

Fintech SEO: Drive Search Growth for Financial Platforms

Matching innovation with search visibility for financial technology platforms



1. Why It Matters

- ✓ Full Decision Cycle Visibility
- ✓ Builds Long-term Credibility
- ✓ Matches High Scrutiny/Trust Requirements



2. Key Components

- ✓ Intent-Based Content Strategy
- ✓ Technical Security/Scale Foundations
- ✓ EEAT Compliance
- ✓ Keyword Ownership



3. The Approach

- ✓ Mapping Educational vs Commercial Intent
- ✓ Structural Hierarchy for Products/Resources
- ✓ Authority through Data Insights



4. Success Metrics

- ✓ Qualified Demand Growth
- ✓ Sign-ups & Trial Conversions
- ✓ Reduced CAC

