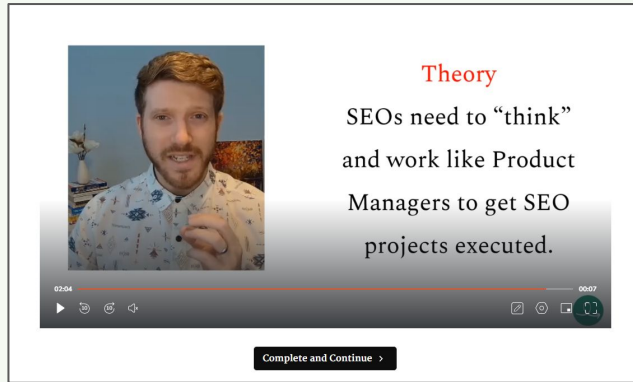


The SEO Sprint course on *thinking* like a product manager

A self-paced course for in-house SEO professionals to learn communication, strategy and ownership skills.

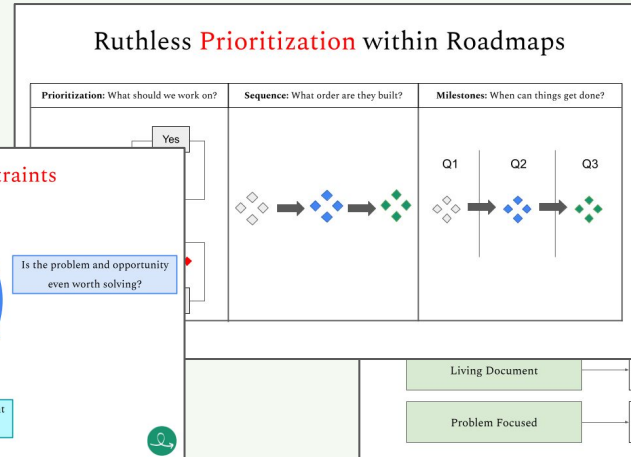
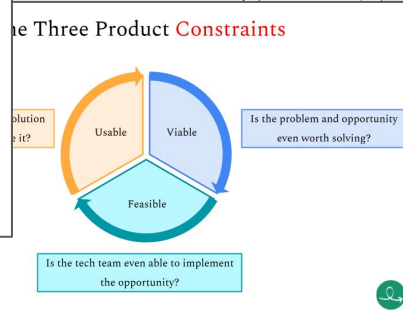


Theory

SEOs need to “think” and work like Product Managers to get SEO projects executed.

02:04 00:07

Complete and Continue >



Roadmap Principles

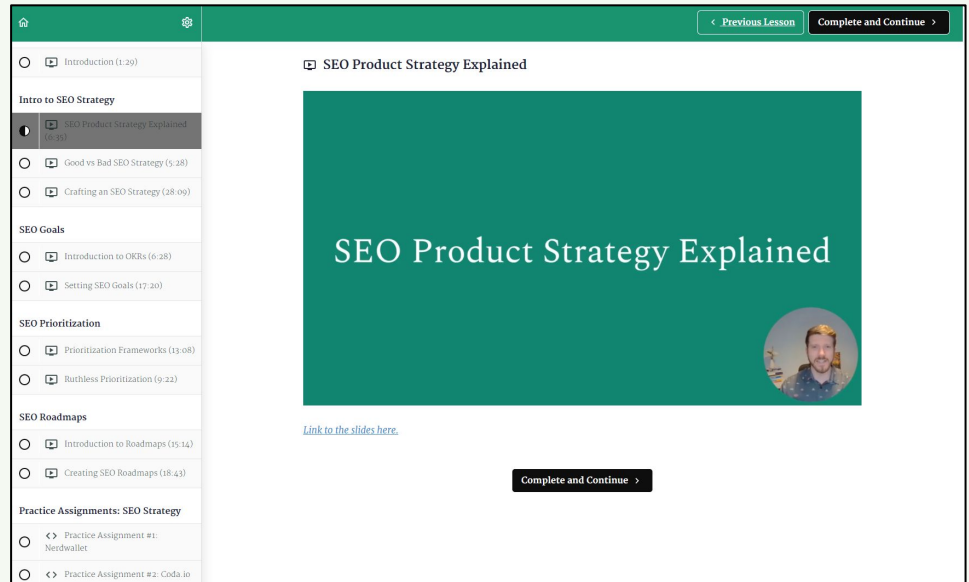
- SEO roadmap is a strategic communication tool that allows you to test your strategy.
- SEO roadmap is a prototype of your strategy which can be tested like a hypothesis.
- SEO roadmap is usually defined over the course of 6 to 12 months.
- An SEO roadmap is a living document which evolves over time.
- An SEO roadmap focuses on solving problems which drive results for the business.



A Self-Paced Course

Lifetime access to the course content

- Over 8 hours of video content
- Examples and case studies
- 3 practice assignments
- SEO Strategy template
- SEO OKR template
- SEO roadmap template
- And so much more!



A Course Curriculum Designed to be Actionable

Week 1

SEO Product Fundamentals

Learn the skills and mindset needed to work in product teams and help connect deliverables to business value.

Week 2

SEO Product Discovery

Learn to use discovery loops to understand a business better and connect SEO opportunities to business value.

Week 3

SEO Product Opportunities

Learn to use discovery loops to validate your ideas and identify opportunities that can drive business value.

Week 4

SEO Product Strategy

Learn to communicate an SEO strategy to get buy-in from both business and technical stakeholders.

Week 5

SEO Product Roadmaps

Learn to use roadmaps as a communication tool to set expectations and create a clear vision.

Course Resources & Templates

Templates

Access SEO strategy and discovery templates to hit the ground running.

Thanks mostly to SEO from content. Over next 6-12 weeks

Problem Statement: Template

Situation

What do we understand about the business & target?

Complication

What do we know about the complication?

Problem Statement:

What are the business and marketing objectives? What are the constraints and opportunities? What are the risks?

Questions & Form Hypothesis

What are the key questions to be answered in the problem statement?

What are the key hypotheses to be tested in the problem statement?

What are the key questions to be answered in the problem statement?

The SEO Discovery Loop Checklist

Step 1: Understand the Business

1. The Business Strategy		
Area	Focus	Questions
Business	What is the nature of the business?	What is the business and what are the marketing objectives?
Market	What is the market?	What are the opportunities?
Team	What is the team's role in the business? What are the team's capabilities?	What are the key questions to be answered in the problem statement?
Revenue	What is the revenue model?	What are the key questions to be answered in the problem statement?
Strategy	What is the business strategy?	What are the key questions to be answered in the problem statement?
Goals	What are the business goals?	What are the key questions to be answered in the problem statement?

3. The Business Model

SEO PM Skills Matrix

Access an SEO PM skills matrix to help you understand where to improve.

SEO Product Manager Skill Matrix				
Skill	Category	Level 1 - SEO Professional	Level 2 - SEO Product Manager	Level 3 - Senior SEO Product Manager
Business	Business	You have a basic understanding of the business.	You are able to understand the business model, core structure and the wider business strategy to inform marketing.	You are able to identify high value markets and target them in the wider business and SEO strategy.
	Opportunities	You can combine different SEO data points to spot opportunities.	You can combine business goals, customer feedback, and SEO data to identify strategic opportunities.	You effectively align customer profiles to a brand positioning and clearly how SEO can improve them.
Discovery	Problem Statement	You can explain the SEO problem to the customer (aka, not to the website).	You can create clear problem statements and articulate the impact if the problem is not fixed.	You can articulate, prove and validate a problem before the business team is aware.
	Strategy	You can outline the key SEO challenges of a website and the customer world of customer data.	You can create a coherent and realistic SEO strategy that connects the problem statement with a coherent delivery plan.	You can connect an SEO strategy that is coherent with other cross-functional marketing and business plans for the SEO strategy.
Vision and Strategy	Analysis	You can create a prioritised SEO action list for the site and target.	You can create a realistic roadmap that outlines the delivery plan for the SEO strategy.	You can build a roadmap for multiple projects and delivery plans for each.
	Prioritisation	You can prioritise SEO tasks in the action list based on their SEO impact.	You can regularly prioritise initiatives and quantify your decisions when working with the engineering team.	You look for longer term technical feasibility and a value prioritising opportunities within the roadmap.
Planning	Facilitation	You have joined cross planning meetings, provided input and understood the basic process.	You can run and facilitate planning meetings within the team and align the team around a common goal.	You can run, facilitate and influence multiple or cross multiple teams and align them as a consensus.
	Mid-Dev Strategy	You have joined discovery or collaboration meetings for SEO initiatives.	You can run and influence discovery meetings to work with engineering and design teams to create a mid-dev strategy.	You are able to take a step back to understand how and the strategic context for each initiative.
Ownership	PRD	You write a 1 pager or PRD given to you by the customer.	You can create a clear product requirements document (PRD) to ensure the engineering team has the information.	You are able to effectively create one pager that is a clear direction for the team and get it implemented.
	Independence	You can manage with some supervision and guidance.	You can run an SEO strategy independently and set a roadmap for driving the roadmap forward.	You can recommend SEO strategy to multiple people for each and are accountable for driving work towards completion.
Partnership	Collaboration	You have joined cross planning sessions and understood the basic process.	You are able to run and facilitate cross team initiatives for product planning, reviewing, review, etc.	You are able to run and facilitate cross team initiatives for product planning, reviewing, review, etc.
	Decision	You can prioritise SEO tasks based on customer and business feedback.	You can identify and prioritise between important and urgent problems within the team within the need for experimentation.	You can make high value and good decisions across projects using customer, market and product insights.

Practice Assignments

Access to assignments to help practice the skills you learn in the course.

Nerdwallet: Craft a Problem Statement

Situation #4

After understanding the business and target audience you begin to dig deeper into the website.

You identify www.nerdwallet.com/uk/credit-cards/ section of the website is in decline in the UK.

The Nerdwallet team believe that the SEO strategy should be to build out more content to improve the topical authority of the credit card section.

Decline in SEO traffic in last 6 months for credit card pages in the UK.

Source: Ahrefs



Learning Outcomes

- Research and validate ideas to craft SEO strategies that drive results.
- Improve written communication to create compelling ideas.
- Get buy-in from business and tech teams for your SEO strategies.
- Align your SEO strategies with business goals.
- Build SEO roadmaps that communicate your vision.
- Become confident in owning and implementing SEO strategies.



Designed for in-house SEO teams

"I've found your course very valuable, especially when it comes to framing initiatives and working across functions even beyond product and engineering."

The templates within the course are great! I've been leveraging them fairly frequently, and every lesson is immediately something I can apply."



Mandana Rafat,
Director of Organic
Growth, Skillshare

"If you enjoy Adam's newsletter, I'd recommend taking part in his course."

It contains lots of practical examples, tools and resources that you can take away and use with your internal product and development teams. It certainly gave me takeaways that I'm going to implement with the teams I work with."



Scott Salter, SEO
and Content
Manager, Gymshark

"I took a course from Adam, and it made me at least 5x better at getting my SEO tasks implemented."



Mihir Naik, SEO
Product Manager,
Loblaw Digital



Designed for in-house SEO teams

“The course was packed full of super actionable takeaways – from what questions to ask, the right people to ask and the general insight into how development teams work.

It gave me practical advice to work better with Devs and make sure our technical suggestions get buy-in and actually get stuff done.”



Sophie Gibson,
Technical SEO
Director, StudioHawk
Digital

“Adam has a lot of experience in this area, and it shows in this incredibly useful course. Theories and processes are explained in a clear way that also makes them very practical, and we immediately put them into practice internally.

As a result, we’re having much better conversations with our dev team, planning our work in a much more robust way and, most importantly, getting a lot more done!”



Sam Collins, Head of
SEO, Ice Travel Group

“Thank YOU so much, Adam! I can’t begin to thank you enough for your help.

I feel 100% more confident going into meetings with Product and Engineering in a more positive way.”



Anna Crow, SEO
Specialist, Alludo



Think like an SEO PM

What's included in the course:

- Lifetime access
- 3 practice assignments
- Over 8 hours of video content
- SEO problem statement template
- SEO roadmap and OKR templates
- SEO Strategy 1-pager template
- And much more!

\$650



Think Like an SEO Product Manager

Become smarter at execution by
becoming an SEO product pro.



Hi, I'm Adam Gent, and I'll be your course instructor

An SEO industry leader with over 12 years experience working in agencies, in-house and as a consultant to get things done for companies like DeepCrawl, Ladbrokes Sports, bathstore and Glassdoor.



“During the two years, I was lucky enough to work with Adam at DeepCrawl, I was continually inspired by his passion for technical SEO as well as his methodical and pragmatic approach to solving complex SEO problems. Adam is a pleasure to work with and I cannot recommend him highly enough!”

Sam Marsden, SEO Manager at DeepCrawl



“I worked with Adam for over two years during his time at Branded3 working on the SEO strategy team. He’s quite simply one of the best technical SEOs I’ve ever worked with who was not just willing but enthusiastic about working and learning with other teams to deliver outstanding work.”

Tim Grice, CEO at Connective3



“I've really enjoyed the SEO Product Management course that Adam has put together.

Having access to templates and guides that help me in my day to day as a SEO PM has been a huge confidence booster and these are so much more valuable than anything you can find on Google for free (if anything).

I would highly recommend this course to those who are experienced in SEO but would like to learn how to look at SEO through the lens of a PM or improve upon their existing SEO PM skillset.”

Brian Freiesleben, SEO Product, Manager at Crate and Barrel

