



ITLT ACADEMY

SEO consulting

Consulting brochure

Search engine optimisation consulting

Technical, content and link strategy - audited, prioritised and delivered by senior consultants.

Engagement phases - deliverables - sample artefacts - pricing approach

What ITLT Academy does for SEO

We help marketing leaders make SEO a defensible growth channel - not a reporting exercise. Every engagement starts with a diagnostic: where do you rank, where should you rank, and what is currently blocking the shift from impressions to qualified demand.

We work equally across enterprise technical SEO, content-led topical authority, and AI-search visibility (Google AI Overviews, Perplexity, ChatGPT answer surfaces). Recommendations always come with a commercial forecast, a delivery plan, and the engineering/editorial effort required.

Deliverables you will receive

- Technical SEO audit - indexation, Core Web Vitals, log-file findings, schema coverage
- Commercial keyword map tied to revenue-weighted URL clusters
- Content operating model - briefs, SME workflow, editorial calendar
- AI-search readiness review - entity coverage, citations, answer-surface tests
- Link & authority plan - editorial PR targets, partnership map, risk register
- 90-day roadmap with owners, estimates and expected impact ranges

Engagement phases

- **Discover** - audit existing data, stakeholder interviews, baseline metrics and the questions you cannot yet answer. Typical length: 2-4 weeks.
- **Design** - a plan you can defend to finance: scope, deliverables, assumptions, risks, and the first 90 days of work. Typical length: 2-3 weeks.
- **Deliver** - we run the work with (or inside) your team - governance, cadence, tooling and sample artefacts are agreed up-front. Typical length: 8-24 weeks.
- **Embed** - handover pack, playbooks, dashboards, training sessions and an optional monthly retainer for continuity.

Who typically engages us

- CMOs and VPs of marketing inheriting a decayed SEO channel
- Ecommerce and marketplace teams facing category-level visibility loss
- B2B SaaS teams where sales-led growth has plateaued on branded demand
- Publishers and marketplaces rebuilding after a core update

Pricing approach

Engagements are priced in fixed-scope blocks or time-boxed retainers - never open-ended. A typical diagnostic is a two to four-week fixed fee; full engagements are scoped from a signed statement of work with weekly review gates. Pricing ranges are shared in writing during the scoping call so procurement has no surprises.

Governance & cadence

- Weekly working session with named consultant + delivery lead
- Shared delivery board - every task, owner, decision logged
- Monthly steering review with your executive sponsor
- Written end-of-engagement readout plus 90-day success plan

Start with a scoping call

We will come back with a shape for the engagement within five working days - scope, deliverables, pricing range and a named consultant.

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