

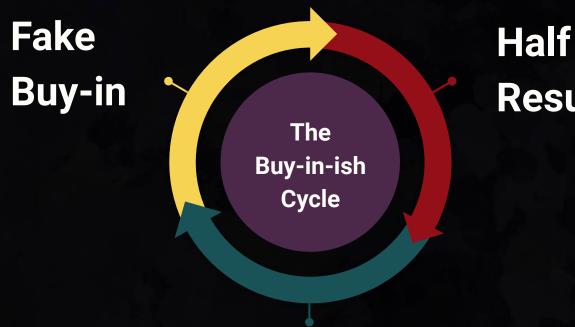
The Buy-in-ish Cycle The Main Reason Strategies Fail

@chameleon_jrnl
Petra Kis-Herczegh

53 days until Christmas







Results

Lack of Proof

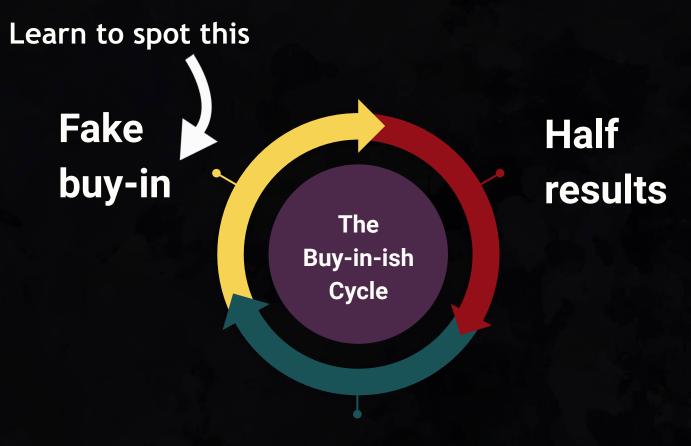


It is exhausting





The Ghost of Clear Rejection



Lack of Proof

Focusing on getting sign-off at the cost of commitment

We think we can prompt commitment by giving no other options but to say 'yes'



'Do you want to increase your organic traffic?'



'Do you want your content to rank and convert better?'

Be skeptical of 'Yes'

'Yes' without commitment is worse than a 'No'

Apply critical thinking by asking better questions

Who are the crucial stakeholders, decision-makers and blockers?

What are their goals and how will they be impacted?

Decide who needs to be involved and when

Be open to listen to their concerns and objections

Welcome hearing 'No'

Rejection - at any point - is an <u>opportunity</u> to develop a better solution



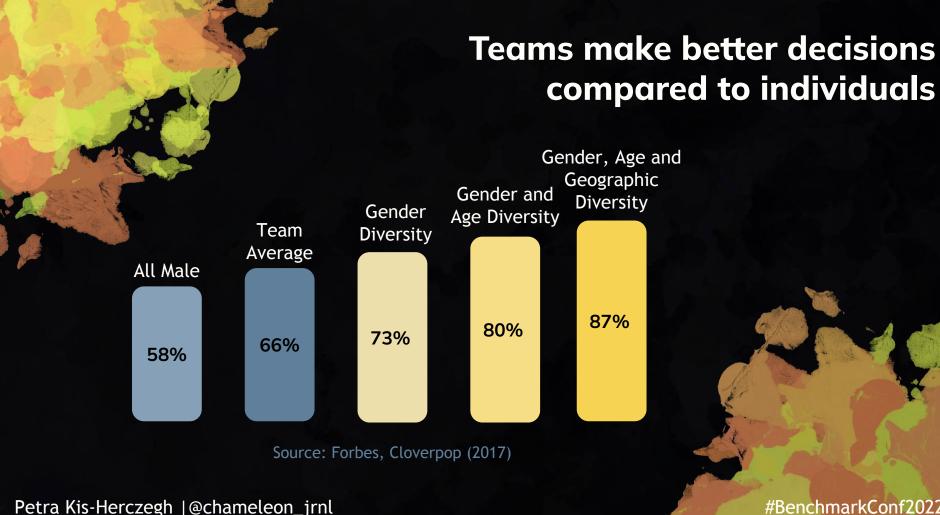


The Ghost of Healthy Conflict



Is there such thing as a one person team?

Individual decision-making is not only a huge responsibility, but it can often leads to worse results



#BenchmarkConf2022

Human decision-making is rarely rational and is strongly biased by unconscious mental processes

Be aware of confirmation bias

It's better to know that you are wrong than to think that you are right

Seeking out views different to yours is strength



Involve other teams in the early stages of your planning

Strategy needs cross-functional team collaboration to succeed



What if other teams aren't interested to engage?

You need to build trust and understanding in order to increase engagement

Your audience needs to understand the why before the what

'We are persuaded by reason, but we are moved by emotion'

Source: Robert Cialdini, Influence

Create a good story to support your case

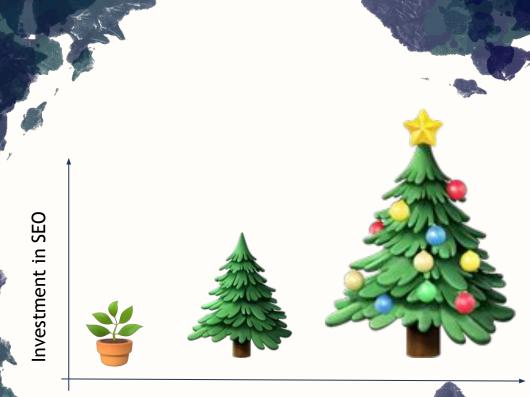
Stories have the power to increase understanding and build engagement with complex issues

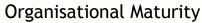




The Ghost of Maturity

How do you measure business SEO maturity?





Higher SEO maturity leads to better performance

Source: Botify (2019), Conductor (2022)

However...

Maturity isn't linear

Because it isn't just about growth

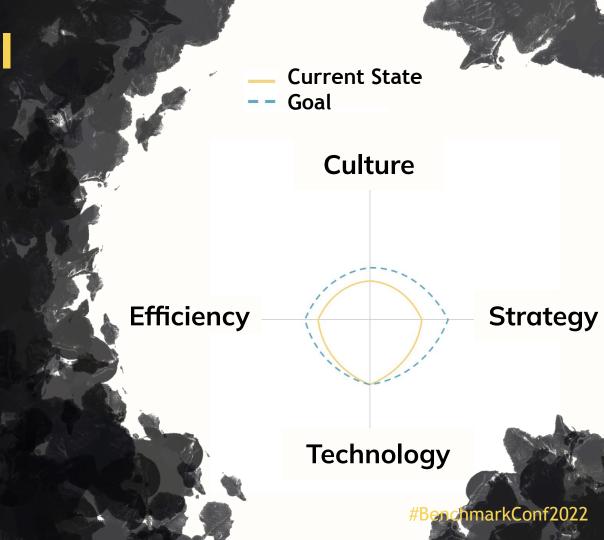
It's a multidimensional concept, that changes constantly

Maturity requires both growing and nurturing

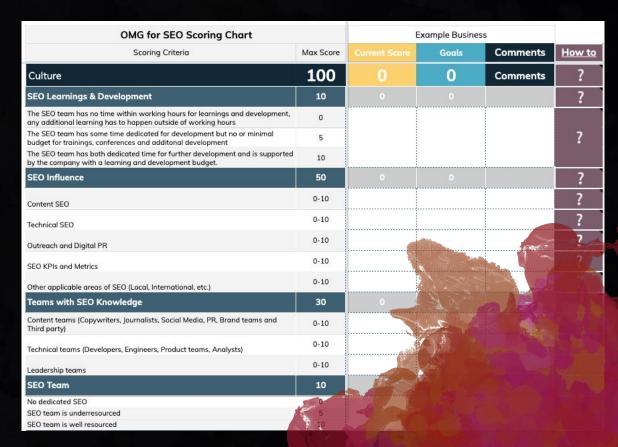


Organisational Maturity
Graph
for

SEO



Culture



Strategy

OMG for SEO Scoring Chart			Example Business				
Scoring Criteria		Max Score	Current Score	Goals	Comments	How to	
Strategy		100	0	0	Comments	?	
Control		30	0			?	
URGENCIES	The SEO team often has to 'firefight' fixing issues. There are frequent unexpected issues that pop up that have to be dealt with urgently.	0		***************************************		?	
	There are occasional SEO 'fires' within the business, but the business is aware and there are procedures and education in place to avoid these in the future. The SEO team is mostly able to follow their plan and manage their workload accordingly.	5					
	The SEO team manages issues in a planned, timely manner. Occasional SEO 'fires' are rare, and when they do occur, the team is able to follow their plan and manage their workload accordingly. The team is able to follow their plan and manage their workload accordingly.	10					
	The team does not have the flexibility and/or capacity to A/B test and experiment in order to improve SEO.	0				?	
TEST AND LEARN	The team has some flexibility when it comes to running A/B tests, but these happen in isolation from the rest of the team. Implementation requires additional buy-in from business stakeholders.	5					
	The team often runs A/B tests and experiments as part of an optimisation roadmap. These tests are controlled and are reported on in collaboration and as a result implemented accordingly.	10					
	SEO is considered more as an afterthought. Roadmap items often get pushed back or aren't implemented correctly.	0				?	
IMPLEMENTATION	SEO roadmap items sometimes get pushed back but are eventually implemented correctly.	5					
	SEO is part of the product roadmap and with reasonable prioritisation, items are usually implemented on time.	10					
Site Health Metric	cs	40	at Shape		A Magnitude	6	
BACKLINKS	The business manitors its link profile and maintains a healthy natural link building roadmap. Campaigns involve digital PR and autreach to maximise reach, link status codes and journeys are monitored in order to ensure maximum impact and potential harmful links are reviewed and actioned when needed.	0-10		They find			
CRAWLING	The business is aware and on top of how the site is being crawled and accessed by search engines. Robots.txt and sitemaps are well maintained and managed by the SEO team.	0-10			AL MO		
RENDERING	If the site uses JavaScript or isn't static HTML, the company is aware of how the site is being rendered by search engines, potential issues with links and content are monitored and rendering speed and efficacy are reported on.	0-10					
INDEXATION	There is a focus on indexation. Desirable pages are indexed and unneccessary pages aren't (i.e. there's no indexing bloat). Understanding is clear around the impact of 3xx, 4xx, 5xx status codes. There isn't any specific indexation issue flagged in GSC or other tools.	0-10					
User Awareness Metrics		30					
SHARE OF SEARCH	The business has a clear view on the Total Addressable Market and their share of organic search. Competition is monitored and reported on, in order to understand if performance changes happen as a result of changes in the business, seasonality, or the competition getting ahead.	0-10					
RANK TRACKING	The business tracks a comprehensive keyword list and understands rankings. Keyword lists (either automatically using GSC API or manually in rank tracking tools) are of the updated to reflect the new queries and how search is evolving.	0(10					
CONVERSIONS	Tracking CTR, conversion rate, focus on Traffic to Revenue, using projections when it comes to SEO	0-10					

Technology

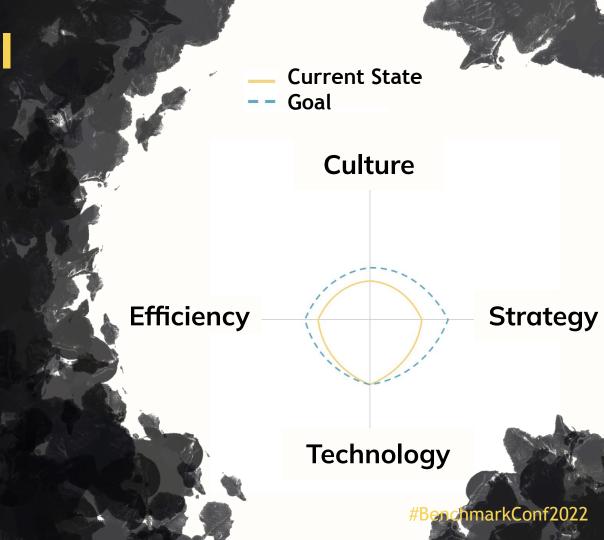
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		Automated	10				

Efficiency

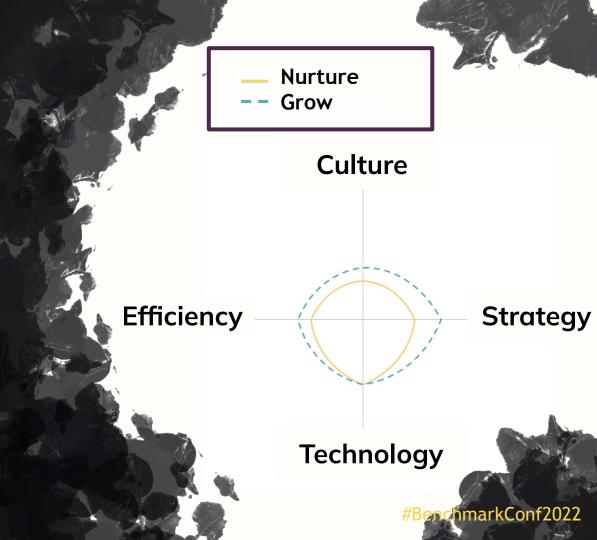
OMG for SEO Scoring Chart		E	ess			
	Scoring Criteria	Max Score	Current Score	Goals	Comments	How to
Efficiency		100	0	0	Comments	?
Current Platform	s)	30	0			?
33	Reporting is disconnected and/or not available in order to understand where SEO sits and how it integrate within the customer journey.	0				?
Customer Journey	There's disconnected reporting, but data is available from different teams and sources to pull insights ad-hoc and understand the where SEO fits in the customer journey.	5				
	Every customer journey stage is covered, reports are automatically tracked and generated and the data gives a clear view of where SEO fits in the customer journey.	15				
	No use of dedicated SEO softwares	0			4	
Tools/Softwares	Minimal use of SEO softwares, mainly free softwares.	5				
Tools/Softwares	Availability of SEO softwares but team isn't trained to utilise them to its full potential	10				£
	Softwares are fully utilised, teamed is trained to use it	15				
QA and A/B Testi	ng	20	0	0		?
	Manual	0			***	2 2
EFFICIENCY	Automated	5				?
	SEO isn't included in QA and A/B testing.	0				
EFFECTIVENESS	SEO is included depending on resource available, and recommendations are often missed or dropped.	5			The state of the s	
EFFECTIVENESS	SEO is included as part of standard process but recommendations are still often missed and/or not implemented properly.	10				
	SEO is included as part of standard process and recommendations are implemented properly.	15		State of the last		
Business Reporti	ng	20	1. 1. 2. 3.	0		?
40 FE	No regular reporting	0	a a la			
EFFICIENCY	Manual	5		- A	-	
	Automated	10				
	Doesn't include SEO	0				
EFFECTIVENESS	Includes SEO metrics	5				
	Includes custom SEO metrics, depending on business goals and impact	10				
Speed & Scale		30				
Strategic Initiatives	The integration of SEO projects, initiatives & tests within the roadmap	0-10				
Feedback Loops	The speed and efficiency of SEO QA and troubleshooting	0-10				
Decision-makers (Heads of, C-level, etc.)	The efficiency and speed of sign-off process on budget, projects and resources.					

Organisational Maturity
Graph
for

SEO



Your energy and effort need to focus on both nurturing what you have and growing into where you want to be



Get used to regularly reassessing maturity

How do business changes impact the maturity graph?

What happens if a key champion for SEO leaves the business?

Or you lose budget for a tool that was making things a lot more efficient?

Or the business gets acquired?

Or the team grows significantly?

Different stages need different strategies to succeed





How do you prioritise your current projects?

If everything is important, nothing is



Include probability as a prioritisation metric

Consider the business needs

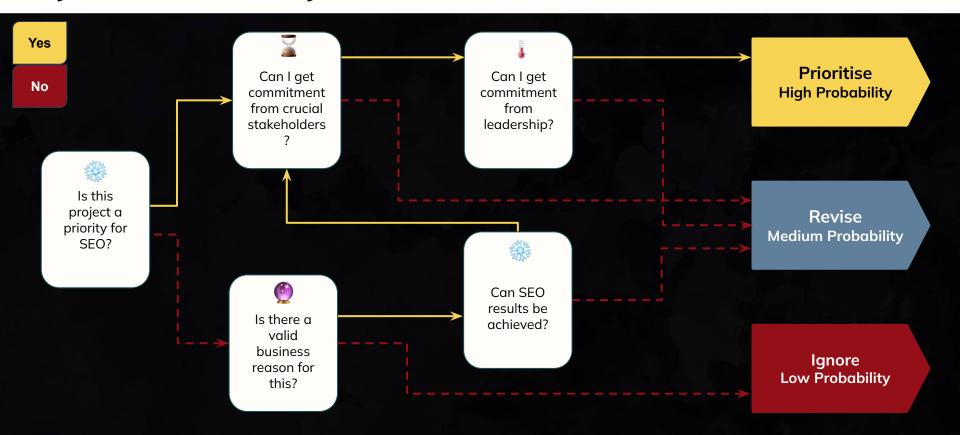








Buy-in Probability Prioritisation Framework



Learn to let go of the time wasters





Real Buy-in



Results
Meeting
Expectations

Success Stories

Optimise your strategy for commitment





The End

Resources: chameleonjournal.com/resources

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