

SiGMA World Gaming Event Calendar



SiGMA Americas Virtual
13 - 14 September 2021,
Virtual



SiGMA Europe
16 - 18 November 2021 Malta Fairs
and Convention Centre, Malta



SiGMA Africa
22 - 23 March, 2022 Cape
Town, South Africa



SiGMA ASIA
27 - 28 May SMX Convention
Centre, Manila



SiGMA is the ultimate Gaming go-to company when it comes to event organization, transforming our initial penchant into an art form that makes us distinguishable and unique.

Global Online Sports Betting Market – Market Size, by Region, Global, 2018

SIGMA



Featured Snippets Optimization Calculations
Gaming & Gambling Revenue Projections
By David Deutsch
Global Digital Marketing Trainer Speaker

Regional Market Size

- High
- Mid
- Low

My name is David Deutsch. I am the global digital marketing trainer and speaker for Search Titans International. Today's presentation is designed to help global gaming and gambling companies better understand the revenue potential of advanced SEO techniques known as Featured Snippets.



Search Titans International

The Featured Snippets Agency is a division of Search Titans International, a corporate trainer in digital marketing.

Featured Snippets are an advanced tool used to enhance SEO results regardless of the usual restrictions placed by Paid Ads. Featured snippets are commonly unused by restricted industries due to ignorance of legal guidelines. Rich media, such as Videos, Games, Livestreams and more, enhances the search results for the most profitable keywords.

*Discover the Power of Position 0.
Featured Snippets Agency Podcast*

The Featured Snippets Agency is a division of Search Titans International, a corporate trainer in digital marketing.



Meet The Team



David Deutsch

Global Digital Marketing Trainer Speaker
(Presenter)



Jonathon Kohler

Digital Account Project Director
(Presenter)



Presentation Summary & Agenda

- 1. Keyword Traffic Projections for “Sports Betting”**
- 2. Gambling Featured Snippets New Users & Revenue Projections**
- 3. Video Featured Snippets Costs & ROI Projections**
- 4. Conclusion: Gambling Revenue Projections From Keyword: “Sports Betting”**

This presentation is split in to 4 sections: Keyword analytics for one single keyword. Unique users and revenue projections. Video costs, revenue and ROI projections. Concluding with the overall digital marketing revenue projections for a single targeted keyword.



SEMrush Keyword Projections Overview for “Sports Betting” (Global Volume)

Keyword Overview: sports betting

Keyword Research course



United States | Desktop | Aug 3, 2021 | USD

Overview | Bulk Analysis

Volume

74,0K

Keyword Difficulty

45%

Possible

A competitive keyword to rank for. You will need well-structured and unique content.

Global Volume

1,6M

AU	1,2M
BR	110,0K
US	74,0K
IT	40,5K
ZA	33,1K
UK	9,9K
Other	72,5K

Results

6,7M

SF

★ 🔗 ⓘ ±2

CPC

\$13.11

Com.

0.11

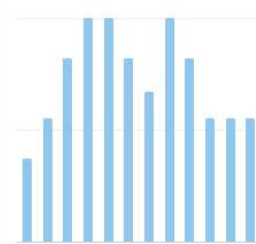
PLA

0

Ads

0

Trend



This information is provided by SEMrush.com. The chosen keyword for this demonstration. This keyword would only work for companies that sell this product of course. All examples in this presentation will be for companies that offer, among other products, through thier company sites.



Featured Snippets Availability

Google Search Central

<https://developers.google.com/search/docs/advanced/appearance/search-result-features>

Country and language availability

The `speakeable` property works for users in the U.S. that have Google Home devices set to English, and publishers that publish content in English. We hope to launch in other countries and languages as soon as sufficient number of publishers have implemented `speakeable`.

Global Online Sports Betting Market – Market Size, by Region, Global, 2018



Source: Mordor Intelligence

Feature availability	USA	Other Countries
Speakable	Yes	NOT Available Yet
Home Activities	Yes	NOT Available Yet
Practice Problems	Yes	Yes, But English Only
Product	Yes	Available
Livestream Video Event	Yes	Available
Software App	Yes	Available
Review Snippet	Yes	Available
Video	Yes	Available
Event	Yes	Available
How-to...	Yes	Available
Q&A	Yes	Available
FAQ	Yes	Available
Organization Info	Yes	Available
Logo	Yes	Available
Local Business Listing	Yes	Available
Breadcrumb	Yes	Available
Article	Yes	Available
Math solver	Yes	Available
Courses	Yes	Available
Job Postings	Yes	Available

Google mostly creates and tests new features for search engines in the USA. They always start off in beta testing mode ONLY in the USA and then eventually successful features will be rolled out in other countries and languages. To make things easier, I have recently checked the availability of each feature on Google's website.



Google's Gambling Restrictions for Featured Snippets

Google Search Central

<https://developers.google.com/business-communications/support/aup?hl=en>

Restricted content

The policies below cover content that is sometimes legally or culturally sensitive. Google Communication Services can be a powerful way to reach customers, but in sensitive areas, it's important to avoid showing this content when and where they might be inappropriate.

For that reason, we allow the promotion of the content below, but on a limited basis. **These promotions may not show to every user in every location**, and advertisers may need to meet additional requirements before their ads are eligible to run.

Gambling and games

Gambling related content, products, or services, which include but are not limited to legal gambling activities such as: physical casinos, offline and online gambling activities, national or private lottery, promotional offers for gambling sites, and social casino games.

Google Ads has much more restrictions regarding advertising content, than organic search results. As long as the local laws don't intervene, neither does Google.



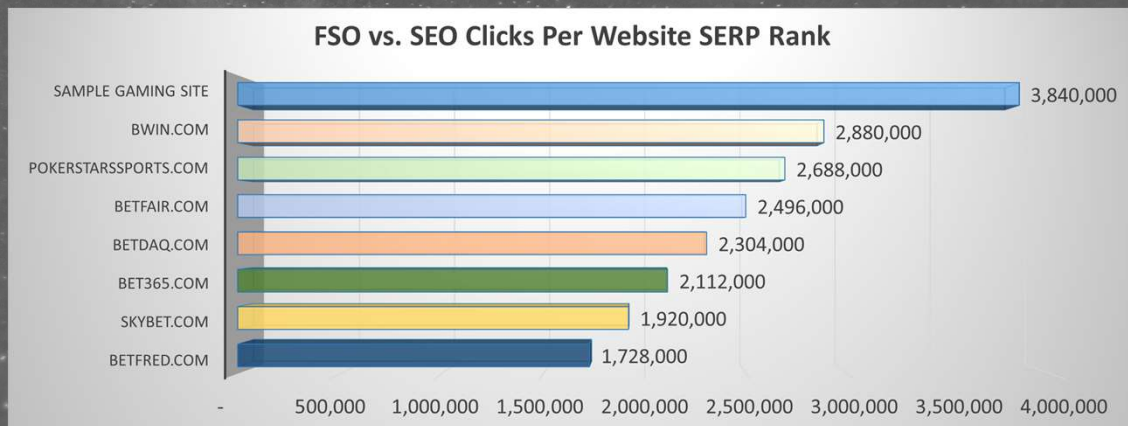
Featured Snippets Average Click Through Rates

Featured Snippets	Yearly Searches	Featured CTR	Clicks
Q&A	19200000	4.0%	768,000
Organization Info	19200000	3.0%	576,000
Sports Events	19200000	8.0%	1,536,000
FAQ	19200000	6.0%	1,152,000
Probability Calculator	19200000	7.0%	1,344,000
Review Snippet	19200000	7.0%	1,344,000
Product	19200000	10.0%	1,920,000
Game Apps	19200000	10.0%	1,920,000
How-to...	19200000	10.0%	1,920,000
Video	19200000	15.0%	2,880,000
Featured Video	19200000	20.0%	3,840,000
Livestream Video Event	19200000	25.0%	4,800,000

There is no way to tell the exact click through rate of any link or advertisement in advance. Each ad is different and more or less attractive. However, on average some featured snippets will automatically be more interesting than others. Their placements on the search engine results page might be higher up on the page. The thumbnail image of the livestream video, might take up the entire page above the fold sometimes. FAQ results are often mixed with regular search results and sometimes they appear above all other listings on the page.



FSO vs. SEO Clicks Projections by Rank



Position 0 is always above position 1 in Search Engine results pages. Regular SEO is based exclusively on text content. Featured snippets are usually based on rich media like images, videos and specific types of content. The websites listed in this chart are in position ONLY for regular SEO and so are destined to receive maximum CTRs of less than 20%. The lower the listing, the less clicks they are likely to get. ANY featured snippet module will place your website above all these listings. Livestream videos or video carousels will get much more than 35% click through rates every time.

Google Search Console Reporting “Search Appearance” Tab

Search Appearance	Impressions
Search Appearance	8,921
Videos	3,730
Product results	3,798
Rich results	68
Review snippet	1
Web Light results	

bbkparis.com

Once the pages have been optimized with Featured snippets modules, using schema structured data, Google will show you exactly how many impressions and clicks your featured snippets receives. Unlike 3rd party software, Google search console is 100% accurate and dependable reporting tool. SEMRush.com is also a very good 3rd party software and will provide you with advanced reporting for both your site and ALL of your competitors.

Gambling Conversion Rate & Average Player Monthly Deposits

CALCULATING ACCURATE PROJECTION DATA

*Average
2% Conversion
Rate*

*Average Player
Monthly Deposit
\$400*

Differing Company
Variables:

- 1) Average Conversion Rate
- 2) Average Order Value

Almost all the data required to make these projections can be found online. SEMrush, Google Ads and other tools will provide very helpful data sets. However, to calculate any company's revenue and sales projections, we need their Average Order Value and the website's average conversion rate. Average order value is simple enough to find. How much money does the average consumer spend over the course of a year? Some ecommerce sites will only sell to each consumer 1 time and never again. Others will sell to consumers 4 times a month or more. The other consideration is the number of consumers that buy from 100 visits? 1 sale in 100 visitors is 1% conversion rate. Ecommerce average conversion rate is usually 3% but can be as high as 15% in very rare cases like Amazon.



Clicks X Conversion Rates = Players
 Yearly Players X AOV = Yearly Revenue

Rank	Sites	Yearly Searches	CTR	Clicks	CR	Sales	Yearly AOV	Revenue	Position 0 Potential
0	Sample Gaming Site	19,200,000	20%	3,840,000	4%	153,600	\$ 2,328	\$ 357,580,800	\$ 357,580,800
1	Bwin.com	19,200,000	15%	2,880,000	3%	86,400	\$ 2,328	\$ 201,139,200	\$ 268,185,600
2	Pokerstarssports.com	19,200,000	14%	2,688,000	4%	107,520	\$ 2,328	\$ 250,306,560	\$ 357,580,800
3	betfair.com	19,200,000	13%	2,496,000	4%	99,840	\$ 2,328	\$ 232,427,520	\$ 357,580,800
4	betdaq.com	19,200,000	12%	2,304,000	2%	46,080	\$ 2,328	\$ 107,274,240	\$ 178,790,400
5	bet365.com	19,200,000	11%	2,112,000	4%	84,480	\$ 2,328	\$ 196,669,440	\$ 357,580,800
6	skybet.com	19,200,000	10%	1,920,000	2%	38,400	\$ 2,328	\$ 89,395,200	\$ 178,790,400
7	betfred.com	19,200,000	9%	1,728,000	3%	51,840	\$ 2,328	\$ 120,683,520	\$ 268,185,600
Total		19,200,000		19,968,000	3%	668,160	\$ 2,328	\$ 1,555,476,480	\$ 2,324,275,200

POSITION	SITES	YEARLY AOV	CTR	CR	SALES
FSO	Sample Gaming Site	\$ 2,328	20%	4%	153,600
1	Bwin.com	\$ 2,328	15%	3%	86,400
2	Pokerstarssports.com	\$ 2,328	14%	4%	107,520
3	betfair.com	\$ 2,328	13%	4%	99,840
4	betdaq.com	\$ 2,328	12%	2%	46,080
5	bet365.com	\$ 2,328	11%	4%	84,480
6	skybet.com	\$ 2,328	10%	2%	38,400
7	betfred.com	\$ 2,328	9%	3%	51,840

Using these data sets is where things get very interesting. Maybe a little complicated, but very accurate. When investing time and money in any business, we always want to have accurate revenue projections so that we understand the risks before we invest. This table shows how much money each of these companies will make per year selling coffee capsules online. However, none of these companies is using featured snippets to promote thier listings. They are determined to get the lowest possible click through rates. Less clicks, sales and revenue for them.



Competitor Revenue Projections Per Featured Snippet

Featured Snippets	Yearly Searches	Featured CTR	Clicks	Sales/Leads	betfred.com	skybet.com	bet365.com	betdaq.com	betfair.com	Pokerstarsports.com	Bwin.com	Sample Gaming Site
Q&A	19200000	4.0%	768,000	30,720	\$ 59,000,832	\$ 39,333,888	\$ 78,667,776	\$ 39,333,888	\$ 78,667,776	\$ 78,667,776	\$ 59,000,832	\$ 71,516,160
Organization Info	19200000	3.0%	576,000	23,040	\$ 80,455,680	\$ 53,637,120	\$ 107,274,240	\$ 53,637,120	\$ 107,274,240	\$ 107,274,240	\$ 80,455,680	\$ 53,637,120
Sports Events	19200000	8.0%	1,536,000	61,440	\$ 214,548,480	\$ 143,032,320	\$ 286,064,640	\$ 143,032,320	\$ 286,064,640	\$ 286,064,640	\$ 214,548,480	\$ 143,032,320
FAQ	19200000	6.0%	1,152,000	46,080	\$ 88,501,248	\$ 59,000,832	\$ 118,001,664	\$ 59,000,832	\$ 118,001,664	\$ 118,001,664	\$ 88,501,248	\$ 107,274,240
Probability Calculator	19200000	7.0%	1,344,000	53,760	\$ 140,797,440	\$ 93,864,960	\$ 187,729,920	\$ 93,864,960	\$ 187,729,920	\$ 187,729,920	\$ 140,797,440	\$ 125,153,280
Review Snippet	19200000	7.0%	1,344,000	53,760	\$ 187,729,920	\$ 125,153,280	\$ 250,306,560	\$ 125,153,280	\$ 250,306,560	\$ 250,306,560	\$ 187,729,920	\$ 125,153,280
Product	19200000	10.0%	1,920,000	76,800	\$ 201,139,200	\$ 134,092,800	\$ 268,185,600	\$ 134,092,800	\$ 268,185,600	\$ 268,185,600	\$ 201,139,200	\$ 178,790,400
Game Apps	19200000	10.0%	1,920,000	76,800	\$ 268,185,600	\$ 178,790,400	\$ 357,580,800	\$ 178,790,400	\$ 357,580,800	\$ 357,580,800	\$ 268,185,600	\$ 178,790,400
How-to...	19200000	10.0%	1,920,000	76,800	\$ 174,320,640	\$ 116,213,760	\$ 232,427,520	\$ 116,213,760	\$ 232,427,520	\$ 232,427,520	\$ 174,320,640	\$ 178,790,400
Video	19200000	15.0%	2,880,000	115,200	\$ 301,708,800	\$ 201,139,200	\$ 402,278,400	\$ 201,139,200	\$ 402,278,400	\$ 402,278,400	\$ 301,708,800	\$ 268,185,600
Featured Video	19200000	20.0%	3,840,000	153,600	\$ 402,278,400	\$ 268,185,600	\$ 536,371,200	\$ 268,185,600	\$ 536,371,200	\$ 536,371,200	\$ 402,278,400	\$ 357,580,800
Livestream Video Event	19200000	25.0%	4,800,000	192,000	\$ 502,848,000	\$ 335,232,000	\$ 670,464,000	\$ 335,232,000	\$ 670,464,000	\$ 670,464,000	\$ 502,848,000	\$ 446,976,000

If each of these companies WERE to invest in featured snippets however, thier stories would be very different. Each featured snippet gets a different click through rate and a different search result. One company can and sometimes does have seperate listings for each featured snippet. For example, one company can have a livestream video, a how to video, product listing, reviews and set of FAQ listings all on the same results page. That is the ideal way to target each keyword for your company. Even though a keyword only gets 1000 searches per month, a company with all those listings will get a much higher number of clicks than if they only have 1 text listing.



Warning! Featured Snippets are “Out of Scope” for Affiliate Marketers



“As a result, sites featuring mostly content from affiliate networks can suffer in Google's search rankings, because they do not have enough added value content that differentiates them from other sites on the web.”

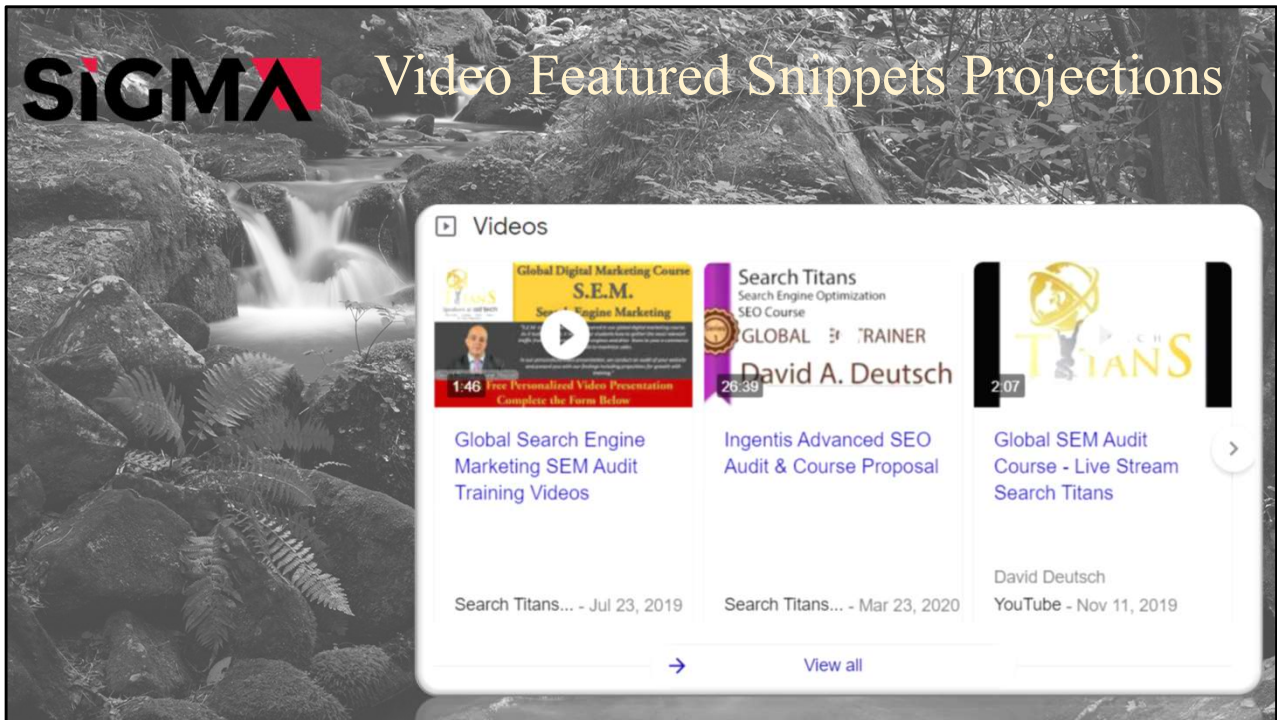
Source:

<https://developers.google.com/search/docs/advanced/guidelines/affiliate-programs>

All gambling companies rely on affiliate partners to get them clicks and sales from search engines. However, Google is very clear that only content owners are permitted to apply for featured snippets. So it's important for companies to target featured snippets on their main sites, because affiliates will not be able to do it for them.



Video Featured Snippets Projections



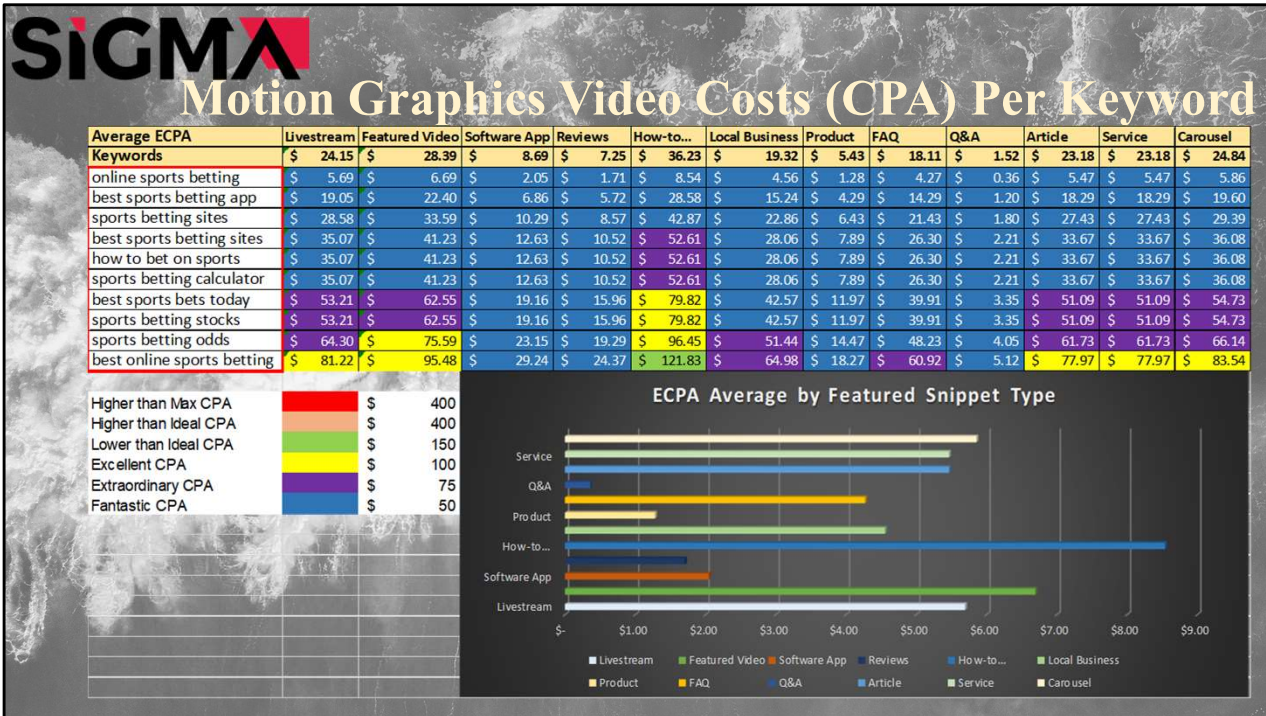
Producing videos is never cheap or easy. Using our calculations, we can determine the value of each video in advance of producing them. Making sure than videos appear above position 1 of all the other listings on the page is the ultimate click enhancer.



Standard Production Costs per Featured Video

Video Techniques	Yearly Searches	CTR	Clicks	Standard CR	Sales	AOV	Revenue	Cost Per Video	ECPA	Roi
FSO Video Projections	9,201,600	17.8%	1,763,640	3.0%	94,719	\$2,328	\$220,505,762	\$ 189,000	\$ 19.46	27782%
Livestream Video Event FSO	766,800	30.0%	230,040	3.0%	8,281	\$2,328	\$ 19,279,192	\$ 20,000	\$ 24.15	9640%
Featured Video FSO	766,800	20.0%	153,360	3.0%	14,090	\$2,328	\$ 32,801,404	\$ 40,000	\$ 28.39	8200%
Video Software App FSO	766,800	25.0%	191,700	3.0%	11,502	\$2,328	\$ 26,776,656	\$ 10,000	\$ 8.69	26777%
Video Review Snippet FSO	766,800	15.0%	115,020	3.0%	6,901	\$2,328	\$ 16,065,994	\$ 5,000	\$ 7.25	32132%
Video How-to... FSO	766,800	20.0%	153,360	3.0%	6,901	\$2,328	\$ 16,065,994	\$ 25,000	\$ 36.23	6426%
Video Local Business Listing FSO	766,800	15.0%	115,020	3.0%	5,176	\$2,328	\$ 12,049,495	\$ 10,000	\$ 19.32	12049%
Video Product FSO	766,800	15.0%	115,020	3.0%	9,202	\$2,328	\$ 21,421,325	\$ 5,000	\$ 5.43	42843%
Video FAQ FSO	766,800	10.0%	76,680	3.0%	2,760	\$2,328	\$ 6,426,397	\$ 5,000	\$ 18.11	12853%
Video Q&A FSO	766,800	10.0%	76,680	3.0%	2,300	\$2,328	\$ 5,355,331	\$ 5,000	\$ 1.52	153009%
Video Game FSO	766,800	25.0%	191,700	3.0%	8,627	\$2,328	\$ 20,082,492	\$ 12,000	\$ 13.91	10041%
Video Service FSO	766,800	15.0%	115,020	3.0%	5,176	\$2,328	\$ 12,049,495	\$ 12,000	\$ 23.18	10041%
Video Carousel Multi Videos	766,800	30.0%	230,040	3.0%	13,802	\$2,328	\$ 32,131,987	\$ 40,000	\$ 28.98	9372%

Not every video has the same purpose. Therefore, some videos will be cheaper to produce and easier to make. The big question is which video types will make the most money for YOUR company and for the keywords you are targeting. This chart shows the CPA of each video type in general. I have grouped 10 keywords for each video type.



These effective costs per acquisitions are all in relation to motion graphics videos. No cameras or actors required, so much more affordable. Each keyword gets different searches per month. Also the conversion rates of each keyword will be different. Using these calculations, we can easily see which keyword matched to the featured snippet will be most profitable and which will actually lose money. Companies can choose the best videos to produce while reducing the risk of negative ROI.

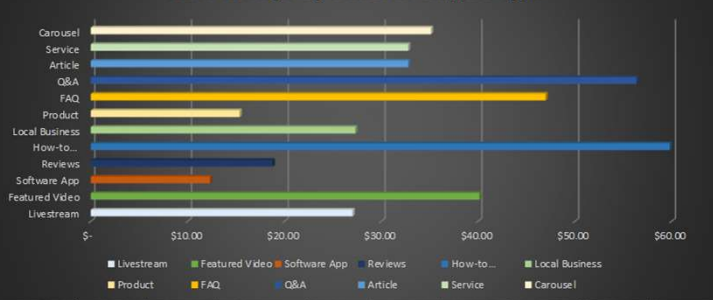


Live Action Video Costs (CPA) Per Keyword

Average ECPA	Livestream	Featured Video	Software App	Reviews	How-to...	Local Business	Product	FAQ	Q&A	Article	Service	Carousel
Keywords	\$ 24.15	\$ 28.39	\$ 8.69	\$ 7.25	\$ 36.23	\$ 19.32	\$ 5.43	\$ 18.11	\$ 1.52	\$ 23.18	\$ 23.18	\$ 24.84
online sports betting	\$ 27.05	\$ 40.16	\$ 12.30	\$ 18.79	\$ 59.79	\$ 27.33	\$ 15.38	\$ 46.98	\$ 56.38	\$ 32.80	\$ 32.80	\$ 35.14
best sports betting app	\$ 90.50	\$ 134.37	\$ 41.15	\$ 62.87	\$ 200.05	\$ 91.45	\$ 51.44	\$ 157.18	\$ 188.61	\$ 109.74	\$ 109.74	\$ 117.58
sports betting sites	\$ 135.75	\$ 201.56	\$ 61.73	\$ 94.31	\$ 300.07	\$ 137.17	\$ 77.16	\$ 235.77	\$ 282.92	\$ 164.61	\$ 164.61	\$ 176.37
best sports betting sites	\$ 166.60	\$ 247.37	\$ 75.76	\$ 115.74	\$ 368.27	\$ 168.35	\$ 94.70	\$ 289.35	\$ 347.22	\$ 202.02	\$ 202.02	\$ 216.45
how to bet on sports	\$ 166.60	\$ 247.37	\$ 75.76	\$ 115.74	\$ 368.27	\$ 168.35	\$ 94.70	\$ 289.35	\$ 347.22	\$ 202.02	\$ 202.02	\$ 216.45
sports betting calculator	\$ 166.60	\$ 247.37	\$ 75.76	\$ 115.74	\$ 368.27	\$ 168.35	\$ 94.70	\$ 289.35	\$ 347.22	\$ 202.02	\$ 202.02	\$ 216.45
best sports bets today	\$ 252.77	\$ 375.32	\$ 114.94	\$ 175.61	\$ 558.75	\$ 255.43	\$ 143.68	\$ 439.02	\$ 526.82	\$ 306.51	\$ 306.51	\$ 328.41
sports betting stocks	\$ 252.77	\$ 375.32	\$ 114.94	\$ 175.61	\$ 558.75	\$ 255.43	\$ 143.68	\$ 439.02	\$ 526.82	\$ 306.51	\$ 306.51	\$ 328.41
sports betting odds	\$ 305.43	\$ 453.51	\$ 138.89	\$ 212.19	\$ 675.15	\$ 308.64	\$ 173.61	\$ 530.48	\$ 636.57	\$ 370.37	\$ 370.37	\$ 396.83
best online sports betting	\$ 385.80	\$ 572.88	\$ 175.44	\$ 268.03	\$ 852.83	\$ 389.86	\$ 219.30	\$ 670.08	\$ 804.09	\$ 467.84	\$ 467.84	\$ 501.25

Higher than Max CPA	\$ 400
Higher than Ideal CPA	\$ 400
Lower than Ideal CPA	\$ 150
Excellent CPA	\$ 100
Extraordinary CPA	\$ 75
Fantastic CPA	\$ 50

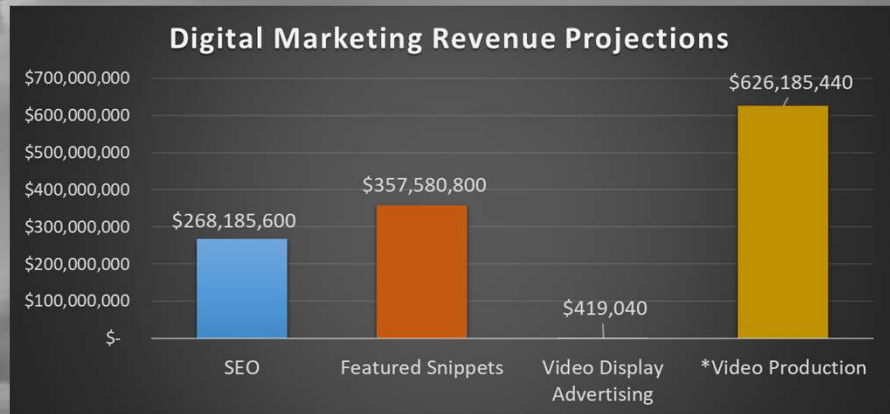
ECPA Average by Featured Snippet Type



The ECPA's are based on the costs of producing live action videos with actors and cameras. Ultimately, this will provide the highest quality of videos and therefore conversion rates, but the initial investment can be daunting. It's best to select live action videos only for the most profitable keywords and video types.



Conclusion: Yearly Revenue Projections From Keyword: "Sports Betting"



In conclusion, our calculations will help you decide where to invest your time and money.