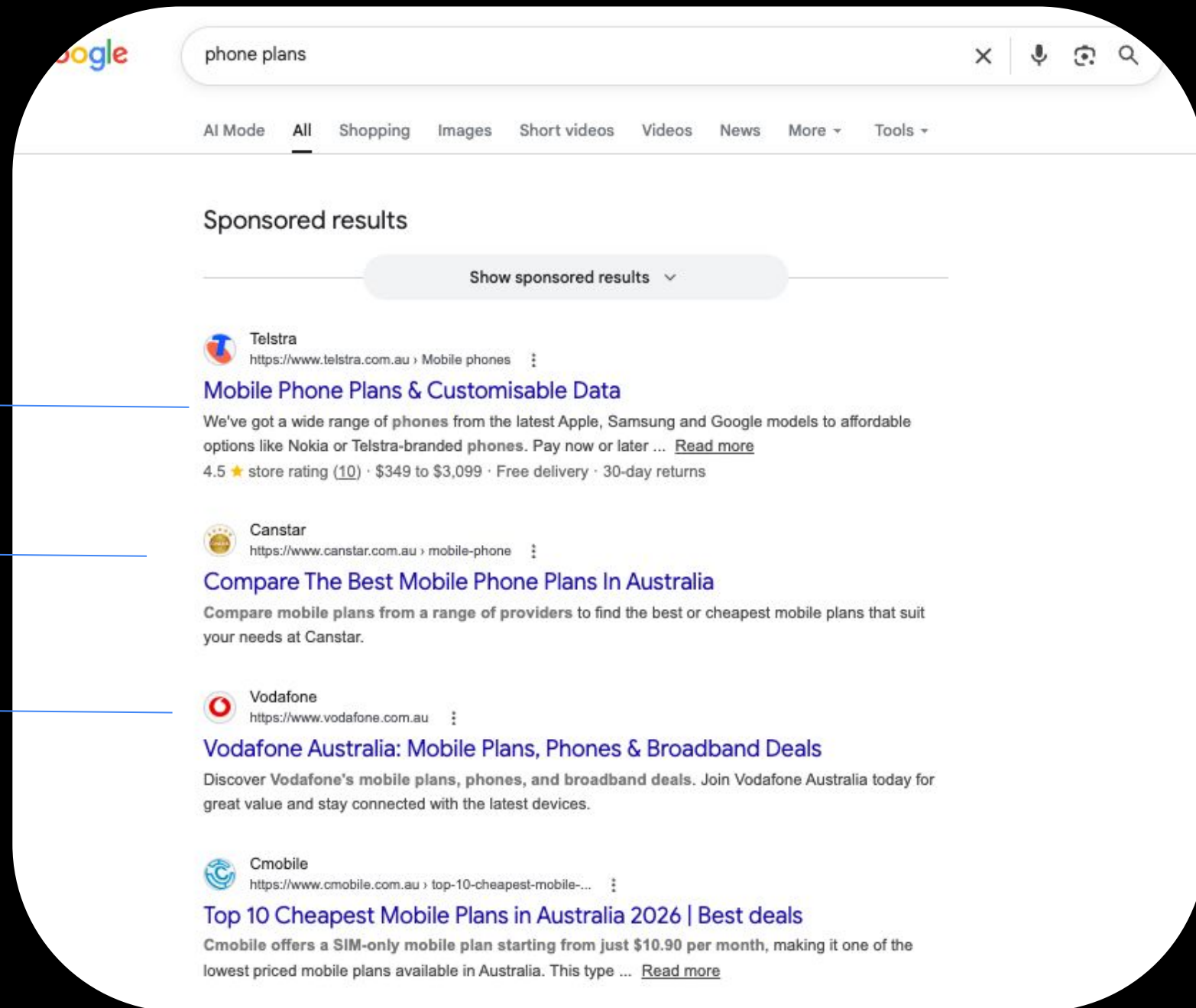
Traditional Search

"Phone Plans"

Telstra #1

Comparison Site

Vodafone #3



AI Search

"Best Phone Plans"

No legacy telcos.

Research + comparison done

Quick comparison

Feature



Lyca Mobile 80GB 5G Plan
\$10.00 • LycaMobile Australia



Telsim 80GB \$15 Plan
\$15.00 • Telsim Australia



Felix Unlimited Plan
\$20.00 • felix mobile



OnePass 200GB Year Plan
\$149.00 • OnePass mobile



Boost Mobile SIM
\$250.00 • Boost Mobile + others

Monthly cost	Very low	Very low	~\$20–\$40	~\$12–\$15 equivalent	Higher
Data	High (80GB)	High (80GB)	Unlimited (capped)	200GB/year	Medium-high
Contract	No	No	No	No	No
Network	Optus-based	Telstra/Optus mix	Vodafone	Optus	Telstra (full)
Best for	Value + data	Cheapest deals	Unlimited use	Set-and-forget	Coverage

best phone plans

If you're picking a phone plan in Australia right now, the "best" one really depends on **how much data you use, your budget, and which network coverage you need** (Telstra = best coverage, Optus = fast/value, Vodafone = cheapest). Most people overspend—so it's worth matching a plan to your actual usage.

Here are some of the best-value options in 2026 📌

🔥 Best overall (cheap + lots of data)



Lyca Mobile 80GB 5G Plan
\$10.00 • LycaMobile Australia

- ~80GB data for very low cost (promo deals common)
- 5G + international calls included
- Great if you want **max data for minimum spend**

👉 Best for: heavy users on a budget

👉 Cheapest plans (under ~\$20)



Telsim 80GB \$15 Plan • \$15.00

Ultra-cheap high-data plan ideal for budget users who still want lots of data.

- Massive data for very low intro price
- Uses major networks via MVNOs
- Prices often increase after promo period

Also worth noting:

- TPG: ~25GB for ~\$12.50 (intro deals) TechRadar +1

👉 Best for: saving money

📶 Best unlimited data option



Felix Mobile Unlimited Plan • \$20.00

Unlimited data plan with speed cap, strong for streaming and everyday use.

- Unlimited data (speed capped ~20–40Mbps)
- Runs on Vodafone network
- Eco-friendly branding + simple pricing

👉 Best for: no data anxiety (streaming/social)

Old way vs new way

Same Problem. Two completely different conversations.

THE QUERY

"Best mechanic Sydney CBD"

4 Word Average

THE BRIEF

I have a 2016 Camry, 200,000km.
No dealership.
Service before Easter.
Driving to the alpine region.
Three options. Explain why.

Not a search query. A brief.

34 Word Average

Customers are flocking to AI search

AI Search traffic will surpass traditional search by 2028

By 2030

B2B AI Transactions flow

US\$ 15T

Agentic commerce facilitates

US\$ 3–5T

Customer Actions – Solved by Agents

80%

McKinsey. Google's agentic bookings & transactions begin rolling out late 2026*

Projected Annual Visitors by Source



A budget line that did not exist a year ago is opening. Whoever structures brands for agents now sets the default answer.

Content ownership

ChatGPT does. Gemini does. Perplexity does. AI Overviews do.

 Telstra
<https://www.telstra.com.au> › Mobile phones ⋮

Mobile Phone Plans & Customisable Data

We've got a wide range of **phones** from the latest Apple, Samsung and Google models to affordable options like Nokia or Telstra-branded **phones**. Pay now or later ... [Read more](#)

4.5 ★ store rating ([10](#)) · \$349 to \$3,099 · Free delivery · 30-day returns

What Telstra is

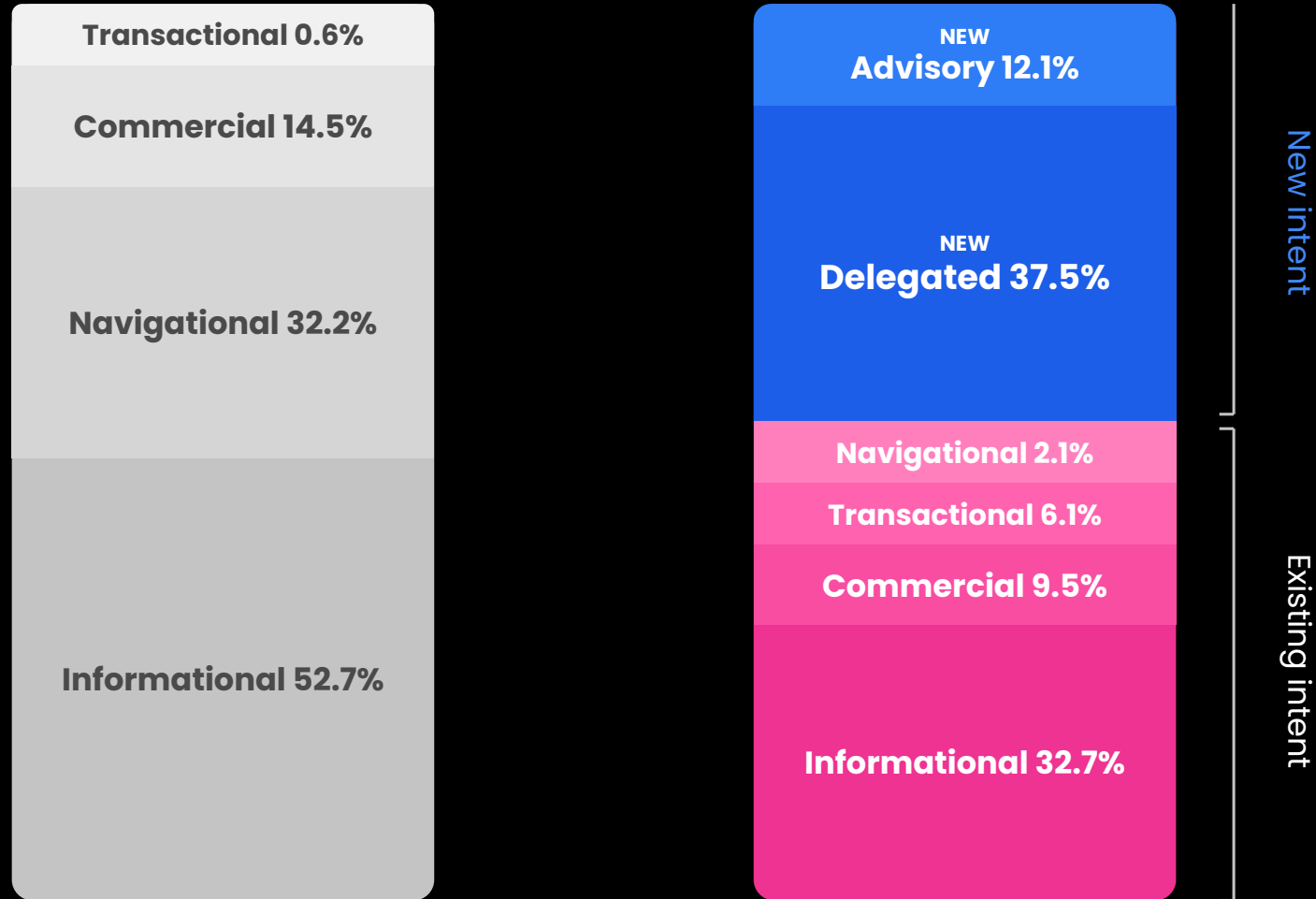


Telstra is a **telecommunications and technology company** headquartered in Melbourne. It provides services like:

- Mobile phone plans and networks
- Internet (broadband, NBN, and mobile data)
- Landline and business communications
- IT, cloud, and cybersecurity services

Nearly half of AI search intent is net new

49.6% of ChatGPT prompts carry intent that did not exist in traditional search



Validated at scale: OpenAI × NBER (1.5M conversations) found 49% of ChatGPT messages are advisory and 40% delegation.

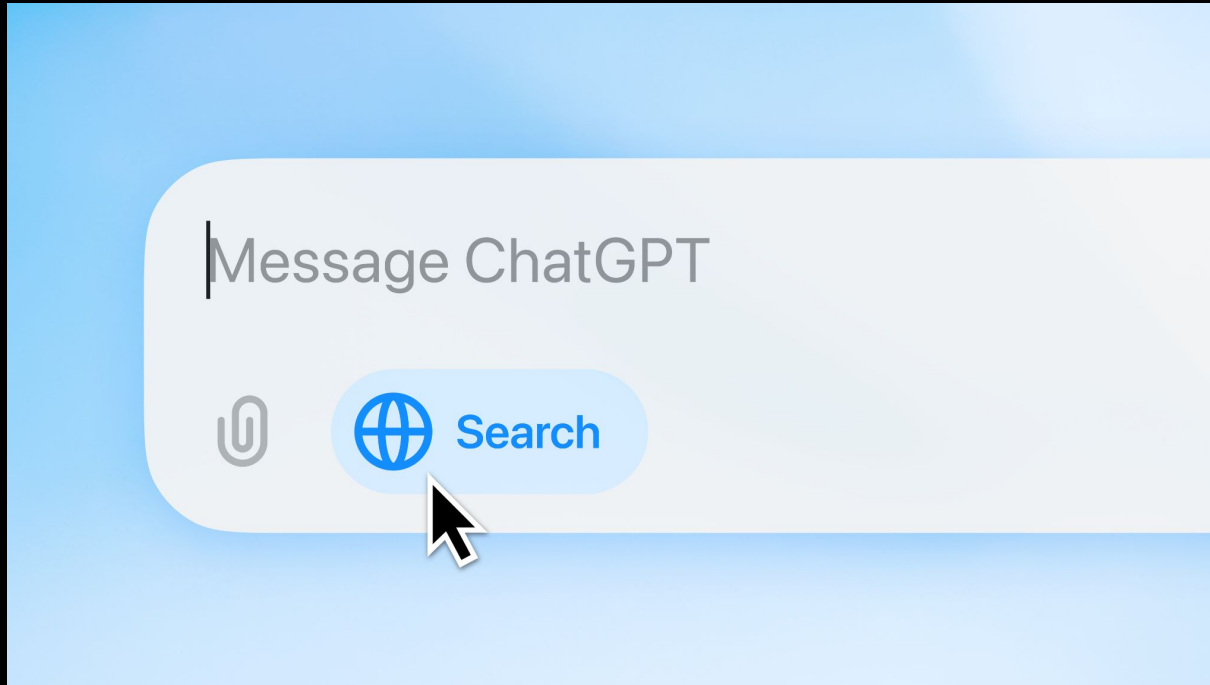
Agents: are goal-driven decision-makers that act on data.

By **2027** AI agents will outnumber humans on the web.

CEO, Cloudflare

Almost no businesses have a strategy for agents.

Types of Data | Web + Foundational



✦ I am the Flash 2.5 variant of the Gemini model.

The different versions of the Gemini models are continually being trained and updated. My specific foundational training data, which determines my *inherent* knowledge, was up to a certain point in **early 2025**.

However, because I can use Google Search, I can access and process information about events and developments that have occurred up to the present day.

I don't have a single "last training date" in the way software versions do — but here's the clear, accurate version:

My foundational training

My core foundational training (the large corpus of general knowledge, reasoning patterns, language, etc.) was completed **before my knowledge cutoff: June 2024**.

JB when was your last foundational training?

My knowledge cutoff is the end of May 2025 — that's the point past which I can only answer questions without searching. I'm Claude Opus 4.5, released as part of the Claude 4.5 model family.

Is there something specific you're curious about regarding my training or capabilities?

100% of queries use foundational data at some level.

55% use only foundational data

[Store](#)[Mac](#)[iPad](#)[iPhone](#)[Watch](#)[Vision](#)[AirPods](#)[TV & Home](#)[Entertainment](#)[Accessories](#)[Support](#)

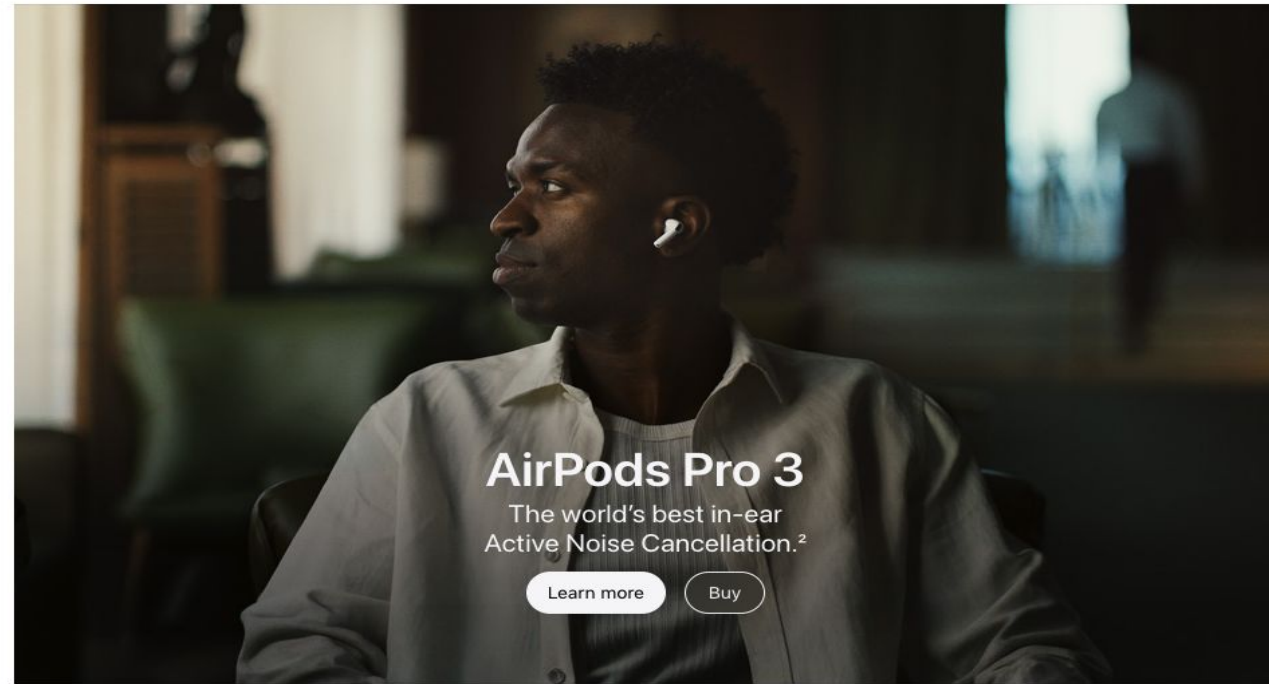
MacBook Neo

Amazing Mac. Surprising price.

[Learn more](#)[Buy](#)

AirPods Pro 3

The world's best in-ear
Active Noise Cancellation.²

[Learn more](#)[Buy](#)

Apple WATCH SERIES 11

The ultimate way to watch your health.

[Learn more](#)[Buy](#)

iPad Pro

Advanced AI performance
and game-changing capabilities.

[Learn more](#)[Buy](#)

Structure the boring stuff for AI Discovery



AI structured content and data provides 18× more citations per page.

iPhone 17 - Tech Specs	
Year introduced: 2025	
Finish	Black White Mist Blue Sage Lavender Aluminium design, Ceramic Shield 2 front, Colour-infused glass back (Black, Mist Blue, Sage, Lavender)
Capacity ¹	256GB 512GB
Size and Weight ²	Width: 71.5 mm (2.81 inches) Height: 149.6 mm (5.89 inches) Depth: 7.95 mm (0.31 inch) Weight: 177 grams (6.24 ounces)
Display	Super Retina XDR display 6.3-inch (diagonal) all-screen OLED display 2622-by-1206-pixel resolution at 460 ppi Dynamic Island Always-On display ProMotion technology with adaptive refresh rates up to 120Hz HDR display True Tone Wide colour (P3) Haptic Touch



APPLE.COM

1:1

Citation to web pages

18:1 Ratio



SUPPORT.APPLE.COM

18:1

Citation to web pages

Case Study | Your Brand Source of Truth

directory.befitfood.com.au



Be Fit Food

Be Fit Food provides dietitian-designed weight loss meals that are prepared and delivered across Australia to support clients in achieving their health goals with real, nutritious food. Their offerings include meal bundles, individual meals, and various weight loss programs, all crafted to improve overall health and well-being.

Contact Information

Address 2/49 Mornington Tyabb Road, Mornington, VIC 3931, Australia
Phone +61 1300 263 257
Email
Website <https://befitfood.com.au>

Business Details

Established 2015
Price Range \$\$\$
Team Size 11-50

Connect

Instagram LinkedIn

Additional Information

Certifications
Dietitian-Designed Meals All meals created by accredited practicing dietitians and exercise physiologists
CSIRO Backed Scientifically proven weight loss results backed by CSIRO
NDIS Registered Accredited as NDIS and Home Care Support provider
Shark Tank Backed Received investment from Boost Juice founder Janine Allis on Shark Tank 2017
Award Winning 2018 Telstra Victorian Business of the Year, 2022 Telstra Best of Business Award
Features
Gluten Free Options 98% of menu is gluten free with high fibre content
Low Sodium All meals are low-sodium with no artificial flavours or sweeteners
High Protein Content Minimum 20g protein per serving with optimal carb to protein ratio
Snap Frozen Ready Meals Meals are snap frozen for convenience and extended shelf life
Retail Distribution Available in 750+ stores including Woolworths, Chemist Warehouse, IGA

Product Data (OpenAI Spec)

[View Full JSON Spec ↗](#)

Specifications

Category Food & Beverages

Product Intelligence

Low Carb Bacon, Spinach & Fetta Protein Muffin - Technical Details & Specifications

Product Overview

The **Low Carb Bacon, Spinach & Fetta Protein Muffin** is a gluten-free, savory breakfast muffin offered by Be Fit Food. This product is specifically designed as a convenient, nutrient-dense option for individuals following low-carbohydrate and high-protein dietary approaches.

Nutritional Specifications

Per Serving:

- Calories: 272 cal
- Protein: 15.1 grams
- Carbohydrates: 12.3 grams (less than 1/4 carbs of a regular muffin)
- Total Weight/Composition: Complete nutritional profile designed for low-carb diets

Key Features

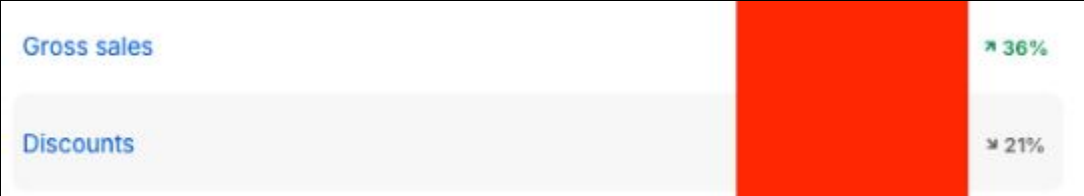
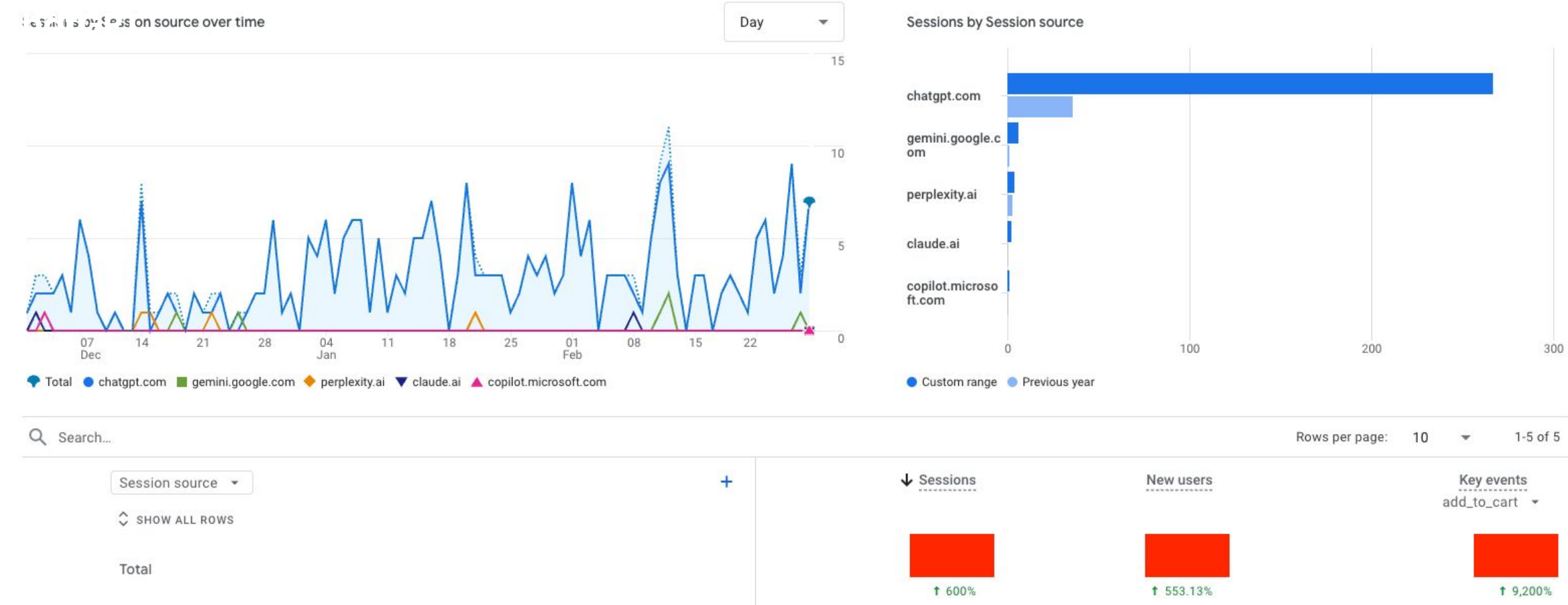
Dietary Classifications

- Gluten-Free (GF): Suitable for individuals with gluten sensitivity or celiac disease
- Low Carb: Significantly reduced carbohydrate content compared to traditional muffins

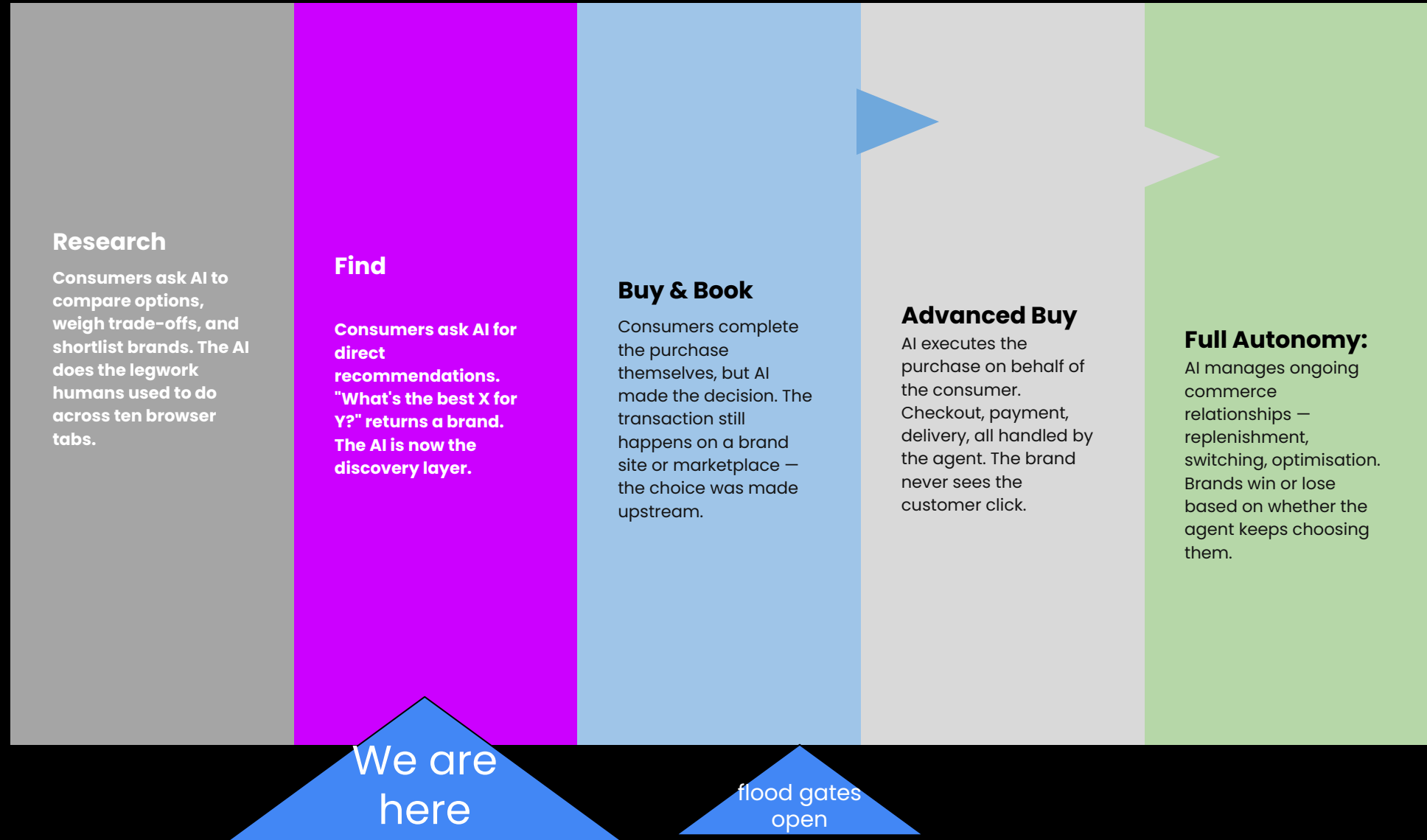


Case Study | Your Brand Source of Truth

≈9,200% purchase increase YoY –



Agentic Commerce Rollout



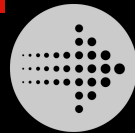
The next earned media moment

ROI from early investment in SEO and Socials compounded for decades. The next window is now open.

SEO (Google Search)

-2003

Won search early. Owned the category for decades.



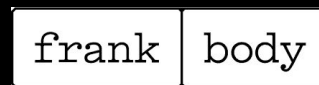
seek

kogan.com

Social Media

-2010

Early to the feed. Built into household names.



afterpay
THE ICONIC



AI Search

2026+

Battleground yet to be won

Thank You

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