Which skills are important for SEOs?

□ **PERSUASION & NEGOTIATION SKILLS:**

Key learnings:

✔ Pick the right arguments & use magic words

✔ Prepare specific KPIs/goals, required resources, actionable plans and tasks

✔ Anticipate questions and be prepared. Listen to the clients' / boss' questions

✔ Don't be overly technical

□ **SALES SKILLS**

Key learnings:

✔ Show your ideas and visions!

✔ Work with numbers & real data!

□ **PRIORITIZATION AND REALISTIC ASSESSMENT**

Key learnings:

✔ Prioritizing work with them will help you get the ball rolling

✔ Not all (technical) fixes will have the same impact.

✔ Not every page is a SEO landing page

□ **PATIENCE**

Key learnings:

✔ Elephants move slowly

□ **TEACHING AND LISTENING SKILLS**

Key learnings:

✔ Educate your client about SEO

✔ Don't keep your precious SEO "secrets" to yourselves

✔ Quantify the activities which need to be executed

✔ Ask the clients about their business

✔ Listen 3x more than you talk

✔ Get as much information as you can

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☐ COMMUNICATION & PEOPLE SKILLS

Key learnings:

- ✔ Create trust
- ✔ Make every consultant in the project speak with the client
- ✔ Adjust language & vocabulary
- ✔ Be honest

☐ POLITICAL CALCULUS & MANEUVERING

Key learnings:

- ✔ Forge alliances
- ✔ Map out political terrains
- ✔ Audit the other team
- ✔ Get others on your side
- ✔ Worktactically

☐ SEO MANAGEMENT AND PROJECT MANAGEMENT SKILLS

Key learnings:

- ✔ Structure your project
- ✔ Clarify who is doing what in your team
- ✔ Clarify what and how things are getting done
- ✔ Use tools for project management
- ✔ Check the presentation **here from Aleyda Solis** from The Inbounder 2018

☐ TENACITY AND ASSERTIVENESS

Key learnings:

- ✔ Propose different approaches
- ✔ Don't give up
- ✔ Remind the client
- ✔ Don't forget the task!

☐ ADAPTABILITY AND FLEXIBILITY

Key learnings:

- ✔ If a strategy turns out to be a flop, it's important that you know when it's time to correct the course
- ✔ One size does not always fit all with SEO.
- ✔ Adjust to the client and the changing environment

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