

Link-building Content Writing Guidelines

General Guidelines

- The articles **should adapt to the content published by the website** on which the article will be posted. Check 3 to 5 articles on the website (preferably in the section in which the article will be posted) to see more or less their style including:
 - **Length** mimics the length of the rest of the articles on the publisher's website. Check 3 to 5 articles in the section in which our article will go to determine the **average length** (if their content is very short - less than 500 words - then stick to a minimum length of 500 words). This will be provided in the brief. Please try to stick to this within around 10% above or below the min/max provided.
 - **Links**: we should mimic the use of links the website normally uses, both external and internal.
 - **If the website doesn't seem to use external links please include at least 2 more links on top of ours.**
 - Don't link to competitors or to articles with a link to any other companies or competitors
 - When internal linking, do not link to search results. Articles are always better.
 - **Headers**: use them when the website uses them. If the website normally writes one block type of content, please follow that style.
 - **Conclusions/summary**: only add them if the website does normally end their articles with a conclusion section.
 - Again, this will usually be indicated in the brief.
- It's recommended for the article to include journalistic research and authoritative facts.
 - Best to include facts using phrases such as "as mentioned..." "as reported by..." "a spokesperson..."
- **ALWAYS open the target URL* before writing the article** to get a clear idea of what the client wants to link to and what text to add around the anchor*.
 - When possible, it's good to quote or refer to a part of the content from the URL. This makes the link placement more relevant.
- Topics:
 - **Think of the audience**. If it's a sports site we don't need to explain what the Premier League is for instance or if it's a finance or crypto article for a crypto-related site we don't need to explain what cryptocurrency is either.

- **The topic should fit both the domain and the target URL.**
 - Although it is always more relevant to talk about gambling, we can vary the topics as long as they allow a natural placement of our link.
 - [Here](#) are some examples of topics and how to connect them to our target.
- **IMPORTANT: Please avoid talking about family or kids-related topics (anything about minors), any sort of addiction, alcohol, promising big wins/how you can make money from gambling. If you are unsure, please ask editors for clarification.**
- If you are writing an article for a casino URL, please **do not choose a sports topic** (unless it is a sports-based website that only publishes sports articles, then we can do something like gambling/casino sponsorships with sports teams etc)

You don't need to use the exact title provided as the title of the article - you can change a title based on the topic suggestion. However, you do need to write about the suggested topic title idea (so, it's okay to change the title slightly, but the overall theme and idea of the article needs to remain the same). You can create an attractive title that makes sense with the article and anchor or use the title provided.

- Introductions:
 - **Avoid "lazy" introductions** that don't contribute to the article content just for the sake of having a long article. All the content should be relevant and provide useful information to the reader. See [here](#) for some examples of better intros.
 - Data like stats, numbers, or odds (if it's a sports article) always make the article richer.
- Use Grammarly for grammar checks and always use the right English according to **country of target URL** (USA / UK / CA / AUS)
- Always format the article through Google Docs and not Grammarly. Also avoid unneeded white spaces and formatting errors - see formatting section below for more details.

Guide to External and Internal links

- It is important that all the links that you put in the article are **spread out evenly across the whole article**, this makes it seem more natural.
- The link to our client should be added as high in the article as possible ALWAYS WHEN IT'S NATURAL (don't force it). Ideally, our link will be the first one in the article, before any external or internal links.
- The external links should be to pages in the same language as the article you are writing, i.e. if writing in English, link to English-language pages. If writing in Korean, link to Korean-language pages.
- The article should include a similar number of external and internal links as per the rest of the articles on that website.

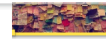
- **If the website doesn't seem to use external links please include at least 2 more links on top of ours.**
 - Best from high authority sites (.org. .edu. .eu .us...) **but not to competitors** (operators or affiliate type of websites), **or articles with a link to other competitors.**
 - **Avoid any websites which are based on casino gaming or sports betting** as they will always be competitors (**unless it's a government issued website about legislation**).
- The anchors used to link to external or internal links should also mimic the websites' styles. If they use one word or more to link externally or internally we will mimic that.
- **Use the same context in the anchor as in the link**, meaning if you have a word in a sentence with two different meanings (synonyms), link to an article with the same context as that being used in the particular sentence you wrote. For example the word players - if you are talking about people who play on betting sites, you cannot link to an article about football players. Here are some examples of poor use of external links:
 - Another story that stands out in the annals of darts underdogs is that of Rob Cross, who stormed to [victory in his debut season](#) at the 2018 PDC World Championship. His entry into the tournament was marked by modest expectations, with bookmakers listing him at long odds. However, Cross's impeccable play and nerve under pressure saw him defeat some of the sport's biggest names, including the legendary Phil Taylor in the final, to lift the trophy.
 - John Henderson provided one of the most heartwarming underdog tales when he won the 2021 World Grand Prix. [Ranked outside the top 30](#) and facing a series of higher-ranked opponents, Henderson's steady and composed performances took him all the way to the trophy. His win was unexpected, especially given the calibre of the competition, and served as a reminder of the ever-present potential for surprises in darts.
- Always keep in mind that you can **extend the text with vocabulary to make linking easier**, do not limit your options by **only going through what you wrote**, see what you can add to the text to give you the opportunity to link to another article naturally.
- Ideally, the pages you choose will not be about gambling at all, as these will almost always be competitors of some sort. I would recommend installing ahrefs' Chrome extension as this allows you to highlight all links on a page so you can quickly scan for any sneaky competitor links.
 - Direct competitor example (avoid this site altogether):
<https://mezcalerodc.com/responsible-gaming/>
 - Indirect competitor example (there are two competitor links, highlighted below):
<https://www.intelligenthq.com/ai-in-online-casinos/>

From customer service to game development, AI has been integrated across various aspects of online casinos. One of the most impactful is AI's role in developing and optimizing **online slots**. These games of chance are being redefined by AI to ensure they are not only fun and engaging but also fair to the players.

○

Link	Status	Export
https://www.intellighenthq.com/ai-in-online-casinos/#	✓	—
Blockchain	✓	—
AI	✓	—
Innovation	✓	—
Education	✓	—
Academy	✓	—
Blockchain for business	✓	—
4IR – AI, Blockchain, Fintech, IoT	✓	—

coaxes them into returning time and again.. AI has been using user behaviors and preferences to tailor the gaming also **compare the best online roulette casinos** with



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○ forms.

- If you needed to add an internal link from this site, you could choose a page from a different section, as there are plenty of pages not about casinos.
- Please also avoid linking to any pages on our other websites, or previous guest posts we have written that link to our other websites.

External links should not be to a company's homepage and should instead be relevant and informative. Similarly, the anchor text used to add the link should be relevant to the page you are linking to. Try not to link to basic definitions and instead choose something more informative. For example, in [this article](#), the writer originally linked to [Investopedia's definition of blockchain](#) when there were plenty of opportunities to link to some news/stats about the crypto projects (I replaced it with a link to [Binance's page about how much Bitcoin Minetrix has raised](#)).

We can use the main category page for some sites when every other article is a competitor's guest post. However, this is a general sports news section so there are plenty of articles without links to other betting brands (see new internal link below).

Before: But will [basketball](#) itself prove to become even more popular, thanks to the amazing spectacle that was the World Cup earlier this year?

...

However, as to whether or not the FIBA World Cup will raise interest in basketball in the Philippines, given the extreme popularity that the sport already boasts in the country, only time will tell.

After: But will basketball itself prove to become even more popular, thanks to the amazing spectacle that was the World Cup earlier this year?

...

However, as to whether or not the [FIBA World Cup](#) will raise interest in basketball in the Philippines, given the extreme popularity that the sport already boasts in the country, only time will tell.

[Here](#) are some examples of good external links used in articles.

Guide to Natural Anchors

- Our *anchor** link, of course, needs to be **relevant to the article's content and weaved-in** in a natural way.
- The surrounding text and article needs to be **relevant to the destination of the anchor link**
- The anchor should be placed naturally and within context. DO NOT create an ad-hoc paragraph or section that is out of topic or very promotional. If creating it makes it within context and natural then we can go ahead.
 - [See here an example](#) of what not to do. The article here creates a specific section which is out of context just to place the anchor
 - [See here examples](#) of how to naturally add our anchor to the text.
- Please be sure that you **do not repeat** anchor paragraphs, or the sentence surrounding the anchor. These have to be **unique** for every article as they will be passed off as plagiarism.
- Our anchor link should be placed as high as possible in the article. Do not force this if it's not natural.
- Best for the anchor to be placed within a sentence.
- If the anchor is placed as a source **DO mention content from the URL**. Example of anchor:

Source: <https://www.business2community.com/gambling/texas-sports-betting>

In the case of *naked anchors**:

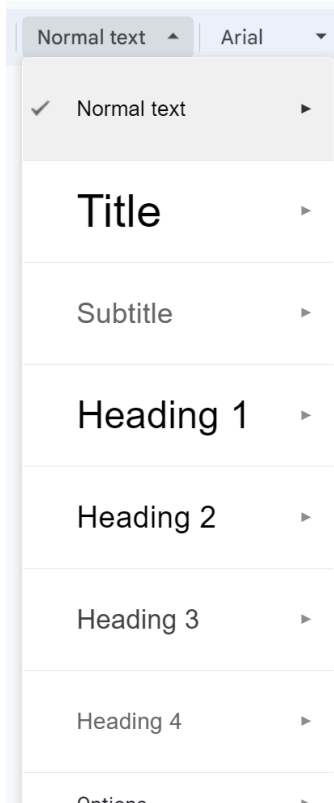
- We wish to have it mentioned as a SOURCE or REFERENCE in brackets or ACCORDING TO

Example:

1. "Before you think about which NFL and NBA teams to bet on, pick a reliable and trusted betting website. California is yet to legalize sports betting. However, its current laws allow Californians to bet at offshore betting sites
 - a. (Source: <https://sportslens.com/>)
 2. Alien Worlds, according to [Safe Betting Sites](#) data, had the highest player count among NFT games in the preceding 30 days prior to October 21, 2021 – an estimated 759,600 users.
- In cases [like this](#) where we have a **generic anchor*** ("*list of sites*") make sure that we have a key term ("offshore casinos" in the case of this target URL) in the same sentence where our anchor is. This is important. Same goes for **brand anchors**. For example: if we have the anchor "BasketBallInsiders" with the target URL <https://www.basketballinsiders.com/online-casinos/>, in the sentence where our anchor is placed we need to have the term "online casinos" mentioned
 - We will usually indicate this in the shared sheet
 - If an anchor is "natural", this means that it does not have to contain words included in the URL.
For example, if the URL is <https://www.techopedia.com/gambling/new-zealand/1-dollar-deposit-casinos>
The anchor should not include "gambling" "new zealand" "1 dollar deposit" "casinos" or any combination of these.
In these cases words like "here" or "information" work well.

Formatting

- Start with the main title in H1, then subsequent headings in H2. If needed, H3s to break down further points. You can easily do this with Google Docs:



- If there is a number in the main title, it makes sense to also list the subheadings.

Before:

Outline

- 5 Benefits of Sports Betting Ap...

Enhanced Security Measures

Live Betting Features

Tailored Bonuses and Promoti...

User-Friendly Design

Diverse Sports Betting Options

After:

- 5 Benefits of Sports Betting Ap...

1. Enhanced Security Measures
2. Live Betting Features
3. Tailored Bonuses and Prom...
4. User-Friendly Design
5. Diverse Sports Betting Optio...

experience. Technological advancements have led to th compared to traditional betting methods. People choos mostly because of how convenient they are.

Users can conveniently bet from any location and anyti have internet access. Betting can be easily done throug popularity of sports betting apps, this article will explore essential considerations for 2024.

1. Enhanced Security Measures

Many individuals who engage in online betting are conc and financial information. Sports betting apps emphasiz implementing security measures to address this concer

- There is no need for a H2 like this when all the points belong to a list:

- 13 Ways to Make Gambling M...

13 Ways to Make Gambling ...

Understanding the Basics...

Understanding Odds

Promotions and Bonuses

Identifying the Right Gam...

Instead, we can have H1 “13 ways to...” then each of the points as H2s.

- Stick to a consistent font, size, and spacing.

Author Mentions

We want to build authority by mentioning the author of our target page in as many articles as possible, near the anchor. You can see their name at the top (or sometimes the bottom) of the target page (here it is Jamie Clark):



The screenshot shows the top navigation bar of the BettingSites website with links for Betting Sites, Betting Offers, Free Bets (41), Bet Calculators, Betting Apps, Interviews, Betting Academy, and Online Casinos. Below the navigation is a dark blue banner with five categories: Editor's choice (Fitzdares Review), Excellent value odds (BetMGM Review), Sports spread betting (Spreadex Review), Horse Racing Streaming (Betgoodwin Review), and Easy. A red shield icon indicates 'BettingSites keeps you Safe'. The main article header features the text 'Updated 25 January 2024' and the title '50 Best New Betting Sites UK 2024: Top Online Bookmakers Compared'. The author's name 'Jamie Clark' is highlighted in yellow, followed by 'SENIOR EDITOR' and 'Fact Checked by Adam Haynes'. A disclaimer states: 'We independently review betting sites. Sign-ups through our links may earn us a commission at no extra cost to you, this never influences our listings' order.' Below the header is a filter bar with options for Compare (toggle), Sort by (Expert rating), Offers (Show all), Banking (Show all), and Features (Any).

There are a few ways to do this; here are some examples showing how the text has been edited to naturally add the author’s name:

The Use Of Cryptocurrencies To Gamble

Using cryptocurrency for gambling offers bettors various benefits. Bypassing geographic restrictions and offering bettors the opportunity to place bets and withdraw funds with digital coins (~~source: <https://insidebitcoins.com/bitcoin-casinos/>~~) is just the beginning (source: <https://insidebitcoins.com/bitcoin-casinos/>). As Kane Pepi tells us, some crypto casinos offer RTP (return to player) rates of up to 99% on certain games, and withdrawals are made into players' crypto wallets almost instantly. So, it's clear to see why these sites have such a broad appeal.

Peter Addison suggests users should look for apps with secure payment gateways, SSL encryption, and two-factor authentication or face/touch ID (source: <https://bettingsites.co.uk/sports-betting-apps/>). These characteristics provide an additional level of security, enabling you to fully enjoy your betting experience without any concerns about online risks. Most sports betting apps prioritize user privacy and data security, making them a reliable and safe platform for enthusiasts to participate in their betting activities.

4. XRP

As the flagship product of Ripple Labs, XRP has been making waves in the industry for a long time now. It is especially popular for cross-border transactions as it has proven to be fast and affordable to send. On top of its use in international transfers, it has also become popular in entertainment and gambling. A look at the [newest list](#) of crypto casinos will show that XRP is being used more and more, with Alan Draper noting that almost all crypto casinos accept it.

As Lindsey Jones writes: *"There are currently 6 states that have online casinos operating from them, these are Connecticut, Delaware, Michigan, New Jersey, Pennsylvania, and West Virginia. If you are not in one of these states you will not be able to access any online casino sites, however, you will be able to turn to the best offshore casinos to do your online gambling. There are no laws regarding these reputable*

online casinos in these states and no player has been prosecuted for playing at an offshore casino site."
(source: readwrite.com/gambling/casino/best-online-casinos/) +

To help people spend less time gambling, the [CRUKS](#) (Centraal Register Uitsluiting Kansspelen) database was formed, allowing players to voluntarily register their details on it. It helps people self-exclude from gambling sites, but is only applicable to sites licenced and registered in the Netherlands. Fortunately, for anyone who wishes to start playing again, there's a large selection of casinos without [CRUKS](#) to choose from, with Joren Verdoes from [techopedia.com](#) noting that the sites without [CRUKS](#) offer good protection of personal and financial data for players. +

Despite this, [AI](#) more real money casinos are thriving. And while popular, there is some debate about which is a better way to place bets: with crypto or fiat? According to Daut bin Jejaka, cryptocurrency has become a popular alternative as a payment method in Malaysia. Many online casinos were unable to offer a secure enough payment method to Malaysians until Bitcoin and altcoins came along (source: <https://www.business2communitymalaysia.com/en/gambling/malaysia-online-casinos>) . But is crypto truly better than fiat for online gambling? +

When gambling online, speed is everything! Fast gaming loading speeds. Fast wins. Fast deposits, and fast withdrawals. Some of these factors are in the players' control (like internet speed, for example), but [trusted Malaysian casinos](#) do everything within their power to provide the best possible gaming experience for their users, as Vlad [Grindu](#) mentions.

Where Best to Play Poker: Pros and Cons

As technology advances, the range of settings you can play poker in expands. Instead of traditional in-person poker gameplay, you can play poker on a [local website](#), ~~on~~ an offshore website, or via an app. This leaves you with a lot of choices.

Perhaps you'd prefer the social experience of playing poker in person at a casino. Or, maybe you're better suited to the convenience of offshore poker sites.

¶

~~If you're looking for [poker sites alternatives in the US](#), you should try one of the sites listed in this article written by Joe Halliday. ¶~~

Below, you can find out more about the different means of playing poker, as well as the pros and cons of each.

Offshore Poker Sites +

The term "offshore poker site" describes an online gambling site based outside the country you're playing from. These sites tend to be less restricted and are popular amongst players looking to forgo the gambling laws imposed in their country.

For example, ~~those looking for [poker sites alternatives in the US](#)~~ ~~US-based players~~ often play on poker sites based in South America, as these sites do not have to abide by US gambling laws. Joe Halliday writes that these sites have been serving US players for more than 20 years already and that they commonly offer welcome bonuses of \$1000 or more, so it's clear to see why this is a popular option.

Images

- Normally, webmasters add images to the articles themselves. However, it can be easier for them to receive one/two images from us included within the text, so please add an image unless asked not to.
- **Always** make sure to use royalty-free images. This is **very important** to avoid any legal issues when it comes to copyright.
- Here are some links to databases of copyright-free images:
 - [pixabay.com](#)
 - [Pexels.com](#)
 - [Unsplash.com](#)
 - [Freepik.com](#)

- **In order to avoid any issue:** please read the instructions every time you are downloading a picture - just to be aware of any changed rules regarding the copyright of the images you want to use.

Glossary

Here, you can find definitions for all the words marked with an ASTERISK (*) and others also, to help get a better understanding of the specific vocabulary tied to writing content.

Domain: The provided website on which we are publishing the article.

Target URL: The link to the client's website which we are linking to to advertise through the article.

Anchor: The given text under which the target URL will be embedded.

Internal Link: A link to a separate article from the given domain.

External Link: Link to high authority and non-competitor websites to improve authority. (helps to make the article not look like it's linking out to only one site, making it look less like an advertorial).

Heading: The title of an article or subtitle to a paragraph (on the taskbar at the top left of the document, you have a drop-down button that says normal text; once clicked, you will uncover heading format options, starting from H1, H2, etc...).

Naked Anchor: client's link text which is not a phrase, instead in the form of just the name of the company (example: [Basketball Insiders](#)) or just a normal link (example; <https://www.basketballinsiders.com>).

Generic Anchor; An anchor text that does not mention any name of company or topic (example: [list of sites](#)).