

GUIDELINES (READ CAREFULLY!):

TEMPLATE GUIDELINES

IMPORTANT!!!	Everything written in this template is an instruction/suggestion FOR A WRITER ONLY, do not copy/paste anything (not headings, not tables, not lists, etc.), but rewrite them all in the tone of your language and in another <u>Google Document</u> .
Headings	Write new headings with the correct heading level tag, and do not copy/paste indicators for the heading levels in the WP (H1, H2, H3...). When writing headings, make sure they are grammatically correct in your language.
Words in orange	Mandatory words within headings that needed to be used in english or translated (if translation is better for the Market). (do not colour them orange when writing actual content 😊)
Keywords in red	Mandatory keywords to include in headings or content as exact match whenever possible (do not colour them red when writing actual content 😊).
Instructions in pink	To be ignored by 3rd party writers and to be added by in-house writers once they receive the content.
[text in square brackets]	Action points - "Insert here" / "Write here" what is stated within the brackets. Follow whatever is stated within the brackets.
<i>Light blue boxes</i>	Our instructions for writers on what and how to write the content in the paragraphs.
<i>Light green boxes</i>	Examples we give to the writers to explain better what we want them to write, do not copy/paste them, but rewrite them!

WRITING GUIDELINES

- **Golden rule: You're not describing a product, you're relating your experience with it! Assume the best - presumably everyone wants to create a good product, even if not all succeed**
- **Subtitle Rule: Key benefit this page provides. Keep it short. Think about it as a punchline.**
- Write your review based on reasonable expectations (you're writing mainly for new users / players) and always try to relate to their journey.
- Use evidence to support statements that might be seen as controversial.
- Don't let yourself be influenced by personal tastes.

Tone of Voice

EXPERT - We are experts on online casinos and bonus-hunting. We are the complete source of information for all types of casino bonuses. We want readers to waste no time finding suitable bonuses. They can find every type of bonus here on our site.

✓ DO:

- Write in a confident manner.

✗ DON'T:

- Don't write anything you're unsure about

- | | |
|--|---|
| <ul style="list-style-type: none"> ○ Write straight to the point. ○ Make sure Bonuses are the centrepiece of each page. ○ Include references about when WE tried these bonuses. | <ul style="list-style-type: none"> ○ Avoid truisms and fillers - don't state the obvious ○ Don't write long sentences or paragraphs that are difficult to follow. |
|--|---|

PROFESSIONAL - Write in a professional manner, always using correct grammar and terminology. We want to build trust with our readers so they continue relying on us for bonus information.

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|--|---|
| <p>✓ DO:</p> <ul style="list-style-type: none"> ○ Use technical terms based around the topic. ○ Use a conversational tone with short, concise sentences. ○ Make sure you have a list of terminology and long-tail keywords to include in each page before you begin writing ○ Take your time to ensure that you've structured your sentences and page structure in the best way possible. | <p>✗ DON'T:</p> <ul style="list-style-type: none"> ○ do not overuse exclamations ○ do not use a fanatical tone |
|--|---|

HELPFUL - Most of our readers will land on our pages knowing what bonuses are and how to use them. Help our readers by providing accurate, relevant, up-to-date information on all types of bonuses in an easy to digest, comparative way. Present it in a clear and concise way that is easy to understand.

- | | |
|---|---|
| <p>✓ DO:</p> <ul style="list-style-type: none"> ○ Be knowledgeable and honest about your subject matter ○ Use clear and concise language ○ Provide bonus comparisons whenever suitable - in both tables and in regular writing ○ Use many tables and visuals to clearly present information ○ Provide extra value to our readers by giving a well-rounded base of information about the bonuses presented | <p>✗ DON'T:</p> <ul style="list-style-type: none"> ○ Don't just write about what bonuses are (our readers already know this) without providing additional value. ○ Don't just present bonuses without explaining why they are the best option for the reader |
|---|---|

Content

- Try to support your claims (particularly negative ones) with images / videos.
- Conclude each subsection with an argument.
- Follow the general template but try to develop your own writing style - **this is an opinion piece not a news article.**
- Use a mix of sentence lengths and types, but always ensure they are complete as finished statements.
- Don't be afraid to make big statements, but vary the descriptive words you're using throughout the text. *Ex: Very good - can be: fabulous, in a class by itself, ambitious, grand etc. Very bad - can be: undeveloped, inadequate, substandard.* Make a [Thesaurus](#) your friend.
- Support your claims by giving examples of possible scenarios related to those claims.
- Imagine what types of questions someone would have about the topic and try to solve / answer them.

META-DATA GUIDELINES:

Make sure to use the Storybase tool ([click HERE](#)) to come up with a nice meta, even if WP doesn't match.
- Focus on bonuses -

Meta title

Formula:	Casino Name + "Review" - CTA + Welcome offer or pretty enticing offers with an offer value
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<i>Examples:</i>	- Cherry Casino Review - Grab your 100 Free Spins! - LeoVegas Review - Deposit 100€/\$/£ and Receive 200% Bonus!
Meta description	
<i>Formula:</i>	Share what you couldn't in the meta-title.
<i>Example:</i>	- Discover our LeoVegas Review, a legal casino open to English Players. Grab your bonus and find a large selection of slots, Live tables and more! - Learn everything about Cherry Casino: what bonus they offer, their selection of Live tables, slots, payment method and how to open an account!

H1: [Casino Name] Bonuses and Offers

[Write here an One-liner Subtitle, aka. a Punchline]

Intro text

Short general intro summarising the experience, **with a focus on bonuses** ~ 2-5 sentences (50-60 words max). Make sure to use a hook, as a way to invite the user to read more. In the closing line, use the keyword “**review**” in your target language.

Fill in the information

(this is to be used for Summary and other widgets/features in the WP):

Casino rating popularity	Description
[Rank from 1 to 100 points]	[in 1 sentence explain why you gave it this rating]

Casino rating customer service	Description
[Rank from 1 to 100 points]	[in 1 sentence explain why you gave it this rating]

Casino rating usability	Description
[Rank from 1 to 100 points]	[in 1 sentence explain why you gave it this rating]

Casino rating terms	Description
[Rank from 1 to 100 points]	[in 1 sentence explain why you gave it this rating]

Check the boxes:

Casino game types

☐ Baccarat	☐ Craps	☐ Live Casino	☐ Roulette
☐ Blackjack	☐ Game Shows	☐ Poker	☐ Slots

Fill in the information:

Casino min. withdrawal	Casino deposit min
[amount]	[amount]

Fill in the information:

Casino review pros	Casino review cons

Fill in the information:

Casino Review Statement
[Here summarise the main points of pros and cons in this casino - max 5 sentences]

H2: What you'll find in this [Casino Name] Review

A short intro (1 to 2 sentences) about How we review casinos ([Link to /reviews page](#)), followed by a list of steps we did ([with anchor links to the related section below](#))

Example for list of steps:

1. [Bonus and offers analysis](#)
2. [How to register and grab a bonus in \[Casino Name\]?](#)
3. [Things you need to know about their deposit methods](#)
4. [Cryptocurrency available](#)
5. [Licences and safety](#)
6. [What their game selection looks like](#)
7. [The Play experience](#)
8. [How withdrawing works](#)
9. [What do you do if you run into issues](#)

H2: Welcome offers and Promotions - Grab a Bonus at [CasinoName]

1 or 2 sentences, max 3, about welcome offers in this casino, with introduction to the H3 sections below.

Additionally talk about How to claim a bonus at [casino name] and Where to find them.

If there is more than one welcome offer, numbered them (ex: new player bonus n°1: xxxx, new player bonus n°2: yyy, etc.)

The headings below are OPTIONAL (except for VIP) - based on what this casino actually offers.

Also, if there is another interesting offer (for a period of time longer than a month) from the operator matching one a specific heading below, add it.

H3: New Player Bonus: XXXXXX up to xxxxx

3 to 4 sentences explaining the Welcome offers or bonus for new players.

H3: [Casino Name] Free Spins Offer

3 to 4 sentences explaining the Welcome offers or bonus for new players.

H3: [Casino Name] No Deposit Bonus

3 to 4 sentences explaining the no deposit bonus (if available) - **if not available just mention that the casino does not offer a no deposit bonus at the time of the review**

or if it's because of regulations.

H3: [Casino Name] Cashback Bonus

2 to 3 sentences explaining the no deposit bonus (if available) - **if not available just mention that the casino does not offer a no deposit bonus at the time of the review or if it's because of regulations.**

H3: [Casino Name] Promotions and Tournaments

Talk about the regular promotions or tournaments offered by the operator and provide some examples. - 2 to 3 sentences

H3: [Casino Name] VIP program

If VIP program available:

Talk about what do you get as a VIP player and how to become a VIP player. Make a table with benefits per VIP level if available - 2 to 3 sentences

VIP Level	VIP Benefits:
1.	[List here the benefits for this VIP level]
2.	[List here the benefits for this VIP level]
[Add more levels if casino has them]	[List the benefits]

OPINION - (put OPINION section in a table to separate it from the facts: Insert table 1x1 and on the right menu (all the way to the right) select Header Section (ON))

Start the opinion section with a title that summarises the key idea (place it in the Header section in the table in WP).

Add 2-3 sentences stating YOUR opinion on their Welcome offers and Promos. (place it in the table you created)

Example:

A nice welcome offer and plenty of fun games and promotions to look forward to

There's just the right kind of balance between games and promotions at Casumo, and you'll likely never grow bored of spending your time on the casino site.

There's enough fun for every kind of player at Casumo, and we love that about the casino site.

H2: How to **register** and use a bonus in **[Casino Name]**?

2 to 3 sentences summarising the steps then Screenshots/Screen recording/List as support.

H3: **Documents and information** you need to share with **[Casino Name]** to open an account

1 to 2 sentences, max 3, introducing a **numbered list** of documents needed for creating an account with this casino.

OPINION - (put **OPINION** section in a table to separate it from the facts: Insert table 1x1 and on the right menu (all the way to the right) select Header Section (ON))

Start the opinion section with a title that summarises the key idea (place it in the Header section in the table in WP).

Add 2-3 sentences stating YOUR opinion on how the experience of Registering a new account is. (place it in the table you created)

Example:

Get started in under 2 minutes max

Enjoy a short registration at Casumo and get right down to the good stuff in no time.

One of the many important factors we pay close attention to when it concerns casino sites, is the amount of time it takes to get started.

The shorter the process, the better, and more likely it is that a player will follow through. We have no complaints here!

H2: [Casino Name] Payment methods

2 to 3 sentences summarising all the available payment methods. End with table below

Payment Method	Min Deposit	Max Withdrawal	Average Deposit Time	Average Withdrawal Time
[Payment Method Name]	[Amount]	[Amount]	[Time]	[Time]
[Payment Method Name]	[Amount]	[Amount]	[Time]	[Time]
[Payment Method Name]	[Amount]	[Amount]	[Time]	[Time]

OPINION - (put OPINION section in a table to separate it from the facts: Insert table 1x1 and on the right menu (all the way to the right) select Header Section (ON))

Start the opinion section with a title that summarises the key idea (place it in the Header section in the table in WP).

Add 2-3 sentences stating YOUR opinion on Payment methods in this casino. (place it in the table you created)

Example:

Make transactions using your preferred payment method

Choose from a wide range of trusted payment providers, both traditional and e-wallet, at Casumo.

Being able to choose from various payment providers at Casumo is a bonus.

H2: Cryptocurrency available at [Casino Name]

3 to 4 sentences summarising all the available payment methods. End with table below
If no cryptos are available, explain that no crypto payment are available for now at

[casino name] and skip the table and the opinion

Cryptocurrency	Min Deposit	Max Withdrawal	Average Deposit Time	Average Withdrawal Time
[Cryptocurrency Name]	[Amount]	[Amount]	[Time]	[Time]
[Cryptocurrency Name]	[Amount]	[Amount]	[Time]	[Time]
[Cryptocurrency Name]	[Amount]	[Amount]	[Time]	[Time]

OPINION - (put OPINION section in a table to separate it from the facts: Insert table 1x1 and on the right menu (all the way to the right) select Header Section (ON))

Start the opinion section with a title that summarises the key idea (place it in the Header section in the table in WP).

Add 2-3 sentences stating YOUR opinion on Crypto Payment methods in this casino. (place it in the table you created)

H2: [Casino Name] licensing, safety and trustworthiness

Short intro introducing H3 sections below ~ 2 to 3 sentences

H3: [Casino Name] - Complete list of Licences

Complete list of Licences Casino has as a bulleted list - optionally add the year the licence was obtained. [Link to the official websites of those licences.](#)

H3: What makes [CasinoName] safe

Short intro ~ 1 or 2 sentences, max 3, followed by a list of What makes a casino safe

Example of the list:

1. Safety of funds
2. Security of personal information
3. Fairness of games

Mention how easy they make finding legal information on their site, how clear the bonus terms are, and how easy it is to find the rules for the games.

OPINION - (put **OPINION** section in a table to separate it from the facts: Insert table 1x1 and on the right menu (all the way to the right) select Header Section (ON))

Start the opinion section with a title that summarises the key idea (place it in the Header section in the table in WP).

Add 2-3 sentences stating YOUR opinion on why we consider it safe. (place it in the table you created)

Example:

No need to worry about your safety at Casumo

There's no need to worry about your safety at Casumo, as all gameplay and transaction has been deemed safe by the UK Gambling Commission.

Casumo has dedicated its time towards ensuring a safe gambling environment for both new and existing UK players.

H2: Games you can play at [CasinoName]

- 2 to 3 sentences about their games - intro

H3: Exclusive Games and Branded Tables

Talk about all exclusive games this operator provides (this is a clear USP as some games can only be played here. ex: LeoVegas megaways) - up to 3 sentences

H3: Recommended slots you can play at [Casino Name]

[INSERT HERE a **SCREENSHOT** of the page with slots you can play]

Pick to talk about some of the latest slot games you reviewed that this casino offers and recommend them. - 3 to 4 sentences

H3: Exquisite **live dealer** table available in **[Casino Name]**

Pick to talk about some of the latest live roulette, live blackjack, live baccarat games you reviewed that this casino offers and recommend them. If none available, mention some titles from their offering. - 4 to 5 sentences max

H3: **Game Shows** you can play in **[Casino Name]**

Pick to talk about some of the game shows you reviewed that this casino offers and recommend them. - 2 to 3 sentences

H3: **Game Providers**

Talk about Slot providers, Live casino providers and Lottery Providers - 3 to 4 short sentences

OPINION - (put **OPINION** section in a table to separate it from the facts: Insert table 1x1 and on the right menu (all the way to the right) select Header Section (ON))

Start the opinion section with a title that summarises the key idea (place it in the Header section in the table in WP).

Add 2-3 sentences stating YOUR opinion on Games in this casino. Talk about the play experience as well. (place it in the table you created)

Example:

Plenty of fun for everyone

Regardless of your taste in games, Casumo has something for every player.

H2: Time to collect your winnings? Here's How to **withdraw** your money from **[Casino Name]**

1-2 sentences, max 3, summarising the withdrawal process.

H3: Step by Step guide on **how to withdraw** from **[Casino Name]**

A step by step guide on how to withdraw from the casino you are reviewing - numbered list

H3: Step by Step guide on **how to withdraw cryptocurrencies** from **[Casino Name]**

THIS SECTION IS OPTIONAL -> ONLY IF CASINO OFFERS CRYPTO PAYMENT METHODS!

A step by step guide on how to withdraw from the casino you are reviewing - numbered list

H3: Other important information to know when withdrawing

Talk about Minimum withdrawal, Other Rules and information players need to know and Where to find this information. - 3 to 4 sentences max

OPINION - (put OPINION section in a table to separate it from the facts: Insert table 1x1 and on the right menu (all the way to the right) select Header Section (ON))

Start the opinion section with a title that summarises the key idea (place it in the Header section in the table in WP).

Add 2-3 sentences stating YOUR opinion on the withdrawal process in this casino. (place it in the table you created)

Example:

Claiming your funds made easy

There are no complex procedures to follow at Casumo, and withdrawing funds is pretty much a straightforward process.

H2: **[Casino Name]'s Customer Support**

3 to 4 sentences summarising the customer support.

Fill out a table below (second and third column) with the information that are requested in square brackets:

	Contact:	Average Answer Time
email	[casino's actual email]	[Actual Average answer time]
phone	[Actual phone number of a casino]	[Actual Average answer time]

live chat	[if they have it on the website and when it it available]	[Actual Average answer time]
Twitter	[@handle of their twitter IN YOUR MARKET/LANGUAGE]	[Actual Average answer time]
Facebook	[@handle of their FB IN YOUR MARKET/LANGUAGE]	[Actual Average answer time]

Add 1 or 2 sentences for each point below:

- **Languages supported**
- **Help Centre**
- **Other resources they offer (FAQ section, How bonuses work page)**

OPINION - (put OPINION section in a table to separate it from the facts: Insert table 1x1 and on the right menu (all the way to the right) select Header Section (ON))

Start the opinion section with a title that summarises the key idea (place it in the Header section in the table in WP).

Add 2-3 sentences stating YOUR opinion on their Customer support. (place it in the table you created)

Example:

Get your queries answered in no time

Casumo prides itself on not only providing excellent games and entertainment but also providing top-notch customer support.

Therefore, you can expect to have your queries answered in no time.

H2: Responsible Gambling

~ 2 or 3 sentences on their commitment to responsible gambling (what tools they offer, if they have a dedicated section etc).

[Link to Responsible gambling page.](#)

OPINION - (put OPINION section in a table to separate it from the facts: Insert table 1x1 and on the right menu (all the way to the right) select Header Section (ON))

Start the opinion section with a title that summarises the key idea (place it in the Header section in the table in WP).

Add 2-3 sentences stating YOUR opinion on how responsible casino is. (place it in the table you created)

Example:

Taking the fight against gambling addiction to another level

It's refreshing to see how seriously Casumo takes the topic of safe gambling by the measures it employs to ensure that all players get the necessary support they need to avoid falling into a rut.

H2: Awards and Recognitions

~ 2 or 3 sentences on their awards and then a simple bullet point list with awards, starting with most recent on top.

[Link to any relevant internal News articles or from non competing sites if relevant.](#)

H2: [Conclusion]

Conclusion with general rating for this casino, short summary of good and bad and personal impression of a casino. - 3 to 4 sentences. Come up with a clever Heading for this section to replace "Conclusion".

H2: Other casinos to play at if you like [Casino name]

Simply make a bulleted list and mention 2-3 similar casinos you can suggest to the reader.

[Link to the reviews of mentioned casinos.](#)

FAQs

Add **6 questions and answers to those questions.**

Make sure to look for questions relevant to your market with a good research volume (research questions using: **Ahrefs**, **AnswerThePublic** or even **Google**).

[Find guidelines on FAQs - click HERE.](#)