

Corridor page SEO checklist

Template, data structure, internal linking and refresh cycle for corridor pages built as a system rather than one at a time.

Use this when	Time to run	Length	Category
Before building corridor pages, or when existing ones cannibalise each other	2 hours per page	6 pages	SEO

Corridor pages are the organic engine of every large remittance brand. They are also the thing most operators build one at a time, by hand, until they have fourteen pages with three templates that compete with each other in search.

The first half of this checklist is the system. The second half is the page. Do not skip to the second half.

Fee, limit and rate content on corridor pages should be reviewed by your compliance function and kept current. A page quoting an outdated fee is a trust and compliance risk, not only an SEO one.

1 • The system, before any page is written

- ☐ One template, one heading structure, one section order for every corridor
- ☐ A data structure that feeds rates, fees, limits and payout methods from source
 - Hard-coded pricing in copy is why corridor pages go stale
- ☐ Corridor list prioritised by margin, not by search volume alone
- ☐ URL pattern agreed and consistent
 - /send-money/{send}-to-{receive}/ or equivalent, chosen once
- ☐ Internal linking logic defined before writing: hubs, siblings, service pages
- ☐ Refresh cycle owned, with automated flags when source data changes
- ☐ Duplicate content policy agreed for near-identical corridors

Four near-duplicate pages with a country name swapped is what triggers filtering rather than ranking. If two corridors genuinely share everything, they may need one page with two sections, not two pages.

2 • Keyword and intent mapping

- ☐ One primary keyword per corridor page, unique across the site
- ☐ Cannibalisation checked before assignment
- ☐ Payout-method intent handled: cash pickup, bank deposit, mobile wallet
- ☐ Cost intent covered: fees, rate, total cost, cheapest
- ☐ Question intent captured in the FAQ block
- ☐ Comparison intent addressed honestly on the page or on a linked page

3 • On-page structure

- ☐ Exactly one H1, naming both countries
- ☐ Answer block in the first 60 words
See CL.11
- ☐ H2 per section, H3 for sub-sections, no skipped levels
- ☐ Rate and fee module present and above the fold
- ☐ Payout methods section specific to this corridor
- ☐ Delivery time with an honest range
- ☐ Documents and limits section
- ☐ FAQ block, questions as senders phrase them
- ☐ Meta title under 60 characters, description under 158
- ☐ Descriptive image alt text, no keyword stuffing

4 • Internal linking

Link	Destination	Purpose
Up	Send-country hub	Consolidates country authority
Up	Receive-country hub	Same, from the other side
Across	Two adjacent corridors	Distributes within the cluster
Down	One service or product page	Commercial path
Down	Signup or quote	Conversion path

- ☐ Anchor text descriptive and varied, never 'click here'
- ☐ No anchor text repeated on the same page
- ☐ No corridor page orphaned from the hub

5 • Technical

- ☐ hreflang implemented if the page exists in multiple languages
- ☐ Canonical self-referencing
- ☐ Page in the sitemap and internally linked, not only in the sitemap
- ☐ Core Web Vitals passing on mobile
Rate modules are a common cause of layout shift
- ☐ Schema: Service, FAQPage, BreadcrumbList
- ☐ No LocalBusiness schema unless you have a real postal address
- ☐ Rendered content visible without JavaScript where possible

6 • Refresh and maintenance

- ☐ Fees, limits and payout methods reviewed quarterly at minimum
- ☐ Automated flag when source pricing changes

- ☐ Underperforming corridor pages rewritten or consolidated, not left
- ☐ Cannibalisation re-checked after each batch of new pages
- ☐ Indexation monitored: a page not indexed after 30 days needs investigation

The template, the data structure and the linking logic take longer to build than the pages do. That imbalance is the whole reason corridor pages work as a system and fail as individual projects.

Want us to run this for you?

A fixed-fee growth audit covers acquisition, KYC completion, retention and tracking across your corridors. Two weeks, a written roadmap, and you keep it whether or not we work together.
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