



ADVERTISING ON CURACAOWEBHOSTING.COM

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Curacao Web Hosting

We host online casinos from Curacao

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Introduction

This document is aimed at providing statistical information on the CuracaoWebhosting.com (CWH) website in order to outline advertising opportunities.

About

CWH is a portal focused on offering gambling related technical services to the gambling industry with a very visible gambling licensing content focus. The website has been online since 2010 and we continue to create content targeting the global remote gambling market.

Our users are typically searching for licensing, casino software, payment, banking and casino hosting type services. We try and answer these questions by providing information on who to work with and how much to expect to pay.

Search statistics

Our search statistics is provided by Google Search console as well as Google Analytics and is accurate to the last impression.

Note impressions mean search engine impressions / exposure (as reported by google). As an example, we are highly ranked in image searches and while these visitors will not reach our website, they will reach our contact information. In addition to image ranking we are also reached through search features which is a snippet of code in a given google search, again, visitors may not reach us, but they will have our information.

Broadly speaking, our traffic can be broken down into the following three groups:

Category	Search Impressions / month	% of traffic
Gambling license searches	34,000 of 40,000	85%
Gambling service related searches (RNG, Software, WL, payments etc.)	4,000 of 40,000	10%
Gambling hosting related	2,000 of 40,000	5%

Downloads: We offer to our clients pdf information packs and around 150 are downloaded each month. Note, this is on limited exposure as we only recently added this.

Please see the **Appendix** for detailed statistical information.

Website focus

The website aims to provide information relating to online gambling licensing in jurisdictions around the world. Many of our visitors are seeking to find information about how and where to set up their gaming enterprise, which banks to work with, which payment companies to use and who to get their software from. Our goal is to provide them with answers to all these questions.

Search terms

We rank predominantly for gambling related terms. This is initially for jurisdictional related terms and then for broader search terms.

Gambling license terms

#	Search term description	Position
1	Curacao gambling license search terms	Top 10
2	Malta gambling license search terms	Top 10
3	USA gambling license search terms	Top 10
4	UK Gambling license search terms	Top 10
5	Isle of man gambling license terms	Top 10
6	France gambling license terms	Top 10
7	Canada gambling search terms	Top 10
8	Australia gambling license search terms	Top 10
9	Germany gambling license terms	New (Top 20)
10	Czech Republic gambling license terms	Top 10
11	Belarus gambling search terms	Top 10
12	Bosnia and Herzegovina gambling search terms	Top 10

Other license terms

#	Search term description	Position
1	Gambling license cost related searches	Top 10
2	How to get license searches	Top 10
3	Casino game licensing terms	Top 10
4	Gambling license	Top 10

Service related terms

#	Search term description	Position
1	Gambling RNG certification terms	Top 10
2	Gambling hosting related terms	Top 10
3	Merchant processing terms	Top 10

Advertising opportunities

We currently have 52 published articles with another 72 in draft waiting to be published. Our writers have a mandate to produce articles specifically for the industry and each month our portfolio grows. Each article is SEO'd for a specific niche within the space in order to capitalise on search volumes. Our goal is to focus on relevant keywords and content so as not to dilute our user base.

Our existing articles generate on average 120,000 impressions over 3 months or around 40,000 per month with approximately 3,000 to 6,500 engaged users searching for gaming related information each month.

While we are not interested in turning our website into a billboard, we are looking to engage with strategic partners interested in acquiring clients who are looking for gaming related services.

Partner package

LOCATION	Description	Potential Reach
Right Partner menu.	Appearing on all our news pages (right menu)	40,000 / month
Partner page	Your own page promoting your service.	500 / month
PDF download page	Your company proposal outline for download.	
In our pdf documents	We will include your company in the glossary of our documents we send to clients.	100 + / month
Email inclusion	We send emails to our contact list and through this we will introduce new partners. Partners will be permanently featured for as long as they are advertising with us.	250 +

Commercials

The following opportunities are available for a fixed monthly retainer and a minimum commitment of 6 months.

What	Rate
Exclusive partner. You will be the only service provider in your category to advertise with us.	€4500 (per month)
Non-Exclusive partner. there may be other service providers like you advertising. No preference is given to any.	€2500 (per month)
Partners require a dedicated page to their service, we link to this page from internal pages and documents.	€150 (per month)
We can write articles for you and link to your partner page. This will increase your partner page exposure. Note these are articles aimed at acquiring search visitors to the site via carefully crafted articles in your genre.	€500 to write your article and €25 per article per month.
Submit your own article	€100 to process, and €25 per month.

General mailers. As we communicate with prospects, they are added to our CRM and mailing lists. We include our Partners as a matter of course in these email communications.	included.
Inclusion in our proposals.	included
Automated document delivery system.	included
Partners may wish to include links in existing articles to their profile pages.	€50 per link per month

Adwords Advertising

We offer an adwords advertising campaign to promote partner pages. We charge our Partners 20% commission on spend with a minimum commission of €100 per month. Why work with us? Our primary service is web-hosting, certifying and providing a partner license / WL service to niche game companies who have developed their own games. Through these acquisitions we recommend all manner of services such as processing, game licensing, software development, web design, corporate structures etc. that we provide to our partners. While we do our best to forward every lead that comes out, it is far simpler for us and our visitors to have direct access to the content on our pages. This way - prospective clients can find our partners directly.

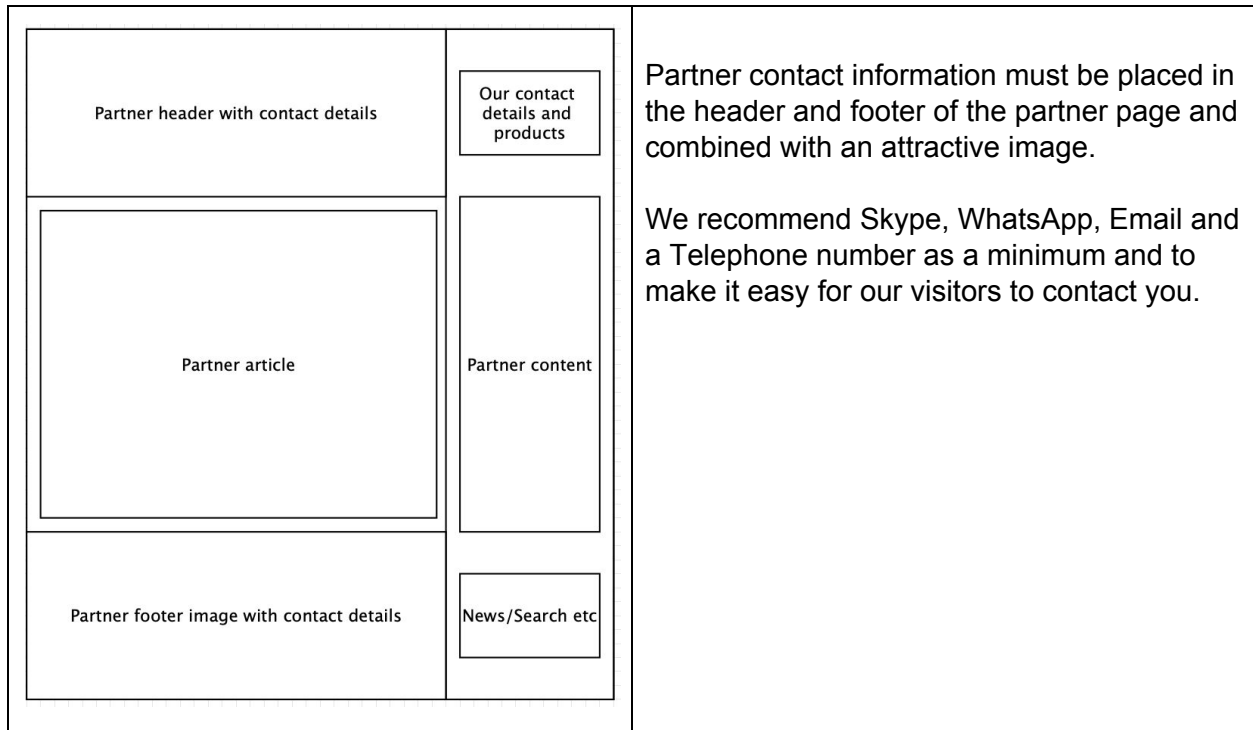
We would also like to encourage our Partners to contribute content to our pages and to help us create a rich resource for our visitors. This, in conjunction with our well established portal and our own article submission, will attract business to all our partners.

It is also worth mentioning that each of our prospects require multiple services and while they may find us while searching for a Curacao license, they may leave with a license solution, a payment solution, a great game or white label deal.

Partner requirements

In order for our partners to maximise their advertising revenue on our site, they must be prepared to offer a wide range of communication channels to our visitors.

While we understand that it can be difficult to manage every communication, with a well placed sales strategy, you will be able to use our resources to filter out time wasters and tyre kickers.



PDF Download page

The purpose of the download page is to make it super simple for us to offer our clients a single page where they can find the resources they require for their casino needs.

Need to start quickly or on a limited budget?

Our managed service is a casino running under our existing Curacao license and takes 6 – 8 weeks to put in place.

Download (pdf): [Curacao managed service white label license costs](#)

I want to setup my own company and apply for a license directly

Download (pdf): [What gambling license should I be using?](#)

Download (pdf): [Curacao company and license application costs](#)

Report on payment solutions for your casino

Download (pdf): [Credit Card processing for your casino](#)

Appendix

Statistics birds eye view

May 2020



June 2020



Keyword monitoring

We use a number of statistical methods and tools to track our website content growth which is important in understanding how our visitors find CWH.

Due to the ever changing nature of how search engines work, we view CWH from different jurisdictions in order to track our performance.

We currently monitor the following jurisdictions:

USA, AUSTRALIA, CANADA UK, MALTA, POLAND, SOUTH AFRICA

USA	AUSTRALIA
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Keyword	Position ↓	Keyword	Position ↓
gambling license canada	1	gambling license australia	2
gambling license usa	1	gambling license	8
gambling license bosnia	1	curacao gaming license	9
gambling license australia	1	how to get gambling license	10
gambling license malta	2	curacao gambling	11
gambling license curacao	2	gambling licence	11
gambling license belarus	3	how to get a gambling license	11
curacao gaming license	3	how much does a gambling license cost	23
gambling license uk	6		
gambling license france	6		
curacao gambling	6		

CANADA		UK	
Keyword	Position ↓	Keyword	Position ↓
Australia gambling license	1	Australia gambling license	1
gambling license bosnia	1	gambling license australia	1
gambling license australia	1	gambling license bosnia	1
gambling license canada	2	gambling license canada	2
gambling license usa	2	gambling license usa	3
gambling license curacao	2	gambling license curacao	3
gambling license malta	3	gambling license malta	3
gambling license belarus	4	how to get gambling license	4
gambling license uk	5	how to get a gambling license	4
gambling license france	5	gambling license belarus	5
how to get a gambling license	8	gambling license cost	6
curacao gaming license	8	how much does a gambling license cost	6
gambling license	9	gaming license cost	6
curacao gambling	9	gambling license uk	6
how to get gambling license	10	gambling license france	6
how much does a gambling license cost	10	gambling licence	8
		curacao gaming license	8
		gambling license	8
		how much does a gaming license cost	9
		how hard is it to get a gaming license	10

MALTA

Keyword	Position ↓
gambling license australia	1
Australia gambling license	1
gambling license cost	4
gambling license	5
gaming license cost	5
how much does a gambling license cost	5
class 2 gaming license	6
curacao gambling	8
gambling licence	9
curacao gaming license	9
how to get gambling license	10

POLAND

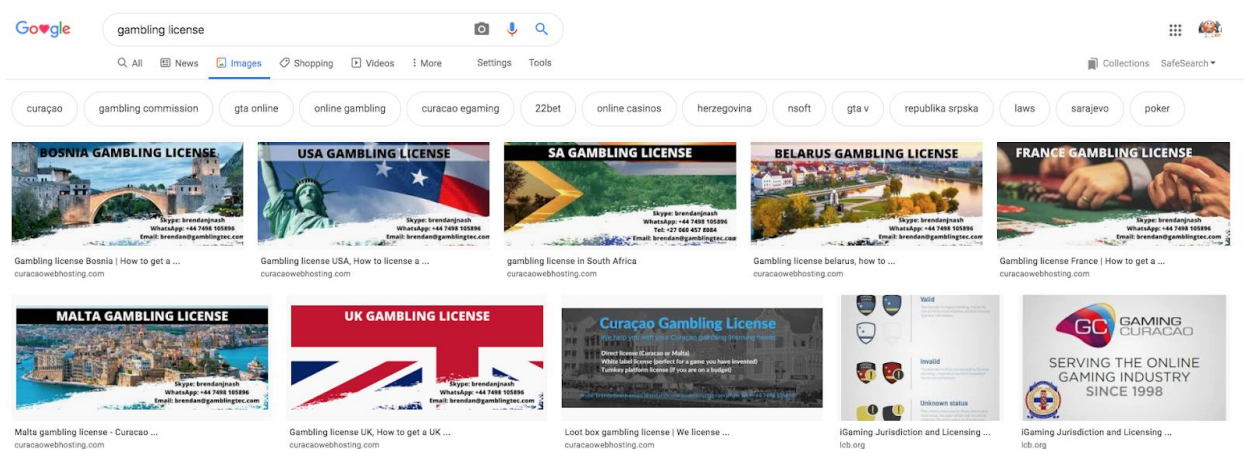
Keyword	Position ↓
gambling license australia	1
Australia gambling license	1
curacao gaming license	2
curacao gambling	3
how much does a gambling license cost	8
gaming license cost	9
gambling license cost	9
how to get gambling license	10

SOUTH AFRICA

Keyword	Position ↓
gambling license malta	1
how hard is it to get a gaming license	1
curacao gaming license	1
how to get a gambling license	1
how to get gambling license	1
gambling license canada	1
gambling license usa	1
gambling license bosnia	1
gambling license australia	1
Australia gambling license	1
gambling license curacao	1
curacao gambling	2
how much does a gambling license cost	2
gambling license france	3
gambling license cost	3
gambling license costa rica	3
gambling license belarus	3
gaming license cost	3
gambling license	4
gambling license south africa	4
gambling licence	4
gambling license uk	5
gambling license czech republic	6

Image results

In addition to organic search results, we also rank for image results and for a wide variety of keywords.



Partner content

We have content on 145 websites that drive traffic to CWH.

Domain	DR ↓ ⁱ	Ahrefs rank ⁱ	Referring domains (dofollow) ⁱ	Linked domains (dofollow) ⁱ	Organic traffic ⁱ
stackoverflow.com ▼	92	268	179,154	93,310	18,143,881
stackexchange.com ▼	90	919	87,843	79,936	20,982,243
sketchfab.com ▼	88	1,818	35,290	173	823,224
ezinearticles.com ▼	88	1,962	128,595	381	140,972
bitcointalk.org ▼	86	3,021	27,108	228,608	323,932
steemit.com ▼	84	4,290	30,093	222,601	2,010,996
serverfault.com ▼	83	6,232	12,784	4,355	423,031
websiteplanet.com ▼	79	14,328	3,603	446	947,906
folkd.com ▼	78	15,319	30,453	2,348,478	360,291
gpwa.org ▼	77	21,313	1,831	23,334	6,157
mybroadband.co.za ▼	76	24,003	10,375	9,342	701,365

Page statistics

What is interesting about the page statistics is that it shows us where the most search volume is. So the following screenshot shows us that Curacao/Malta are desired search results but the UK has the most interest.

When we see statistics like this we know that we have a lot of work to do in developing content around the UK/Curacao and Makta in order to receive more of the throughput from the search engines.

Page	↓ Clicks	Impressions
https://www.curacaowebhosting.com/2017/05/23/cost-gambling-license-curacao/	1,405	18,177
https://www.curacaowebhosting.com/2019/11/11/gambling-license-uk/	1,163	24,107
https://www.curacaowebhosting.com/2017/11/16/how-to-get-gambling-license-south-africa/	899	5,921
https://www.curacaowebhosting.com/2018/04/19/cost-of-a-malta-gaming-license-for-your-casino/	520	10,040
https://www.curacaowebhosting.com/2019/11/20/gambling-license-australia/	359	6,186
https://www.curacaowebhosting.com/2018/05/18/where-can-a-curacao-gambling-license-be-used/	350	1,538
https://www.curacaowebhosting.com/2019/10/16/gambling-licence-bc/	228	3,851
https://www.curacaowebhosting.com/2019/12/06/gambling-license-usa/	168	1,835
https://www.curacaowebhosting.com/2018/04/12/license-gambling-app/	162	1,020
https://www.curacaowebhosting.com/	158	2,944