



The Ultimate Guide to Enterprise SEO





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Introduction

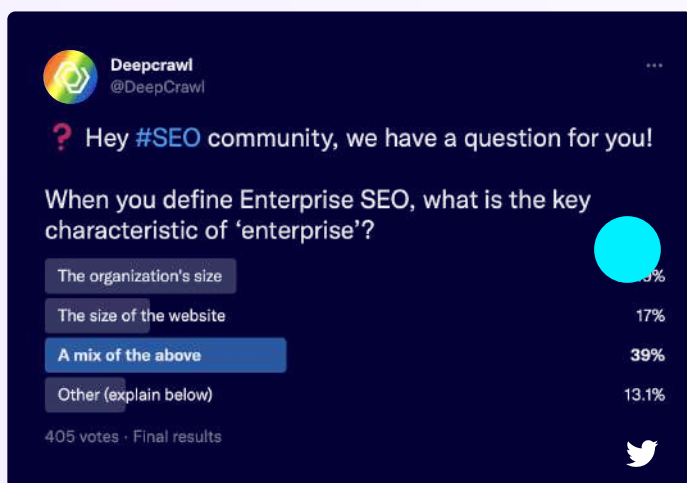
What is enterprise SEO?

To be able to understand how to succeed in enterprise SEO, we first need to define what it means.

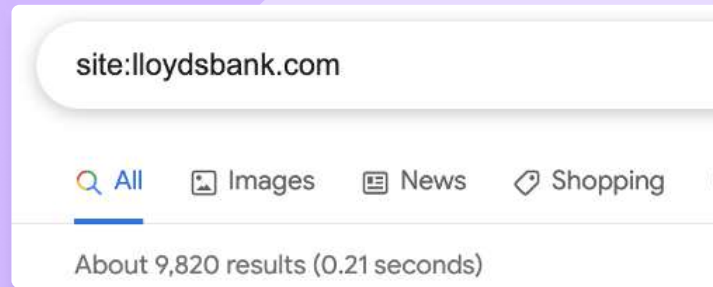
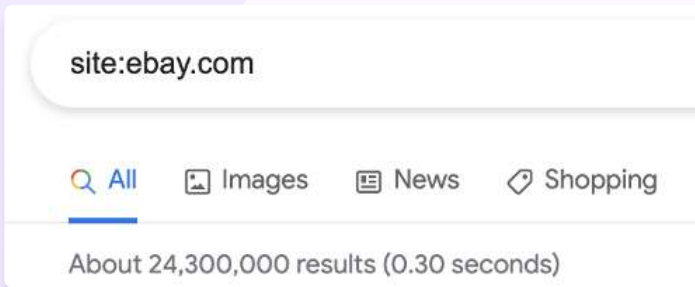
This is more challenging than you might initially expect —some discussions on the topic tend to approach it from a website size angle, while others approach enterprise SEO through a lens of business size. So, is enterprise SEO about the size of your site? Or about working within a large corporate structure?

We sent out an informal poll for the industry to try and clear things up, here were the results:

It's interesting to see that, according to the majority of responses, the size of the organization and the size of the website are often correlated in enterprise SEO. This makes sense because huge, international brands often need enormous websites to accommodate all of their different service offerings across the globe. But sometimes, large enterprise companies **don't have** particularly large websites, despite being considered enterprise organizations due to their revenue or number of staff.



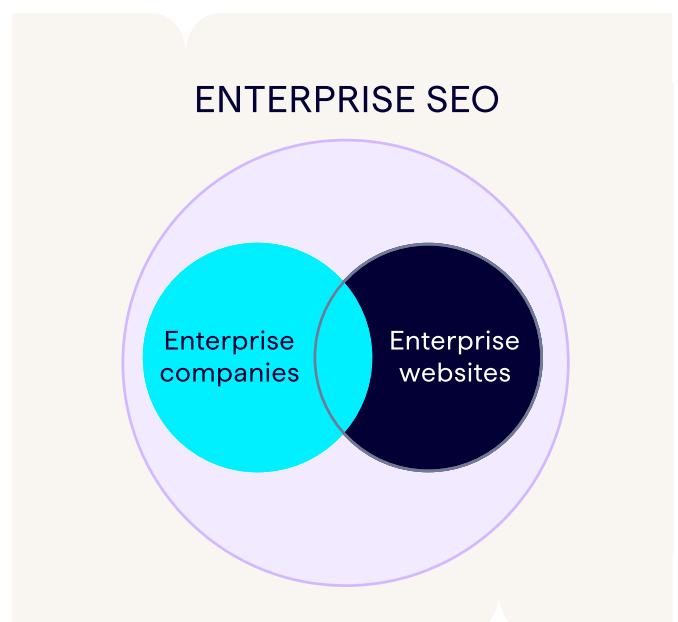
Take a look at the number of URLs on eBay’s website
vs. the Lloyd’s Bank site, as an example:



While both are considered enterprise companies, there’s a huge difference in the numbers of URLs appearing on these two sites.

Still, the challenge of managing SEO within large corporate structures is notably different than implementing SEO within more agile, smaller business environments — even when the number of URLs is comparatively small next to other companies’ sites.

When it comes to defining enterprise SEO, we tend to agree that it can serve as an umbrella term encompassing **both** website size and organization size. There’s a natural overlap in the challenges faced by both large sites and large organizations and it’s well worth looking at both sides of the picture here.



Replying to @DeepCrawl



Other: The size of the decision-making chain

As one poll participant pointed out, the complexity involved in the decision-making chain can often be a fundamental aspect of enterprise SEO. With both large-scale sites and large-scale businesses, there is usually a high degree of complexity that needs to be managed with regard to SEO implementation, because both extra-large sites and traditional enterprise brands tend to have numerous stakeholders involved in the decision-making and execution processes related to digital projects.

Whether you're more inclined to define enterprise SEO by site size or by company size, scale and complexity remain common factors.

So, what exactly are the challenges involved in large-scale, complex SEO projects?



"Whether you're working with a small website or an international enterprise, **the fundamentals of SEO don't change much. What does change is the scale.**

Managing a website of a few hundred pages is very different from managing a site with thousands of pages. It's not uncommon to invest resources in generating new content to target a specific group of high-value keywords when there are existing URLs that could be re-purposed or optimized.

Attention to detail and prioritization are critical in identifying where your efforts should be spent. Always ask yourself the question "which sections of the site drive the most value for the business?" Data-driven insights should be at the heart of your decision-making."



Olga Szoke

Head of SEO at OYO Vacation Homes / Traum Ferienwohnungen

The Challenges of Enterprise SEO



At Lumar, we recently partnered with Dynata to conduct a poll of 200+ business leaders (including marketing, engineering, and other digital leaders) with websites ranging in scale from 10,000 URLs to over 1 million URLs.

For respondents with websites containing over a million URLs (categorized below as ‘very large’ sites), the biggest SEO and website-related challenges identified in the poll were:

Executing SEO improvements and monitoring SEO at scale

60% of respondents with very large sites cited this as one of their key challenges.

Managing SEO tasks across multiple departments

59% of respondents with very large sites cited this as one of their key challenges.

In addition to these survey results, our team’s decades of collective experience in enterprise SEO have contributed to our list of the biggest challenges in enterprise SEO.

The biggest challenges in enterprise SEO:

- 1 . Getting the right data at scale & making sense of it →
- 2 . Securing leadership buy-in & investment in SEO projects →
- 3 . Aligning cross-functional website teams →
- 4 . Legacy tech & tech debt issues →
- 5 . Crawlability & indexability →
- 6 . Monitoring very large websites →
- 7 . SEO implementation →

1. Getting the right data at scale — and making sense of it.

In our poll of business leaders, those with very large websites also pointed to key features they are looking for when they invest in **website intelligence platforms** to manage their enterprise sites.

When asked to rank 9 platform offerings in order of importance, several features stood out for the respondents with 1 mil.+ URLs. Two features that appeared in these leaders' top positions more than any others were:

43% ranked the inclusion of actionable insights (as opposed to raw data) in their top 3 desired features

42% ranked the availability of expert guidance and customized advice in their top 3 desired features

For comparison, the leaders with smaller websites ranked these offerings in their top 3 positions in 34% and 33% of responses, respectively. Unsurprisingly, this suggests that understanding and extracting actionable insights from the huge amount of data gathered on enterprise-scale sites is often notably harder for the teams working on very large sites.



The tooling is a little different [for enterprise sites]; you run out of the bandwidth or the ability to use some of the smaller tools. You have to go to something that can handle the massive scale and scope of a large website.”



Benjamin J. Shapiro
Voices of Search Podcast

(Episode: “Website Health For Enterprise Scale” with Ashley Berman Hale, VP of [Professional Services at Lumar](#))



Getting the right technology in place can be a game-changer for SEOs and digital marketers working on enterprise sites. It's worth considering the power and speed of your website crawler — can it **crawl millions of pages quickly**, so your team isn't bottlenecked by waiting on crawls? Is the crawler flexible enough to collect the exact data you need to inform a large-scale SEO strategy?

Luckily, platform developments in recent years have made it easier than ever for enterprise businesses to access the exact website data and SEO metrics they need — and quickly. (We'd be remiss not to mention here that Lumar's latest crawler is capable of crawling up to 450 non-rendered pages per second — and up to 350 JavaScript rendered pages / second — that's very fast!)

When it comes to interpreting the vast amounts of data gathered from enterprise website crawls, SEOs and digital marketers can often bring some extra fire-power to their in-house teams through partnerships with the professional services teams embedded with their SEO platforms of choice. Hiring additional, specialized SEO data analysts internally is also always worth

considering at the enterprise level. SEO is a multi-faceted discipline and for very large sites, it makes sense to have specialists for each aspect of SEO if you want to ensure you're covering all your bases.

As Lumar's Ashley Berman Hale put it on the Voices of Search podcast earlier this year:

"From the top-down, you have to give people space to be their best. Do not hire just one person to manage both content and tech SEO if you're working on an enterprise site... We see that a lot — we see folks who are brought in to do everything themselves. That's going to create a huge handicap when it comes to the success of an enterprise site."

But it can be hard to secure the required resources and investment in SEO projects without buy-in from corporate leadership teams. Unfortunately, leadership teams are often unaware of the opportunities afforded by SEO.

This brings us to...



2. Securing leadership buy-in & investment in SEO projects

Enterprise companies usually have large, complex organizational structures spanning many departments across various countries and time zones. This means that there will be numerous teams, each with their own goals and KPIs, all competing for buy-in for their projects. The battle for project resources and investment is where SEO can often be overlooked.

It can be difficult to demonstrate the ROI of SEO, but without the right proof points, it's hard to secure buy-in from leadership.

When it comes to demonstrating the value of SEO to the C-suite, you need to speak leadership's language — and show them data in terms of commercial value and revenue opportunities, not just traffic and keyword metrics.



“As SEOs, we get excited about charts and results about traffic. But really, leadership cares about something else. Sometimes it's sales, sometimes it isn't. But even when they say it isn't sales directly, it has to be something that contributes to the bottom line.”



Branko Kral

Co-founder & Director of Conteny,
Chosen Data

In Deepcrawl's webinar on [securing leadership buy-in for SEO](#), Kral offered some tips for getting these conversations started — even for businesses that don't yet have a lot of data to work with. Secondary sources, benchmarks, and case studies are easy enough to find online. And there is always the option of implementing some “quick win” strategies by identifying the low-hanging fruit in SEO that can bring in shorter-term results to showcase successes sooner rather than later.



In another recent Lumar webinar on [creating SEO best practices and processes](#), we spoke with Cox Automotive's Chris Nichols, Senior Manager of Enterprise SEO and Product Management, about how to present SEO to leadership in commercial terms. (For the unfamiliar: Cox Automotive is a major leader in the automotive space and the parent company of big-name brands including Autotrader.com and Kelley Blue Book.)

"We track consumer value on the site, so we know what value per visit looks like," said Nichols. "When we start looking at that, and the traffic that we're getting, it's really easy for us to say, if we need to allocate resources, that we want to look at bringing on a scrum team or bringing on a tool like Deepcrawl."

By understanding value per visit, the team knows how many additional visits they need to cover the costs of the resources they are asking for. They can look at the cost of a new SEO resource and work backward from there by asking themselves things like, "how many visits do we need to achieve to show the return on this investment?" Understanding these kinds of metrics can help secure leadership buy-in.

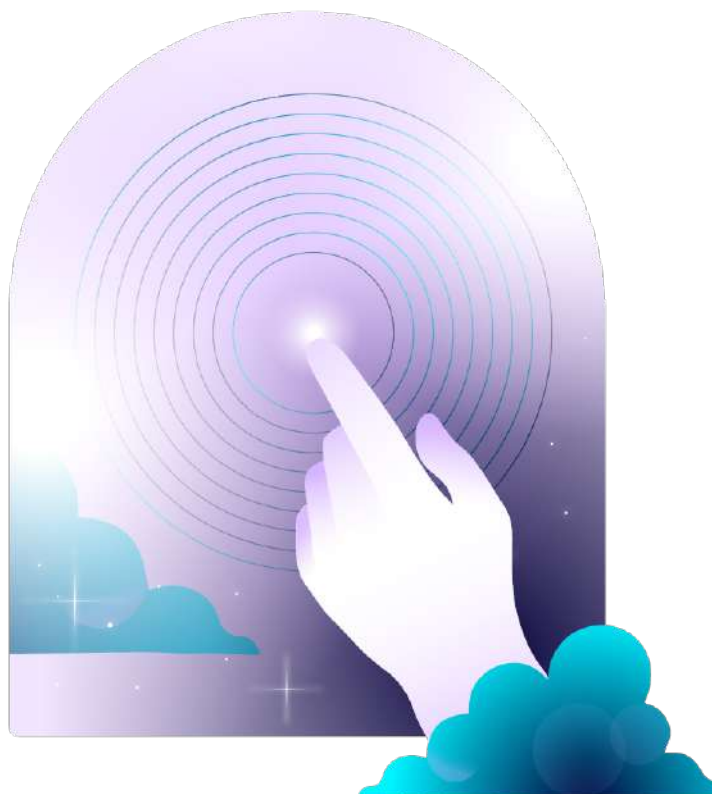


"Some of the harder [situations] are when you're trying to do something new, where there is no search volume. Some cutting-edge product or something new you're introducing to a market... It's really hard to quantify, but you can start backing into click-through rates, and you still know your value per visit, and you know your conversion rates for the next step. It's a little more tricky to do, but it's still a good process to walk through because once you can start showing the value of your work, or where you could go, it's a lot easier to get buy-in. It also helps to have VPs and SVPs who have some level of SEO knowledge that really help pioneer and give us the runway we need to push the work through."



Chris Nichols

Senior Manager of Enterprise SEO and Product Management, Cox Automotive



3. Aligning cross-functional website teams

Recall that, in our survey of 200+ business leaders, 59% of respondents with very large websites cited “managing SEO tasks across multiple departments” as one of their top three SEO challenges.

Optimizing your website for organic search frequently involves product, engineering, design, content, UX, and growth teams working in close collaboration. When those disparate teams work in siloes and don't have convenient tools and practices in place to share knowledge and manage website projects collaboratively, it can take ages for necessary website changes to be made.

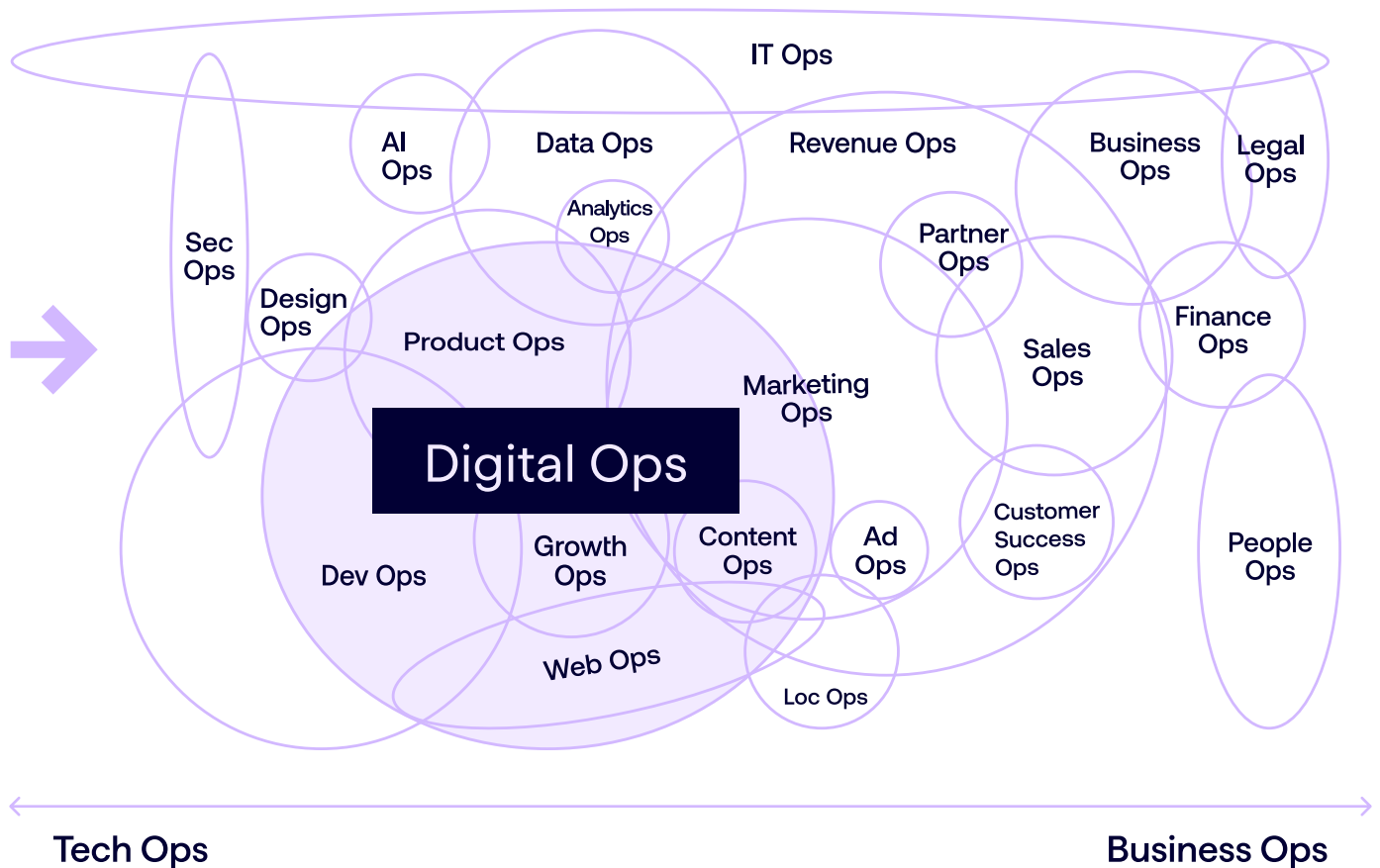
For most large organizations, website projects do not sit solely within the realm of one department. To really take your website-driven organic marketing efforts to the next level and create greater business-wide impact, it may be time to expand your operational vision beyond Marketing Ops or Dev Ops into the more comprehensive landscape of Digital Ops.

This involves establishing frameworks, processes, and a tech stack that supports your broader website teams to better collaborate and share knowledge across everyone involved in site maintenance and optimization, regardless of which department they sit in.

Building shared knowledge through platforms that can serve as a centralized ‘command center’ for website intelligence can help these cross-functional teams get on the same page, track the same data, identify common goals, prioritize issues, and better implement the required SEO fixes.



Your website is a powerful growth tool for your business — and it's a shared responsibility.



Without collaborative Digital Ops resources in place to support SEO projects, it can be easy to fall behind in search and miss out on significant brand awareness and conversion opportunities.

This is why businesses should consider building out broader practices, shared tools and platforms, and processes that bridge all of the departments involved with website work and empower these teams to better collaborate and do their best work.

Taking a cross-functional Digital Ops perspective (rather than limiting your operational approach to individual departments) can help these teams work together and ensure they collectively have the resources and data required to effectively address website health and search engine optimization issues.

(Learn more about how a shift to Digital Ops can empower your larger demand generation machine in our recent eBook, [“How to Make Your Site a Performance Multiplier for Demand Generation.”](#))

4. Legacy issues & tech debt

Enterprise SEOs are often faced with the challenge of having to work with complex legacy tech stacks — or “tech debt” — and unwieldy websites with years’ worth of platform alterations, code and content additions, and URL restructuring. This is an issue from a day-to-day maintenance perspective, but an accumulation of plug-ins and disparate approaches to development that have been built up over years can also bloat your site and make it slow to load, or lead to index bloat.

All of this is to be expected in an enterprise business, with countless employees coming and going over the years and implementing different technical and content strategies. In an ideal world, everything that is created within a website will be maintainable in the long run, but it is a very rare scenario where the SEO who manages an enterprise site has been there to steer the website structure from the start.

Legacy issues and poor technical foundations can really impact an SEO’s efforts to do their

job and ‘move the needle’ in terms of performance, so it’s important to review your CMS and tech stack, be fully aware of their limitations, and identify any legacy issues that may be bloating your site or causing internal bottlenecks.

To set yourself up for success in enterprise SEO, try to ensure the following, wherever possible:

- Consistency of technologies and platforms across the websites you manage for easier, more streamlined implementation of SEO fixes.
- Make sure your CMS has the capability for users to add and edit key technical SEO elements, including canonical tags, noindex tags, title tags, internal links, structured data, and sitemaps.
- Check that databases have clean data, including correct categorization and population of necessary descriptive fields.
- Flag tech debt issues that are causing bottlenecks for SEO implementation — make your case to IT and leadership and work on updating your website team’s tech stack to systems that will allow for more streamlined SEO and website management practices.



5. Crawlability & indexability

Pages must be crawled by search engines in order to be indexed—and they must be indexed in order to appear in the search results! Crawling and indexing go hand-in-hand and are core stages in **the SEO Funnel**, as they determine whether or not anybody will see your pages in the SERPs.

Unfortunately, crawlability can pose a significant problem for enterprise sites that could have millions of pages that a search engine must sift through in order to find the most crucial content. Ensuring you've optimized your enterprise site's most important pages for crawlability and indexability is a key task for enterprise SEOs.

There are several restrictions like crawl budgets that can hinder effective crawling (and therefore hinder organic search performance). You should take these restrictions into consideration as you formulate your SEO strategy in order to give your pages the best chance of ranking well and converting.

There are also several key elements on enterprise sites to consider from an indexability standpoint, as you'll want to prioritize and make sure your most important pages are showing up for users in the SERPs.

With very large sites, it's quite possible to run into keyword cannibalization or duplicate content issues, so enterprise SEOs should approach indexability with an eye toward prioritizing and ranking your most crucial content rather than wasting crawl budget and SERP real estate on your less-important pages.

For example: Because search engines can get confused by duplicate content, it's important to use an indexing cue like **canonicalization** to help flag one page as the primary source of content that might also be duplicated elsewhere. This tells search engines not to index a page of duplicate content and helps to consolidate your indexing and search results on enterprise sites.

The overall crawlability & indexability of a website depend on a number of factors, including:

- Crawl errors
- Crawl budget
- URL duplication
- Internal linking
- HTTP status code errors
- Noindex and nofollow directives
- Canonical tags
- Redirects
- Robots.txt exclusions
- Sitemaps
-

Crawlability issues can be more harmful than you might think on enterprise sites, if Google and other search engines are left to crawl as many URLs as they can find without proper restrictions in place. Not only does excessive crawling add to the business's server cost, but also, if search engines find and crawl too many low-quality or auto-generated URLs, they could be more likely to miss the more valuable content on your site that you prefer to have indexed.

The key to encouraging search engines to crawl more of a site's important pages is to increase the visibility and perceived importance of these pages through tactics like **internal linking** and restrict search engines' access to low-quality pages that provide little value for the business from an organic search perspective. Enterprise SEOs need to take more control over search engine crawling, as large sites can be difficult for search engines to process and 'understand' unless crawl budget is managed effectively.



When evaluating the crawlability and indexability of enterprise sites, there are some key questions that can help guide your approach:

- Can your server handle crawlers? Have you optimized your site and server to address potential crawl budget issues?
- Have you ensured better crawl efficiency for the search engines by using robots.txt, **nofollow**, **disallow**, or **noindex directives** to control which pages are available for crawling and indexing?
- On the flip side, have you checked to ensure your most important pages do not have noindex or other restrictions in place?
- Have you noindexed faceted navigation pages that do not provide value to users from an organic search perspective?
- Search engines ‘see’ content differently than humans do — is your content on a page ‘readable’ (that is, crawlable) by search engines? Consider **JavaScript rendering issues** or hidden content that might be blocked from search engine crawlers, for example.
- Is duplicate content supported by the correct **canonical tags**?
- Have you broken up large **sitemaps** into smaller sitemaps to prevent your server from being overloaded?



“Break up large sitemaps into smaller sitemaps to prevent your server from being overloaded if Google requests your sitemap frequently. A sitemap file can't contain more than 50,000 URLs and must be no larger than 50 MB uncompressed.”

Google Search Console documentation

6. Monitoring very large websites

Maintaining a top-level view of website changes and SEO issues on an ongoing basis through **website monitoring** is essential for staying on top of enterprise sites' technical health and search performance.

But accurately and effectively monitoring an enterprise-scale website is often easier said than done. With multiple people updating large-scale websites, often on a daily basis, it can be easy to lose track of what's happening on your site.

When managing either an enormous site or a multitude of smaller sites, it can be difficult to easily spot issues at a glance. Attempting to monitor changes in website health can often take up a significant amount of time, unless you have set up a streamlined approach to drown out the noise of large datasets and highlight problem areas efficiently.

Getting the right tools in place can help here as well. Lumar's new **Monitor Hub**, for example, is tailor-built to address the issue of enterprise site monitoring.

Monitor Hub gives you a full, global view of all of the changes happening on your domains



or projects and showcases the trends in your website's technical health over time.

Customizable dashboards help teams avoid the noise of large datasets and hone in on what matters most for their specific needs, and tailored alerts help website teams quickly respond to new issues that arise.

In enterprise SEO, it's crucial to maintain a bird's-eye view of a website's technical health and be able to flag any new issues that could impact site traffic, brand awareness, and revenue. Being able to mitigate errors on a site before they start affecting the bottom line will save the business both time and money in the long run.

Taking a more proactive approach through **SEO automation** and automating SEO QA testing before new site updates go live in the first place can also save enterprise websites a lot of time and effort.

7. Getting SEO fixes implemented

You might think that the biggest challenges in enterprise SEO are analyzing huge datasets and identifying the issues within them—but this is only half the battle. The next step, of course, is to get your recommended SEO fixes added to the development roadmap and actually actioned.

With large numbers of requests coming in from teams with competing priorities, getting SEO fixes moved up the development queue can be a challenge within large organizations. Here we've put together some advice on how to pick your battles, choose the issues that matter most to push ahead with, and how to get them signed off.



“There are two key aspects in enterprise SEO. The first is driving things forward, which can be challenging when the risk of breaking things and conflicting priorities of the business often supersede your own requirements in a fast-moving company. To do this, you need to provide a business case for what is required. Often, it isn't about monetary value directly; it can be reducing the number of calls received by the call center, it can be about avoiding loss if a competitor starts doing something. It can be about maintenance rather than growth.

The second part is about ensuring that all development is monitored. Developers are good at checking in when they think something will impact SEO, however, it is often more challenging to teach them that some minor code changes can have a significant impact. Training colleagues is a significant part of the role from both a technical and marketing discipline.

One of the best skills that any SEO within an enterprise company requires is the ability to manage both upward and downward. This involves stakeholder management, as well as making sure developers are informed about why SEO action is taken.”



Gerry White
Head of SEO at Oda



Issue Prioritization in SEO

When it comes to getting SEO tasks actioned, SEOs often want to ask for everything we possibly can. We don't have any control over the search algorithms directly; our rankings are decided by Google. This means that we often want to throw every fix possible at a site to try and move the needle, hoping that at least some of those actions positively impact the bottom line.

But fixing everything, all at once, isn't realistic in most organizations. You need to be nimble and pick your projects and battles carefully in order to make the biggest impact possible for the long term. Find the easiest path to success by spec'ing out any potential SEO projects in advance to make sure they will give the maximum value for effort.

Here are some factors to consider when prioritizing your SEO tasks:

What will be the impact of leaving this issue unfixed? Issue prioritization isn't just about adding value, it's also about mitigating risks and thinking about how performance will be negatively impacted if an issue is left without implementing a fix.

Will search engines care about this change? Invest your efforts in the areas that impact Google's ranking algorithms. Because the algorithms are increasingly focused on UX (see: the introduction of **Core Web Vitals**), the tasks that get prioritized should also improve the quality and customer experience on your website as a whole, in addition to supporting your search engine rankings.

Will this change impact crucial business KPIs? A new sitemap might not directly help to increase conversions, though it can help search engines crawl and index important pages. When deciding whether or not to prioritize a task like this, weigh it against other potential SEO tasks on your list that may also more directly contribute to conversions and revenue for the business, such as improving content quality or site speed.

How many projects will this change positively impact? Create a map of all your SEO issues to visualize common fixes between them that could impact multiple projects and map this against other projects in the company roadmap to see if your proposed changes can have a wider impact on the business.



You need to be ruthless when prioritizing the tasks that will get onto the roadmap. SEOs need to also be great project managers, setting out clear expectations of delivery dates, clearly identifying the teams involved in implementing a fix, and serving as a central point of communication between these teams to ensure the fix is completed.

SEO Implementation: Utilizing Edge SEO & CDNs

In some cases, enterprise SEOs hit a dead-end where they can't progress their projects through development, no matter how hard they try. Some development pipelines are just too long.

Luckily, there are more implementation methods available to SEOs today, such as **Edge SEO** and content delivery networks (CDNs) that allow SEOs to take more control over implementation.



“One constant scenario with enterprise clients when executing SEO programs are delays. Delays in getting technical resources. Delays in key page template alterations or programmatic modifications. Delays in the development queue. In the past, there was little that an SEO agency or in-house specialist could do in these situations without having the development resources prioritized at the executive level. As a result, SEO improvements from a technical perspective were left in limbo, for months, years, if done at all.

Your business can conceptually leverage Google Tag Manager, as well as server-side CDN modifications to impact your SEO in a positive fashion. Although not as ideal as ‘hardcoded’ changes, this option provides a level of opportunity to affect change when technical resources are limited or a CMS isn’t capable.”



Craig Smith
Founder & CEO of Trinity Insight



8. Successfully reporting SEO results

To get more resources allocated to SEO in the future — and get even more of your fixes implemented — you'll need to prove its value. One of the best ways you can communicate this value is through a highly considered approach to reporting.

In enterprise SEO, there is a need for robust, flexible reporting that suits the specific needs of multiple stakeholders and shows them the metrics that will be of most interest to them. It's important to understand how to create quality reports for the different stakeholders in your organization.

A content writer, a head of growth, and a CMO will all want different things from a report. The content writer will be interested in keyword opportunities and content performance, the head of growth will be focused on brand exposure and lead generation, and the CMO will be more interested in ROI and profitability, for example.

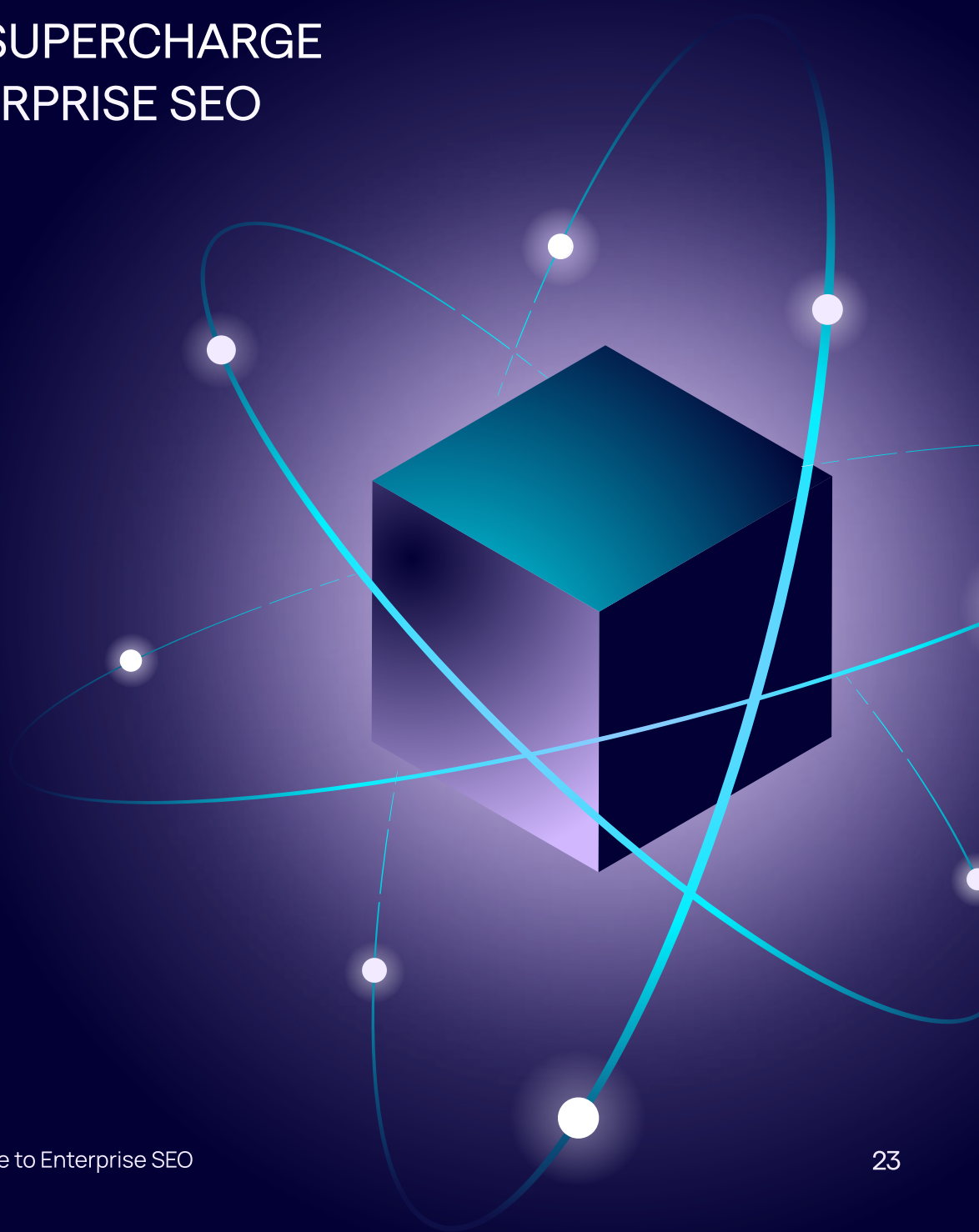
Consider the following when creating reports for your various colleagues and stakeholders:

- Show how SEO is performing, including which efforts are working and where there are further opportunities for growth.
- Automate the reporting process as much as possible through dashboarding.
- Integrate your data sources into tools like Google Data Studio for easy management of large website portfolios and multiple datasets.
- Use your SEO tools' **APIs**, where possible, to gain more flexibility and control over how you use your data.



How to Succeed in Enterprise SEO

13 TIPS TO SUPERCHARGE
YOUR ENTERPRISE SEO



Now that we've outlined some of the common pitfalls in enterprise SEO, let's explore some additional approaches that can help contribute to organic search success in an enterprise environment.

“

“Working on enterprise SEO doesn't always mean you have a big SEO team! In my experience, you can still achieve a lot with a small team by being strategic with your SEO projects and asks.

Here are my top 13 tips to supercharge your enterprise SEO...”



John Shehata

Global VP, Audience Development at Conde Nast



13 Tips to Supercharge Enterprise SEO:

1. Understand the Technology Used:

Providing SEO recommendations that can't be implemented due to limitations in technology will make it harder for you to get buy-in on future asks. Understand your CMS, frontend, tech stack, etc. so when you provide recommendations you will have answers on how to implement them.

2. Build Relationships: Having great connections with the major stakeholders in your company can help you push your asks up the queue. There's nothing more frustrating than having almost all your SEO asks in the backlog waiting for resources. Make sure you have great connections within the tech team.

3. Quick Wins First: No one wants to work on huge projects that take forever if they are not sure about the outcome. You need to build trust by getting the SEO low-hanging fruit (low effort, high impact) first, and show great results. This way you gain the trust of other teams, then you can ask for your bigger projects.

4. Development/Engineering Teams - Greatest Ally or Worst Nightmare: Make sure you train the engineering teams on SEO and the importance of having SEO-friendly implementation. You also need to develop an appreciation for their work and understand their production cycle.

5. Align your Goals with the Company's: Yes, you have many SEO projects that need support, but find the ones that align with the company's goals and show how these goals can be achieved by integrating SEO into the project.

6. Find Hidden Resources: You need to understand your organization well to find available resources that can help you with SEO projects that you don't have the bandwidth for. For example, the PR team can help a little with outreach and link building.

7. Develop Analytical Skills: It is extremely important to show the results of your work to get more resources and funding. Waiting for other teams to analyze the data for you can take forever. Sharpen your Excel/Google Sheets, SQL, and Google Data Studio skills, you will definitely need it.



8. Show Value & Communicate Results:

You need to promote your work within the company via data and story-telling. You can create an SEO newsletter or get invited to other team meetings where you share the results of the SEO projects they worked on. Know your audience and make sure you share stories they care about in a language they understand.

9. Choose your Battles Wisely: Not every SEO recommendation is worth fighting for. Can't get your H2s in places and the semantic layout is broken, so what? Fight for the ones that will make a huge difference, not the nice-to-haves.

10. Providing Keywords is Not Your

Main Job: Don't get me wrong, it is important, but if this is all that other teams are asking from you, then something is wrong. You are their "strategic partner". Understand their goals and success metrics and deliver strategic recommendations that will help their projects to succeed in terms of search.

11. Ongoing Training & Refreshers: Don't get frustrated if the editorial team forgot to implement what you taught them in your SEO training. Their main goal is to produce quality, accurate content and they have so many other fighting priorities. Train and train again and show results until SEO becomes top of mind or second nature.

12. Integrate SEO into the Product

Cycle: Work with your product managers and make sure SEO is integrated into the product cycle (kick-off, content recommendations, design recommendations, technical recommendations, and, most importantly, QA). Define what are the important touchpoints so SEO is not just an afterthought.

13. Make Them the Hero: Communicate the results of your SEO projects to participating teams. Make a big deal of giving public acknowledgment of their vital contribution. Highlight their hard work and emphasize how SEO helped with the project's success. When you focus on making other teams successful, you'll earn their trust and they will be looking for the next opportunity to work with you.

Building a culture of SEO

To succeed in SEO within an enterprise environment, start by building a culture of SEO internally. This involves educating stakeholders and your colleagues about the benefits of organic search and overall website optimization.

Bringing everyone together under the common goal of achieving strong website performance from the start can really pay off in the long run. This way, you won't have to force people to consider SEO implications as an afterthought at the end of the project; they'll be keeping SEO in mind throughout the project's progression. The way to make this happen is to get people to care about SEO within your organization.

Today, SEO could stand for Search Experience Optimization, because ultimately, we optimize for the user. Google's ranking algorithms have been shifting to give more weight to UX considerations — we've seen this quite clearly in the recent **Core Web Vitals** updates. For Google, it's all about enabling searcher happiness and serving searcher intent, and this is what the algorithms are designed for. SEO should

naturally take user experience into consideration, as it is increasingly part of the search algorithms. **Customer-centered marketing, customer experience, and forward-thinking SEO go hand-in-hand.** A well-executed SEO plan can influence multiple aspects of your company's growth strategies and contribute to revenue generation for the business as a whole. That's a central aspect of SEO that everyone in the company should get behind.

For enterprise companies, SEO can't succeed within a silo. It needs to have visibility across the organization as an important, growth-enabling effort.

To get others to care about and buy into SEO, they need to:



Understand what it is



Understand why it's important



Trust you as an authority



Want to work with you



Educating your company about SEO

It's worth taking the time to educate your colleagues and leadership teams about the importance of SEO. Stakeholders won't buy into a project if they don't understand it, care about it, or believe in its value—so avoid using technical jargon and instead use language that will resonate with them instead.

Rather than jumping into the technical details of canonicalization or sitemaps, explain the broader concept of page authority, how this can sometimes be diluted when you have too many pages trying to fulfill the same purpose, and that one stronger page has a better chance of ranking and bringing in revenue.

Make sure that internal teams know:

➔ **How SEO can impact them**

➔ **How they can impact SEO**

For example, a developer should be made aware of the fact that noindex tags can prevent users from finding the website they've worked so hard to build. (No one wants to build something that nobody will end up using!)

Getting SEO wrong (or ignoring it entirely) can also lead to negative impacts for a business. Think about sweeping algorithm updates that can quickly wipe out a site's hard-earned organic traffic and contribute to missed opportunities for brand awareness and conversions. There is a lot at stake — and this needs to be communicated effectively so that decision makers won't be able to shrug off SEO as a 'nice to have' bonus and instead view it as a fundamental, 'must-have' part of the broader business strategy.

When the rest of the company is educated about the benefits of SEO (and the potential risks involved if they ignore it), they can better help you in spotting issues and raising SEO concerns around their own projects. This will lighten the burden on SEOs, as they won't have the pressure of being the sole all-knowing and all-seeing team member with regard to every single digital project across an organization. When colleagues know about SEO's impact and the basic concepts, they are better equipped to flag potential issues in their own projects before they become critical.

Getting others on your side will be much easier if you commit to SEO education and helping the wider business understand why you need the resources and time you're asking for. Be sure to also share how they, in turn, helped your SEO projects achieve success. (Relationship-building across teams is very helpful for enterprise SEOs — stronger internal relationships allow for better collaboration, more knowledge-sharing, and greater prioritization of SEO projects across the organization.)



As an in-house SEO, you won't get far without buy-in from the cross-functional teams that you depend on for implementation of your recommendations, such as the engineering, design, site merchandising, and editorial teams. It's important to walk them through the 'why' as you communicate. When they come on board and execute for you and as a result, you drive success, be sure to celebrate their contribution. This will pay off the next time you have an ask."



William Sears
Head of Organic Growth at
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In Conclusion...

Enterprise SEO isn't easy; it comes with a unique set of challenges around managing large datasets and navigating complex organizational team structures. This requires both strong analytical skills to collect and interpret data as well as interpersonal skills to build internal relationships and get things done.

Despite these challenges, enterprise websites also have a lot of power that we can harness as SEOs. These sites often boast a lot of topical authority and brand recognition that will help with user trust and click-through rates. The hefty amounts of traffic coming through enterprise sites also mean that you can perform effective data-gathering and testing to spot performance trends and feed data into business intelligence. Finally, enterprise companies generally have larger teams and budgets available to help you in your efforts— once you've managed to convince stakeholders about the power of SEO.



About Lumar

We empower the world's leading brands to harness their websites' full revenue potential through powerful initiatives that many businesses still overlook — technical SEO and website health.

Our platform equips businesses to bring SEOs, marketers, and engineers closer together; connecting the dots between siloed website teams and wider business goals. Lumar's Analytics Hub, Monitor Hub, Automation Hub, BI integrations, and professional services help converge digital operations to improve website performance and drive more awareness, conversions, and revenue from organic search.

Lumar's website intelligence platform is powerful and flexible — and used every day by thousands of enterprise businesses around the world, including leading brands like Adobe, eBay, Microsoft, Twitch, Canva, and PayPal—as well as all six major global group advertising agencies.

Ready to see how Lumar can streamline your Digital Ops?

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Trusted by the world's leading enterprise brands

