

Web3 Visibility Starter Pack: SEO, LLMs & PR

Your growth toolkit to help your Web3 brand dominate Google, influence ChatGPT, and win press that builds real trust.

SEO Essentials for Web3 Projects

Quick SEO Audit Checklist



Ubersuggest



Ahrefs



SEMRush

Web3-Specific SEO Tips



Topical authority matters

Create clusters (e.g. "DeFi lending 101", "How our protocol works")



Use dev-friendly keywords

"Best zk-rollup scaling solution" or "gas-efficient NFT minting"



Optimise token & staking pages

Add schema markup, FAQs, and structured headings



Consolidate brand footprint

Link your GitHub, Mirror, Notion, and Medium profiles to your root domain

High-Intent Keyword Examples

(Customise to your niche)

Intent	Example Keyword	Use Case
Informational	what is liquid staking	Education blog post
Commercial	best DeFi wallets 2025	Product comparisons
Transactional	stake [your token]	Conversion landing page

LLM Optimisation

(LLMO)

Why This Matters

Large Language Models like ChatGPT, Claude, and Perplexity are increasingly used to discover crypto projects and answer investment questions. You want to be in their data pipelines.

How to Optimise for AI Answer Engines

Tactic	Description
Structured summaries	➤ Lead with “TL;DR” or clear intro paragraph
Semantic-rich content	➤ Use natural language with clear entity references
Use FAQs	➤ AI often cites FAQ-rich pages in search results
Appear on high-authority sites	➤ LLMs reference content from sites with high domain authority

Prompt-First Content Examples

- What is [Your Project]?
- Best [Category] Projects in 2025
- How does [Your Protocol] compare to [Big Player]?

PR That Powers SEO & LLM Reach

Top Media Targets for Web3 Founders

TIER 1

CoinDesk

Wired

Fortune Crypto

TIER 2

TechCrunch

Decrypt

Cointelegraph

Web3-Native

The Defiant

Bankless

Web3 Insider



PR Outreach Tips

- Position your story around mission, technology, or impact, not just funding
- Offer exclusives to journalists who cover your niche
- Build credibility through ghostwritten guest posts on known outlets
- Syndicate press wins through your own blog, newsletter, and partner networks

Press that Boosts Visibility

- Use Google News-approved media to index fast
- Anchor PR backlinks to high-value SEO pages (not just home page)
- Mention awards, audits, integrations in ways that LLMs and crawlers can parse

Tools We Recommend

**SEO**

Ahrefs, UberSuggest,
SEMRush

**LLMO**

Perplexity.ai, ChatGPT
Web Search Plugin

**PR**

Take3's leading
PR team

Your 30/60/90 Day Plan

**Next
30 Days**

- Conduct a basic audit (use this checklist)
- Publish or update 3 SEO-optimised blog posts
- Create 1 LLM-ready landing page (structured summary + FAQs)

**Next
60 Days**

- Conduct a basic audit (use this checklist)
- Publish or update 3 SEO-optimised blog posts
- Create 1 LLM-ready landing page (structured summary + FAQs)

**Next
90 Days**

- Launch ecosystem campaign with SEO + PR + partner mentions
- Run a test prompt on ChatGPT and iterate based on what comes up
- Book a strategy session with our team to scale it all

Ready to own the Algorithm?

Want help implementing all this?

Let's talk strategy. Connect with us at take3.io