

The SEO MBA course on *executive presence*

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

The collage features several elements:

- Video Player:** A man with glasses and a patterned shirt is speaking in a video recording.
- Table of Contents:** A screenshot showing the course structure:
 - Part 1: Good SEO Strategy
 - Part 1 - Good SEO Strategy
 - Part 2: The Value of SEO
- Part 1 Resources:** A screenshot of a resource page with the heading "Part 1 Resources" and sub-heading "Executive Presence / Part 1: Good SEO Strategy". It includes text about diagnosis/guiding policy/coherent action and a "great summary of the book good strategy / bad strategy".
- Assignment #1 - Good Strategy:** A screenshot of an assignment page with the heading "Assignment #1 - Good Strategy" and sub-heading "Executive Presence / Part 1: Good SEO Strategy". It includes instructions to "Take a project you're actively working on or have worked on recently and complete the following doc. **Make a copy here.**" and a "PART 1" section with a "Diagram:" box containing text about challenges and guiding policy.
- The Iceberg of SEO Projects:** A slide with a diagram of an iceberg. The tip is labeled "Things you need directly" with examples like "New internal linking program". The submerged part is labeled "Full resources you need" with examples like "Front end design", "QA", "Copywriting", and "Tracking & analytics".

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 with the URL `courses.seomba.com/courses/executive-presence/1045542-part-2-the-value-of-seo/3149290-2-2-seo...`. The page title is "2.2 SEO to Revenue (16 min)" under the heading "Executive Presence by Tom Critchlow".

Table of contents (left sidebar):

- Introduction & Welcome
 - Course-Intro (4 min)
- Part 1: Good SEO Strategy
 - 1-1 Good Strategy (19 min)
 - 1-2 Positioning Strategy (24 min)
 - Part 1 Resources
 - Assignment #1 - Good Strategy
- Part 2: The Value of SEO
 - 2-1 Business Models (26 min)
 - 2.2 SEO to Revenue (16 min)**
 - Part 2 Resources
 - Assignment #2 - The Value of SEO
- Part 3: Investment Models
 - 3-1 Models Scenarios Forecasts (16 min)
 - 3-2 Ingredients of Models (13 min)
 - 3-3 Example Models (19 min)
 - Part 3 Resources

Video Player Content:

The video player displays a diagram illustrating the relationship between SEO and revenue. The diagram shows a flow from "Traffic sources" (including SEO, SEM, etc.) to "Indexed pages" and "Sitemaps". From "Indexed pages", the flow goes to "Leads sent", which is multiplied by "match rate" to produce "Customer bookings". "Customer bookings" is then multiplied by "avg booking value" to result in "Profit = revenue - cost". A play button is overlaid on the video player.

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

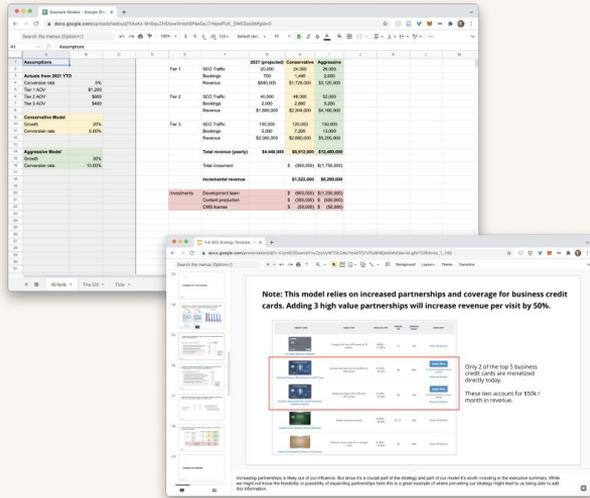
Getting Things Done

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

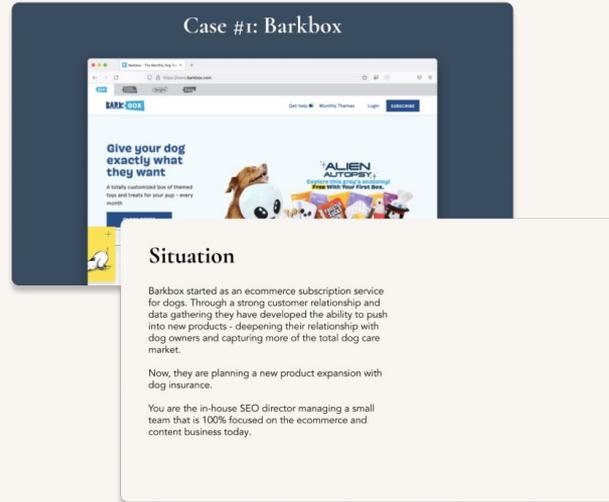
Essential Templates

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



3 Practice Scenarios

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



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 a business case for SEO initiatives and full financial models
- ✓ Create effective, compelling presentations for senior stakeholders
- ✓ Improve cross functional communication to get things done
- ✓ Build confidence and learn how to communicate more clearly
- ✓ 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 how 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