Parasite SEO Risk Checklist

Placing links on other people's ranking pages can work — and can get accounts banned. Run this audit before any placement campaign, Locus AI or manual.

Platform Terms

- Read the target platform's current rules on self-promotion and affiliate links.
- Reddit, Quora and Medium all restrict promotional placement. Rules change; check dates, not memories.
- One banned high-authority account costs more than any campaign earns.

Disclosure Duties

- Affiliate links in replies and posts need clear disclosure. The FTC and ASA both require it.
- Undisclosed affiliate placement is the fastest route to removal and reports.
- If a platform offers a paid or partner route, prefer it for anything long-term.

Placement Hygiene

- The reply itself must genuinely help the reader, link or no link.
- Rotate accounts and pace placements. Bursts look like spam to every filter.
- Track every placement in a sheet. When one is removed, learn why before placing another.

The Sustainability Test

- Ask: would this placement survive a human moderator reading it? If not, do not post it.
- Build owned assets in parallel. Borrowed rankings are rented traffic, never equity.

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