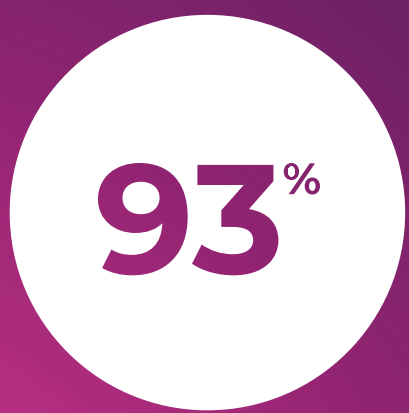


SEO in Web3 Marketing

Search Engine Optimisation (SEO) increases website discoverability and subsequent traffic. SEO is focused on improving organic search rankings on search engines like Google.

DID YOU KNOW?



93% of global traffic comes from Google Searches?



90% of people do not go past the 1st page on Google



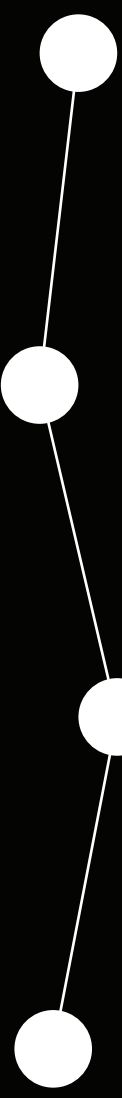
Research shows people consider companies in the top Google results to be industry leaders



Several web3 companies have partnered with Google Cloud for better visibility and reach to help clients with more secure services. E.g. Aptos, NEAR, Chainlink, and Dapper Labs. Google has an online resource centre for **Google Cloud and Web3**

HOW TO USE SEO IN A WEB3 MARKETING STRATEGY IN WEB3?

SEO is important for Web3 to improve organic search. Web3 SEO is usually tailored to both technical and non-technical audiences to build brand authority and engagement. The skills that are important for SEO are writing combined with knowledge of SEO algorithm updates and best practise. User trust is built via creative activities like Ask-Me-Anything (AMA's) and other team visibility and engagement strategies (check out our resource page to learn more).



Blockchain smart contracts:

Can be directly indexed by all major search engines without the need for frontends on public clouds, achieving greater accessibility and visibility across the internet.

Targeting

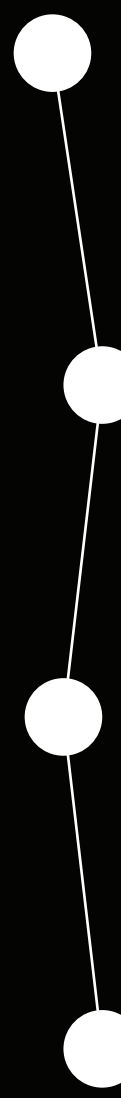
Can be broad and based on keywords and content

Performance optimisation:

Optimise images, videos, and other media for fast load times.

Structured data markup:

Help search engines understand the context and relevance of the content.



XML site maps

Assist search engines in indexing and ranking content.

Content Delivery Network:

Utilise a CDN to distribute content across servers globally, reducing latency.

Monitoring

Continue using tools to identify and address issues and attract organic traffic.

Tools

Include Google Analytics, Search Console and Page Speed Insights

DID YOU KNOW?



SEO is a long-term strategy



Cost includes time and resources to optimise the website content



Over half of traffic often comes from mobile. Don't forget to optimise for mobile devices.

BENEFITS OF A STRONG SEO STRATEGY

- Click Through Rate's (CTR) are usually higher for organic results as opposed to paid advertising.
- Increased traffic to your website.
- Increased leads to your website.
- Brand exposure.
- Don't lose potential customers to competitors.
- Improve user experience.

QUESTIONS TO ANSWER FOR A SUCCESSFUL SEO STRATEGY:



What do you want to be known for?



What are your core products and services?



What are your objectives and focuses for the next 12 months+? Credibility? Investment? Building brand authority?



What content do you want to convey about the decentralised nature of the platform or business?



What kind of content resonates with the community?



How can the business be valuable and present when the target market is searching, needs assistance or insights, or just wants to leave a lasting impression?



What relationships can we build with web3 influencers and thought leaders and other web3 companies and communities to obtain back links?

Need help with your Web3 SEO strategy? Book a free strategy session today with Take3!