

# SEO DISCLAIMER & EXPECTATIONS

## 1. INTRODUCTION

This SEO Disclaimer applies to all search engine optimisation services provided by AI Takes Axion Ltd. By engaging these services, the client acknowledges and accepts the terms set out in this Disclaimer.

**CRITICAL: No ethical SEO provider can guarantee specific search engine rankings. Any provider that does is misrepresenting the nature of SEO.**

## 2. NO GUARANTEE OF RANKINGS

The Company does not guarantee:

- That the client's website will appear at any specific search engine position
- That the website will rank for any specific keyword or search term
- That the website will appear on the first page of Google or any other search engine
- That rankings achieved will be maintained indefinitely
- That SEO activity will result in specific traffic, lead, or revenue volumes

Search engine rankings are determined by complex, proprietary algorithms not controlled by or accessible to the Company.

## 3. ALGORITHM UPDATES

Search engines including Google regularly update their ranking algorithms. These updates can significantly affect rankings positively or negatively, regardless of the quality of SEO work carried out. The Company is not responsible for ranking fluctuations caused by algorithm updates.

## 4. REALISTIC TIMEFRAMES

- 0–3 months — foundational work. Technical SEO, on-page optimisation, Google Business Profile setup. No measurable ranking change expected.
- 3–6 months — early results. Initial keyword movement for lower-competition terms.
- 6–12 months — meaningful traction. Consistent ranking improvements and measurable traffic increases.
- 12 months+ — compounding results. Consistent effort typically produces significantly better outcomes.

**Requesting refunds or terminating SEO within the first 3–6 months on the basis of no results is inconsistent with the nature of SEO and does not constitute grounds for a refund.**

## 5. COMPETITOR ACTIVITY

Rankings are affected by competitor behaviour as well as the Company's work. If competitors increase their SEO investment, relative rankings may shift. The Company cannot control competitor activity.

#### 6. CLIENT ACTIONS AFFECTING SEO

- Making website changes without notifying the Company
- Deleting pages or changing URL structures without prior discussion
- Failing to publish agreed content in a timely manner
- Using third-party services that conflict with the SEO strategy

The Company is not responsible for ranking losses caused by the client's own actions.

#### 7. WHAT WE COMMIT TO

- Carrying out all agreed SEO activities to a professional standard
- Using ethical, white-hat techniques that comply with search engine guidelines
- Providing monthly reporting on keyword positions, traffic, and work completed
- Adapting the strategy in response to algorithm updates and performance data
- Being transparent about what is and is not working

#### 8. ACKNOWLEDGEMENT

By engaging SEO services, the client confirms they have read and understood this Disclaimer and agree not to hold the Company liable for ranking fluctuations or the absence of specific results.

#### 9. GOVERNING LAW

This Disclaimer is governed by the laws of England and Wales.