Arch Lending Wrapped 2026

The year Arch Lending stopped just talking about crypto lending — and started **owning the conversation.**

PR + SEO PERFORMANCE

APRIL – AUGUST 2026

The Stats That Define the Year

From media placements to domain authority, 2026 was the year Arch's digital footprint grew in every measurable direction — and the numbers tell a compelling story.

17+

Media Placements

High-authority media appearances and press features across leading financial and crypto outlets

+4

Domain Rating Growth

DR climbed from 40 → 44, reflecting a materially stronger backlink profile

+51%

Backlink Growth

Total backlinks grew from 5.9K to 8.9K — a gain of 3,000 new inbound links

+131%

Linking Websites

Referring domains more than doubled, from 650 to 1,500+ unique linking sites

The big takeaway: Arch's authority has grown substantially alongside its media footprint — with PR actively contributing to the SEO authority of the brand.

Bitcoin Was Your #1 Topic

Arch's dominant keyword universe centres on the language real customers use when seeking crypto-backed capital. The objective isn't simply to rank for "crypto" — it's to build authoritative, durable rankings around the precise terms that drive commercial intent.

🏆 Headline Keyword

"Bitcoin Backed Loan"

Current Rank: **#11**

A highly competitive term where Arch is actively building positioning — with significant upside as domain authority continues to compound.

The Keyword Universe

- Crypto Loan · Crypto Backed Loan
- Crypto Lending Platform · Instant Crypto Loan
- Crypto Lending · Crypto Borrowing
- Crypto Finance · Crypto Credit
- Crypto Liquidity · Bitcoin Loan
- Bitcoin Backed Loan

YOUR AUTHORITY LEVELLED UP

Domain Rating: 40 → 44

A four-point Domain Rating gain might sound modest in isolation — but it reflects a compounding body of high-quality editorial coverage that directly translates into search authority. This is the link between PR and SEO made measurable.

+3,000 Backlinks

From **5.9K → 8.9K** total inbound links. Each new editorial mention from a high-authority outlet adds lasting SEO value.

+850 Linking Sites

From **650 → 1,500+** unique referring domains. Breadth of linking sites is a primary signal of domain trustworthiness.

+4 Domain Rating

From **DR 40 → DR 44**. Growing authority unlocks the ability to compete for higher-value commercial search terms.

> You didn't just get more coverage. **You built more authority.**

Crypto Lending — Arch's Defining Category

Arch's media coverage is increasingly clustering around the exact category it wants to own. Four distinct content pillars are emerging — each reinforcing Arch's position as the go-to authority in crypto-backed finance.

₿ Bitcoin & Borrowing

Bitcoin-backed loans, accessing liquidity without selling BTC — the flagship narrative for Arch's core proposition.

💰 Crypto Lending

The evolution and future of crypto-backed credit — positioning Arch at the centre of an emerging asset class.

🏦 Institutional Finance

Treasury strategy, capital markets and financial infrastructure — elevating Arch into serious corporate finance conversations.

⚖️ Regulation & Market Structure

The CLARITY Act, market infrastructure and the maturing crypto economy — Arch as a credible regulatory voice.

The trajectory: From "crypto company" to **"crypto lending authority."**

Top Media Destinations

Arch's earned media footprint now spans the most influential outlets in financial and crypto journalism — a reflection of credible, strategic positioning rather than opportunistic placement.

1. **Forbes**
   Multiple appearances across digital asset and Bitcoin coverage — the flagship financial media credential.

2. **TheStreet**
   Founder and executive commentary paired with wider market narratives reaching mainstream financial audiences.

3. **Investing.com**
   Thought leadership around financial infrastructure, regulation and the macro Bitcoin narrative.

4. **Cointelegraph**
   Bitcoin-backed lending entering mainstream crypto-financial coverage — the category publication of record.

5. **Bitcoin.com**
   Executive commentary on Bitcoin's evolution as a financial asset and collateral instrument.

6. **CryptoCoinShow**
   Dedicated crypto lending and Bitcoin-backed lending coverage directly targeting Arch's core audience.

Media Authority Snapshot: Where the Story Landed

Repeated coverage across tier-one financial and crypto media signals credibility, not one-off hype.

All Confirmed Placements

TheStreet

- Arch Lending co-founder says Bitcoin holders should borrow against it
- Treasury strategy is becoming Wall Street's biggest story

The Defiant

- DeFi Lending and DEX Fees Slump as Leverage Drains Out After June Selloff

Forbes

- Crypto Lending Isn't Broken, It Was Mispriced
- Bitcoin Prices Drop as Geopolitical Turmoil Triggers Risk-Off Selling

YouTube (Podcasts & Video)

- Arch Lending Interview
- Arch Lending Podcast Appearance

Bitcoin.com

- Arch CTO Himanshu Sahay Says Bitcoin Validates Rules, Not Motives, as BIP-110 Rift Deepens

Investing.com

- The Market Never Closes: Can Financial Infrastructure Finally Catch Up?
- Crypto's Biggest Regulatory Bet Faces Its Toughest Test Yet

CryptoCoinShow

- Crypto-Backed Loans Are Changing How Bitcoin Holders Access Capital — Arch Lending Is Leading the Way

OK Magazine

- Meet the Average Joe Who Ditched Life on Land to Sail the Caribbean With His Wife After Buying a Yacht Using Bitcoin

RadarOnline

- Average Joe Reveals How Bitcoin Helped Him Quit Life on Land and Sail the Caribbean With His Wife

Cointelegraph

- Bitcoin Collateral Cuts PowerCompute Debt Rate

Arch's Top Hits

These aren't just press mentions — they're editorial statements that shape how Bitcoin-backed lending is understood by investors, institutions, and the media itself. Each piece advances the category narrative Arch is building.

"Crypto Lending Isn't Broken. It Was Mispriced"

Forbes — A category-defining opinion piece that reframes the entire crypto lending narrative in Arch's favour.

"Bitcoin Prices Drop As Geopolitical Turmoil Triggers Risk-Off Selling"

Forbes — Arch inserted into major macro market coverage, broadening the brand's financial credibility.

"Arch CTO Himanshu Sahay Says Bitcoin Validates Rules, Not Motives..."

Bitcoin.com — Executive profile positioning Arch's leadership as credible institutional thinkers.

"The Market Never Closes: Can Financial Infrastructure Finally Catch Up?"

Investing.com — Arch woven into a major infrastructure narrative that resonates with institutional readers.

"Bitcoin-Backed Loan Refinances PowerCompute's $18M Debt at 2%"

Cointelegraph — The hero commercial case study demonstrating real-world Bitcoin collateral in corporate finance.

From Bitcoin to Boat Life

Arch's coverage hasn't been confined to one lane. The PR strategy has deliberately expanded Arch's presence across financial, crypto, specialist, and mainstream consumer media — proving that Bitcoin-backed lending is a **money story**, not just a crypto story.

📰 Financial Media

Forbes · TheStreet · Investing.com

₿ Crypto Media

Cointelegraph · Bitcoin.com · The Defiant

🎙️ Specialist & Community

CryptoCoinShow · Blockhash

🌐 Mainstream Consumer

OK Magazine · RadarOnline

> Because Bitcoin-backed lending isn't just a crypto story. **It's a money story.**

Bitcoin-Backed Lending Left the Crypto Bubble

The PowerCompute story is Arch's most powerful proof point of 2026 — a real corporate transaction that demonstrates Bitcoin collateral functioning as serious financial infrastructure, not a speculative instrument.

The Hero Case Study

PowerCompute's $18M Debt Refinancing

- Bitcoin used as collateral
- Refinancing at just **2% cost**
- Lower-cost financing vs. traditional credit
- Featured in **Cointelegraph**

Why It Matters for Arch

This story demonstrates the evolution of Bitcoin collateral from a crypto-native concept into **serious corporate financing infrastructure.**

PR isn't just getting Arch mentioned — it's demonstrating where Bitcoin-backed lending fits into the wider financial system. That's a fundamentally different and more valuable form of brand authority.

The Strategic Evolution

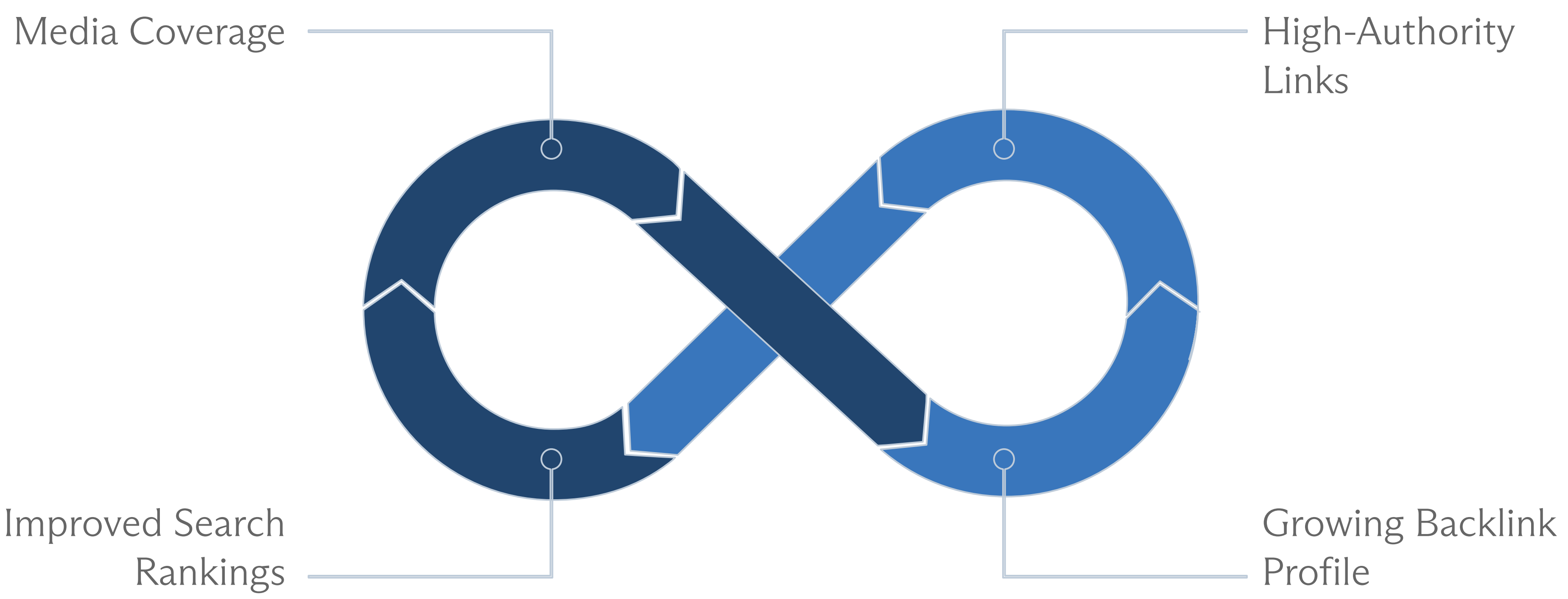
The most significant shift of 2026 isn't a single placement — it's the change in *how* Arch is being covered. The brand is being inserted into the bigger conversations happening around Bitcoin and financial markets, rather than only appearing when the story is specifically about Arch. That is a much stronger form of media authority.

THEN	NOW
Crypto lending → Bitcoin-backed loans → Arch Lending Coverage was reactive and brand-centric — Arch appeared when it was the subject of the story.	Bitcoin → Corporate finance → Treasury strategy → Liquidity → Regulation → Market infrastructure → Bitcoin-backed lending Arch is now part of the wider macro and institutional conversations — present even when the story isn't *about* Arch.

THE ALGORITHM IS LEARNING ARCH

PR + SEO Are Reinforcing Each Other

The Spotify algorithm learns from your listening habits and serves you more of what you love. In exactly the same way, Google's algorithm is learning Arch — and the more high-authority coverage Arch earns, the stronger the compound effect becomes.



> The goal isn't one viral story. It's building a digital footprint that **compounds.**

The Category Builder

Spotify Wrapped gives you a listening personality. Arch's PR personality in 2026 is clear: **The Financial Infrastructure Insider.** Arch doesn't just follow the crypto lending conversation — it increasingly has a voice in shaping it.

₿ Bitcoin	💰 Lending
🏦 Institutional Finance	🌐 Market Infrastructure
⚖️ Regulation	📈 Treasury Strategy

The Financial Infrastructure Insider

2027: From Authority → Ownership

The foundations are in place. Now it's time to convert authority into category ownership — dominating the search terms, the media narratives, and the public conversation around Bitcoin-backed lending and institutional crypto finance.

01

Own "Bitcoin-Backed Loan"

Continue building rankings, backlinks and editorial associations around the highest-value commercial keywords. Target top-5 positioning for "Bitcoin backed loan" and related high-intent terms.

02

Expand the Category

Move beyond Bitcoin-backed loans into: crypto credit, crypto lending, digital asset lending, institutional crypto finance, and Bitcoin-backed corporate financing. Broaden the topical authority footprint.

03

Make Himanshu the Voice

Build a recurring programme of commentary, op-eds, interviews and contributed articles. Position Himanshu Sahay as the go-to expert on Bitcoin-backed credit, institutional borrowing, and the future of digital asset finance.

The compound effect is real and measurable. The question for 2027 isn't whether the strategy is working — it's how fast we accelerate it.