



Enterprise SEO

Training Course

Lesson Two

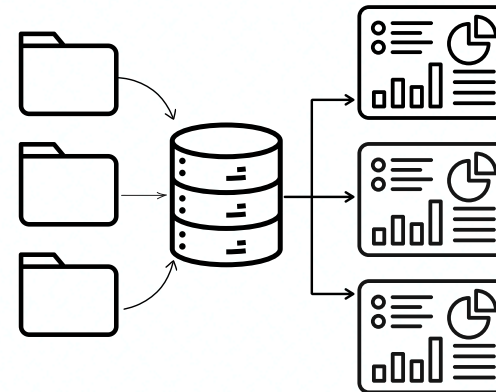
Technical SEO & **Scaling** **Workflows and Execution**

Building Robust, Scalable SEO Systems

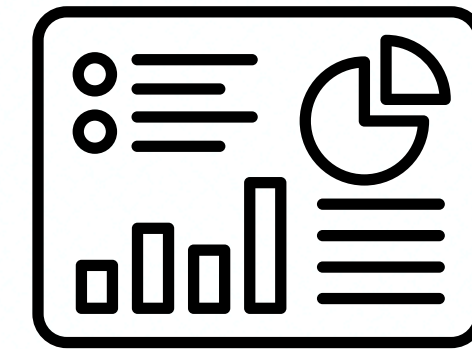
What we are going to cover



SEO POV:
The User Journey



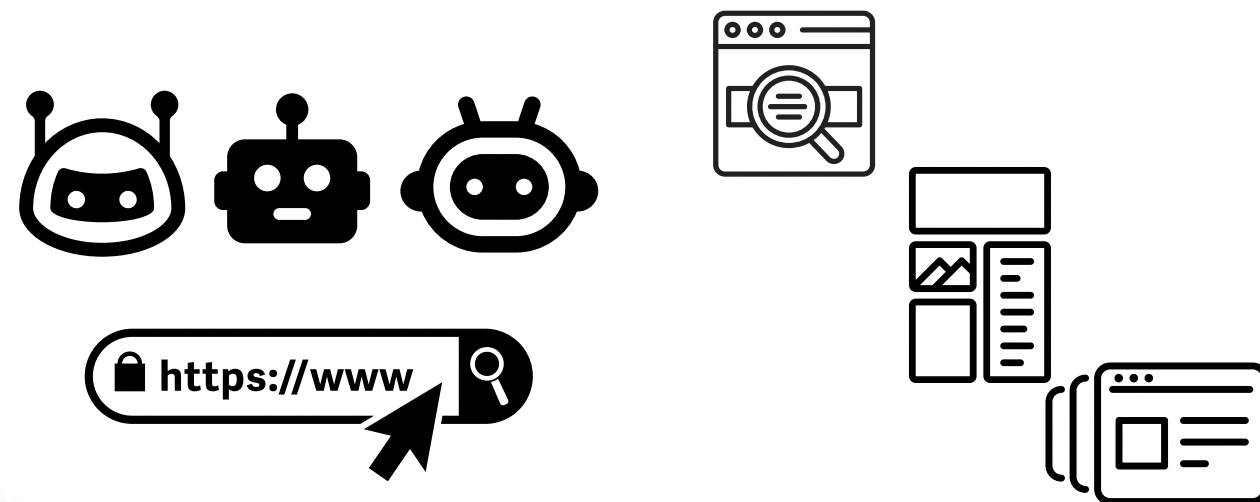
Building Scalable
SEO Audits



Reporting for
Impact

SEO POV: The user journey

START

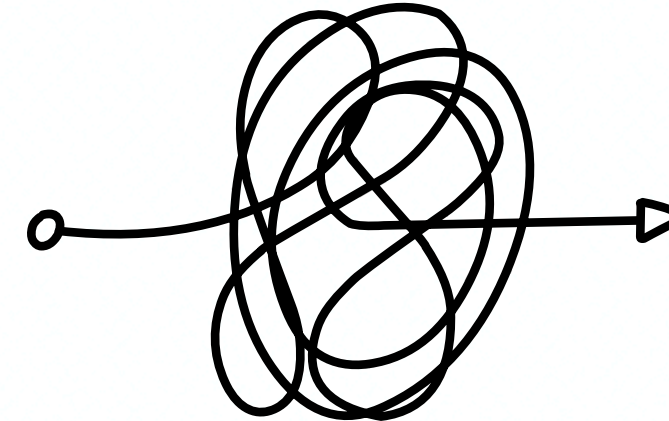


discover &
access URLs

crawled
rendered
indexed

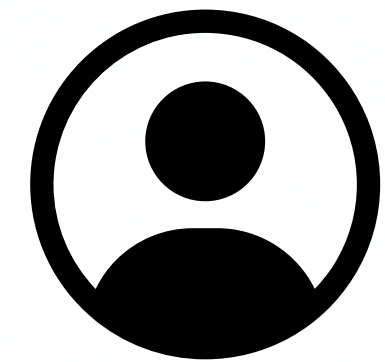


website appears
on search
engines and in
LLMs



rankings
genAI mentions
referral links
E-E-A-T

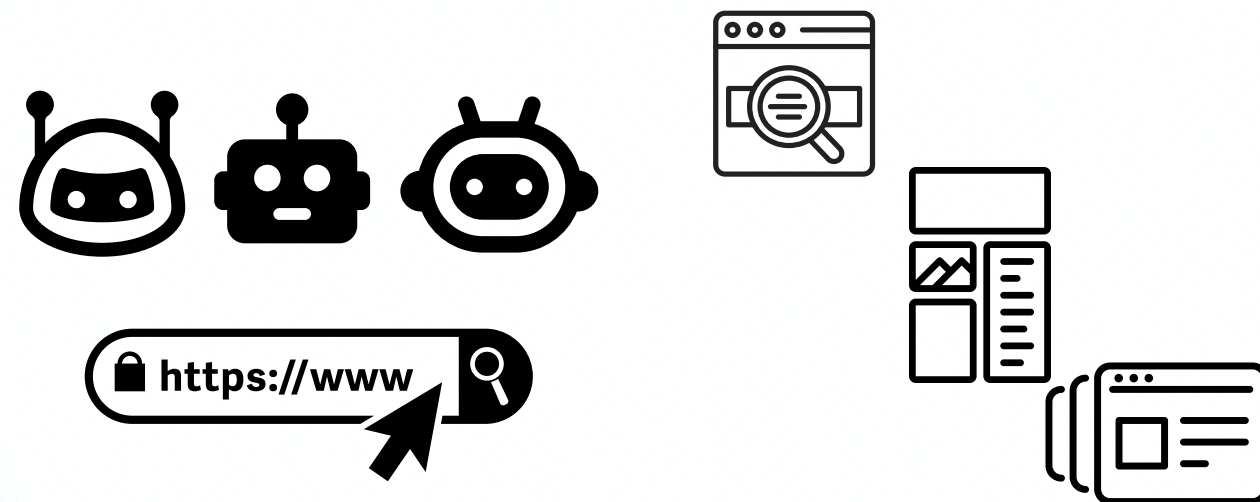
END



user conversion

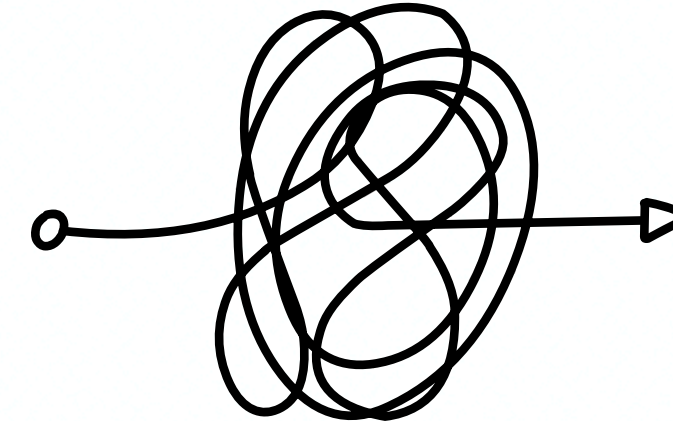
It all starts with Technical SEO

START

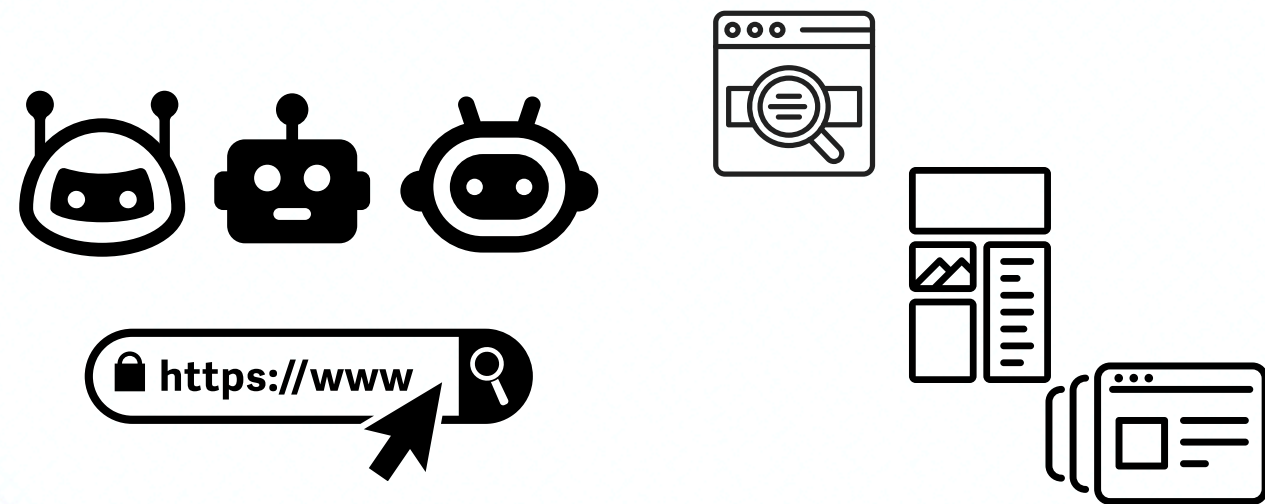


Technical SEO

END

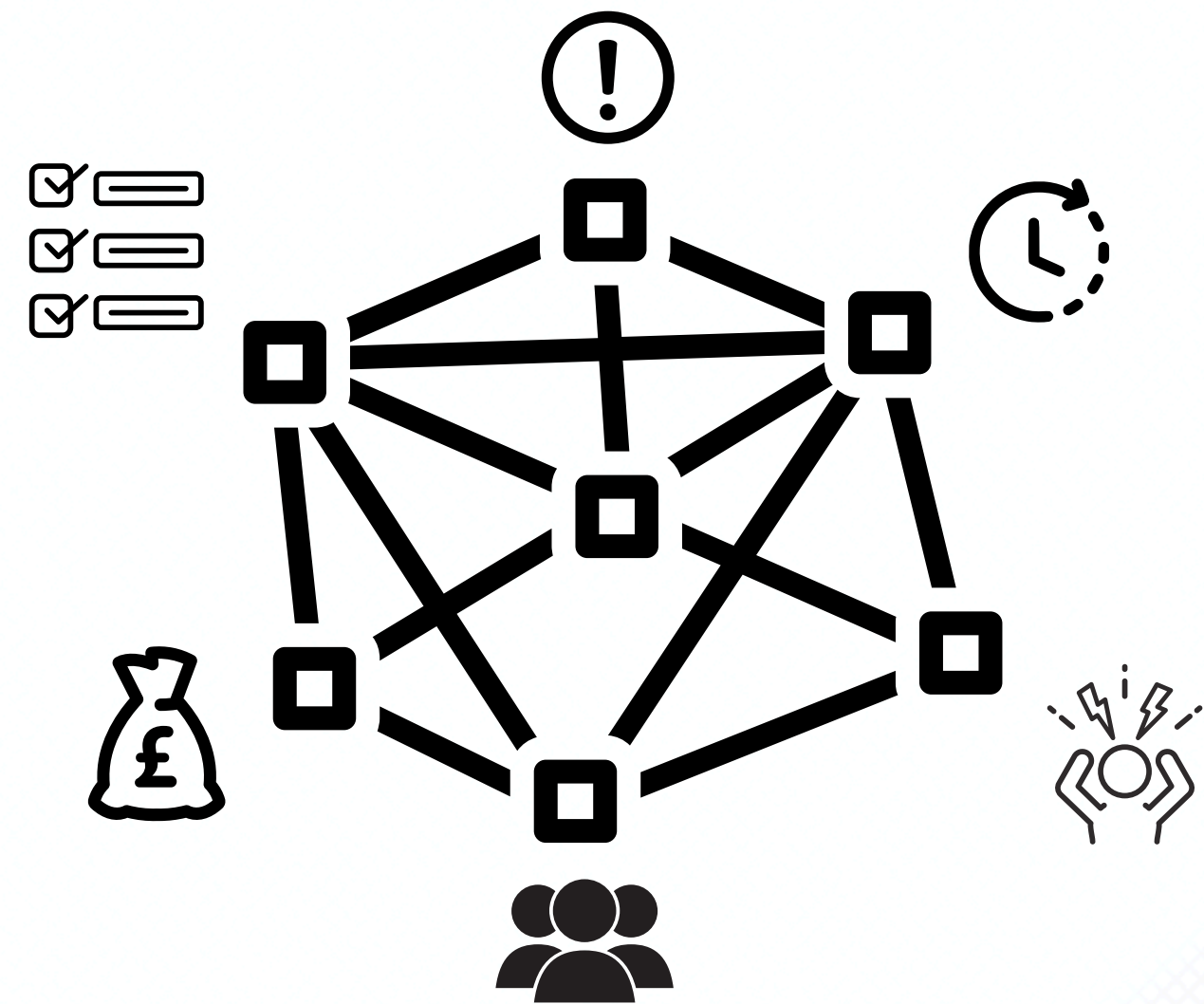
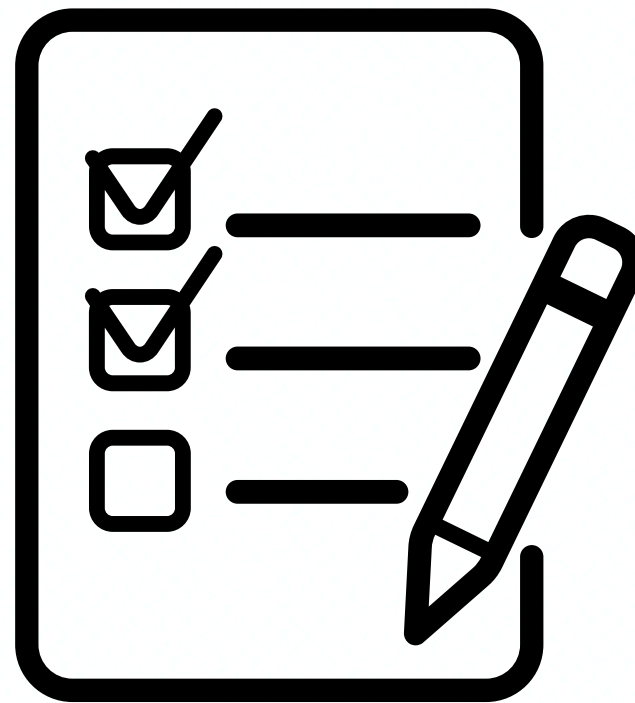


the messy middle



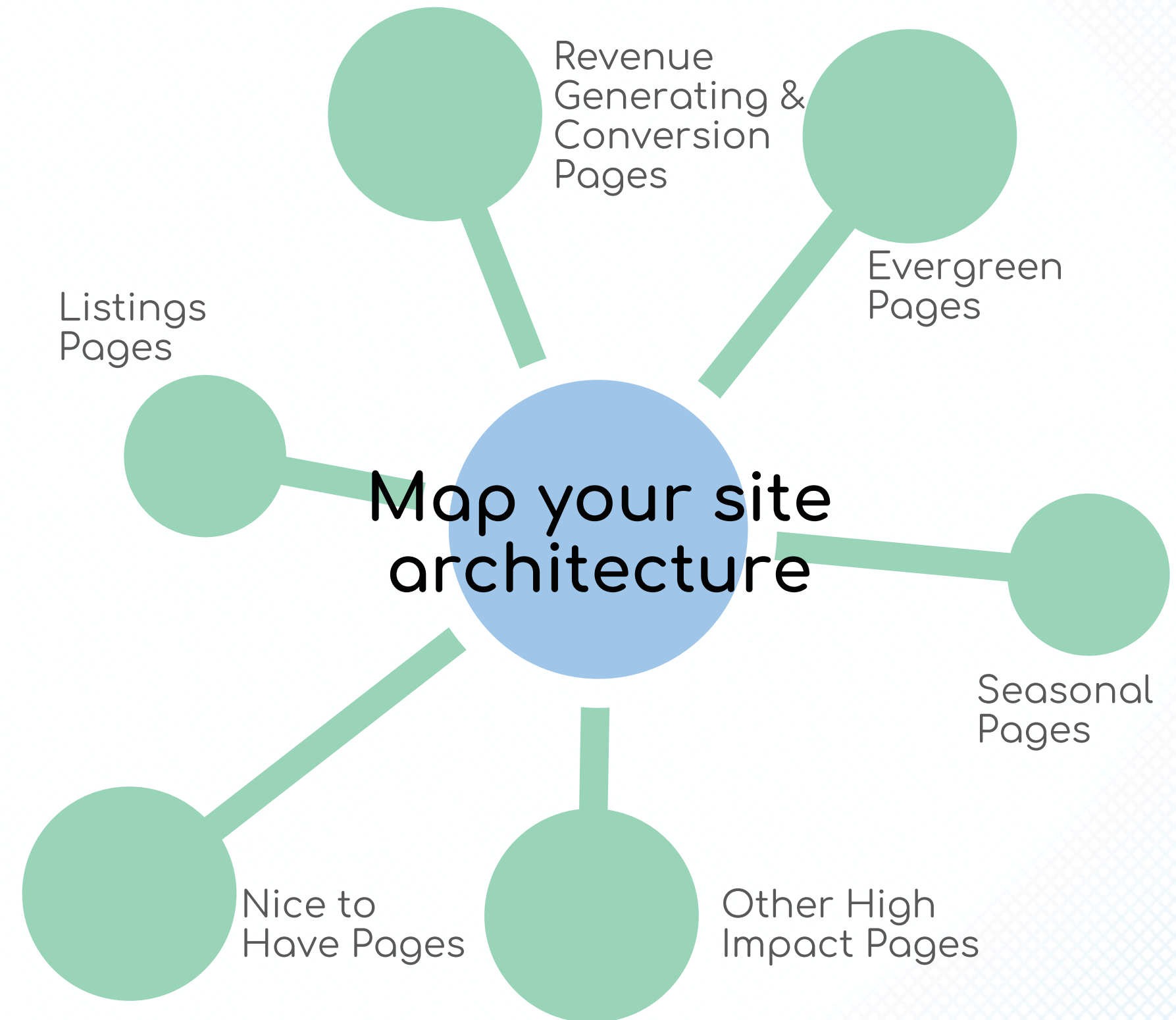
Why Does Technical SEO Get Harder for Enterprise Sites?

From Simple Checklists to Complex Systems



Scaling Technical SEO for Impact

- 1 Page Templates & Types
- 2 Impact & Priority Levels
- 3 Change Frequency & Patterns



Scaling Technical SEO for Impact

- 1 Sample Each Template Regularly
- 2 Align Crawl Frequency with Business Impact
- 3 Segment by Page Type & Priority

Crawl Schedule

daily

High Impact Pages

weekly

Evergreen Pages

monthly

Seasonal Pages

Log File Analysis

Understanding what bots are actually doing on your site

1 Build Partnership with IT

2 Request Bot-Filtered Data Only

3 Show How Insights Prevent Real Problems



Optimising for the Indexing Phase

- 1 Know what you have
- 2 Decide what to declutter
- 3 Prioritise what to keep





Categorise & Keep Your Signals Clean

Code or Content
Needs Fixing

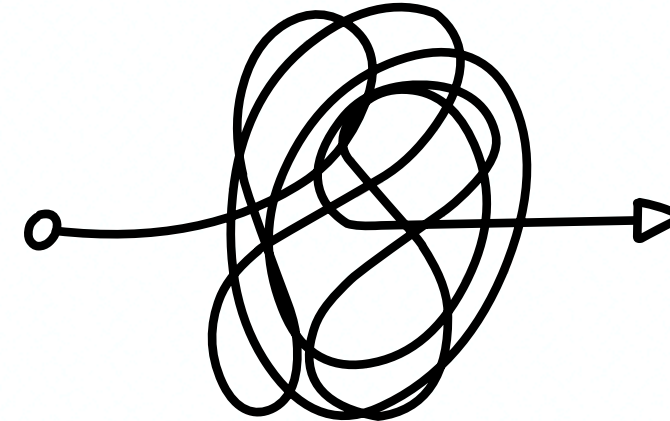
Code or Content
Needs Pruning

New,
needs sorting

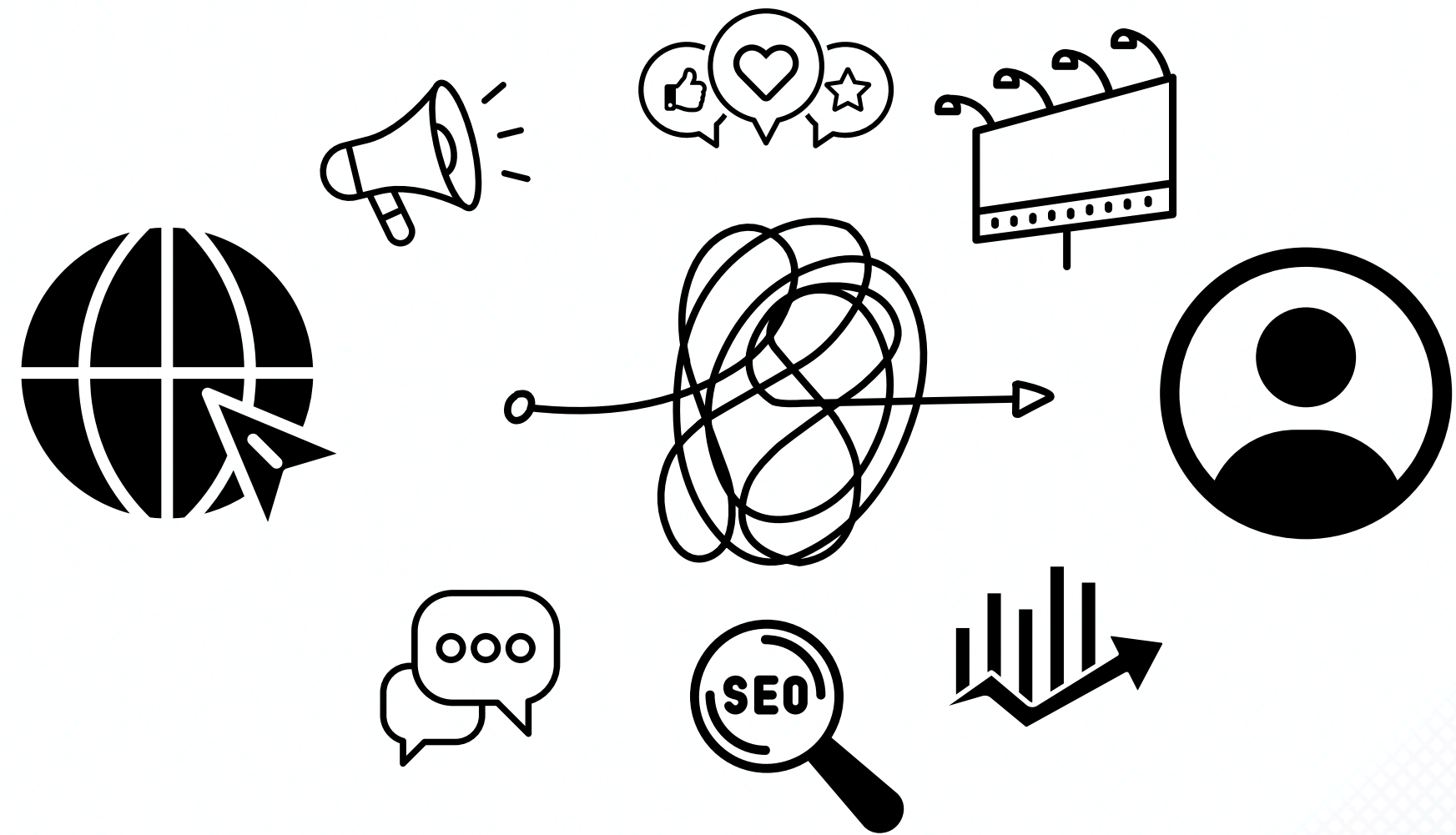
Keep and
decide later



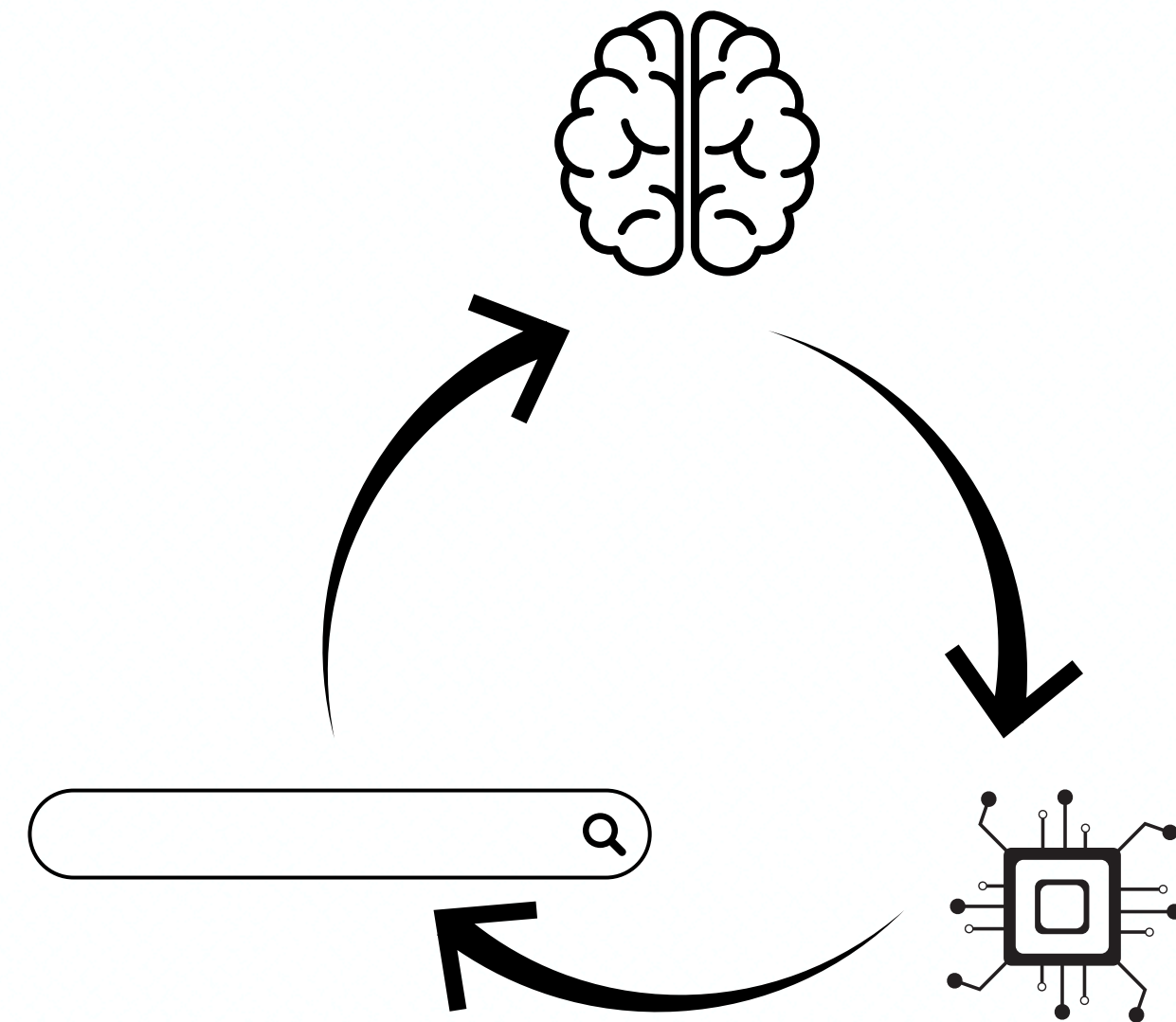
The Messy Middle of Enterprise Sites



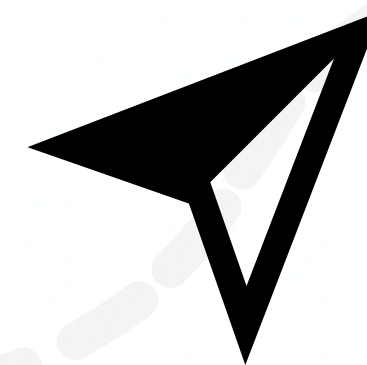
Complexity Increases
Uncontrollable Variables



People build technology that influences
how search works that influences
how people search that influences
how people build technology



SEO is the **navigator** for
good content, not the driver



Become good at navigating

- 1 Connect with teams and understand their processes
- 2 Align suggestions such as E-E-A-T to existing guidelines
- 3 Share relevant, interesting data without criticism



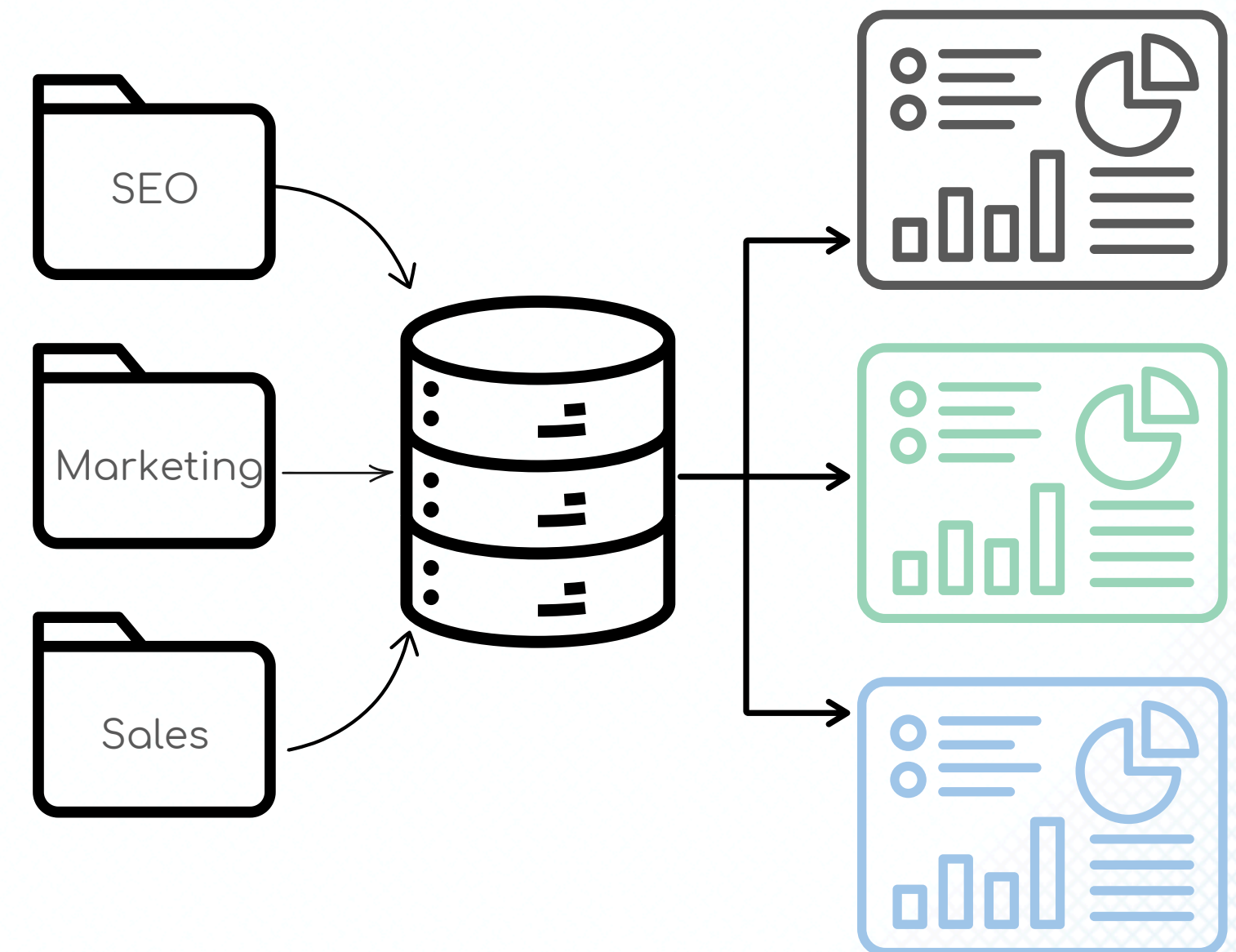
Unique challenges of international & local SEO

- 1 Technical setup and architecture
- 2 Cultural nuances and legal requirements
- 3 Operational complexity, global authority

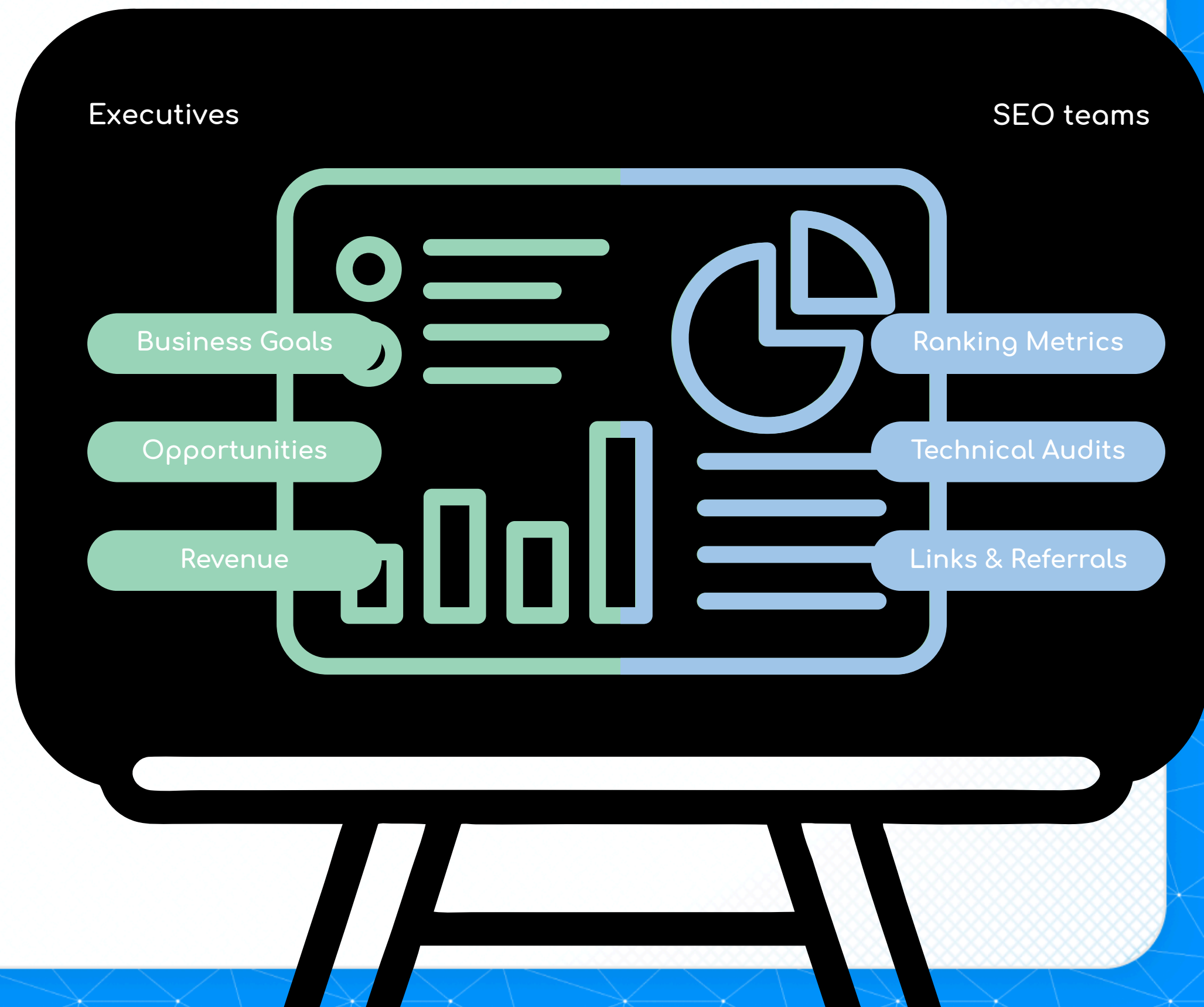


Build a Scalable SEO Audit Process

- 1 Set up regular audits that align with business needs
- 2 Group and prioritise SEO needs based on business impact
- 3 Connect SEO performance to full customer journey outcomes



Reporting for Impact



Your Wins are Communication Assets

- 1 Document every win, no matter how small
- 2 Contextualise wins for different audiences
- 3 Make wins visible to key stakeholders

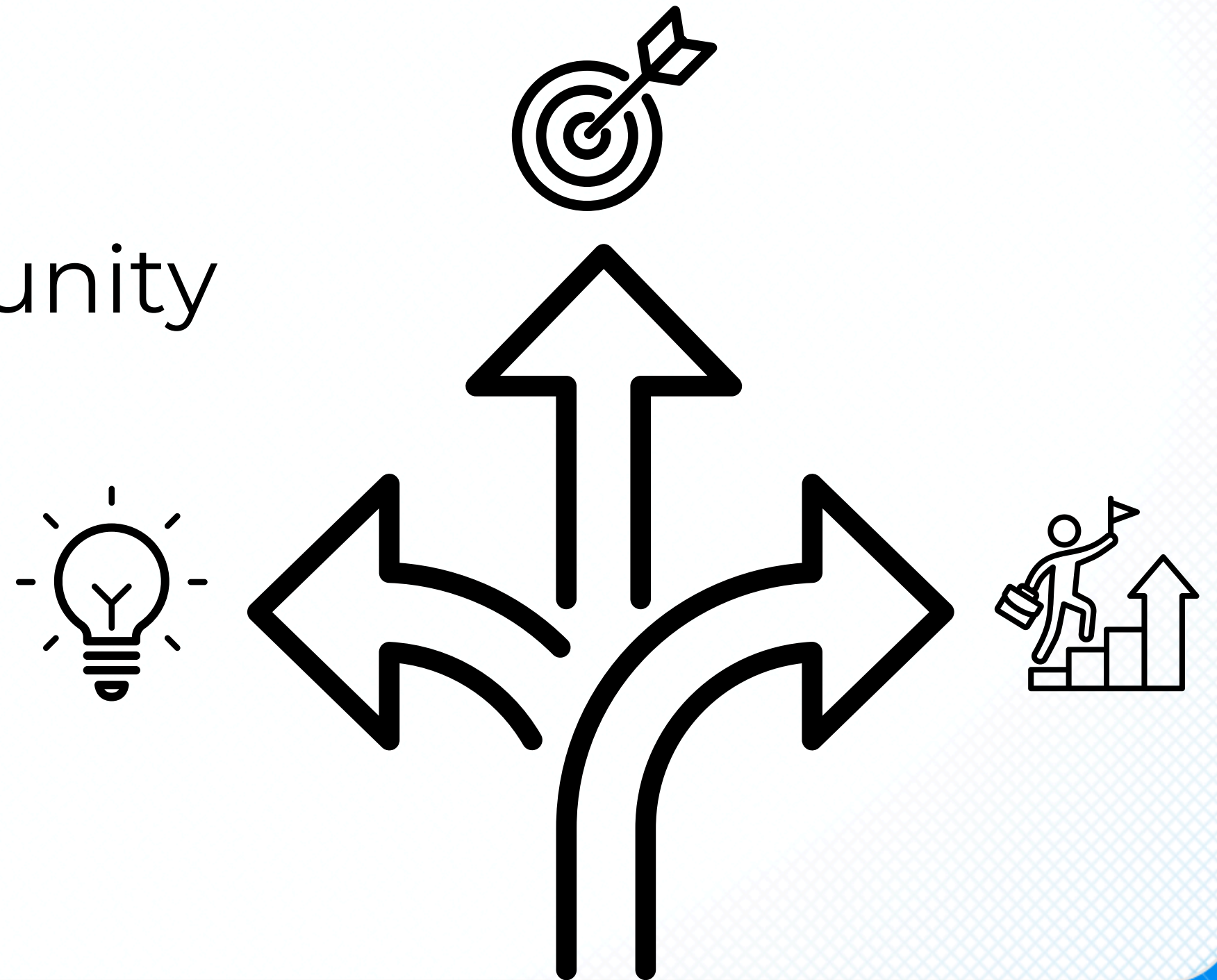


Communicating Wins Helps Get Buy-In

- 1 Link wins directly to business objectives
- 2 Build the narrative of how SEO drives business success
- 3 Use wins to secure future resources and buy-in



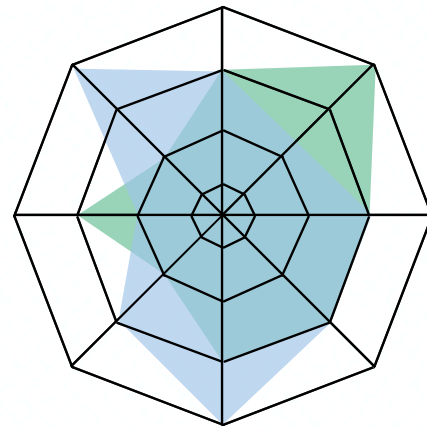
Complexity Brings Opportunity



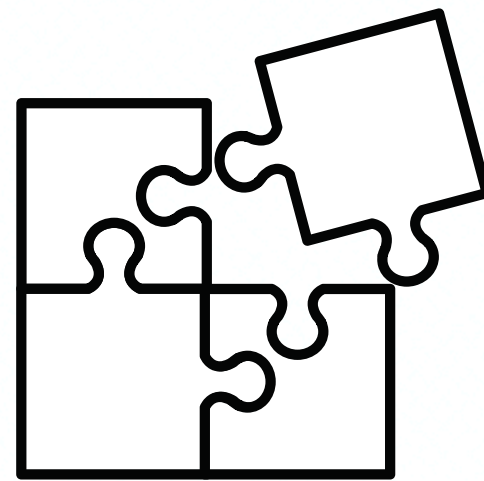
What We Learned

- Scalable technical SEO systems are essential for managing complexity in enterprise environments.
- Align SEO workflows and audits with business priorities, code freezes, and campaign calendars to maximise impact.
- Merging SEO data with marketing and sales insights enables holistic reporting and demonstrates real business value.
- Collaboration and clear communication with cross-functional teams drives sustainable SEO success and buy-in.
- Complexity creates opportunities; embracing it unlocks new ideas, business growth, and professional development.

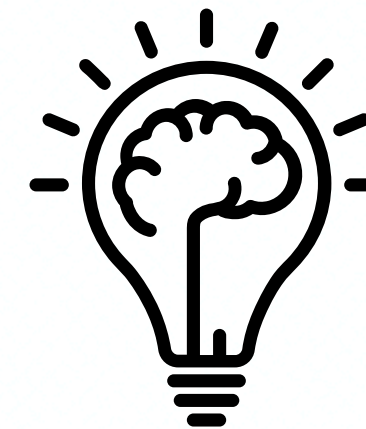
What's next



Organisational
Maturity Graph



SEO Resource
Management



Future-proof
Mindset