



# SEO Web Analyst®™ Brand Use Guidelines

These guidelines explain how to properly use the SEO Web Analyst®™ name, logo, and related brand assets in marketing, sales, and product materials.

## 1. Brand Name

- Always write the brand as **SEO Web Analyst®™** on first mention in any document or page.
- Acceptable short forms after first mention: **SEO Web Analyst** or **SWA**.
- Do not alter, abbreviate, translate, or rearrange the brand name (for example, do not use “SEO Analysts Web” or other variations).

## 2. Logo Usage

- Use only the official logo files provided by SEO Web Analyst®™. Do not redraw, trace, or recreate the logo.
- Do not stretch, distort, rotate, crop, recolor, or add visual effects (such as shadows, outlines, or gradients) to the logo.
- Maintain clear space around the logo equal to at least the height of the “S” in the logotype on all sides.
- Ensure sufficient contrast between the logo and the background.
  - Use the light version of the logo on dark backgrounds.
  - Use the dark version of the logo on light backgrounds.
- Do not place the logo on visually noisy or low-contrast backgrounds that make it difficult to read.

### 3. Allowed Uses for Resellers and Partners

Resellers and partners may use the SEO Web Analyst®™ brand to accurately describe their relationship with the platform.

#### 3.1 Permitted Uses

- To describe that your service is “Powered by SEO Web Analyst®™” or “Built on SEO Web Analyst®™”.
- To indicate approved status, where applicable, for example:
  - “SEO Web Analyst®™ Reseller”
  - “Authorized SEO Web Analyst®™ Reseller”
- In listings of technology partners or supported platforms, as long as the context is accurate and not misleading.

#### 3.2 Prohibited Uses

- Do not present the SEO Web Analyst®™ logo as your primary company logo or brand identity.
- Do not suggest that SEO Web Analyst®™ is owned, operated, or controlled by your business.
- Do not imply partnership, sponsorship, or endorsement if you have not been formally approved as such.
- Do not use the brand in any way that is false, misleading, defamatory, obscene, or unlawful.

### 4. Naming and Domain Rules

- Do not register domains, subdomains, social media handles, or app names that are confusingly similar to SEO Web Analyst®™ or that incorporate the brand in a way that implies ownership or official status.
  - Examples of **not allowed** domains include (non- exhaustive):
    - seowebanalystpro.com
    - seowebanalystnigeria.com
    - seo-web-analyst-app.io
- If you are a reseller, agency, or implementation partner, you may describe your offer as:

- “SEO Web Analyst®™ services provided by [Your Company]” or
- “[Your Brand] – powered by SEO Web Analyst®™”.
- Your own brand name must remain clearly visible and separate from the SEO Web Analyst®™ brand.

## 5. Messaging and Claims

- Do not make performance or outcome guarantees on behalf of SEO Web Analyst®™ that are not stated in our official documentation or marketing materials.
  - Examples of **prohibited** claims include:
    - “Guaranteed first- page ranking on search engines.”
    - “100% increase in traffic for all customers.”
- You may use factual, non- misleading descriptions such as:
  - “SEO Web Analyst®™ is a cloud- based SEO and content marketing platform for keyword research, analytics, and automation.”
- Any additional promises, guarantees, or special offers that you create (for example, local discounts, bonuses, or refund policies) must be clearly identified as your own and not as official SEO Web Analyst®™ commitments.

## 6. Visual Style and Tone

- The tone of communications that reference SEO Web Analyst®™ should be professional, trustworthy, and clear.
- Avoid using the brand in contexts that contain hate speech, harassment, illegal activity, or any form of discrimination.
- When showing the SEO Web Analyst®™ logo alongside other logos (such as in a “Partners” or “Supported By” section):
  - Keep sizing visually balanced with other logos.
  - Do not visually subordinate the SEO Web Analyst®™ logo in a way that implies ownership by another brand.

- Do not highlight SEO Web Analyst®™ in a way that implies it owns or controls the other brands shown.

## **7. Guidelines for Reseller- Specific Use**

For participants in the SEO Web Analyst®™ Reseller Program:

- You may state that you are an “SEO Web Analyst®™ Reseller” or “Authorized Reseller” only while you are actively approved and in good standing under the program.
- If your reseller status is suspended or terminated, you must immediately:
  - Stop describing yourself as an SEO Web Analyst®™ Reseller or similar.
  - Remove the SEO Web Analyst®™ logo from websites, ads, and materials where its use implies active reseller status.
- When white- labeling or embedding SEO Web Analyst®™ capabilities in your own offering:
  - You may keep your own brand as primary, and optionally indicate “Powered by SEO Web Analyst®™” where allowed by your agreement.
  - Do not obscure any required SEO Web Analyst®™ attributions defined in your reseller or platform agreement.

## **8. Legal Notice**

- “SEO Web Analyst®™”, the SEO Web Analyst®™ logo, and any related marks are trademarks or registered trademarks of their respective owner.
- All use of the SEO Web Analyst®™ brand, logo, and related assets must comply with these Brand Use Guidelines, our Terms of Service, and applicable trademark and copyright laws.
- SEO Web Analyst®™ reserves the right, at its sole discretion, to request modification, review, or removal of any use of its brand that it considers inconsistent with these guidelines, misleading, or potentially harmful to its reputation or rights.

## **9. Contact for Brand Use Questions**

For questions about using the SEO Web Analyst®™ name or logo, or to request additional brand assets, please contact:

- Email: [office@seowebanalyst.com](mailto:office@seowebanalyst.com)
- Website: <https://seowebanalyst.com>