

SEO for partners: the complete guide to ranking a trading site

How to get free visitors from Google to a trading site. What to fix first, what to write, how to link it together, and which numbers to check each month.

SEO stands for Search Engine Optimisation: the practice of improving a website so it shows up higher in search engines like Google and gets more free, organic traffic. In plain words: when someone types "how do I start trading" into Google, Google shows ten links. SEO is everything you do so that one of those ten links is yours. You do not pay for the click. You earn the spot by having the page Google thinks answers the question best, and Google decides that by reading your page, checking who you are, and seeing whether other sites point to you.

That is why it works differently from TikTok or Instagram. Nobody scrolls past your page by accident. They typed the question, so they already want the answer, and the same page keeps answering it for months. Search is the slowest channel a partner can pick, but it is the only one where the work does not expire. A page that ranks keeps bringing free readers next year, without you posting anything new.

This guide shows you how to do SEO for a trading site, in the order the work has to be done. You need a laptop, a website and a free Google account. You do not need paid tools. By the end you will know what to do each week for the next ninety days.

What you will learn

- Why Google judges pages about money and health more strictly, a rule it calls YMYL
- How to build the four trust signals Google looks for, known as E-E-A-T, with six jobs that take a month
- How to match each post to what the searcher actually wants, called search intent, and where your link goes on each type of post
- How to find keywords people really type, using free tools only
- How to group one big page with about twelve smaller ones, a set called a topic cluster
- The checklist to run before you publish any page
- The five technical checks that matter: speed, phones, broken links and two more
- How to get other sites to link to yours, using three routes that work
- How to use AI for drafts without getting your site dropped from results
- A week by week plan for your first ninety days

What is SEO?

SEO means making your pages the ones a search engine picks when someone types a question. For a partner site it comes down to four jobs, done in this order.

Job	Question it answers	Where it is covered
1. Trust	Is this site trusted enough to rank in finance?	The YMYL and E-E-A-T sections
2. Intent	Does this page answer what the person asked?	The search intent section
3. Structure	Do my posts support each other?	The topic cluster section
4. Upkeep	Is the site fast, readable by Google and linked to?	The technical section and the backlinks section (links from other sites to yours)

Most partner sites fail at job 1 and spend all their time on job 4. That is the most common pattern in this niche, and it is why a site with forty posts can still get almost no clicks after ninety days.

Why SEO works for partners

- **The reader came looking.** Nobody lands on your article by accident. They typed the question themselves.
- **The work adds up.** Month nine brings more visitors than month three, and you do not work more hours to get them.
- **You own the channel.** No account bans, no sudden drop in reach, no app update that takes your audience away.
- **It converts better than social media.** Someone comparing platforms is close to a decision. Someone watching a video is not.
- **It is nearly free.** Free tools are enough for your whole first year.

SEO or paid ads?

Many partners ask whether they should run ads instead. Both can work. They are different bets.

	SEO	Paid ads
Speed	Slow to start, then builds	Traffic the same day
Cost	Your time writing, no fee per click	You pay for every click, forever
When you stop	Traffic keeps coming	Traffic stops the moment the budget stops
Cost per signup	Falls over time	Usually higher, and it changes with competition
Best for	Building something that lasts	A short push, a launch, a test

For a partner working alone with a small budget, SEO is the better long game. If you have money to test, run a small ad campaign to learn which pages convert, then write SEO content around the winners.

One thing to know before you start. SEO is slow. Movement usually starts between week six and month three, and results vary a lot. Most people who quit, quit before week six.

What YMYL means, and why trading sites are judged harder

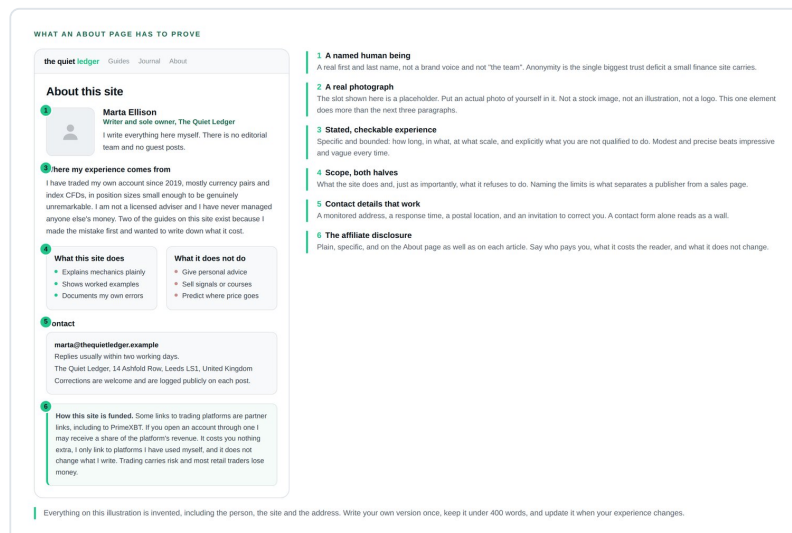
Google puts pages that could affect someone's health, safety or money into a category it calls "**Your Money or Your Life**", usually shortened to YMYL. Trading, investing and crypto sit squarely inside it.

YMYL pages are held to a much higher standard. Google's quality guidelines tell its human reviewers to be stricter with them, and weak YMYL content tends to be pushed out of results rather than ranked a little lower. **Ordinary SEO advice does not help until your site has cleared that bar, and clearing it is not a technical job.**

In practice, YMYL means five things must be true of your site.

Requirement	What passes	What fails
A real About page	Who runs this site, why, and what they publish	A stock photo and three sentences
A named author	Real name, photo, two line bio with a genuine background	"Admin" or no byline at all
Sources	Stated facts link to where they came from	Numbers with no origin
Depth	One 2,000 word page that fully answers a question	Ten 400 word pages that half answer ten
Contact and risk disclosure	Visible contact details, a plain risk line	Neither, anywhere

None of that is optimisation. It is what makes your site eligible to rank at all.



How to build E-E-A-T in one month: 6 jobs

E-E-A-T stands for Experience, Expertise, Authoritativeness and Trust. It is not a score Google gives your site. It is a description of what Google tries to measure, and a partner working alone can improve all four in a month with six concrete jobs.

#	Job	Time	Which letter it moves
1	Write an author bio and attach it to every post	20 min	Expertise, Trust
2	Add one piece of first hand experience to every article	15 min per post	Experience
3	Cite two credible sources per post	10 min per post	Authoritativeness
4	Publish About, Contact and an Editorial Policy page	90 min	Trust
5	Disclose the partnership in one line	5 min	Trust
6	Get your name onto one other site	2 to 4 hours	Authoritativeness

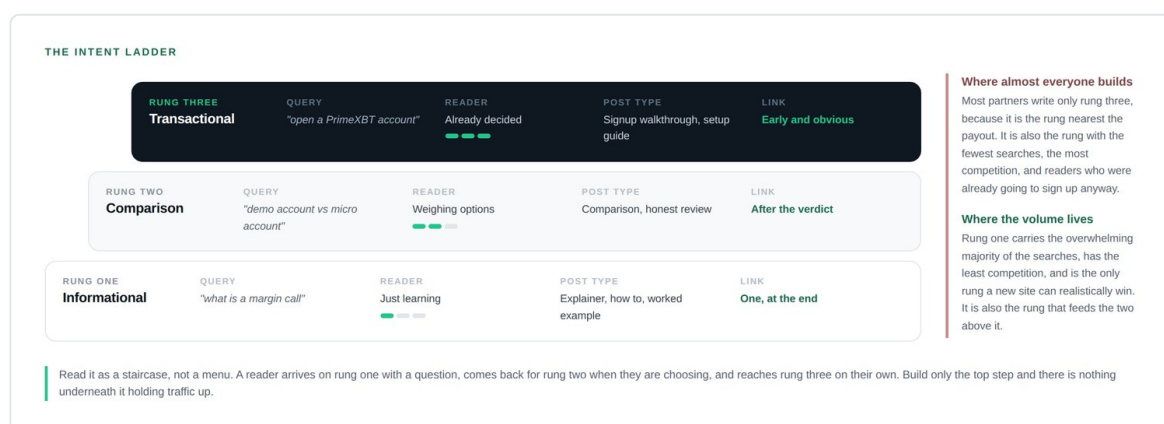
- 1. Write an author bio.** Name, photo, two lines on your background. Attach it to every post automatically through your theme settings. "I have been trading crypto for three years and I document what I learn" is credible. An anonymous site is not.
 - 2. Add first hand experience to every article.** A screenshot of your own screen, a number from your own test, a mistake you made. **Experience is the first E, and it is the one thing a site written entirely by AI cannot copy.**
 - 3. Cite two credible sources per post.** Platform documentation, a regulator page, an official help article. Link to them. Linking to other sites does not cost you anything.
 - 4. Publish three trust pages.** About, Contact, and an Editorial Policy page. The last one is two paragraphs on how you research your articles and a line saying you disclose partner relationships.
 - 5. Disclose the partnership.** One line: "I partner with the platform I use."
 - 6. Get your name onto one other site.** A guest post, a podcast appearance, a quoted comment. **One mention of you as a person on another site does more than ten more posts of your own.**
- Do those six jobs and a forty post site starts to rank differently, without changing a single post.

How search intent works, and where your partner link goes

Once your site is trusted enough to rank, the next thing to get right is search intent. Search intent means what the person typing the search actually wants: to learn something, to compare options, or to do something. Match it and a modest page can rank. Miss it and even the best article on the internet sits on page four, because it answers a question nobody asked.

Three intents matter to a partner. Each one calls for a different type of post and a different place for your link.

Intent	What they type	Post type	How close to signing up	Where the referral link goes
Informational	"what is leverage in trading"	Explainer, how-to, glossary	Far away, just learning	Nowhere. Link to your next article
Comparison	"best platform for crypto futures", "X vs Y"	Comparison, review, roundup	Close, choosing	In the body, in the table, at the end
Transactional	"open a trading account"	Landing page, how to open guide	Ready to act	Near the top and repeated



The words that signal a buyer. Searches that contain "best", "vs", "review", "comparison", "fees", "cost" or "sign up" come from people close to a decision. There are fewer of these searches, but they are the ones that pay. Make sure at least a third of your posts target them.

The last column is a rule, not a suggestion. A partner link on a "what is leverage" page is an advert interrupting a lesson. The same link on a "best platform for crypto futures" page is the answer to the question that was asked.

Almost every partner makes the same mistake with that table. They write only informational posts, because those are the easiest to write and get the most searches. Then they wonder why four thousand monthly visitors produce two signups.

Informational posts are not supposed to convert. Their job is to bring people onto the site and pass them on to your comparison posts, which is where the recommendation belongs. That handover happens through links between your own pages, called internal links.

Post type	Share of your site	Job
Informational	60%	Bring people in, show Google you cover the topic
Comparison	30%	Convert, carry the partner link
Transactional	10%	Catch people who have already decided

What a review or comparison page needs

The comparison post is where your link lives, so it is the page Google checks hardest. A trustworthy one has all of these.

Element	Why it matters
Pros and cons in a short list, near the top	Shows you are not just selling
Fees and spreads stated plainly, with the date you checked them	The number one thing readers came for
Your own screenshots and a walkthrough of the account	Proof you used it, which is the Experience in E-E-A-T
Regulation and safety of funds, stated as facts	Readers in finance check this first
One honest line that you are a partner	Required, and it builds trust rather than losing it
Who it is not for	The line that makes the rest believable

Where the link goes on the page. Four places, no more: once after the opening paragraph, inside the comparison table, in one clearly marked box with your recommendation, and once in the text at the moment a reader would naturally act ("if you want to try this on a demo first, here is where"). A link in every paragraph reads as an advert and gets skipped.

How to do keyword research with free tools, step by step

A keyword is the phrase someone types into the search box. You do not need a paid tool to find good ones in your first year. Work in this order.

Step 1: Write down five seed topics. For a trading site: leverage, crypto futures, forex basics, risk management, platform selection. Five is enough.

Step 2: Use Google autocomplete. Type each seed topic into the search box and read the dropdown suggestions without pressing enter. Repeat with extra words: "how to", "for beginners", "best", "vs". Copy everything relevant into a spreadsheet.

Step 3: Collect the "People also ask" questions. Search a seed topic, then expand the question boxes on the results page. Each one you open loads more. Twenty minutes of this gives you around forty question shaped keywords, and those make perfect subheadings.

Step 4: Read the "Related searches". They sit at the bottom of the results page. These are phrases Google itself connects to your topic.

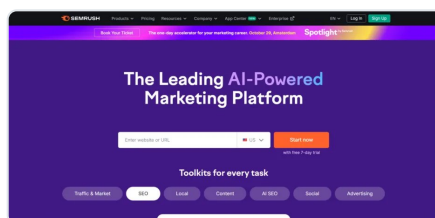
Step 5: Only now check search volume. Keyword Planner is free with a Google Ads account, and you do not have to run any ads. Its rough ranges are enough to separate "nobody searches this" from "worth writing".

Step 6: Check your own Search Console. Search Console is Google's free tool that shows which searches your site already appears for. Once the site is live, the Performance report lists them. **Any page sitting in positions 8 to 20 usually needs two hundred more words and two internal links to reach page one.** That is the highest return work on this entire list.

Step 7: Read the first page of results before you write. This is the step people skip. If page one is all large publishers with three thousand word guides, pick something narrower. Forum threads and thin pages mean you have found a gap.

Tool	Cost	What it gives you	When to use it
Google autocomplete	Free	Real phrasing people type	Every research session
People also ask	Free	Question shaped subheadings	Every research session
Related searches	Free	Nearby topics	Every research session
Google Keyword Planner	Free with a Google Ads account, no ads needed	Rough volume ranges	Before choosing a main topic
Ubersuggest	Free: 3 searches a day. Paid from about 12 USD/mo	Volume, difficulty score, content ideas	Checking a shortlist of ten phrases
Ahrefs free tools (Keyword Generator, Webmaster Tools)	Free	Top 100 phrases per seed, plus a free site audit of your own site	Once per cluster, and a monthly audit
Search Console	Free	Searches you already appear for	Monthly, from month three
Paid suites (Ahrefs, Semrush)	100 to 130 USD/mo	Competitor data, precise volume	Year two, if at all

Paid tools exist and they are good, but they are a later purchase. **They will not find you a keyword this year that autocomplete, People also ask and Search Console would not.**



Optional, and worth paying for only once the free tools stop telling you anything new.

A worked example: one main keyword and twelve supporting keywords

Here is what the output of that process looks like. The main topic, which SEO people call the pillar, is **crypto futures trading for beginners**. It is broad, competitive, and not expected to rank quickly.

#	Keyword	Intent	Rough difficulty
1	what is crypto futures trading	Informational	Medium
2	how does leverage work in crypto	Informational	Medium
3	long vs short position explained	Informational	Low
4	what is a liquidation price	Informational	Low
5	funding rate explained simply	Informational	Low
6	margin vs futures trading	Informational	Low
7	how to calculate position size	Informational	Low
8	stop loss placement for beginners	Informational	Medium
9	best platform for crypto futures	Comparison	High
10	lowest fee crypto futures platform	Comparison	Medium
11	crypto futures platform with demo account	Comparison	Low
12	how to open a crypto futures account	Transactional	Low

Start at the bottom of the difficulty column, not the top. The low difficulty, question shaped keywords can rank in months rather than years, and they build the authority that eventually lets the high difficulty comparison page rank at all.

Sample keyword cluster for the trading niche

One pillar, twelve supporting posts. Every supporting post links up to the pillar, the pillar links down to all of them, and the comparison posts carry the partner link.

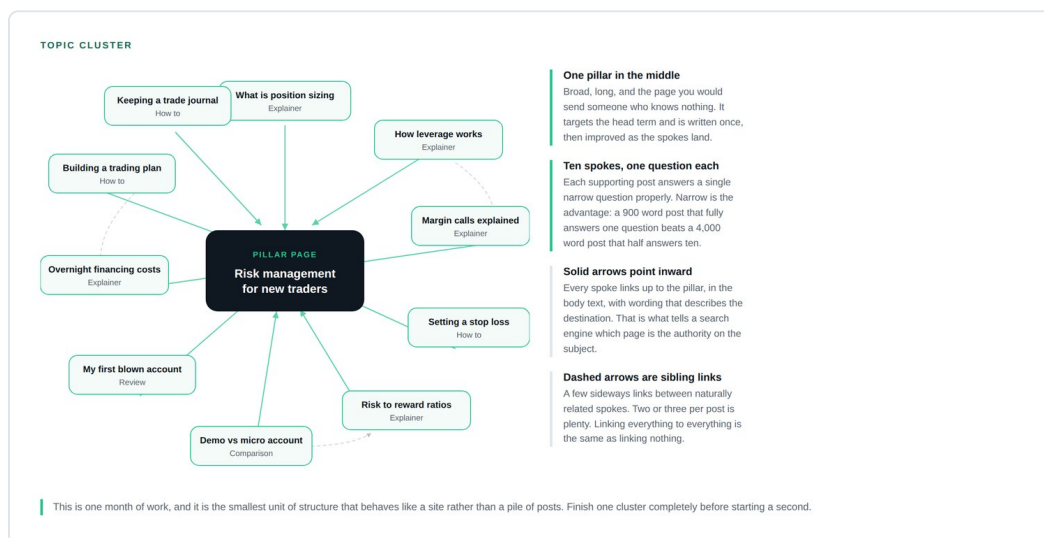
Post	Keyword	Intent	Type
Pillar	how to start trading for beginners	Learn	Long guide, 2,500 words
1	what is leverage in trading	Learn	Explainer
2	what is a stop loss	Learn	Explainer
3	how to read candlestick charts	Learn	Explainer
4	what is a pip	Learn	Explainer
5	how much money do you need to start trading	Learn, close to deciding	Explainer
6	demo account vs real account	Compare	Comparison, partner link
7	crypto vs forex for beginners	Compare	Comparison, partner link
8	best trading platform for beginners	Decide	Comparison, partner link
9	how to choose a trading platform	Decide	Checklist, partner link
10	trading mistakes beginners make	Learn	List post
11	trading risk management for beginners	Learn	Explainer
12	is trading gambling	Learn	Opinion, honest, risk line

How a topic cluster works

That grouping is not just a way to organise your posts. It is how you rank. Search engines do not judge pages one at a time. They work out whether a site knows a subject well, and a topic cluster, meaning one main page plus the posts that support it, all linked together, is how you show that.

The four rules of a cluster:

1. **One pillar page per major topic.** Broad and complete, the page you eventually want ranking for the main keyword.
2. **Around ten supporting posts.** Each one covers a single narrow question in depth.
3. **Every supporting post links up to the pillar page.** Use descriptive link text such as "crypto futures trading", never "click here".
4. **Supporting posts link across to two or three related posts** where it genuinely helps the reader, and the pillar page links back down to all of them.



Build one complete cluster before starting a second. Ten posts on one topic beat thirty posts spread across ten topics, and the difference is large.

On-page SEO basics: the four things on every page

Element	What it is	Rule	Example
Title tag	The blue link in Google results	Main keyword first, under 60 characters, written to earn the click	What Is a Stop Loss? Where to Put It (Beginner Guide)
H1	The main heading on the page	One per page, matches the title, contains the keyword	What is a stop loss and where do you put it?
Meta description	The grey text under the title in results	140 to 160 characters, the promise of the page, the keyword once	Learn what a stop loss is, three ways to place it on a real chart, and the mistake most beginners make.
URL	The address	Short, lowercase, the keyword, hyphens, no dates or numbers	yoursite.com/what-is-a-stop-loss

Then the body: the keyword in the first 100 words, H2 subheadings that are the questions people ask, short paragraphs, one image with a descriptive file name, and two to four internal links.

The checklist to run before you publish a page

Title and address

- ☐ **Write the title tag.** This is the page title shown in search results. Keep it under 60 characters, with the keyword near the front.
- ☐ **Use one H1 only.** The H1 is the main heading of the page, and it should match the topic.
- ☐ **Shorten the URL.** Lowercase words joined by hyphens, /crypto-futures-beginners, not /2026/03/post-id-4471.
- ☐ **Write the meta description.** This is the short text shown under your title in results. 140 to 160 characters, written to earn the click.

The page itself

- ☐ **Answer in the first paragraph.** Two sentences, before any introduction.
- ☐ **Shape subheadings as questions.** Copy the way People also ask phrases them.
- ☐ **Describe every image in alt text.** Plain words about what the picture shows.

Links and trust

- ☐ **Add two to four internal links.** At least one must point up to your pillar page.
- ☐ **Add one or two outside links.** Point them at sources a reader would trust.
- ☐ **Keep one call to action.** Match it to the intent of the page.
- ☐ **Show the author and the risk line.** A named byline, plus a risk note wherever outcomes come up.

Technical SEO: the 5 checks that matter

Five things matter at your stage. The other forty do not.

#	Check	How	How often
1	Works properly on a phone	Open your own site on your phone and read a post end to end	Monthly
2	Loads quickly	Run one page through PageSpeed Insights (free). Compress images, remove plugins you do not use, keep the layout from jumping while it loads	Quarterly
3	Nothing broken	Run a free link checker across the site	Monthly
4	Sitemap submitted	A sitemap is a list of your pages for Google. Your SEO plugin creates it, submit it once in Search Console	Once
5	HTTPS on	Free with almost every host	Once

Schema markup is extra code that tells Google what type of page it is looking at. You do not write it: Rank Math and Yoast add Article schema automatically, and FAQ schema when you use their FAQ block. Switch both on once. The FAQ block is worth using on beginner explainers, because Google sometimes shows those questions directly in results.

One warning. Do not start technical work before you have published twenty posts. It feels productive, the scores go up, and it never asks you to face a blank page, which is exactly why it is such an easy place to hide from writing. Publish first, optimise later.

How to earn backlinks: 3 routes that work

A backlink is a link from another site to yours. Search engines treat them as votes of confidence, and they remain a major ranking factor. Cold emailing five hundred strangers is not how a small finance site earns them. Three routes work.

Route	What you do	Effort	Payoff
Be citable	Publish a glossary, calculator or maintained comparison table	High, done once	Links arrive on their own for years
Write for others	Contribute to finance blogs and newsletters	Medium, repeatable	One relevant placement beats fifty directories
Make original data	A survey, analysis or tool nobody else has	High, done once	The one thing a writer cannot get elsewhere

1. Be genuinely citable. Publish something people need to refer to: a glossary, a calculator, a comparison table you keep updated. Reference material earns links on its own, for years.

2. Write for other people. Finance blogs and newsletters that accept contributors will take a well argued piece from someone with a real site. One placement on a relevant site beats fifty directory listings, and it builds your personal authority at the same time.

3. Make something nobody else has. This needs no research budget. Survey two hundred people in trading communities about their biggest mistake. Analyse a hundred published fee schedules. Build a position size calculator. **Original data is the one thing another writer cannot get anywhere else, which is exactly why they link to it.**

One plain warning: do not buy links. In a YMYL niche the downside is not wasted money. It is a manual penalty, meaning a Google reviewer removes the site from results by hand. Paid link networks are the fastest known way to make a finance site permanently unrankable.

How to use AI without losing your rankings

AI is useful here. It is also the most common reason a partner site disappears from results.

Use AI for	Do not use AI for
Research and listing subtopics you would have missed	Publishing anything unedited
Outlines built from your keywords and People also ask questions	Any fact, figure, fee or date
First drafts of purely explanatory sections	Opinions and recommendations
Editing, tightening, catching repetition	Screenshots and personal experience
Drafting title and meta description options	Your author voice

The three ways AI destroys rankings:

- 1. Publishing unedited output.** It reads as generic and contains no first hand experience, which is precisely what YMYL filtering is built to catch.
- 2. Inventing facts.** AI produces plausible fee figures, dates and statistics that are simply wrong, and one made-up number costs a reader's trust permanently.

3. **Removing the human.** With no personal experience, no screenshots and no named author, nothing separates your page from ten thousand others on the same keyword.

So the rule is this: AI writes the structure, you add the experience, and every claim gets checked.

Structure and plain explanation can be assisted. The opinion, the screenshots, the numbers you verified and the mistakes you made have to be yours.

The test is simple. If a section could have been written by someone who has never done the thing, rewrite it.

DRAFT TO PUBLISHABLE

The raw draft

UNPUBLISHABLE

In today's fast paced financial markets, understanding stop losses is crucial for traders of all levels. A stop loss is an essential tool that helps traders manage risk effectively. It is important to note that placing your stop loss correctly can significantly impact your overall trading performance. Many traders struggle with this concept. Whether you are a beginner or a seasoned professional, a well thought out stop loss strategy is key to unlocking consistent results. Ultimately, the right approach depends on your individual risk tolerance and trading style.

Eighty two words. Nothing in them could only have been written by you, and nothing could be wrong, because nothing was claimed.

The same passage, edited

PUBLISHABLE

A stop loss closes your position automatically at a price you set in advance. **For my first eleven months I put mine at a round number, usually 50 units of loss**, because that felt like the amount I could stand to lose. That is the wrong reference point. The stop belongs at the price that would prove the trade idea wrong, and then the position size gets adjusted to fit it, not the other way round. **When I switched the order of those two decisions in March 2024, my average loss fell by roughly a third** while my win rate barely moved. **The awkward part is that it also meant trading 0.02 lots instead of 0.1**, which felt like going backwards for about six weeks.

A hundred and twenty words. A specific number, a dated personal experience, and one concrete detail the reader could not have guessed.

STRIP THESE ON SIGHT

Opening throat clearing

"In today's fast paced markets", "in the world of trading". Delete the sentence, start with the answer.

Empty intensifiers

Crucial, essential, vital, significantly, key to unlocking. They add emphasis to a claim that was never made.

Hedge phrases

"It is important to note that", "many traders", "some argue". Either say it or cut it.

The everyone sentence

"Whether you are a beginner or a seasoned professional". Written for nobody in particular.

The non conclusion

"Ultimately it depends on your individual risk tolerance." True, useless, and the reader already knew.

Tidy three part lists

Everything arriving in threes, each item the same length. Real experience is lumpier than that.

The edit is not about style. A draft becomes yours the moment it contains a number, a date and a thing you got wrong, because none of those could have been generated without you. Aim for one of each per section.

How to get your page quoted in AI answers

A growing share of searches now end inside an AI overview or a chat assistant rather than on a results page. Five habits make your page more likely to be quoted there.

1. **Answer the question in the opening two lines.** Anything buried under three hundred words of introduction is invisible.
2. **Use question shaped headings** that match how people actually ask.
3. **Use lists and tables.** They are far easier to lift and cite than dense paragraphs.
4. **Keep facts checkable and sourced.** Claims with a source get selected more often.
5. **State the plain definition once, near the top, in a single sentence.** That sentence is what gets quoted.

None of this conflicts with writing for people, so you do not need a separate approach.

Add a video where it helps. YouTube is the second largest search engine, and Google shows videos in a carousel on many results pages. Embed your own walkthrough or explainer on the matching post. It keeps readers on the page longer and gives the same content a second way to be found.

Your 90-day SEO plan, week by week

Week	Focus	What you do
1	Foundations	Site live, About, Contact, author bio, risk disclosure
2	Research	Five seed topics searched, forty keywords listed, first cluster chosen
3	Setup	Search Console and Analytics connected, sitemap submitted, SEO plugin set up
4	Pillar	Write and publish the pillar page
5 to 8	Volume	Eight supporting posts, two a week, each linking up to the pillar

Week	Focus	What you do
9	First comparison post	Your first comparison post, with the PrimeXBT referral link placed properly
10	Authority	Pitch three guest posts, publish one citable reference page
11 to 12	Second cluster	Start it, same shape as the first
13	Review	Improve every page sitting in positions 8 to 20



Expect almost nothing in weeks one to six. Movement usually begins between week six and month three, results vary considerably, and most of the people who quit, quit before week six. The impressions graph in Search Console (impressions are the number of times your pages appear in results) stays flat for a long time and then turns upward. The turn is not caused by anything you did that week. It is caused by the twenty posts before it.

Top 8 tips for SEO in the trading niche

- 1. Publish the About page tonight.** It is the cheapest ranking work you will ever do. In a YMYL niche, an anonymous site is a suppressed site, and no amount of keyword research fixes that. Put your real name, a real photo and three honest sentences about your background on a page, link it from the header and the footer, and you have moved a signal that affects every page on the site at once. Twenty minutes, and it applies to everything you have already published.
- 2. Write for the question, not the keyword.** Take the exact phrasing from People also ask and use it as your subheading. People type questions, and search engines increasingly match on meaning rather than exact words. A post structured as six real questions with six real answers will outrank a post that repeats a keyword phrase eleven times. Read your headings out loud. If nobody would ever say them, rewrite them.
- 3. Improve pages in positions 8 to 20 before writing new ones.** Open Search Console, sort by position, and find every page sitting just off page one. Those pages already rank. They already have authority. Adding two hundred words, one section answering a related question, and two internal links routinely moves them onto page one within a month. Writing a brand new post from zero takes three times as long for a worse chance.
- 4. Build one cluster completely before starting a second.** Thirty posts scattered across ten unrelated topics build authority in nothing. Twelve posts on one topic, linked into a pillar page, support each other and rank as a unit. If you can only do one structural thing this quarter, make it this. Finish the cluster even when a different topic feels more interesting, because the interest is usually just a way of avoiding the harder remaining posts.
- 5. Put one screenshot of your own screen in every article.** This is the fastest way to prove first hand experience, which is the E in E-E-A-T that competitors cannot copy. Your own order ticket, your own chart, your own dashboard. Blur anything private and crop tight. A page with one original image and a named author is a different page to a search engine than the same text with a stock photo.
- 6. Link explainers up to comparisons deliberately.** Internal linking is the free ranking lever most partners never pull. Every explainer should link up to the comparison post it supports, and every comparison should link back down to the explainers that define its terms. Use descriptive link text. That web of links is what turns twelve separate posts into one cluster, and it is also what carries a reader who arrived to learn something to the page that carries your link.
- 7. Never buy a link, and never publish raw AI output.** Both are shortcuts with the same ending. A paid link network in finance can earn a manual penalty that removes the site from results entirely. Unedited AI text is exactly what YMYL quality filtering is designed to catch. Neither risk is worth the time saved, because recovering a penalised finance domain is usually slower than starting a new one.
- 8. Measure impressions monthly, not clicks daily.** Impressions in Search Console are the first honest signal that search engines are showing your pages to real people. Clicks follow impressions, and signups follow clicks, but both follow late. Write down two numbers on the first of every month: posts published and total impressions. Compare them to last month. If impressions are rising and clicks are not, your titles need rewriting, not your content. If neither is moving by month four, check that "Discourage search engines" is unticked in your site settings and that your sitemap was actually submitted.

Do this, not that

Do this	Not that
Build comparison content and give it the referral links	Writing only informational posts
Read page one before you write	Ignoring search intent
Build one full cluster first	Thirty posts across thirty topics
Publish the About page and an author bio tonight	Staying anonymous in a YMYL niche
AI for structure, you for the experience	Publishing raw AI output
Twenty posts first	Optimising a four post site
Earn links through the three routes above	Buying links
Judge it at month three, not week three	Quitting at week five

Your first month: a checklist

Week 1: trust pages

- ☐ **Publish your About page.** Use your real name and a real photo.
- ☐ **Write your author bio.** Attach it to every post through your theme settings.
- ☐ **Publish Contact and Editorial Policy.** Two short pages are enough.
- ☐ **Add your two lines.** A visible risk line, and one line saying you are a partner.

Week 2: keywords

- ☐ **Write five seed topics.** Broad subjects your readers care about.
- ☐ **Collect forty keywords.** Use autocomplete, People also ask and Related searches.
- ☐ **Choose your pillar topic.** List ten to twelve supporting keywords with intent and difficulty.

Week 3: tools

- ☐ **Verify Search Console.** Then submit your sitemap.
- ☐ **Connect Google Analytics.** One free account, one snippet of code.
- ☐ **Set up your SEO plugin.** Switch on FAQ and Article schema, then leave it alone.

Week 4: publish

- ☐ **Publish your pillar page.** Write it from your outline and put it live.
- ☐ **Set a monthly reminder.** Check Search Console for pages sitting in positions 8 to 20.

Key takeaways

- Trading is a YMYL topic, so credibility comes before optimisation. An anonymous site does not rank.
- Six E-E-A-T jobs, done in a month, change how an existing site ranks.
- Match search intent or nothing else works. Informational posts bring people in, comparison posts convert them.
- Free tools cover your first year. Autocomplete, People also ask and Search Console are enough.
- One pillar page and around ten supporting posts, linked deliberately, is the unit that ranks.
- Five technical checks are enough. Do not use speed scores as a way to avoid writing.
- AI writes the structure, you add the experience, and every claim gets checked.
- Expect movement between week six and month three. Results vary, and quitting early is the main failure.

Your next 3 actions

1. **Fix your credibility signals (45 minutes).** An About page, an author bio with your real background, a contact page, and a visible risk disclosure.
2. **Plan one cluster (60 minutes).** Five seed topics, autocomplete, People also ask, Keyword Planner. Pick a pillar topic and list ten to twelve supporting keywords with intent and difficulty, as in the worked example above.
3. **Connect Search Console (20 minutes).** Verify the site, submit the sitemap, then set a monthly reminder to check the Performance report for searches in positions 8 to 20.

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