SEO GIRL / PORTFOLIO

Making a review page easier to use

An anonymized iGaming project account.
Decision support, readable evidence
and reusable review components.

Diagnose the collisions.

Clarify the decision.

Make trust information readable.

Ameneh Saeednia | November 2026 | seogirl.ca
Public edition: identifying screenshots and names omitted.
No measured ranking, conversion or revenue outcome is claimed.

01 · The project

A strong review hidden in a broken layout

The Poker review is one of the site's money pages: a deep, expert-written review that targets people searching for a specific poker site before they sign up. The content was there. The layout was getting in its way.

Item	Detail
Site	(US online poker affiliate)
Page	
Page type	Single-brand review, high purchase intent
Length	4,300+ words, 40+ sections, FAQ, comparison table
Author	, Editor in Chief
Scope	Layout, components and on-page trust signals

Why review pages need extra care

Someone searching **"** **review"** has already narrowed their choice. They want a verdict, the bonus, payout speed and whether the site is safe, and they want it fast.

Gambling is also a topic where Google expects strong **experience, expertise and trust** signals. Design is part of how those signals are shown.

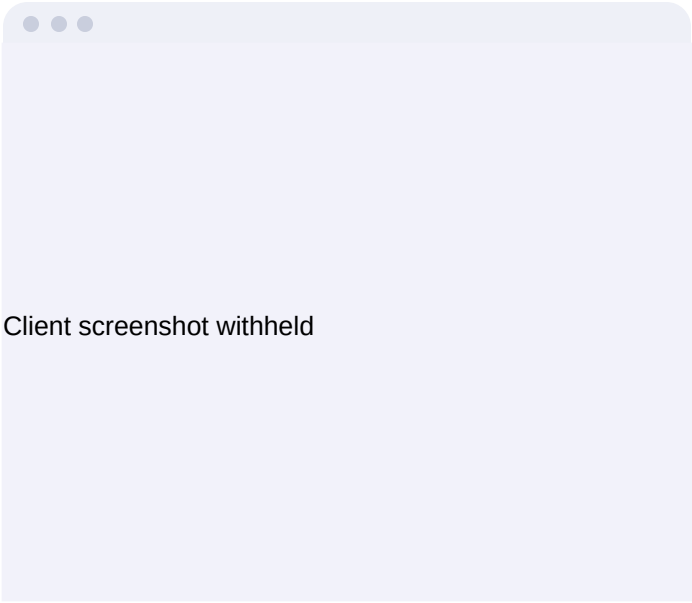
My role

I started from the original template, reviewed it section by section, and redesigned the review experience: the top review card, the pros and cons, and the layout of the FAQ, author box and alternatives table. The current live page uses a newer design made later by another team.

02 · Starting point

What the original layout looked like

A full-page capture of the original template showed several layout faults. Each one breaks the reading flow at the exact moment a reader is looking for reassurance.



Original: the author box sits on top of the FAQ, and the FAQ panel cuts off its last question.

1. **Author box overlaps the FAQ**
   The author bio covered the answer to "How long does verification take?". The trust signal hid the content it was meant to support.

2. **FAQ panel clipped**
   The last question, "Is it safe to play on ?", was cut off mid-line. That is the most important question on a gambling review.

3. **Footer banner covers content**
   The site banner and "Browse Our Site" heading overlapped the customer support contact list.

4. **Empty dark sidebar**
   A wide dark column ran beside the content with nothing in it, squeezing the article and pulling the eye away.

5. **Hard-to-scan alternatives**
   A heavy black label column and plain links made the "other sites" table look like an ad block, not a recommendation.

03 · Starting point

Content collisions near the footer



Original: the footer banner overlaps the support section; the alternatives table uses a dark label column.

What the audit found

The problems were **structural, not cosmetic**: overlapping containers, clipped panels and a sidebar that reserved space but showed nothing.

On a review page, these are the sections that carry trust: **who wrote it, what readers ask, how to get support** and **what to choose instead**.

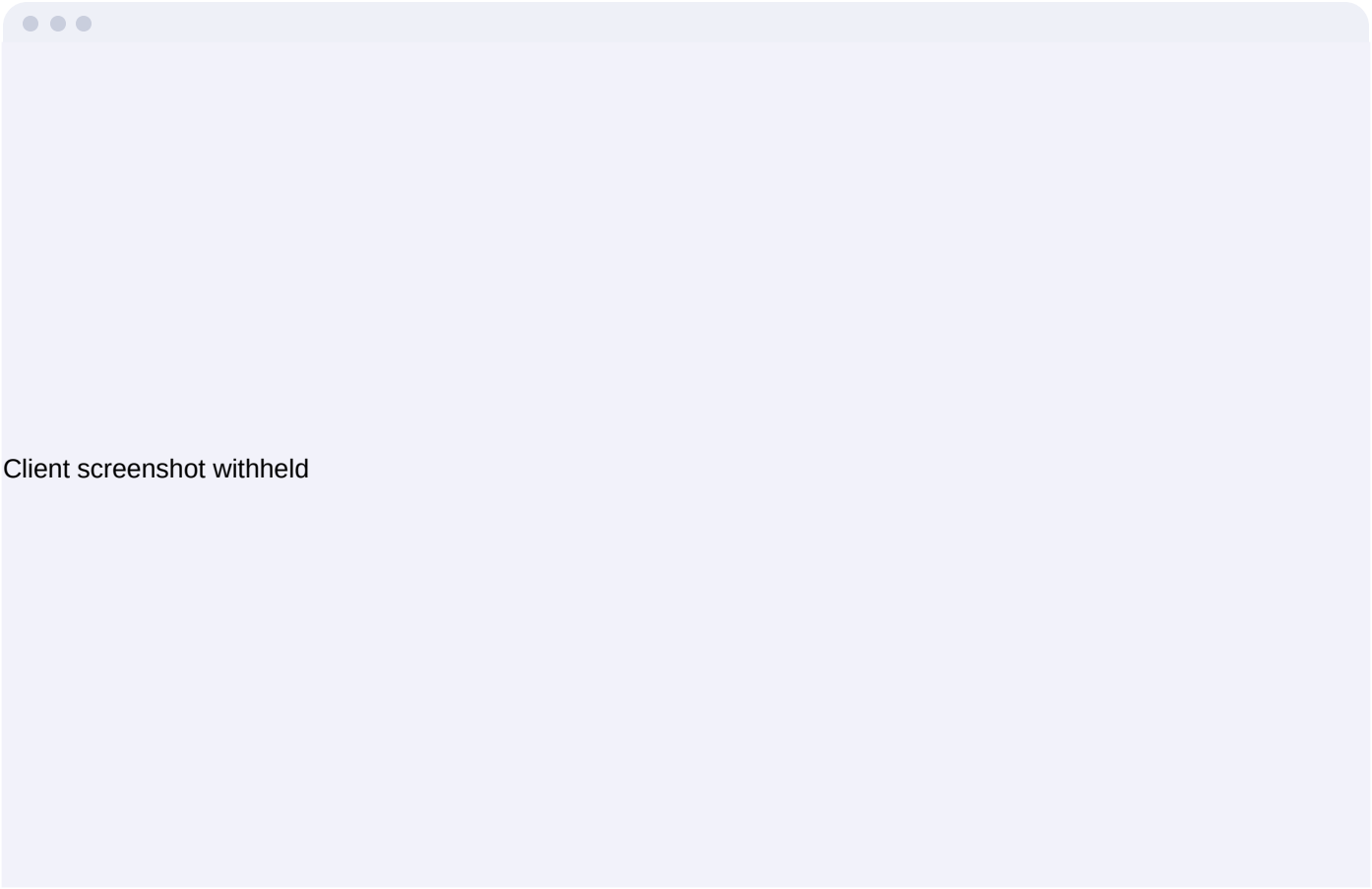
Design goals for the rebuild

1. Put the verdict above the fold.
2. Make every trust element visible and uncluttered.
3. Turn repeated content into reusable components.
4. Match visible content to structured data, one to one.

04 · The redesign

The review card: the verdict in one glance

The new card answers the five questions a reader brings to a brand review, before they scroll: **is it good, what do I get, how fast is it paid, how do I pay, and can I get help.**

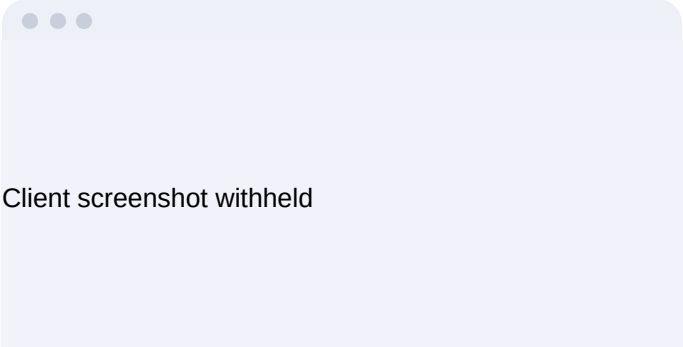


1. **Best-for badge**
   "Best Customer Support" says what this brand is best at, not only that it is good. It ties the review into the site's comparison pages.
2. **Offer and rating together**
   The bonus (100% up to $500) sits next to the star rating, so the main promise and the verdict are read together.
3. **One clear call to action**
   A single high-contrast button with payment methods underneath answers "can I deposit?" right at the decision point.

1. **Three proof points**
   Short check-marked reasons: support and payouts, casino included, an easy-to-clear bonus.
2. **Key facts grid**
   Minimum deposit **$10**, payout speed **72 hours** and support methods as scannable label and value pairs.
3. **A summary that stands alone**
   A short paragraph that works as a snippet: it names the brand, the audience (US players) and the main strengths.

05 · The redesign

Pros and cons, FAQ and the author box



Redesigned pros and cons: two balanced columns with clear icons.

Pros and cons

Two even columns with green and red icons and short phrases. A reader sees the trade-off in about three seconds: **big guaranteed tournaments, high traffic, soft games** versus **a 4-table limit, few mixed games and little high-stakes action.**
Honest cons build trust. They also map directly to `positiveNotes` and `negativeNotes` in review markup.

FAQ

Each question gets its own row with a question icon, a bold heading and a short, factual answer. The panel grows with its content, so **no question is ever clipped.**
Answers carry dates where facts change, for example the list of **restricted states "as of November 2024"**.

Author box

The author box got its own section after the content instead of floating over it: photo, name, **Editor in Chief**, LinkedIn and X links, a link to all posts, and a bio naming her publications and **two decades in iGaming**.
This is the page's main experience and expertise signal, so it has to be fully readable.

Alternatives table

"Is not for you?" turns a possible exit into a helpful choice: **Ignition** for crypto, **BetOnline** for bonuses, **Everygame** for low stakes, each with its offer and one action.

06 · Why it works

Design decisions that are also SEO decisions

Each component was built so the thing a reader sees is the same thing search engines can read and verify.

Component	What the reader gets	Search and AI benefit
Review card	Verdict, offer, rating and key facts above the fold	Clear **main entity** ( ) and facts that are easy to extract and quote
Key facts grid	Deposit, payout and support as label and value pairs	Clean **entity, attribute, value** pairs that answer engines can lift
Pros and cons	The trade-off at a glance	Matches Google's **pros and cons** guidance for editorial reviews
FAQ	Every common question visible and complete	Covers **follow-up queries**; each answer is a self-contained passage
Author box	Who wrote this and why to trust them	Visible **E-E-A-T** signal tied to the author in the Article markup
Alternatives table	A next step if is not a fit	Internal links to related reviews strengthen the **topical cluster**

The page uses Article markup with the author and a WebPage graph that lists in `about`. The rebuilt components make it straightforward to add the visible rating and pros and cons as review markup, because every value now has one clear place on the page.

A template, not a one-off

Because each block is a component, the same card, pros and cons, FAQ and author box can be reused on every brand review. One fix improves the whole review section of the site.

07 · Takeaways

What this project shows

Before

- ✕ Author bio covered FAQ answers
- ✕ Last FAQ question cut off
- ✕ Footer banner overlapped support info
- ✕ Verdict buried in a 4,300-word page
- ✕ Empty sidebar squeezed the content
- ✕ Alternatives looked like an ad block

After

- ✓ Author box in its own readable section
- ✓ FAQ panel grows with its content
- ✓ Clean section breaks before the footer
- ✓ Verdict, offer and key facts above the fold
- ✓ Full-width, focused reading column
- ✓ Labelled "best for" alternatives with one action each

1

Audit before you design

Start from a full-page capture and list every collision. Layout bugs often hide the most important trust content.

2

Design for the decision

On a review page, the reader's question is "should I sign up?". Put the answer and its proof at the top.

3

Make trust visible

Author, dates, honest cons and support details only count if people can actually read them.

Next iteration

Ideas for a future version: a visible "last updated" date in the review card, a responsible gambling and age notice next to the call to action, a short "how we test" link, and Review markup with `positiveNotes` and `negativeNotes` built from the pros and cons component.