A game description can be technically accurate and still leave a player with the wrong impression. That often happens when a bold claim appears on its own and the condition that limits it is tucked into a later paragraph, a tooltip, or a separate help screen.

The practical rule is simple: put important qualifying information close to the claim it explains, and make it easy to notice. In other words, consider both **proximity** and **prominence**. If a description says a game has "free spins," for example, players should be able to see nearby whether those spins require a particular trigger, apply only in a bonus round, or come with other conditions.

This is a useful editing principle for anyone writing or reviewing casino game information, from a game provider to an operator such as MrQ. It also reflects a broader consumer-protection idea: readers should not have to hunt for the detail that changes the meaning of a claim.

Start with the claim, then add the information that qualifies it

A claim is any statement that gives players an impression about a game. It might describe the game's category, how a feature works, what can trigger it, or what a player might experience. Some claims are factual and straightforward: "This is a live blackjack game." Others need more context: "Wild symbols can expand," or "Win up to 10,000x your bet."

Before publishing a claim, ask: **What would a new player reasonably understand from these words?** Then place the important qualification right next to the claim, rather than relying on the player to connect it with fine print elsewhere.

What makes information "qualifying"?

Qualifying information narrows, explains, or corrects the impression created by a claim. Depending on the game and the wording, it might tell players:

- What triggers a feature, such as landing a certain symbol combination.
- Where a feature applies, such as only during free spins.
- What a term means, such as how a "cluster win" is formed.
- That an advertised maximum is a possible game outcome, not a prediction or guarantee.
- Which game version or mode the description covers.

The US Federal Trade Commission (FTC) offers a useful general reference for thinking about clear advertising: disclosures should be understandable and noticeable, and they should be close to the claim they qualify. That is not a substitute for legal review, and specific rules can vary by jurisdiction. But as an editorial standard, it gives writers a strong test: would a player notice the qualification at the moment they read the claim?

Keep theme, format, and features separate

Descriptions get confusing when they mix up what a game looks like, what kind of game it is, and how its mechanics work. Treat those as separate layers.

Layer What it describes Example What it does not tell the player Theme The setting, visual style, or story Ancient Egypt, a city casino, or a garden How wins are formed or how the game is played Format The broad game category or play structure Slots, live blackjack, bingo, or Slingo Every rule or feature within that category Features

Specific mechanics or events Cascading reels, cluster pays, or a bonus round Whether a feature is always active or how it is triggered

A theme can help a player recognise a game, but it is not a description of its mechanics. “Explore a mysterious jungle” gives a mood; it does not explain whether the game uses paylines or clusters. Likewise, calling something a “slot” identifies a format but does not explain its bonus features.

Write the layers in a clear order: name the format, describe the theme if it adds useful context, then explain the relevant features. Avoid letting atmospheric language stand in for information.

Read a casino description in layers

A good description lets a player understand the basics without requiring a deep dive into the rules. Editors can review a game in four layers, moving from the broadest information to the most specific.

1. **Identify the format.** Is it slots, live blackjack, bingo, Slingo, or another type of game?
2. **Explain the basic play.** What does the player do, and what generally counts as a win?
3. **Describe the features.** What are the key mechanics, and what triggers them?
4. **Add relevant conditions.** Are there limits, special modes, or other details needed to understand the claim?

This order helps prevent a common writing problem: putting a dramatic feature in the first sentence, then explaining its condition much later. If the feature is central to the description, its trigger or limitation should appear alongside it.

Category labels are useful—but not enough

Category labels help players orient themselves https://grammarexplore.com/casino-game-descriptions-reading-past-the-theme-to-understand-the-format/ quickly. “Slots,” “live blackjack,” “bingo,” and “Slingo” are useful starting points, but they do not answer every question. A label should be accurate, and any distinctive mechanics should still be explained in plain English.

- **Slots:** Say whether the game is built around reels, paylines, or another win structure when that information matters to understanding the game.
- **Live blackjack:** Make clear that the game is dealt by a live dealer, and point players to the relevant rules for actions such as hitting, standing, or doubling.
- **Bingo:** Explain the basic card-and-number format if a game adds unusual rules or bonus events.
- **Slingo:** If the game combines slot-style spins with bingo-style grids, say so instead of expecting players to know the label.

Do not use a category label to imply a feature that is not present. A game’s theme may suggest cards, reels, or a familiar casino setting, but the actual format should be stated directly.

Explain feature terms where they appear

Technical feature names can be useful shorthand for experienced players. For new players, they need a nearby explanation. A glossary can provide extra detail, but it should not carry the entire burden of explaining a claim in the main description.

Cascading reels

“Cascading reels” generally describes a mechanic where symbols involved in a win are removed or replaced, allowing another result to form without starting a completely separate spin. If a description says “wins can keep cascading,” explain what happens after a win and whether the sequence continues only when another qualifying win appears.

Clearer: “When a winning group lands, those symbols disappear and new symbols drop into the spaces. Another cascade happens if the new layout forms a qualifying win.”

Cluster pays

“Cluster pays” means wins are based on groups of matching symbols that meet the game’s stated conditions, rather than necessarily following a traditional straight payline. The description should tell players what counts as a cluster if that detail is important—for example, whether symbols must touch horizontally, vertically, or both. The precise rule depends on the game.

Clearer: “Matching symbols pay when they form a connected group of the required size. Check the paytable for the exact group and connection rules.”

Megaways

“Megaways” is a feature label associated with a changing number of symbols on reels and variable ways to form wins. The label alone may not tell a new player how the specific game works. Explain the changing reel setup in plain language, and avoid presenting a maximum number of ways as if it applies to every spin.

Clearer: “The number of symbols shown on each reel can change from spin to spin, so the number of available ways to match symbols can also vary. The displayed maximum is not the number of ways on every spin.”

These examples show why a feature name and its explanation belong together. If the claim is “features cascading reels,” the player should not need to open another page to learn what cascades or what condition allows them to continue.

Use proximity and prominence as an editing test

Proximity asks how close the qualifying information is to the claim. **Prominence** asks whether the qualification is noticeable and readable enough. A detail can be nearby but visually buried; it can also be prominent in a general rules section yet too far from the claim it qualifies.

Review both the words and the layout. A short sentence immediately after a claim may work better than a long block of rules below the fold. If a claim is shown in a card, banner, or mobile screen, consider whether its qualification appears in that same view. Do not assume that a link, hover state, or small-print note will be seen.

A practical checklist for editors

- **Find the verb:** What does the description say the game or feature does—pays, triggers, expands, awards, or continues?
- **Identify the condition:** What must happen for that action to occur?
- **Check the end state:** What happens when the feature finishes or the condition is not met?
- **Place the qualifier nearby:** Put essential conditions next to the claim, not several paragraphs later.
- **Make it prominent:** Use readable wording and presentation rather than relying on tiny text or hidden interactions.

- **Remove vague filler:** Words such as “exciting,” “thrilling,” or “amazing” do not explain how a feature works.

Before-and-after examples

Maximum-win language

Less clear: “Win up to 10,000x your bet!”

Clearer: “The game’s stated maximum win is 10,000x your bet. This is a possible game outcome, not a prediction of what a player will win.”

The added sentence sits beside the maximum-win claim and helps prevent the figure from being read as a likely or guaranteed result.

Bonus language

Less clear: “Unlock free spins and extra rewards.”

Clearer: “Landing the game’s stated bonus combination can trigger free spins. The bonus rules explain how the round works and which rewards may be available.”

The second version tells the reader that the feature has a trigger and directs them to the rules for details. The final wording should match the actual game rules.



Feature language

Less clear: “A game packed with cascading wins.”

Clearer: “After a qualifying win, the winning symbols are removed and new symbols take their place. Further cascades happen only if the new layout creates another qualifying win.”

The clearer version replaces promotional wording with the trigger, action, and condition.

Make sharing tools point to the full explanation

Descriptions often travel beyond the original game page. A player may share a game through a Twitter share link or Facebook share link, or a site may use those tools in a preview card. Keep the shared wording consistent with the page: if a short post repeats a feature claim, include a concise qualification there too, or link directly to a page where the claim and explanation appear together.



For example, a share message should not promote “free spins available” if the underlying page only explains several lines later that a specific trigger is required. Social previews are still part of how people encounter a claim, so check that the headline, preview text, and destination page do not create conflicting impressions.

Final review: can a new player answer the basics?

Before publishing, ask someone unfamiliar with the game to read the description. Can they tell what kind of game it is, what the main feature does, what triggers it, and what happens next? If not, the description may need more nearby qualifying information—not more hype.

Clear game writing does not promise outcomes or make a feature sound more certain than it is. It gives players the information needed to understand the claim at the moment they encounter it. Keep the format distinct from the theme, explain feature terms in plain English, and use proximity and prominence to make conditions visible. That is a stronger standard for casino descriptions, whether the page appears on MrQ or elsewhere.