

# FULL FEATURES AND SERVICES

Backed by our team of human SEO experts, ATRICA's AI works round-the-clock to ensure the top search factors that influence a website's SEO performance are always optimized to the fullest, including:

- Keywords
- Backlinks
- Meta Data
- SERP Snippets
- Semantics (topics)
- Entities (concepts)
- Backend Content

## AI + Human Expertise Make A Dream Team

Here's how ATRICA's full range of AI features and our team of human experts work together seamlessly to deliver superior SEO results for clients.

## Monitoring & Management

- **AI Feature:** Self adjusting search engine algorithm enables the AI to monitor and, where possible, auto-adapt to the ever-changing search factors that determine a website's SEO ranking. Generate live updates for optimization that requires human intervention.
- **Our Human Service:** Receive updates that require human intervention and activate.
- **Client Result:** Website is constantly updated according to the latest search factors, prioritising all-important mobile first and local search trends. Full-time optimization results in improved search engine results page (SERP) positioning, stable rankings and immunity to the search engine's big updates.

## Keyword Optimization

- **AI Feature:** World-first AI-based Technical Ranking Algorithm software enables ATRICA to generate and implement top-performing keywords on the back-end in real-time, as well as provide suggestions for on-page keyword optimization.

Identify non-performing keywords to be discarded.

Assign unique identity markers to each keyword.

Calculate Return On Investment (ROI) Score for keywords – those that deliver the best conversion rates.

- **Our Human Service:** Generate an initial 200 Anchor Keywords relevant to the website's individual business. This is the initial data that the AI uses as a baseline to generate thousands of Performance Keywords. For more on Anchor and Performance Keywords, please refer to the ATRICA FAQs.

Discard non-performing keywords and update Anchor Keywords with better-performers.

- **Client Result:** Website is continuously optimized for Performance Keywords, both high volume and high ROI keywords. This progressively boosts the website's rankings for all relevant searches, including all-important mobile and local search.

Rank up to 30 keywords on Page 1 of Google for relevant searches within 3 months.

Identification markers make keywords easy to find, thereby maximising keyword optimization and stabilising the website's ranking.

## Backlinking

- **AI Feature:** Identify the best possible backlink opportunities.
- **Our Human Service:** Reach out to other website owners on the client's behalf to request backlinks.
- **Client Result:** Relevant backlinks significantly strengthen the website's domain authority, thereby super-charging SERP ranking.

## Meta Data

- **AI Feature:** Auto-optimize and/or generate suggestions for meta data – the coded info of a web page that search engines use to understand the content and purpose of the website and rank it accordingly.
- **Our Human Service:** Review the AI's suggestions and activate.
- **Client Result:** Search engine spiders are able to have a clearer understanding of the website's information and relevance, rank it accordingly and improve users' ability to find the site via relevant searches.

## SERP Snippets

- **AI Feature:** Analyse the website's content and suggest top-performing keywords to use in meta titles and meta descriptions.
- **Our Human Service:** Review the AI's suggestions and activate keyword changes on the back-end. Report keyword-based content suggestions for the client to activate on the on-page\* (the content that is visible on the website).
- **Client Result:** Users have a better understanding of the website's offering related to their search, translating into more traffic, increased engagement and higher conversion rates.

## Semantic SEO & Entity Search

- **AI Feature:** Analyse content for semantic search (topics) and entity search (well-defined concepts that are made up of keywords, images, etc.) and suggest score-based keywords for maximum optimization.
- **Our Human Service:** Review the AI's suggestions and activate on the back-end. Report keyword-based content suggestions for the client to activate on the on-page\* (the content that is visible on the website).
- **Client Result:** Search engine algorithms have advanced beyond only ranking websites based on actual keywords. The search spiders now also look for semantic SEO (how relevant the website's topics are in relation to the search) and entities (images, words, events, ideas, etc. that convey a particular concept relevant to the search). Having these complex search factors continually optimized can radically raise a website's rankings.

## Content Optimization & Strategy

- **AI Feature:** Analyse website content and auto-generate content suggestions based on top-performing keywords and search trends.
- **Our Human Service:** Review the AI's suggestions and activate on the back-end. Report keyword-based content suggestions for the client to activate on the on-page\* (the content that is visible on the website).

Provide data-driven content strategy consultations quarterly. Professional blog and copywriting writing services provided on request (not included in monthly ATRICA package).

- **Client Result:** With regular feedback the website's content can continually be adapted or updated for better SEO relevancy. A data-driven content strategy accurately guides content marketing campaigns (blogs, social media and web content) for better performance. Ultimately, fully optimized content improves page ranking, increases traffic and engagement and boosts conversion rates.

## Real-time Ranking

- **AI Feature:** Track the website's SEO performance in real time.
- **Our Human Service:** Analyse the website's ranking, make responsive adjustments on the back-end and, if necessary, adapt SEO strategy to maintain/improve ranking.
- **Client Result:** Live tracking enables ATRICA to quickly identify any drop in ranking and agilely respond to ensure the website's ranking remains stable and on an upward trajectory.

## Competitor Analysis

- **AI Feature:** In-depth analysis of competitor websites, including competitors' top-performing keywords, backlinks and pay-per-click (PPC) campaigns, among other key SEO factors.
- **Our Human Service:** Optimize the website based on competitors' top-performing keywords, backlinks, etc.

Consult with the client on methods to improve overall competitiveness.

- **Client Result:** The website is responsive to competitors' SEO performance, and the client is armed with data to create more competitive content and PPC campaigns.

\*Please note: ATRICA does not change any on-page content unless requested to do so by the client.

## Analytics & Audits

- **AI Feature:** Constantly analyse on- and off-page SEO performance (content, backlinks, keywords, meta data, etc.).

Regularly audit all technical SEO aspects of the website (i.e. page load speed, mobile optimization, etc.).

Track ranking in real-time and analysis of competitor performance.

- **Our Human Service:** Activate SEO suggestions generated by the AI.

Monitor and respond to ranking changes, performance fluctuations and competitor trends.

- **Client Result:** ATRICA is constantly working with a full set of data in order to produce the best SEO results for the website. Should any urgent issues that are beyond the AI and/or the humans SEO experts' control or mandate be red-flagged, these will be communicated immediately to the website owner (as opposed to waiting for a monthly report).

## Reporting & Consulting

- **AI Feature:** Generate up-to-date data on the website's technical SEO aspects, SEO performance and ranking progress.

- **Our Human Service:** Compile data into user-friendly monthly reports.

Advise clients on report results.

Provide quarterly consultations focusing on content and conversion strategies (i.e. how to improve the website's content, design and user-experience to maximise user engagement and increase conversion).

- **Client Result:** Website owner receives monthly reports with clear and easy to understand key performance indicators.

The monthly report includes content suggestions (i.e. blog topics focussing on top-performing keywords, topics and trends) and technical advice, such as how to improve page load speed times.

The in-depth quarterly report includes an expert consultation on conversion and keyword-based content strategy.

## Tech Optimization & Support

- **AI Feature:** Monitor and generate reports on technical SEO (i.e. mobile-first displays, page loading times, etc.)

- **Our Human Service:** Activate the reports generated by the AI where possible.

Where the SEO team is not able to make the changes recommended by the AI (i.e. it is a web development error), the client will be contacted and supported through the process.

- **Client Result:** Experts are constantly monitoring and optimizing the website for the best technical SEO performance.

Full reporting and support provided for any changes that must be carried out by the website owner (i.e. a report itemizing the necessary changes will be produced, explained to the owner and support given where needed).

## **What you need to know before investing in ATRICA. ATRICA's Features and Services clearly demonstrate the superior SEO results delivered to clients.**

Yet, you may be wondering if ATRICA is the right solution for your individual website?  
Or how long will it take to deliver results, and if there is any performance guarantee?

For all these answers and more, please refer to the ATRICA FAQs.