CONTENT MARKETING · FINANCER.COM, US MARKET

One article brought 28,000 new visitors. The evergreen pieces are still paying.

Over an eighteen-month collaboration with Financer.com, we produced finance content built on trend-spotting rather than keyword lists alone, including a single article that drew more than 28,000 new visitors.

28,000+	18 mo	100+	US
new visitors from one article	ongoing content partnership	monthly visitors per evergreen piece	market focus

CLIENT	Financer.com, personal finance and loan comparison	MARKET	United States
CAMPAIGN	Content marketing and editorial strategy	TIMEFRAME	Eighteen months and ongoing
RESULT	28,000+ visitors from a single article; evergreen pieces at 100+ visitors a month each	CHANNELS	Organic search, referral traffic

THE SITUATION

Crowded topics, thin margins for error.

Personal finance is one of the most saturated content categories online. Publishing another guide to credit cards would have produced another page nobody read.

The opportunity was timing: identifying the cards, products, and questions people were about to search for, and having the definitive article ready when the wave arrived.

WHAT WE DID

Spot the trend, own the topic, keep it evergreen.

01 **Trend identification.** We monitored product launches, forum chatter, and early search signals to find topics before they peaked, rather than after.

02 **Definitive articles.** Each chosen topic got a long-form, genuinely useful article, written from first-hand experience where possible, with clear structure for both readers and search engines.

03 **Evergreen program.** Alongside the trend pieces, a set of durable American Express guides was written to keep compounding month after month.

04 **Iteration.** Analytics showed which pieces earned links and returning readers, and the editorial plan was adjusted accordingly.

RESULTS

A breakout article and a durable back catalogue.

The Magnises card article was the breakout: published ahead of mainstream coverage, it brought in more than 28,000 new visitors to Financer.com and continued to draw readers long after the initial spike.

The American Express series, covering the Black Card, the Platinum annual fee, and related topics, settled into the evergreen role it was designed for, with each article continuing to bring in roughly 100 or more new visitors every month.

MONTHS 1–3

Editorial plan

Trend research and the first wave of definitive articles.

MONTH 4+

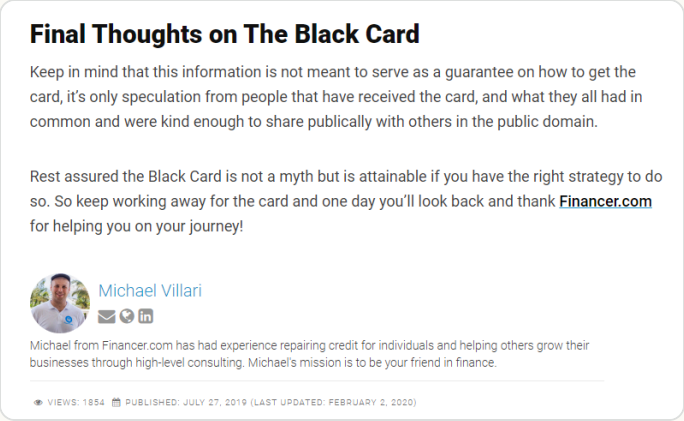
Breakout

The Magnises card article draws 28,000+ new visitors.

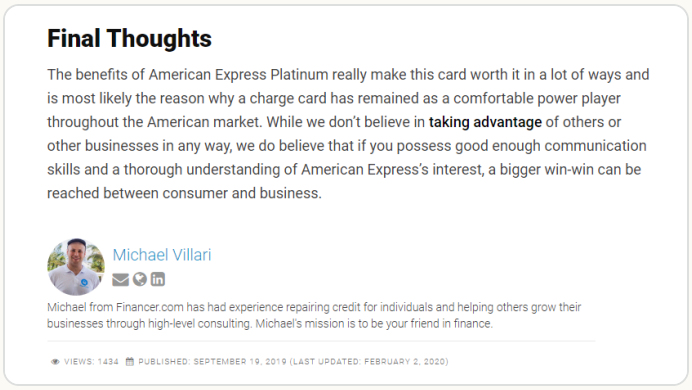
ONGOING

Evergreen

American Express guides compound at 100+ visitors a month each.



Financer.com. One of the American Express articles, published under Michael Villari's byline as part of the US-market content program.



Financer.com. A second evergreen piece from the series, still generating steady monthly readership.

WHAT THIS PROVES

Content pays when it answers a question before everyone else does, and keeps paying when it is written to last. The same editorial discipline drives the service pages and guides we write for local businesses.

Screenshots are taken from Google Search Console, Google Analytics, and our rank tracker. Client-identifying details are redacted.

Want results like these?

Every campaign above started with a free thirty-minute call. Bring us your budget and your market; we will tell you honestly what it buys.

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