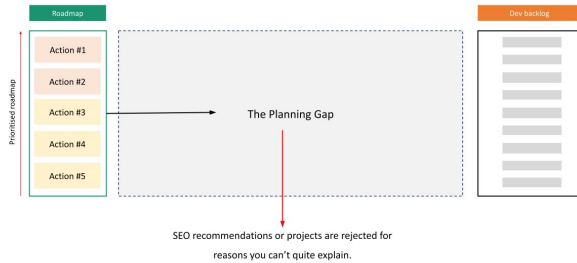


# The SEO Product Ownership Course Bundle

A series of self-paced courses for in-house SEO professionals to learn how to scope, plan and execute roadmaps.

The Planning Gap: A lack of project planning with cross-functional teams can lead to initial ideas and recommendations being rejected



## SEO Dev Ticket Checklist

The template was created by [www.theseoptlist.com](http://www.theseoptlist.com)

How to write effective SEO tickets checklist by The SEO S'print

Start here

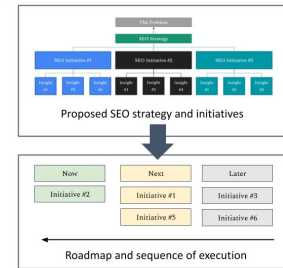
This checklist is designed to help SEOs write effective SEO tickets that can be understood by development teams and get implemented.

Ever provided links to resources below. You just need to decide on what type of ticket you want to create based on your situation.

## product requirement document (PRD)

- ...ing one big problem
- ...ing link solving the problem to overcoming a key challenge
- ... teams get on the same page and improve collaboration
- ... measurable
- ... Defines clear success metrics that are measurable once bet is implemented
- ... Testable
- ... The tech team can test based on a list of pass/fail criteria
- ... Actionable
- ... The document provides actionable information and has no fluff.
- ... Concise
- ... The document is clear and to the point.

## Prototype: A roadmap can help test your strategy



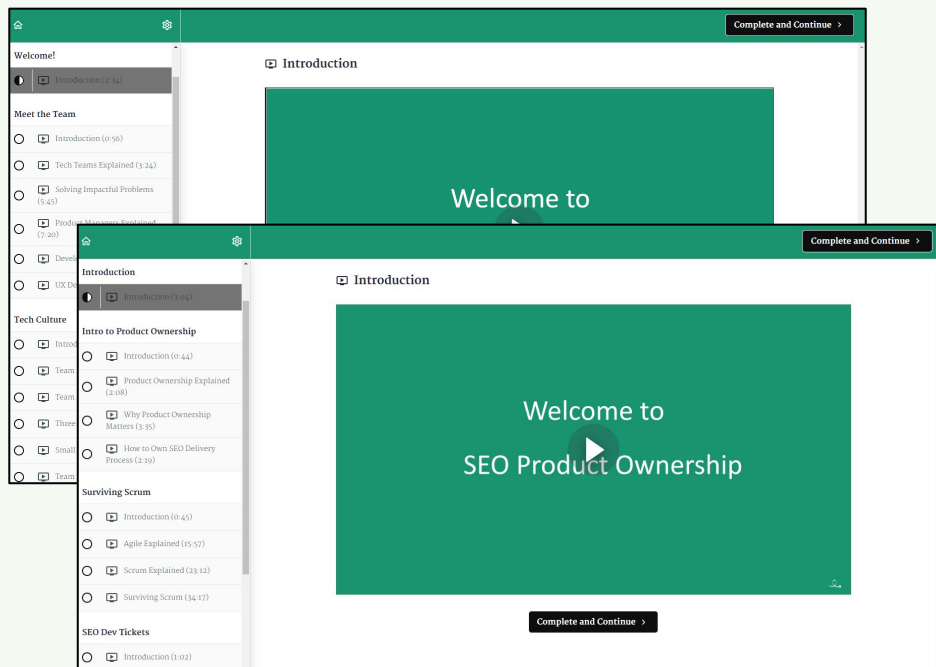
- Product teams will use the agreed roadmap to test their strategy to drive results with business stakeholders.
- The roadmap is a test to see if the hypothesis the team have come up with aligns with the wider business strategy.
- Using the roadmap as a test can highlight problems or resource gaps that could block it from being implemented.



# A Series of Self-Paced Courses

Three courses designed to help SEO professionals learn SEO Product Ownership skills.

- 12 hours of video content
- Examples and case studies
- SEO PRD template
- SEO backlog template
- SEO dev ticket templates
- And so much more!



# Three Courses Designed to be Actionable

## Course 1

### SEO & Dev Partnership Playbook

A self-paced course to help SEO professionals learn to collaborate with development and product teams.

## Course 2

### SEO Project Planning

A self-paced course that reveals how you can scope, plan and create a release plan for projects in your SEO roadmap.

## Course 3

### SEO Ownership Fundamentals

In this self-paced course, you will learn how to write SEO dev tickets, manage a backlog, and test releases.

# Course Resources & Templates

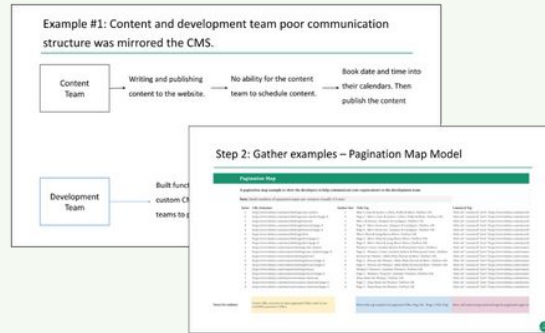
## Practical Templates

Access to practical templates and checklists to hit the ground running.

| Checklist Categories                                    | Number | Notes/Comments   | Links   |
|---|--------|--|---|
| How to manage tech team culture                         | 1      | Understanding the unspoken rules of the tech team is critical to getting things done. This checklist will help you manage the classic nature of delivery teams.          | <a href="#">Jump to tech culture checklist</a>            |
| How to improve SEO & developer communication            | 1      | Communication is the foundation of any business partnership. This checklist will help you identify how to build an effective SEO & development team.                     | <a href="#">Jump to SEO &amp; Dev Comm. checklist</a>     |
| How to build an effective SEO & development team        | 1      | Effective teams require understanding of what makes an effective team structure. This checklist will help you identify how to build an effective SEO & development team. | <a href="#">Jump to team structure checklist</a>          |
| How to build trust between you and the development team | 1      | Trust is critical to getting projects executed across multiple disciplines teams. This checklist will help you build trust between your SEO and development teams.       | <a href="#">Jump to building trust checklist</a>          |
| <b>Further Resources</b>                                |        |  |   |
| Did you grab the SEO request template?                  | 1      | To get the most out of these checklists, please use the templates provided. No, seriously, use them they will make your life 10x easier.                                 | <a href="#">View the SEO request template</a>             |
| Did you grab the SEO read team structure template?      | 1      | To get the most out of these checklists, please use the templates provided. No, seriously, use them they will make your life 10x easier.                                 | <a href="#">View the SEO read team structure template</a> |
| Don't forget to check out the further reading resources | 1      | The browsing library is full of reading material if you want to learn more. Don't take it from me, learn from the best articles and books on marketing with dev.         | <a href="#">Jump to further reading resource!</a>         |

## Examples and Scenarios

Real-world examples and case studies for you to apply your knowledge.



## Learning Library

Access to a learning library of practical reading throughout the course.

**Agile Requirements Gathering: Three Types of**

- User stories are development tasks often expressed as "persona + need + purpose"
- User story templates with step-by-step guidance
- How to write user stories



# Learning Outcomes

- Become more confident working with development and product teams.
- Effectively collaborate with development and product teams.
- Clearly communicate SEO recommendations to tech teams.
- Work cross-functionally to scope and plan technical SEO projects.
- Build SEO roadmaps that communicate your vision.
- Write effective SEO dev tickets and manage a backlog.



# 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



# SEO Product Ownership Bundle

Purchase the SEO Product Ownership bundle and get a discount on all three courses.

What's included in the bundle:

- Lifetime access
- 12 hours of video content
- SEO & Dev Partnership Playbook (\$300)
- SEO Project Planning (\$300)
- SEO Ownership Fundamentals (\$300)

~~\$900~~ \$730

## SEO Product Ownership Bundle

### SEO & Developer Partnership Playbook

Master the fundamentals of working with product and development teams.



### SEO Project Planning

Transform your SEO projects into web dev strategies that get executed by the development team.



### SEO Ownership

Master tried-and-tested techniques to turn SEO ideas into development tickets that get executed.



Enroll Today!





# 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**

