

## The *Citable Article* program for gambling-related sites

This program submits to the *Citation-Based Academic Link Building* (CBALB), which is the ultimate effective SEO strategy, developed by *PhilScience* team to respond to the last Google core updates, including their AI-search component. It provides the client with both relevant expert content and authoritative backlinks in gambling-studies context. The CBALB is totally different from the traditional (ineffective now) guest posting: Instead of posting an article on the target site just for acquiring a backlink from it (which is now detectable by Google algorithms), the client enriches its own site with useful content, which will be cited (with permanent link) in academic publications. The CBALB is based on an innovative two-step citation process, driven by academics with strong credentials.

### Citable expert content

Journal articles in gambling studies can provide plenty of interesting, useful topics for the expert content of a gambling-related website, if adapted for the popular audience. Academic literature in this field is so wide that almost any subject related to gambling gets directly or indirectly connected to a topic of a journal article, usually in the categories of mathematical facts of gambling and strategy, problem gambling and responsible gambling, gambling statistics, gambling economy and law, and gambling ethics.

This is why websites in this niche can adopt such expert content and get connected with the academic publications realm. Such a connection results in important SEO benefits, which include growing the organic traffic of a website and acquiring backlinks from high-authority sites.

Dr. Barboianu and his team can write for your website an article of 1,500- 2,000 words as a friendly version of an academic article, at your choice, with a topic related to gambling. The friendly article will be an adaptation from the academic one to the general-public audience, in what concerns style, language, and terminology, and will summarize the findings of the latter, in a broader non-academic context, adapted for your website and your readership. Even as an adapted version, your article becomes citable in an academic publication, namely in one that cites the original journal article.

This form of science journalism specific for the gambling niche connects the non-academic content of a gambling-related site with the academic publications in gambling studies, resulting in important SEO gains, as you will see further.

### Academic link building by citation

Once posted on your site, we will cite your article with its link in the reference list of an editable academic article published by our academics, which cites the original journal article. That publication will be edited to incorporate your citation/link and posted back on high-authority academic sites (including science repositories, scholarly archives, science blogs, and university resources, DR 75 - 93), from which you will get permanent contextual backlinks.

Your link will be placed in the entry of the original article in the reference list, as in the following examples:

Harrigan, K., Dixon, M., & Brown, D. (2015). Modern multi-line slot machine games: The effect of lines wagered on winners, losers, bonuses, and losses disguised as wins. *Journal of Gambling Studies*, Vol. 31, 423-439. [Summary](#) (anchor for [yoursite.com](#)) [link to the adapted article]

Ayton, P., & Fischer, I. (2004). The hot hand fallacy and the gambler's fallacy: Two faces of subjective randomness?. *Memory & cognition*, Vol. 32, 1369-1378. Summary retrieved from [yoursite.com](#) [link to the adapted article].

Other expert articles in your site (not necessary a summary of an academic article) can also be cited with links in academic sites, provided they met certain requirements regarding content and structure. Their citation in the references list is labeled with 'Related articles'.

Click [here](#) to read an article detailing the two-step citation process behind this link building method.

## Publishers

The publication revised with your link will be edited and posted back on high-authority academic sites where our academics contribute as scholars/researchers, from which you will get permanent contextual backlinks. Our portfolio of publishers includes: [Oercommons.org](#) (Open Educational Resource from the Institute for the Study of Knowledge Management in Education, DR 76), [Philarchive.org](#) (The #1 philosophy and related disciplines scholarly archive, DR 80), [Usc.edu](#) (The Scalar scholarship repository of University of Southern California, DR 85), [Springernature.com](#) (The science blog of the scientific communities at Springer Nature, DR 82), [Researchgate.net](#) (The #1 multidisciplinary repository, DR 93), [Hal.science](#) (The open archive of the Centre pour la Communication Scientifique Directe, DR 73), [Ssrn.com](#) (Social Science Research Network of Elsevier, DR 92), [Harvard.edu](#) (The Dataverse research data repository of Harvard University, DR 93), [Mendeley.com](#) (the reference manager and research data repository of Elsevier, DR 85), [Osf.io](#) (Open Science Framework, DR 84), [Scienceopen.com](#) (Research platform and repository, DR 77), [Encyclopedia.pub](#) (Scholarly Community Encyclopedia from MDPI, DR 73), and others.

## Virtues and SEO benefits

With such content you will be one step ahead your competition and attract more organic traffic. The specificity of the CBALB results in the following virtues, which other link building methods do not have:

- The backlinks serve the readers of the academic site and are always contextual (what Google qualifies as relevant links).
- The backlinks are not volatile and are entirely secure due to the credentials of the authors/editors.
- The backlinks have the potential to self-replicate on other educational/science/academic sites by external feed.
- The new content on the client's site goes in tandem with that of the journal article that it summarizes, which usually ranks high (see a concrete example in the next section). This association, along with the academic citations, makes the summary eligible as a resource for the Google's AI-search component.
- There are good chances that your article will be picked by Google Scholar to be included in their returns (provided the article meets their requirements); if this happens, you will acquire a permanent backlink from Google Scholar as a bonus (see a concrete example in the next section).
- The pages with your citations are backlinked from the academic profile of the writer on authoritative

scholarly portals like **scholar.google.com** (DR 92), **orcid.org** (DR 91), and **semanticscholar.org** (DR 90), which passes more value to your links. Such a page is also backlinked from any academic publication that will cite it with its DOI link.

■ For a niche like casino/gambling, which is still stigmatized and prohibited in many web environments, the program provides highly authoritative links that could not be obtained otherwise.

## Concrete examples

Summary articles:

- [primecasino.co.uk/blog/guides/does-perceived-fairness-impact-gambling-intention/](https://primecasino.co.uk/blog/guides/does-perceived-fairness-impact-gambling-intention/) cited in [osf.io/preprints/psyarxiv/e8ap9\\_v2](https://osf.io/preprints/psyarxiv/e8ap9_v2) as a summary of Konietzny, J., & Caruana, A. (2019). Fair and easy: the effect of perceived fairness, effort expectancy and user experience on online slot machine gambling intention. *International Gambling Studies*, 19(2), 183-199.
- [cazino.ro/joc-responsabil/dublarea-mizei-vs-miza-constanta-jocuri-de-noroc](https://cazino.ro/joc-responsabil/dublarea-mizei-vs-miza-constanta-jocuri-de-noroc) cited in [scalar.usc.edu/works/monte-carlo-fallacy/references](https://scalar.usc.edu/works/monte-carlo-fallacy/references) as a summary of Turner, N. E. (1998). Doubling vs. constant bets as strategies for gambling. *Journal of Gambling Studies*, 14(4), 413-429.
- [freespins.com.co/randomness-in-gambling-and-problem-gambling/](https://freespins.com.co/randomness-in-gambling-and-problem-gambling/) cited in [communities.springernature.com/posts/the-ethics-of-slots-and-implications-for-problem-gambling](https://communities.springernature.com/posts/the-ethics-of-slots-and-implications-for-problem-gambling) as a summary of Bărboranu, C. (2024). Non-mathematical dimensions of randomness: Implications for problem gambling. *Journal of Gambling Issues*, Vol. 36, 1.
- [gamblingzone.com/uk/roulette/odds/predicting-scientifically-outcome/](https://gamblingzone.com/uk/roulette/odds/predicting-scientifically-outcome/) cited in [researchgate.net/publication/382447891](https://researchgate.net/publication/382447891) Non-mathematical dimensions of randomness Implications for problem gambling as a summary of Small, M., & Tse, C. K. (2012). Predicting the outcome of roulette. *Chaos: an interdisciplinary journal of nonlinear science*, 22(3), 033150.

Related article:

[magazine.philsci.org/2024/03/16/the-philosophy-psychology-and-math-of-the-gamblers-fallacy/](https://magazine.philsci.org/2024/03/16/the-philosophy-psychology-and-math-of-the-gamblers-fallacy/) cited in [communities.springernature.com/posts/non-mathematical-dimensions-of-randomness-implications-for-problem-gambling](https://communities.springernature.com/posts/non-mathematical-dimensions-of-randomness-implications-for-problem-gambling) as related article.

(Copy each address in the address bar of your browser to see the webpages.)

Example of a CBALB article returned by Google Scholar:

[https://scholar.google.com/scholar?hl=en&as\\_sdt=0,5&q=What+Does+Math+Have+To+Do+With+Gambling+Misconceptions+and+Fallacies&btnG=](https://scholar.google.com/scholar?hl=en&as_sdt=0,5&q=What+Does+Math+Have+To+Do+With+Gambling+Misconceptions+and+Fallacies&btnG=)

Performance:

- A Google search for the keyword “doubling versus constant betting” returns the journal article with that topic on the first position and the summarizing friendly article on the fifth position: [gentingcasino.com/blog/casino-guides/double-vs-constant-betting/](https://gentingcasino.com/blog/casino-guides/double-vs-constant-betting/) ; that position is not the

result of the content alone, but of the citations coming from the academic sites, which signaled Google a trustful source.

Contact us at **info[at]philscience.org** for orders and details.

Check for other SEO programs for gambling-related sites at  
<https://probability.infarom.ro/services.html>.