

PolyCasino — Press Release Entity Coverage Plan
5 PRs to Build PolyCasino's Entity Presence on Google
Goal: Entity Coverage for polycasino.com

OVERVIEW

Each press release is designed to cover a distinct set of entity attributes, teaching Google to associate PolyCasino with the right concepts, people, products, and values in the social casino space.

Entity Coverage Framework (Koray Semantic SEO):

- Every PR must consistently mention: brand name, founder, website URL, and core product category
- Each PR should introduce NEW entity attributes not covered by previous PRs
- Anchor text in each PR should vary to cover different keyword associations

PR #1 COMPLETED — Brand Launch (Brand Identity Attributes)

Title: PolyCasino Launches Free-to-Play Social Casino Platform for US Players

Press Advantage Release ID: #91070

Status: Waiting for distribution slot

Entity Attributes Covered:

- Brand name: PolyCasino
- Founder: [Spokesperson Name / Founder]
- Product category: social casino, sweepstakes casino, free-to-play
- Geography: United States
- Core features: slots, poker, blackjack, sweepstakes coins
- Audience: US players

Anchor: "social casino games" → polycasino.com

PR #2 — Founder/Leadership Profile (Author/Agent Rank Attributes)

Title: [Spokesperson Name] on Building PolyCasino: The Vision Behind America's Newest Social Casino Platform

Purpose:

Google's Author Vectors track the expertise of key people associated with a brand. By publishing a founder-focused PR, we establish [Spokesperson Name / Founder] as a recognized entity in the social gaming industry — directly boosting PolyCasino's E-E-A-T signals.

Entity Attributes to Cover:

- Founder identity: [Spokesperson Name / Founder] + professional background
- Company mission and values
- Market insight: why social casino is growing in the US
- Product philosophy: free-to-play vs real-money gambling
- Founder quote with strategic positioning language

Key Concepts to Include (annotation text):

"social casino founder", "sweepstakes gaming expert", "free-to-play casino", "online gaming entrepreneur", "US social gaming market"

Anchor: "free online casino slots" → polycasino.com/free-online-casino-slots

PR #3 — Legal & Compliance Framework (Trust & Regulatory Attributes)

Title: PolyCasino Explains How Sweepstakes Casino Gaming Works Legally Across the United States

Purpose:

Casino/gambling brands face high scrutiny from Google's Quality Raters. A compliance-focused PR builds the "legal + trustworthy" entity association, corroborated by external news sources — critical for YMYL (Your Money or Your Life) niche trust.

Entity Attributes to Cover:

- Sweepstakes casino legal model (how it differs from real-money gambling)
- US state availability and legal framework
- Virtual currency mechanics: Gold Coins vs Sweepstakes Coins
- Prize redemption compliance
- Player eligibility (age, location)

Key Concepts to Include (annotation text):

"sweepstakes casino legal", "social casino US law", "free-to-play casino no real money", "sweepstakes gaming compliance", "legal online casino alternative"

Anchor: "sweepstakes casino" → polycasino.com/sweepstakes-casino

PR #4 — Game Library Expansion (Product/Feature Entity Attributes)

Title: PolyCasino Grows Game Library with New Slot Titles, Poker Variants, and Weekly Tournaments for US Players

Purpose:

This PR introduces specific game names, game types, and gaming mechanics as entity attributes

associated with PolyCasino. Google will co-associate "gem slots", "video poker", "live blackjack",

"poker tournaments" with the PolyCasino brand — expanding topical footprint.

Entity Attributes to Cover:

- Specific slot titles (gem slots, video slots, jackpot slots)
- Poker variants (Texas Hold'em, Omaha, video poker)
- Table games (blackjack, roulette)
- Gaming mechanics: tournaments, daily bonuses, jackpot events
- Platform update / product development angle

Key Concepts to Include (annotation text):

"online slots free play", "free poker games", "casino card games", "jackpot slots", "social casino games", "poker tournaments online", "blackjack free online"

Anchor: "play slots for free" → polycasino.com/play-slots-for-free

PR #5 — Responsible Gaming Initiative (Brand Values + Industry Association)

Title: PolyCasino Launches Responsible Gaming Program to Champion Safe, Enjoyable Entertainment for All Players

Purpose:

"Responsible gaming" is one of the most powerful trust entities in the casino industry.

Major players (Chumba, Pulsz, DraftKings) all publish these PRs. Without this,

Google's Quality Raters may flag the brand as lower trust. This PR also opens the door to industry association mentions — further strengthening entity relationships.

Entity Attributes to Cover:

- Responsible gaming commitment and specific features (deposit limits, cool-off periods)
- Player protection policies
- Parental controls / age verification
- Industry alignment (responsible gaming councils, if applicable)
- Community values and brand ethos

Key Concepts to Include (annotation text):

"responsible gaming", "safe online casino", "player protection social casino",
"casino entertainment responsibility", "PolyCasino player safety"

Anchor: "casino games no deposit" → polycasino.com/casino-games-no-deposit

EXECUTION NOTES

- All 5 PRs should be submitted via Vendor Network (Org ID: 23485 — PolyCasino)
- Publish in order: #1 → #2 → #3 → #4 → #5 (2 week spacing recommended)
- Each PR must include: brand name + [Spokesperson Name / Founder] + polycasino.com in every version
- Vary anchor text across PRs to maximize keyword entity coverage
- After submission, submit URLs to Google Search Console for fast indexing

Google Doc: PolyCasino Press Release Entity Coverage Plan

Please Note : Due to the nature of the gambling niche, press releases might have trouble getting published, and it will take longer for the entire plan to be executed.