FAQ TOPICS

1 What To Expect From aiNANSI

What can aiNANSI do for SMMEs?
- Provide an AI-driven SEO solution that is custom-designed to enable small, medium and micro-sized enterprises (SMMEs) to benefit from fast, effective and competitive SEO at budget-friendly prices.
- Offer a single SEO package, at one affordable price that covers 49% of all Google Algorithm Ranking Factors for SEO
- Offer an optional content top-up package to increase the Google Algorithm Ranking Factors covered by up to 75%
- Provide a customized reporting dashboard with transparent access to SEO results, giving SMMEs full control over their SEO investment

What can't aiNANSI do for SMMEs?
We can bring the horse to water, but we can't make it drink! This means that aiNANSI can get your website ranking for the search terms relevant to your business and bring thousands more interested users to your website, but aiNANSI cannot:

- Make users take the actions you want them to take on your website, such as buy a product or service, ask for a quote, sign up for your newsletter, etc.
- Make front-end changes to your website to improve SEO for the above criteria, such as improving the UX (user experience), design and copywriting of your website.

The above two points are categorized under User Engagement and Niche Expertise and together account for the 24% of Google Algorithm Ranking Factors for SEO, which aiNANSI does not cover. This part of SEO is entirely up to you, i.e. you need to ensure your products and services are well positioned in the market; clearly and professionally communicated; competitively priced; your website is clear and easy to navigate; users know what actions to take and how to take them.

How long will aiNANSI take to deliver results?
On average, you will start to see good results within 3 to 6 months, with results improving exponentially month-by-month after this initial start-up period. 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 new websites (this includes websites published on URLs for some time but that have been dormant in terms of SEO) and websites in highly competitive markets, you can expect to see good results within 4 to 8 months.

Is there any guarantee of results?
No. While on average you can reliably expect to see good results (ranked keywords and improved Google Search Engine Page Ranking) within 3 to 6 months, aiNANSI cannot provide any specific 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 (such as competition) that are beyond any SEO professional and/or software's control.

Will a single aiNANSI subscription get my website onto Page 1 of Google Worldwide?
No. aiNANSI works per region and/or, in certain cases, per country in order to optimize for the website's geographic target audience (i.e. if you are a real estate agency in Boston, you want to optimize for Boston and its surrounds and not for Florida, USA). Therefore, if you would like to target multiple geographic regions, you need multiple aiNANSI subscriptions that each optimize for a specific country or region.

Is there a free trial?
No. aiNANSI – 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. We do, however, offer a 4-month renewable subscription. In the highly unlikely event that you're not satisfied with the results after 3.5 months, you can cancel with a 14-day notice period (i.e. your subscription will end after the initial four months).

2 Website & Language Compatibility

Is aiNANSI compatible with all the major web development and content management systems (CMS)?
Yes, aiNANSI is compatible with all common systems, such as WordPress, Drupal, Joomla, etc. It is also compatible with most commonly used template-based CMS', such as Wix, Shopify and WooCommerce. It is not, however, compatible with Go Daddy's standard website builder.

How do I know if my website is developed/designed correctly for aiNANSI?
Our team will conduct a full technical analysis of your website during the onboarding process and flag any issues. In the extremely unlikely event that aiNANSI is not compatible with your website, you will receive a full refund.

Does my website need 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 aiNANSI will not work effectively if the website is not mobile-first. Our tech team can support you to optimize for mobile-first before and/or after signing up for aiNANSI.

How many pages should my website have for aiNANSI to work optimally?
aiNANSI works optimally with at least a main page and 2-4 sub pages with relevant content (i.e. home page, products, services, about us and blogs). If your website has less than 2 pages, we can assist you to split it into more pages in order to ensure aiNANSI works optimally.

What language does my website and keywords have to be in for aiNANSI to work?
aiNANSI currently specializes only in English language websites using English keywords.

3   Packages & Inclusions

What packages does aiNANSI offer?
Two packages: a single standard SEO package (aiNANSI SEO) covering 49% of Google Algorithm Ranking Factors, plus an optional top-up package (aiNANSI CONTENT) covering an additional 26% of Google Algorithm Ranking Factors.

Which package should I get?
Every client needs to start with the standard aiNANSI SEO package. However, we strongly recommend that you add the aiNANSI CONTENT package on sign-up, or at any time thereafter.

Please note: you cannot sign up for the aiNANSI CONTENT package on its own; it is only available as a top-up package to the aiNANSI SEO package.

What does the aiNANSI SEO package include?
- Professional onboarding, including website SEO audit and consultation
- Keyword research
- AI-driven on-page optimization of 49% of Google Algorithm Ranking Factors, including: keywords; meta data, backlinks; internal links; SERP snippets
- Manual on-page optimization, including: mobile-first; page speed; site security/SSL; schema mark-up/structured data; keywords in H1 tags; title lengths; image Alts/title text; keywords in URL; meta titles; meta descriptions; social previews
- SEO across all search formats: local, voice, mobile, desktop
- Custom reporting dashboard
- Dedicated account manager
- Full technical support
- Ongoing SEO consulting

What does the aiNANSI CONTENT package include?
- Professional onboarding, including initial brand and content strategy consultation
- 1 or 2 SEO optimized blogs per month (depending on option selected) covering 26% of Google Algorithm Ranking Factors. Blog topics are decided by the content team based on the Top Ranking Keywords for your website
- Keyword optimized blog titles and sub-heads
- Keyword optimized SERP (Search Engine Results Page) Snippets
- Professional research, copywriting and editing
- 1 x monthly content consultation

Why add the aiNANSI CONTENT top-up package?
The aiNANSI CONTENT top-up package focuses solely on generating consistent, high quality, keyword relevant content for your website, which accounts for an additional 26% of Google Algorithm Ranking Factors. By adding the aiNANSI CONTENT package to your aiNANSI SEO package, you will cover a total of 75% of Google Algorithm Ranking Factors. The more Google Algorithm Ranking Factors covered, the faster your website's ascent to Page 1 of Google search.

4 Reporting & Results

How do I see my website's SEO results?
Each client has a personalized aiNANSI Reports dashboard that provides a user-friendly summary of the key SEO analytics and data for the month, as well as downloadable month-to-month overview reports.

These data-driven reports are augmented by personalized feedback and recommendations from aiNANSI's team of human SEO experts, who manually input their comments in the 'Notes' section of the dashboard.

How do I access my aiNANSI Reports dashboard?
Within the first month of your aiNANSI subscription you will be guided through the process of setting up aiNANSI Reports. This entails providing admin permission for your Google Analytics and Google Search Console. You will then be able to access aiNANSI Reports with a unique user login from Month 2 of your subscription onwards.

Why can I only login to aiNANSI Reports in Month 2?
aiNANSI Reports focuses on month-to-month comparative data, providing a user-friendly summary of the website's SEO results for each month from the start of your aiNANSI subscription. As such, month-to-month comparative data will only be available from Month 2 onwards (i.e. data that shows the website's key SEO improvements from Month 1 of the subscription to Month 2, and onwards).

How do I use aiNANSI Reports?
The aiNANSI Reports dashboard has been designed to be extremely user-friendly, providing busy SMMEs with an overview of their website's SEO performance at a glance with added functionality to drill down into detail and download reports.

The first time you use aiNANSI Reports you will be taken through a short, once-off virtual tour of how to use the dashboard. After this you may refer to the Dashboard Guide (on a permanent tab on the dashboard) for a recap at any time.

5   Getting Started

How do I sign-up for aiNANSI?
Your Sales Consultant will provide a link to aiNANSI's online WooCommerce store. Here you will select the aiNANSI SEO package along with your subscription choice (4-month or 12-month).
You can choose to add the aiNANSI CONTENT package to your basket at the time of sign-up, or you can return to WooCommerce and add the aiNANSI CONTENT top-up package any time thereafter.

What happens after I sign up?
Once payment is received, you will receive a welcome email with full details of the steps to get started, including an invitation to schedule a video call with our Onboarding Team to start the onboarding process.

What is the onboarding process?
The process whereby our Onboarding Team guides you through all the preparatory steps needed to launch aiNANSI SEO and/or aiNANSI CONTENT.

For aiNANSI SEO, onboarding 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 for aiNANSI to work optimally. During this process the team will research 100+ Top Ranking Keywords related to your website and integrate these into your website's back-end to prepare for launch.

For aiNANSI CONTENT, onboarding includes an initial brand and content consultation based on the Top Ranking Keywords for your website. The team will then create a content schedule according to your package option (1 or 2 blogs per month) and communicate this with you.

Following onboarding you will be introduced to your dedicated Account Manager, who will be your go-to for any questions related to aiNANSI SEO and/or aiNANSI CONTENT.

What happens if technical issues are 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 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 will be provided throughout the process.

How long does the onboarding process take?
Between 5-7 working days if there are no technical issues to resolve.

How will aiNANSI be linked to my website?
You simply need to add aiNANSI's code snippet to the head section of your website (our tech team will guide you through this process). After this, you can sit back, relax and leave the tough job of SEO up to aiNANSI's AI and its supporting team of human experts.

Will my website need to be taken down while aiNANSI is installed?
No. The process to link aiNANSI 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.

6 Support Services

What customer support services are provided?
Initially, you will be supported by an accredited aiNANSI Sales Consultant, who will be able to assist you with all queries and relevant information prior to sign up and payment.

Following sign-up and payment, our Onboarding Team will guide you through the onboarding process.

Once onboarding is complete, you will be assigned a dedicated Account Manager, who will be your go-to for any troubleshooting, including technical support, invoicing and accounting, as well as general consultation on SEO results.

What tech support and services does aiNANSI provide?
During the onboarding process the tech team will support you throughout, from technical analysis of your website to integration all the way up to accessing your aiNANSI Reports dashboard.

After sign-up, the tech team will take care of 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 aiNANSI's code snippet on the client's website).

Should you require additional tech support at any time during your subscription, contact your Account Manager for assistance.

What tech support and services does aiNANSI not provide?
aiNANSI never touches a website's front-end content (the content visible to the user), design, code or fundamental programming/web development. Should the tech team find that your website's front-end requires updates or changes to fully optimize SEO performance, they will advise you of what needs to be done and, where necessary, support you throughout the process.

Who do I ask for help?
After onboarding, always contact your dedicated Account Manager. He/she will work through any issues with you, from technical queries to helping you understand how to utilize your aiNANSI Reports dashboard.

7 Client Responsibilities

What do I, as an aiNANSI client, need to do?
aiNANSI is designed to provide a hassle-free SEO solution for SMMEs. Provided your website is healthy in terms of both development and design, all website owners need to do is sign-up to aiNANSI, add consistently good content (new products, services and blogs, or simply sign up for aiNANSI CONTENT) and then check their aiNANSI Reports dashboard to track progress. If you have any questions or need expert advice at any time, contact your Account Manager for direct, personalized assistance.

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 (i.e. there is a web development glitch in your website that is preventing aiNANSI from working optimally).

You will also need to advise your Account Manager if your web developer has made any major adjustments to your website. This is to ensure that the changes are in no way impeding aiNANSI's performance.

What should I do to maximize my return on investment?
Aside from following the custom recommendations provided for you in aiNANSI Reports, it is advisable to ensure your website's front-end (the part visible to users) is in tip-top condition.

This entails: updating products, services and other important info regularly; consistently adding relevant new content (i.e. adding at least one blog per month yourself, or signing up for the aiNANSI CONTENT top-up package); 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.

8 Subscriptions, Payments & Cancellations

What subscription and payment options are available for the aiNANSI SEO package?
A: The aiNANSI SEO package has two subscription plans: a 12-month subscription or a 4-month renewable subscription. Please see payment plans for each **here**.

Please note: the 4-month subscription is auto-renewable, which means it will automatically renew every four months unless you cancel with the mandatory 14-day notice period. For example, you would need to submit your cancellation notice at least 3.5 months into the 4 month subscription period.

How many aiNANSI SEO subscriptions do I need?
It depends on your website's geographical target audience(s), as aiNANSI's AI optimizes a website's SEO according to geographical location, amongst other key factors.

If, for example, your geographical target audience is a single country with a relatively small online marketplace, such as Belize, then you would only need one aiNANSI 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.

Your Sales Consultant will advise on the number of subscriptions needed during the consultation process.

Can I cancel my aiNANSI SEO subscription?
If you opt for the 4-month renewal subscription, you can cancel at any time after the initial 4-month period provided you give a 14-day notice (i.e. you need to submit your cancellation notice at least 3.5 months into the 4 month subscription period). If you opt for the 12-month subscription, you may only cancel according to the Ts and Cs **here**.

What subscription and payment options are available for the aiNANSI CONTENT top-up package?
The aiNANSI CONTENT top-up package is only available as a 4-month renewable subscription plan, but with two options: 1 x blog/750 words per month; 2 x blogs/1,500 words per month. Please see payment plans for each **here**.

Please note: the 4-month subscription is auto-renewable, which means it will automatically renew every four months unless you cancel with the mandatory 14-day notice period. For example, you would need to submit your cancellation notice at least 3.5 months into the 4 month subscription period.

Can I cancel my aiNANSI CONTENT subscription?
You can cancel at any time after the initial 4-month period provided you give a 14-day notice (i.e. you need to submit your cancellation notice at least 3.5 months into the 4 month subscription period).

Why is there a minimum 4-month subscription for both the aiNANSI SEO and aiNANSI CONTENT packages?
aiNANSI SEO will need at least 3 months to calibrate itself to your website and deliver measurable results. Likewise, aiNANSI CONTENT will need at least three months of consistent, quality content to deliver meaningful SEO results. Therefore a 4-month subscription for each package is necessary to accurately demonstrate return on investment.

9 Glossary Of SEO Terms

Backlinks
Backlinks are links from a page on one website to another website. When another website links to a page on your website, you have a backlink from them. When you link to another web page, they have a backlink from you.

There are many reasons why backlinks are important to SEO, but you can summarize these as: the longer your website has been around and the more credible it is, the more backlinks it will have. This is one of the factors that Google's search engine uses to assess a website's legitimacy and credibility, so the more backlinks the better the chance your website has of being classified as legitimate and credible and the better your SEO ranking will be.

Desktop Search
Desktop SEO focuses on general public searches made via desktops that do not necessarily have a specific geographic focus. So a desktop search will be more tailored for the keywords used and not for keywords in geographic context.

H1 Tags
This is the most commonly used heading to mark up a web page title, ranging from the title of a product or service to a blog title. H1s make the title standout and easily accessible to the search engine, helping it to index what is relevant to the user's search and what isn't. Basically, H1s help the search engine understand the structure and relevance of your web page and, in turn, help the search engine direct relevant users to that page.

Internal Links
An internal link is a hyperlink between two web pages on the same website. Internal links help the search engine hone in on the exact information the user is looking for and direct them to the relevant page. For example, if the user is looking for 'Building contractor referrals', internal links will help the search engine direct the user to websites that have internal links to client referrals.

Keyword Search Volume
This is a measurement of how many people are searching for a particular keyword or phrase over the month, predominantly within Google but also within other search engines.

Local Search
Local search enables users to find businesses nearest to them according to their geographic location. By optimizing local search, a business ensures its website will be prioritized when a user looks for specific products and services within a set geographic location (i.e. "near me").

Meta Data
Just as you would read the jacket of a book to get the gist of what it's about, the search engine reads the meta data of a website in order to get the gist of what a website is about and rank accordingly. In book terms, if a reader asks the librarian what book they should read to find out about X, Y or Z, the librarian would direct the reader to the books that match that search. The search engine does exactly the same: reads the meta data and directs the user to the websites that best match the user's search.

Meta Titles Tags
These are HTML codes in the headers of a web page that help the search engines understand the topic and content of a web page. The more relevant the Meta Title Tags, the more likely the search engine is to direct the user to a specific web page.

Mobile First Optimization
This is the process to ensure a website is optimized to display quickly and correctly on a mobile phone. Due to more people searching from their mobile phones than via desktops (and this trend is expected to continue), Google has prioritized mobile first websites for ranking. This means that your website needs to be optimized to display quickly and correctly on a mobile device in order to get a good search engine results page (SERP) ranking.

Mobile Search
This is the process of searching via a mobile device. Because Google knows where the user is searching from due to mobile geo-location, this form of search is heavily influenced according to where the person searches from. For example, if a person searches "Best dentist" from a desktop they will receive a more generalized search result for their area. Whereas if they search "Best dentist" from their mobile phone, the search result will be prioritized based on the exact location they are searching from at the moment.

Optimization
This is the general term used to describe the science of adapting and adjusting the ranking factors for SEO in order to improve a website's search engine results page (SERP) ranking.

Organic Search
This refers to obtaining placement on a search engine results page (SERP) through strategies that do not include direct payment, such as optimizing a website's SEO via proven strategies (i.e. Top Ranking Keywords, backlinking, internal links and generating high-quality and highly-relevant content).

The statistics differ depending on the source, but on average organic search accounts for more than 50% of all traffic to a website.

Paid Search
This refers to paying to push web pages to the top of the search engine results page (SERP) for relevant searches, usually via Pay-Per-Click advertising. The cost depends on the popularity of keywords bid on and results vary (similar to gambling).

Statistics differ, but in general up to 15% of web traffic comes from Paid Search.

Page Speed
Page speed is a measurement of how fast the content on a web page loads (or the time it takes to fully display to the user). In general, the faster the page speed the better the user's experience and the better the search engine ranks the page.

PageRank
PageRank is the algorithm used by Google to rank web pages in its search engine results. PageRank works by counting the website's keyword ranking as well as other factors, such as the number and quality of backlinks to a page, to determine an estimate of how important the website is. The higher the PageRank, the higher the web page's chances of featuring on Page 1 of Google's search engine results page (SERP).

SERP
Search Engine Results Page (SERP) is Google's response to a user's search query – in other words, the results you get back when typing in a search or giving a voice instruction. SERPs usually include organic search results, paid Google Ads results, featured snippets, video results, image results and other key search parameters.

SERP Snippets
SERP snippets are what you see when you input a typed or voice search: a preview of the search results, including the web page title, URL and a short description of the web page's content (a sentence or two describing what the user will find if they click on the link).

Site Security/SSL
Site Security or SSL (Secure Sockets Layer) are certificates that enable the search engine to ascertain a website's level of security. Because the search engine only wants to send users to websites it can trust, a security red flag will result in the website being deprioritized in rankings whereas a security green flag will tell the search engine the site is safe to send users to.

Schema Markup/Structured Data

Schema markup, also known as structured data, is the language or vocabulary used by search engines, to understand the content of a website. This vocabulary includes the structure of data relating to people, places and things and can therefore affect pages such as products and services, employees, reviews, articles, etc. If the Schema Markup is fully optimized, the search engine has a clearer understanding of what your website's all about and will rank it accordingly, thereby improving overall SEO.

Keyword Ranking

Keyword ranking refers to your page's specific spot on the search engine results page (SERP) for a particular search query. When people enter search terms into Google that relate to your website's content, whichever spot your URL is shown in (i.e. top 25, 50 or 100) is your keyword ranking.

Top Ranking Keywords

These are the keywords on your website that are delivering the most search results. The ranking of each keyword will change day-to-day, week-to-week or month-to-month, depending on search trends.

Related Keywords

These are the keywords that are related to the Top Ranking Keywords for your website, found via specific searches. A good SEO service provider will search for keywords related to your Top Ranking Keywords and then replace your low ranking keywords with these.

URL

URL stands for Uniform Resource Locator. A URL is simply the address of a given unique resource on the Web.

Voice Search

Voice SEO is the optimization of keywords and keyword phrases for searches using voice assistants. When you optimize for voice search, you optimize for the way people conduct verbal searches (i.e. the way people naturally ask questions).

ai NANSI

aiNANSI is a Division of
Black Moth Solutions Ltd
www.ainansi-seo.com/about-us

Sales Offices
Europe . USA
Asia Pacific . Africa

aiNANSI FAQ 12 / 12