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IGAMING SEO SERVICE

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ABOUT IGAMING SEO

In the past few years, with the expansion of the digital reality, there has been significant growth in the iGaming industry worldwide, accompanied by players' much greater adherence to these types of games.

According to data from statista.com, the online betting games market was worth about 46 billion dollars back in 2017. The prediction is that this number will double, reaching 94 billion dollars by 2024.

This evolution may have been influenced by new technologies, smartphones, mobile apps, as well as gamblers' more favourable attitudes. Furthermore, the US Supreme Court has legalised sports betting, and many online betting companies are now allowed to expand in this sector.

iGaming can be a good investment to gain large amounts of money. Yet, with the wrong marketing strategy, the cost of your loss may be higher than your revenue. This is when, instead of paying for costly and risky ads, iGaming marketing turns to SEO services, a must for people who are into investing in this business venture.

SO WHAT IS IGAMING SEO?

iGaming SEO means Search Engine Optimisation made specifically for sites in the iGaming industry and gambling websites such as online casinos, sports betting (eSports), roulette, online lottery, poker, etc. With an iGaming platform like these, you will rely on new customers finding links to your site when they use search engines like Google.

iGaming SEO is known as the process of improving the visibility of your gambling or betting website's organic search listings. This process generates more visitors, converts them to customers and ultimately increases revenue, thus boosting your rankings.

In a highly competitive market, iGaming SEO strategies will make your brand stand out and achieve the projected goals. This is where BetConstruct's SEO service comes in to help you through.


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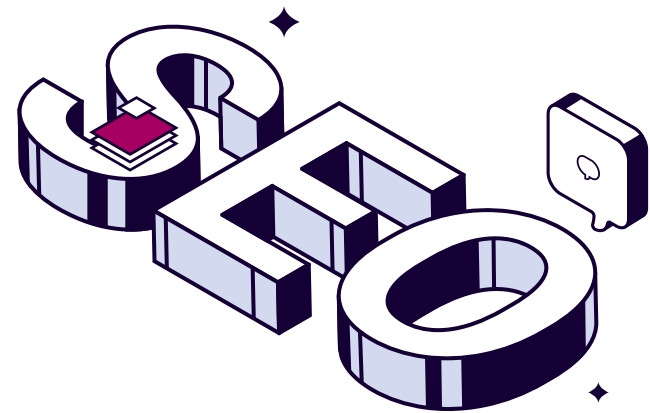
SEO STRATEGIES

In no particular order, here are some of the **SEO strategies** we use to help you start generating organic iGaming traffic to your website.

CONTENT OPTIMISATION

With correct SEO techniques, you can use content to your website's advantage to achieve the best possible classification in Google's Ranking. We have a dedicated iGaming content creation team. We create and optimise content related to sports betting, online casinos and other sorts of online gaming. Our content is high-quality, user-friendly and unique.
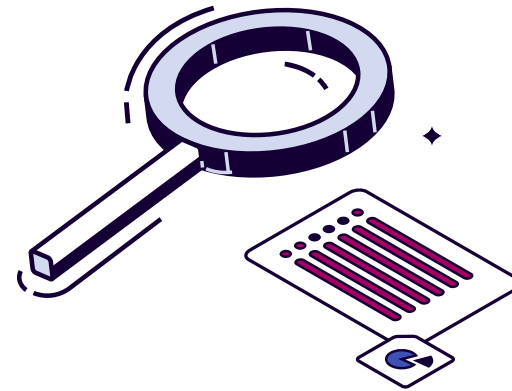
UNIQUE CONTENT

...is about the words and phrases that don't appear anywhere else on the web. Unique value points to the usefulness and takeaways derived by visitors to the page. Few pages come up with a truly unique kind of value — one that can't be discovered on other pages.

SHAREABLE CONTENT

...is key to giving your iGaming SEO a shot in the arm. This is also true for iGaming affiliate websites. Here are a few points to consider:
● Make sure your page has visible buttons for sharing
● Learn what's trending – and act upon it
● Where possible, throw in some pop culture references
● Players love a good list, so use lists
● Images. Who isn't a sucker for an eye-catching visual?
● Localise content

INTERNATIONAL CONTENT

...is not uncommon for iGaming brands operating in more than one geography or language. As soon as you have translated versions of content, it is important that these pages are marked as translated versions of one another to avoid issues with duplicate content, as well as making sure the right content targets the correct geographies. To do this, you need to correctly implement hreflang (an HTML attribute used to specify a web page's language and geographical targeting).

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LINK BUILDING

A Link Building strategy specifically designed for your business will help you improve your classification in the search engines' rankings. In the highly competitive iGaming sector, it is crucial to be one step ahead of your competition.

CONNECTIVE SEO

In addition to numerous SEO strategies, it is critical to develop useful connection-building strategies. Connection building means that the iGaming website is connected to authoritative websites. This ultimately increases trustworthiness and has a good impact on search engine rankings.

We will assist you in creating optimised content that facilitates natural connection, adding more visitors and authority to your platform. Knowing how to restructure digital strategy and offer value-added content is essential for casinos seeking to draw new internet traffic. This is because the number and consistency of pages leading back to your iGaming site would have a significant effect on how it performs in search results.

INTERNAL LINKING

Internal linking helps search engine bots crawl your site to better understand its architecture. Choosing relevant anchor texts for internal linking will also add context to the connection between pages. Internal linking isn't just for bots, though. It helps your site visitors better navigate across your website and discover more information.

IMPACTFUL LINKING

The bad old days of acquiring inbound links of unreliable quality are long gone. Google hates it, and so do we. That's why our team develops a manual link-building strategy from websites that matter. The content and host sites are relevant to your business, and thanks to building third-party content that points to your website in this way, Google begins to repay us by recognising your authority. We call it impactful link building.

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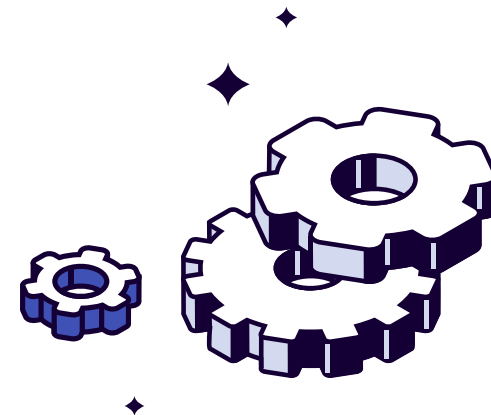
IGAMING KEYWORDS

Keywords related to iGaming are the way through which many users can find your website. So invest in keywords that your target audience may probably use as they search for the services your brand offers. We do a thorough analysis to understand what these keywords are so that you can get the most out of your business' potential and increase organic traffic to your site.

To get traffic, accurately highlight your main keyword in the page's meta title, ideally as close to the start of the title as possible. This gives Google a leg up when analysing the relevance of your page and also encourages a healthier click-through rate.

If you are looking for a long-term marketing method, SEO for iGaming brands is quite a viable strategy. Sadly, a lot of brands lack long-term vision and the ability to plan and implement any sort of strategy. Brandwise, the keywords related to your brand are of utmost importance. If people already type in your brand name on search engines, then they know you exist and intend to find out more. Ever mindful that affiliate websites realise the value of these branded keywords, and they will often try and rank for branded keyphrases.

These key phrases normally include the brand name and a modifier. Some examples being:

[Brand Name] + Offer
[Brand Name] + Sign Up Bonus
[Brand Name] + Scam
**[Brand Name] + Review**

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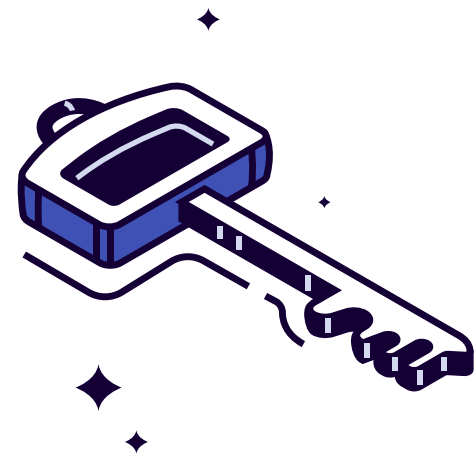
WEBSITE OPTIMISATION

The future of iGaming will allegedly focus primarily on VR and Mobile devices. The biggest challenge for brands will be to structure and personalise websites in a way that replicates, for instance, a physical casino environment and appeals to the digital gambler. It is also important to take into account such factors as the loading speed, the UX and the quality of the content and of the service itself. We know how to put together and improve your iGaming website to offer your visitors the best possible experience.

An iGaming website must be structured in such a way that each game has its own keyword-optimised page for easily maximising search results. SEO professionals will know how to properly inspect the website, find bugs, create a consistent hierarchy of websites, and offer methods for effectiveness.

While there's no one-for-all approach to the ideal iGaming content marketing strategy, there is common ground that even the most contrary SEO brains will agree on. They will often try and rank for branded keyphrases.
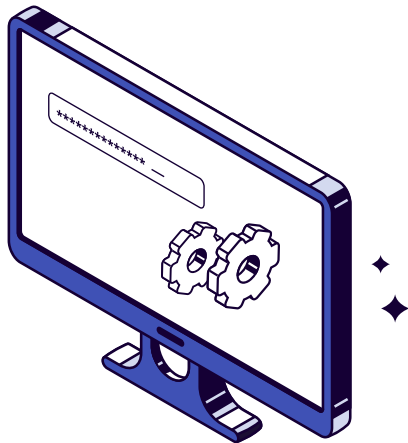
USER EXPERIENCE

When optimising the website, always consider user experience. Audiences are becoming savvier and savvier about how they feel about pages. If your target demographic is bombarded with slow loading times, pop-ups and gates, they won't spend as much time on-site as you'd like them to.
The basics of decent UX can be reduced to the following on-page ingredients:
- Make it look nice: eye-catching, attractive, and motivational design
- Employ a natural navigational flow
- Optimise across multiple devices
- Speed up page loading times
- Come up with easy-to-digest content: bypass the passive voice, keep paragraph length to its minimum, and use shorter sentences.

WEBSITE SPEED

As Google recommends optimising for mobile-first, it is crucial to make sure your site is fast enough to load, regardless of the device. Often, iGaming sites fail to meet site speed benchmarks due to their high usage of images and Javascript/CSS, which is used for the strong interactivity and multimedia focus that gambling websites often feature.

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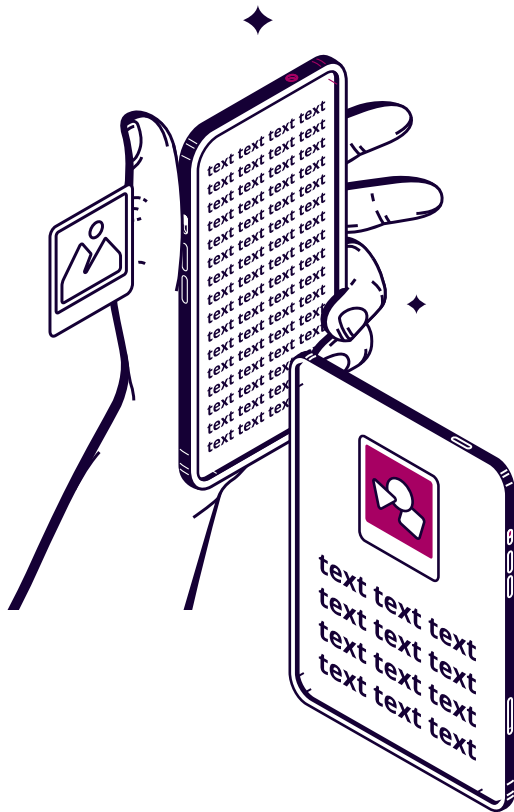
MULTI-DEVICE ENABLED

With the expansion of the market of "things with screens" comes the need for your page to be compatible with the lowest denominator. This is not necessarily about a green-screen WAP-only Nokia but the importance of your website to perform well on a device somewhere in the region of an iPhone 5 or above. No one likes to wait. Research shows that 53% of mobile visitors will leave the page if it doesn't load within 3 seconds, so your content approach needs to reflect this.

IGaming companies often create stunning mobile/tablet applications, but their website experience often ignores their blog or community content that isn't mobile / tablet-friendly. That makes it difficult for visitors to engage with the brand and reduces the conversion rate as well. A good website must be accessible on a smartphone/tablet.

The innovative iGaming sector is evolving. New gaming and betting content ensures that new and existing customers remain loyal, and your revenue grows. Live-dealer casino games have caused recent growth in the online casino market, while high-quality mobile gaming, virtual sports and eSports betting have supported the sports betting industry. Your casino's SEO activities need to ensure your content remains one step ahead of your competition.

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CRAWLER-FRIENDLY

Google uses bots to rank and index pages. To pave the way for the bots, follow these handy, droid-friendly tips:

- If your page is inactive, temporarily or otherwise, **use** status code **503 rather than 404.** If you redirect users to another location, always **use 301** codes (also known as permanent redirects) **rather than other 30_ status codes.**
- Do **not block meta bots** and **robots.txt** from crawling and indexing your content.
- Use a **100% unique URL.**
- **Follow set rules** on URL length, dynamic vs static, and also incorporate your website into any relevant RSS feeds, including XML Sitemaps files.

Apply these four simple principles and you shall no doubt secure yourself a place in the cyborg-ruled future.

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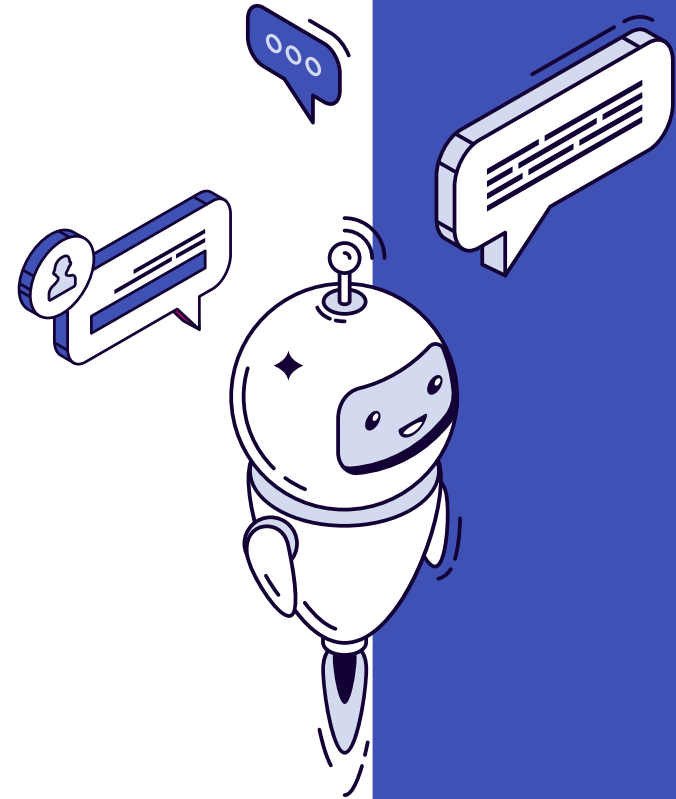
METADATA

Working in an unseen way behind the scenes, metadata is what communicates with search engines. To make your page's metadata is effective, do this:

- Tighten your title tags: 60 characters (around 600 pixels) or less + unique article name + keywords = ☺.
- Use meta tags for images.
- Apply schema markup, where possible.
- Keep descriptions under 160 characters (around 920 pixels) and written in full convertible sentences.

FEATURED SNIPPETS

Google and Bing currently tend to show more and more featured snippets. These aim to quickly provide the information in response to search queries, by taking that information from relevant websites and displaying it in the form of an expanded search result. Featured snippets can receive a greater proportion of traffic due to their prominence on mobile and desktop devices. You can even have a featured snippet without being the top search result.

If you write content, check out opportunities for featured snippets. You can get these enhanced search results by spending some time optimising your content structure.
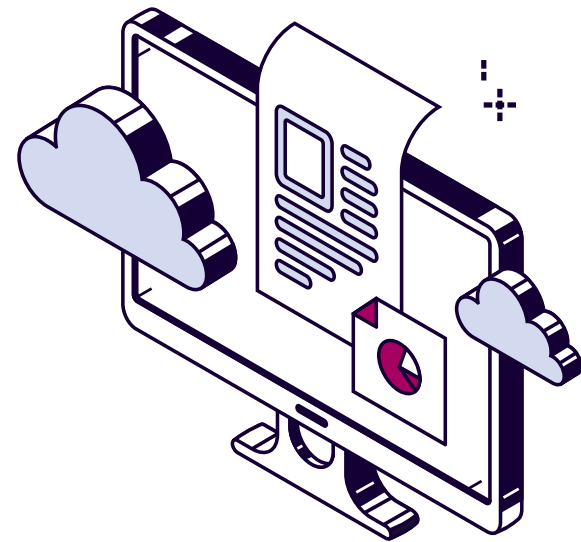
IGAMING SEO CATEGORIES

The iGaming SEO has the following principal categories:

ON-PAGE SEO

This includes adding relevant content with targeted keywords and metadata; such components as page titles, headers, photos, body material, basically everything on your website. That's a priority.

On-page SEO deals with optimising elements on a website (as opposed to links elsewhere on the Internet and other external signals) in order to rank higher and earn more relevant traffic from search engines.

On-site SEO refers to optimising both the content and HTML source code of a page.
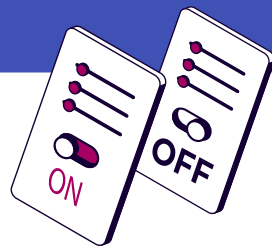
OFF-PAGE SEO

This is where you grow your relevance and authority from other websites with authoritative inbound links. Off-page SEO covers other websites' iGaming SEO signals, such as ties, content delivery, and social media marketing. Links are the most significant in this category because links from credible sources show search engines that your website is reliable.

Off-page SEO relates to actions outside of your website to impact your rankings within search engine results pages (SERPs).

Optimising for off-page ranking factors includes improving search engine and user perception of a site's popularity, relevance, trustworthiness, and authority. Normally, reputable pages, sites or people on the Internet promote your website or place links to it, thus effectively "vouching" for the quality of your content. Off-page SEO for iGaming websites, however, takes more time and effort, since you have much less control over other sites' content.

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AFFILIATE-BASED SEO

Off-page SEO covers a very specific aspect that can be called affiliate-based SEO. What is it notable for? Well, for one thing, it's not uncommon for iGaming affiliates to make "the best of" lists every now and then: the best online casinos, the top 10 bookmakers, the 5 most popular sportsbooks, the best iGaming developers in 2021, and so on. In case of accurate communication with such affiliate companies, you may get included in one of their lists. This has proved to be quite an SEO-positive practice. So make sure to tackle this area as well.

TECHNICAL SEO

This category assesses and improves your website to make it easier for search engines to find, navigate, and index your site. Our technical SEO team investigates your iGaming website's performance and structure. We identify issues such as site speed, mobile usability and backlinks that may be affecting your current SEO performance.

Mastering these categories and learning when it is appropriate to modify your strategy will take you a long way in increasing your search engine rankings.

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SEO CHALLENGES

As we speak about SEO, it wouldn't hurt to keep in mind some of the differences between iGaming SEO and regular SEO. You may already be well aware of those. As far as iGaming SEO is concerned, there is very little creativity in its keywording process. For instance, all of the iGaming businesses and operations - you, your rivals and their rivals - end up using the same range of keywords for their targeting strategies (with probably a 10% difference). So, if you intend to target such keywords and keyphrases as, for example, sportsbook, sports betting, sports bookmakers, online casino, then your competitors can't avoid using those, too, because of the limited range of iGaming-related vocabulary. And that's one of the key challenges to consider.

SEO SERVICES

Our SEO services can equip you with straightforward, actionable recommendations that are tailored to your aims. And while long-term growth strategies are what matters to us most, we'll also help you achieve your short-term goals. Via state and country gaming legislation, we'll ensure users can still find your website.

Our iGaming SEO experience has helped iGaming companies grow organic visibility and real money player acquisition sustainably, reinvigorate stale organic traffic/player revenue and improve organic visibility for consumer brands and white label partners.

IGaming needs to draw new customers in order to thrive. The market is extremely competitive, and it is a difficult challenge to attract people to an iGaming website.

A successful iGaming SEO service must ensure that the website will attract the right online audience, which can then be converted into players.

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WHAT OUR SERVICES INCLUDE

KEY POINTS

COMPETITOR ANALYSIS

We inspect competitors' websites - directly and indirectly - identifying their main keywords, backlink profiles, on-site content, and reviewing their external marketing activities.
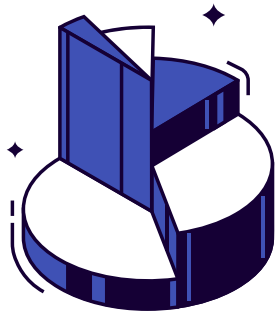
INTERNATIONAL SEO

As iGaming brands evolve, we see clients expand into international markets targeting different GEOs or languages. With a range of clients from all over the world, our multilingual SEO consultants are highly experienced in inter-national SEO. We have a vastly experienced iGaming content service team, producing awesome articles for link building and content marketing material that generates its own links. Our team is competent in multiple languages such as English, Spanish, Portuguese, Italian, French or Russian and are experts in the iGaming sector, so all writers know their subject inside out. International SEO covers country-and city-based keywords, e.g. casinos in Brazil, live matches from Sydney, etc. If your operation is aimed at Canada, then use, for example, **"best casinos in Canada", "best casinos in Vancouver", "most popular gambling games in Ottawa"** - as opposed to just throwing in generalised phrases like **"best casinos".**

LOCALISATION

Within the context of international SEO, let's not undermine the importance of localisation. Consider localising your content. Here's a tip. If you target, say, French-language, Arab-language or Italian-language markets, you need to have a version of your website in that particular language. Do your keyword research in that language. Do your keyword targeting and keyword stuffing in that language. Yes, the search for non-English keywords will, of course, give you fewer results. This may seem like a downer, but, in fact, you'll get greater chances and higher rankings if you go for the local language-based keyword targeting.

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THE ADVANTAGES OF THE IGAMING SERVICE

STRONG PLACEMENT

The iGaming SEO service ensures that you have a strong search engine ranking, which will inevitably lead to increased web traffic for your company.
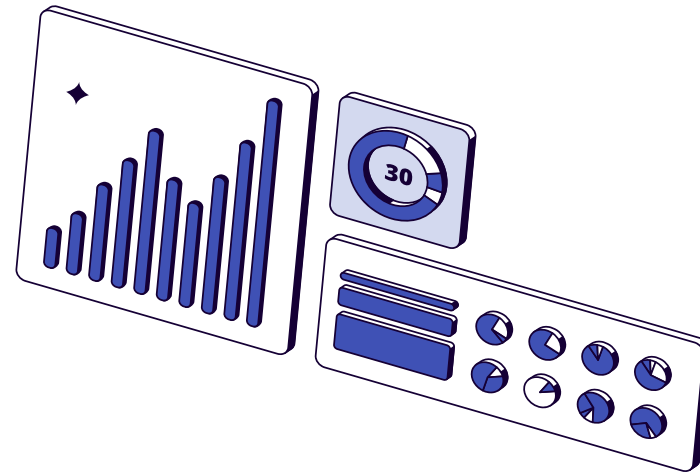
The iGaming industry is exceptionally competitive. Many brands opt to pay their way into appearing at the top of search results for high-intent keywords. Investing in a proper iGaming SEO strategy can help with a long-term digital strategy in generating free, organic traffic for a sustained period.

REPUTATION

With a higher SEO rating, the casino website gains popularity. With a company's improved reputation, more customers want to be affiliated with it.

NATURAL TRAFFIC

Since the iGaming website has a good online presence, the company should expect a lot of organic traffic from interested players.

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