

# Stakeholder Mapping

Identifying key players in enterprise SEO





Look at this table and think about your current situation. Where are the friction points? What are people actually asking you vs what they're saying they want?

# Map out your stakeholders.

*What are they actually worried about?*

Stakeholder	What they say they want	What they are actually asking you

# Identify your three key groups of people.

1

**CHAMPIONS:**

People who genuinely support your work and will advocate for you when you're not in the room.

2

**DECISION-MAKERS:**

People who can actually say yes or no to your requests. They control budgets, timelines, and resources.

3

**BLOCKERS:**

The people who, for whatever reason, are likely to slow things down or create obstacles.

Stakeholder	Group 1, 2 or 3?	What's your communication strategy?