

Blogging guide for partners

How to build a small trading blog that brings free readers from search and sends them to PrimeXBT. What to write, how to structure a post, and where to put your partner link.

A blog is a small website made of articles, and people find those articles by typing a question into a search engine. Blogging is slow at the start, but an article that ranks keeps bringing readers next year with no extra work, and nobody can suspend your site or hide your posts. That makes it a good fit for a partner who would rather write than film, and who wants something they own rather than an account on someone else's platform.

This guide takes you from choosing a topic to getting your first readers. It covers how to test whether a topic can work, which kinds of post bring readers and which bring signups, what the first year costs, how to structure every post from one layout, where to place your partner link, and how to plan your first twelve posts so they support each other. You need a laptop, between 50 and 90 USD for the first year, and about four hours a week.

What you will learn

- Whether blogging suits you, and how long it takes to see results
- How to pick a topic people search for, using the three circle method
- Six topics that work for trading partners
- The five kinds of post, which ones lead to signups, and three real trading blogs
- What your first year costs
- How to write every post from one layout you reuse
- Where to place your partner link so readers accept it
- How to plan twelve posts for your first month, with the links between them
- How to get your first readers by hand, before search finds you

What is affiliate blogging?

Affiliate blogging means writing articles that answer questions people type into a search engine, and earning a commission when a reader follows your recommendation and opens an account. As a PrimeXBT partner, that means a small site about trading. Some posts explain things, some posts compare platforms, and your tracked partner link goes on the posts that compare.

A blog is not a diary, and it is not a place to write adverts for a brand. Every post answers one question a real person typed. If nobody types the question, the post cannot work, however well it is written.

A working partner blog is about 20 to 40 posts, six or seven fixed pages, and one link placed with care.

Why blogging works for partners

- **The work adds up.** Other channels stop bringing readers the day you stop posting. Articles keep working for you.
- **Month nine beats month three.** You do not work more hours, but your older posts keep bringing readers.
- **The reader came on purpose.** They typed a question. They are not scrolling past you by chance.
- **You own it.** Nobody can suspend your site or cut your reach. Social apps restrict finance posts often.
- **It feeds your other channels.** One post can become a carousel, a short video and a text post.

One thing to know before you start. Blogging is slow and quiet at first. Real search traffic usually starts between month three and month six, depending on your topic, your competition and how often you publish. Results vary.

Who blogging suits, and how long it takes

Blogging suits you if three things are true.

1. You would rather write than be on camera.
2. You can publish twelve posts before seeing a result without concluding that it is broken.
3. You want something you own rather than an account a platform can restrict overnight.

If you need money back in six weeks, pick another channel and come back to this one later. That is not giving up. It is matching the channel to your situation.

Here is the timeline, so you know what to expect at each stage.

Period	What happens	What to measure
Weeks 1 to 4	You publish. Almost nobody arrives from search	Posts published
Months 2 to 3	Pages appear on page three or four of Google for long, specific questions	Posts published
Months 3 to 6	First real search traffic lands, usually on a post you thought was minor	Search Console impressions
Months 6 to 12	The linked group of posts ranks as a unit and traffic grows faster	Impressions, then clicks

None of that is a promise, and results vary. But the shape is reliable enough that **checking analytics in week three tells you nothing useful.** The right number to track in month one is how many posts you published. In month two it is the same number.

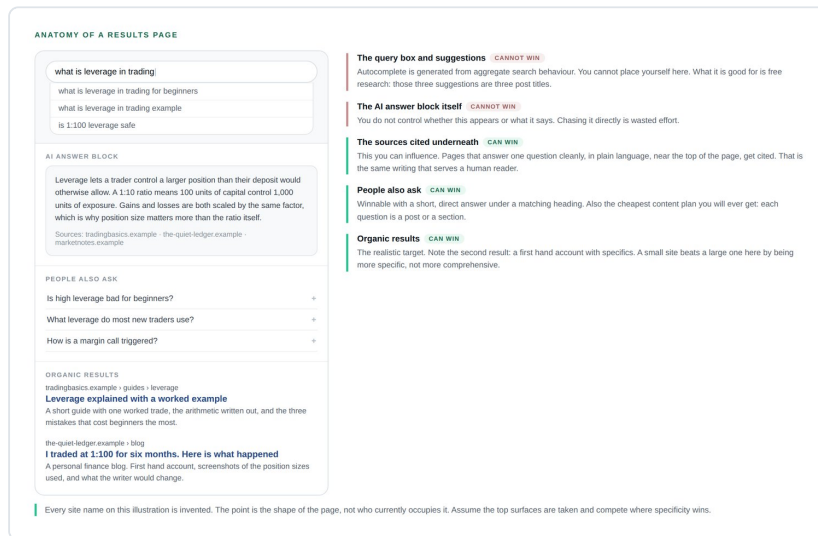
How to choose your topic: the three circle method

Most people choose a topic because it sounds impressive, then run out of ideas at post seven and quietly stop. Test your topic on three things at once, and take the one that passes all three.

Circle	The test	Pass	Fail means
1. Your own ideas	List 50 article titles in 20 minutes. Not good ones, just titles	You get past 40 comfortably	The topic is too narrow to build a site on
2. Real search demand	Type the topic into Google and read the autocomplete and People Also Ask suggestions	Plenty of real questions	There is no traffic there
3. A next step for the reader	Does the reader need a platform or an account to act on what you taught?	An obvious next step	Traffic that never turns into signups

Miss circle 1 and you burn out. Miss circle 2 and nobody reads it. Miss circle 3 and you get traffic that never turns into anything, which is the most discouraging of the three because it looks like success.

A blog about trading psychology attracts thoughtful readers and converts almost nobody, because there is no obvious next step. A blog about placing your first trade converts, because the next step is the platform.



6 topics that work for trading partners

Topic	How many people search for it	How well it converts	Who reads it
Crypto trading for complete beginners	Highest	Good	People who already hold crypto and now want to trade it
Forex basics and terminology	High	Medium	Career changers researching before they start
Chart reading and technical analysis	High	Medium	Repeat readers, and the easiest topic to illustrate
Risk management and position sizing	Low	Good	Serious readers, most of whom have lost money once
Platforms, tools and comparisons	Lowest	Highest	People already choosing a platform
Trading as a side income, realistically	Broad	Low to medium	The widest audience, and the one that needs the most honest framing

Pick one. A site covering crypto, property and budgeting ranks for none of them, because search engines cannot work out what it is about, and neither can readers.

The 5 kinds of post, and which ones lead to signups

Kind of post	Example	How easily it ranks	How well it converts	Job
Beginner explainer	"What is leverage?"	Easiest	Poorest	Shows search engines your site is about the subject
How-to walkthrough	"How to place your first trade"	Easy	Better	The reader is already acting
Comparison	"Market orders vs limit orders"	Harder	Several times better	Brings in the signups
Platform or tool review	"How to choose a trading platform"	Hardest	Best of all	Carries the partner link
News and analysis	"This week in crypto"	Easy	Near zero	Out of date within a week

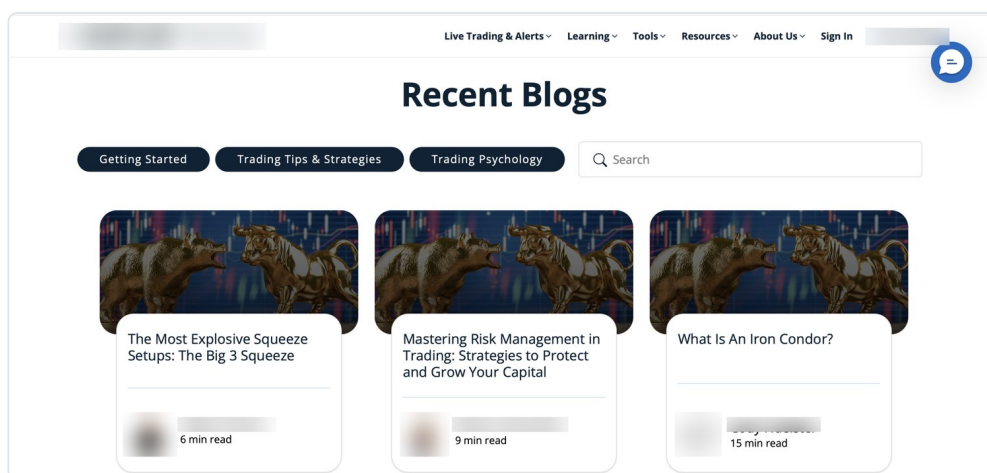
The obvious conclusion is to write nothing but comparisons and reviews. That does not work, and the reason is structural rather than bad luck.

Comparison and review keywords are the most competitive pages on the internet, held by sites with years of history. A new blog cannot rank for them on its own. What earns the right to rank is a body of explainer and how-to content that tells search engines this site is genuinely about the subject.

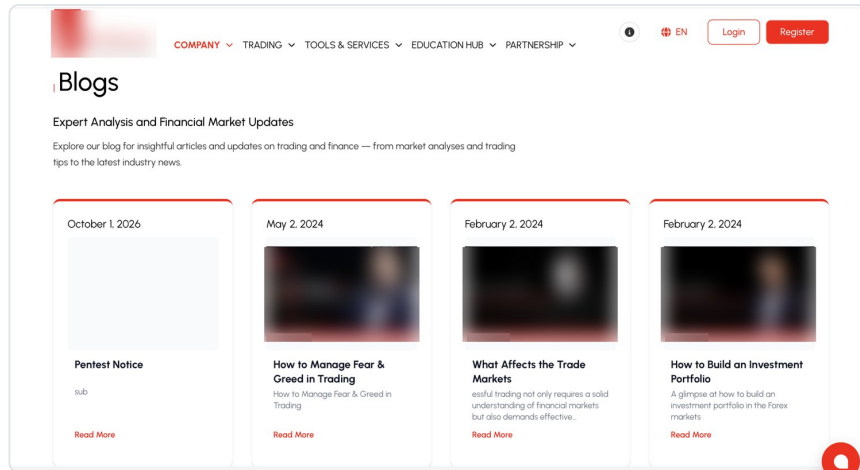
So the two are not competing with each other. They are a sequence. **Explainers earn the authority, and comparisons collect the signups**. The working ratio is roughly three explainers or walkthroughs for every comparison, with links between them, rather than posts published side by side and left alone.

What a trading blog looks like: three real ones

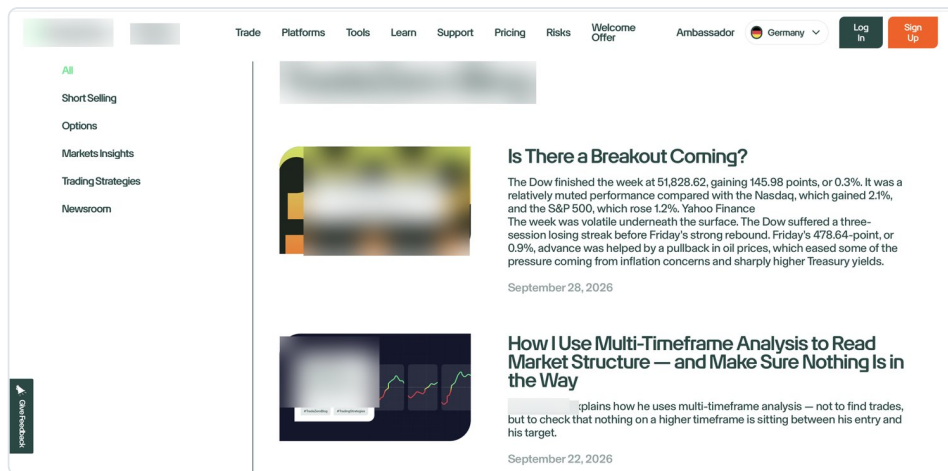
Three blog pages from the trading industry, brands and names blurred. Each one teaches something, and one of them shows what not to do.



The one to copy. Three categories only (Getting started, Tips and strategies, Psychology), a search box, and every post with a named author, a face and a reading time. Titles are questions and promises a beginner would type: "What is an iron condor?", "Mastering risk management".



The one that stalled. Four posts, the newest a test notice, the others from two years ago. Every post is "in collaboration with" the same guest face. A blog with no rhythm looks abandoned, and search engines treat it that way.



The news trap. Categories on the left are good. But the top posts are "Is there a breakout coming?" and "September is not over yet", weekly market commentary that is dead in seven days. Only the "How I use multi-timeframe analysis" post will still bring readers next year.

What this means for you: three to five categories, named after what readers search for. A named author with a face on every post. Titles in beginner words. Explainers and walkthroughs, not weekly market news. And a rhythm you can keep, because two posts a month for a year beats twenty in month one and silence after.

What a blog costs in year one

Item	Year one (USD)	Notes
Domain	10 to 15	Buy it at a registrar, not at your host
Shared hosting, 12 months	36 to 72	Annual plan, decline every upsell
Theme	0	A plain, fast, free theme
Plugins	0	Free tiers only
Total	roughly 50 to 90	

Anything above that is money not spent on publishing. Install WordPress, turn on HTTPS, then stop adding things. Four plugins are enough at this stage: an SEO plugin on its free tier, caching, backup and a contact form.

Publish your About, Contact, Privacy Policy and Affiliate Disclosure pages before post one. Search engines treat their absence as a sign of low quality, and in finance that matters more than in other subjects. Connect Search Console on day one, because it is the only free tool that shows what you actually rank for, and connecting it now is what gives you data in month three.

How to structure every post: the skeleton

Use the same structure every time. It removes the blank page, and it matches how people read a search result.

Section	Length	What it does
1. The answer	50 to 80 words	Answer the question immediately. No warm-up, no preview
2. Context	150 to 250 words	Why it matters and what happens if you get it wrong
3. The substance	700 to 1,200 words	Real teaching, subheadings written as questions, numbered steps, one real screenshot
4. One call to action	1 paragraph	One. Not four

Someone arrived with a question, so answer it in the first two sentences. If they get their answer in eight seconds they stay for the detail, and staying is what tells search engines the page was good.

THE REUSABLE POST SKELETON

1. THE ANSWER, FIRST 40 TO 70 WORDS

What is a stop loss and where should you put it?

A stop loss is an instruction to close a position automatically once price reaches a level you chose in advance. Most beginners place it at a round number of currency lost. A better starting point is the price level that would prove the trade idea wrong.

2. CONTEXT 100 TO 150 WORDS

Why this comes up, who it matters to, and what the reader probably already tried.

3. THE SUBSTANCE 600 TO 1,200 WORDS

The three placements people use

A worked example with real numbers

What I got wrong for the first year

4. ONE CALL TO ACTION 1 TO 2 LINES

If you want to practice this without money at risk, here is the demo setup I use.

[Open the walkthrough](#)

Answer in the first paragraph

Say the thing. No throat clearing, no history of the financial markets. A reader who gets their answer in four seconds stays to read why. A reader who has to scroll for it leaves.

Context is the second paragraph, not the first

Background earns its place only after the answer. Its job is to make the reader feel understood, so keep it to who this affects and what they already tried.

Substance is where the post is actually won

Subheadings that match how people ask the question. At least one worked example with real numbers, and at least one thing you personally got wrong. Specifics are the only defensible advantage a small site has.

Exactly one call to action, at the end

One, and only after the reader has been given something. Placed here it reads as a next step. Placed at the top it reads as the reason the post exists.

The same four zones work for an explainer, a how to, or a comparison. Only the middle section changes shape. Once the skeleton is fixed, writing a post becomes filling in a form rather than staring at a blank page.

A real post that follows the skeleton

A strategy post from a broker blog, author and brand blurred. It is long, it is written by a named trader, and it follows the shape above almost exactly.



The top. One question-shaped title, the date, a branded cover image with the title repeated on it, a two-line author bio, then the answer in the first four sentences: "a breakout is not defined by the break, it is defined by the confirmation." No warm-up.



The body. Subheadings that are opinions and questions ("Why I'm not an Apple trader", "What's in your strike zone?"), short paragraphs, one personal story per section with a real loss in it, and two links to the platform's own pages inside the text where they fit. Trader's voice, not textbook voice.

What to copy from it: the answer first, subheadings a reader can skim, a personal loss told plainly, and links placed where the sentence mentions the thing. What to do differently: add one screenshot per section (this post has none), keep each section under 300 words so a beginner finishes it, and put your partner line and the risk line at the end.

A worked example: one post built on the skeleton

Title and H1: **"Market orders vs limit orders: which should a beginner use?"** The H1 is the question itself, word for word.

The opening answer. Use a limit order when price matters more than speed, and a market order when speed matters more than price. Most beginners should default to limit orders, because they remove the surprise that costs new traders most: a fill at a worse price than the one on screen.

The outline that follows:

Section	Contents
What is a market order?	Definition, one example with real numbers, a screenshot of the order ticket
What is a limit order?	Same shape, so the two compare cleanly
What is the difference in practice?	Speed, price certainty, behaviour in fast markets, typical use
When should a beginner use each?	Three scenarios, walked through honestly
The mistake that costs beginners money	Market orders around news, and what a widened spread does to the fill
How to place a limit order, step by step	Numbered, with a screenshot
Close	One paragraph, one call to action, one disclosure line
Internal links	Up to the main explainer, across to the leverage post and the stop loss post

Written out, that is about 1,400 words. **It beats a 3,000 word article that never quite answers the question.**

How to place affiliate links, and where to send the click

New bloggers hurt themselves the same way every time. They add partner links everywhere and the post reads as an advert. That costs twice: it ranks worse, because readers leave and search engines measure that, and it converts worse, because a reader only clicks a recommendation they trust, and an advert has no trust behind it.

The five placement rules:

1. **Never put a link in the first paragraph.** That paragraph is earning the read. Selling there costs you the read and the click.
2. **Put links inside the useful part of the post.** When you write "here is where you set your stop loss", linking the platform on that line is natural and converts. A sidebar banner does neither.
3. **Three to five links per post at most.**
4. **One call to action.** A reader given four options picks none.
5. **Disclose visibly, in one sentence.** "I partner with the platform I use, which means I may earn a commission if you open an account through my link. It costs you nothing extra."

Add the risk line wherever the content touches on results. Never claim results you have not had, and never present someone else's screenshots as your own.

WHERE THE LINK GOES

How much does it actually cost to hold a position overnight?

By an investment author. It was read.

Some links on this page are partner links. If you open an account through one, I may be paid a share of the platform's revenue. I am not a financial advisor and I do not charge what you see here.

Overnight financing is charged per day, per position, and it is quoted as a rate rather than a fee. That is why it looks small and adds up anyway.

Working it out on a real position

It's 0.2 for position held for four nights, the arithmetic below gives me a figure I had genuinely not expected. I ran it on the platform's site so the numbers match a live rate sheet rather than a textbook.

What to check this on your own positions?

Open the rate sheet, find your instrument, and run the same four line calculation before your next trade.

TWO PLACEMENTS TO AVOID

- A link in the first paragraph
- A stack of links at the bottom

Rules:

- Disclosure sits above the content**
Before the reader has formed any intention, not buried in a footer. Plain language, one short paragraph. This is both the compliant position and the one that builds the most credit with a skeptical reader.
- The in-text link sits inside the useful part**
It appears at the moment the reader needs the thing it points to, in a sentence that would still make sense without it. That is the test: remove the link and the sentence should still be worth reading.
- One call to action, at the end**
After the value has been delivered. Framed as a next step rather than a demand. One box, one button.
- Rule: never before the value**
A link placed above the answer converts poorly and costs twice, because the reader now reads the rest of the page as sales copy.
- Rule: one destination per page**
Every piece link splits attention. If a page has four calls to action it effectively has none.
- Rule: the page must survive link removal**
If deleting every partner link would leave the page pointless, the page was an advert with paragraphs attached.

Two green ticks and one CTR per article in the whole system. It is deliberately boring, and it is the version that still works in twelve months.

Now the second question: where the link should point.

Reader	Where they came from	Send them to
Cold	A search for "what is leverage"	Education first: a platform overview, a getting started explainer, or your own free checklist
Warm	A comparison post, already trading elsewhere	Closer to account opening

Someone who arrived twelve seconds ago from a search engine is not about to hand over an email address and an ID document. **That path converts well under 1% in practice.** Send cold readers somewhere educational first. By the time they reach the signup step they have chosen to be there, and your tracked link still records the referral, so you lose nothing and convert better.

How to do SEO while you write

SEO for a blog is not a separate job and not a course. It is a handful of habits you apply while you write, and most of them take seconds.

- One H1, containing the question a person would actually type
- Title tag under 60 characters, and a short lowercase URL that describes the post
- Meta description around 150 characters, written as an answer
- First paragraph answers the question in 50 to 80 words
- H2s written as questions, the way people ask them
- One real screenshot, and alt text on every image
- Two to four internal links, at least one to your main explainer
- Three to five partner links at most, none in the first paragraph
- One call to action, plus the disclosure and risk lines

One habit is worth more than all the others together: internal links between explainers and comparisons. Every explainer links up to the comparison it supports. Every comparison links back down to the explainers that define its terms. That web of links is what makes twelve posts rank as one group instead of twelve separate pages.

Your first 12 posts: a 30-day plan

Three posts a week, each 1,200 to 1,600 words, and about two hours each once you are using the skeleton. What follows is one connected group of posts on crypto trading for beginners. Swap the topic for yours and keep the shape.

Day	Type	Title	Links to
1	Main explainer	"What is crypto trading, and how is it different from investing?"	3, 6, 12
3	Explainer	"What is leverage in trading? A beginner's explanation"	1, 12, 30
6	How-to	"How to read a candlestick chart in 10 minutes"	1, 9
9	Comparison	"Market orders vs limit orders: which should a beginner use?"	1, 3, 17
12	Explainer	"What is a stop loss, and where should you actually put it?"	3, 17, 27
15	Comparison	"Crypto vs forex for beginners: which is easier to start with?"	1, 3, 20
17	How-to, first post with a partner link	"How to place your first trade, step by step"	9, 12, platform page
20	Explainer	"What are spreads and fees, and what do they cost you?"	15, 30
22	Explainer	"What does going long or short actually mean?"	1, 3, 6
25	Explainer	"Seven mistakes beginners make in their first month"	12, 17, 22
27	Explainer	"How much money do you need to start trading?"	3, 12, 17
30	Comparison, second post with a partner link	"How to choose a trading platform: an honest checklist"	15, 17, 20, platform page

THIRTY DAYS, TWELVE POSTS

☒ Pillar post
 ☒ Supporting post, links up to the pillar
 ☐ Second cluster, seeded for next month

WEEK	POST TITLE	TYPE	LINKS TO
Week 1	The complete beginner's guide to position sizing	EXPLAINER	Hub. Every post below links back here
	› What is a lot, and why 0.01 is not small	EXPLAINER	Pillar
	› How to work out risk per trade in under a minute	HOW TO	Pillar, and the lot size post
Week 2	› Fixed lot or percentage risk: which suits a small account	COMPARISON	Pillar, and the risk per trade post
	› Where to place a stop loss so the size makes sense	HOW TO	Pillar, and the fixed or percentage post
	› Six months of oversizing: what it cost me	REVIEW	Pillar, and the stop loss post
Week 3	› Leverage and position size are not the same thing	EXPLAINER	Pillar, and the lot size post
	› How to set up a position size calculator on PrimeXBT	HOW TO	Pillar, and the leverage post
	› Demo account or live micro account for practising sizing	COMPARISON	Pillar, and the calculator post
Week 4	› Three sizing mistakes I still see every month	REVIEW	Pillar, and the oversizing post
	What is a margin call and how close were you	EXPLAINER	Seeds cluster two, links to the leverage post
	How to read an overnight financing rate sheet	HOW TO	Seeds cluster two, links to the margin call post

Twelve posts, one subject. The pillar is written first and updated as the supporting posts land, so it keeps getting better without being rewritten. Every supporting post links up to the pillar and sideways to one sibling, which is enough internal structure for a small site. The last two rows are deliberately outside the cluster: they are the first bricks of next month's hub, so week five never starts from nothing.

Look at the shape rather than the titles. The early explainers come first because everything links back to them. The two posts that carry the partner link, day 17 and day 30, come late, once there is a body of content pointing at them. Nine explainers and walkthroughs supporting three comparisons is the three to one ratio in practice, and the links between them are what make the posts rank as a group.

How to get your first readers before search traffic arrives

For those thirty days and the sixty after, search sends you almost nothing. Go and find readers by hand.

Route	What you do	Time per week
Answer questions where they are asked	Reddit, Quora and niche forums are full of the questions you just wrote about	2 hours
Repurpose every post	One carousel, one short video and one text post per article. That is 36 pieces from 12 posts	2 hours
Build an email list from post one	A simple form and one free checklist worth having	30 min setup
Pin every post	Pinterest lists articles like a search engine and sends traffic long before Google does	20 min per post

Give a complete answer in the thread, and link the article only if it genuinely adds something. Answers that are only a link get removed, and they deserve to be.

Top 8 tips for affiliate blogging

- 1. Publish post five before you touch the theme colours.** Design is where new bloggers hide from writing. It produces visible progress and never hands you a blank page.
- 2. Write the title before the article.** The title is the promise, and it is also the search query. Write it first, exactly as a person would type it, and the post takes shape around it.
- 3. Batch your writing, not your publishing.** Write three posts in one sitting while your head is already in the topic, then schedule them across the week. Starting cold three times costs far more than starting once.
- 4. Put one original screenshot in every post.** It is the fastest proof that you have done the thing you are describing, and it cannot be copied or generated. Use your own order ticket, your own chart, your own dashboard.
- 5. Plan the internal links before you write, not after.** The 30-day plan above lists them for a reason. Deciding the links in advance means each post is written knowing what it must set up and what it must point at.
- 6. Keep one call to action per post.** A post that offers a platform link, a newsletter signup, a related article and a community invite gets none of them clicked. Choose the one action that matches why the reader came.
- 7. Answer reader emails and turn them into posts.** Every question that reaches your contact form is a real search query in the reader's own words. Answer the person properly, then write the article.
- 8. Measure posts published, then impressions, then clicks, in that order.** In month one and month two, the only honest number is posts published, because that is the input you control. From month three, Search Console starts showing the searches you appear for, and impressions become the first real signal.

Do this, not that

Do this	Not that
Take titles from autocomplete and People Also Ask	Writing for yourself instead of the searcher
Twelve posts before you judge anything	Publishing four posts and waiting
Three explainers per comparison	Making every post a comparison
Three to five per post, none in paragraph one	Too many affiliate links
Send it to education. The link is the last step	Sending cold traffic to a signup form
Count posts published instead	Checking analytics daily in month one
Commit to twelve posts, then decide	Quitting in month two

Your first month: a checklist

Week 1: decide and set up

- ☐ **Pick your topic and list 50 titles.** Check it against the three circles. Fifty titles in a notes app proves it is big enough.
- ☐ **Domain, hosting, WordPress, HTTPS.** Under 90 USD for the year, one plain fast theme.

Week 2: the pages every finance site needs

- ☐ **Publish the four fixed pages.** About, Contact, Privacy Policy and Affiliate Disclosure.
- ☐ **Connect Search Console and add your two lines.** The risk line and the partner line go into your post template.

Week 3: your first post

- ☐ **Write your main explainer from the skeleton.** Answer, context, substance, one call to action.
- ☐ **Plan twelve posts and one tracked link.** Titles written, links between posts marked, partner link tested.

Week 4: your first readers

- ☐ **Find three communities and put an email form on the site.** Offer one free thing worth having.

Key takeaways

- Blogging keeps paying after you stop, and it is the slowest channel to start: first traffic around month three to six.
- Choose a topic where your own ideas, real search demand and a clear next step for the reader overlap.
- Explainers earn the authority that lets comparison posts rank, roughly three to one.
- One skeleton for every post: answer, context, substance, one call to action.
- No link in the first paragraph. Cold traffic goes to education first, the registration link sits in comparisons.
- Twelve linked posts is where articles become a site that ranks. Most abandoned blogs quit before that.

Your next 3 actions

1. **Choose your topic (45 minutes).** Fifty titles in a notes app, in autocomplete, with a clear next step for the reader.
2. **Get the site live (60 minutes).** Domain, hosting, HTTPS, four plugins, four pages, Search Console. Under 90 USD.
3. **Write post one from the skeleton (2 hours).** Answer, context, substance, one call to action, one disclosure line.

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