

FINTECHRANK

FREE BLUEPRINT

The compliance-aware SEO framework for growth-stage
fintech companies.

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Choose Your Path

This blueprint has two tracks. Pick the one that matches your situation. You will get step-by-step instructions tailored to where you are right now.

A

I have an established fintech website

Your site has been live for 1+ year. You have content and maybe some traffic, but you are not ranking where you should be. You need to audit what exists, close keyword gaps, and address compliance-related content issues holding back your E-E-A-T signals.

B

I just launched (or I'm about to)

Brand new domain. Google does not know you exist yet. You need to build everything from scratch, the right way, with YMYL compliance baked in from day one.

Not sure which path? Start with Path A. Most fintech companies fit there.

Before You Start

What you will need

Tool	Cost	What it does
Google Search Console	Free	Shows which queries Google is displaying your site for
Google Analytics 4	Free	Tracks who visits your site and what they do
Ahrefs Webmaster Tools	Free	Basic keyword research and site audit (limited)
Ahrefs (full)	\$99/month	Keyword research, competitor analysis, rank tracking
Screaming Frog	Free (up to 500 pages)	Crawls your site to find technical SEO issues
PageSpeed Insights	Free	Tests page load speed and Core Web Vitals

TIME COMMITMENT

Plan for **15-20 hours over your first month** if doing this yourself. That includes the audit, keyword research, content planning, compliance review, and your first piece of content. After that, expect 4-6 hours per month for ongoing execution.

What is SEO, in plain English?

SEO (Search Engine Optimisation) is the process of making your website show up when people search for what you sell. When someone types "fintech payment processing" into Google, SEO determines whether your site appears on page 1 or page 10. The difference between those positions is the difference between getting customers and being invisible.

It is not a one-time setup. It is an ongoing process: research what your customers are searching for, create content that answers those searches better than anyone else, and make sure Google can find and understand your pages.

What is AEO, and why it matters now

AEO (Answer Engine Optimisation) is the newer sibling of SEO. Tools like ChatGPT, Perplexity, and Google's AI Overviews are pulling answers directly from websites. If your content is not structured for AI retrieval, with clear FAQ sections, direct answers in opening paragraphs, and schema markup, you are invisible to the next generation of search.

The good news: most of what makes content rank well on Google also makes it quotable by AI. This blueprint covers both.

What is YMYL, and why fintech content is held to a higher standard

YMYL stands for "Your Money or Your Life." Google uses this classification for any content that could impact a reader's financial wellbeing, health, or safety. Every page on a fintech website falls into this category. That means Google applies stricter quality standards to your content than it does to, say, a cooking blog or a travel site.

In practice, this means your content needs stronger E-E-A-T signals (Experience, Expertise, Authoritativeness, Trust). Author bios with credentials. Regulatory disclaimers where appropriate. Cited sources. Accurate, up-to-date information. Content that gets this right ranks. Content that does not gets suppressed, even if it is well-written and keyword-optimised.

The 7 metrics you need to understand

Metric	What it means	Fintech example
KD (Keyword Difficulty)	How hard it is to rank for a keyword (0-100). Lower = easier.	"fintech seo agency" has KD 13. Achievable with focused content.
Volume	How many people search for this keyword per month.	"seo for fintech companies" gets 590 searches/month

Metric	What it means	Fintech example
DR (Domain Rating)	How authoritative Google considers your website (0-100).	A new fintech site might have DR 5. Established: DR 30+
Search Intent	Why someone is searching. Are they learning, comparing, or buying?	"what is fintech SEO" = learning. "fintech SEO agency pricing" = buying.
CTR (Click-Through Rate)	What % of people who see your listing actually click it.	Position 1 gets ~30% CTR. Position 5 gets ~5%.
YMYL	Google's "Your Money or Your Life" classification. Fintech = always YMYL.	A post about "PCI compliance for payments" triggers YMYL review.
E-E-A-T	Experience, Expertise, Authoritativeness, Trust. Google's quality framework.	Author bios, regulatory disclaimers, and cited sources raise E-E-A-T.

KEY TAKEAWAY

SEO is not magic. It is a process. This blueprint shows you the process, the exact steps, in the exact order, with the exact tools. Whether you do it yourself or hire someone, understanding the process means you can never be sold something you do not need. And for fintech, compliance awareness is not optional. It is what separates content that ranks from content that gets buried.

PATH A - ESTABLISHED SITE

STEP 1

Audit Your Site

Before you create any new content, you need to know what is broken. Most established fintech sites have 5-10 technical issues silently killing their rankings, plus compliance gaps that suppress YMYL content even further. This step finds them.

1 Run a technical crawl

Open **Screaming Frog** (free for up to 500 pages). Enter your full URL including https://. Click Start. Wait for the crawl to complete. This takes 1-5 minutes for most fintech sites.

When it is done, you will see a dashboard of every page on your site with their status codes, titles, meta descriptions, and load times.

2 Check for the 12 most common issues

Go through this checklist. Each issue has a direct impact on your rankings. The last two are fintech-specific and relate to YMYL compliance:

Issue	How to find it	How to fix it	Priority
Missing meta titles	Screaming Frog - Page Titles tab - filter "Missing"	Add a unique title tag (50-60 chars) to each page	High
Duplicate meta titles	Screaming Frog - Page Titles - filter "Duplicate"	Make each page title unique and keyword-relevant	High
Missing meta descriptions	Screaming Frog - Meta Description - filter "Missing"	Write a unique description (120-160 chars) per page	Medium
Broken internal links (404s)	Screaming Frog - Response Codes - filter "Client Error 4xx"	Fix or redirect each broken URL	High
Redirect chains	Screaming Frog - Response Codes - filter "Redirection 3xx"	Point links directly to the final URL	Medium

Issue	How to find it	How to fix it	Priority
Slow page speed (>3s)	PageSpeed Insights - enter your URL	Compress images, remove unused JS, enable caching	High
No SSL certificate	Check if your URL starts with https://	Install SSL via your hosting provider (usually free)	Critical
Missing H1 tags	Screaming Frog - H1 tab - filter "Missing"	Add one H1 per page containing the target keyword	High
Missing alt text on images	Screaming Frog - Images - filter "Missing Alt Text"	Add descriptive alt text to every image	Medium
No XML sitemap	Visit yoursite.com/sitemap.xml	Generate one via your CMS or Yoast/RankMath plugin	High
Missing regulatory disclaimers	Review financial content pages manually	Add appropriate disclaimers (e.g. "not financial advice") to YMYL pages	High
No author bios on YMYL content	Check blog posts and guides for author attribution	Add author name, credentials, and LinkedIn profile to every content page	High

PRO TIP

If your site loads in over 3 seconds on mobile, that is your number one fix. Google has confirmed page speed is a ranking factor, and mobile-first indexing means the mobile version of your site is what Google evaluates. Check at pagespeed.web.dev. For fintech, also check that every YMYL page has a visible author bio and regulatory disclaimer. Google's quality raters are specifically trained to look for these on financial content.

PATH A - ESTABLISHED SITE

STEP 2

Find Your Keyword Gaps

You already have a site. Google already knows about you. That means you have data, and data tells you exactly where your quick wins are.

1 Check what Google already shows you for

Open **Google Search Console** - Performance - Search results. Set the date range to the last 3 months. Click "Queries" and sort by **Impressions** (highest first).

These are keywords Google is already associating with your site. If you see keywords with high impressions but low clicks, your page exists in Google's index but it is not optimised. The title might be generic, the content might be thin, or you might be on page 2-3.

2 Find your "almost ranking" keywords

In **Ahrefs** - Site Explorer - enter your domain - Organic Keywords. Filter by **Position: 4-20**. These are your quick wins. You are already on Google's radar for these terms. With on-page optimisation (better title, improved content, internal links), many of these can move to page 1.

3 Run a competitor gap analysis

In **Ahrefs** - Site Explorer - enter your top competitor's domain - Content Gap. Add your domain in the "But the following target doesn't rank for" field. Click "Show keywords."

This shows you every keyword your competitor ranks for that you do not. Filter by KD 0-15 and Volume 50+. These are achievable keywords your competitor is getting traffic from that you are leaving on the table.

4 Validate each keyword

Not every keyword is worth targeting. For each one, check:

- **KD 0-15:** You can rank for this with quality content alone. No backlinks needed.
- **KD 16-25:** Rankable in 2-4 months with a content cluster supporting it.

- **KD 26+:** Not a launch target. Revisit after 6 months of building authority.
- **Volume 50+:** Enough search demand to be worth writing about.
- **Intent match:** Is this person looking for what you sell, or just information? Focus on commercial and transactional intent first.
- **Compliance fit:** Can you write authoritatively about this topic without needing legal sign-off on every sentence? Prioritise keywords where your in-house expertise gives you a compliance advantage.

Your keyword gap tracker

Use this table to track your findings. Fill in as you work through Steps 1-4:

Keyword	Volume	KD	Your Position	Gap Type
fintech seo agency	720	13	Not ranking	Missing
seo for fintech companies	590	8	Page 3	Underperforming
fintech content marketing	480	5	Not ranking	Missing
<i>Your keyword here</i>	-	-	-	-
<i>Your keyword here</i>	-	-	-	-
<i>Your keyword here</i>	-	-	-	-
<i>Your keyword here</i>	-	-	-	-
<i>Your keyword here</i>	-	-	-	-

PRO TIP

The most valuable keywords for fintech companies are **buyer-intent keywords**. Terms like "fintech SEO agency," "payment processing SEO," and "compliance-aware content marketing" get searched by people who are ready to act. They convert at 3-5x the rate of informational keywords. For fintech specifically, compliance-adjacent keywords often have lower competition because most agencies do not know how to write for regulated industries.

PATH A - ESTABLISHED SITE

STEP 3

Build Your Content Plan

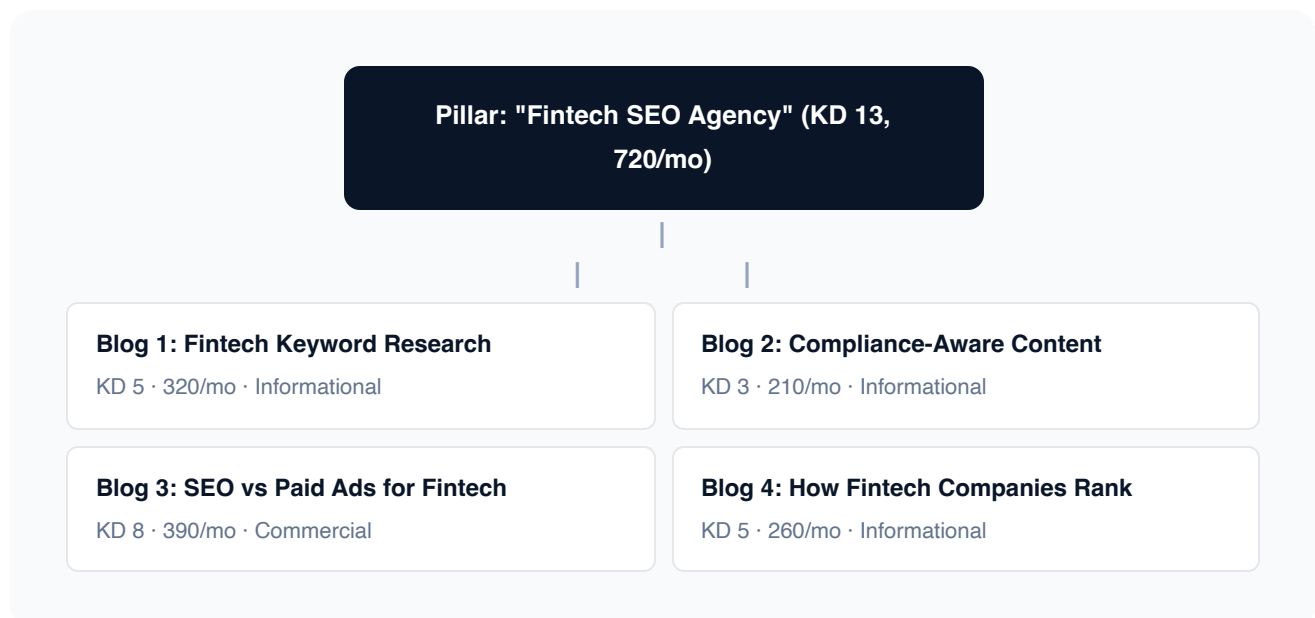
You have your audit findings and your keyword gaps. Now you need a plan that connects the two. This is where most fintech companies get it wrong. They publish random blog posts without a structure, or worse, they let compliance review bottleneck every piece of content for weeks. What works is a **content cluster** with compliance built into the writing process, not bolted on after.

How content clusters work

A content cluster is a group of related pages that all support one main topic. You have one pillar page (the comprehensive authority piece) and 4-6 supporting blog posts that each target a specific long-tail keyword. Every supporting page links back to the pillar. The pillar links out to each supporting page. Google sees this interconnected structure and understands you are an authority on the topic.

Worked example: A fintech payments platform

Let us say you run an embedded lending platform targeting mid-market businesses. Here is what your content cluster would look like:



Internal link map

From	Anchor text	To
Blog 1	"fintech SEO agency"	Pillar article
Blog 2	"compliance-aware fintech SEO"	Pillar article
Blog 3	"fintech SEO strategy"	Pillar article
Blog 4	"how fintech companies rank"	Pillar article
Pillar	"fintech keyword research"	Blog 1
Pillar	"writing for regulated industries"	Blog 2
Pillar	"SEO versus paid ads"	Blog 3
Pillar	"ranking strategies for fintech"	Blog 4
Blog 1	"compliance content strategy"	Blog 2
Blog 3	"organic ranking for fintech"	Blog 4
All blogs	"get started" / "learn more"	Landing page (/)

Month-by-month content calendar

Month	What you publish	What you fix	Expected result
Month 1	Pillar article + authority piece	Top 5 technical issues + on-page fixes on 5-8 pages + compliance disclaimers	Foundation set. Google starts re-indexing.
Month 2	Blog posts 1 + 2	Refresh 2 existing underperforming pages + add author bios	New content indexed. First impressions in GSC.
Month 3	Blog posts 3 + 4	Refresh 2 more existing pages + E-E-A-T audit	First keyword movements. Low-KD terms start ranking.

Month	What you publish	What you fix	Expected result
Months 4-6	2 posts/month on new cluster keywords	Ongoing refreshes + technical monitoring	Traffic compounding. Page 1 positions for KD 0-15 terms.

KEY TAKEAWAY

You are not starting from zero. Google already knows your domain. Every fix you make and every piece of content you publish builds on the authority you have already earned. For fintech, the compliance angle is your edge: most competitors either skip disclaimers (and get suppressed) or let compliance review delay content for weeks. Writing it right the first time is faster than fixing it after legal review.

PATH A - ESTABLISHED SITE

STEP 4

Set Up for AEO

Your existing content is an asset, but it needs to be restructured for AI search. ChatGPT, Perplexity, and Google AI Overviews are already pulling answers from websites. If your pages are not structured for it, AI tools will quote your competitors instead of you.

For fintech, AEO is especially important. When someone asks an AI tool "how does SEO work for fintech companies?" or "what is compliance-aware content marketing?", you want your content cited as the source. AI tools favour well-structured, authoritative content with clear credentials, which is exactly what YMYL compliance demands.

1 Add FAQ sections to your top 5 pages

Each FAQ should have 3-5 questions that your customers actually ask. Each answer should be **30-40 words**. Start with the question and answer it directly in the first sentence. No fluff. AI tools pull the most direct, concise answers.

For fintech content, include compliance-related questions like "Do I need regulatory disclaimers on my fintech blog?" or "How does YMYL affect fintech content rankings?"

2 Add FAQ schema markup (JSON-LD)

Paste this into the <head> of each page that has FAQs. Replace the question and answer text with your own:

```
{
  "@context": "https://schema.org",
  "@type": "FAQPage",
  "mainEntity": [{
    "@type": "Question",
    "name": "Your question here?",
    "acceptedAnswer": {
      "@type": "Answer",
      "text": "Your 30-40 word answer here."
    }
  }]
}
```

```
}]  
}
```

3 Check if AI tools already cite you

Search your main topic in ChatGPT or Perplexity. Ask: "Who are the best fintech SEO agencies?" or "How should fintech companies approach SEO?" If you are not mentioned, your content is not structured for AI retrieval yet. Steps 1 and 2 fix that.

PRO TIP

AEO and SEO are not separate strategies. The same content that ranks on Google gets cited by AI, if it is structured correctly. FAQ schema, direct answers in opening paragraphs, and clear page structure serve both. For YMYL content, AI tools also prioritise sources with visible author credentials and regulatory context.

WHAT WE HANDLE

Schema markup, FAQ restructuring, compliance-aware content formatting, and AI readiness are part of every engagement. We set this up in Week 3 alongside on-page optimisation, so your site works for both traditional search and AI search from day one.

PATH A - ESTABLISHED SITE

STEP 5

Execute Month 1

Here is exactly what a complete Month 1 looks like, broken down by week. This is the same sequence we follow with every established fintech client.

WEEK 1

- Full technical SEO audit
- Fix critical issues (broken links, missing meta, speed)
- Submit updated sitemap to GSC

WEEK 2

- GA4/GSC calibration and tracking verification
- Content audit: find underperforming pages
- YMYL compliance review (disclaimers, author bios, E-E-A-T)

WEEK 3

- Keyword remapping across all pages
- On-page fixes on top 5-8 priority pages
- AEO setup: FAQ schema + content restructuring

WEEK 4

- Publish first authority article (compliance-ready)
- Restructure internal link architecture
- Deliver 6-month content strategy document

Month 1 completion checklist

#	Deliverable	Done?
1	Technical audit completed. All critical issues fixed.	
2	GA4 and GSC verified and tracking correctly	
3	Content audit completed. Underperforming pages identified.	
4	Keyword cannibalisation resolved	
5	On-page optimisation applied to top 5-8 pages	

#	Deliverable	Done?
6	Internal link architecture restructured	
7	FAQ schema added to top 5 pages	
8	First authority article published (compliance-reviewed)	
9	XML sitemap updated and resubmitted	
10	YMYL compliance audit: disclaimers and author bios added	
11	6-month content strategy delivered	
12	Keyword tracking set up	
13	First monthly report delivered	

WHAT THIS COSTS

This is everything we deliver in Month 1 of tier-grow. **\$750/month**. Every item on this checklist, handled. No lock-in. Cancel any time.

Now skip ahead to the [SEO Readiness Scorecard](#) to see where you stand.

PATH B - NEW SITE

STEP 1

Set Up Your Technical Foundation

Your site is new. Google does not know you exist yet. Before you create any content, you need to make sure Google can find you, crawl your pages, and start building trust in your domain. For fintech, trust signals are doubly important because YMYL classification means Google scrutinises new financial sites more carefully. This takes 30-45 minutes and sets the clock running.

1 Set up Google Analytics 4

Go to analytics.google.com. Click "Start measuring." Enter your site name, set your time zone, and click through the setup. On the "Data Streams" step, select "Web" and enter your URL. Google will give you a tracking code. Add it to the `<head>` of every page on your site.

This starts tracking who visits your site, which pages they view, and how they found you.

2 Set up Google Search Console

Go to search.google.com/search-console. Click "Add property." Choose "Domain" and enter your domain without https. Google will ask you to verify ownership. The easiest method is adding a DNS TXT record through your domain registrar (GoDaddy, Cloudflare, etc.).

Once verified, GSC shows you which queries Google is displaying your site for, how many impressions and clicks you get, and any indexing issues.

3 Submit your sitemap

In GSC, go to **Sitemaps** in the left sidebar. Enter `yoursite.com/sitemap.xml` and click Submit. This tells Google about every page on your site and speeds up indexing.

If your site does not have a sitemap yet, most CMS platforms (WordPress, Webflow, Astro) generate one automatically. Check by visiting `yoursite.com/sitemap.xml` in your browser.

4 Technical checklist

Check	How to verify	Status
Site loads in under 3 seconds	pagespeed.web.dev - enter your URL	
SSL certificate installed (https://)	Check your browser address bar for the lock icon	
Mobile responsive	Google Search Console - Mobile Usability report	
robots.txt is not blocking Google	Visit yoursite.com/robots.txt . Should NOT say "Disallow: /"	
XML sitemap exists	Visit yoursite.com/sitemap.xml	
Every page has a unique title tag	View page source - look for <title> tag	
Privacy policy and terms of service published	Check footer links. Required for financial services sites.	

PRO TIP

Google takes 2-4 weeks to start indexing a new site. For fintech sites, the YMYL evaluation adds additional scrutiny during the indexing period. Having privacy policies, terms of service, author pages, and regulatory disclaimers in place from day one signals trust to Google's quality systems before your content even starts ranking.

PATH B - NEW SITE

STEP 2

Research Your Keywords From Scratch

You have no Search Console data. No existing rankings. No historical traffic. You are starting from zero, which means you need to find the right keywords before you write a single word of content.

1 Brainstorm your seed keywords

Open a spreadsheet. Write down 10-15 terms your customers would actually search for. Think in three categories:

- **Problem terms:** "how to rank a fintech website," "why fintech companies struggle with SEO"
- **Solution terms:** "fintech SEO agency," "compliance-aware content marketing"
- **Comparison terms:** "SEO vs paid ads for fintech," "in-house SEO vs agency for fintech"

2 Expand with Ahrefs Keywords Explorer

Go to ahrefs.com/keywords-explorer. Paste your seed terms, one per line. Set country to United States (or your primary market). Click Search.

In the results, click "**Matching terms**" in the left sidebar. Apply these filters:

- KD: Min 0, Max 15
- Volume: Min 50

Sort by Volume (highest first). Export the top 50 results. This is your raw keyword list.

3 Classify by intent

Add a column called "Intent" to your spreadsheet. For each keyword, classify it:

Intent	What it means	Fintech example	Page type to create
Informational	They want to learn something	"what is fintech SEO"	Blog post or guide

Intent	What it means	Fintech example	Page type to create
Commercial	They are comparing options	"best fintech SEO agencies"	Comparison or review page
Transactional	They are ready to buy/act	"fintech SEO services pricing"	Service page or landing page

4 Map keywords to pages

Each keyword gets one page. Each page targets one primary keyword. Use this table:

Keyword	Volume	KD	Intent	Page Type	URL Slug	Month
fintech seo agency	720	13	Commercial	Pillar article	/guide/fintech-seo-agency	M1
fintech content marketing	480	5	Informational	Blog post	/blog/fintech-content-marketing	M2
fintech seo strategy	390	5	Commercial	Blog post	/blog/fintech-seo-strategy	M2
<i>Your keyword</i>	-	-	-	-	-	-
<i>Your keyword</i>	-	-	-	-	-	-
<i>Your keyword</i>	-	-	-	-	-	-

PRO TIP

New domains should target **KD 0-10 only** for the first 6 months. You do not have the domain authority for anything higher. The most common mistake new fintech companies make is targeting KD 30+ keywords like "payment processing" and then wondering why nothing ranks. Start low, build authority, then move up. The compliance angle is your accelerator: fintech-specific long-tail keywords often have lower competition because generalist agencies cannot write them.

PATH B - NEW SITE

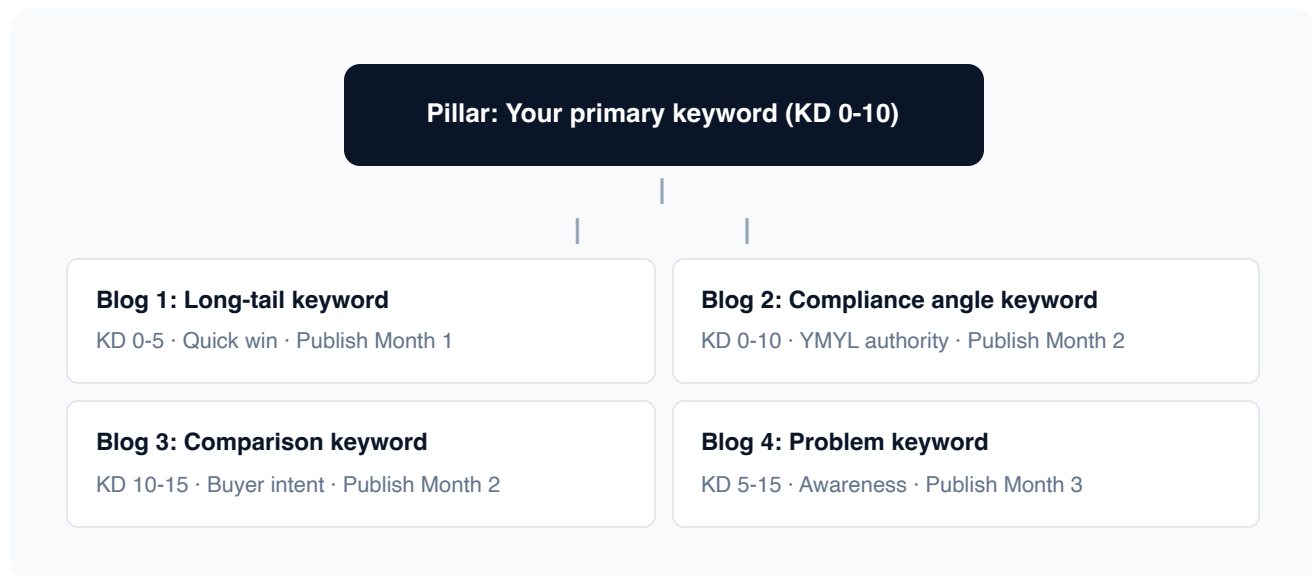
STEP 3

Plan Your Content Cluster

You are building from scratch, which means you have an advantage: you can structure everything correctly from day one. No legacy pages to clean up, no keyword cannibalisation to fix, and no compliance debt to unwind.

Your cluster architecture

Start with one cluster. One pillar article. Four to six supporting blog posts. Get this right before expanding to a second cluster.



Month-by-month build plan

Month	What you publish	Cumulative pages	Expected result
Month 1	Technical setup + pillar article + 1 authority piece	2 content pages + all technical pages	Google starts indexing. No rankings yet.

Month	What you publish	Cumulative pages	Expected result
Month 2	2 blog posts + 1 authority article	5 content pages	First impressions appearing in GSC.
Month 3	2 blog posts + 1 authority article	8 content pages	Low-KD terms start ranking (page 2-3).
Month 4-6	2 posts + 1 authority article per month	17+ content pages	Traffic compounding. Page 1 for KD 0-10 terms.

What this costs

At \$1,200/month for 6 months, here is what you will have built:

- Full technical foundation (GA4, GSC, sitemap, schema, speed optimised)
- 17+ pieces of published content (pillar + blogs + authority articles)
- Complete internal link architecture
- YMYL compliance layer: author bios, disclaimers, E-E-A-T signals on every page
- Monthly performance reports
- Estimated organic traffic: 500-1,500 visits/month by Month 6
- At \$5-15 CPC equivalent: \$2,500-\$22,500/month in ad spend value

KEY TAKEAWAY

Month 1 feels slow. You will not see rankings. You will not see traffic. That is normal. By Month 4 you will see why it was worth it. The content from Months 1-2 starts ranking, and every new piece compounds the effect. SEO is the opposite of paid ads: it starts slow and accelerates. For fintech, the YMYL trust signals you build in Months 1-2 pay dividends across every piece of content you publish after that.

PATH B - NEW SITE

STEP 4

Set Up for AEO From Day One

New sites have an advantage that established sites do not: you can build for AI search from the start instead of retrofitting. Every page you create should be structured for both Google and AI tools from day one. For fintech, this is even more valuable because AI tools are already answering questions about payments, lending, compliance, and financial technology. If your content is structured for AI retrieval, you get cited. If it is not, your competitors do.

1 Every page gets FAQ schema from day one

Add 3-5 FAQs to every content page. Each answer should be 30-40 words. Add the JSON-LD schema markup in the page head (see the code example in Path A, Step 4). This is a 5-minute addition per page that makes your content visible to AI search tools.

Include at least one compliance-related FAQ per page, such as "Is this content regulated by FINRA?" or "What disclaimers apply to fintech marketing content?" These questions are frequently asked by AI tools when summarising financial content.

2 Structure every page for AI retrieval

The first paragraph of every page should **directly answer the search query**. No "In today's rapidly evolving fintech landscape..." intros. Start with the answer, then expand. AI tools pull the most concise, direct answers.

Example: If the page targets "what is fintech SEO," the first sentence should be: "Fintech SEO is the process of optimising a financial technology website to rank in search engines for keywords that drive demo requests and qualified leads, with content that meets YMYL compliance standards."

3 Create an llms.txt file

This is a new standard that tells AI crawlers what your site is about. Create a file at `yoursite.com/llms.txt` with a brief description of your company and links to your most important pages. Think of it as a sitemap for AI.

PRO TIP

Sites that build for AEO from launch rank faster in AI search than sites that retrofit later. The structured data and content format you set up now will compound, just like SEO does. Fintech companies that include compliance context in their FAQ schema get cited more frequently by AI tools, because the tools recognise the content as authoritative and trustworthy.

WHAT WE HANDLE

We build AEO into every new fintech site from day one. Schema markup, FAQ structure, llms.txt, compliance-aware content formatting, and direct-answer structuring. All included in the retainer. You do not have to think about it.

PATH B - NEW SITE

STEP 5

Execute Month 1

Here is exactly what a complete Month 1 looks like for a brand new fintech site, broken down by week.

WEEK 1

- Full technical SEO audit
- All critical fixes applied
- SSL, speed, mobile verified

WEEK 2

- GA4 + GSC set up from scratch
- Site architecture review
- AEO setup (schema, FAQ structure, llms.txt)

WEEK 3

- Keyword research + full cluster map
- Internal linking plan delivered
- YMYL compliance layer built (author pages, disclaimers, E-E-A-T)

WEEK 4

- First authority article published (compliance-reviewed)
- On-page optimisation on up to 10 pages
- First monthly report delivered

Month 1 completion checklist

#	Deliverable	Done?
1	Technical audit completed. All critical issues fixed.	
2	GA4 installed and tracking	
3	Google Search Console verified and sitemap submitted	
4	Site speed under 3 seconds on mobile	
5	Keyword research completed. Full cluster map delivered.	
6	Site architecture review and internal linking plan delivered	

#	Deliverable	Done?
7	On-page optimisation applied to up to 10 pages	
8	FAQ schema added to all content pages	
9	llms.txt created	
10	First authority article published (primary keyword, compliance-ready)	
11	AEO-optimised content formatting applied	
12	YMYL compliance layer: author bios, disclaimers, privacy policy	
13	6-month content strategy delivered	
14	Keyword tracking set up	
15	First monthly report delivered	

WHAT THIS COSTS

This is everything we deliver in Month 1 of tier-build. **\$1,200/month**. From zero to fully operational, with compliance built in. No lock-in. Cancel any time.

SCORE YOURSELF

SEO Readiness Scorecard

Answer each question honestly. Your score tells you exactly where to focus, and whether you are ready to do this yourself or would benefit from help.

#	Question	Y/N	If No - what to do
TECHNICAL (5 QUESTIONS)			
1	Do you have Google Analytics 4 installed?		analytics.google.com - create a property, add tracking code
2	Is your site verified in Google Search Console?		search.google.com/search-console - add and verify your domain
3	Does your site load in under 3 seconds on mobile?		pagespeed.web.dev - compress images, fix render-blocking resources
4	Do you have an XML sitemap submitted to GSC?		Submit at GSC - Sitemaps - yoursite.com/sitemap.xml
5	Are your title tags and meta descriptions unique per page?		Run Screaming Frog - check for duplicates and missing tags
CONTENT (5 QUESTIONS)			
6	Do you have a blog with 5+ published posts?		Start with your top 3 buyer-intent keywords. One post each.
7	Is each post targeting a specific keyword (not generic topics)?		Add a primary keyword to each post. See Step 2/3 for how.
8	Do your content pages have FAQ sections?		Add 3-5 FAQs per page. See the AEO chapter for format.
9	Do you have a pillar/authority article (2,000+ words)?		Write one comprehensive guide on your primary topic

#	Question	Y/N	If No - what to do
10	Are your pages interlinked (blogs link to pillar, pillar links back)?		Review your internal link map. See Step 3 for architecture.
AUTHORITY & COMPLIANCE (5 QUESTIONS)			
11	Does your content have regulatory disclaimers where needed?		Add "not financial advice" or relevant disclaimers to all YMYL pages
12	Are author credentials displayed on YMYL content?		Add author bios with name, title, and LinkedIn to every content page
13	Does your site have a Domain Rating above 10?		Ahrefs - Site Explorer - enter your domain
14	Do you publish new content at least monthly?		Set a content calendar. Minimum 2 posts/month.
15	Do any of your pages have FAQ schema markup?		Add JSON-LD schema. See the AEO chapter for the code.

Your score

Score	Level	What it means
0-4	Critical	Your site is invisible to search. Start with technical foundations and compliance basics. This is exactly what Month 1 fixes.
5-8	Foundation exists	The basics are there but you lack strategy. Your priority is a keyword plan, content cluster, and YMYL compliance audit. Steps 2-3 show you how.
9-12	Good base	You are in a strong position. What you need now is consistent execution: 2-4 posts/month targeting validated keywords with compliance baked in.
13-15	Strong	You are ahead of most fintech competitors. A gap analysis would show what opportunities you are still leaving on the table.

WHAT IT COSTS

What You Actually Get

The pricing landscape

Provider type	Monthly price	What you get	What is missing
Upwork freelancer	\$300-600	Task execution (write posts, fix meta tags)	No strategy. No compliance awareness. No long-term plan.
Boutique practitioner	\$750-1,500	Strategy + execution. Direct access to the person doing the work. Compliance-aware content.	Smaller team. Fewer tools. Limited capacity.
Mid-range agency	\$2,000-5,000	Full-service SEO. Account manager + team.	Junior staff does the work. No fintech compliance experience.
Enterprise agency	\$5,000-20,000	Large team, custom strategy, advanced reporting.	Overkill for sub-\$50M revenue companies. Long contracts.

Our two tiers

	tier-grow (\$750/mo)	tier-build (\$1,200/mo)
For	Established fintech site (1+ year)	New fintech domain (under 6 months)
Month 1	Full audit + fixes + compliance review + authority article	Full setup from scratch + compliance layer + authority article
Ongoing	2 posts/month + 2 refreshes/month	2 posts + 1 authority article/month

	tier-grow (\$750/mo)	tier-build (\$1,200/mo)
Compliance	YMYL audit + E-E-A-T signals + disclaimers	Full compliance layer built from day one
Lock-in	None. Cancel any time.	None. Cancel any time.
Recommended	3 months minimum	6 months minimum

ROI calculation

EXAMPLE

If you rank position 3 for "fintech seo agency" (720 searches/month) at a 3.5% CTR, that is **25 organic visits per month**. At \$12 CPC (the going PPC rate for this keyword), those visits are worth **\$300/month in equivalent ad spend** from one keyword alone. Add your supporting cluster keywords ("seo for fintech companies" at 590/mo, "fintech content marketing" at 480/mo) and the combined value exceeds your retainer within 3-4 months. And unlike paid ads, organic traffic does not reset to zero when you stop paying.

WHAT NOW

Your Next Move

You now have a complete blueprint: the audit process, the keyword research method, the content cluster architecture, the AEO setup, the YMYL compliance layer, the month-by-month execution plan, and a scorecard to track your progress. This is the same process we use with every fintech client.

You have three options:

Option 1: Do it yourself

Follow this blueprint step by step. Use the tools listed in the appendix. Expect 15-20 hours for the first month and 4-6 hours per month after that. This is entirely possible. Everything you need is in these pages. The compliance layer adds some complexity, but if you have in-house knowledge of your regulatory environment, you can handle it.

Option 2: Hire someone, and use this to evaluate them

Use the Month 1 checklist as your interview tool. Ask any SEO provider: "Show me your process for Month 1." If their answer does not cover the items in this checklist, they are not doing the work you need. For fintech specifically, ask: "How do you handle YMYL content and compliance review?" If they do not have an answer, they are not the right fit for a regulated industry.

Option 3: Let us build it

If you have read this blueprint and thought "I understand this, but I do not want to spend 20 hours doing it myself," that is exactly why we exist. We follow this exact process for every fintech client. We write content that passes legal review on the first draft because we understand the compliance landscape. You pay \$750-1,200/month, we handle every item on the checklist, and you get a monthly report showing what was done and what moved.

Leave your details and we'll be in touch within 24 hours.

Contact us

Camilla Gleditsch

Founder, FinTechRank

11+ years in SEO, brand strategy, and go-to-market across SaaS, fintech, and media. Built search programmes for regulated industries where compliance and content must work together. Driven #1 to #3 Google rankings for B2B ventures during market entry, generated consistent qualified leads, and increased organic traffic 50-200% within 6 months for clients in financial services and technology.

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APPENDIX A

SEO Tools Directory

Every tool mentioned in this blueprint, with free options highlighted. The last section covers fintech-specific compliance resources.

Tool	What it does	Cost
Google Search Console	Shows which queries bring traffic, indexing status, and technical issues	Free
Google Analytics 4	Tracks website visitors, behaviour, and conversions	Free
Ahrefs Webmaster Tools	Basic site audit and backlink analysis for your own site	Free
Ahrefs (full)	Keyword research, competitor analysis, rank tracking, content gap analysis	From \$99/month
Screaming Frog	Crawls your site to find technical SEO issues	Free up to 500 URLs
PageSpeed Insights	Tests page load speed and Core Web Vitals	Free
Schema Markup Validator	Checks if your structured data (JSON-LD) is valid	Free (validator.schema.org)
AnswerThePublic	Shows questions people ask about your topic (useful for FAQs)	Free (limited searches)

Fintech compliance resources

Resource	What it covers	Why it matters for SEO
FINRA Communications Rules	Advertising and content guidelines for financial services	Content that violates FINRA rules can be flagged and removed. Check before publishing.
SEC Marketing Rule (Rule 206(4)-1)	Marketing requirements for investment advisers	Governs testimonials, performance claims, and advertising in financial content.

Resource	What it covers	Why it matters for SEO
GDPR / CCPA Compliance Checkers	Data privacy requirements for financial websites	Cookie consent, privacy policy, and data handling affect trust signals and user experience.
Google Quality Rater Guidelines (YMYL section)	How Google evaluates financial content quality	Understanding these guidelines helps you write content that passes Google's quality bar.

APPENDIX B

SEO, AEO & Fintech Glossary

Every term used in this blueprint, explained in plain English.

Term	What it means
AEO	Answer Engine Optimisation. Making your content quotable by AI tools like ChatGPT and Perplexity.
Backlink	A link from another website to yours. More quality backlinks = higher domain authority.
Bounce Rate	The percentage of visitors who leave your site after viewing only one page.
Content Cluster	A group of related pages (one pillar + several supporting posts) that establish topical authority.
CPC	Cost Per Click. What you would pay per click if running paid ads for the same keyword.
CTR	Click-Through Rate. The percentage of people who see your search listing and click it.
Domain Rating (DR)	A score (0-100) measuring how authoritative Google considers your website. Higher = more trusted.
E-E-A-T	Experience, Expertise, Authoritativeness, Trust. Google's quality guidelines for evaluating content. Especially important for YMYL topics.
FAQ Schema	Structured data (JSON-LD code) that tells Google your page has frequently asked questions.
FINRA	Financial Industry Regulatory Authority. Governs advertising and content rules for financial services firms in the US.
GDPR	General Data Protection Regulation. EU data privacy law that affects how fintech sites collect and process user data.
Impressions	How many times your page appeared in search results, whether or not anyone clicked.
Internal Link	A link from one page on your site to another page on the same site.
JSON-LD	A code format for adding structured data to your pages. Goes in the page head section.

Term	What it means
KD (Keyword Difficulty)	A score (0-100) estimating how hard it is to rank on page 1 for a keyword. Lower = easier.
Long-tail Keyword	A specific, multi-word search phrase. Lower volume but higher conversion rate.
Meta Description	The 120-160 character summary shown below your page title in search results.
Organic Traffic	Visitors who find your site through unpaid search results (not ads).
PCI DSS	Payment Card Industry Data Security Standard. Compliance requirement for companies handling payment card data.
Pillar Page	A comprehensive, long-form page that covers a broad topic and links to supporting content.
Schema Markup	Code added to your pages that helps search engines understand the content (articles, FAQs, reviews).
SEC	Securities and Exchange Commission. US regulator that governs marketing rules for investment-related content.
SERP	Search Engine Results Page. The page Google shows when someone searches for something.
Title Tag	The clickable headline shown in search results. Should be 50-60 characters and include your keyword.
Topical Authority	Google's assessment that your site is a trusted source on a specific topic, built through content clusters.
YMYL	Your Money or Your Life. Google's classification for content that could impact financial wellbeing, health, or safety. All fintech content is YMYL.

YOU MADE IT TO THE END

You now know exactly what to do.

The audit. The keyword research. The content cluster. The AEO setup. The compliance layer. The month-by-month execution. It is all here.

Most fintech leaders who read this blueprint tell us the same thing:

"I get it. I just don't have 20 hours to do it myself, and I need someone who understands compliance."

What happens when you reach out:

1. You share your website URL
2. We review your keywords, market position, and compliance gaps within 24 hours
3. If we can help, we tell you exactly what Month 1 looks like
4. If SEO is not the right lever for your business, we tell you that too

[Contact us](#)

Leave your details and we'll be in touch within 24 hours.

From \$750/month. No lock-in. Cancel any time.

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