

Casino SEO Checklist

Step-by-step launch checklist covering technical, compliance, and content tasks for iGaming SEO teams.

1. Compliance & Risk Alignment

- Confirm licences, permitted verticals, and geo restrictions for each jurisdiction.
- Document regulator-required disclosures (bonus terms, age gating, safer gambling messaging).
- Sync with legal counsel on advertising thresholds and affiliate guardrails.
- Create approval workflow owners: legal, compliance, marketing, CRM, engineering.

2. Technical Foundations

- Verify domain strategy (market-specific TLD, subfolder, or subdomain) and map hreflang pairs.
- Generate XML sitemaps for casino, sportsbook, poker, bingo, and static pages with `lastmod` dates.
- Implement geo-IP redirects that respect regulator rules without cloaking.
- Run log-file review to check crawlability of game lobbies, bonus pages, and cashier flows.
- Benchmark Core Web Vitals on lobby, game, and payments templates across mobile and desktop.

3. Responsible Gambling Experience

- Publish dedicated responsible gambling hub with tools, helplines, and self-exclusion options.
- Add in-flow messaging before and after registration, deposits, and bonus opt-ins.
- Ensure all creative assets include clear wagering requirements and age statements.
- Configure structured data for safer gambling and support FAQs.

4. Content & Localization

- Build evergreen hubs: casino games, live dealer, sportsbook verticals, poker formats.
- Localise copy, payment methods, and banking references for each market.
- Prepare weekly promo template with automated bonus terms and countdown timers.
- Launch translation QA process covering terminology, compliance statements, and currencies.

5. Authority & Partnerships

- Audit existing affiliates, remove outdated creative, and distribute new compliance packs.

- Plan digital PR around market entries, sponsorships, and safer gambling initiatives.
- Secure interviews or roundtables with compliance officers and product leads.
- Build outreach list: regulated media, gambling associations, fintech partners, local events.

6. Analytics & Reporting

- Implement consent management supporting regional privacy regulations.
- Track registrations, first deposits, bonus redemptions, and lifetime value segmented by channel and jurisdiction.
- Configure dashboards for compliance checkpoints, responsible gambling triggers, and affiliate performance.
- Schedule quarterly review with compliance and CRM teams to discuss data-led improvements.

7. Launch & Iteration

- Run pre-launch QA covering localisation, cashier flow, and responsible gambling touchpoints.
- Submit updated sitemaps and monitor crawl/indexation in Search Console within 24 hours.
- Capture baseline rankings, conversion metrics, and regulator status in shared documentation.
- Schedule 30/60/90-day retrospectives to adjust promotional cadence, authority plays, and conversion funnels.

****How to use this checklist****

Duplicate the list into your project management tool, assign owners for each task, and attach evidence (screenshots, compliance approvals, analytics reports) as you progress. Store the completed version with timestamps for regulator audits.