



CLEAR UP YOUR VISION ON U.S. BETTING

Our guide will get you fluent in US betting.
Navigate through the US vs UK betting terms.
Discover the American bettor. Get our SEO and
content tips for launching your US sportsbook.



SECTION



01

THE U.S. / UK BETTING MEMO





THE U.S. / UK BETTING MEMO

From an American football field to a London betting shop, punters can be quite different. Here are some betting expressions to watch for when crossing the Atlantic, as they are generally better known under different terms in the US and the UK.



 US	 UK
Win Place Show	Each Way Betting
A wager allowing to bet on a runner for a win, second or third place.	
Also-Ran	Unplaced
Any selection that finishes outside the 1st, 2nd, 3rd or 4th places.	
Correlated Parlay	Related Contingencies
A multiple bet where selections are related to each other.	
Exacta	Straight Forecast
Commonly used in horse racing, a bet to predict the first and second place finishers in the exact order.	



 US	 UK
Exacta Box	Reverse Forecast
Commonly used in horse racing, a bet to predict the first and second place finishers in any order.	
Exotic Wager	Special Bet
Betting on a non-sporting event such as the Eurovision Song Contest or a Reality TV Show.	
Half Time Bet	Second Half bet
A bet placed on the result in the second half of a game only.	
French Odds	Decimal Odds
A way of displaying odds using a decimal format, i.e. 6/1 = 7.00.	



 US	 UK
Futures	Ante Post Betting
A bet placed far in advance.	
Handle	Total Stake
The total amount of money placed in bets at a sportsbook.	
In the Money	Placed
Refers to competitors in a race that have finished within a designated place position.	
In-Play Betting	Live Betting
Betting on a market whilst the event is currently 'in-play'.	

THE U.S. / UK BETTING MEMO

Here is the answer to the previous page riddle: In American football, the punter kicks (or punts) the football to the opposing team to gain field advantage. In the UK, a punter is someone who places a bet.

 US	 UK
Line	Prices or Odds
Odds or point spread on an event.	
Off-Track	Off Course
Gambling conducted on horse racing events outside of the race track.	
Parlay Cards	Accumulators
A bet combining from 3 up to 5 propositions on the same betslip.	
Pic Six	Tote Jackpot
A betting challenge to predict the winner of 6 consecutive races.	

 US	 UK
Press	Upping the Ante
Betting a larger amount than you usually would.	
Push	Void Bet
Designates when there is no winner for betting purposes.	
Run Down	Schedule Programme
Refers to all the potential betting options on a specific sport, league, date, time, etc.	

 US	 UK
Scratch Sheet	Racing Post
A publication that lists details of the day's racing.	
Straight Bet	Single
A bet placed on only one team or athlete.	
Tiercé	Tricast
Usually found in French horse racing, predicting which horses will finish 1st, 2nd and 3rd.	

WHAT ARE THE ODDS?

The three major odds systems are UK, European, and American, and each one is preferred by different bettors for various reasons. In fact, the best sportsbooks will let their members see whichever odds they prefer.

UK ODDS

UK odds are also known as fractional odds.

The denominator (the number on the bottom) is how much you'd need to bet in order to win the numerator (the number on the top). For example, if the odds are 3/7, you'd need to bet \$7 in order to win \$3. If the odds are 10/1, you'd need to bet \$1 to win \$10.

U.S. ODDS

For American odds, you need to pay attention to the minus symbol (-) and the plus (+) sign. If it has a minus symbol, that's how much money you'll have to bet in order to win \$100. If it's a plus sign, that's how much money you'll win if you bet \$100. So -150 odds would mean you win \$150 if you bet \$100, and +150 odds means you'd win \$150 if you bet \$100.

EUROPEAN ODDS

European odds, or decimal odds, involve the easiest math. To find out how much you'd win on a decimal odd, you simply multiply it by your wager. So if the odds are 2.50, a \$10 stake can win \$25 (because $\$10 \times 2.50 = \25). It's that simple!

SECTION

02

AMERICAN BETTOR

AMERICAN BETTOR

10 FACTS ABOUT THE BUSINESS OF BETTING...

#1

Most Believe in Legality

80% of US residents think sports betting should be legal.

#2

American Football is King

24% of bets are on the NFL, and college football makes up 14%, the second most popular (tied with horse racing).

#3

71% would likely start betting legally

A Nielson survey revealed the majority would leave the illegal market in favor of the legal options.

#4

72% of New Jersey sports bets were placed online

In November, 2018, \$238 million was bet on sports remotely.

#5

47% of Millennials Don't Like Physical Casinos

Many Millennials are not fond of brick-and-mortar casinos.

...AND THE BETTING BUSINESS IN AMERICA.

#6

Prepared to Bet \$245 Billion Per Year

If sports betting is nationally legalized, projections show that legally bets could reach nearly a quarter trillion dollars per year – within 5 years.

#7

\$10 Billion Bet on March Madness Alone

Amazingly, the American Gaming Association estimates that only 3% is bet legally.

#8

8 States Are Already In

Nevada, Delaware, New Jersey, Mississippi, West Virginia, New Mexico, Pennsylvania and Rhode Island have fully legalized sports gambling, as of April 2019.

#9

Legal Sportsbooks in Nevada Take in \$4.9 billion

Nevada, Delaware, New Jersey, Mississippi, West Virginia, New Mexico, Pennsylvania and Rhode Island have fully legalized sports gambling, as of April 2019.

#10

New Jersey is growing fast

Its total monthly handle grew from \$16.4 million in June 2018 to \$385 million in January 2019.

FANTASY LEAGUE BETTING IN THE U.S.: IT'S FANTASTIC!



A recent but incredibly popular sports betting avenue is fantasy league betting. In the United States, its avid fanbase places bets on legal websites, overseas sites, or among friends, and once you learn what it's about, you'll understand why it's so popular.

When you join a sportsbook with the fantasy league option, you choose your sport, then select athletes to "build your team." The better the selected players perform in their real-life games, the more points you earn. Once your team is selected, you can enter competitions that pit you against the fantasy teams of other players. Those who selected players that score the most points for their fantasy team win the payouts!

The different rules, features, limitations, and extras will depend on the casino. To be as successful as possible, you'll also want to do some research on different strategies. By blending luck with sports knowledge and skill, fantasy betting is an objectively exciting option that's already built a massive following of American sports bettors.

According to the **FSTA**, Fantasy sports have grown into a \$7.2 billion industry, with 59 million players in the USA and Canada and \$653 annual average spending per player. In Europe, Fantasy sports are also popular and the Fantasy Premier League has over 6 million registered players this season. The acquisition of FanDuel by Paddy Power Betfair in 2018 shows the interest of the iGaming industry giants for this rising form of entertainment.

SECTION

03

READY TO LAUNCH YOUR U.S. ONLINE SPORTSBOOK?



10 SEO DO'S AND DON'TS...

- ✓ **Go mobile.** Around 60% of all online traffic is originated by mobile devices and this is expected to increase in the coming years. A mobile-oriented website is a key to your success.
- ✓ **Use geolocation and dynamic content.** The laws are not the same in all the states, so your US content should be region specific.
- ✓ **Use long-tail SEO.** Long-tail keywords with long-form content account for 70% of the searches, plus the competitiveness and CPC will be exponentially lower.
- ✓ **Develop white hat link building strategy.** With the illegality and transparency questions hovering on gambling in the US, it's even more crucial to have a link building strategy based on relevant and credible websites.
- ✓ **Analyze your competition (and yourself).** Whether in the US or elsewhere, analyze, learn and take advantage of what competitors do. Apply the same scrutiny to your own web effort!
- ✗ **Keywords stuffing.** Don't create low quality, keywords stuffed content hoping for better ranking.
- ✗ **Content Duplication.** Whether internal or external, duplicate content should be categorically avoided, either because you'll be sending the wrong signals to search engines or because you simply won't be doing any good to your indexation.
- ✗ **Spamming.** The one thing search engines hate more than anything else is spamming. Given the industry's betting and gambling focus, search engines will pay even closer attention to it.
- ✗ **Cloaking, Doorways and PBN's.** Stay away from fictional pages and websites created for keywords and backlinks stuffing alone and PBN's - sooner or later you'll get penalized by search engines.
- ✗ **Cheats and tricks.** Don't try cheating the system with stuff like hidden text or unnatural referrals. AI is becoming increasingly better at recognizing these kinds of practices.

...AND 3 CONTENT MANTRAS.

UX IS THE NEW EX

Of course your digital experience needs to be functional, fast and seamless from one device to another. Yet, new factors such as content personalization, AI and Augmented/Virtual Reality are resetting perspectives on what digital design should look like. In an industry as technology-powered as iGaming, you ought to keep your eyes on this.

GAIN, RETAIN, GAIN, RETAIN

Sign-up bonuses are great to attract players. But the name of the game is to make them stay. A reactive online assistance and help desk, sound loyalty programs coupled with smart newsletters and notifications are paramount to keeping the conversation going and strengthening the connection between your brand and your customers.

FIND YOUR SOCIAL MEDIAN

The times when we were all on Facebook have passed. Today it's essential to align your efforts on social media with the platforms that best connect to the heart of your target audience. There, whether you think of urban, Millennials or seasoned racetrack bettors, your choices and levels of investment on Instagram, Twitter, Facebook & co, have to differ.

SECTION

04

ABOUT ALL-IN GLOBAL

#1 LANGUAGE SERVICES FOR THE GAMING INDUSTRY

This guide is happily brought to you by All-in Global. We offer content, localization, SEO and Audio Visual services dedicated to the gaming industry, all available in more than 70 languages to help companies expand their business into global markets. Kindred, William Hill, IGT SBTech, Pinnacle, Scientific Gaming and more than 200 gaming companies worldwide trust our 11 years' experience, ISO-certified processes and mastery of their gaming lingo.

ALSO IN THE U.S.

We guarantee full language expertise fit for major, burgeoning and newly-opened markets - including the US. The copywriters, translators and SEO pundits we use are all native. So whether you have plans to expand into the US or from US to international markets, we're the language solution you can bet on.



MEET THE TEAM



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