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# 1 Need-To-Know Before Investing In ATRICA

## What are the main advantages of ATRICA?

- Covers the key aspects of SEO
- Prioritises proactive keyword ranking
- Costs between 50-70% less than traditional SEO
- AI is on the job 24/7, 365-days-a-year, ensuring major search engine updates are never missed
- AI auto-adjusts to search engine updates where possible
- Where updates require human intervention, the AI produces real-time reports and insights for ATRICA's team of human experts to activate
- The website owner receives the best of both worlds: AI-driven SEO supported by human experts, without having to hire in-house staff and/or contract costly agencies

## What does an ATRICA subscription include?

- Proactive ranking of 200+ keywords; both high volume and return on investment keywords
- Continual sourcing of the latest top performance keywords 24/7, 365
- Monitoring, management and optimization of important technical SEO aspects, including backlinks, meta data, SERP snippet optimization, semantic & entity search, etc. (See FAQ topic '**Other SEO Functionality**' for more technical SEO covered by ATRICA)
- Real time rank tracking
- Competitor analysis
- Full technical support
- Monthly performance report
- Quarterly report coupled with content and conversion consultation
- Customised reporting dashboard (coming soon)

## What's the main difference between traditional SEO and ATRICA?

Traditional SEO (SEO experts and/or agencies) are run by humans, who need to sleep, take vacations and sick leave.

ATRICA's AI, on the other hand, is on duty 24/7, 365, monitoring changes to Google's search algorithm and auto-adapting where possible or providing real-time reports for our human experts to activate.

Most importantly, traditional SEO is not able to suggest the top-performing keywords for a website in real-time, implement and proactively rank the website for these top-performers.

In terms of widely available SEO tools used by traditional SEO experts and website owners alike: while many of these tools are excellent, they still only tell the user what to do. ATRICA goes beyond reporting what needs to be done and actually does the job for you.

## Is ATRICA compatible with all the major web development systems and content management systems (CMS)?

Yes, ATRICA is compatible with all commonly-used web development systems and CMS', provided the system(s) allows for changes to the front- and back-end.

If the systems do not allow adjustments to SEO settings, meta data, formatting etc., it's likely a 'starter system' that does not allow for good SEO optimization, in which case ATRICA will not be compatible.

If you are unsure whether ATRICA is compatible with your website's system(s), the tech team will run a quick analysis and report back.

## Does my website have to be optimized for mobile?

Yes. Google has made mobile-first optimization mandatory in order for a website to be ranked on the Search Engine Results Page (SERP), therefore ATRICA will not work effectively if the website is not mobile-first.

**How long will ATRICA take to deliver results?**

On average, you will start to see results within 3 to 6 months. This guideline, however, depends on a few variables, most important of which is how new the website is and how much competition it is up against. For details, please read [How long does SEO take to work?](#)

**Is there any guarantee of results?**

No. While on average you can expect to see results (ranked keywords and improved Google Search Engine Page Ranking) within 3 to 6 months, ATRICA cannot provide any set guarantees. This is not unique: no SEO professional or service provider – whether that’s traditional SEO services, tools, software and/or AI – can guarantee specific results within a set time frame. This is due to performance-influencing variables that are beyond any SEO professional or software’s control. Read more about those variables [here](#).

**Will a single ATRICA subscription get my website onto Page 1 of Google Worldwide?**

No. ATRICA works per region and/or, in certain cases, per country. Therefore you cannot expect worldwide ranking with a single ATRICA subscription.

Why is this? ATRICA optimizes for keywords related to, amongst others, geographical region, which enables the AI to hone in and deliver the best results for the website according to target audiences within set geographic location(s).

For example, if you’re a real estate agent operating in Berlin, Germany, ATRICA will optimize for German Google search and focus on Berlin as a location, because it would be pointless to optimize for Google search in Australia, the United States, and so on.

Should your business be a real estate agency with branches in London, Tokyo and New York, you would need three ATRICA subscriptions to ensure the AI optimizes the website(s) for each of these geographical search locations.

**How many ATRICA subscriptions do I need?**

It depends on your website’s geographical target audience(s), as ATRICA’s AI optimizes a website’s SEO according to geographical location, amongst other key factors.

If, for example, your geographical target audience is in a single country with a relatively small online marketplace, such as Belize, then you would only need one ATRICA subscription. But if your business operates across the Caribbean, you would require a subscription for each of these island nations. Likewise, if your business operates across a geographically vast country and/or highly competitive online marketplace such as the United States, you may need two or more subscriptions to target the East and West Coast effectively.

**Is there a free trial?**

No. ATRICA – like any SEO service, tool or software – requires between 3 and 6 months to start delivering measurable results. Therefore it is not possible to offer a week- or month-long free trial.

## 2 Website Compatibility

### **What language does my website have to be in for ATRICA to work?**

Languages with Latin roots, such as English, German and Spanish. ATRICA does not yet fully support websites in languages without Latin roots, such as Arabic, Mandarin, Japanese or Russian.

### **Do keywords have to be in any specific language for ATRICA to work?**

Yes, ATRICA currently only fully supports keywords in languages with Latin roots, such as English, German and Spanish. It does not yet support keywords in languages without Latin roots, such as Arabic, Mandarin, Japanese or Russian.

### **Does ATRICA work on all major web development systems and content management systems (CMS)?**

Yes, ATRICA is compatible with all common systems, such as WordPress, Drupal, Joomla, etc. It is also compatible with the most commonly-used template-based CMS', such as Wix, Shopify and WooCommerce. For less common template-based websites, our IT department would need to assess whether ATRICA could work optimally and without restrictions.

### **How do I know if ATRICA will work on my website?**

We provide a free technical analysis to check for compatibility, as well as for any SEO functionality issues that could impede ATRICA's performance (i.e. mobile-first optimization and page load speeds). Should issues be found the client will be informed and the tech team will implement the necessary changes (at no charge), provided these are within the team's mandate. Where the tech team is not able to make the changes (i.e. it is a major web development error), the client will be notified and supported throughout the process.

### **How many pages should my website have for ATRICA to work optimally?**

ATRICA requires at least a main page and 3 to 4 sub pages with relevant content (i.e. products, services, blogs) in order to deliver the best results. This is because a one page website or a single landing page does not have the necessary depth to be ranked well by Google, therefore ATRICA will not be able to work optimally.

### **Will ATRICA work with single page/landing page-only websites?**

No. Because Google requires more than one page to rank websites well, ATRICA cannot work optimally with single page websites.

### **Does ATRICA work for new websites?**

Yes, but bear in mind it will take longer to deliver results. This is because it takes time for any new website to gain the 'trust' of Google's search engine and be ranked accordingly.

As an example, whereas it might take 3-4 months for ATRICA to get an established URL highly ranked, it may take 4-6 months to do the same for a new URL. The same applies to websites that have been published on a URL for some time, but have been dormant and/or there has been no SEO. These are viewed by Google as 'new' and therefore will take more time rank.

### **Does my website have to be optimized for mobile for ATRICA to work optimally?**

Yes. Google has made mobile-first optimization mandatory in order for a website to be ranked and therefore ATRICA will not work if the website is not mobile-first.

### **Does my website have to be developed/designed in a certain way for ATRICA to work?**

Aside from mobile-first optimization, it is crucial that your website's basic functionality is SEO-friendly. This includes usability (i.e. fast page load times), indexing, formatting, clear navigation and generally good 'website health' (i.e. there are no 404 errors, page duplications, etc.)

### **How do I know if my website is developed/designed correctly for ATRICA?**

Our team will conduct a full technical analysis of your website, fix any errors within their mandate and provide a full report-back that includes any issues that the website owner needs to address themselves. (See 'What is ATRICA Responsible For' for details on what is within/without the team's mandate.)

## 3 Getting Started

### **What happens after I sign up for ATRICA?**

You will receive a welcome email with full details of the steps to get started, including an invitation to schedule a video call with a Customer Success Manager. This call will be a pre-meeting to the onboarding process.

### **What is the onboarding process?**

The process whereby our team of Customer Success Managers and SEO experts guide clients through all the preparatory steps needed to launch ATRICA.

This process includes a full technical analysis of the website to ensure compatibility, as well as screening for any technical issues that may need to be adjusted/fixed for ATRICA to work optimally.

During this process the team will also consult with you on the best Anchor Keywords for the website, based on location, industry, target audience, objectives, etc. The team will then generate the 200 Anchor Keywords and, upon approval, implement the Keywords needed to kickstart ATRICA into action.

### **How long does the onboarding process take?**

Between 1 to 2 weeks.

### **What happens if there are technical issues identified during the onboarding process?**

If the issues are within our technical team's mandate (i.e. minor mobile optimization, missing meta data, etc.), the team will alert the client and resolve these issues at no charge.

Should the issues be out of our team's mandate (i.e. the entire website requires mobile optimization, there are major web development issues, etc.), a detailed report will be sent to you and support provided throughout the process.

### **Will my website need to be taken down while ATRICA is installed?**

No. The process to link ATRICA to your website is seamless and will not affect your website's back- or front-end functionality whatsoever. Your website will remain live throughout and the link-up process and will be entirely unnoticeable to users.

### **How will ATRICA be linked to my website?**

You simply need to add ATRICA's code snippet to the head section of your website. After this, you can sit back, relax and leave the tough job of SEO up to ATRICA's AI and its supporting team of human experts.

### **How do I use ATRICA - is there an operating dashboard?**

No, there is no operating dashboard - only a reporting dashboard (coming soon!). Nor is there any need to 'use' ATRICA, as it is automated AI software that works on your website's back-end.

Where human action is required, our team of SEO experts activate on the back-end. The only action that may be required from the website owner is activating recommended front-end changes, such as adding keyword-based front-end content (content that is visible to the user).

## 4 General Keyword Info

### **Why does ATRICA prioritise keyword-based SEO?**

Keywords are one of the cornerstones of a solid SEO strategy for the simple reason that users are matched to websites via the keywords they enter into the search bar, or speak into their phones.

ATRICA's advanced AI monitors keywords round-the-clock, constantly suggesting better-performing keywords (both in terms of high volume, relevancy and return on investment) based on competitor performance and search trends. The AI, supported by our human team of experts, then proactively ranks the website for the top-performing keywords.

This ensures your website is always hyper-optimized for the latest and most relevant user searches, while simultaneously providing keyword-based intelligence that guides the other major on- and off-page SEO optimization, such as meta data, meta tags, backlinking and SERP snippets. Likewise, this keyword intelligence informs on-page content recommendations (content visible to the user), thus enabling you to create content that gets more clicks.

### **What makes ATRICA's keyword functionality so special?**

In addition to proactively ranking keywords for the website, ATRICA assigns a unique ID marker to every single keyword. This ID marker enables Google's search engine to quickly and easily find the keywords and rank the website accordingly, thereby improving and stabilising its Search Engine Ranking Page (SERP) position. More on ATRICA's Keyword Superpower [here](#).

### **What is the ID marker assigned to each keyword?**

The identification marker (ID) is a code in the meta data of a keyword, which makes it easier for Google's search engine spiders to identify the keyword, its location and relevance. This, in turn, ensures top-performing keywords are seen immediately and ranked more efficiently, thereby improving and stabilising the website's overall Search Engine Results Page position (more on the benefits of keyword ID markers [here](#)).

### **How many top-ranking keywords will ATRICA generate?**

ATRICA is capable of generating up to 30 top-ranking keywords for your website within 3 months. This result depends on how new the website is and how competitive your industry is.

For example, if your website is offering a first-of-a-kind product or service within a relatively small and uncontested geographical market (i.e. bespoke clay earrings in Belarus), ATRICA will be able to deliver top-ranking keywords in just a few weeks as there will not be stiff competition for relevant keywords (i.e. custom + Earrings + handmade + Belarus). Conversely, if your website is a newcomer to the over-saturated real estate industry in Miami, there will be fiercer competition for top-ranking keywords and it will therefore take ATRICA longer to get your website ranked for the top-performing keywords (i.e. Miami + real estate + best realtors).

## 5 Anchor Keywords Explained

### **What are Anchor Keywords?**

A website's foundation for top-ranking SEO – or the most important keywords based on your business' location, industry, sector, target audience, objectives, etc. (i.e. the most common keywords users type into the search bar to find your website, product, service, etc.)

Like all AI, ATRICA needs initial intelligence to work with in order to improve its own machine learning. For ATRICA, that initial intelligence is the 200 Anchor Keywords. The AI monitors these Anchor Keywords and, based on their performance along with historical search data and competitor analysis, the AI continually generates related top-performing keywords. We call these Performance Keywords (PKs).

Think of it this way: if SEO is a house you're building, Anchor Keywords are the foundation. When you lay down those building blocks ATRICA knows what size, shape and style you want your dream home to take. ATRICA then goes out and brings back the best bricks to build that dream home from the ground up (i.e. Performance Keywords). Using the same analogy, the AI also goes out and looks at what type of building blocks (Performance Keywords) your competitors are using to build their houses, as well as what type of building blocks are more attractive to users, and then suggests you use the same.

### **Why do I need so many (200+) Anchor Keywords?**

Quite simply: the more Anchor Keywords ATRICA has to work with from the get-go, the better the AI is able to generate Performance Keywords based on the best Anchor Keywords and, conversely, identify the non-performing keywords to ignore and eventually discard.

### **Do I need to generate the Anchor Keywords?**

No. Our SEO experts will consult with the client on their business' location, industry, target audience, objectives, etc. Based on this information the team will research and generate the Anchor Keywords most relevant to your website and, upon approval, upload the 200 Anchor Keywords.

### **Who is responsible for uploading Anchor Keywords?**

We are. Uploading the initial 200 Anchor Keywords is a manual process undertaken by the team. From time to time, these may need to be replaced with better-performing keywords recommended by the AI – another manual process undertaken by our team.

### **Do I ever need to add to or change Anchor Keywords?**

No. ATRICA will identify non-performing Anchor Keywords and send a report to our team of human experts, who will alert the client and, once permission is received, manually delete the non-performers and replace them with more relevant keywords suggested by the AI.

### **Where are the Anchor Keywords placed?**

Anchor Keywords are placed throughout the back-end of the website, accessed via the ATRICA code snippet on the website. The client is also advised to include Anchor Keywords in front-end copy (i.e. headings, product and service descriptions, etc.).

## 6 Performance Keywords Explained

### **What are Performance Keywords (PKs)?**

These are the keywords ATRICA's AI suggests based on the best-performing Anchor Keywords (AKs). As their name suggests, Performance Keywords are those that perform the best to rank-up the website. For example, if one of your website's 200 AKs is "gym", ATRICA may start suggesting PKs such as "nearby gym" and "health and fitness", and so on.

ATRICA identifies Performance Keywords (PKs) by monitoring search behaviour, search trends and your competitors' keyword performance. Adding the best and most relevant PKs on top of your foundational AKs progressively covers the top keyword-based searches related to your business. This, in turn, incrementally pushes your website onto Page 1 of Google search for all top-performing keyword searches.

### **Who is responsible for adding Performance Keywords?**

We are. The Performance Keywords are identified and suggested by the AI and authorised by our team of in-house SEO experts. This ensures the website is always updated with the best and most relevant PKs; both high volume and high return on investment keywords.

### **Where are Performance Keywords placed?**

On the website's back-end (via the code snippet placed on the website) and the front-end (manually by the client). Performance Keywords are also automatically placed in the back-end of ATRICA's AI and in our keyword cloud, which are linked to the website via the code snippet.

### **Do Performance Keywords need to be visible/on the front-end?**

Yes. As per traditional SEO practice, it is important to include a number of keywords in front-end content, such as product and service descriptions and headlines. But not all keywords need to be placed on the front-end.

### **How many Performance Keywords will ATRICA generate for my website?**

Using the 200 Anchor Keywords as a springboard, ATRICA will continually generate dozens of Performance Keywords (PKs). The longer ATRICA is on the job, the better it gets at generating top PKs, and the more PKs it generates.

## 7 Other Important SEO

### **Aside from proactive keyword ranking, what other SEO functionality does ATRICA undertake?**

ATRICA undertakes monitoring, management and optimization of important technical SEO aspects, including: backlinking; meta data; meta tags; SERP snippets; off-page content; entity & semantic search (see definitions in the following FAQs); broken links; code snippets in source code; duplicate content (303 redirects); Google Bot (crawler).

Please refer to Full Services & Features for a detailed breakdown of how ATRICA's AI and its supporting team of human experts work together to ensure the top search factors that influence a website's SEO performance are always optimized to the fullest.

### **Does ATRICA cover semantic search?**

Yes. This is essential because semantic search has become an important ranking factor used by Google's search engine.

### **What is Semantic search?**

A data-based search technique that Google employs, in which a search engine aims to match results with topics relevant to the searcher's intent and contextual meaning.

The search engine does this by applying machine learning to a user's search history to better 'guess' the meaning and context behind the user's keyword-based search. This is why when you type in 'best Chinese restaurant' Google will spit out the best Chinese restaurants near you – because it guesses these would be your first choices.

Location search is but one, simple example of semantic search. The search engine also takes into consideration a user's bounce and conversion rate history to develop an understanding of a specific user's likes and dislikes. By adding this extra layer of semantic understanding, the search engine is able to better match the user with what they are really looking for. This, in a nutshell, is semantic search, which ATRICA optimizes for automatically.

### **Does ATRICA cover entity search?**

Yes. Entity search is important as Google's search engine has evolved beyond ranking websites purely on word-based keywords.

### **What is entity search?**

The simplest way to describe an entity in search terms is to say they are like Keywords 2.0, except entities are not only words, nor are entities bound by any language. An entity can be an event, idea, book, person, company, place, brand, a domain and more. Entities are more like a well-defined and widely accepted concept that may be made up of words, images and other associated data.

Google's algorithm is now programmed to identify these concepts and will rank the website according to whether these concepts have relevance to the user's search.

By automatically including entities in the optimization process, ATRICA ensures that keywords remain relevant now and into the future. This results in better immunity to Google updates and more stable ranking.

## 8 Performance & Results

### How long will ATRICA take to deliver results?

On average, you will start to see results within 3 to 6 months. However, this guideline depends on a few variables, most important of which is how new your website is and how much competition it is up against. For more info, please read [How long does SEO take to work?](#)

### Why do some websites rank quicker than others?

ATRICA's AI does not discriminate between the size or type of the website, but it still has to work within the parameters of Google's search algorithm and is therefore subject to the same performance-influencing factors. This includes all-important competition: the more competing web pages your website is up against, the longer it will take to get top of page search results.

Another major differentiator in terms of competition is how long your competitors' websites have been running, how good your competitors' SEO is and how much they have spent/continue to spend on SEO.

More on factors that could influence your website's competitive SEO performance [here](#).

### How does competition influence ATRICA's speed/performance?

The short answer: massively.

The long answer: ATRICA is the world-first's first AI-driven Technical Ranking Algorithm (TRA) software for SEO that delivers keyword-based SEO faster, better and at far less cost than traditional SEO – but it's not magic. Unfortunately, there is no wand that we can wave to make all your competitors' many years of SEO investment suddenly disappear.

If you're in a very competitive online marketplace, you need to have ATRICA on the job for a few months, plus invest time and money in good website design and user-experience, excellent content and targeted social media campaigns in order to get onto Page 1. Find out more about how competition influences a website's SEO performance [here](#).

### Is there any guarantee of results?

No. While on average you can expect to see results (ranked keywords and improved Google Search Engine Page Ranking) within 3 to 6 months, ATRICA cannot provide any set guarantees. This is not unique: no SEO professional or service provider – whether that's traditional SEO services, tools, software and/or AI – can guarantee specific results within a set time frame. This is due to performance-influencing variables that are beyond any SEO professional or software's control. Read more about those variables [here](#).

### Will ATRICA get my website ranked top of SERP worldwide?

No. ATRICA works per region and/or, in certain cases, per country. It is not realistic to buy a single ATRICA subscription and expect to get worldwide ranking.

Why? ATRICA optimizes on keywords related to, amongst others, geographical region, so that the AI can hone in and deliver the best results for the business according to its geographical target audience.

For example, if you're a real estate agent operating in Berlin Germany, ATRICA will optimize for German Google search, because it is pointless to optimize for Google search in Australia, the United States, and so on.

Should your business be a real estate agency with branches in London, Tokyo and New York, you would need three times ATRICA to ensure the AI optimizes keyword ranking for each geographical search location.

### What will happen to my website's SEO ranking if I stop using ATRICA?

Your ranking will start to decline after approximately 2 months.

Why? Google's search spiders won't crawl through your website as often because it won't be constantly updated with the newest and/or best keywords. As a result, your website will be mostly ignored by the spiders and your ranking will start to drop. At the same time, competitors who are actively investing in SEO will gain ground and quickly overtake you.

## 9 Analytics & Reports

### **Where can I see my website's results/track progress?**

Currently, ATRICA clients receive monthly and quarterly reports. In the near future all ATRICA clients will receive access to a customised reporting dashboard that provides an overview of their website's key results and performance metrics in a uniquely user-friendly format – watch this space!

### **How often will I get performance reports?**

ATRICA generates monthly reports for key performance areas: ranked keywords; ranking position; traffic; website health; backlinked domains; domain authority; etc.

These are coupled with recommendations for manual actions the website owner should undertake to improve SEO performance, such as which top-performing keywords to use in front-end copy.

Currently these reports are sent via email and discussed via live video calls. In future, all reports will be loaded onto the client's reporting dashboard and will be available for download.

### **How often will I get in-depth analytics reports?**

ATRICA provides macro-level reports quarterly. These include an overview of the key performance areas covered in the monthly report, as well as an overview of the website's performance compared to competitors, identification of weak areas to focus on and recommendations to improve overall performance in the coming quarter.

Importantly, the quarterly report is coupled with a one-on-one consultation session with an in-house SEO expert, who will provide advice on content and conversion strategies.

Ultimately, the purpose of the quarterly report and consultation is to use the data collected over the previous three months to guide strategy for the coming quarter in order to improve all aspects of the website's SEO performance: content; user experience; engagement; and, most importantly, conversion.

### **I need help in-between monthly/quarterly reports. What do I do?**

Contact your Customer Success Manager. He/she will work through any issues with you and, if necessary, bring in ATRICA's tech team, SEO experts and/or business development managers to assist.

## 10 ATRICA's Responsibilities

### **Overall, what is ATRICA responsible for?**

ATRICA's AI, backed by its team of human experts, is responsible for the proactive ranking of top performing keywords, as well as day-to-day monitoring, management and optimization of important technical SEO aspects for clients' websites.

This includes: keywords; backlinking; meta data; meta tags; SERP snippets; off-page content; entity & semantic search (see definitions in the following FAQs); broken links; code snippets in source code; duplicate content (303 redirects); Google Bot (crawler).

In addition, ATRICA's SEO experts will undertake a technical analysis of the client's website to ensure it is fully optimized for the most important SEO functionality, such as mobile-first optimization, page load speed times, general usability and navigation. Should the analysis find any issues that need to be addressed the in-house team will make these changes (at no charge), provided it is within their mandate. In cases where there are major technical issues that are outside of our team's mandate (i.e. web development issues), the SEO experts will report to the client, advise and provide support throughout the process.

Please refer to **Full Services & Features** for a detailed breakdown of how ATRICA's AI and its supporting team of human experts work together to ensure the top search factors that influence a website's SEO performance are always optimized to the fullest.

### **What is within ATRICA's technical mandate/capabilities?**

The short answer: all back-end functionality that does not require any major web development and/or front-end content changes (i.e. the back-end functionality accessible via ATRICA's code snippet on the client's website).

The long answer: ATRICA's AI is able to auto-adjust to certain search engine ranking updates. Where the AI requires human intervention for updates, it will send a real-time report to the support team to activate on the back-end.

In summary: all back-end functionality that does not impact on the website's front-end or fundamental operating system/web development is all within ATRICA's technical mandate/capability.

### **What is outside of ATRICA's technical mandate/capabilities?**

ATRICA never touches a website's front-end content (the content visible to the user), design, code or fundamental programming/web development.

There may occasionally be search engine updates that require front-end adjustments or, in rare circumstances, code or web development changes. As this is outside of ATRICA's mandate, the client will be contacted and advised of any required changes. If the in-house team can easily activate these changes, they will need written permission and access from the website owner. Alternatively, the team will brief the website owner on the required changes and provide support where needed.

## 11 Client's Responsibilities

### **What do I need to do daily?**

Once ATRICA is set up to run on your website, you have to do absolutely nothing on a day-to-day basis. ATRICA's AI, backed by its team of human SEO experts, will take care of the most important SEO functionalities for your website. You can literally put ATRICA on the job, sit back and leave the SEO heavy-lifting to us.

### **What do I need to do monthly?**

Receive the monthly report, take note of the recommendations provided (i.e. keywords to use in content generation) and implement these (i.e. create a blog based on these top-performing keywords).

### **What do I need to do quarterly?**

Review the quarterly analysis report, attend the one-on-one consultation and implement the content and conversion strategies recommended for best results.

### **What else may I have to do?**

The only other action clients may need to take is to respond to any urgent issues that are beyond our in-house team's capability or mandate. For example, if your web developer has made an adjustment to your website that affects ATRICA's performance, the in-house team will immediately alert you to this. The team will then advise on how to resolve the issue and support you throughout the process.

### **What should I do to ensure maximum return on my ATRICA investment?**

Aside from following the recommendations provided in the monthly and quarterly reports, it is advisable to ensure your website is in optimum condition on the front- and back-end.

On the front-end this entails: updating products, services and other important info regularly; adding relevant content for users (i.e. blogs); working with your web developer/designer to ensure the website has clear navigation and an overall good user-experience; ensuring contact and other lead generation forms are well-placed and there is an internal follow-up system in place; social media activity is consistent and includes direct backlinks to the website. (See FAQ Topic '**Recommended Content Optimization**' for more.)

While ATRICA's in-house team will monitor and regularly optimize back-end functionality, for best results it is advisable for the website owner to also be proactive and do the following: ensure there are links between content and sub-pages; keywords are used in headlines, meta data, meta tags and other copy; images are sized correctly; formatting of content is clear and user-friendly; pages are clearly categorised; unused pages are deleted; the back-end is well organised to ensure easy indexing.

ATRICA's human experts will guide you through how to improve your front- and back-end optimization during quarterly consultations, and they are always here to assist with any day-to-day queries or troubleshooting.

## 12 Content Optimization Recommendations

### **Do I need to add new content to my website for SEO?**

Yes. You need to add fresh front-end content (content visible to the user) at least once a month, whether in the form of a blog, new offer/product/service, additional info or, at the very least, changing a few sentences to existing content. This is to ensure Google's search spiders do not view your website as dormant, which affects its ranking.

### **Why do I have to keep updating content after ATRICA is working?**

ATRICA does not require content updates, but Google does. Therefore adding fresh content in the form of blogs, pictures, videos, new products, services etc., is necessary in order to show Google that the site is still active, relevant and deserving of better ranking.

### **How often should I upload new content?**

We recommend you upload at least one piece of new content per month. Content can be in the form of new products, services, blogs, images, videos or, at the very least, updates of existing content.

### **How many words/ how long should my written content be?**

Google recently confirmed something SEO experts have known for some time: the length of written content is not that important; it's the relevancy of the content that counts. This is because the more relevant the content is, the more likely the user is to stay on the page, and time-on-page is something Google values far more than long, irrelevant blogs with high bounce rates.

For example, if you upload a 2 000 word blog that has little relevance it won't do much to improve your ranking if users bounce straight off the page, whereas a 500 word blog that keeps users reading is going to bump up your ranking. Bottom line: when it comes to content, always go for quality over quantity!

### **Should my content be in any particular format?**

Yes, Google prefers content that is well structured for usability and contains keywords for relevance. Therefore it's important to have well formatted headlines (H1, H2, H3, H4, etc.) that include keywords, as well as copy containing relevant keywords. Keyword suggestions will be generated by ATRICA's AI and available to you via monthly and quarterly reports.

### **How do I know when/ if I should add content?**

The monthly and quarterly reports will include recommendations for content topics based on top-performing keywords, as well as provide support on how best to structure content.

### **How do I know what content to add and/or which keywords to use?**

Your monthly ATRICA report will include recommendations for content topics, along with keywords to include based on the best top-performing keywords at the time.

In addition, each quarter you will receive an in-depth analysis of your website's content performance, along with strategy suggestions via a one-on-one consultation with one of our SEO experts.

### **What if I need help creating content?**

ATRICA's sister company SALT is able to provide content generation services at an extra cost. ATRICA clients receive preferential rates from SALT.

### **Does my website still need to be on Google My Business?**

Yes, this is highly advisable for SEO. To maximise this feature we strongly suggest regularly updating your Google My Business listing and/or adding new content.

## 13 Pricing & Payment Plans

### **Is there a free trial?**

No. Like any SEO service, tool or software, ATRICA requires between 3 and 6 months to start delivering measurable results. Therefore free trials of one week or one month are not feasible.

### **Do I have to pay the full amount at once?**

No. There are 2 payment options: full payment for a 12-month ATRICA license or a 6-month payment plan. Please see payment options [here](#).

### **Are there multiple subscription deals?**

Yes. Should you require two or more subscriptions for your website or for multiple clients, we offer special rates. Please contact your sales consultant for details, or contact us direct [here](#).

### **Can digital marketing agencies sign up for ATRICA on behalf of their clients?**

Yes, and we offer agencies special rates for multiple subscription deals. Speak to your sales consultant or contact us direct for details.

## 14 Subscriptions & Cancellations

### **How many ATRICA subscriptions do I need?**

It depends on your website's geographical reach because ATRICA's AI optimizes according to location, amongst other key factors.

If, for example, your target audience and geographical area of business is in a single region such as Sydney, Australia, then you only need one ATRICA subscription. But if your business is multinational, you will require a subscription for each of the geographic regions your business services/operates in.

### **Why do I have to take a minimum 6-month subscription?**

ATRICA will need a few months to calibrate itself to your website. On average, you will see improvement within 3-6 months, therefore a 6-month subscription is necessary for ATRICA to produce results and demonstrate return on investment.

### **Can I cancel my ATRICA subscription?**

Yes, but only after the initial 6-month period.

### **When do I have to cancel my ATRICA subscription so I don't have to pay for another month?**

Following the initial 6-month period, you may cancel by submitting a cancellation request at least 14 days before the end of the month.

## 15 Troubleshooting

### **No one in my company has 'computer skills'. Is this a problem?**

No. You will be fully supported by ATRICA's SEO experts and Customer Success Managers.

Our in-house team carries out all back-end SEO tasks within their mandate. Should there be any back-end changes outside of the team's mandate, they will advise and guide you through the process. For front-end changes, the team is there to advise and, if necessary, assist directly.

The only somewhat technical task you will have to undertake is add ATRICA's code snippet to the head of your website, and the tech team will be there to guide you through this easy process.

### **If I run into any problems, whom do I speak to?**

Our service motto is 'Behind every great Artificial Intelligence is great Human Intelligence'. Therefore every ATRICA client has a dedicated Customer Success Manager, who they can contact direct for assistance.

### **I need help analyzing/understanding my monthly reports?**

Your Customer Success Manager is the person to call. If he/she cannot assist direct, they will call in the in-house techies and/or business consulting pros to assist.

### **I don't know how to make the front-end changes suggested in monthly reports?**

Your Customer Success Manager, backed by our team of SEO experts, is there to guide you through any recommended changes/adaptations and suggestions.

### **ATRICA is working well to boost my website's SERP position, but my bounce rate is high and/or conversion rates are low. What should I do?**

Your in-depth quarterly report is coupled with a one-on-one consultation on issues that may be affecting your user retention and conversion rates, such as website design, user experience and content. Follow the recommendations outlined in the quarterly reports and consultation and, if necessary, contact us for further assistance.

### **I don't have the in-house expertise to make any of the recommended conversion/content changes. Can you help?**

Yes. ATRICA's sister company **SALT** specialises in performance marketing and can assist with everything from website redesigns, content marketing, social media campaigns and lead generation. This is a bespoke service that is not included in your ATRICA subscription, however ATRICA clients receive preferential rates.

### **My report says I need to create more keyword-based blogs and social media content. Can you help?**

Yes. ATRICA's sister company **SALT** can create customised, keyword-based blogs, video content, social media campaigns and any other content for you. This is a bespoke service that is not included in your ATRICA subscription, however ATRICA clients receive preferential rates.