**Structured Settlement SEO Playbook**

***(Tailored for SmarterPayouts.com and future-proofed for AI/Google indexing)***

**🔹 SECTION 1: SEO STRATEGY OVERVIEW**

**Goals:**

* Dominate long-tail keywords (e.g. “how to sell a structured settlement”)
* Win AI answers via structured data
* Rank locally and nationally
* Drive traffic to calculator funnel
* Maximize trust with schema and social tags

**🔹 SECTION 2: COMPETITIVE LANDSCAPE (Top Players)**

Here are 20 structured settlement companies to benchmark:

| **Company** | **SEO Notes & Strengths** |
| --- | --- |
| JG Wentworth | Strong brand + TV presence, but dated site |
| Peachtree Financial | Simple layout, long-tail FAQs used well |
| DRB Capital | Uses local SEO + fast quote CTA |
| CBC Settlement | Uses “sell my” phrases, limited schema |
| Stone Street Capital | Very transactional, less SEO-optimized |
| SenecaOne | Emphasizes trust language, weak blog section |
| Fairfield Funding | Calculator-heavy funnel, good mobile UX |
| Olive Branch Funding | Strong blog presence, schema in use |
| Novation Settlement | Lacks speed optimization, generic CTAs |
| RSL Funding | Focus on Spanish language market |
| Strategic Capital | Has calculators but poor form UX |
| Annuity.org | Extremely strong SEO, massive content bank |
| Singer Financial | Overuses keyword stuffing, lacks schema |
| Genex Capital | Focused more on investors, under-optimized |
| Catalina Funding | Short-form CTAs, no structured data |
| USClaims | Legal-heavy content, minimal UX effort |
| Berkshire Hathaway | Reputation + limited online funnel |
| Annuity Freedom | Strong page speed, local targeting |
| Liberty Settlement | FAQ schema in place, weak backlinks |
| 123LumpSum | Aggressive CTAs, outdated design |

**🔹 SECTION 3: ON-PAGE SEO TEMPLATE**

*(Place this logic on every major HTML page)*

html

CopyEdit

<!-- Meta Title -->

<title>Sell Your Structured Settlement | Fast, Secure Payouts | SmarterPayouts</title>

<!-- Meta Description -->

<meta name="description" content="Get your structured settlement cash fast. No hidden fees. No obligation. Try our secure online calculator to get a free estimate.">

<!-- Canonical URL -->

<link rel="canonical" href="https://smarterpayouts.com/services"/>

<!-- Open Graph / Facebook -->

<meta property="og:title" content="SmarterPayouts | Structured Settlement Experts" />

<meta property="og:description" content="Use our calculator to get a lump sum payout. Fast, safe, no personal data required." />

<meta property="og:image" content="https://smarterpayouts.com/assets/preview.jpg" />

<meta property="og:url" content="https://smarterpayouts.com" />

<meta property="og:type" content="website" />

<!-- Twitter Cards -->

<meta name="twitter:card" content="summary\_large\_image" />

<meta name="twitter:title" content="SmarterPayouts - Structured Settlement Cash Now" />

<meta name="twitter:description" content="Sell structured settlement payments quickly and safely. Family protection plan included." />

<meta name="twitter:image" content="https://smarterpayouts.com/assets/twitter-preview.jpg" />

**🔹 SECTION 4: SCHEMA (Structured Data)**

Use JSON-LD in the <head> of your pages.

**✅ Organization Schema**

json

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{

"@context": "https://schema.org",

"@type": "Organization",

"name": "SmarterPayouts",

"url": "https://smarterpayouts.com",

"logo": "https://smarterpayouts.com/logo.png",

"sameAs": [

"https://facebook.com/smarterpayouts",

"https://twitter.com/smarterpayouts"

]

}

**✅ FAQPage Schema (on FAQ.html or inside collapsible accordions)**

json

CopyEdit

{

"@context": "https://schema.org",

"@type": "FAQPage",

"mainEntity": [

{

"@type": "Question",

"name": "How do I sell my structured settlement?",

"acceptedAnswer": {

"@type": "Answer",

"text": "Use our secure online calculator to receive an instant payout estimate. No sensitive data required."

}

},

{

"@type": "Question",

"name": "Is selling a structured settlement legal?",

"acceptedAnswer": {

"@type": "Answer",

"text": "Yes, it's fully legal and requires court approval for your protection."

}

}

]

}

**✅ FinancialProduct Schema (on calculator & service pages)**

json

CopyEdit

{

"@context": "https://schema.org",

"@type": "FinancialProduct",

"name": "Structured Settlement Cash Payout",

"description": "Sell your structured settlement for a lump sum payment. Secure, fast, court-approved.",

"provider": {

"@type": "Organization",

"name": "SmarterPayouts"

}

}

**🔹 SECTION 5: LONG-TAIL KEYWORDS TO TARGET**

| **Topic** | **Example Keywords** |
| --- | --- |
| General | sell structured settlement, get lump sum cash |
| Legal | is it legal to sell my structured settlement |
| Process | how does court approval work for settlements |
| Calculator | structured settlement calculator, how much can I get |
| Competitor Defense | JG Wentworth vs SmarterPayouts, Peachtree fees |
| Blog/Content SEO | benefits of selling structured payments, debt freedom |
| Local | sell structured settlement in Florida/CA/NY |

**🔹 SECTION 6: AI & Chatbot Discoverability**

* ✅ Use clean headings (<h2>How the Court Approval Process Works</h2>)
* ✅ Include direct-answer summaries (50-80 words) below headings
* ✅ Embed schema
* ✅ Ensure all blog answers are phrased clearly and human-first
* ✅ Submit to Bing Webmaster Tools + RSS feeds

**🔹 SECTION 7: Page-Level Optimizations**

| **Page** | **Priority SEO Elements** |
| --- | --- |
| Landing Page | Fast loading, OpenGraph, headline clarity, clear CTA |
| Home | Internal linking, FAQ schema, structured data blocks |
| Services | Benefits-based copy, FinancialProduct schema |
| Calculator | Form semantic HTML, HTTPS, noindex test versions |
| Blog | Internal links, BlogPosting schema, share buttons |
| Contact | NAP consistency, Google Map embed, LocalBusiness schema |