

The SEO MBA course on *executive presence*

A training program for business, leadership and communication skills.
Specifically designed for SEO professionals.

The image shows a screenshot of the SEO MBA course interface. On the left, there is a video player featuring a man with glasses and a beard speaking. Below the video player is a navigation menu with sections like 'Part 4: Effective Business Presentations' and 'Part 5: Getting Things Done'. In the center, there is a 'Table of contents' section with 'Part 1: Good SEO Strategy' and 'Assignment #1 - Good Strategy'. To the right, there is a detailed view of 'Assignment #1 - Good Strategy'. The assignment page includes a heading, a summary, and several sections with text and bullet points. At the bottom of the assignment page, there is a diagram titled 'The iceberg of SEO projects' showing a large submerged part and a small visible part above water, with annotations for 'Things you need directly' and 'Full resources you need'.

Executive Presence by SEO MBA

0:10

Part 1 Resources

Executive Presence / Part 1: Good SEO Strategy

Part 1: Good SEO Strategy

Part 1: Good SEO Strategy

Assignment #1 - Good Strategy

Executive Presence / Part 1: Good SEO Strategy

Assignment #1 - Good Strategy

Take a project you're actively working on or have worked on recently and complete the following doc. [Make a copy here](#).

PART 1:

Diagnose:
What is the summary of the challenge we're facing? This might seem obvious but force yourself to articulate it here.

Guiding policy:
Even though the guiding policy might not be shared in the final presentation, try writing it down here.

3-5 Biggest coherent actions:
Choose the big 3-5 themes for your strategy. What are the big pillars of coherent action?

PART 2:

Things you need directly
E.g. New internal linking program

Full resources you need
E.g. Front end design QA Copywriting Tracking & analytics

The iceberg of SEO projects

This is a great narrative and real example of choosing to focus and do less. It's about "strategy" as not some fancy ideas but really just some decisions and guiding policies. Note how Casey starts with diagnosis and then moves through to strategy: **What Type of Job is This: My First Year as Chief Product Officer.**

Assignment #1 - Good Strategy -->

A Self-Paced Online Course

Lifetime access with a suggested 5-week cadence

- Over 5 hours of videos
- Real examples and case studies
- Financial model template
- Full SEO strategy presentation
- 3 practice scenarios
- 5 weekly guided emails
- Detailed assignments
- Additional resources

The screenshot shows a web browser window displaying a course module titled "2.2 SEO to Revenue (16 min)" from the "Executive Presence" course by Tom Critchlow. The left side of the screen features a table of contents with sections like "Introduction & Welcome", "Part 1: Good SEO Strategy", "Part 2: The Value of SEO", and "Part 3: Investment Models". Under "Part 2: The Value of SEO", the "2.2 SEO to Revenue (16 min)" section is highlighted. On the right, there's a large video player with a play button. Below the video, there's a diagram illustrating the formula for profit: Profit = revenue - cost, where revenue is calculated as Customer bookings x avg booking value. The cost is calculated as Leads sent x match rate. The leads are further broken down into Traffic sources, SEO, SEM, etc., and Indexed pages. The match rate is influenced by Pro coverage and # of pros & pro quality. A sidebar on the right contains a portrait of Tom Critchlow.

A Curriculum That's Actionable & Full of Examples

Week 1

Compelling Strategy

Learn how to create an effective SEO strategy that's more than just a list of things you want to get done. Learn how to create compelling strategies that are credible and aligned with stakeholders.

Week 2

Proving The Value of SEO

Learn how to connect SEO to business value and revenue, including hard to measure projects like link building. Deepen your appreciation for business models and how they dictate what gets funded.

Week 3

Investment Models

Learn how to create a financial investment plan and business model for large initiatives. Understand how to manage stakeholders to get buy-in and get key information to create compelling financial models.

Week 4

Effective Business Presentations

Learn how to structure clear communication, from writing emails to full strategy presentations. Get comfortable at managing upwards and put together a strategy presentation the same way McKinsey does.

Week 5

Getting Things Done

Learn how to find alignment with other teams, manage resource asks and navigate organizational politics. Improve your communication with senior stakeholders and find out why pre-agreeing is essential to getting buy-in and budget.

Bonus Templates & Resources

Essential Templates

Three SEO investment model spreadsheets and a full SEO strategy presentation template.

The screenshot shows three tabs of a Google Sheets document:

- Example Models:** A spreadsheet with sections for "Aggressive Model" and "Conservative Model". It includes tables for traffic, revenue, and conversion rates across three years (Year 1, Year 2, Year 3).
- SEO Investment Model:** A detailed financial model showing projected revenue, investment, and net income over three years, with a note about relying on partnerships.
- SEO Strategy Template:** A presentation slide with a grid of icons representing various SEO strategies like On-page SEO, Off-page SEO, Content Marketing, etc.

3 Practice Scenarios

Full simulated McKinsey style scenarios with problems and answers to apply the knowledge from the course.

Case #1: Barkbox

Situation

Barkbox started as an ecommerce subscription service for dogs. Through a strong customer relationship and data gathering they have developed the ability to push into new products - deepening their relationship with dog owners and capturing more of the total dog care market.

Now, they are planning a new product expansion with dog insurance.

You are the in-house SEO director managing a small team that is 100% focused on the ecommerce and content business today.

Weekly Office Hours

Informal group discussions where we can discuss course content or real challenges in your role.



Only available on Professional & Executive tiers

Key Skills & Outcomes

-  Secure buy-in and secure resources for strategic SEO initiatives
-  Create effective, compelling presentations for senior stakeholders
-  Build confidence and learn how to communicate more clearly
-  Create a business case for SEO initiatives and full financial models
-  Improve cross functional communication to get things done
-  Align your SEO strategies with key strategic objectives

Designed for both agencies & in-house teams

“

Tom really understands the nuances of speaking to executives.

He's created a course that will help any strategy minded marketer communicate their ideas and get buy-in from their clients or leadership.



Benjamin Collins
President, Boldist

“

I was part of the SEO MBA beta cohort and I highly recommend this course to SEOs who are looking to level up their strategic skills.

Tom shares processes and examples that are applicable to those client-side, agency-side and solo consultants. It's extremely actionable and includes lots of learnings that I embedded in my day to day work.

Most importantly, I now feel much more confident presenting my SEO vision to leadership and executive teams.



Areej AbuAli
Head of SEO, Papier

“

This course is perfect for a seasoned SEO that knows what needs to get done and how to do it, but needs help with the soft skills: getting executive buy in, internal politics, budgeting, presentations, and more things no one ever talks about on Twitter.

If you are trying to take your career to the next level, and be able to clearly communicate to both your peers and senior, this course is for you.



John-Henry Scherck
Principal Consultant, Growth Plays

“

If you want to learn exactly how to present ideas and get executive buy-in for SEO projects, SEO MBA is easily the most important and unique course you can invest your time in. Unlike any other SEO training or course, SEO MBA teaches you how to build a presentation and strategy to get executive buy-in upfront.

Tom's one simple tip on what to write a slide headline (and exactly what not to do) has radically transformed our client presentation and pitch decks. **The course ended last week and it has already helped our entire agency communicate better and close 2 high quality six-figure deals.**



Leigh Wasson
Chief Marketing Officer,
Supreme Optimization

“

8 years into my career as a professional SEO, Tom's SEO MBA has helped me discover new ways to pitch projects, present forecasts and slide decks, drive change in large organizations and think more strategically.

There are a lot of SEO courses that will tell you how to write a title tag or conduct keyword research. This is not one of them. Tom operates on another level, and you should consider yourself lucky if you ever get the chance to pick his brain about any SEO- and strategy related topic.



Marco Schlauri
Founder, Digital Leverage

“

The course was enlightening and I have already found actionable ways to improve my executive communication skills, optimize reporting, and "think bigger" with SEO strategy.

I now have the knowledge and tools to format more compelling requests for resources and support.

My team and direct manager have noted the positive change (and my boost in confidence) over the past few weeks, and I will continue to apply these learnings to take my performance to new heights.



Madeline Enos
Marketing Manager and Off-Page SEO Lead

MOST POPULAR

Essentials

What's included:

- Over 5 hours of video
- Lifetime access
- 3 practice scenarios
- SEO investment spreadsheet template
- Full SEO strategy presentation template

\$695

Professional

What's included:

- Over 5 hours of video
- Lifetime access
- 3 practice scenarios
- SEO investment spreadsheet template
- Full SEO strategy presentation template
- Email feedback on assignments
- Weekly office hours on zoom

\$975

Executive

What's included:

- Everything in the Professional tier
- 1:1 private 45 min chat

(Limited availability)

\$1,495

Bulk Discounts, Custom Training & Agency Licenses

Group Discounts

For purchases of 3+ seats there are group discounts available with pricing tiers at 3, 5, and 10+ seats.

For 10+ seats a purchase can be bundled with private Q&A sessions for the group

Live Guided Course

Some teams prefer a live, hands-on version of the course delivered with focused Q&A sessions.

Custom Training

If this curriculum doesn't quite fit your needs please reach out to discuss custom training solutions.

Agency Licenses

For larger agencies and in-house teams an unlimited license is available.

tom@seomba.com

Learn with Tom Critchlow

An industry leader with over 15 years of experience working at agencies, in-house and as a consultant for companies like The New York Times, Google, Dotdash, Etsy and Gartner.



"Tom brings a unique mix of SEO, business strategy and executive presence. Working together we have successfully secured investment to build modern SEO programs, driven valuable revenue growth and transformed SEO into a strategic business lever with executive leadership at various enterprises."

Robert Bellovin - VP Product, Angi



"Tom is a 'CEO Whisperer'. He is truly a world-class listener and mentor who knows how to knock down walls inside companies to get strategic projects delivered."

Jeremy Cabral - Co-founder & COO, Finder



“Tom Critchlow's SEO MBA course is one of the very few SEO courses that are worth 10x the cost. If you're interested in stepping out of the weeds to get buy-in with decision-makers at the executive level, this is a must-take course.

Tom's vast experience, impactful examples, and data-driven lessons ensure your SEO career gets leveled up.”

Greg Bernhardt - Senior SEO Strategist, Shopify