

SEO & Site Audit Report

forexmalaysia.com.my

Prepared July 2026 | Based on live review of homepage, broker review pages, the "Broker Forex Terbaik" listicle, and the contact page

This audit covers three areas: technical/on-page SEO issues found on the live site, content and E-E-A-T (Experience, Expertise, Authoritativeness, Trust) considerations that matter for a finance/YMYL site, a comparison of essential pages against industry norms for forex affiliate/review sites, and a specific assessment of the contact form.

1. Technical & Structural Issues

1. Self-cannibalizing content

The /broker-forex-terbaik/ listicle repeats large chunks of the XM review almost verbatim (the "Kelebihan XM" bullet list is nearly identical in both places). Not penalty-level, but the pages compete with each other in search results instead of the listicle driving clicks to the full review.

2. Superlative, unverifiable title tag

Homepage title is "Forex Malaysia - Portal Forex Broker Malaysia | Forex Trading No #1 Malaysia." The "No #1" claim is unsubstantiated and reads as keyword-stuffing to both users and Google's quality raters — risky on a YMYL (finance) site where trust signals matter more than usual.

3. No visible FAQ / Review structured data

The XM review has a clean, well-written FAQ section — a strong candidate for FAQPage schema to win rich snippets. No schema markup was visible in the rendered output. The same opportunity exists for broker ratings (Review / AggregateRating schema) if star ratings exist anywhere.

4. Affiliate link tagging not confirmed

Outbound links route through cloaked redirects (clicks.pipaffiliates.com, justforex.com/landing/...?ref=, etc.), which is normal for affiliate sites — but rel="sponsored" could not be confirmed. Google explicitly asks for this on paid/affiliate links; missing it is a common reason affiliate sites lose trust with Google over time.

2. Content & E-E-A-T Issues

Google treats forex/trading content as YMYL (Your Money or Your Life) and scrutinizes it heavily for Experience, Expertise, Authoritativeness, and Trust. This is the biggest opportunity area for the site.

No author credentials

"Shahrulfx" is named as an author but there is no bio, no stated trading experience, and no credentials found anywhere. For YMYL content, an anonymous or unverified author is a real ranking and trust liability.

No visible editorial / review methodology page

The site clearly does real research (license numbers, regulator details, account tables) but there is no page explaining how brokers are tested or scored — standard on competitor review sites and something Google's quality raters explicitly look for.

What's working well

The XM review's section "Adakah XM Sah Untuk Trader Malaysia?", which explains that SC Malaysia/BNM don't regulate XM directly and lays out what that means for traders, is genuinely strong, honest content. That kind of nuance is a real trust signal — worth replicating on every broker page.

3. Essential Pages: What You Have vs. Industry Norms

Comparison against what similar forex broker review / affiliate sites typically publish, based on the pages found during this review.

Page	Status	Notes
Privacy Policy	Present	/polisi-privasi/ — good
About Us	Present	/tentang-kami/ — good
Contact Page	Present	/hubungi-kami/ — form only, see Section 4
Advertise / Affiliate info	Present	/iklan-dengan-kami/ — this is "advertise with us," not the same as a disclosure
Terms of Use / Disclaimer	Missing	Standard on every finance affiliate site — separate from the privacy policy
Affiliate Disclosure (standalone)	Missing	Competitor sites usually have a dedicated, clearly-linked disclosure; here it's only implied in footer risk-warning text
Editorial / Review Methodology	Missing	Explains how brokers are scored/tested — strong E-E-A-T and trust booster
Author Bio Pages	Missing	Needed for E-E-A-T on YMYL content
Risk Warning (standalone page)	Partial	Present prominently in footer site-wide, which is good, but no standalone page to link to from menus
HTML Sitemap (user-facing)	Not confirmed	XML sitemap likely exists via WordPress, but no user-facing HTML sitemap found
Cookie Policy	Missing	Not legally mandatory in Malaysia like GDPR, but affiliate cookies + international visitors make it good practice

Priority additions

- **Terms & Conditions** — legal coverage for site use, liability limits, and content disclaimers.
- **Standalone Affiliate Disclosure** — a clearly-linked page stating that outbound broker links earn commission.
- **Editorial / Review Methodology** — explains how brokers are scored, which builds both user trust and Google E-E-A-T signal.

4. Is the Contact Form Good Enough?

Short answer: not quite.

- The form only rendered as "Notice: JavaScript is required for this content" — meaning it is entirely JS-dependent (likely Elementor/Forminator/WPForms) with **no fallback contact info** anywhere on the page. If a visitor has JS blocked, a slow connection, or the script fails to load, they have zero way to reach the site — no email address, no phone number, no physical address shown anywhere.

- For a financial services review site, showing **some** static contact info (business email, company name/registration if applicable, physical address or at least city/country) matters a lot for trust — both for users deciding whether to trust the broker reviews, and for Google's E-E-A-T assessment of finance sites.
- The old-theme pages show a working Facebook link; the new-theme footer shows placeholder social icons that don't link anywhere real yet (href="#" on Facebook/X/Instagram).

Recommendation

Keep the form, but add a static block above or beside it with a business email, and ideally a company name/registration number if formally registered. This is a quick trust win that costs almost nothing to implement.

5. Recommended Contact Form Details

For a forex review/affiliate site, here's what to include in the form itself, plus what should sit alongside it as static (non-JS-dependent) information.

Form fields to include

Essential

- **Name** (required)
- **Email address** (required) — validate format
- **Subject / Reason for contact** (dropdown) — e.g. "General Enquiry," "Broker Complaint/Feedback," "Advertising/Partnership," "Report an Error," "Media Enquiry." This routes messages before they're even opened, and signals that different types of enquiries are taken seriously.
- **Message** (required, textarea)

Optional but worth adding

- **Phone number** (optional) — some traders prefer a callback, especially older/less tech-savvy visitors
- **Which broker is this about?** (optional dropdown/text) — since a large share of traffic lands on broker review pages, this pre-qualifies enquiries and could auto-tag them in a CRM
- **Are you an existing trader with this broker?** (Yes/No) — useful context for scam concerns or withdrawal issues

Anti-spam

- A checkbox or invisible reCAPTCHA/hCaptcha — likely already available via the form plugin, but confirm it's active; contact forms on finance-adjacent sites get scraped and spammed constantly
- A honeypot field as a lighter alternative to reCAPTCHA

What should sit next to the form (static, not JS-dependent)

This is the part currently missing, per Section 4 of this report.

- **Business email address** (plain text, visible even if JS fails)
- **Company name** and, if registered with SSM, the registration number — a strong trust signal for a YMYL site and something more serious competitors display
- **General location** (city/country is enough — a full street address isn't required without a public office)
- **Response time expectation** — e.g. "We usually reply within 1–2 business days" — reduces frustration and repeat submissions

PDPA compliance note

Since the form collects personal data (name, email, and possibly phone) from Malaysian users, Malaysia's Personal Data Protection Act 2010 expects a short notice near the form — for example: "*Maklumat yang anda berikan akan digunakan semata-mata untuk membalas pertanyaan anda dan tidak akan dikongsi dengan pihak ketiga.*" A one-line notice with a link to the Privacy Policy is enough — a full consent flow isn't necessary for a simple contact form, but adding this closes a compliance gap and reinforces trust.