

Casino Affiliate Guide



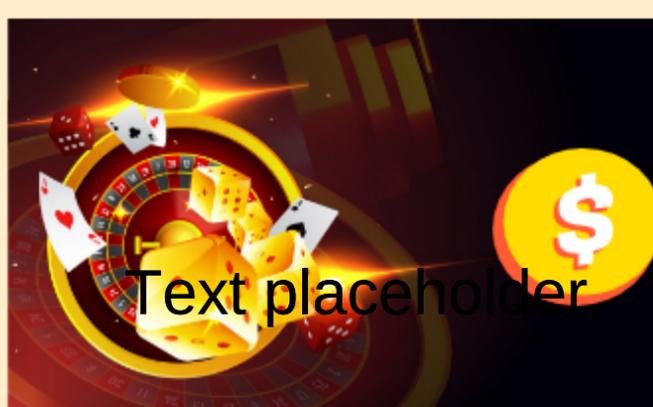
Step by step guide on how to become a casino affiliate



<https://www.gamblingpedia.org>

What a Casino Affiliate has to do

- Being a Casino Affiliate is not easy at all. Not just anyone can build a website and install links, as well as many other features.
- Players who visit your site want to know key things like: Welcome Bonus, License, Software, and most of all, if their country is supported by that Casino. They don't want to fall into a pit of pop-ups and pointless flash banners.
- Casino Affiliates really have to update their site daily or weekly. The competitiveness in this sector is fueled by who can get to the top of Search Engines. Paying for ads does not increase the SEO of your website. We recommend you join SEO Moz or Semrush for a Free Trial to learn what works.



Types of revenue

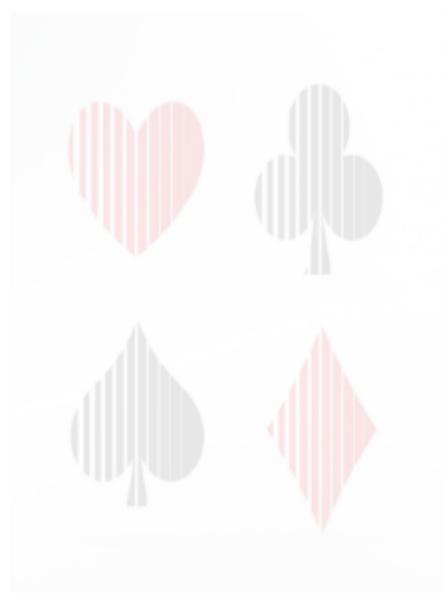
Casino Affiliate programs offer 2 options:

- 1) CPA (Cost per acquisition)
- 2) Revenue Share (Percentage of a player's losses paid to you)



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CPA



1 What is CPA?



- CPA means Cost Per Acquisition. This means the Casino will pay you a flat fee
- A fee of, let's say, £180 (\$300) for every RDP (Real depositing Player) that you bring to the Casino.
- There is normally a MD (Minimum Deposit) that the player has to deposit before you receive your commission.



2 What is Revenue Share?

- Revenue share is a Percentage of a player's losses paid to you by the Affiliate Program.
- If someone were to sign up to a Casino through your Affiliate Link and then make a deposit of £100 and lose, you would earn a Revenue Share.
- **Example** : If your current deal is set to 25% you would earn around £23. The reason you are around £2 less than the exact 25% is because of the fee that the Casino or Gambling collects.



3 Steps to begin



- Research Online Casinos you are looking to promote
- Find Affiliate programs
- Sign up for an Affiliate Program
- Once approved, use marketing tools (affiliate links, banners, etc.)

- The best way to know which casinos to promote is to check listed online casinos on well-known portals.
- Find a good copywriter or write unique content yourself
- Register a domain (using niche keyword)
- Sign up with a Hosting Company

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Steps for building a website, creating content, and marketing



Build a casino portal. We have chosen WordPress or Joomla, all of which have the required builtin gadgets which make it easier to get your website online.



Create great readable content, casino reviews, casino game reviews, and use affiliate links and banners to promote top rated online casinos. Update the website daily/weekly.



Use SEO, SMM, Content Marketing, and Link Building to promote your casino portal.



Need Marketing Assistance? Reach out to us at www.theseoguys.ca

Skype: telaat (TheSEOguys)

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Success takes time

When you become a casino affiliate you need to remember that it takes hard work to start making money from your website. We have listed some major tips to get you moving in the casino affiliate business.

- A casino affiliate website is not a get rich quick scheme. You need to be patient and be prepared to work very hard.
- Keep your website up to date with the latest news and offers from the casinos you promote and always be cunning. Try to do things other affiliates do not.
- Once again be patient on your journey to success, you will start to pick things up as you go along. Always remember that google loves content. Your website needs to give your readers something to learn. Your website has to have information that keeps players coming back. This will help with your Search engine optimization.

THANK YOU and Good Luck!



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