



Content Brief

best online casino canada // CONTENT BRIEF

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WRITING GUIDELINES	
Purpose of content	Rank in organic search for primary keywords. Increase conversions.
What will the post be about?	[affiliate] The goal of this task is to create a new article. The article will discuss top products, the choosing criteria, and answer the common questions that readers may have.
Desired Tone	2nd person, conversational
Products to Feature	1. Jackpot City Casino 2. Ruby Fortune 3. Platinum Play Casino 4. Party Casino 5. Bodog 6. Bet Safe 7. High Roller 8. Toonie Bet 9. Power Play 10. Spin Casino 11. Leo Vegas 12. Yukon Gold 13. Vegasino 14. PlayFina 15. Betty Casino Please list 15 Canadian casinos

Top 15 Best Online Casino Canada Sites

Choosing the best online casino in Canada isn't just about grabbing the biggest bonus—it's about finding a platform that delivers safe, reliable gambling with the games you love, the payouts you expect and the mobile flexibility to play anywhere. Whether you're spinning slots, betting at blackjack tables or playing live dealer roulette, the right casino makes all the difference.

We've evaluated Canada's top online casino sites, focusing on security, game variety, payment options, bonus value and player experience. Below are our expert picks for the best online casino Canada sites this year —each vetted for real money play and trusted gaming.

Snapshot: 15 Best Online Casino in Canada

Here's a quick look at the best online casinos in Canada for 2025 each recognized for a standout feature.

1. [Jackpot City Casino](#)—Best Overall Online Casino Canada
2. [Ruby Fortune](#)—Best for New Canadian Online Casino Players
3. [Platinum Play Casino](#)—Best for Online Casino Bonuses Canada
4. [Party Casino](#)—Best Casino Canada for Live Dealer Games
5. [Bodog](#)—Best Online Gambling Canada for Poker & Sports
6. [Bet Safe](#)—Safest Online Casino Canada for Licensed Play
7. [High Roller](#)—Best Casino Canada for High-Stakes Players
8. [Toonie Bet](#)—Best for Low Stakes & Budget-Friendly Play
9. [Power Play](#)—Best for Fast Payouts in Canadian Dollars
10. [Spin Casino](#)—Best Online Slots Canada Casino
11. [Leo Vegas](#)—Best Mobile Casino App Canada
12. [Yukon Gold](#)—Best Canadian Casino for Loyalty Rewards
13. [Vegasino](#)—Best New Canadian Online Casino Site
14. [PlayFina](#)—Best for Crypto-Friendly Gambling in Canada
15. [Betty Casino](#)—Best Online Casino Canada for Free Spins Bonuses

In-Depth Reviews: Best Canadian Online Casinos

Each casino on this list was selected for a reason whether it's standout bonuses, faster payouts, game variety or mobile-first design. In the reviews below, we break down exactly what makes each casino worth your time, money and attention as a Canadian player.

Jackpot City Casino—Best Overall Online Casino Canada

Jackpot City Casino continues to set the standard for Canadian players, combining deep game variety, solid mobile play and fast, reliable payouts all under a trusted license. If you're looking for an all-around platform that checks every box, this is it.

Top Features:

Jackpot City offers over 500 casino games, with a focus on slots, blackjack and roulette powered by Microgaming. Its mobile platform mirrors desktop functionality, allowing you to play real money games anywhere.

The welcome bonus is spread across your first four deposits, offering up to Can\$1,600 in match funds. Interac, Visa, Mastercard and crypto payments are supported for Canadian dollar banking.

Pros:

- Large welcome bonus (up to Can\$1,600)
- Fully licensed and regulated for Canadian players
- Over 500 casino games from trusted providers
- Mobile-friendly platform with no feature loss

Cons:

- Bonus rollover (70x) higher than some competitors
- Fewer live dealer options than newer sites

[Play at Jackpot City Casino today.](#)

Why We Like It:

Jackpot City is the safest bet for players who want an established, reputable casino with broad game variety, solid mobile play and trusted Canadian dollar banking a reliable choice for both casual and frequent players.

Ruby Fortune—Best for New Canadian Online Casino Players

Ruby Fortune is an excellent starting point for new Canadian players, thanks to its user-friendly design, straightforward bonuses and simplified banking. If you're new to online casinos, this platform keeps things approachable without sacrificing real money play.

Top Features:

Ruby Fortune offers a three-part welcome bonus totaling up to Can\$750, with low minimum deposits and clear wagering terms. The site features around 450 games, with a strong focus on Microgaming slots and table games. Its mobile interface is beginner-friendly, with simplified navigation and helpful tooltips for new users.

Pros:

- Easy-to-claim welcome bonus for new players
- Mobile platform designed for simple navigation

- Lower minimum deposits than most competitors
- Licensed by Malta Gaming Authority for fair play

Cons:

- Smaller live dealer selection
- Limited poker options

[Play at Ruby Fortune today.](#)

Why We Like It:

Ruby Fortune offers a clean, beginner-friendly platform with a solid bonus and straightforward real money play. It's ideal for Canadians who are just getting started and want a hassle-free entry into online gambling.

[Platinum Play Casino](#)—Best for Online Casino Bonuses Canada

Platinum Play Casino focuses on rewarding bonus hunters, offering a hefty welcome package and regular promotions that extend beyond your first deposit. If you're looking to stack bonus funds and free spins, this is a top pick.

Top Features:

New players get a welcome bonus up to Can\$1,000 across the first three deposits. Platinum Play also runs weekly reload offers, free spin promotions and VIP perks for long-term players. Its 500+ games include Microgaming pokies, progressive jackpots and table games, all available on mobile.

Pros:

- Generous welcome bonus and weekly promos
- Mobile-friendly casino with responsive design
- Access to progressive jackpots like Mega Moolah
- Multiple deposit and withdrawal methods for CAD

Cons:

- Wagering requirements higher on bonus spins
- No standalone poker room

[Play at Platinum Play Casino today.](#)

Why We Like It:

Platinum Play stands out for Canadians who value bonuses. With ongoing promotions beyond the welcome offer, it's ideal for players who plan to stick around and make the most of deposit matches and free spins.

[Party Casino](#)—Best Casino Canada for Live Dealer Games

Party Casino excels for live dealer fans, offering an impressive catalog of live blackjack, roulette, baccarat and game show-style tables with professional dealers streaming in HD. If you want the real casino atmosphere from home, this platform delivers.

Top Features:

Party Casino features live games from Evolution and Pragmatic Play, streamed 24/7 with crisp video and interactive betting. The mobile app and browser platform both support live dealer tables without lag or feature loss. The welcome bonus includes 100 percent up to Can\$500 plus 20 free spins, with live games excluded from wagering but fully accessible.

Pros:

- Strong live dealer game lineup from top providers
- Smooth HD streams on mobile and desktop
- Licensed in Canada for trusted local play
- Fast withdrawals via Interac and credit cards

Cons:

- Live games don't contribute to bonus wagering
- Smaller non-live game library

[Play at Party Casino today.](#)

Why We Like It:

Party Casino is perfect for Canadian players who prioritize live dealer tables. With reliable streams, pro dealers and full mobile compatibility, it recreates the casino floor experience better than most competitors.

Bodog—Best Online Gambling Canada for Poker & Sports

Bodog is a one-stop shop for Canadians who want both casino action and a full sportsbook with poker tournaments. If you like mixing real money poker, blackjack and sports betting in one account, Bodog makes it seamless.

Top Features:

Bodog offers a large casino library alongside a sportsbook and dedicated poker platform. Its mobile app supports live betting, casino games and poker tables with smooth integration. Welcome bonuses include a 100 percent match up to Can\$400 for casino and separate promos for sports and poker. Banking supports Interac, Bitcoin and traditional cards.

Pros:

- Casino, sportsbook and poker under one roof
- Crypto and Interac deposits/withdrawals
- Dedicated poker software with tournaments
- Mobile betting across casino, sports and poker

Cons:

- Casino bonus smaller than competitors
- Higher rollover on poker bonuses

[Play at Bodog today.](#)

Why We Like It:

Bodog is perfect for Canadian players who want versatility combining real money poker, sports betting and casino play without managing multiple accounts.

[Bet Safe](#)—Safest Online Casino Canada for Licensed Play

Bet Safe lives up to its name by prioritizing secure, licensed gambling for Canadians with strict compliance standards and transparency. If safety and fair play are your top priorities, this platform delivers peace of mind.

Top Features:

Bet Safe is licensed by the Malta Gaming Authority and offers certified random number generated-based games from trusted providers. The mobile platform mirrors the desktop site for slot machines, tables and live dealer games. Bonuses include a 100 percent match up to Can\$500, with transparent wagering terms published upfront. Interac, Visa and crypto payments are available.

Pros:

- Licensed and regulated by Malta Gaming Authority
- Transparent bonus terms with clear wagering
- Certified fair play via independent testing
- Mobile app and browser site fully secure

Cons:

- Smaller welcome bonus than some competitors
- Limited progressive jackpot selection

[Play at Bet Safe today.!](#)

Why We Like It:

Bet Safe is a top pick for Canadians who want licensed, secure play with clear policies and fair games a worry-free platform backed by regulatory oversight.

[High Roller](#)—Best Casino Canada for High-Stakes Players

High Roller caters to Canadians who bet big offering VIP-level deposit limits, faster withdrawal processing and exclusive bonuses tailored for high-stakes play. If you're betting beyond casual limits, this site scales with you.

Top Features:

High Roller offers a VIP welcome package with higher deposit caps and match percentages

compared to standard tiers. The game library includes high-limit tables, progressive jackpot slots and premium live dealer games. Withdrawals are expedited for VIPs, and crypto banking unlocks higher daily limits.

Pros:

- High deposit and withdrawal limits for VIP players
- Exclusive high-roller bonuses and reloads
- Faster withdrawal approvals for VIP tiers
- Dedicated account managers for top players

Cons:

- Not tailored for casual, low-stakes players
- Some VIP perks require personal invitation

[Play at High Roller today.](#)

Why We Like It:

High Roller is ideal for Canadian players betting at higher stakes who want exclusive perks, fast withdrawals and personalized service—a true VIP experience.

[Toonie Bet](#)—Best for Low Stakes & Budget-Friendly Play

Toonie Bet is designed for Canadians who want fun, affordable gambling with low minimum bets and easy banking. If you're playing recreationally or testing online casinos for the first time, this site keeps things light and accessible.

Top Features:

Toonie Bet offers a range of low-limit slots and table games, with minimum bets starting under \$1. The welcome bonus is structured to match smaller deposits, making it ideal for budget-conscious players. Payment options include Interac and credit cards with low minimum deposits.

Pros:

- Low minimum deposits and bets for casual play
- Easy bonus claiming with low deposit thresholds
- Mobile platform designed for simplicity
- Focused on Canadian dollar banking

Cons:

- Smaller overall game library
- Lower max withdrawal limits per transaction

[Play at Toonie Bet today.](#)

Why We Like It:

Toonie Bet is great for casual Canadian players or beginners who want to enjoy real money play without big upfront costs or high betting minimums.

Power Play—Best for Fast Payouts in Canadian Dollars

Power Play stands out for Canadian players who want quick, reliable payouts in CAD without sacrificing bonus value or game selection. If fast access to winnings is your priority, this platform delivers.

Top Features:

Power Play supports Interac, Visa, Mastercard and crypto withdrawals, with payout times often within 24 hours for verified accounts. The casino offers over 1,000 games, including popular Canadian slots and live dealer tables. New players can claim a Can\$1,000 welcome bonus plus 100 free spins, with transparent wagering requirements.

Pros:

- Fast payouts in Canadian dollars (24-48 hours)
- Large game library including live dealer games
- Mobile-optimized for iOS and Android
- Interac and crypto deposits supported

Cons:

- Some promotions restricted to slots play
- Bonus excludes live dealer games from wagering contribution

[Play at Power Play today.](#)

Why We Like It:

Power Play is ideal for Canadians who want a trusted casino offering fast CAD payouts, strong game variety and seamless mobile access—without waiting days for withdrawals.

Spin Casino—Best Online Slots Canada Casino

Spin Casino lives up to its name with one of the biggest slot selections in Canada, offering hundreds of slot machines, jackpots and themed video slots from top providers. If you're here for the reels, this is your go-to.

Top Features:

Spin Casino features over 600 slots, including progressive jackpots like Mega Moolah and exclusive titles. New players get a Can\$1,000 welcome bonus across three deposits. The mobile platform offers full slot access with intuitive swipe navigation and fast loading speeds.

Pros:

- Massive slot catalog with progressives and exclusives
- Mobile-friendly slots with no performance loss

- Can\$1,000 welcome bonus for slot players
- Trusted licensing and fair play certifications

Cons:

- Limited poker and sportsbook offerings
- Some bonuses restricted to slot play only

[Play at Spin Casino today.](#)

Why We Like It:

Spin Casino is perfect for Canadian slot lovers—offering depth, variety and mobile-optimized reels, with bonuses tailored for slotsplayers chasing big jackpots.

[Leo Vegas](#)—Best Mobile Casino App Canada

Leo Vegas delivers an award-winning mobile casino experience, with an app and browser site built for seamless betting on iPhone, Android and tablets. If mobile-first play is your priority, this is the casino to beat.

Top Features:

Leo Vegas offers over 1,500 games, including slots, live dealer tables and exclusive mobile promotions. The mobile app is recognized for performance and ease of use, with bonus notifications and swipe-friendly menus. New players can claim up to Can\$1,000 plus 200 free spins via mobile registration.

Pros:

- Best-in-class mobile app for Canadian players
- Exclusive mobile promos and notifications
- Large game library including mobile-optimized live dealers
- Fast loading and easy navigation on smaller screens

Cons:

- Bonus contributions weighted toward slots
- Higher minimum deposit for bonus eligibility

[Play at Leo Vegas today.](#)

Why We Like It:

Leo Vegas is the clear leader for mobile casino fans in Canada—offering a seamless app experience, mobile-focused bonuses and a vast game library playable anywhere.

[Yukon Gold](#)—Best Canadian Casino for Loyalty Rewards

Yukon Gold rewards loyal Canadian players with comp points, exclusive promos and escalating VIP tiers designed to deliver more value the longer you play. If you're in it for the long haul, this platform builds real rewards into your gameplay.

Top Features:

Yukon Gold offers a unique loyalty system where players earn comp points redeemable for bonus credits and free spins. The welcome offer includes 150 chances to win Can\$10 million for just a Can\$10 deposit, targeting jackpot hunters. The game library focuses on Microgaming titles, including progressives and popular Canadian slots.

Pros:

- Loyalty program with redeemable comp points
- Low deposit requirement to access welcome offer
- Strong selection of progressive jackpot slots
- Trusted licensing and RNG certification

Cons:

- Smaller live dealer selection
- No dedicated poker or sportsbook options

[Play at Yukon Gold today.](#)

Why We Like It:

Yukon Gold is perfect for Canadian players who want rewards that grow with their gameplay—offering a loyalty-focused casino with big jackpot potential and trusted licensing.

Vegasino—Best New Canadian Online Casino Site

Vegasino is a fresh face in Canada's online casino scene, combining a sleek interface with a modern game library and competitive welcome bonus. If you're looking for a new casino that already feels polished and player-focused, Vegasino delivers.

Top Features:

Vegasino offers 1,000-plus slots and table games from providers like NetEnt, Pragmatic Play and Evolution. The platform prioritizes mobile responsiveness with a swipe-friendly interface on iPhone and Android. New players can claim a Can\$1,500 welcome bonus plus 200 free spins across the first four deposits. Interac, credit cards and crypto are accepted for CAD banking.

Pros:

- Sleek, modern design with mobile optimization
- Large welcome bonus and free spins combo
- Game library from top-tier providers
- Crypto-friendly banking for Canadian players

Cons:

- Some games restricted in Canada based on provider licenses
- Smaller progressive jackpot selection

[Play at Vegasino today.](#)

Why We Like It:

Vegasino is ideal for Canadians who want to try a new casino without sacrificing quality—offering a polished platform, solid bonuses and trusted software providers.

[PlayFina](#)—Best for Crypto-Friendly Gambling in Canada

PlayFina is designed for Canadian players who prioritize crypto payments, offering fast, flexible banking alongside a wide game selection. If you're looking to deposit and cash out in Bitcoin, Ethereum or other altcoins, this platform leads the way.

Top Features:

PlayFina supports multiple cryptocurrencies with same-day withdrawals. Its 1,500-plus games include slots, tables and live dealer games, with mobile compatibility across devices. New players can claim a Can\$1,000 welcome bonus plus 100 free spins, with crypto users often eligible for higher limits.

Pros:

- Wide range of crypto payment options
- Same-day crypto withdrawals for verified players
- Mobile-optimized slots and live dealers
- Crypto-exclusive reload bonuses and perks

Cons:

- No Interac or traditional CAD banking
- Some bonuses only accessible via crypto deposit

[Play at PlayFina today.](#)

Why We Like It:

PlayFina is the top pick for Canadians using crypto—blending fast payouts, crypto-specific bonuses and a mobile-friendly casino experience that keeps things smooth across devices.

[Betty Casino](#)—Best Online Casino Canada for Free Spins Bonuses

Betty Casino is perfect for Canadians who want free spins to be the heart of their bonus strategy—offering frequent spin promotions, mission-based rewards and gamified bonuses. If you love unlocking spins as you play, this platform focuses on rewarding reel spinners.

Top Features:

Betty Casino offers hundreds of slots from providers like Pragmatic Play and Microgaming, with daily, weekly and event-based free spin offers. The mobile platform keeps promotions accessible with bonus trackers and push notifications. New players get 100 free spins plus a Can\$500 welcome bonus on signup.

Pros:

- Frequent free spin bonuses with clear terms

- Gamified bonus progression with unlockable spins
- Mobile-optimized interface with bonus tracking
- Good selection of popular Canadian slots

Cons:

- Bonuses mainly focused on slots (limited for tables)
- Fewer live dealer options than competitors

[Play at Betty Casino today.](#)

Why We Like It:

Betty Casino is ideal for Canadians who want free spins to drive their bonuses—delivering a fun, gamified rewards system tailored to slot fans who prioritize spins over traditional match bonuses.

How to Choose the Best Online Casino in Canada

Deciding on the right online casino isn't just about flashy bonuses or a familiar name—it's about finding a platform that fits how you play, how you pay and what you prioritize in your gambling experience.

With hundreds of casino sites available to Canadians, the best online casino for you depends on your personal preferences and priorities.

Here's how to evaluate your options like a betting pro:

Licensing and Regulation: Always Check the Credentials

Before depositing a dollar, make sure the casino operates under a recognized gaming license from regulators like the Malta Gaming Authority, UK Gambling Commission or Kahnawake Gaming Commission. Licensed casinos are required to:

- Use certified random number generators to guarantee fair play
- Hold player funds in segregated accounts to protect your deposits
- Publish transparent bonus terms and payout rates
- Offer dispute resolution mechanisms if issues arise

Why it matters: Playing at a licensed casino means your money, winnings and personal information are protected under enforceable regulations. Every casino we recommend meets this standard.

Payment Methods and Withdrawal Speed: Banking You Can Trust

The best online casinos in Canada offer fast, reliable banking in Canadian dollars, with secure deposit and withdrawal methods like:

- Interac e-Transfer (for fast CAD payments)
- Credit and debit cards (Visa, Mastercard)

- Cryptocurrency (Bitcoin, Ethereum, Litecoin)
- E-wallets (where available)

Key factors to check:

- Withdrawal speed: Crypto and Interac payouts at sites like [Power Play](#) and [PlayFina](#) often process within 24-48 hours; traditional bank transfers may take three to five business days.
- Transaction limits: Know the minimum and maximum deposit and withdrawal caps.
- Verification process: Most casinos require ID verification before your first withdrawal.

Pro tip: Crypto players often get faster payouts.

Game Variety: Play What You Love

A great casino offers more than just slots—it delivers depth across slots, tables, live dealers and specialty games. Check for:

- Hundreds of slot titles from trusted providers like Microgaming, NetEnt, Pragmatic Play
- Classic table games including blackjack, roulette, baccarat, craps
- Live dealer games streamed in HD from providers like Evolution Gaming
- Niche or specialty games like keno, scratch cards, virtual sports

For example:

- [Spin Casino](#) leads for slots depth
- [Party Casino](#) stands out for live dealer variety
- [Bodog](#) excels for poker and sports alongside casino

Why it matters: A deeper game catalog ensures you won't get bored—and gives you flexibility to switch games or strategies without switching platforms.

Bonuses and Promotions: Value Beyond the Headline

A casino's bonus offer should go beyond big numbers—focus on:

- Wagering requirements (aim for 30-40x or less)
- Game contribution (slots usually count 100 percent, tables less)
- Bonus cap (how much real value can you claim?)
- Ongoing promotions (reloads, free spins, loyalty perks)

(See [Bonus Breakdown](#) section for more ...)

Mobile Experience: Does It Work Wherever You Play?

If you're betting from your phone or tablet, prioritize casinos that offer:

- Mobile-responsive platforms (no feature loss vs. desktop)
- Fast loading times on mobile data

Why it matters: A poorly optimized mobile site means missed bets, laggy spins or glitchy live dealers. Every casino we recommend delivers seamless mobile access.

Bottom line: The best online casino in Canada isn't the one with the biggest headline bonus—it's the one that balances licensing, payment speed, game variety, bonus structure and mobile functionality in a way that fits your play style.

Bonus Breakdown: What to Know Before You Claim Casino Offers in Canada

Bonuses are a big part of choosing an online casino—but not every bonus delivers equal value. The best offers are the ones that give real, usable rewards with fair terms, not just flashy numbers. Below, we break down the bonus types that matter most for Canadian players, where to find them and what to watch for.

Welcome Bonuses: Look Beyond the Headline

Almost every casino offers a welcome bonus, typically a deposit match (e.g., 100 percent up to Can\$1,000) paired with free spins. What sets a great welcome bonus apart isn't just the dollar amount—it's the structure, rollover and eligible games.

- Reasonable wagering (ideally 30-40x)
- Clear game eligibility (slots vs. tables)
- Low minimum deposit to qualify

Top picks:

- [Jackpot City Casino](#): Up to Can\$1,600 across four deposits
- [Platinum Play](#): Up to Can\$1,000 plus regular reloads
- [Vegasino](#): Can\$1,500 plus 200 free spins across multiple deposits

Free Spins Bonuses: Best for Slots Players

Free spins are a great way to explore slot games without risking your own money—but they vary in quality.

- Low wagering on spin winnings (or no wagering)
- No tight max win caps (avoid offers that limit payouts to Can\$50-Can\$100)
- Available on high-RTP slots (not limited to low-paying games)

Top picks:

- [Betty Casino](#): 100 free spins plus gamified unlocks

- [Spin Casino](#): Regular free spins promos tied to new games

Crypto Bonuses: Bigger Matches, Faster Turnover

Players depositing with Bitcoin, Ethereum or Litecoin often unlock higher match bonuses and faster rollover clearance. Crypto bonuses tend to have fewer restrictions—and pair with faster payouts.

- Higher bonus caps for crypto deposits
- Faster processing of bonus funds
- Crypto-exclusive reloads or loyalty perks

Top picks:

- [PlayFina](#): Crypto bonus with same-day withdrawals
- [High Roller](#): Higher limits and crypto bonuses for VIPs

Loyalty & VIP Rewards: Bonuses That Grow Over Time

If you plan to stick with one casino, the loyalty program matters just as much as the signup bonus. The best programs offer:

- Redeemable comp points for cash or spins
- Tiered VIP perks (cashback, faster withdrawals, personalized bonuses)
- Exclusive invites to promotions or tournaments

Top picks:

- [Yukon Gold](#): Comp points redeemable for bonus credits
- [Bet Safe](#): Transparent loyalty system with reload perks

Payment Options: Getting Paid Matters as Much as Playing

When choosing the best online casino in Canada, your banking options are just as important as the games you play. The top sites don't just accept deposits easily—they ensure your withdrawals are fast, secure and processed in Canadian dollars or crypto without hidden fees.

Look for casinos offering trusted Canadian payment methods like Interac and bank transfers alongside faster crypto options if you want same-day payouts. Every site we recommend supports secure, licensed payment processing with encryption and identity verification for added safety.

The best casinos combine speed, flexibility and payment variety to fit your banking needs. Here's what you'll typically find at Canada's safest online casinos:

- Interac e-Transfer: The gold standard for Canadians; fast, reliable and accepted at nearly all top casinos.
- Visa and Mastercard: Widely used for deposits, but withdrawals can take three to five business days depending on your bank.

- Direct bank transfers: Best for larger transactions but slowest (up to seven days).
- Cryptocurrency (Bitcoin, Ethereum, Litecoin): Fastest payouts (within 24 hours), with higher transaction limits and exclusive crypto bonuses

Pro tip: Crypto-friendly casinos not only process payouts faster but often offer bigger bonus match percentages and lower minimum withdrawal limits. If you're comfortable with Bitcoin or altcoins, casinos like [PlayFina](#) and [High Roller](#) can give you an edge both at the cashier and in the bonus department.

FAQs: Best Online Casinos in Canada

Are online casinos legal in Canada?

Yes—but it depends on where they're based. Under Canadian law, it's legal for Canadians to play at licensed offshore online casinos as long as the site holds a valid license from a recognized regulator (such as the Malta Gaming Authority or Kahnawake Gaming Commission). All casinos we recommend operate under legitimate licenses, offering legal and secure real money gambling for Canadian players.

What's the safest online casino in Canada?

The safest online casinos are licensed by reputable authorities and use audited random number generators (RNGs) for game fairness. Sites like [Bet Safe](#), [Jackpot City Casino](#) and [Power Play](#) are known for their transparent terms, secure banking and proven track records with Canadian players.

Can I win real money at these online casinos?

Yes—every casino on our list supports real money deposits and payouts in Canadian dollars or crypto. Whether you're spinning slots at [Spin Casino](#), playing blackjack at [Party Casino](#), or betting at live tables on [Leo Vegas](#), winnings are cashable once you meet wagering requirements and verification.

What's the best payment method for Canadians at online casinos?

For most players, Interac e-Transfer is the fastest and easiest way to deposit and withdraw in CAD. For faster payouts and higher transaction limits, cryptocurrency (Bitcoin, Ethereum) is the better choice.

What bonuses should I look for at Canadian casinos?

The best bonuses combine low wagering requirements, high contribution from slots and no tight win caps. For welcome packages, [Jackpot City Casino](#) and [Platinum Play](#) deliver large match bonuses, while [Betty Casino](#) specializes in ongoing free spins promos. Always read bonus terms carefully to avoid surprises.

Final Thoughts

No matter how you play, the best online casino in Canada is the one that aligns with your gaming style, payment preferences and bonus goals. Looking for mobile-first betting? [Leo Vegas](#) stands out. Want fast CAD withdrawals? [Power Play](#) leads the way. Prefer crypto banking? [PlayFina](#) shines.

All 15 sites we've recommended combine trusted licensing, secure banking, strong mobile platforms and real value—so you can bet with confidence, knowing your money and play are protected.

Pick your favorite, claim your bonus and start playing smarter today.

Disclaimer: *These sites are for people 18+ only. Online gambling comes with many risks. Players should only gamble with money that they can afford to lose and make sure they are behaving responsibly when visiting an online casino. Gambling laws and policies vary from region to region. Some sites mentioned in this review may not be accessible in your area depending on laws and restrictions. Always do your due diligence and check your local gambling policies before visiting any of these sites. It is always better to be safe than sorry.*

If you suspect you're becoming addicted to gambling, seek help immediately by contacting any of these helplines:

Organization	Phone Number
Alberta Alcohol and Drug Abuse Commission Helpline	1-866-332-2322
British Columbia Problem Gambling Information and Referral Service	1-888-795-6111
Manitoba Gambling Helpline	1-800-463-1554
New Brunswick Problem Gamblers Hotline	1-800-461-1234
Newfoundland and Labrador Helpline	1-888-899-4357
Northwest Territories Helpline	1-800-661-0844
Nova Scotia Toll-Free Gambling Helpline	1-888-347-8888
Nunavut Kamatsiaqtut Helpline	1-800-265-3333
Ontario Problem Gambling Helpline	1-888-230-3505
Ottawa Distress Line	613-238-3311
Outaouais Distress Line	1-866-676-1080
Prince Edward Island Gambling Addiction Treatment Program	1-888-299-8399

Québec Gambling Help and Referral	(514) 527-0140 (Montreal); 1-800-461-0140 or 1-866-767-5389 (province)
Saskatchewan Problem Gambling Helpline	1-800-306-6789
Yukon Crisis Line	403 668-9111

For free online gambling addiction resources, visit these organizations:

- <https://canadasafetycouncil.org/gambling-addiction/>
- <https://www.camh.ca/en/health-info/mental-illness-and-addiction-index/problem-gambling>
- <https://www.responsiblegambling.org/for-the-public/problem-gambling-help/help-for-canadians/>



--- Sites Guidelines ---



Site: Longmont Leader

Longmont Leader Content Guidelines

Tone	Maintain a professional yet approachable tone that aligns with Longmont Leader's community-focused positioning. Use light-hearted, straightforward, and informative language that resonates with the local audience while upholding journalistic integrity.
Writing Guidelines	• No more than 260 characters. • Short sentences (aim for max 20 words). • Use frequent line breaks. • Always write in an active voice. • Provide examples, data, or comparisons when helpful. • Avoid repetition and unnecessary transitions. • Follow the MECE framework (Mutually Exclusive, Collectively Exhaustive) to organize ideas logically.
Local Relevance	When discussing topics pertinent to specific locations, explicitly reference Colorado laws, customs, and regional nuances to provide contextually relevant information. Refer to this list of Operators.
Sports Mentions	Whenever contextually relevant, incorporate mentions of local sports teams to enhance regional appeal. For example: • NBA (Basketball): Denver Nuggets – <i>Ball Arena, Denver, CO</i> • NFL (Football): Denver Broncos – <i>Empower Field at Mile High, Denver, CO</i> • MLS (Soccer): Colorado Rapids – <i>Dick's Sporting Goods Park, Commerce City, CO</i> • NHL (Hockey): Colorado Avalanche – <i>Ball Arena, Denver, CO</i> • MLB (Baseball): Colorado Rockies – <i>Coors Field, Denver, CO</i>
Introduction	1-2 short paragraphs introducing the topic. Mention the main keyword naturally in the first sentence. List all featured products + awards right after the intro.

Longmont Leader Content Guidelines

Product Awards

Each betting product must be introduced with a short award-style title that highlights its main benefit using SEO-relevant keywords. These awards help readers quickly understand the product's unique advantage and must include strong keyword terms — ideally based on the secondary keywords outlined in the brief or informed by SERP research.

● **Incorrect Examples** (too vague, no keyword strength):

- Best for Live Betting
- Best for Football Fans

✓ **Correct & Optimized Examples** (clear, specific, and keyword-rich):

- **Best Sportsbook for Live Betting on the NFL**
- **Best Betting Site for Football Parlays**
- **Best Mobile App for In-Game NBA Betting**
- **Best Bookmaker for High-Stakes Horse Racing Bets**

Formatting for Bullet Points

When listing key details such as pricing, bonus offers, or plan tiers in bullet points, always set the **category or label before the colon in bold**. This applies to any structured information where specific details follow a descriptor.

✓ **Correct Formatting:**

- **Basic:** \$19 per month
- **Welcome Bonus:** \$100 in free bets
- **Minimum Deposit:** \$10
- **VIP Tier:** Exclusive rewards and cashback

● **Incorrect Formatting:**

- Basic: \$19 per month
- Welcome Bonus: \$100 in free bets
- Minimum deposit: \$10
- VIP Tier: Exclusive rewards and cashback



Site: Greenbot

Greenbot Content Guidelines

Tone	Conversational, in 2nd person (you/your). American English, day-to-day vocabulary. Prioritize clarity, simplicity, and real-life application. Avoid jargon, AI-sounding phrases, and promotional fluff.
Introduction Section	1-2 short paragraphs introducing the topic. Mention the main keyword naturally in the first sentence. List all featured products + awards right after the intro.
Structure Requirements	<u>Always</u> include these product sections for each offer: H3: Product Name + Award • H4: Overview • H4: Key Features • H4: AI Capabilities (<i>only if relevant</i>) • H4: Pricing • H4: Who Is This For? • H4: Why We Picked This
Product Awards	Each product must be introduced with a short award-style title that highlights its main benefit using SEO-relevant keywords. These awards help readers quickly understand the product's unique angle, and they must include strong keyword terms — ideally based on the keywords we included in the brief or your own SERP research. 🔴 Incorrect Example (too vague, no keyword strength): • Best for Mature Relationships • Best for Older Women ✅ Correct & Optimized Examples (clear, specific, and keyword-rich): • Best Dating App for Mature Relationships • Best Dating Website for Older Women • Best Free AI Girlfriend App for Roleplay

Greenbot Content Guidelines

Formatting For Bullet Points	When listing key details such as pricing, special plans, or plan tiers in bullet points, always set the category or label before the colon in bold. This applies to any structured information where specific details follow a descriptor. ✅ Correct Formatting: • Basic: \$19 per month • Premium Plan: \$23 per month • Tokens: 1 token for \$10 ❌ Incorrect Formatting: • Basic: \$19 per month • Welcome Bonus: \$100 in free bets • Minimum deposit: \$10 • VIP Tier: Exclusive rewards and cashback
Writing Style Guide	• Short sentences (aim for max 20 words). • Use frequent line breaks. • Always write in an active voice. • Provide examples, data, or comparisons when helpful. • Avoid repetition and unnecessary transitions. • Follow the MECE framework (Mutually Exclusive, Collectively Exhaustive) to organize ideas logically.
Extra Info	• No emojis, hashtags, semicolons, or symbols like asterisks (*). • Avoid passive constructions like "it is known that..." or "can be seen as..." • This is an example of an article that has the tone and style we're aiming for in our roundups/single reviews. • Avoid excessive use of "whether" and similar AI-ish terms.



-- Niches Guidelines --

Adult & Dating

Adult and Dating Content Guidelines

As a performance-based marketing company, we make revenue through partnerships with the companies from different niches we promote. We need to position our articles to paint these companies in a favorable light so that we encourage our content to have a higher click-through rate which improves our chances of higher conversion.

Do's and Don'ts

DON'Ts	DO's
DON'T write anything negative about the sites we promote. DON'T use any language in the forbidden language chart. If you are on the fence about verbiage or a sentence, please, remove it from the content. Also, let the team know you removed it. DON'T let articles go to the next phase with misinformation, or misleading the reader. DON'T use forbidden language even if surfer SEO recommends it.	DO write about each site we are promoting favorably. This means you have to tell the truth, and also, you should always be encouraging the click and sign up of a site. DO spin cons to be favorable (see example below). DO fact check everything you wrote/edited. Fix what's needed before finishing the task. DO write clean content and informative content, maintaining coherence and contextualizing each section, if necessary.

Pros & Cons Examples

Pros:

- QuickDates has a modern user interface that makes it easy to navigate
- Wide selection of partners from diverse background
- Fair pricing - Discounted pricing for longer memberships

Cons:

- There are fewer profiles in smaller towns
- A large selection of profiles can be overwhelming
- You need to subscribe to access all features

NOTE: Even as we talk about cons you should position them positively.

Content Structure and Formatting

1. Use this structure:

- Introduction
- Products/services list

- User Features and Benefits
- Pricing and Membership Options
- Sign-Up and User Experience
- Privacy, Safety, and Security
- FAQs (address common user questions)
- Conclusion

2. **Use Clear Rankings:** (Number each entry and limit each to 150 words) Include:

- Site/app name
- Key features clearly listed
- Membership options and pricing
- Privacy and security measures
- User experience and interface quality
- User base diversity and size
- Licensing and compliance information
- Payment methods and billing discretion

3. Include concise verdicts such as:

- “Excellent for quick matches.”
- “Ideal for discreet interactions.”

4. **Add Context That Matters:** Answer directly:

- Is the site/app legitimate and secure?
- How quickly can users sign up and find matches?
- What payment methods are discreet and safe? Use clear headings for easy skimming.

5. **Natural SEO Integration:** Integrate secondary keywords and NLP terms naturally, without forcing them.

6. **Build Trust With Facts:**

- **Privacy and Security:** Highlight robust security features and data privacy measures. Emphasize encryption standards and protection of user information.
- **User Verification:** Emphasize the availability of user verification and safety measures. Highlight authenticity checks and reliable user profiles.
- **Payment Discretion:** Note discrete billing and trusted payment solutions. Emphasize confidentiality and secure transaction processing.

- **Customer Support:** Emphasize availability of responsive customer service via chat, email, or phone. Highlight efficiency and helpfulness of support agents.
- **Mobile Accessibility:** Confirm mobile optimization for seamless user experience. Highlight user-friendly design and smooth functionality on mobile devices.
- **Transparent Pricing:** Clearly state all membership costs and renewal terms. Highlight clarity and fairness of pricing policies.
- **Community Diversity:** Highlight inclusivity and diverse user bases. Emphasize broad appeal and welcoming environment for all users.

Disclaimer

All articles must include a disclaimer emphasizing the article's information is for informational purposes only. Inform the use of any of the sites listed in this article is subject to each site's terms and conditions.

Laws vary from state to state and over time. It needs to be clear that it is the reader's sole responsibility to ensure the use of any of the services presented in our articles is compliant with their jurisdiction's laws.

Also, ensure we don't endorse in any way to exchange money for sex, and the article's information should not be used with that purpose.

NOTE: *The disclaimer must be added during the final review by the SEO Analyst in charge of the task.*

1. Dating

Dating companies and articles focus on suiting to usual, **daily romantic people's interests and encounters**.

They are **not necessarily related to sex** and any kink or fetish NSFW context. Thus, the articles must suit a **broad audience**, that ranges from young adults to elderly people.

These articles' readers are mostly looking for partners, places and tips to enjoy with their companies, how to live this moment and be safe while dating. Our job is to ease this journey and provide the "top companies" that provide services suited to their needs.

Some dating partners have their own guidelines for online placements, like [Seeking](#), so **pay close attention** to that.

Sites like Seeking are looking to move away from sugar-dating and prostitution-related content, so we have to be careful while writing for this niche.

2. Adult

Articles focused on Adult niche don't have the same limitations as the Dating ones. Most of it because the readers are interested in services that will bring relief to sexual necessities. The articles must suit to an audience that cares to be sexually active.

These readers are mostly single people looking for quick pleasure. Sometimes, they have desires and kinks, but live in small towns and don't know anybody to fulfill their fantasies with.

Our job is to ease this search and bring them the solution right away. So, adult articles need to be practical, pointing out services and products as solutions to a simple problem: the reader's desires.

In Adult articles, we are going to talk about some gray-area topics, such as prostitution and escorting, sugar relationships, BDSM and other kinks and fetishes. In these cases, be respectful to the readers and to the models/escorts.

Remember to write everything favorably to the brands we are promoting and bring useful information to the readers.

Forbidden Language Chart for Adult & Dating

FORBIDDEN	INSTEAD, USE THIS
Teenage Dating • DON'T ever mention these words: "underage", "teen", "girl", "teens", etc.	DO THIS, INSTEAD: "If you look for younger women , you'll find this site suit everyone of your needs."
Prostitution and Sugar • DON'T mention prostitution: "escort", "prostitute", "sex worker". • DON'T mention sugar relationships: "sugar baby", "sugar momma", "sugar daddy", "cub", "cougar".	DO THIS, INSTEAD: Just don't use this language in Dating articles. Use it only for Adult niche.
Scammers and Fake Profiles • DON'T say sites have scammer or fake profiles.	DO THIS, INSTEAD: "This site uses their technology to weed fake profiles ".
Racism and Homophobia • DON'T say these words while referencing black people: "nigga", "n word", "negro", etc. • DON'T say these words while referencing LGBTQIA+ people: "fag", "faggot", "tranny", "dyke", "tomboy", "sissy", etc.	DO THIS, INSTEAD: "This site has a diverse selection of women, from beautiful asian to hot black girls . Visit the site now and see for yourself." "You can find a large diversity of users in this site. If you are looking for trans guys , you'll find the most handsome ones."
Sexual Language • DON'T Do not be direct about sex on Dating articles, use discretion here.	DO THIS, INSTEAD: "This is the best site if you are just looking to keep things casual ".
Violent Language • DON'T use violent or gruesome imagery, references, words or anything related.	DO THIS, INSTEAD: Just don't use this language.



AI Dating

AI Dating Content Guidelines

As a performance-based marketing company, we make revenue through partnerships with the companies from different niches we promote. We need to position our articles to paint these companies in a favorable light so that we encourage our content to have a higher click-through rate which improves our chances of higher conversion.

Do's and Don'ts

DON'Ts	DO's
DON'T write anything negative about the sites we promote. DON'T use any language in the forbidden language chart. If you are on the fence about verbiage or a sentence, please, remove it from the content. Also, let the team know you removed it. DON'T let articles go to the next phase with misinformation, or misleading the reader. DON'T use forbidden language even if surfer SEO recommends it.	DO write about each site we are promoting favorably. This means you have to tell the truth, and also, you should always be encouraging the click and sign up of a site. DO spin cons to be favorable (see example below). DO fact check everything you wrote/edited. Fix what's needed before finishing the task. DO write clean content and informative content, maintaining coherence and contextualizing each section, if necessary.

Pros & Cons Examples

Pros:

- Uses advanced AI to match users based on behavior and preferences
- Smooth and intuitive user interface with smart suggestions
- Supports real-time chat and guided conversation starters

Cons:

- Some features are locked behind premium access, but upgrades provide full functionality
- AI responses may take time to personalize, but improve with continued use
- Platform works best after completing detailed profile, which enhances match accuracy

NOTE: Even as we talk about cons you should position them positively.

Content Structure and Formatting

1. Use this structure:

- a. Introduction
- b. Products/services list

- c. AI Features and Matching Benefits
- d. Pricing and Membership Options
- e. Sign-Up and User Experience
- f. Data Privacy and Security
- g. FAQs (answer key user questions)
- h. Conclusion

2. **Use Clear Rankings:** (Number each entry and limit each to 150 words) Include:

- a. Platform name
- b. AI-based features clearly listed
- c. Pricing tiers and what's included
- d. Privacy, encryption, and data use policy
- e. User experience and interface quality
- f. User demographics and activity level
- g. Licensing or compliance with data laws (e.g., GDPR/CCPA)
- h. Accepted payment methods with billing discretion

3. **Include concise verdicts such as:**

- a. "Great for AI-assisted matchmaking."
- b. "Best for smart, conversation-ready bots."

4. **Add Context That Matters:** Answer directly:

- a. How does AI enhance the dating experience?
- b. Are these platforms safe and private?
- c. Is the AI chatbot realistic or just a gimmick? Use clear headings for fast skimming.

5. **Natural SEO Integration:** Integrate AI dating-related terms naturally.

6. **Build Trust With Facts:**

- a. **Privacy and Security:** Emphasize encryption protocols and transparent data usage policies. Reassure users of anonymity and confidentiality.
- b. **AI Accuracy and Learning:** Explain how AI improves over time based on user input and preferences. Highlight algorithm transparency.
- c. **Chatbot Behavior:** Highlight customization, realism, and interaction quality. Clarify chatbot boundaries and features.

- d. **Customer Support:** Mention live chat, email help, and help centers with clear guidance.
- e. **Device Compatibility:** Confirm compatibility with smartphones, tablets, and desktop browsers. Mention app availability.
- f. **Transparent Pricing:** State all membership levels, billing frequency, and upgrade features. Highlight refund and cancellation policies.
- g. **User Diversity:** Emphasize platforms serve all orientations and backgrounds, welcoming everyone to engage.

Disclaimer

Content is informational and meant to help users explore available services. Users must follow the terms and conditions of each AI dating platform.

Laws differ across states and countries. It is the user's responsibility to verify that the use of AI dating apps is legal and safe in their area.

Make clear we do not guarantee romantic results or endorse any misuse of chatbots for real-world exchanges.

NOTE: *The disclaimer must be added during the final review by the SEO Analyst in charge of the task.*

1. AI Dating

Dating companies and articles focus on suiting to usual, **daily romantic people's interests and encounters**.

They are **not necessarily related to sex** and any kink or fetish NSFW context. Thus, the articles must suit a **broad audience**, that ranges from young adults to elderly people.

These articles' readers are mostly looking for partners, places and tips to enjoy with their companies, how to live this moment and be safe while dating. Our job is to ease this journey and provide the "top companies" that provide services suited to their needs.

Some dating partners have their own guidelines for online placements, like [Seeking](#), so **pay close attention** to that.

Sites like Seeking are looking to move away from sugar-dating and prostitution-related content, so we have to be careful while writing for this niche.

Forbidden Language Chart for Adult & Dating

FORBIDDEN	INSTEAD, USE THIS
Teenage Dating • DON'T use: "teen," "underage," "young girl," or similar terms.	DO THIS, INSTEAD: Avoid entirely. Refer to "younger-looking virtual characters" only when appropriate and permitted.

Racism and Homophobia • DON'T say these words while referencing black people: "nigga", "n word", "negro", etc. • DON'T say these words while referencing LGBTQIA+ people: "fag", "faggot", "tranny", "dyke", "tomboy", "sissy", etc.	DO THIS, INSTEAD: "This site has a diverse selection of AI women, from beautiful asian to hot black models. Visit the site now and see for yourself." "You can find a large diversity of users in this site. If you are looking for AI trans guys, you'll find the most handsome ones."
Sexual Language • DON'T Do not be direct about sex, use discretion here.	DO THIS, INSTEAD: "This is the best site if you are just looking for a casual relationship".
Guaranteed Results • DON'T use: "Guaranteed matches," "Instant connection," or "Always works."	DO THIS, INSTEAD: "Users may see improved matches based on usage and input."
Human vs AI Superiority Claims • DON'T say AI is "better than real people" or "smarter than humans."	DO THIS, INSTEAD: "AI can enhance the matchmaking process" or "AI helps create efficient, data-based connections."
Sexual Commands (NSFW AI) • DON'T use: "have sex with the bot," "dirty talk now," or other explicit commands.	DO THIS, INSTEAD: Use "flirty conversations" or "romantic roleplay."
Government Backing • DON'T suggest any government approval or endorsement.	DO THIS, INSTEAD: Remove such references.
Implying Addiction or Dependency • DON'T say: "You'll never need a real relationship again" or "Forget human partners."	DO THIS, INSTEAD: "Engaging and personalized" or "a convenient way to connect when you want."
Violent Language • DON'T use violent or gruesome imagery, references, words or anything related.	DO THIS, INSTEAD: Just don't use this language.



Casino

Casino Content Guidelines

As a performance-based marketing company, we make revenue through partnerships with the companies from different niches we promote. We need to position our articles to paint these companies in a favorable light so that we encourage our content to have a higher click-through rate which improves our chances of higher conversion.

Do's and Don'ts

DON'Ts	DO's
DON'T write anything negative about the sites we promote. DON'T use any language in the forbidden language chart. If you are on the fence about verbiage or a sentence, please, remove it from the content. Let the team know you removed it. DON'T let articles go to the next phase with misinformation, or misleading the reader. DON'T follow SEO tool suggestions that conflict with brand guidelines.	DO write about each site we are promoting favorably. This means you have to tell the truth, and also, you should always be encouraging the click and sign up of a site. DO spin cons to be favorable (see example below). DO fact check everything you wrote/edited. Fix what's needed before finishing the task. DO write clean content and informative content, maintaining coherence and contextualizing each section, if necessary.

Pros & Cons Examples

Pros:

- Large welcome bonuses with fair playthrough terms
- Fast withdrawal options including PayID and crypto
- Licensed under respected regulators like Curacao or MGA

Cons:

- Some bonuses come with wagering requirements, which are clearly stated
- Certain payment methods may be country-specific, but local options like POLi are supported

NOTE: *Even as we talk about cons you should position them positively.*

Content Structure and Formatting

1. Use this structure:

- a. Introduction
- b. Casino list (with rankings)

- c. Bonus Offers and Terms
- d. Game Variety and Providers
- e. Payment Methods and Withdrawals
- f. Licensing and Security
- g. Mobile and Desktop Experience
- h. FAQs
- i. Conclusion

2. Use Clear Rankings: (Number each entry and limit to 150 words) Include:

- a. Casino name
- b. Bonus offer (with terms)
- c. Minimum deposit
- d. Payment methods (especially local ones like PayID, POLi, Neosurf)
- e. Licensing (e.g., Curacao, MGA, Panama)

3. Include one-sentence verdicts like:

- a. "Best for fast withdrawals."
- b. "Top new PayID casino."

4. Add Context That Matters: Answer key questions directly:

- a. Is it legal to play at online casinos in the US?
- b. Can I deposit and withdraw in USD or AUD?
- c. Which games are available—pokies, blackjack, roulette, live dealer? Use clear H2 or H3 headings to allow skimming.

5. Natural SEO Integration: Include keywords in a logical, organic and natural way. Only use them when relevant—never force them.

6. Build Trust With Facts:

- a. **Licensing and Regulation:** Always mention the casino's license and governing body. Confirm that licensing info is clearly visible on the casino's site.
- b. **Fast Payouts:** Include standard withdrawal times and whether instant methods (e.g. crypto, PayID) are available. Let users know which methods offer same-day or next-day processing.
- c. **Supported Payment Methods:** Highlight availability of local and international deposit options. Call out trusted providers like PayID, POLi, and Visa/Mastercard.

- d. **Responsible Gambling Tools:** Mention self-exclusion, limits, and support links. Explain how users can access responsible play settings.
- e. **Customer Support:** Highlight 24/7 support via live chat or email. Mention if there's an FAQ or help center available.
- f. **Mobile Compatibility:** Confirm mobile-optimized versions or apps for Android/iOS. Clarify whether full casino functionality is supported on mobile.
- g. **Transparent Bonus Terms:** Clearly define bonus amounts, wagering rules, and eligible games. Emphasize fair terms and easily accessible bonus policies.
- h. **Game Providers and Variety:** Name top game providers (e.g., NetEnt, Microgaming) and categories (slots, table games, live dealer). Include information about game quality, themes, and live dealer studios.

Disclaimer

Inform that online gambling is subject to local laws. It's the reader's responsibility to check the legality of real money casinos in their area.

Articles should guide readers toward safe and reputable casinos while highlighting what makes each option attractive—from local payment methods to specific game types. Our goal is to simplify their decision by presenting facts in a way that builds trust and encourages sign-ups.

NOTE: *The disclaimer must be added during the final review by the SEO Analyst in charge of the task.*

1. Casino

Casino articles are written for users who want to gamble online using real money. These readers seek licensed, fast-paying casinos with attractive bonuses and a wide variety of games like pokies, blackjack, roulette, and live dealer tables.

Write clearly and concisely for readers of all experience levels—from casual players to seasoned gamblers. Highlight user-friendly interfaces, payment options, bonus terms, and mobile compatibility when describing each platform.

Language and Terminology

Use the term "casino" consistently, along with clear references to specific games (e.g., "real money pokies," "live dealer blackjack"). Capitalize proper names of games and providers but keep general terms in lowercase.

Avoid exaggerated or unverified claims. Ensure all technical terms (e.g., RTP, wagering requirements) are explained clearly the first time.

Tone and Voice

Maintain a tone that is professional yet engaging. Write as if speaking to someone familiar with online casinos but still interested in helpful comparisons and clarity. Build trust through transparency and friendly confidence.

Avoid jargon unless defined, and keep the focus on the user's needs and experience.

Compliance and Sensitivity

Do not promote gambling to minors or suggest gambling is a way to solve financial issues. Respect regional laws and always frame gambling as a form of entertainment. Avoid content that glamorizes addiction or implies guaranteed financial gain. Always encourage responsible play and include relevant disclaimers.

Forbidden Language Chart for Adult & Dating

FORBIDDEN	INSTEAD, USE THIS
Guaranteed Winnings • DON'T use: "Guaranteed wins," "Win big now," "Surefire jackpot."	DO THIS, INSTEAD: "Try your luck with high-payout pokies."
Instant Payouts (Unverified) • DON'T say: "Withdraw instantly," "Get paid in minutes."	DO THIS, INSTEAD: "Fast withdrawals available for verified users."
Government-Backed Claims • DON'T use: "Approved by XYZ government," "Certified by law."	DO THIS, INSTEAD: "This is the best site if you are just looking for a casual relationship ".
No-Risk Gambling • DON'T use: "Guaranteed matches," "Instant connection," or "Always works." • DON'T say: "Risk-free games," "You can't lose."	DO THIS, INSTEAD: "Demo mode available for practice."
Age Misrepresentation • DON'T mention or imply underage gambling or teen references.	DO THIS, INSTEAD: "Must be 18+ to register and play."
Addiction-Promoting Language • DON'T say: "Play all night," "Get hooked on slots."	DO THIS, INSTEAD: "Enjoy on your schedule. Play responsibly."
Government Backing	DO THIS, INSTEAD: Remove such references.

• DON'T suggest any government approval or endorsement.	
Violent Language • DON'T use violent or gruesome imagery, references, words or anything related.	DO THIS, INSTEAD: Just don't use this language.



Sports Betting

Sports Betting Content Guidelines

As a performance-based marketing company, we make revenue through partnerships with the companies from different niches we promote. We need to position our articles to paint these companies in a favorable light so that we encourage our content to have a higher click-through rate which improves our chances of higher conversion.

Do's and Don'ts

DON'Ts	DO's
DON'T write anything negative about the sites we promote. DON'T use any language in the forbidden language chart. If you are on the fence about verbiage or a sentence, please, remove it from the content. Let the team know you removed it. DON'T let articles go to the next phase with misinformation, or misleading the reader. DON'T follow SEO tool suggestions that conflict with brand guidelines.	DO write about each site we are promoting favorably. This means you have to tell the truth, and also, you should always be encouraging the click and sign up of a site. DO spin cons to be favorable (see example below). DO fact check everything you wrote/edited. Fix what's needed before finishing the task. DO write clean content and informative content, maintaining coherence and contextualizing each section, if necessary.

Pros & Cons Examples

Pros:

- Generous welcome bonuses for new bettors
- Wide selection of betting markets and live odds
- Fast withdrawals via PayPal, Venmo, or debit

Cons:

- Bonus rollover requirements apply, but they are clearly disclosed
- Certain features may only be available in licensed states
- Identity verification required, helping keep the platform secure

NOTE: *Even as we talk about cons you should position them positively.*

Content Structure and Formatting

1. Use this structure:

- a. Introduction
- b. Ranked list of sportsbooks

- c. Bonuses and promotions
- d. Betting markets and odds
- e. Payment options and withdrawal times
- f. Licensing and legal availability
- g. Mobile app experience
- h. FAQs
- i. Conclusion

2. **Use Clear Rankings:** (Number each entry and limit to 150 words) Include:

- a. Sportsbook name
- b. Welcome bonus offer and rollover terms
- c. Payment methods
- d. Betting market variety
- e. Licensing and regulation

3. **Add one-sentence verdicts like:**

- a. "Best for live in-game betting."
- b. "Top-rated sportsbook app for beginners."

4. **Add Context That Matters:** Answer directly:

- a. Is online sports betting legal in my state?
- b. What sports and leagues can I bet on?
- c. How fast can I deposit and withdraw winnings?

5. **Natural SEO Integration:** Use keywords such naturally and only where relevant.

6. **Build Trust With Facts:**

- a. **Licensing and Regulation:** Mention which state or federal authority licenses the sportsbook. Reassure readers with legal clarity.
- b. **Betting Markets:** Highlight all available markets including NFL, NBA, UFC, eSports, and niche sports. Mention live betting and prop bets.
- c. **Bonuses and Terms:** Clearly explain bonus value, rollover requirements, and expiration dates. Include terms for promos and loyalty offers.
- d. **Payment Methods:** Showcase fast and secure payment options like PayPal, Apple Pay, or ACH transfer. Mention withdrawal speed and verification.
- e. **Responsible Gambling Tools:** Point out limits, time-outs, and self-exclusion options. Mention availability of support services.

- f. **Customer Support:** Detail support channels like live chat, email, and help centers. Confirm hours of operation and response times.
- g. **Mobile Compatibility:** Confirm if a mobile app is available and user-friendly. Note if live betting is available on mobile.

Language and Terminology

Use the term "sportsbook" consistently, and describe betting features in plain terms. Define betting lingo like "parlay," "spread," or "over/under" on first mention. Avoid hype-driven terms or slang that suggests guaranteed profit or reckless betting. Be precise with terminology and focus on platform strengths.

Tone and Voice

Keep the tone factual and confident. Write as if you're guiding a new or returning bettor who values simplicity and reliability. Avoid sensationalism. Be helpful, honest, and encourage responsible gambling behavior.

Compliance and Sensitivity

Follow federal and state regulations strictly. Never encourage betting in prohibited regions or promote gambling to minors. Clarify age restrictions (21+ where applicable) and highlight responsible use of all platforms.

Disclaimer

Every article related to sports betting must include a clear disclaimer. This should inform readers that the information is for educational and informational purposes only and does not constitute betting advice.

Disclaimers must clarify that we do not operate any sportsbook or accept bets and that users are responsible for ensuring they comply with local and state laws. It must state that sports betting is intended for individuals 21 and older in jurisdictions where it is legal.

Readers should be reminded to gamble responsibly and seek help from responsible gambling resources if needed. Any mention of promotional offers should include a reminder to read full terms and conditions on the sportsbook's website.

NOTE: *The disclaimer must be added during the final review by the SEO Analyst in charge of the task.*

1. Sports Betting

Sports betting articles are designed for readers interested in placing real-money wagers on sports legally and securely. These users want trusted sportsbooks with competitive odds, fast payouts, and access to major leagues and events.

Write content for a broad audience, from casual sports fans to experienced bettors. Be informative, responsible, and mindful of legal boundaries when presenting each platform.

Language and Terminology

Use the term "casino" consistently, along with clear references to specific games (e.g., "real money pokies," "live dealer blackjack"). Capitalize proper names of games and providers but keep general terms in lowercase.

Avoid exaggerated or unverified claims. Ensure all technical terms (e.g., RTP, wagering requirements) are explained clearly the first time.

Tone and Voice

Maintain a tone that is professional yet engaging. Write as if speaking to someone familiar with online casinos but still interested in helpful comparisons and clarity. Build trust through transparency and friendly confidence.

Avoid jargon unless defined, and keep the focus on the user's needs and experience.

Compliance and Sensitivity

Do not promote gambling to minors or suggest gambling is a way to solve financial issues. Respect regional laws and always frame gambling as a form of entertainment. Avoid content that glamorizes addiction or implies guaranteed financial gain. Always encourage responsible play and include relevant disclaimers.

Forbidden Language Chart for Adult & Dating

FORBIDDEN	INSTEAD, USE THIS
Guaranteed Winnings DON'T use: "Guaranteed wins," "Win big now," "Surefire jackpot."	DO THIS, INSTEAD: "Try your luck with high-payout pokies."
Instant Payouts (Unverified) DON'T say: "Withdraw instantly," "Get paid in minutes."	DO THIS, INSTEAD: "Fast withdrawals available for verified users."
Government-Backed Claims DON'T use: "Approved by XYZ government," "Certified by law."	DO THIS, INSTEAD: "This is the best site if you are just looking for a casual relationship ".
No Risk / Risk-Free Language DON'T use: "Guaranteed matches," "Instant connection," or "Always works." DON'T say: "No risk," "Bet without losing."	DO THIS, INSTEAD: "Promotions may include bonus bets or site credit upon loss."
Underage Gambling References	DO THIS, INSTEAD:

• DON'T mention or imply underage gambling or teen references. • DON'T say: "Teen betting," "Young players."	"Must be 18+ to register and play." "Only available to users 21+ in licensed states."
Addiction-Promoting Language • DON'T say: "Play all night," "Get hooked on slots."	DO THIS, INSTEAD: "Enjoy on your schedule. Play responsibly."
Government Backing • DON'T suggest any government approval or endorsement.	DO THIS, INSTEAD: Remove such references.
Violent Language • DON'T use violent or gruesome imagery, references, words or anything related.	DO THIS, INSTEAD: Just don't use this language.



Mushroom

Mushrooms Articles Guidelines

As a performance-based marketing company, we make revenue through partnerships with the companies from different niches we promote. We need to position our articles to paint these companies in a favorable light so that we encourage our content to have a higher click-through rate which improves our chances of higher conversion.

Do's and Don'ts

DON'Ts	DO's
DON'T write anything negative about the sites we promote. DON'T use any language in the forbidden language chart. If you are on the fence about verbiage or a sentence, please, remove it from the content. Also, let the team know you removed it. DON'T let articles go to the next phase with misinformation, or misleading the reader. DON'T use forbidden language even if surfer SEO recommends it.	DO write about each site we are promoting favorably. This means you have to tell the truth, and also, you should always be encouraging the click and sign up of a site. DO spin cons to be favorable (see example below). DO fact check everything you wrote/edited. Fix what's needed before finishing the task. DO write clean content and informative content, maintaining coherence and contextualizing each section, if necessary.

Pros & Cons Examples

Pros:

- Wide selection of rare and popular spore strains
- Discreet shipping and packaging options
- Educational content to support scientific study

Cons:

- Spores cannot be shipped to certain states due to local laws, but most US regions are covered
- Spores are for microscopy only, not cultivation, in compliance with federal regulations
- Availability of some strains may fluctuate due to their rarity and demand

NOTE: Even as we talk about cons you should position them positively.

Content Structure and Formatting

1. Use this structure:

- a. Introduction

- b. Spore strains list or product comparison
- c. Scientific background and classification
- d. Legality and compliance
- e. Shipping and availability
- f. FAQs
- g. Conclusion

2. **Use Clear Rankings:** (Number each entry and limit to 150 words) Include:

- a. Product name or strain
- b. Origin and classification (e.g., *Psilocybe cubensis*)
- c. Notable characteristics (appearance, environment)
- d. Intended use (microscopy, taxonomy, research)
- e. Shipping availability and restrictions

3. **Add one-sentence verdicts like:**

- a. "Best for collectors seeking rare spores."
- b. "Top choice for microscopy beginners."

4. **Add Context That Matters:** Answer key questions directly:

- a. Are spores legal in my state?
- b. Can I grow magic mushrooms?
- c. Why are spores intended for research only?

5. **Natural SEO Integration:** Include keywords naturally—don't keyword stuff.

6. **Build Trust With Facts:**

- a. **Legality and Compliance:** Clearly state that spores are sold for research, microscopy, and taxonomy only. Emphasize that many states restrict spore sales, and those laws must be respected.
- b. **Strain Information:** Highlight known origin, natural habitat, and visual traits. Make sure not to include any information that could imply cultivation.
- c. **Shipping Limits:** Call out that spore sales are restricted in California, Idaho, and Georgia. These restrictions must be listed clearly in the content when applicable.
- d. **Professional Advice:** Encourage readers to consult legal and medical professionals. This reinforces safe, informed decision-making and protects against liability.

- e. **Scientific Tone:** Use academic and legal references when discussing classification or research use. This supports credibility and avoids any appearance of advocacy.
- f. **Neutral Language:** Avoid promoting effects, consumption, or recreational use. Present all mushroom-related information in a balanced, factual tone.

Language and Terminology

Use "magic mushroom spores" or "Psilocybe cubensis spores" accurately and consistently. Use scientific names for species, and refer to spores as research material. Avoid slang or phrases that imply recreational use or consumption. Define any technical terms clearly when used.

Tone and Voice

Keep the tone informative, respectful, and professional. Speak to a curious audience seeking educational or scientific insight. Avoid humor or sensationalism. Present spore products as legal research tools, not recreational items.

Compliance and Sensitivity

Respect federal and state laws regarding psychedelic substances. Never promote or suggest cultivation, consumption, or unverified medical benefits. Show sensitivity to the cultural and spiritual significance of mushrooms while remaining neutral and fact-based.

1. Mushrooms

Generally, people reading mushroom content are completely used to the effects and understanding of each species. The target audience of these articles is basically anyone looking to buy psychedelic mushroom spores culture, in any age range and any gender.

Apart from that, we need to be careful and create everything abiding to all the rules and guidelines our partners usually send us.

Also, psychedelic mushrooms are not legal in many states of the US, and we need to be strict on the language we use.

These guidelines serve to ease the writing and editing processes and guide you through it, so everything comes out aligned to the clients' expectations and legally correct.

Discussion on Consumption and Effects

Avoiding Medical Claims and Unnecessary Implications

Content must not make medical claims regarding the therapeutic use of magic mushrooms or imply their consumption where it is not relevant.

- **DON'T** get into this discussion when it is not necessary.

When consumption or effects of consumption are mentioned

- **DON'T** get into effects of consumption, or any consumption matter when it is not necessary.

In every other case, the legal status of magic mushrooms must be clearly stated, emphasizing their classification as illegal substances for consumption in numerous jurisdictions, including the United States.

- **DO** add a note to readers to seek professional advice before considering their use for therapeutic purposes, reinforcing the importance of medical supervision and legal compliance.
- **DO** include a cautionary note on psychedelic mushroom consumption's potential side effects, safety and legal concerns.

Accuracy and Educational Value

Content must exclusively rely on credible, authoritative sources like academic research and legal documents, abstaining from medical claims or suggesting consumption where unnecessary.

Frame articles to educate readers about magic mushrooms' history, science, legal status, and spores without veering into cultivation or usage instructions.

Safety and Harm Reduction

Promote Safety:

- **DO** prioritize safety by providing information on harm reduction, the potential risks associated with psychedelic mushrooms, and the importance of responsible handling and legal compliance.

Mental Health Awareness:

- **DO** acknowledge the psychological effects of psychedelics and encourage readers to seek professional advice if considering their use for therapeutic purposes.

Respect, Sensitivity, and Tone

Cultural Sensitivity:

- **DO** respect the cultural and historical significance of psychedelic substances in various traditions and societies.

Avoid Sensationalism:

- **DO** refrain from sensationalizing or trivializing the use of psychedelic substances. Maintain a respectful tone that acknowledges the complexity and sensitivity of the topic.

Avoid Glorification:

- **DO** be cautious of portraying psychedelic use as a panacea or glorifying its recreational aspects while acknowledging potential benefits.

Neutral Tone:

- **DO** maintain a neutral tone that informs rather than advocates for or against the use of psychedelic substances.

Restrictions on Content

Prohibition on Dosing Information:

- **DON'T** write and explicitly remove any content that suggests dosages for Schedule I substances, including psilocybin, psilocin, and magic mushrooms, to align with legal and safety considerations.

Cultivation Content:

- **DON'T** write and explicitly remove any content that could be construed as providing instructions or encouragement for the cultivation of magic mushrooms.
- **DO** clarify that spore distribution is solely for educational, scientific, or research purposes, adhering to U.S. law.

State-Specific Shipping Prohibitions:

In alignment with our commitment to legal compliance and safety, it is important to explicitly mention within relevant content that we do not ship magic mushroom spores to California, Idaho, and Georgia, where the distribution of such spores is prohibited by state law.

Disclaimer

All articles must include a disclaimer emphasizing that the content is strictly for educational and informational purposes.

It must clearly state that we do not endorse or encourage illegal activities, including the cultivation, sale, or use of psilocybin mushrooms, which is illegal in many jurisdictions, including the United States.

NOTE: *The disclaimer must be added during the final review by the SEO Analyst in charge of the task.*

To summarize

Content guidelines:

- **NO Cultivation Information:** Strictly avoid any allusion to the cultivation of the Psilocybe species.
- **NO Consumption Language:** Refrain from referencing consumption or any associated effects.
- **NO Medical Claims:** Do not make any medical claims of the Psilocybe species.

Our primary emphasis should be on the spores and products themselves. Ensure that you mention important details specific to the strain, based on your research.

While we can write about the characteristics of strains, including aspects such as appearance, natural growth environment (excluding controlled environments), rarity, and origins, this type of information should not dominate the text.

Ideally, only about 10% of a page should contain this content, ensuring our primary focus remains on the spores and mycology. For consistency, if multiple writers are involved in this task, they should all adhere to the same tone throughout the content.

Marijuana Seeds

CBD and Kratom Content Guidelines

As a performance-based marketing company, we make revenue through partnerships with the companies from different niches we promote. We need to position our articles to paint these companies in a favorable light so that we encourage our content to have a higher click-through rate which improves our chances of higher conversion.

Do's and Don'ts

DON'Ts	DO's
DON'T write anything negative about the sites we promote. DON'T use any language in the forbidden language chart. If you are on the fence about verbiage or a sentence, please, remove it from the content. Also, let the team know you removed it. DON'T let articles go to the next phase with misinformation, or misleading the reader. DON'T use forbidden language even if surfer SEO recommends it.	DO write about each site we are promoting favorably. This means you have to tell the truth, and also, you should always be encouraging the click and sign up of a site. DO spin cons to be favorable (see example below). DO fact check everything you wrote/edited. Fix what's needed before finishing the task. DO write clean content and informative content, maintaining coherence and contextualizing each section, if necessary.

Pros & Cons Examples

Pros:

- Guaranteed to grow into female plants, which produce buds
- Ideal for beginners looking for a straightforward grow
- Higher yield potential since no male plants need to be removed

Cons:

- Slightly more expensive than regular seeds, but offers greater value by eliminating non-flowering plants
- May reduce genetic diversity, perfect for growers focused on consistent results
- Requires light cycle control, a great way to learn indoor growing basics

NOTE: *Even as we talk about cons you should position them positively.*

Content Structure & Important Information

Use this structure:

1. Introduction
2. Products list with rankings
3. Informational sections
4. FAQs
5. Conclusion

Products List: Create a numbered list of cannabis seed strains or bundles (e.g., feminized, autoflower, regular, high-CBD, etc.). Keep each entry under 150 words and include:

- Brand name / Breeder
- Strain name (e.g., Girl Scout Cookies, Blue Dream, Northern Lights)
- Seed type (Feminized, Regular, Autoflowering, CBD-dominant)
- THC/CBD potential (based on breeder info)
- Price range
- Lab or genetic certification (if available)
- Shipping speed & stealth shipping options
- Accepted payment methods
- Verdict (e.g., “Best for beginners,” “High-yield strain,” “Popular for indoor grows”)

Eligibility Requirements:

- Age restrictions (typically 18+ or 21+ depending on state law)
- Seed sales are legal, but germination may be restricted
- Always check local cultivation laws — some states allow home growing for medical use only, some allow recreational cultivation, and others prohibit it

Shipping and Delivery Times:

Mention:

- Discreet or stealth packaging
- Typical delivery speeds (e.g., 2–7 business days in the U.S.)
- Whether international shipping is available
- Tracking availability

Usage Guidelines and Safety Info:

- Discuss how seeds are used for cultivation only where legal
- Educate on differences between feminized, autoflower, and regular seeds
- Note that germination is not legal in all states, and most vendors sell seeds as souvenirs or collector's items unless local laws permit cultivation

Add Context That Matters:

Answer questions like:

- Can I legally grow cannabis at home in my state?
- What's the difference between feminized and regular seeds?
- Will these seeds produce high THC plants?
- Is stealth shipping available?
- What payment methods can I use?

Keep SEO Natural:

Use keywords like:

- "Buy marijuana seeds online USA"
- "Feminized cannabis seeds legal in US"
- "Autoflower vs regular seeds"
- "Best THC strains to grow at home"
- "Where to buy weed seeds legally"

Sprinkle in NLP variations like "home grow starter pack," "legal cannabis cultivation," "high-yield autoflowers," "strain genetics," and "indoor growing made easy."

Build Trust With Facts

Highlight vendors that:

- Offer clear disclaimers about legality
- Provide seed lineage and strain history
- Practice stealth or discreet shipping

- Offer germination guarantees (only where legal)
- Feature breeder or genetic verification
- Call out same-day or 24-hour dispatch
- Emphasize tracking, stealth packaging, and non-branded parcels
- First-time buyer bundles
- Loyalty programs
- Free shipping over \$X
- Return policy on non-germinated seeds (if legal in buyer's region)

Responsible Use & Education:

Educate users on:

- Indoor vs. outdoor growing conditions
- Flowering time and harvest expectations
- Whether a medical card is needed for germination in their state

Cannabis Seeds General Guidelines

Audience Consideration: Content should be tailored to the target audience. In the Cannabis space, our target audience is Cannabis enthusiasts who are economically able to afford seeds and want straightforward, easy-to-read content.

Educational and Informative Tone: Strive for a balanced, factual, and neutral tone. Aim to educate rather than promote. The vocabulary should be engaging and easy to read for a 15-year-old; although this differs from our target audience, we want to keep the article easy to read.

Language and Terminology

- Preferred Terms:
 - Try to use “cannabis” instead of “marijuana” or “weed”, but also keep notice of the keywords provided.
 - Refer to different forms such as “flower,” “concentrates,” “edibles,” etc.
- Avoid:
 - Slang terms such as “pot,” “dope,” “ganja.”
 - Terms with negative connotations or stereotypes.

- Capitalization: Capitalize “Cannabis” when referring to the genus. Use lowercase for general references (e.g., cannabis industry).

Tone and Voice

- Friendly but Professional: Maintain a welcoming tone that is informative and respectful.
- Credibility: Ensure the content is backed by credible sources and evidence.
- Inclusive Language: Use gender-neutral terms and avoid any language that could be seen as discriminatory.

Compliance and Sensitivity

- Health Claims: Avoid making unverified health claims. Always include disclaimers where necessary.
- Age Restrictions: Clearly state that cannabis content is intended for readers of legal age in their jurisdiction.
- Cultural Sensitivity: Consider cultural attitudes toward cannabis and avoid content that could be seen as offensive or insensitive.

Disclaimer

“Disclaimer: This article does not encourage readers to grow marijuana where it is not legal to do so. It is highly recommended to check legal questions before purchasing these products.”

NOTE: The disclaimer must be added at the end of the article.

Forbidden Language Chart

FORBIDDEN	INSTEAD, USE THIS
Medical or Health Claims ● DON'T use phrases like: “Cures cancer,” “Treats anxiety,” “Painkiller,” “Alternative to prescription meds”	DO THIS, INSTEAD: “Popular among those seeking natural wellness options” “Some growers report relaxing effects from this strain” “Often chosen for evening use”
Addiction Language ● DON'T use words like: “Non-addictive,” “Addiction-free,” “No withdrawal,” “Safe from dependency”	DO THIS, INSTEAD: “Use responsibly where permitted by law” “Always follow local guidelines and dosage recommendations”
Recreational Drug Terms	DO THIS, INSTEAD: “Reported to offer uplifting or calming effects”

• DON'T use slangs like: "Get high," "Stoned," "Trip," "Dope," "Lit," "Buzz," "Fix"	"May provide a euphoric or relaxing experience"
Comparisons to Controlled Substances • DON'T mention: "Like Xanax," "Safer than alcohol," "Stronger than weed," "Legal weed"	DO THIS, INSTEAD: "Contains THC/CBD levels typical of its strain" "Cannabis seeds are sold legally as souvenirs in many states"
Definitive Benefit Claims • DON'T use words like: "Best for sleep," "Perfect for anxiety," "Guaranteed to boost mood"	DO THIS, INSTEAD: "Popular choice for nighttime use" "Favored by growers looking for calming strains"
Medical Authority References • DON'T do claims like: "Doctor-recommended," "Clinically backed," "FDA approved"	DO THIS, INSTEAD: "Strain characteristics based on breeder info" "User-reported effects vary"
Illegal Activity References • DON'T mention: "Smuggled," "Black market," "Street strain," "Unregulated THC"	DO THIS, INSTEAD: "Available for souvenir or adult use only" "Check your state's laws before germination"
Age-Inclusive Terms • DON'T use words like: "For teens," "Youth-friendly," "All ages welcome"	DO THIS, INSTEAD: "Intended for adults 18+ or 21+, as required by law" "Sold only to customers of legal age"



CBD/THC

CBD/THC Content Guidelines

As a performance-based marketing company, we make revenue through partnerships with the companies from different niches we promote. We need to position our articles to paint these companies in a favorable light so that we encourage our content to have a higher click-through rate which improves our chances of higher conversion.

Do's and Don'ts

DON'Ts	DO's
DON'T write anything negative about the sites we promote. DON'T use any language in the forbidden language chart. If you are on the fence about verbiage or a sentence, please, remove it from the content. Also, let the team know you removed it. DON'T let articles go to the next phase with misinformation, or misleading the reader. DON'T use forbidden language even if surfer SEO recommends it.	DO write about each site we are promoting favorably. This means you have to tell the truth, and also, you should always be encouraging the click and sign up of a site. DO spin cons to be favorable (see example below). DO fact check everything you wrote/edited. Fix what's needed before finishing the task. DO write clean content and informative content, maintaining coherence and contextualizing each section, if necessary.

Pros & Cons Examples

Pros:

- Tasty, discreet, and easy to dose
- Long-lasting calming effects
- Great for managing everyday stress or sleep

Cons:

- Effects don't last as long as edibles, great for quick sessions
- Requires a compatible vape battery, but it's easy to find and reusable
- Can build tolerance with daily use, best enjoyed in moderation for consistent results

NOTE: *Even as we talk about cons you should position them positively.*

Content Structure & Important Information

Use this structure:

1. Introduction
2. Products list with rankings
3. Informational sections
4. FAQs
5. Conclusion

Introduction: Briefly explain what CBD and THC are, how they differ, and why people are using them — e.g., for stress relief, sleep, mood balance, pain management, and recreation (in the case of THC). Include a clear overview of legal status in the U.S., noting that:

- CBD derived from hemp (with <0.3% THC) is federally legal under the 2018 Farm Bill.
- THC legality varies by state — fully legal in some, medical-only in others, and still banned in a few.
- Emphasize the importance of buying lab-tested, compliant products from reputable vendors.

Products List: Create a numbered list of popular CBD/THC products (e.g., gummies, tinctures, vapes, topicals, edibles, capsules). Keep each entry under 150 words. For each review, include:

- **Brand name**
- **Cannabinoid type** (e.g., Full-spectrum CBD, Broad-spectrum CBD, Delta-8 THC, Delta-9 THC)
- **Dosage formats** (e.g., oil, gummy, vape cart, softgel, balm)
- **Price range**
- **Lab testing/certification** (COA links, 3rd-party tested)
- **Shipping speed and availability**
- **Payment methods accepted**
- **Verdict** (e.g., “Best for relaxation,” “Fastest onset,” “Ideal for new users”)

Eligibility Requirements: Explain age restrictions (typically 18+ for CBD and 21+ for THC). List state-by-state legality for Delta-8, Delta-9, and full THC products. Note whether a medical card is required. Mention purchase requirements like ID verification, especially for THC or age-restricted items.

Shipping and Delivery Times: Mention how quickly users typically receive their CBD or THC products — many vendors offer:

- Same-day shipping or ship within 1 business day

- Delivery in 2–5 business days depending on carrier (e.g., USPS, FedEx, UPS)
- Discreet packaging for privacy

Usage Guidelines and Safety Info:

Cover:

- Recommended dosages based on product type and experience level
- How to use different formats (e.g., tincture under tongue, gummies, topical application, vaping)
- Onset time and duration
- Possible side effects (e.g., dry mouth, drowsiness, dizziness)
- Emphasize responsible, moderate use and consulting a doctor if unsure

Add Context That Matters:

Readers want to know:

- Is CBD/THC legal in my state?
- Will this get me high? (CBD = no, THC = yes)
- How fast will I feel the effects?
- What payment methods are accepted?
- Will it show up on a drug test?

Answer directly. Fit them in where it makes sense. Don't force it.

Keep SEO Natural:

Sprinkle in high-intent keywords like:

- "Buy CBD gummies online USA"
- "Best Delta-8 brands"
- "Where is THC legal?"
- "CBD oil for anxiety"
- "Lab-tested CBD near me"

Also use NLP terms like "plant-based stress relief," "hemp extract for sleep," or "non-psychoactive wellness."

Build Trust With Facts:

Highlight vendors that:

- Provide Certificates of Analysis (COAs) for potency and purity
- Follow GMP or ISO manufacturing standards
- Clearly state legality, sourcing, and shipping restrictions
- Use organically grown, U.S.-sourced hemp
- Feature vendors offering same-day or next-day dispatch
- Emphasize discreet, trackable shipping and easy returns
- Easy return policies
- Loyalty or rewards programs
- First-time buyer discounts
- Subscription or auto-ship options for regular users

Responsible Use and Education:

Include brands that offer:

- Clear dosage guidelines
- Cannabinoid breakdowns (CBD, THC, CBN, etc.)
- Info about entourage effect
- Warnings about mixing with medications or alcohol

THC and CBD General Guidelines

Audience Consideration: Content should be tailored to the target audience. In the Cannabis space, our target audience is Cannabis enthusiasts who are economically able to afford seeds and want straightforward, easy-to-read content.

Educational and Informative Tone: Strive for a balanced, factual, and neutral tone. Aim to educate rather than promote. The vocabulary should be engaging and easy to read for a 15-year-old; although this differs from our target audience, we want to keep the article easy to read.

Language and Terminology

Preferred Terms:

- Try to use “cannabis” instead of “marijuana” or “weed”, but also keep notice of the keywords provided.

- Refer to different forms such as “flower,” “concentrates,” “edibles,” etc.

Avoid:

- Slang terms such as “pot,” “dope,” “ganja.”
- Terms with negative connotations or stereotypes.

Capitalization: Capitalize “Cannabis” when referring to the genus. Use lowercase for general references (e.g., cannabis industry).

Tone and Voice

- **Friendly but Professional:** Maintain a welcoming tone that is informative and respectful.
- **Credibility:** Ensure the content is backed by credible sources and evidence.
- **Inclusive Language:** Use gender-neutral terms and avoid any language that could be seen as discriminatory.

Compliance and Sensitivity

- **Health Claims:** Avoid making unverified health claims. Always include disclaimers where necessary.
- **Age Restrictions:** Clearly state that cannabis content is intended for readers of legal age in their jurisdiction.
- **Cultural Sensitivity:** Consider cultural attitudes toward cannabis and avoid content that could be seen as offensive or insensitive.

Disclaimer

CBD

“Disclaimer: *The information provided in this article is for educational purposes only. Please check your state laws regarding CBD usage and ensure you are 18+ before using it. Keep in mind that CBD is not FDA-regulated, and it's crucial to consult with a doctor before using it.*”

DELTA-8

“Disclaimer: *The information provided in this article is for informational purposes only and does not constitute legal advice. While Delta 8 THC is federally legal in the United States under the 2018 Farm Bill, it is important to note that the legality of Delta 8, Delta 9, Delta 10, and THCA products can vary significantly at the state level. Many states have their own regulations regarding the use and sale of these products, and some have banned them entirely.*

Before purchasing or using any THC products, it is crucial to check the laws and regulations specific to your state to ensure compliance. For more detailed information on the legal status of Delta 8 and other THC products, please refer to the following resources:

- [Are Delta 8 THC and Delta 9 THC Legal? What States Don't Allow](#)
- [Where is Delta 8 THC Legal and Where is it Banned?](#)

By using THC products, you assume full responsibility for complying with all applicable laws and regulations.”

THC

“Disclaimer: The information provided in this article is for educational purposes only. The use of THC-containing products should be used only as directed on the label and should not be used if you are pregnant or nursing. It is recommended that individuals consult with their healthcare provider before using any THC-containing products. For use by adults 21+.”

NOTE: The disclaimer must be added at the end of the article.

Forbidden Language Chart

FORBIDDEN	INSTEAD, USE THIS
Medical or Health Claims • DON'T use phrases like: “Cures pain,” “Treats anxiety,” “Heals insomnia,” “Safe alternative to opioids,” “Clinically effective for...”	DO THIS, INSTEAD: “May promote a sense of calm” “Users report improved sleep quality” “Often chosen for relaxation or mood support” “Anecdotal reports suggest soothing effects” “Anecdotal reports suggest certain strains support focus or energy”
Addiction Language • DON'T use words like: “Addictive,” “Non-addictive,” “Habit-forming,” “No withdrawal,” “Safe from dependency”	DO THIS, INSTEAD: “Should be used responsibly” “Best used in moderation” “Consult a healthcare provider if concerned about prolonged use”
Recreational Drug Terms • DON'T use slangs like: “High,” “Buzz,” “Stoned,” “Hit,” “Fix,” “Dope,” “Trip,” “Getting lit”	DO THIS, INSTEAD: “Some users describe uplifting or calming effects” “May contribute to a relaxed or elevated mood” “Commonly associated with a mellow experience”
Comparisons to Controlled Substances • DON'T mention: “Like weed,” “Feels like Xanax,” “Legal alternative to marijuana,” “Replacement for opioids”	DO THIS, INSTEAD: “CBD is a non-intoxicating compound found in hemp” “THC products are regulated under state-specific cannabis laws”

	"Effects vary based on cannabinoid content and individual sensitivity"
Definitive Benefit Claims DON'T use words like: "Best for energy," "Perfect for sleep," "Works every time"	DO THIS, INSTEAD: "Often chosen by users seeking help with focus or relaxation" "Popular among those who prefer daytime use"
Medical Authority References DON'T do claims like: "Best for sleep," "Guaranteed results," "Works instantly," "Perfect for anxiety"	DO THIS, INSTEAD: "Commonly selected by users seeking sleep support" "Popular for nighttime use" "Often used as part of a calming routine"
Illegal Activity References DON'T mention: "Doctor-recommended," "Clinically proven," "Approved by the FDA," "Backed by science" (unless fully substantiated)	DO THIS, INSTEAD: "Some preliminary studies have explored its effects" "Research on CBD and THC is ongoing" "User experiences vary"
Age-Inclusive Terms DON'T use words like: "For all ages," "Kid-friendly," "Teen-safe," "Youth wellness"	DO THIS, INSTEAD: "Intended for adult use only" "Must be 18+ or 21+ depending on local law" "Not recommended for minors"



Kratom Content Guidelines

As a performance-based marketing company, we make revenue through partnerships with the companies from different niches we promote. We need to position our articles to paint these companies in a favorable light so that we encourage our content to have a higher click-through rate which improves our chances of higher conversion.

Do's and Don'ts

DON'Ts	DO's
DON'T write anything negative about the sites we promote. DON'T use any language in the forbidden language chart. If you are on the fence about verbiage or a sentence, please, remove it from the content. Also, let the team know you removed it. DON'T let articles go to the next phase with misinformation, or misleading the reader. DON'T use forbidden language even if surfer SEO recommends it.	DO write about each site we are promoting favorably. This means you have to tell the truth, and also, you should always be encouraging the click and sign up of a site. DO spin cons to be favorable (see example below). DO fact check everything you wrote/edited. Fix what's needed before finishing the task. DO write clean content and informative content, maintaining coherence and contextualizing each section, if necessary.

Pros & Cons Examples

Pros:

- Easy-to-swallow capsules with no bitter aftertaste
- Lab-tested for purity and consistent alkaloid content
- Convenient for on-the-go use with pre-measured doses

Cons:

- Takes a bit longer to kick in compared to powder, perfect for those seeking a slower, smoother onset
- Slightly higher cost per gram, but you're paying for ultimate convenience
- Fewer strain options simplifies the decision for new users

NOTE: Even as we talk about cons you should position them positively.

Content Structure & Important Information

Use this structure:

1. Introduction
2. Products list with rankings
3. Informational sections
4. FAQs
5. Conclusion

Introduction: Briefly explain what Kratom is, its legal status in the USA, and why people are using it (e.g., natural wellness, energy, focus, pain relief). Include a note on legality variations by state.

Products List: Create a **numbered list** of Kratom products (e.g., powders, capsules, extracts). Keep each entry under 150 words. For each product review, include:

- Brand name
- Kratom strain (e.g., Maeng Da, Red Bali)
- Dosage formats (e.g., capsule, powder, liquid extract)
- Price range
- Lab testing/certification
- Shipping speed and availability
- Payment methods accepted
- Verdict (e.g., "Best for beginners," "Strongest potency," "Great value for bulk buyers")

Eligibility Requirements: Explain age restrictions (e.g., 18+ or 21+), state legality (list where it is banned or regulated), and requirements for purchase (e.g., ID verification).

Shipping and Delivery Times: Mention how quickly users typically receive their Kratom (e.g., same-day shipping, 2–5 day delivery) and which carriers are used (e.g., USPS, FedEx).

Usage Guidelines and Safety Info: Cover recommended dosages, how to use different formats (e.g., tea, capsules), potential side effects, and warnings. Promote responsible use.

Add Context That Matters:

Readers want to know:

- Is Kratom legal in all states?
- How fast can I get it?

- Are there any health risks?
- What payment methods are accepted?

Answer directly. Fit them in where it makes sense. Don't force it.

Keep SEO Natural:

Use keywords like:

- "Buy Kratom online USA"
- "Best Kratom strains"
- "Where is Kratom legal?"
- "Kratom effects and dosage"
- "Lab-tested Kratom"

Incorporate NLP variations (e.g., "natural energy supplement," "plant-based pain relief") naturally into the text.

Build Trust With Facts:

Highlight products/vendors that:

- Provide COAs (Certificates of Analysis)
- Follow AKA (American Kratom Association) GMP standards
- Clearly state legality and shipping restrictions

Fast and Transparent Shipping: Highlight vendors offering same-day dispatch or 1–3 day delivery. Mention tracking and discreet packaging

Responsible Use and Education: Always mention dosage guides and alkaloid content information. Warn about overuse and interactions

Customer Support: Discuss if the vendor offers 24/7 live chat, email, or phone support. Share information on clear return and refund policies.

Flexibility and Trust:

Highlight:

- Easy return policies
- Loyalty programs
- First-time buyer discounts

Kratom General Guidelines

Write content to the target audience, considering their knowledge level and interests. This content will be tailored to kratom enthusiasts or people looking for more information about kratom before making a purchase.

Educational and Informative Tone: Aim to educate rather than promote, focusing on providing balanced and factual information. The vocabulary should be engaging and easy for a 15-year-old; although this differs from our target audience, we want to keep the article easy to read.

Language and Terminology

Preferred Terms:

- Use “kratom” consistently. Refer to different strains and forms clearly (e.g., “Red Vein,” “Green Vein,” “White Vein”).
- Specify the botanical name (*Mitragyna speciosa*) when introducing kratom for the first time in a piece.

Avoid:

- Slang terms and unverified claims.
- Terms with negative connotations or that could mislead readers about kratom’s effects.

Capitalization: Use lowercase for general references (e.g., kratom industry), except for specific product names or strains.

Tone and Voice

- **Friendly but professional:** Maintain a welcoming tone that is informative and respectful.
- **Credibility:** Ensure the content is backed by credible sources and evidence.
- **Inclusive Language:** Use gender-neutral terms and avoid any language that could be seen as discriminatory.

Compliance and Sensitivity

- **Health Claims:** Avoid making unverified health claims. Always include disclaimers where necessary.
- **Age Restrictions:** Clearly state that kratom content is intended for readers of legal age in their jurisdiction.
- **Cultural Sensitivity:** Be mindful of cultural attitudes towards kratom and avoid content that could be seen as offensive or insensitive.

Disclaimer

All kratom-related articles must include a clear disclaimer to protect both the reader and the publisher. The publisher is not a healthcare provider and does not offer medical advice, diagnosis, or treatment recommendations. We do not endorse any specific kratom product or usage, and all information provided is for general informational purposes only.

Readers should be reminded that the effects of kratom may vary and that its safety and efficacy have not been evaluated by the FDA. Kratom may not be legal in all states or jurisdictions, and it is the reader's responsibility to ensure compliance with local laws before making a purchase or using any product. Content is intended for adults of legal age only.

"Disclaimer: Note that no medical advice is offered in this text. The content of this post, including all text, graphics, photos, and other elements, is solely for informative reasons. This article's content is not a substitute for professional medical advice, diagnosis, or treatment.

Kratom is illegal to buy, sell, possess or use in the following States/Cities: Alabama, Arkansas, Indiana, Rhode Island, Vermont, Wisconsin, Oceanside, CA, San Diego, CA"

NOTE: The disclaimer must be added at the end of the article.

Forbidden Language Chart

FORBIDDEN	INSTEAD, USE THIS
Medical or Health Claims DON'T use words like: "Cures," "Treats anxiety," "Heals depression," "Painkiller," "Safe alternative to opioids," "Effective remedy"	DO THIS, INSTEAD: "Users report feeling relaxed after use" "May promote a sense of calm" "Anecdotal reports suggest certain strains support focus or energy"
Addiction Language DON'T use words like: "Addictive," "Non-addictive," "Habit-forming," "Withdrawal-free"	DO THIS, INSTEAD: Avoid commenting on addiction potential unless citing credible, scientific sources. Use: "Should be used responsibly" "Consult a healthcare professional before use"
Recreational Drug Terms DON'T use slangs like: "High," "Buzz," "Trip," "Kick," "Dope," "Fix," "Stoned," "Hit"	DO THIS, INSTEAD: "Some users describe mood-enhancing effects" "May deliver a stimulating or calming experience, depending on the strain"
Comparisons to Controlled Substances	DO THIS, INSTEAD: Avoid all comparisons to drugs.

• DON'T mention: "Like opioids," "Similar to cannabis," "Legal alternative to...," "Feels like Xanax"	"Derived from the Mitragyna speciosa tree, kratom has unique effects that vary by strain and dosage"
Definitive Benefit Claims • DON'T use words like: "Best for energy," "Perfect for sleep," "Works every time"	DO THIS, INSTEAD: "Often chosen by users seeking help with focus or relaxation" "Popular among those who prefer daytime use"
Medical Authority References • DON'T do claims like: "Doctors recommend," "Clinically proven," "FDA approved"	DO THIS, INSTEAD: Avoid all authoritative health endorsements unless verified. "Research on kratom is ongoing" "Some preliminary studies have examined its potential uses"
Illegal Activity References • DON'T mention: "Smuggling," "Street use," "Unregulated high," "Black market"	DO THIS, INSTEAD: Avoid all criminal associations. "Availability depends on local laws" "Check your local regulations before purchase"
Age-Inclusive Terms • DON'T use words like: "For all ages," "Teen-friendly," "Youth supplement"	DO THIS, INSTEAD: Never promote kratom for minors. "Intended for adults of legal age only, as determined by local jurisdiction"

Loans & Finance

Loans Content Guidelines

As a performance-based marketing company, we make revenue through partnerships with the companies from different niches we promote. We need to position our articles to paint these companies in a favorable light so that we encourage our content to have a higher click-through rate which improves our chances of higher conversion.

Do's and Don'ts

DON'Ts	DO's
DON'T write anything negative about the sites we promote. DON'T use any language in the forbidden language chart. If you are on the fence about verbiage or a sentence, please, remove it from the content. Also, let the team know you removed it. DON'T let articles go to the next phase with misinformation, or misleading the reader. DON'T use forbidden language even if surfer SEO recommends it.	DO write about each site we are promoting favorably. This means you have to tell the truth, and also, you should always be encouraging the click and sign up of a site. DO spin cons to be favorable (see example below). DO fact check everything you wrote/edited. Fix what's needed before finishing the task. DO write clean content and informative content, maintaining coherence and contextualizing each section, if necessary.

Pros & Cons Examples

Pros:

- Funding available as soon as next business day
- Loan offers up to \$2,500 for installment loans
- No hard credit inquiry for eligibility check

Cons:

- Some lenders may charge service fees (usually disclosed upfront)
- Not all users may qualify for the highest amounts
- You must meet minimum income criteria

NOTE: *Even as we talk about cons you should position them positively.*

Content Structure and Formatting

1. Use this flow for most articles:
 - a. Introduction
 - b. Products list

- c. Eligibility Requirements
- d. Application Process
- e. Approval and Funding
- f. Repayment Terms, rates, and borrower responsibilities
- g. FAQs from Google's Also Asked
- h. Conclusion

2. **Use Clear Rankings:** Numbered lists work. Keep each entry under 150 words. Include:

- a. App/site name
- b. Loan amounts available
- c. Interest rates/fees clearly listed
- d. Approval and payout speed
- e. Repayment terms and options
- f. Licensing and regulatory information
- g. Payment methods (especially local ones like PayID or bank transfers)

Include concise verdicts such as:

- a. "Best for instant approval."
- b. "Lowest fees for first-time borrowers."

3. **Add Context That Matters.**

Readers want to know:

- a. Are payday loans legal in the USA?
- b. How quickly can I receive funds?
- c. Which payment methods are available?

Answer directly. Use clear headings so they can skim.

1. **Keep SEO Natural.**

Sprinkle secondary keywords and NLP terms throughout the article. Fit them in where it makes sense. Don't force it.

2. **Build Trust With Facts:**

- a. **Licensing and Regulatory Compliance:** Only recommend platforms clearly licensed and regulated by state or federal bodies.
- b. **Fast and Transparent Approval:** Highlight typical payout times (e.g., within 60 minutes or same-day funding).

- c. **Trusted Payment Methods:** Emphasize popular banking solutions such as direct deposit, debit cards, or ACH transfers.
- d. **Responsible Lending Practices:** Highlight platforms offering transparent terms and promoting responsible borrowing.
- e. **Customer Support:** Emphasize 24/7 availability via live chat, email, or phone.
- f. **Mobile Accessibility:** Confirm each platform's mobile compatibility, making loan applications easy on smartphones and tablets.
- g. **Transparent Fees:** Clearly mention establishment fees, interest rates, and late payment fees.
- h. **Repayment Flexibility:** Note whether lenders offer early repayments without penalties or flexible repayment schedules.

1. Loans and Finance Guidelines

Loans and Finance articles aim to help users understand, compare, and choose from different loan products — from payday loans to personal and business financing.

Audience:

- Individuals seeking quick personal loans
- Business owners needing small business financing
- Borrowers with poor to excellent credit
- Users looking for easy-to-access loan platforms

Language and Style Consistency

Maintain consistency in how you present numbers, dates, and percentages. Always format values like this: \$5,000, May 15, 2025, 8.5%. When introducing technical terms such as “APR” or “origination fee,” define them clearly the first time they appear. This ensures that readers of all financial backgrounds can follow along without confusion.

Use inclusive, gender-neutral language throughout. Avoid assumptions about the reader's identity or financial situation. Steer clear of complicated financial jargon—explain complex ideas in simple, everyday language. Always write in active voice to keep the tone direct and engaging. Finally, carefully proofread all content for spelling, grammar, and clarity before submission.

Tone and Voice

Our tone should be professional, friendly, and empathetic. Speak to readers as people facing real financial challenges. Acknowledge their concerns, and provide reassurance through practical solutions. The goal is to guide, not pressure. Stay focused on delivering helpful, transparent information that empowers readers to take the next step confidently.

Use a voice that's clear, concise, and trustworthy. Avoid jargon or overly technical terms—explain concepts simply and directly. Keep the writing informative but easy to understand. Approach each topic with care and accuracy, ensuring the reader feels supported and well-informed throughout the article.

Disclaimer

All articles must include clear disclosures to protect both the reader and the publisher. Make it known that the publisher is not a lender and does not make credit decisions. This means we do not approve or deny loans, nor do we influence the terms offered by any lender.

Make sure it's clear that loan approval is not guaranteed and that we do not charge users any application fees. Loans may not be available in every state, and terms such as loan amounts, interest rates, and repayment periods will vary based on the lender and the borrower's location.

Remind readers that short-term loans are not designed to be long-term financial solutions. If email marketing is used, include a working unsubscribe link to comply with communication standards.

NOTE: *The disclaimer must be added during the final review by the SEO Analyst in charge of the task.*

Forbidden Language Chart

You must not use the following phrases or words in Loans articles:

FORBIDDEN	INSTEAD, USE THIS
Guaranteed Approval DON'T use words like: "Guaranteed," "You will be approved," "Instant approval," "Approved now," "We will approve you"	DO THIS, INSTEAD: "Many users may qualify depending on eligibility" "Quick approval process for eligible applicants"
No Credit Checkranteed Approval DON'T use words like: "No credit check," "We won't check your credit," "Bad credit? No problem"	DO THIS, INSTEAD: "Soft credit check may apply" "Designed for all credit types"
Superlatives DON'T use words like: "Best rate," "Lowest cost," "Fastest loan," "Quickest approval," "Top lender," "Highest approval rate," "Cheapest"	DO THIS, INSTEAD: "Competitive rates from lenders" "Fast funding options available" "Trusted by many borrowers"
False Urgency or Promises DON'T use words like: "Act now," "Limited time offer," "Cash in minutes," "Get money now," "Funds in 1 hour," "Same-day cash," "Instant money," "Guaranteed cash"	DO THIS, INSTEAD: "Funds available as soon as next business day" "Apply now to explore your options"

Misleading Loan Amounts • DON'T use words like: "\$5,000 payday loan," "Get up to \$10,000 now" (if not allowed by lender type or state)	DO THIS, INSTEAD: "Loan amounts vary by state and lender" "You may qualify for up to \$2,500 with some installment lenders"
Free Loans or Zero-Cost Offers • DON'T use words like: "Zero interest," "Free loan," "No fees ever," "Zero cost loan"	DO THIS, INSTEAD: "Transparent pricing and terms" "No hidden fees for qualifying users"
Technical Jargon Without Explanation • DON'T use words like: "APR," "Origination fee," "Installment term" (if not defined)	DO THIS, INSTEAD: Always define these on first use: "APR (Annual Percentage Rate)" "Origination fee (a one-time processing fee)"
Government Endorsement • DON'T use words like: "Approved by Biden," "Backed by the government," "Sponsored by the state"	DO THIS, INSTEAD: Never imply government involvement—just remove this language
Violent Language • DON'T use violent or gruesome imagery, references, words or anything related.	DO THIS, INSTEAD: Just don't use this language.