



# CONTENT IN THE U.S.



# HOW TO GET READY FOR THE COMEBACK OF SPORTS BETTING

all-in.global



# 1. CHOOSE YOUR **LANGUAGE** BASED ON DATA. THE U.S IS MORE THAN JUST ENGLISH!

English is the language that racks up the highest number of sportswriters at All-in Global. However, we're known to work with translators and writers proficient in all sports and betting lingo in more than 70 languages, so the choice is yours!

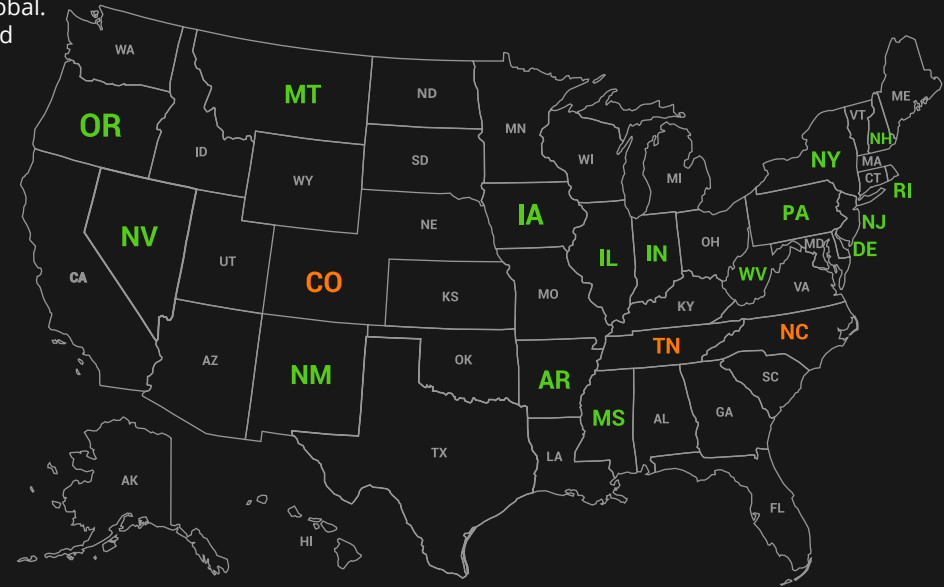
## Top 5 languages in the U.S:

- > English - 239 million
- > Spanish - 41 million
- > Chinese - 3 million
- > French - 2.07 million
- > Tagalog - 1.6 million

## SPANISH SPEAKERS BY STATE:\*

NEW YORK - 2.76 M  
NEW JERSEY - 1.34 M  
PENNSYLVANIA - 564K  
NEVADA - 562 K  
NEW MEXICO - 546 K  
OREGON - 335 K  
ARKANSAS - 143 K  
RHODE ISLAND - 116 K  
MISSISSIPPI - 67.3 K  
DELAWARE - 60.3 K  
WEST VIRGINIA - 18.2 K

ILLINOIS - 1.60 M  
NORTH CAROLINA - 690 K  
COLORADO - 597 K  
INDIANA - 285 K  
TENNESSEE - 241 K  
IOWA - 114 K  
NEW HAMPSHIRE - 26.4 K  
MONTANA - 12.6 K



## Our content writing services include:

- > Sportsbook reviews
- > Match previews and reviews
- > Betting strategy articles
- > Betting previews
- > Team or player profiles
- > Data and analysis
- > Betting guides
- > Creative articles





## 2. START YOUR **SEO STRATEGY** FOR SPORTS BETTING TODAY!

In 2019 there were 1,7 billion websites on Google.\*  
How will you stand out from the crowd? How will you ensure a page 1 ranking?

### We help you win with link building!

#### GO GLOBAL WITH SEO CONTENT EXPERTS

With specialists in SEO content, keyword localization, link building and content outreach, All-in Global is the ultimate partner in improving search ranking and reaching new audiences for your global, multilingual website.

#### INCREASE YOUR WEBSITE'S ORGANIC TRAFFIC

The content and outreach expert assigned to your project will work hard to fully understand your product: what makes it unique, which pages need boosting, what keywords should be targeted. On-page and off-page content tend to go hand in hand, which is why we study your brand, your approach to SEO and your long-term goals.

└ ADDING A BLOG TO YOUR WEBSITE IMPROVES THE CHANCES OF BEING RANKED HIGHLY ON SEARCH ENGINES BY 434%.\*



\* data from Internet Live Stats





# SPORT EXPERT WRITERS

## 3. CHOOSE



**AMERICAN FOOTBALL  
SPECIALIST**



**SOCCER  
SPECIALIST**



**GOLF  
SPECIALIST**



**HOCKEY  
SPECIALIST**



**TENNIS  
SPECIALIST**

When he moved from Illinois to Alabama and joined a college football team, he became a huge American football fan. Now he writes about American football for a living, and you won't find a more interesting read! What's better than loving what you do for a living?

He has years of experience writing about soccer, but he's first and foremost a fan. Two years in a row, he went to every match his favorite team played, including away games. We choose our writers carefully, searching for the best, most passionate, and most creative in the niche. And we haven't seen—much less found—anyone who comes close.

A leading golf writer, her creative approach always gets the curious mind ticking – and makes you wonder what's coming next. She's a self-described golf nerd, following every tournament the world over. And with an incredible eye for detail (that she makes come to life in her writing), her competitive analyses and reviews are truly a bird of a shot.

He studied journalism, but after a few years of working at a newspaper, he realized that there's a writing niche he wanted to focus on full-time: Hockey. It's been a passion since he was a child, and his writing prowess combines with his intimate knowledge to deliver unrivaled breakdowns. There's no better hockey writer out there.

He started playing tennis at the age of 9, and as the old story goes he had a bad injury just before graduating high school. His dream was shattered – but the love for the sport didn't go away. Now, he's a professional tennis writer with more than 5 years of experience. He is always on top of the biggest tournaments, and his passion and technical knowledge allow him to turn in-depth analyses into fascinating reads.



# SPORT <sup>3. CHOOSE</sup> EXPERT WRITERS



**HORSE RACING  
SPECIALIST**

With great attention to detail, our Horse Racing specialist believes that every horse (and jockey) deserves a good name. He is an expert in every aspect of horse racing, from the starting barriers to the horse training and beyond. He likes to attend as many horse racing competitions in person as possible, because it's where he—and his writing—really come alive.



**BASKETBALL  
SPECIALIST**

Basketball has been a part of this writer's daily life since he could walk. And when he was old enough to start writing, he wrote about what he lived and breathed. Now, he's an experienced basketball writer who combines his deft creativity with unmatched expertise, creating riveting articles from the viewpoint of a trustworthy fellow fan.



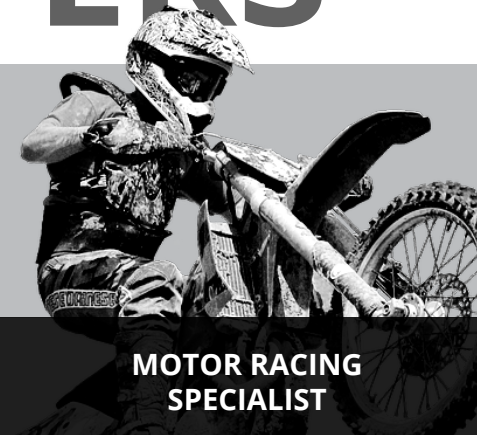
**MMA  
SPECIALIST**

She's as committed to writing as she is to everything else she does. As a mixed martial arts expert and masterful writer, she delivers expert insight on every match. Her reviews, predictions, and analyses of MMA tournaments make you feel like you were there, and her writing style makes it impossible to pull your eyes away until the end.



**BASEBALL  
SPECIALIST**

He played baseball in college, where he dreamed like many to make it to the pros. And while the MLB lost out on a great all-around player, the world of content writing won a great, all-encompassing baseball writer. His mix of technical knowledge alongside amazing storytelling makes him an engaging read, whether it's about spring training or game seven of the World Series.



**MOTOR RACING  
SPECIALIST**

We love our motor racing specialist – except for when he pulls his deafening bike into the office parking lot. Then again, he does look hot in that leather jacket. All kidding aside, this guy is an extraordinary writer, putting the heart-pounding action on the page in enthralling detail. The action comes alive in the content. What could make for a more exciting read?





4. WORK WITH THE BEST! ALL-IN GLOBAL IS A **MULTI-AWARD WINNING** PROVIDER OF LANGUAGE SERVICES TO THE GAMING INDUSTRY.

BUILD YOUR BRAND VOICE.

OUTRANK YOUR COMPETITORS.

ACQUIRE NEW PLAYERS.

EDUCATE AND INCITE NEW PLAYERS.

GENERATE BETTING TRAFFIC.

SHOW OFF YOUR EXPERTISE IN YOUR SPACE.



5. BEAT YOUR COMPETITORS WITH ORIGINAL **HIGH-QUALITY** CONTENT THAT WILL BUILD A LOYAL AUDIENCE.

- > **Stand out from the crowd** with All-in Global content guidance.
- > Our **Quality Assurance** team will make sure that your translated content is impeccable.
- > We can also help you freshen up **your old content and make it attractive again** without huge investment.



6. MAKE SURE YOUR CONTENT READS WELL!

# SPORTS BETTING ARTICLE SAMPLES



On the next pages, you will find four articles written by our expert sports betting writers. If you like what you see get in touch and we can create something similar, or completely different, for you.



TYPE OF ARTICLE: Tips for beginners

KEYWORDS: [NFL lines](#), [NFL odds](#), [free NFL picks](#), [NFL spreads](#), [NFL betting](#)

WORDS: 530

TARGET AUDIENCE: NFL fans

## SPORTS BETTING ARTICLE SAMPLE

### Betting on an NFL Game? Do This First.

How do you bet on NFL football? Is it spontaneous and void of research and analysis? As long as you're not betting more than you can afford to lose, there's no wrong way to play the [NFL lines](#). But if your goal is to see [NFL odds](#) for all the potential they hold—on top of the excitement they promise—you greatly improve your chances.

#### Check the Expert Opinions and Insights

If you're paid to research and analyze [NFL spreads](#) for independent companies, there's a reason for it: you know what you're talking about. These expert opinions are just that: opinions. But they're [free NFL picks](#) and insights that can help you formulate the best possible bets.

The nuances of player fitness, past stats, and even training ground observations are often presented in straightforward, fascinating terms that go a long way. At the very least, you can face the various [NFL odds](#) with more confidence, which is valuable in and of itself.

#### Set Aside Your Fandom

Many seasoned sports bettors won't bet on their favorite teams. Emotions get in the way of winning money, and your faith in a team's perseverance can outweigh the validity of the bet. You could bet against your own team so that you're happy no matter the result, but even that example has precarious emotional overtones.

[NFL odds](#) are best analyzed with the most unbiased approach possible. The sportsbook is meant to be fun, but there's also a seriousness that needs to be maintained for the best chance of success.

#### Spread Your Bets Across Sportsbooks

Online poker players will often open accounts on several sites for a variety of players – and opportunities to win. The same strategy can be highly beneficial to online sports bettors.

Every sportsbook is different. They employ their own bookmakers to determine [NFL odds](#) specific to their website. That means a bet you're about to place in one sportsbook could pay out better in another, and vice versa.

It's easiest to compare odds for moneyline and spread bets, but with multiple browser windows open, you can even employ this strategy for NFL Live Betting. Fair warning, this takes a good amount of work (and some of the fun out of betting).

#### Know the Different Bets Inside and Out

If you're new to [NFL betting](#), perfect. You can peruse the different options without bias. But if you already have a go-to type of bet, you should take a step back and really analyze the types of bets you can place on NFL games:

**NFL Spread Betting:** For a payout, the favorite team has to win by a specific number of points, while the underdog needs to lose within a certain number of points (so you could win even if the team you bet on loses, or lose even if the team you bet on wins.)

**NFL Moneyline Betting:** The simpler version of spread betting, you simply bet which team will win. Points don't matter, but it also makes betting on the favorite less profitable.

**NFL Over/Under Bets:** Will the combined score be higher or lower than the bookmaker's prediction? If you're right, you win!





TYPE OF ARTICLE: Betting Strategy

KEYWORDS: NBA betting tips, NBA odds, NBA betting

WORDS: 515

TARGET AUDIENCE: NBA fans

## SPORTS BETTING ARTICLE SAMPLE

### These Overlooked NBA Bets Can Pay Out Big

When you're looking for **NBA betting tips**, you're most likely looking for predictions that relate to betting the spread or the moneyline. These are the most commonly preferred **NBA odds**, but they're not the only way to win money on NBA games. Some of the bets you can place are far more specific than whether the team wins or loses by a certain number of points. So what are the **NBA odds** that are often overlooked by sports bettors:

#### Betting on NBA Player Performance

Player props hold some of the most fun (and potentially profitable) **NBA odds** at the sportsbook. It may seem like a throwaway bet to make watching the game more interesting, but in many cases, player props can be easier to predict than the outcome of the game itself. That's because you're only focusing on one specific player.

Let's say the sportsbook is offering a "Yes or No" bet on whether a player will record a double-double. The player might be going man-to-man against an opponent you know they'll rebound over, steal from, and block. Or, on the flip side, they may be facing off against a formidable defender or offensive player. NBA players on the losing team score double-doubles all the time, making it a hyper-specific bet that has little (or nothing) to do with the scoreboard.

In a similar vein, **NBA odds** can include how many points a specific player will score, how many rebounds they'll make, number of steals, or a combination of all three. The possibilities are endless and dependent on the bookmaker, but all the best that offer **NBA betting** will have player props in some form or another.

When it comes to **NBA betting**, consider what you're most confident about. For example, "I think LeBron will record a triple-double, but I'm not confident the Lakers will win." In that case, put your money on the triple-double.

#### Betting on Game Propositions

Let's start with how to win the most money on an NBA game: the winning margin. This game prop bet is where to place the small throwaway wagers to make things more interesting. And even though you should do all **NBA betting** with the idea that you could lose, that is especially true for betting the winning margins.

A winning margin bet is where you guess which team will win, and by how much. Down to within two points of accuracy. That makes them truly impossible to predict. Sure, a team might be slightly more likely to win by 10 points than by 20, but both will have amazing payouts. The **NBA odds** in this category will depend on how mismatched or even the matchup, but it's always a great spot to place a \$1 bet for the chance to turn it into \$100.

You can also guess whether or not the game will go into overtime, where betting "yes" and being right is a massive win no matter the game. This is another huge longshot bet, but not all game props are a hundred to one.



TYPE OF ARTICLE: Sportsbook Review

KEYWORDS: Sportsbook review, best sportsbook, sportsbook promotions

WORDS: 500

TARGET AUDIENCE: potential bettors searching for the best sportsbook review

## SPORTS BETTING ARTICLE SAMPLE

### Allinbet000 Sportsbook Review (Updated for 2020)

Standing out as one of the best sportsbooks available is impressive. To stay an industry leader and bettor favorite since 1997 is close to unheard of. But today, you've landed on a Allinbet000 Sportsbook review. This brand is a trailblazer – in more ways than just offering some of the best odds online alongside a huge selection of events. When you're searching for the best of the best sportsbook, you're likely looking for the qualities Allinbet000 boasts in spades. Here's what they are:

#### Sportsbook Overview

Over 40 types of sports, including in-play bets and live streaming services, could sound overwhelming. Thankfully, navigating the Allinbet000 Sportsbook is simple and convenient. The filter options are excellent, and the betslip is intuitive. That way, if you already know what you like to bet on, you can get there quickly and start betting immediately. But if you're ready to explore, you have over 40 types of sports to choose from. You'll commonly see thousands of European and American football events, a staple of any sportsbook. You'll also find the more obscure competitions as well, like surfing, Olympic qualifiers, TV shows, and beyond.

And, of course, you'll be hard-pressed to find better sportsbook betting odds online. Allinbet000 is a competitive brand, consistently offering the unbeatable. Within each event, exciting moneyline and spreads headline – while near-countless prop bets provide additional opportunities to win.

#### Allinbet000 Sportsbook App

Downloading the Allinbet000 Sportsbook app means you can bet on every event and watch all the streams directly from your mobile device. In fact, we prefer the mobile navigation to the desktop version, as it's the faster way to place bets, especially for live betting. It's also a more reliable method to receive notifications about anticipated events or one-day promotions.

#### What are the Allinbet000 Sportsbook Promotions?

Because Allinbet000 also offers a digital casino, live casino, bingo area, and poker room, the promotions are separated by each category. But for the sportsbook review, we'll focus on the sports betting offers – and, spoiler alert, they're as enticing as the rest of the offerings.

To start, the rollover requirements are a mere 5x, which is likely the lowest you'll find. It's not uncommon to see 10x or even 20x elsewhere, even for sportsbook promotions.

#### Allinbet000 Free Bets and Money Back Offers

New members of Allinbet000 receive half their first bet returned to their account as a free bet. Another option is to place a bet and receive a full refund if it loses.

Established members can expect personalized offers specific to their style of play. This likely means the bonuses will just get more appealing the longer you bet.

#### Allinbet000 Leaderboard Tournaments and Prize Draws

Allinbet000 will almost always have a prize pool tournament going on in their promotions section. The specific contest depends on the time of year, but if you choose to opt-in, you can earn points for every winning bet. The bettors with the most points receive a piece of the prize pool, which is likely €50,000 or more.



TYPE OF ARTICLE: Tips

KEYWORDS: **MLB spreads**, **MLB betting**, **runline**, **best MLB bets of today**, **point spread in baseball**

WORDS: 530

TARGET AUDIENCE: Baseball fans

## SPORTS BETTING ARTICLE SAMPLE

### What Is the **Runline** in Baseball Betting?

**MLB spreads** are unique in the sportsbook because they're (almost) always the same no matter the matchup. Compare this to the points spread on NFL and NBA games, which vary wildly, and **MLB betting** can feel a lot more straightforward.

The **point spread in baseball** is set at 1.5. This means that, for a payout, the favorite has to win by at least 2 runs, while the underdog needs to either win the game or lose by a single run.

Because **MLB spreads** are so consistent, it's not uncommon to see runline payouts near-identical to the standard moneyline structure, where you simply bet on the winner and the number of runs don't matter. But more often, the runline will up the win potential just enough to make it a worthwhile consideration – despite the increased risk. This is especially true if the potential payout for the moneyline bet is so small that it's not even worth it.

With risk comes reward. We've all heard the expression, but it's particularly poignant when deciding between the moneylines vs. runlines in **MLB betting**.

#### Example of **MLB Spreads**

To be as polarizing as possible, let's say the Chicago Cubs are going up against the Chicago White Sox and this is the spread:

Cubs -1.5 (+130)

@ White Sox +1.5 (-125)

As the favorites, the Cubs would beat the spread if they win by two runs. Based on the odds in the example above, a \$100 bet would pay out \$130. As the underdog, the White Sox bet pays out if they either win, or they lose by one run – and a \$125 bet would pay out \$100.

#### Is the **Runline** Always the Same?

All legitimate sportsbooks, online and off, will set their standard **MLB spreads** at 1.5. But, and especially online, you may be able to adjust your spread for a better payout. In terms of the favorite, any additional points will increase the risk. For example, if you boost the spread from -1.5 to -2.5, the team would have to win by at least three runs. If you're right, you're rewarded. But if they win by just two runs, the wager is lost.

On the flipside, adjusting spread for the underdog team will increase your chances of winning while decreasing the potential payout. However, if a team is unfavored enough, the winnings for +2.5 and higher bets can still be exciting.

Where are **MLB spreads** adjustable? Not only does it vary by the sportsbook, it varies by the event itself. While some online sportsbooks don't even offer adjusted payouts (most do), the option will only apply to specific events. The more anticipated the matchup, the more likely the offering. However, at the sites offering the best MLB bets of today, every game is adjustable. So don't be afraid to shop around!





Any questions? We're here to help.

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Localization  
In-Context Review  
Language Proficiency Testing  
Interpreting

#### SPORTS BETTING

##### Content Writing Services:

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Blog Post  
Website Content Creation  
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Product Description  
Marketing Content

#### FINTECH

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Multicultural Keyword  
Optimization  
Multicultural Keyword  
Localization

#### ESPORTS

#### SPORTS

##### AudioVisual Services:

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Dubbing  
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