



# Enterprise SEO

## Training Course



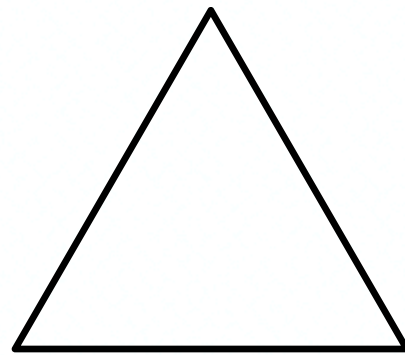
## Lesson One

# **Enterprise SEO: Navigating Complexity with Empathy**

Mastering Conflict and Building Influence



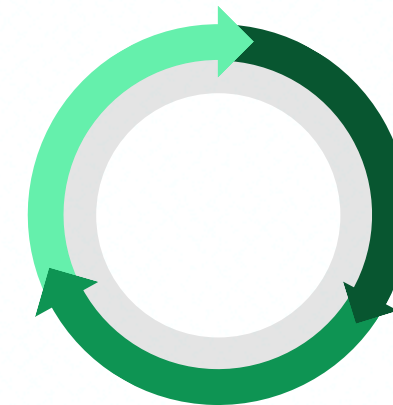
# What we are going to cover



What “Enterprise”  
Means



The Human  
Factor



Thriving Through  
Collaboration



**SXO**

**ASO**

**SEO**

**GEO**

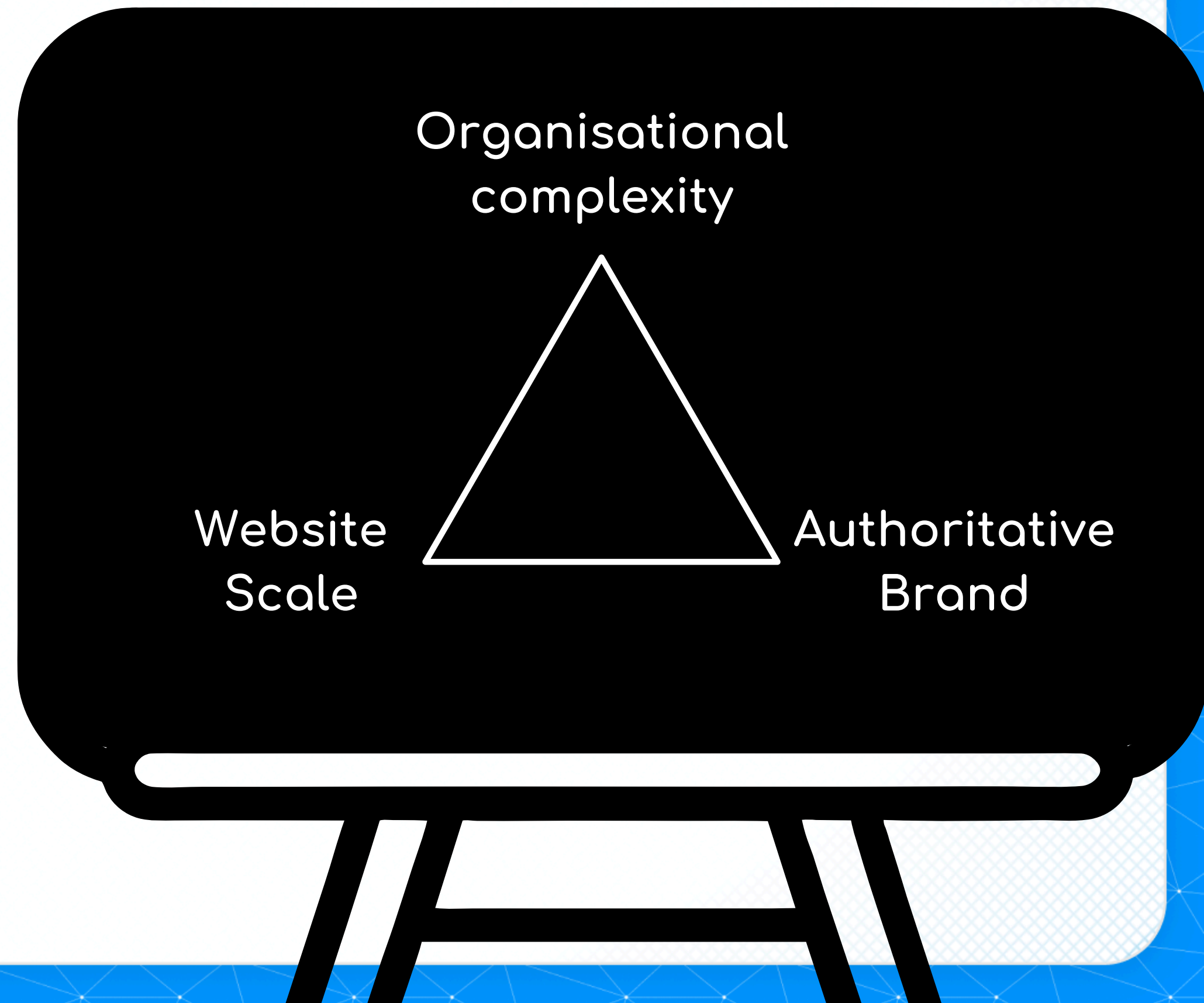
**GSO**

**AEO**



# What is “Enterprise”?

it's where scale meets  
complexity





# The Human Factor

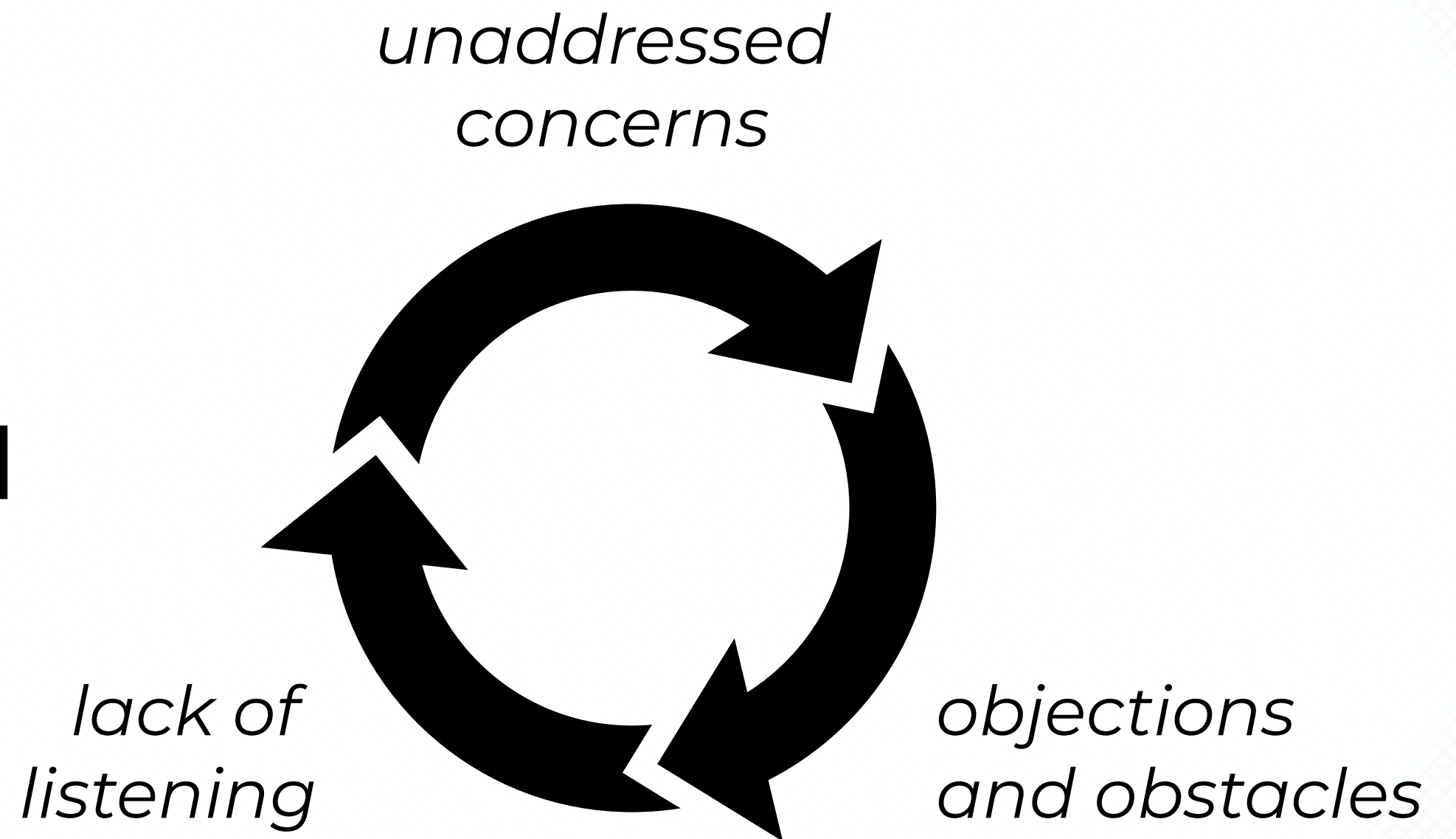
Three Steps to Navigate Emotions and (Stakeholder) Relationships

- 1 Solving challenges beyond the website
- 2 Storytelling helps connect information with meaning
- 3 Empathy helps manage egos and work through conflict





Listen to **understand**  
*Not to respond*





# How to tell a good story





# Mapping the Stakeholder Landscape

Stakeholder	What they say they want	What they are actually asking you
Marketing	Growth	What does this mean for the brand?
IT	Stability & Security	Is this a risk for our security?
Legal	Compliance	Will the company get in trouble?
Developers	Clear specs and impact	Is this worth my time?



# Influence and Internal Politics

Champions

Decision-  
makers

Blockers



Execute  
Through Involvement  
Create shared ownership  
and accountability



Build Trust Through  
Understanding  
Address stakeholder needs  
and concerns

Connect Through Storytelling  
Convey meaning, not  
information



# What We Learned

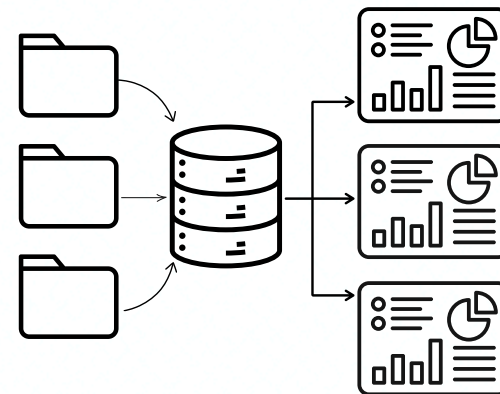
- Enterprise SEO happens where organisational complexity, website scale, and brand authority collide.
- The biggest challenges aren't technical, they're about people and processes.
- Breaking down silos, aligning goals, and navigating emotions are key to progress.
- Storytelling turns data into meaning and connects SEO to business value.
- Real success comes from understanding what stakeholders truly care about and working with champions, blockers, and decision makers.



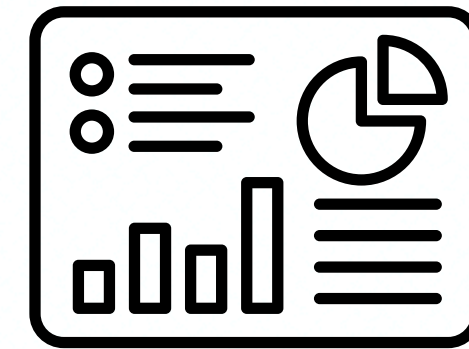
# What's next



SEO POV:  
The User Journey



Building Scalable  
SEO Audits



Reporting for  
Impact