

Title:

About casino portals and gambling guides

Word Count:

690

Summary:

Learn about reputable casino portals and gambling guides and what a difference they make to the online gambling industry and to the positive effects towards players and player disputes

Keywords:

casino portals, gambling guides, online casinos

Article Body:

Understanding how a casino portal works is not something that is ready knowledge for most online gamblers.

Gambling guides and casino portals are sometimes misunderstood. Many people do not realize it is these gambling websites which are very much responsible for the good things that happen in the world of online gambling because they are the ears and voices of the gaming community. Many times online casinos have reversed their decision to take an action which is not player-friendly because of the outcries of guides and portal owners who are almost all what is called "affiliates" in the industry.

As important as it is to know the affiliate is responsible for many of the good things in online gambling it is equally important to understand that nothing is ever taken away from the player by the existence of the affiliate. Some people think that because the affiliate makes a commission that they are costing the player something but it couldn't be further from the truth. Affiliates are like an extra padding of insurance that the player will be treated right. Just like there are bad casinos and good, so are there bad affiliates and good. The bad ones are those who will promote any online casino willing to pay them, the good ones step in on behalf of their players whenever a casino mistreats them. That being said, whether an affiliate costs the player any extra money is a separate issue from what casinos an affiliate chooses to list on their site or if they will step in on behalf of the player.

Affiliates are paid in several different ways which include a set amount for every visit sent to the casino website, a set amount for every player who signs

up and plays for real money, a percentage of what that player loses, and there is even a payment model that depends largely on the player winning which is called "wagershare", a common practice in Las Vegas that happens with high rollers where someone who is a free-lance escort is paid in the same manner... which is a percentage on whatever amount is gambled. That is not on what is won or what is lost, but rather it is just like the way any casino, land or virtual, figures comp points. It is all figured on how many times you put money into the slot machine, or how many hands and at what stakes? in blackjack or one of the other table games. The more the player wins the more they are going to wager of course so this model is a favorite with most guides because they want to see the players win and its great when you can also profit from that excitement. In truth it all figures out to about the same whatever the model is based, although the residual incomes (the percentage of) are the fairest to all involved because the other models always end up with one side or the other coming out on the short end of the stick (that meaning the affiliate and the casino as this has no bearing on a player because if the affiliate wasn't to get paid what they do ... the money would go straight into the casino's advertising budget or their pocket but it doesn't go back to the player, just ask anybody who has ever signed up straight from a search engine, they get no more extras than anybody else, further is they have nobody to turn for help if they get cheated, whereas those who signed up through a guide can go back there and ask for intervention).

There are also gambling guides and casino portals that straight out sell advertising space and some that were created by the casinos they list. But no matter what the type, at no time does the affiliate ever cost the player anything. Besides being excellent places from which to choose a casino, these establishments often offer tips to help the player in both their game play and in their approach to online gambling as it is different than real life, most noticeably in the time delay of payments.