Website Development Guidelines for Social Casino Project

This document provides the guidelines for building our social casino website. The goal is to ensure that the website meets Google Ads policies, is user-friendly, and communicates clearly that it is for entertainment only. Please follow these instructions closely.

Age Restriction

The website must clearly state that it is intended for users who are 21 years of age or older. This notice should always be visible in the footer of the site and displayed consistently throughout the website. The age restriction ensures compliance with the most common regulations worldwide.

Content Rules

We must never use the word "Gambling" anywhere on the website. Instead, use the word "Gaming." For example, "Responsible Gambling" should become "Responsible Gaming," and "Gamble Awareness" should become "Gaming Awareness." This helps prevent Google from flagging the site as a gambling platform.

All spelling must be correct, and you need to always include a favicon.

There should be no contact page or forms asking for email addresses, phone numbers, or any other personal details. Collecting user information may lead Google to think that we are trying to gather emails for spam.

The content must never make misleading promises. Do not use phrases like "Guaranteed Awards" or "You Will Win." Instead, describe the games as entertainment or games of chance where players might get the chance to win. The site must also state clearly that it is a simulation of a casino, created for entertainment only. No real money is involved, and no real prizes can be won.

In addition, there should be a thin bar above or below the site header that is visible on every page. The bar should state:
"This is a simulated casino website for entertainment only. No real money involved."

Website Types

There will be two main types of websites we may develop under this project:

1. Single Game Website

This type of website will be dedicated to one specific game.

- The design and content will focus entirely on explaining and showcasing this single game.

- The homepage and supporting pages should highlight game features, instructions on how to play, and responsible gaming information.

- The entire site experience should feel centered around this one game, creating a focused and immersive experience for users.

- Addiction warnings, the disclaimer bar, and responsible gaming links must still be included on every page.

2. Game Library Website

This type of website will feature a collection of different games.

- The homepage should act as a hub, introducing the platform and providing easy access to the game library.

- Each game should have its own page or game container with a description, instructions, and responsible gaming reminders.

- The design should prioritize simple navigation, allowing users to browse and switch between games easily.

- Addiction warnings and responsible gaming messages must be displayed under each game window as well as in the footer.

Both website types must meet the same compliance rules, include the same footer information, and maintain a clear disclaimer that the site is for entertainment only and does not involve real money or real prizes.

Responsible Gaming

A dedicated Responsible Gaming page must be included. On this page, we will provide information and resources to promote safe play. The word "Gambling" should not be used on this page or anywhere else on the site. Instead, use terms such as "Responsible Gaming," "Gaming Awareness," and "Stay in Control of Your Play."

The Responsible Gaming page must include logos and links to organizations such as **GameCare** and **GambleAware**, along with other recognized support organizations. The page should also include addiction warnings and advice on how players can get help if they need it.

Addiction warnings must also appear in the footer and on every game page, ideally just below the game window.

Footer Requirements

The footer should always be present on every page and must include:

- The 21+ age restriction notice

- A Responsible Gaming section

- Addiction warnings

- Logos and links to help organizations such as GameCare and GambleAware

- Links to the three legal pages: Cookies Policy, Terms and Conditions, and Privacy Policy

Legal Compliance

A cookie consent popup must be installed on the website, as this is required in the European Union. The three legal pages (Cookies Policy, Terms and Conditions, and Privacy Policy) must be created and always accessible through the footer.

User Experience and Technical Notes

The design of the website must be fully responsive, ensuring it works smoothly on all screen sizes. The style should remain simple, clear, and easy to navigate. Mobile visibility must be prioritized, as most users will access the site from a phone. Start the design process with mobile screens in mind and then scale up for larger devices using media breakpoints with min-width rules.

The footer and the disclaimer bar must remain visible on all pages. The design should be clean and professional, with fast loading times. Only the cookie consent popup is allowed. Other popups should be avoided to prevent interruptions or policy issues.

MUST NOT have any console errors.

Do's and Don'ts

Do's	Don'ts
Clearly state that the website is for **21+ users only**.	Do not allow access without showing the age restriction.
Use the word **"Gaming"** instead of "Gambling".	Never use the word "Gambling" anywhere on the site.
Show a **disclaimer bar** at the top or bottom of every page.	Do not hide or remove the disclaimer bar.
Include a **Responsible Gaming page** with links to GameCare and GambleAware.	Do not skip responsible gaming content.
Add **addiction warnings** in the footer and on game pages.	Do not make claims like "Guaranteed Awards" or "You Will Win."
Use a **cookie consent popup** to comply with EU laws.	Do not collect emails, phone numbers, or personal information.
Provide links to **Cookies Policy, Terms and Conditions, and Privacy Policy**.	Do not launch the site without the three legal pages.
Clearly state that the site is a **simulation for entertainment only**.	Do not suggest that real money or prizes can be won.
Design the website to be **fully responsive starting from mobile**.	Do not design only for desktop and ignore mobile layouts.

Age Disclaimers

Short Version (for footer or header bar)

- "This website is intended for players aged 21 and over."

- "For entertainment purposes only. 21+ required to play."

Longer Version (for About or Responsible Gaming page)

- "Our games are designed for adults aged 21 and over. We kindly ask younger audiences not to participate. By continuing to use this website, you confirm that you are at least 21 years of age."

General Disclaimers

Website Disclaimer (always visible in thin header/footer bar)

- "This is a simulated casino website created for entertainment purposes only. No real money is involved, and no real prizes can be won."

Game Page Disclaimer (placed under each game window)

- "These games are for fun and entertainment. They do not offer real money winnings. Play responsibly and take breaks when needed."

Promotional Text Disclaimer (if describing games)

- "All games on this website are free to play simulations. Wins and rewards are purely for entertainment and cannot be exchanged for real money or prizes."

Legal Warnings

Addiction Warning (short)

- "Play responsibly. If you feel that gaming is no longer fun or is becoming a problem, please seek help."

Addiction Warning (detailed)

- "Gaming should always remain a form of entertainment. If you ever feel that it is negatively affecting your life, we encourage you to take a break and seek support. Visit organizations such as GameCare or GambleAware for confidential and professional assistance."

Cookie Consent Text

- "This website uses cookies to ensure you get the best experience. By continuing to use the site, you agree to our use of cookies. For more information, see our Cookies Policy."

Demo Paragraphs for Sections

About Page

"Our platform was created to offer players a safe and entertaining way to enjoy the excitement of casino-style games without the risks of real money gambling. All games on this website are simulations, designed to provide fun and engaging experiences for players aged 21 and over. No financial transactions or real-world prizes are involved."

Responsible Gaming Page

"Responsible gaming is at the heart of what we do. While our games are only simulations, we recognize that playing excessively can still impact your well-being. That is why we encourage all players to set limits, take regular breaks, and treat gaming as a form of entertainment rather than a solution to personal challenges. If you feel your gaming habits are becoming difficult to manage, please reach out to trusted support organizations such as GameCare or GambleAware."

Help and Support Section

"If you ever feel that gaming is no longer fun, help is available. You can visit GameCare, GambleAware, or other support organizations for confidential advice and resources. Remember, playing here should always remain a lighthearted and enjoyable experience."

Footer Example Text

- "21+ Only. This is a simulated casino website created for entertainment purposes. No real money or prizes. Play responsibly. For support, visit GameCare or GambleAware."