THE ULTIMATE FOOTBALL BETTING GUIDE
We're not going to fluff this guide up with an introduction, a definition of football or what betting is. Instead, we're going to get right down to it starting with the basics of betting on the football.

Football is one of the biggest betting scenes in the world. This guide will teach you the basics of betting on football.

The Leagues

In any given week, hundreds - even thousands - of football matches take place worldwide. The most popular leagues to bet on in the UK are, naturally, the Premier League, the Championship, League One, League Two, and the Scottish Premiership.

Spain, Italy, France and Germany all have fantastic leagues full of quality players and decent matches which are well worth betting on.

Meanwhile the FA Cup, Carabao Cup, Champions League and Europa League are also big international competitions that attract a lot of attention from punters which also means you'll find a lot of bookie offers so if you're betting on these competitions, it's always a great idea to shop around.

Betting on the Match outcome

The most popular form of betting on Football is match outcome, which does what it says on the tin: You bet on the outcome of the match, whether you think it's going to be a home win, an away win, or a draw.

Here are a few things you should know before you decide whether to go H, A, or D:

As a side note, you'll often see this bet type represented as 1X2. 1 represents a home win, X is a draw and 2 is an away win. Similarly, 1X would be a home win OR a draw.
Favourites v Outsiders

The favourite is the team that the bookies think will win. If you also bet on them to win, your low odds will only give you a minimal return. However, if you bet on the outsiders, your return will be much bigger. Some punters decide to combine numerous match outcomes into one bet to increase their odds: These type of bets are known as accumulators as your winnings multiply.

Home/Away/Draw Stats

According to statistics, home advantage really is an advantage. On average, the home teams wins 45% of the time. Compared to 30% of away wins and 25% of draws and you can see why many people choose to bet on whoever is playing at home.

However, this is a very generic statistic that might not be appropriate for the team you're looking to bet on. That's why it's highly recommended that you look for team specific stats. Head over to Soccer Stats where you can get an extensive breakdown of a given team's stats.

As an example, here are the stats for Everton during the 2017/18 season:

Using these stats, we can see that Everton have won 50% of their home games which is almost inline with the general stat of 45%. However, their away win rate is just 8.3%, significantly below average which suggests backing Everton away should be avoided. We can also see they have a 29% draw rate which is also on par with our average stat of 25%.

Soccer Stats is free to use and offers one of the most extensive services.
What are the Odds?

Odds are displayed in two ways. The UK uses fractional odds that look like this: 15/8 or 9/2. However, the Europeans use decimal odds (also known as European odds). They look like this: 2.50 or 4.00 and are increasing in popularity because they are easier to understand.

Using Fractional Odds

Fractional odds are a little difficult to understand, but once you get the hang of it, you'll be making bets in no time. For example, if you bet £1 on 2/1 odds and you won, you would win back £2, as well as your stake making your profit £2.

The best way to work this out is to take your fractional odds and divide the two numbers. For example, if you have odds of 13/2, you would divide 13 by 2 to get 6.5. You then multiply this number by the amount you bet to get your profit. For example, if you bet £10 then you’d multiple by 6.5 to get £65 profit.

Using Decimal Odds

If you bet £1 on a decimal odd of 2.00, a win would make your return £2 and bag you a profit of £1, as well as your stake back. Because of their easy to understand nature, decimal odds are great for beginner betters.

The best way to work decimal odds out is to take the odds and multiply by your stake. This would give you the return. You then need to subtract your initial stake to work out your profit. For example, decimal odds of 3.25 with a £10 bet would see £32.50 returned and £22.50 profit.

Betting Online

Betting on match outcome online is simple and easy. Just navigate to the fixture you're wanting to place a bet on and choose either the home team, the away team or a draw. Enter the amount of money you want to stake and place your bet. If you win, the money will automatically be credited to your account as you're probably aware.
You may struggle to bet on some of the more obscure leagues and matches at the small online bookies but if you stick to the larger bookies such as Betfair, Ladbrokes, William Hill and SkyBet, you shouldn't struggle.

**Betting in a Shop**

If you need to write a betting slip for your local bookie, it's quite simple. Write your prediction (Liverpool to beat Manchester United, for example), with the odds circled below it and your stake. For a detailed list on how to write betting slips, take a look at [this handy guide](#).
OVER/UNDER GOALS

Over/under goals is one of the most popular football betting markets, allowing you to bet on whether the total number of goals scored in a match will be higher or lower than the total specified in a given bet.

Understanding Over/Under Goals

In over/under goals betting, a bookmaker will offer odds on a selection of possible final goals for a specified match. As a punter, you have to try to predict whether the total number of goals scored in the match will be more or less than the total given by the bookmaker. For example, a bookmaker might offer odds of 5/6 on under 2.5 goals being scored in a specific match and evens on a total of more than 2.5. If you bet on the match resulting in more than 2.5 goals, and the final score is 2-1, your bet will win, and you'll be paid out at evens.

Average Odds

One of the things that makes over/under goals betting so exciting is that there’s a huge amount of variance when it comes to the average goals scored in a match, depending on the league, the teams in the fixture, and various other factors.

Having said that, in the English Premier League, the odds are generally favourable to a total score of between 1.6 and 2.2. This is why the goal margin 2.5 is by far the most popular one to bet on in the UK.

Betting Options

While 2.5 is the most popular, there are several different betting margins available within over/under goals.

Over 0.5 goals, for example, means you're betting on at least one goal being scored in the course of the match. There's a good chance of this kind of bet winning, but the payout will be extremely low.
Under 1.5 goals is a bet on a match ending with a single goal, or no goals at all. This is offered on fixtures between two evenly matched teams, with either strong defenders or weak forwards.

Over 2.5 goals is the most popular market, signifying a bet that the match will end with three or more goals. This bet is typically made when a team with strong forwards goes up against one with a weak defence.

**How to Decide What to Back**

When it comes to deciding which Over/Under market to bet on, we highly recommending starting with the 2.5 Goals market which offers a good mix of high probability and decent odds.

So let’s take an example game Swansea City vs Liverpool during the 2017/18 season. First we want to head to Soccer Stats and look at the following stats for each team:

![Swansea City vs Liverpool Stats](image)

First, we look at ‘Scored+conc. per match’ stat for each team. We add these together and then divide by 2 to get the average between the two teams. In this case, we have 4.55+2.09 divided by 2 = 3.32. This suggests that with Swansea at home and Liverpool away, we'll have 3 goals in the game.

We then want to work out the % chance of the game ending with over 2.5 goals by looking at the “Matches over 2.5 goals“ stat. We add the away and home figures up again and divide by 2 to get an average. This time, the average is 63.5%.

Therefore, based on all the averages of the two teams, the game has a 63.5% chance of ending with over 2.5 goals and the average stats suggest 3 goals.
Using these stats, you need to decide whether this is enough data to back up backing over 2.5 goals.

This will work on all leagues, for example, we can look at a game between Sassuolo and Atalanta who have the following stats:

<table>
<thead>
<tr>
<th></th>
<th>Sassuolo</th>
<th>Atalanta</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home</td>
<td>Total</td>
<td>Total</td>
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<tr>
<td></td>
<td>5</td>
<td>14</td>
</tr>
<tr>
<td></td>
<td>Goals scored</td>
<td>31</td>
</tr>
<tr>
<td></td>
<td>11</td>
<td>31</td>
</tr>
<tr>
<td></td>
<td>Goals conceded</td>
<td>27</td>
</tr>
</tbody>
</table>

Using the same process, we can calculate that the game is likely to end with 2 goals and we can see there is a 35% chance that the game will end with over 2.5 goals.

This is a great example of a match where you may find value in betting on the Under 2.5 Goals market based on the average stats of the two team involved.

How to Place your Bet

If you’re interested in trying your hand at over/under goals betting, many popular bookmakers offer online platforms for this. Simply create an account, deposit some money, choose the fixture and market you’d like to bet on, and type in your bet.

To fill in a betting slip at a high street bookmakers, simply write down the fixture, the betting option you’ve chosen, along with the odds with a big “C” around them, and your stake.

The Pros and Cons

Over/under goals betting shares the universal pros and cons of all football betting, and vary by the options available. For example, over 2.5 goals has a clear advantage in that it’s a hugely popular market, offering any punter excellent liquidity, and good bet value. Having said that, you generally won’t win as many bets as you would backing over 1.5 goals or lower.
Football is the world's most popular sport and there has been an explosion in the number of people betting on football in recent years. As demand for football betting opportunities has increased, bookmakers have offered more specialist betting options besides the traditional match outcome markets, and one of the most popular is the BTTS/Both Teams To Score market.

Both Teams To Score

This market is sometimes referred to as BTTS or even Goal Rush or Goals Galore, depending on what bookmaker you use.

The principle of the bet is simple. If you make a BTTS (Yes) bet, you are betting that both teams will find the net at least once in the game, regardless of the final score. Whether the game ends 1-1, 5-2 or 4-4, as long as both teams score during normal time, your bet will be a winner.

Typical Odds

The typical odds for a BTTS bet will vary, depending on the teams involved. For example, in games between two well-matched sides with decent attacking capabilities, the odds on BTTS will be significantly shorter than evens. In one-sided matches or those featuring teams that tend not to score very often, you can get odds that are around evens or occasionally higher.

Pros of Betting on BTTS

BTTS is a simple bet to understand and has become popular with football punters, so unlike some speciality bets, you will find plenty of bookmakers willing to take your bets.

The real advantage of this type of bet is that it can be a winner at any time of the game. If you've bet on one team to win and they're 3-0 down at half-time, you can probably kiss your bet goodbye, but a BTTS bet is alive right up until the moment the referee blows the final whistle regardless of who's in the lead.
Cons of Betting BTTS

Unlike other sports, football is a low-scoring game. Even the most prolific team will fail to score sometimes, no matter how well they are playing. This bet can also sometimes go wrong if a team is losing badly at any stage of the game. While you might be desperate for them to try to get a goal, if the losing team has little to play for in a season, they may not pull out all the stops to find the net.

It's also fair to say that bookmakers will be well aware of teams that score plenty of goals and will price them up accordingly. One way around this is to identify teams that haven't scored many goals but that have been creating a lot of chances or low-scoring teams that are likely to change to a more attacking formation or approach for a particular game.

Variations on BTTS

One popular variation of the BTTS bet is the Both Teams to Score and Match Outcome combination bet. This bet requires you to predict the outcome of the game – win, lose or draw – along with betting on both teams to find the net. The advantage of this variation bet is that you will be getting much better odds than a normal BTTS bet.

For example, a normal BTTS bet on Chelsea versus Arsenal might offer you odds of 4/6, but if you think the game will end in a draw, you may be able to back BTTS and Draw at odds of 4/1 or higher.

How to Place a BTTS Bet Online

Placing a BTTS bet online is straightforward. Navigate to the bookmaker of your choice, look for the game you want to bet on and scroll through the various markets. The BTTS market will usually offer you Yes and No options. Click on Yes (if you believe both teams will score), add your stake to the selection box and confirm the bet, and the site will calculate and display your potential winnings.

Successful BTTS bets will be paid into your account and displayed in the Betting History section as always.
How to Place a BTTS Bet at the Bookies

To place a BTTS bet at a bookmakers, simply fill out the betting slip with the home team and away team details, write Both Teams to Score or BTTS and Yes, along with the odds of the bet, and then hand the slip to the cashier, who will record the bet and return your slip. If your bet is successful, you can claim your winnings over the counter using your slip.
**DRAW NO BET**

Draw No Bet, or DNB, is a great way to reduce your risk on a standard 1X2 bet but it will reduce your potential returns.

**What is Draw No Bet?**

In simple terms, when you place a bet on the Draw No Bet market, you are covering two outcomes at once - that is your selected team drawing the match or winning overall. You will be given the odds from your bookmaker for this event to happen, as in a standard wager. This is the most common and widely used version of this type of bet.

Where this bet is slightly different is that you would only get the full payout (i.e. your stake amount multiplied by the given odds) if your team wins the match. If the game ends in a draw, you'd get your stake money back, and not the full payout.

**Pros of Betting on DNB**

As with all sports betting markets, this type of bet has its advantages and disadvantages. The main advantage is that it gives you better protection than simply betting on your team to win. It effectively reduces the number of outcomes to just 2 - The win or the loss. With many games ending in draws, it is a great way to protect your betting bank.

**Cons of Betting on DNB**

The main drawbacks are that the odds you will be given are, naturally, lower than other markets, such as the final match result. As a guide, it is roughly about half of the match result in terms of average Draw No Bet odds - So if your team was 4/1 to win, you would normally get around 2/1 for the Draw No Bet.

This reflects the fact that you have the added protection of getting your stake back if the game draws.
Is it the Same as the Double Chance Market?

One area of confusion with Draw No Bet is that people think it is the same as betting on Double Chance. This is not true! Double Chance covers your team drawing or winning too, but the payout structure is different. With Double Chance, you will get paid your full winnings whether the match draws or your team wins. Draw No Bet average odds are usually higher though, which makes it more attractive to some.

When Should you Bet on DNB?

In a nutshell, if you are 99% sure your team will win but you want to guard against a shock draw, this is the bet for you. Double Chance would be more if you are sure your team won't lose but can see a draw being just as likely as a win.

How to Place this Type of Bet

Many people like to gamble on football online now and it is very easy to place this kind of bet at all the major sports betting companies. Simply find the match you have selected at your bookmakers and click on it. This will take you to the main screen for that game where all the various markets are shown. Draw No Bet is usually found about halfway down on the main betting page, so scroll down until you come across it. When you have, it's a case of clicking on the odds of the team you want to bet on and putting your stake amount in.

If you prefer to bet the traditional way in a shop, it's still simple to put this kind of bet on. Firstly write on the betting slip the bet you are taking on e.g. Chelsea Draw No Bet. Find the odds currently being offered in the shop and write them on the slip too. Circle them to make sure they cannot be changed afterwards. Write your stake amount in the designated box on the slip and then hand it to the cashier. They will process it and hand you a receipt.
BETTING ON CORNERS

Betting on total corners often seems like a risky proposition to some people but, with a bit of research and a little luck, it can easily prove to be a safer choice than many of the other betting possibilities available.

Here are some of the more commonplace bets you can make on corners in a match.

Total Corners Awarded - FT

The most common bet you can make is on the total number of corners being higher or lower than a set figure. Most bookmakers have 10 as their golden number, particularly in regards to the Premier League, with the odds usually looking something like this:

- Fewer than 10 corners awarded: Evens
- Exactly 10 corners awarded: 15/2
- More than 10 corners awarded: Evens

Total Corners Awarded - First Half

This bet is played out in exactly the same manner as a full-time bet, but with all bets being settled at half-time. As you'll see from the sample odds below, most bookmakers offer slightly better odds on the lower end of the scale compared to full-time wagers, though hitting the target exactly attracts lower odds than a full-match equivalent.

- Fewer than 5 corners awarded: 5/4
- Exactly 5 corners awarded: 9/2
- More than 5 corners awarded: Evens

First and Last Corners of the Match

A more risky proposition is betting on which team will be awarded the first corner, and the last corner in a match. This will involve the placing of two
separate bets (one for each corner), with neither result offering particularly strong odds, given that the result is almost impossible to predict. Representative odds for each bet break down as follows:

Corner awarded to Team A: 4/6  
Corner awarded to Team B: 11/10  
Higher number of corners awarded

You can also bet on which team will be awarded the most corners throughout the game, either favouring one over the other, or hedging your bet on an equal number of awarded corners.

More corners awarded to Team A: 5/6  
More corners awarded to Team B: 11/8  
Equal corners awarded: 6/1

**Higher Number of Corners Awarded (with Handicap)**

A variation on the above bet is for the highest number of corners awarded, but with a handicap system taken into account for one or both teams. This depends very much on the bookmakers and may be different for every game. If a team has a minus handicap applied, they will need to break past that deficit point before their awarded corners are counted. This can attract higher odds for the team in question, but is still considered one of the riskier bets.

**Pros and Cons of Betting on Corners**

While corner bets are not exactly random, they are difficult to predict by looking at past form or current line-ups, as there are so many variables that can lead to a corner being awarded. As a result, some punters don't go for them, as they feel there is no skill involved in the prediction, especially given the relatively low odds.

Others see this as a positive, with a corner bet being a comparatively safe gamble, akin to betting on red or black in roulette. Indeed, many fans will take a total corners bet as a side wager, alongside their usual bet on final score, total goals scored, or first goalscorer.
Placing a Bet

Placing a corner bet online is simple. Most online betting sites simply require you to select your bet and add it to your slip prior to making payment.

A corner bet placed in a traditional bookies is just as straightforward. As detailed above, most bookmakers run standard odds for the total number of corners awarded. Just be wary of any handicap system they might employ for some bets.
FURTHER READING

Over on the Betting Gods blog, we're constantly posting free tips for up and coming matches. However, we also publish free guides to betting on the football and betting in general. Below are links to those posts which you ought to give a read to extend your football betting knowledge further:

How to Build a Tipster Portfolio
If you're not interested in making selections yourself, then one of the most profitable ways to bet is to build up your own portfolio of tipsters. We've put together an extensive guide to building your portfolio.

Betting on Total Cards

Betting on HT/FT

Betting on Anytime Goal Scorer
THE ULTIMATE FOOTBALL BETTING GUIDE

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