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4/1, this is known as fractional odds.

When it comes to fractional odds, they tell you your potential winnings based on the amount you'd be staking on the bet you're placing.

In horse racing, there is always a favourite in a race, and they'll have the shortest price compared to the rest of the field.

Some bookies offer different odds on each selection though, so it's worth looking round in search of potential value within the betting odds offered by various betting sites.

With it being relatively new in terms of the depth that is covered, it won't come as a surprise to hear that not all bookies offer this type of betting market.

Accumulators Football accumulators are placed on a regular basis by punters and with the prospect of winning a sizeable amount, it's understandable as to why they're so popular.

However, some of the best betting sites out there for accumulator betting offer accumulator boosts, which give punters a bonus amount that is added to the original potential returns of the bet.

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Related: The History of Online Gambling (Infographic)

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Zig while others zag: Because there are millions of terms people search, you don't always have to compete for the hardest ones.

Don't neglect technical SEO: Creating ideas will help your ranking and highlight other technical aspects of your site.

By clicking ads and purchasing in-game credits, people can come back to play your games daily, making you money.

This will help you gain a new audience and encourage them to return.

The Best Paid Survey Sites in Australia

Octopus Group is another market research company that gathers opinions from its members. The information they get from their surveys is used to help with product development, marketing, and sales.

What makes Octopus Group one of the best paid survey sites in Australia is its rate. You can expect to earn around \$4 to \$8 on most survey sites. With Octopus Group you can earn \$0.28 per minute or \$16.80 per hour. You will also get a \$20 reward each time you refer a friend.

3. Pureprofile

Pureprofile is a decade-old company with more than a million members. After a quick registration process, you will get a survey invitation in an instant.

YouGov may be a British market research firm, but many of their panelists are from Australia. You may have heard about them already since they're often mentioned in the media for their excellent research.

Swagbucks offers more than just paid surveys. You may also earn points just by playing games or watching videos. Installing their extension on your browser allows