

SEOMatic Puts AI SEO Agents on Top of Its Content Engine, So Service Businesses Get SEO Done on Their Own Site

The agents read a site's own Google data, make the fixes on the site, and check each change against how the rest of the site did.

PARIS, October 30, 2026: SEOMatic today detailed the AI SEO agents it added in July 2026 and launched a Rank Tracker. Its Google Business Profile agent is built and waits for Google to approve access. The agents read a site's own Google data, make SEO fixes on the site, and check whether each change helped.

SEOMatic started in 2022 as a content engine for SEO. It wrote landing pages and blog posts at scale from a company's own data and published them to its site. In 2026 the company rebuilt that engine in its own code and added a layer of AI agents on top. The agents now decide what to fix, and they use the engine to write new pages.

The product is built first for owners of local and B2B service businesses, like HVAC companies, plumbers and remodelers, whose website already brings in customers from Google. Many of them have tried doing SEO themselves or paying someone, and it did not stick. They judge SEO by the calls and leads it brings, and they want the work done on their site, not a report to read.

The agents start from the site's own Google Search Console data. They find what holds a page back, then make the change directly in the site's CMS. That can be a better title, a missing internal link, a new page, or a redirect ready for one click. They carry out more than 40 kinds of SEO work, most of it written straight into the site (17 platforms supported). Owners choose what runs. Changes that can be undone can ship on their own, except edits to the text, links and titles of key money pages. Those, and everything else, wait for the owner's yes. Each edit to an existing page keeps a copy of the original, so one click puts it back.

Each change is then compared with how the rest of the site did over the same weeks. A good month for the whole site is not counted as a win for one change, and changes that did nothing are reported too.

The new Rank Tracker follows the searches that bring customers, city by city, every day, including the Google Maps top 3, and sends an alert when a search slips. The Google Business Profile agent drafts profile updates from a photo and a note once Google opens access.

Agencies use SEOMatic to run client sites with their own brand on reports and a client portal. Online stores on Shopify, WooCommerce and BigCommerce use it too. AI assistants can run it directly: SEOMatic connects to Claude, ChatGPT, Gemini and Cursor through its MCP server, API, command line and skills, with the owner's approval on what matters.

SEOMatic's agents are not built for sites with no search traffic yet, for website platforms they cannot write to, or for people who want to learn SEO themselves.

Since 2022, SEOmatic has written more than 279,000 pages and published more than 34,000 of them. Paid plans start at \$99 a month. 14-Day Trial for \$1, credited to your first payment.

“Anyone can ship SEO changes. We're building the agent that proves which ones worked.”

Minh Pham, founder of SEOmatic

About SEOmatic

SEOmatic gives websites a team of AI SEO agents that fix, publish and check what moved. Minh Pham founded it in Paris in 2022 as a content engine for SEO. It is bootstrapped and profitable, with no outside investors. It works with 17 website platforms, including WordPress, Shopify, Webflow and Wix. Learn more at seomatic.ai.

Fact Sheet

Company	SEOmatic
Category	AI SEO agents (agentic SEO)
Founded	2022, Paris, France. Bootstrapped.
Founder	Minh Pham
Built for	Local and B2B service businesses whose site already gets customers from Google. Also agencies and online stores.
Not for	Sites with no search traffic yet, platforms the agents cannot write to, people who want to learn SEO
Works with	17 platforms, including WordPress, Shopify, Webflow and Wix
Website	seomatic.ai

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