BOOK + AUTHOR / PRESS RESOURCES

Quickest Path to ROI SEO™

A Business-First System for Turning Search Visibility Into Revenue Sooner

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MICHAEL HODGDON

Author. SEO strategist. Founder, Elite SEO Consulting.

A practical framework for deciding which SEO work deserves attention first and connecting search visibility to business value.



For journalists, podcast hosts, event organizers, and reviewers.

Book overview • Author bios • Interview angles
Category milestones • Edition details • Media contact

The business question comes first.

What should we improve first, and how will that work create value?

Whether you are planning an SEO investment, doing the work yourself, or managing an agency or internal team, Quickest Path to ROI SEO™ provides a practical way to decide what should happen first. Michael Hodgdon starts with the business outcome, then works backward to the search opportunities, pages, and actions most likely to support it.

The book examines buyer intent, revenue-page priorities, technical constraints, purposeful content, authority, measurement, and AI-driven discovery. It helps readers evaluate competing recommendations and understand how each priority connects to qualified leads, customers, and revenue. Real campaign examples illustrate the decisions behind the framework.

The result is a shared decision system for business owners, marketing leaders, SEO professionals, and agencies: choose meaningful opportunities, put the work in a practical order, measure business impact, and use the evidence to decide what comes next.

THE FRAMEWORK AT A GLANCE

01 Find the opportunity

Identify high-intent demand with meaningful business value.

02 Prioritize revenue pages

Choose pages positioned to support qualified inquiries or sales.

03 Remove constraints

Address obstacles that limit visibility or customer action.

04 Build supporting authority

Connect content, internal links, and credibility to priority pages.

05 Measure business impact

Follow leads and customers through to commercial outcomes.

06 Expand what works

Use performance evidence to guide the next investment.

For: business owners planning or managing SEO, marketing leaders, in-house teams, consultants, and agencies.

Meet Michael Hodgdon



AUTHOR + AGENCY FOUNDER

More than 27 years in search and digital marketing.

Colorado Springs, Colorado
Founder of Elite SEO Consulting
Creator of Quickest Path to ROI SEO™

SHORT BIO / FOR EVENT LISTINGS AND ARTICLES

Michael Hodgdon is the author of Quickest Path to ROI SEO™ and founder of Elite SEO Consulting. He brings more than 27 years of experience in search and digital marketing to a practical question: which SEO work should a business do first? His framework helps business owners, marketing leaders, and SEO teams prioritize opportunities around qualified leads, customers, and revenue. Elite SEO Consulting won Best New Agency at the 2025 U.S. Agency Awards.

EXTENDED BIO / FOR PROFILES AND INTERVIEW PAGES

Michael Hodgdon is an SEO strategist, agency founder, and author of Quickest Path to ROI SEO™: A Business-First System for Turning Search Visibility Into Revenue Sooner. Based in Colorado Springs, Colorado, he brings more than 27 years of experience in search, digital marketing, and business growth.

His career spans hands-on optimization, agency leadership, technical SEO, local search, content strategy, and the shift toward AI-assisted discovery. Through Elite SEO Consulting, he focuses on helping businesses make clearer decisions about where to invest their search budgets and how to connect that work to measurable business outcomes. The agency won Best New Agency at the 2025 U.S. Agency Awards.

Hodgdon developed the Quickest Path to ROI SEO™ framework to address a recurring problem: businesses receiving reports and completed-task lists without a clear explanation of which work should produce value first. The book brings that decision process into a practical system for choosing high-intent opportunities, improving commercially valuable pages, measuring results, and expanding based on evidence.

Five conversations worth having

Suggested editorial angles and questions for interviews, panels, and podcasts.

01

Why SEO reports can look successful while revenue stays flat

A discussion about the gap between visible marketing activity and business performance.

Ask: What should a business owner ask when rankings improve but sales do not?

02

How to manage an SEO agency with greater clarity

Practical questions that help owners and marketing leaders evaluate recommendations and progress.

Ask: Which questions reveal whether an SEO plan is connected to the business's goals?

03

What SEO work should happen first?

How to weigh buyer intent, competitive reality, execution effort, and commercial opportunity.

Ask: If a company can fund only three improvements this month, how should it choose?

04

Where AI search fits into an ROI-focused strategy

How to discuss AI visibility alongside the customer journey and measurable business outcomes.

Ask: How can a business evaluate an AI-search opportunity before committing resources?

05

What small businesses should know before paying for SEO

A conversation about expectations, ownership, measurement, and the priorities behind a proposal.

Ask: What should an owner understand before signing an SEO agreement?

READY-TO-READ HOST INTRODUCTION

Today's guest is Michael Hodgdon, founder of Elite SEO Consulting and author of Quickest Path to ROI SEO™. With more than 27 years in search and digital marketing, Michael helps businesses decide which SEO work deserves attention first and how to connect search visibility to leads, customers, and revenue. His agency won Best New Agency at the 2025 U.S. Agency Awards.

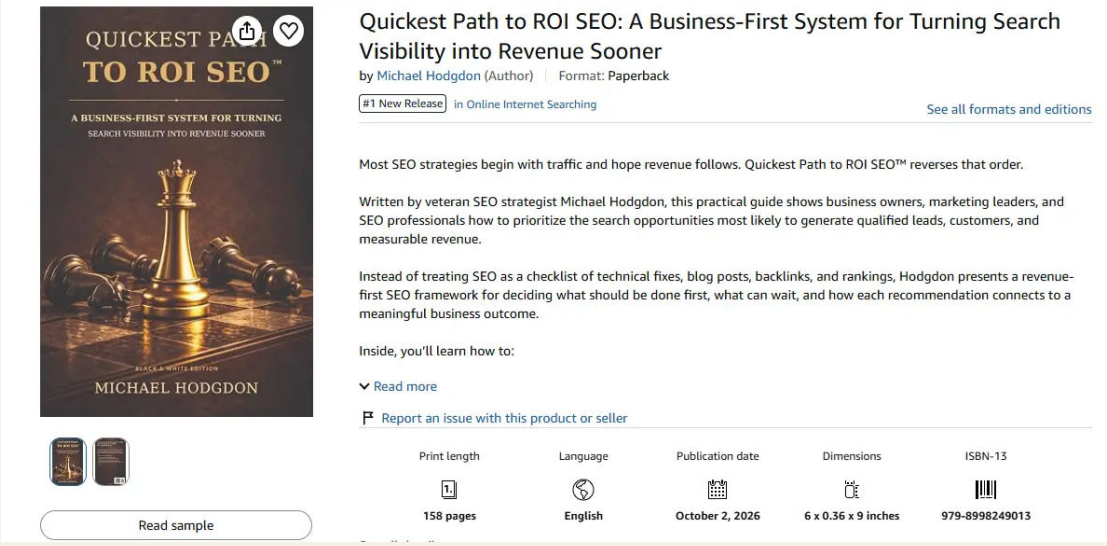
Early book milestones

Historical Amazon category achievements recorded in October 2026.

OCTOBER 3, 2026 / PAPERBACK

#1 New Release

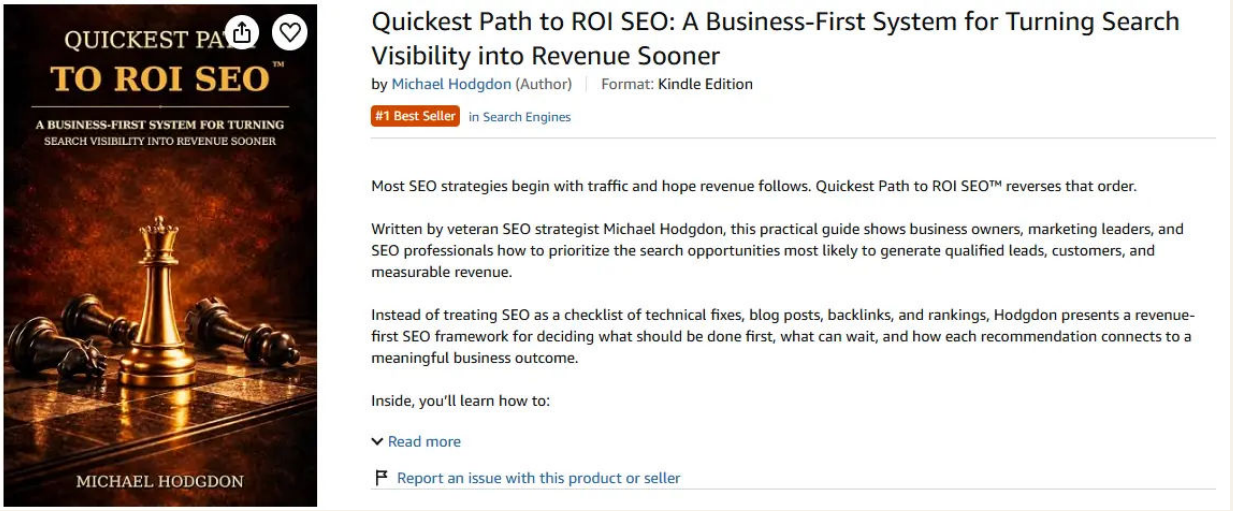
Category: **Online Internet Searching**



OCTOBER 4, 2026 / KINDLE

#1 Best Seller

Category: **Search Engines**



Dates follow the author's milestone record; the supplied Amazon screenshots show the badges and categories. Rankings change over time. These are category distinctions, not an overall Amazon #1 ranking.

Book facts & media contact

TITLE

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A Business-First System for Turning Search Visibility Into Revenue Sooner

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INTERVIEWS, SPEAKING + MEDIA INQUIRIES

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PRESS IMAGES + READY-TO-USE COPY

The companion ZIP includes front covers, the author portrait, the unchanged book logo, promotional images, original milestone screenshots, bios, captions, and an asset guide. Source image dimensions are listed in the guide.

Reference links: Author profile · Book overview · 2025 agency award
Edition prices and purchase links: QuickestPathToROISEO.com. Agency recognition belongs to Elite SEO Consulting.