

Department	Role in SEO	Case Studies Facts
Marketing	Marketing needs make sure that the online and offline message blend, as well as brand cohesiveness.	Client reports for high value keywords the difference from the 3 rd position and the 10 th position can be \$80,000 a month to their business.
Public Relations	Public Relations need to coordinate with all SEO leaders to make sure the communication is correct across all channels, but to also insure the same message is delivered. PR also need to manage Branding & Reputation online as well as off. More damage can be done in 1 day of ONLINE buzz that most brands	ONLINE PR is a full time job for some firms and brands. Brands have been made online. Creating BUZZ about a product is much more targeted online and cost effective.
Sales	Sales needs to understand their part in delivering not just a product, but the tools and services available to today's user. If sales does not engage in online marketing, and delivery you may be missing out on a huge opportunity.	Most consumers whether they buy online or not, start their research ONLINE , even if they don't finish the transaction online. Where are you in that process, if you are not a part of the service or solution you may not even exist in
Accounting	Accounting needs to understand the value, and R.O.I. SEO has and plays a role in the overall organization so when it is time to manage the budget they understand why there is	We suggest the CFO be a part of the Executive SEO team as they play a critical role as the gatekeeper and often times cause a roadblock with out even realizing it.
Distribution	Distribution is the final check point to make sure the brand and message gets fully executed. First Impressions are important, and their distribution	
Research	Understanding the customer cycle and engagement cycle both on and offline will allow the entire process to have a full understanding in the ROI	
Development	How to engage consumers and deliver products and services online will play a critical role in how	FACT" Development can reduce time to mark and waste by utilizing online tools available through the analysis
Design	Design for SEO is like learning a different language , and it must be learned to succeed online.	Just like using the phone, there are basic skills that are needed for good implementation for SEO friendliness, and the design team needs to have the basic concepts. It is much cheaper to do it right the first time, than pay \$400.00 a hour
IT	IT must buy into the SEO process and understand the big picture as well or the entire process is going to be much harder.	Executives must understand the big picture, and know the TRUE ability of the IT department. DON'T BE HELD HOSTAGE BY IT !