SEO STAKEHOLDER COMMUNICATION MATRIX

SEO is scenario-led, so comms needs to reflect that.

STAKEHOLDER	COMMUNICATION STYLE					TOOLS	RESOURCES	NOTES
Developers	Direct	Actionable	Backed up with data & resources					
Marketing managers	Tangible	ROI-driven	Interdisciplinary					
Creatives, copywriters	Role-oriented	Focused	Practical					
PR teams	Collaborative	Networked	Knowledge-sharing					
C-suite	Value-driven	Interdisciplinary	Top-line					
Internal teams	Curiosity-driven	Creative	Data					

You're actually doing SEO in a specific technical and organisational context.