

STEPHEN FLOYD AND OMG SEO

THE ELEPHANT IN THE ROOM

OMG Training with Client Search Engine Optimization
for Google search

Stephen: I'd like to thank Bob Proctor for opening the webinar this evening. I can't tell you how awesome it is to have Bob talk so highly about our business. The reason he does is that he's had nothing but positive feedback from people who joined our community from Bob's community, and boy, the success stories – there are too many for us to tell. You met Thomas and you met Jabir, but there's dozens of people just like them. And David, of course, I appreciate you having me on as well.



I'm going to give you some information tonight about what we do and how we do it. Before I do that, I'm going to give some information about me because it's valuable for you to have a little understanding about the people you're going to be learning from. I'm going to make this quick, and then we're going to go into a little of what I do and how I do it, and what you can expect to learn.

As you can see on the slide, I've been in the field of search engine optimization and digital marketing for over 14 years now, so quite a long time. The way I got started was by ranking a very competitive term

as #1, and I held that position for four year. The term was "computer repair." At the time I had a business partner, and if you're in the U.S. you'll know what "Geek Squad" is. We had a business that was similar to the Geek Squad as an on-demand computer repair for businesses and homes.

We had our website, we were ready to service, but we weren't getting any visitors. So what I did was to spend about 3 months full-time trying to teach myself how to get some darn love from Google to our business. My partner and I spent about a quarter of a million dollars in that amount of time buying every course that was available from every group. Every guru, I probably talked with him during that 3 months.

I was very blessed and was able to figure out how to do things, so we got up to #1 for the keyword computer repair, and we had that for a couple of years. Then we sold the company to our biggest customer for a very nice 7-figure payout. The value of that business was because of the organic Google traffic that I was able to generate. Without that we wouldn't have had a busi-

About Me Professionally...

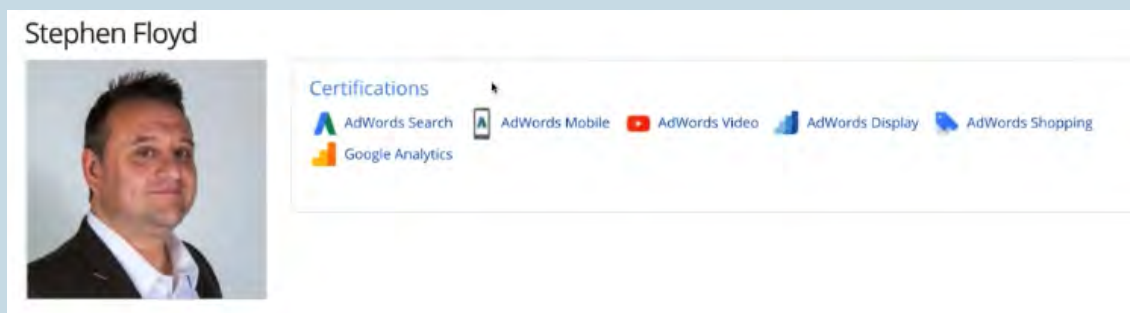
- Over 14 Years in SEO
- Held #1 for "Computer Repair" for over 4 years
- Client seo, E-commerce seo, Affiliate marketing, PPC on Google/Facebook/Twitter/Linkedin/Pinterest/etc
- Specialize in Client search marketing/Ecomm
- LOTS OF CONSULTING

#CCS2017 | @your-twitter-id

ness. We probably would have gone under within another 3–6 months. But being flooded with organic traffic from Google is what made that business profitable and what made it where we could sell it.

What I do now is client SEO, which means that businesses pay me to put them on the first page of Google so they can get more

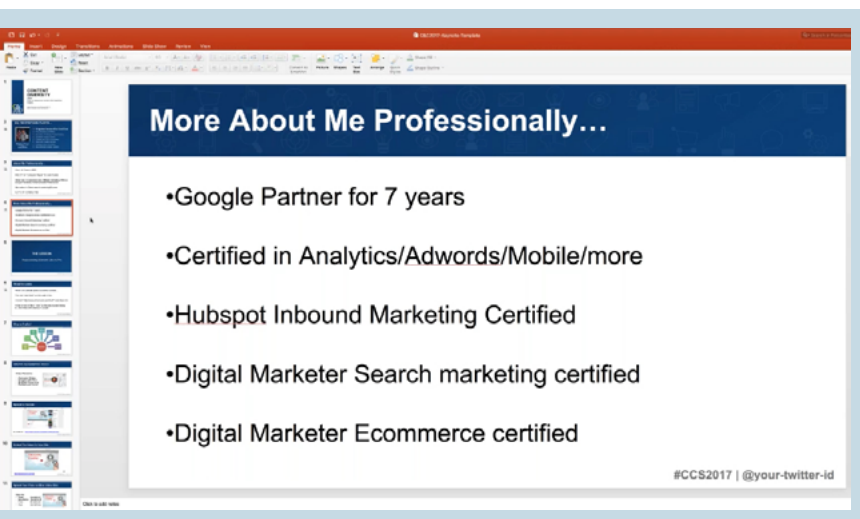
The affiliate marketing I do is a 6–figure business for me each year. I also do pay-per-click, which is bought or paid traffic, and I do lots of sources, including Google, Facebook, Twitter, and LinkedIn. I've been doing this for 14 years, so I've had a chance to go all over the place with my experience. I love to learn and I'm a glutton for learning. I'm voracious with it, so I've spent



traffic and more visitors. I do e-commerce, meaning that I personally have four e-commerce stores that I run that I use Google organic traffic to generate the revenue from and those are a very nice 7–figure income per year, just those four businesses.

enough time in each of these areas to get proficient at them.

I'm also a Google partner, and you'll see my certifications above. I'm certified in everything that Google offers. These certifications are geared more toward paid traffic. Google offers them to people when you have to know what you're doing. You have to pass tests legitimately to be able to get these certifications. The reason Google offers them is so you'll be better at selling Google pay-per-click, which I do, and at points in my life, I've managed 7–figures monthly in Google PPC. I'm not doing as much now, but I've done a ton of that in the past. Again, I have some other certifications, but that's probably enough. So hopefully, you will consider me qualified to give you some information and teach you some things.



Let me switch gears here. There's a topic that always comes up in conversation, and it has to do with the question, "Is SEO dead?" SEO is search engine optimization. According to public sources, SEO has been "dead" every year that I've been doing SEO since the end of 2003. Every year it's "dead," but somehow, every year, I keep making 7-figures and living my life and teaching well over a thousand people how to do the same thing and how to have a really good quality of life by making a very

good amount of money without punching a clock or working a million hours.

I have an answer for that question. One of my answers here I'll just show you. There's a lot of research like this, but I just picked one article right before this webinar. This is the one I found when I searched. I use Google just like you guys and gals do.

If you look at multiple pieces of research you'll see that this industry is worth 65 billion dollars. The estimated spending you can read here says, "...predicting that the SEO industry will continue to grow, and an estimated 72 billion will be spent by 2018, and 79 billion by 2020.

So hopefully you understand that SEO is certainly not dead. In the Go To Webinar chat box here where you have questions, let me do a quick poll with you. Let's say that you moved to a new town and you didn't know anybody, and you needed to find a dentist or a roofer. Type a "1" in the chat box if you would go to Google and search for one of these businesses. Give me a "1" if you would most likely find them by going to Google.

So, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1. I already knew the answer. That's what we all do. It's the same thing I do, and the same things I teach you and the same thing we sell. Again, anyone who says that SEO is dead or dying is probably selling paid traffic, to be honest with you. People who say that SEO is dead are probably people who don't want SEO to work. Who doesn't want SEO to work? – People who sell paid traffic, like Google. That's how Google earns its revenue.

The SEO industry is worth \$65 billion; will it ever stop growing?

SEO spend has been steadily growing since the early days of search engines, but is there an end in sight? Columnist Jayson DeMers looks at what factors might impact the growth of SEO in the near future.

Jayson DeMers on May 8, 2016 at 10:21 am



Since its early days, search engine optimization (SEO) has always had naysayers insisting that this marketing discipline is a passing fad, or that it's dead.

Not only has SEO survived this long, it's thriving. According to a recent study by Borrell Associates, [companies are going to spend \\$85 billion on SEO in 2016](#). This is more than triple what they predicted for this year back in 2008, before major game-changers like Panda and Penguin even entered the equation.

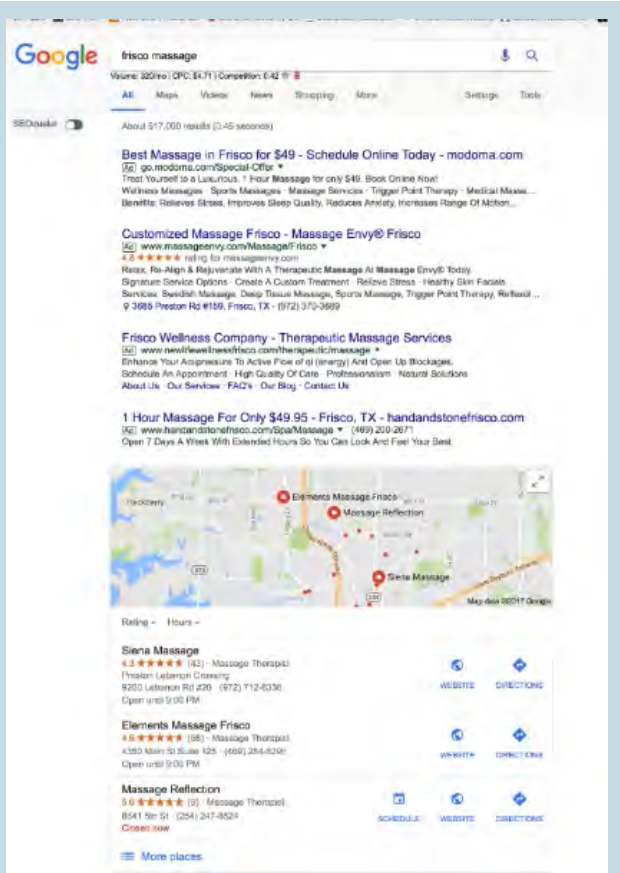
What's more, the company is predicting that the SEO industry will continue to grow to an estimated \$72 billion by 2018 and \$79 billion by 2020.

Though estimates can be fallible, this does suggest that SEO has grown even more than previously expected, with a trajectory to preserve that growth well into the future. In fact, another [recent survey of 357 marketers](#) found that more than 90 percent plan to increase their SEO budgets or keep them the same over the next year. Assuming these projections are at least roughly accurate, is there anything that will stop SEO from growing?

Factors for perpetual SEO growth

Let's take a look at some of the reasons SEO might continue to grow indefinitely:

- **More user searches.** It's likely that the number of searches per user will grow well into the future. Older generations, averse to technology, will make way for younger generations, who



Let me use this page from a Google search as an example. You can open up your browser and follow along if you want and even though it's location-based, you'll see pretty much what I see.

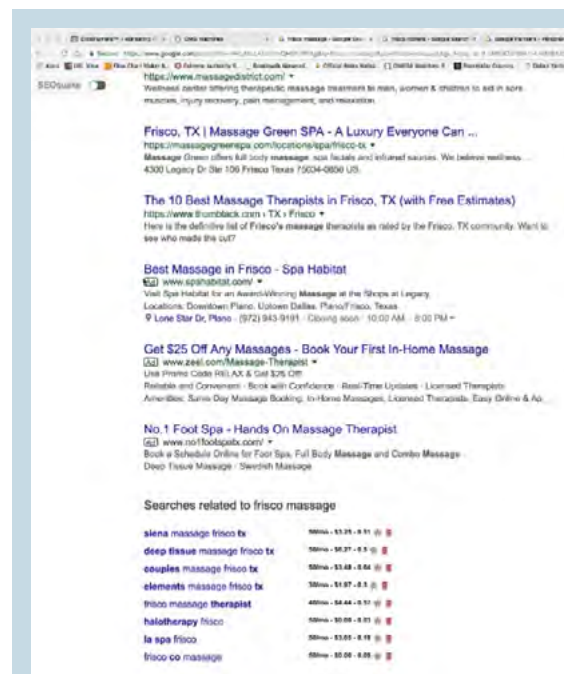
I typed in "Frisco massage." Frisco is the city I live in, and it's a suburb of Dallas, Texas. I want to explain to you what you're seeing here. This is a good example of what we call a search engine result page (SERP). At the very top of the page, typically, but not always, are going to be four ads. You see how they're green and have the word "AD," and there are four ads.

Then under that is what we call the map results. In the map results where people

are going to go to, like this massage place. You're going to go to a massage place, so it's helpful for you to know where it's located. So that's why this map result exists, so people can easily find this business using the directions button right there.

Below this is what we can "organic" results. Organic is what we're mainly focusing on with our OMG SEO training. You'll see here that there's typically going to be ten results here.

And then what do we have at the bottom of the page? – We have three more ads. So all seven of those ads are Google pay-per-click (PPC), and anyone can buy them. If you open a massage business in Frisco, Texas tomorrow, you can fire up your Google PPC account and start bidding away and start spending money to advertise here.



Let me explain to you the main difference between using organic SEO, which we teach, and paid traffic. And remember, I do both. I'm a Google Partner, I'm certified in Adwords, so I'm not saying this as someone who doesn't understand paid traffic or as someone who doesn't use it. I do use paid traffic, but in very specific ways. Let me explain to you why what we teach is going to absolutely flood you.

For this I'm going to use an example with round numbers to make the math easy to figure. But the data I'm going to give you is actually from multiple sources, and even from Google itself, so you can 1000% trust the numbers I'm about to give you because they are public information, and common knowledge in this industry once you become part of it.

The huge difference between pay-per-click and organic SEO: Let's say that 1,000 people a month search for the keyword "Frisco massage." On average, pay-per-click will get 15–20% of the volume of the traffic for the page of those thousand people. Again, if there are 1,000 searches per month, then that means that the pay-per-click people are going to get anywhere from 150 to 200 leads per month. You may be thinking, "Well, that's not too bad, right? 150–200, that's not too bad."

Well, let me explain to you that all seven advertisers split the 150–200 leads. That number does not change, regardless of how much money you spent. You could put a billion dollars into your Adwords account and bid on this keyword "Frisco massage" and you're still only going to get 8% of the 150–200. So if we use simple math and we say we're one of these PPC adver-

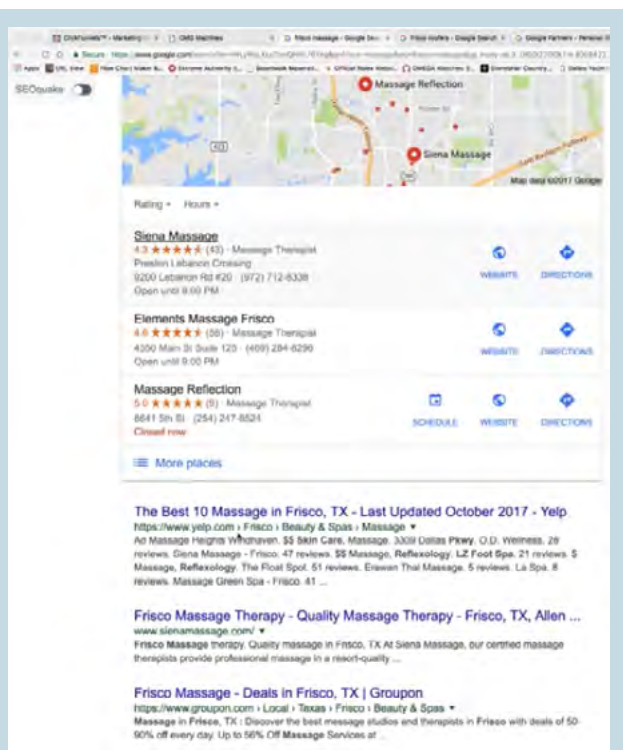
tisers, then we get 1/7th of the 150–200 leads per month. One-seventh is probably going to be about 20 – 30 leads per month maximum, somewhere in that range. So the maximum amount you're going to get from pay-per-click is about 20–30 leads per month.

Now, if there are 1,000 leads per month, I'd like you to tell me in the chat box how many leads per month that you think the top organic business listings get. We're talking about the top three organic listings. Look at the first one, which is Yelp. Yelp is technically in the #1 position, but what is Yelp? – It's a review service, so a lot of people won't even look at this or even count it. So for all practical purposes, the business in the #2 spot is really #1. So if you would, please put in the chat box how many leads you think that business is going to get?

Let's see, we've got some answers here. We've got some people here who know what they're doing, and I see a couple of people who have the answer. On average, even though Yelp is #1, and this is a fact – I'm not guessing – the listing in the #2 position is going to get the majority of leads. It's going to get 40–45% of the other 800 leads. In other words, they're going to get somewhere between 350–450 leads.

They're going to get **more than ten times** the number of leads that people who are doing pay-per click.

Now, this is a client of mine and they have been for quite a while, since 2009. So having this #1 ranking here in the map results and what is technically #2 in the search results (although we're usually #1 – these listings flip-flop a lot), means that we're



getting probably 60% of the value of this entire page with these two listings.

People who are on mobile devices are more likely to click on these map results than on the organic results.

And more than 67–70% of people who are searching do their search on a mobile device, meaning a cell phone or a tablet. So my client being #1 in the map and #2 in the organic listing, is getting about 60%–plus of all the traffic on this page. Some of you guessed 350 in traffic, so you guessed right.

I went through this quickly and I understand that for a lot of you it's completely new. I'd like you to do me a favor. In the chat box, give me a "1" if you sort of understand now why we want organic SEO more than we want paid traffic. Give me a "2" if you're

not quite sure still I want to make sure you guys and gals understand it because it's very important. It's a huge thing that you need to understand. While I'm waiting for those answers, I want to give you a little bit of data.

This message business started in 2009 with one location. Last year, they were doing so well that they opened a second location. I've known the owner of this business very well for a long time and worked with him since 2009. I'd like you to put in the chat box, how much revenue do you think a massage parlor makes? How much revenue do you think a place like this makes? I know what the numbers are, but I'm curious to know what you think. How much do you think they earn per year? I know what it is and I think for some of you it's going to blow your mind a bit when I tell you how much they're making.

So we have some numbers here – we have 200K, we've got 150K, 125K. So we've got some very good guesses. So, this business' average revenue now with two locations is just a little more than two million dollars per year. They have about 15 rooms in each location. So 30 rooms, and they're open 7 days a week for 12 hours. A massage is about \$60 an hour, so the math is really simple. So, over two million dollars.

I promise I'm not going to poll you all night, but I'm asking questions more to make sure you understand. What I'd like to ask you is to put in the chat box, how much do you think they pay me? They do a couple of other things for marketing, but 95% or more of their revenue and their customers come from what you're looking at here, organic SEO.

It took me about 4–5 months to get them ranking. It’s actually a bit quicker now than it was back then. With what they were doing before, their business wasn’t going to make it. Basically, if I’d failed and not done a great job, they probably wouldn’t be open now. They were doing some advertising in a few massage directories and things like that they were getting a little bit of foot traffic because they have a fairly good location, but now 95%–plus is from Google SEO.

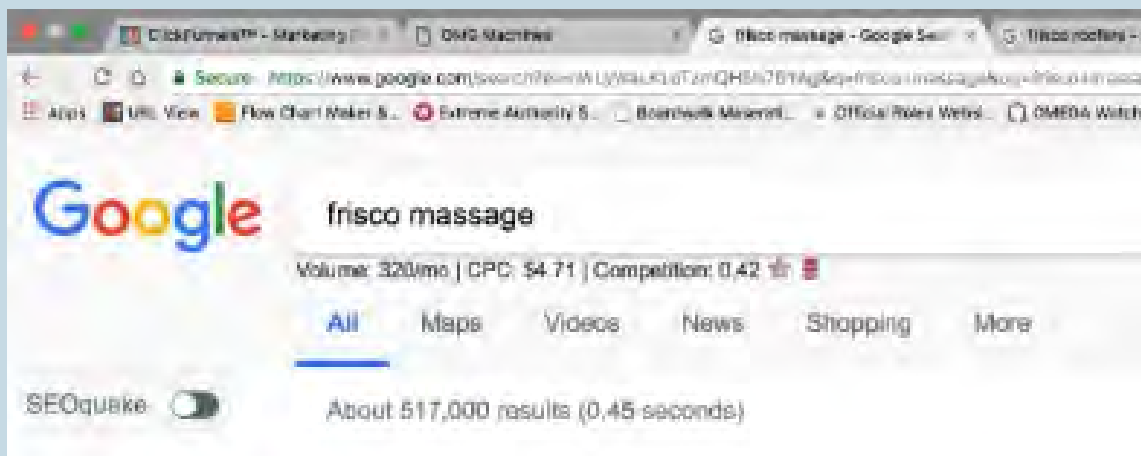
David Mills: We got mostly 1’s and there were a few 2’s in the chat box. I just thought of a way to explain it using your example of Sienna Massage with their two million dollars of revenue. You were showing how when people type in “Frisco massage” would go to the organic results. If they did paid advertising, they would probably be making around 50–100K in revenue a year, and hardly making any money because they would be paying for those ads the whole time, versus organic SEO because you’ve got fifteen to twenty times the number of visitors from organic search.

Stephen isn’t saying you shouldn’t do paid search, but we’re saying that the elephant in the room is organic search. If they had ignored it, it wouldn’t have mattered whether or not they did paid ads, even if they could add a little bit more revenue with paid ads. But if they ignored organic SEO, they’d be ignoring 15–20 times the traffic to that page.

Stephen: I want to make one thing clear, that they’re not ranked for just one key word. They’re ranked for probably 60–65 keywords.

David: Would you give a few other examples so people understand what you mean by keywords and terms?

Stephen: Absolutely. What I’m talking about is when someone types in “Frisco massage” they might also type in some different words like “massage in Frisco” or “massage in 75068” which is one of our zip codes. They might type in “sports massage in Frisco.” So this client is ranking for about 65 different terms. So the value of what I



Look for the CPC number of \$4.71 located below the word “massage”

provide to them is not because I rank only this one keyword, and that's not what we teach you inside of OMG. We don't teach you to rank just one keyword. We teach you how to rank all the keywords.

Let me show you that just this one keyword here, the cost-per-click is almost five dollars. I have a tool on my computer that gives me this information. That means that if they wanted to get 1,000 visitors, then it would cost them \$4,700. using pag-per-click with just this one keyword. Some of their keywords are more valuable than this. Some of them cost six or seven or eight dollars per click.

So here are the guesses of how much they pay me. The guesses are \$7,000 a month, 15K a month, 2,000 a month, 300K a year, 100K a year, 10K a month. Okay, so lots of guesses. This was a \$2,000 a month client. They pay me \$24,000 per year and the revenue it generates is about 95% of a little over two million dollars a year. So give me a "1" in the chat box if you'd be okay with that if that was your business. Type a "1" if you'd be okay with paying me \$24,000 a year and your revenue was a little over 2 million.

David: And of course, to clarify something, and I think people probably get this, but in OMG we teach you to be like Stephen, not like Sienna Massage. We're not trying to sell you on getting us to do SEO for you or for you to be our client. Stephen's not trying to get you to pay him \$24,000 a year. We're teaching you to be like Stephen.

Stephen: And to be clear, this not within the normal pricing guidelines for what I do now. Some of you are probably thinking, "You're crazy to charge only \$24,000 a year

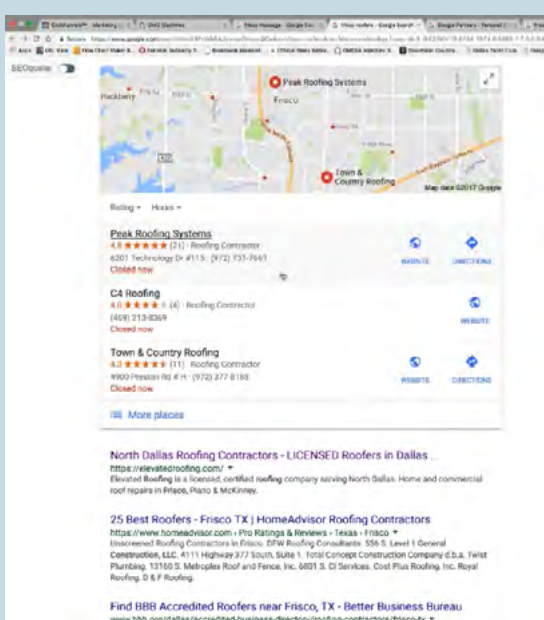
to get that much revenue for them." But these people have been my clients since 2009 and as long as they don't want to expand to another city, then my price doesn't change. I will tell you that what I net off of that is about \$21,000 a year. My margins on my revenue are extremely high.

David: So you spend about \$3,000 a year on your supplies and Internet services to do what you do, as opposed to a restaurant where you might make 5% of the net revenue. Most of what you earn is virtually all profit.

Stephen: Our margins are better than anyone I've ever heard of. I can't think of another profession that's even close. The reality is that once you understand OMG SEO you're going to set them up properly in the beginning. It's like building a house. If you lay the proper foundation, then that house is going to be around a long time. Yes, you'll have to do some maintenance and some upkeep, but it's going to be solid for a long, long time.

Yes, there are things I continue to do for my client on an ongoing basic, but the vast majority of the work is done in the first couple of months, and again, we're going to teach you exactly what that is. You're going to be able to duplicate what I do exactly.

Let me know you another example. Here's another term (on the next page), "Frisco roofer" for a local business. Volume-wise maybe this will give you more clarity. Roofing is a very good niche to be in because when you have hail damage or any kind of damage to your roof, it needs to be replaced. No one wants to have water come in on their head. It's not a luxury; you have to take care of it.



Elevated Roofing is #1 in organic search, but not in the map search

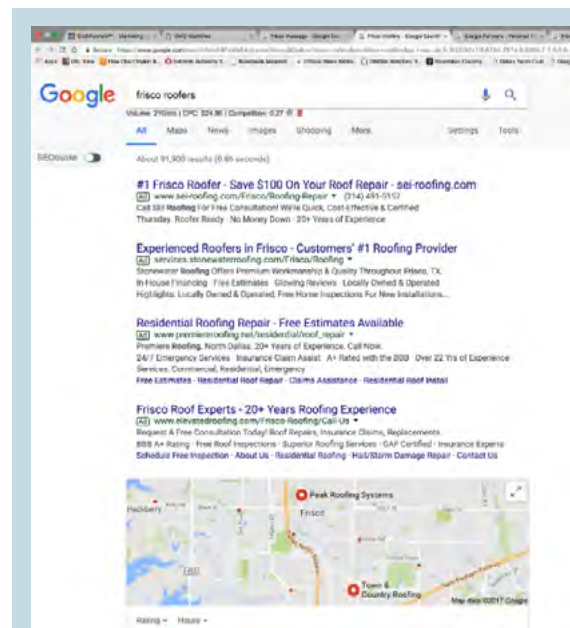
I want to point out that the last business I mentioned was a massage place, so I put them into the map results because people actually go there. This roofing business, however, is not because people don't go to roofing companies; roofing companies go to them.

So there's not a whole lot of value here in the map because people don't think, "I wonder where that roofing company is? I'm going to drive over there and talk to them." That's not how the roofing business works, right? You go to their website, you call and talk to them, and they come to your house. What you see above is one of my clients, Elevated Roofing, as #1 in the organic search results.

You'll also see below that they are listed as one of the paid ads. I told you that we also

do paid ads for our clients. So this client is maxed out on Google organic SEO. Their rankings are not for just one keyword.

I'll give you an example. This company makes in net revenue, money in their pocket, on average about \$2,500 for one roof. You see the cost-per-click (CPC) at the top of the page is about \$25. It's way higher to pay for a single click for this keyword than the other one for the massage company. Selling a roof makes you a ton more money than selling a massage. A massage cost \$50-60, and a roof costs thousands or tens of thousands of dollars.



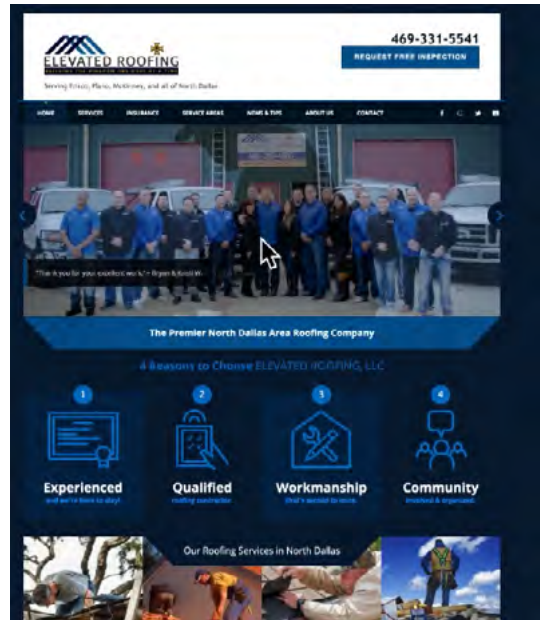
Elevated Roofing is the #4 paid ad in the example above, and the CPC is almost \$25, for a single paid ad click.

So this company has also expanded, by the way. I started working with this company in 2011. I did their SEO and got them ranked #1. This roofing company started with one guy and me helping him with the SEO. He

didn't have any sales people or a receptionist and didn't even have an office. I helped him get his first office space so he would have a business address. Within that time, not only is he the #1 one roofer in North Texas, not just Frisco, but he's also started two other businesses.

He has about 20+ employees at this business, and probably about the same number at the others, so about 50 – 60 employees, and he's making between 5–7 million dollars a year. So I'll have you do it again – At 5–7 million in revenue a year, how much do you think he's paying me? Drop your guess in the chat box, and I appreciate all of your participation.

So there are your guesses coming in. This client started paying me \$2,000 a month, and I think we're at about \$6,500 a month now. I do two different services for him. But just for the SEO it's \$5,000 a month. Again, I'll ask you to type in a "1" if you'd be willing to pay \$60,000 a year to make between



5–7 million dollars a year, and to be able to completely dominate your online market place and even have so much income to be able to move from one person to 50 employees? He's got a dozen or more trucks and three different businesses. I'm pretty sure everyone would be okay with that.

I've got some more information I want to talk with you about now. There were some questions from some of you about "What are you offering?" I'm going to tell you what we're offering. I'm going to make this as simple as possible. What OMG is offering is that we're going to teach you how to get into a career that in six to nine months you can commonly make \$10,000 or more per month in profits, and that's really the basics of it.

There's no other career like ours. There isn't one even close to ours. I want to compare it to a couple of things. Every year, Forbes has the top 20 jobs list, and I laugh my head off every year when I look at these, because they always list surgeons and cardiologists at the very top, and they're making \$300,000 a year. I'm not scoff-

Career

Doctor....10 years + school + 6 figures debt.....\$150-200k
 Lawyer...7 years school+ 6 figures debt...\$100-200k
 OMG...6-9 months...\$5k...MANY members \$360k

ing at 300K a year, but we've got I don't know how many people in OMG making 300K a year just from buying our \$5,000 course and working their butts off.

I like to use a metaphor is that I was part of Special Operations in the Army, and the difference here with OMG is like Special Ops in the military. You have your conventional forces with tanks, bombs, infantry, artillery, and all these different things, but with your Special Operations soldiers, you can drop in a team of 12 people and you can take out a bunch of tanks or a huge number of infantry. It's what we call a force multiplier.

You have a small group of people who are highly trained and they are able to surgically attack the enemy when and where they want, and they're almost unstoppable. That's really what OMG SEO is like. It's the same thing. Google doesn't want us to rank because they want everyone to buy pay-per-click, but we don't want everyone to have to pay for PPC. What we do is teach you how to do things surgically or strategically.

In Greg Morrison's talk, he said there are over 200 ranking factors, and Google wants you to believe a bunch of crap and to think that it's too hard because it doesn't want anyone to do it. What we do is we go out and we put in the time and spend our money on testing hundreds of sites, always testing and testing. You could do the same thing if you wanted. You could go out and watch 8,000 YouTube videos that are free. You could join 1,500 free SEO communities and spend hundreds of thousands of dollars over months testing, and you may get to where we are right now.

David: I wonder if you could quickly show people the OMG members' area if people want to know what it is besides a 90-day system and the training that I explained. It all takes place in an online portal. We have live webinars and we have recorded videos.

You have a member's area, you also have the webinar schedule page, which every week has the live webinars listed. There's a ton of recorded training with very efficient walkthroughs and also a lot of context that you will need over time.

That gives people a sense of one other aspect of what the OMG training that takes place through an online portal area. It's not a live event, but we separately have a live event once a year, but that's a separate thing that a lot of people love to attend. But this training is not a live event.

It's live webinars, but they take place in the membership portal.

Stephen: So the three main components are these: You've got over-the-shoulder video training that you're going to learn. You'll have the Facebook group that is secret, and only members can be in it where you can ask any question you want about anything. Then every week we have what we call "office hours" which are live webinars by the coaches.

Component #1 when we join OMG, the first thing you're going to do is log into this members area. You're going to go right to the link where it says "Steps to Getting Started." As David mentioned, it's very easy to navigate

Welcome to OMG's Project Shortcut!

New members, please visit the Orientation Section on top of the main navigation menu to the right. Pay special attention to joining the secret NH8 (which stands for the House of Names) 2017 Facebook group (this is separate from the more public OMG Way Facebook group) immediately, and then use that new group for questions or posts communicating with other members.

After logging over our Orientation area, and after the Webinar Schedule page area, the next area is our 90-Day System area which begins with a "Welcome to OMG" welcome letter by Stephen Floyd, on that top full Walkthrough link.

Take advantage of the training from each of the coaches as you choose to. Going through the training in order of how the coaches are listed in the menu to the right is a first way to do things, but not necessary. You don't need to rush; you will make incredible progress as you focus mostly on Project Shortcut. First you'll build an excellent framework, and then details will accumulate as you continue to learn and apply what you are learning.

Make sure to check **Breaking News**, a little bit farther down this page, often, and to read the previous news over once you have some time to do that.

The Live Coaching Webinar Schedule area is absolutely essential. Don't look for it!

If your website ever doesn't play for you, see the link in the Orientation section to the right regarding potential issues.

Breaking News Feed:

Today's Date: Thursday, October 26

(Showing news feed is written for you by David Mills. Content emails for coaching and other issues are found at the bottom of the navigation menu, to the right.)

Note: You made some minor changes to the layout of the members area to clarify where to begin and to reflect Stephen's new Fall 2017 live walkthrough of our 90-day system that is upcoming, and his "Welcome to OMG" welcome from last night (3). David, made an appearance on that webinar as well. The area near the top of the main menu to the right that used to be called "Announcements" is now called "90 Day System" and contains only Stephen's new Walkthrough page plus the Announcements like replies from Jan - March. The other Announcements replies have been moved to Walker's area in the menu, further down the page. Walker's area appears underneath Stephen's area, and in Stephen's area.

NH8 2017 Orientation Info:

- Getting Started, Joining the OMG Community Groups, & More
- How to Join the Facebook Group
- Steps to Getting Started
- Join the NH8 2017 area for you.
- Facebook with #ProjectShortcut, Instagram

Upcoming Webinars:

- Webinar Times and What's What
- Coaching Webinar Schedule Link

90-Day System:

- Full 90 Day Walkthrough
- Introduction Like Replies

Over-The-Shoulder:

- Treasure Map GIF
- Live and On-Site Over The Shoulder
- Core Like website CTS & Joints
- Project Details CTS
- CTS - Over The Shoulder series
- Headlines CTS Pg. 2
- The Live On-Site CTS series

Fetch:

this page. I also mentioned that you've got live coaching sessions with us every single week. And there's a link here that says, "How to Join the FaceBook Group" where you not only interact with the coaches, but you interact with all of your fellow members.

We are a community of people who are trying to be, or are in various levels of success in doing this, so it's a support group and an answer-questions group. Bob Proctor mentioned how successful people that come to us from his group are in OMG. We had two people talk, but we could have had 20 or 30 people just as easily, but we didn't want to overwhelm you. The only difference from where you are sitting right now and where those people are sitting is that they took action when they saw this webinar last year when we did it. Typically, we only open for new members once a year.

We are going to teach you how to have a profession that you can use for your own business or for other people's businesses. There are multiple ways to make money. Looking back at the Career slide earlier, a doctor averages about 10 years of school, and they're six-figures in debt when they get out, that's common. The average doctor makes between 150-200K a year. There are doctors like cardiologists who make around 300K a year, but most are right around there. A lawyer has 7 years of school and six-figures of debt, and makes 100-200K a year and this is toward the top for most lawyers nationwide.

Here's what we're offering in OMG. Do you know how people put an asterisk and say "These results are not common"? In OMG, these results are common. In 6-9 months at a cost of 5K, so you're not six-figures in debt and you haven't spent years studying; you've spent months, and we have hundreds of people making 10,000 a month and more. We have members making \$100,000 a month. We have lots of members making \$100,000 a month.

We have lots of members who are semi-famous in their own groups. They joined OMG, they learned and excelled and they've gone out and started their own communities. They're making multiple millions of dollars. The only roof on this money here is your commitment to work and to scale your business.

If you don't know anything at all about SEO, if you've logged onto this webinar and you said, "I don't even know what SEO stands for," I'm going to tell you that's awesome because your cup is empty, like the Zen people would say. That means you don't really have any bad information, bad training or bad knowledge. You will go in, you will absorb our training, you will get help along the way, and you will quickly be where you want to be.

This is why Bob has you on this webinar tonight. It's not because he didn't think you had anything better to do, or you just wanted to look at my pretty face or whatever; it's because the opportunity that exists right now in this industry is like what Bob likened it to in the past - it's like the Wild West. It's very dead-on. There are not many people in the world who even know what we're talking about with SEO as a profession. Most people don't even know that SEO is a thing or what it is.

You're at a point now where you can learn from people who have been doing this for a long time and have had success everywhere from the entry level to the advanced level. That's one thing I want to point out as well, that OMG is for beginners or advanced. I've taken SEO's who were taking six-figures a year and turned them into seven-figure a year people. We've also taken people who had low-paying jobs, like one of our members a few years ago who was working at Bed Bath and Beyond making about \$30,000 a year, and he's a millionaire now from this training, and he's not a genius.

No one on this webinar is a genius, except maybe David and Greg, but definitely not me. I'm not a genius; I'm just a normal guy who works hard. I was already doing this type of work before OMG. The advantage of OMG is overwhelming. It's indisputable. We have more proof of what we do than the next ten companies that try to do what we do combined. There's no one like us. In this industry, we're like Coca-Cola. If we were a soda, we'd be Coca-Cola.

What we're offering you tonight is an opportunity. We're offering you an opportunity to come and do what we do. Everyone has a different reason. Your reason for being on this webinar might have been curiosity. I don't know how much of the pre-webinar material you took in, but Bob's intention is for your change your financial future. That's one of the things he wants for you. He wants you to be able to take control of your financial future.

Once you have control of your financial future, it's a huge leap toward having a super-high quality of life. It's not the only thing, and we all know that. Money is not the only thing. But when you're in control of your finances and you can afford to live the kind of life you want to live, and live on your own terms, your quality of life is high. To you that may mean that you want to have yachts and Rolls-Royces. If you do, that's wonderful. David has two Rolls-Royces. If you want to drive a Lamborghini, drive a Lamborghini. I have a super car.

But for me, what's important is that I get to spend a ton of time with my wife and kids, and also with charities that I'm involved with. That's what the win is for me, and that's my "why." So if I had to work 60 hours a week at a job, it wouldn't matter what they paid me because my quality of life would be low.

The way I rate my quality of life is not on my things, it's on my connections and on my relationships. This career allows me to work part-time hours and make 7-figure obscene amounts of money! And everything you need to do what I'm doing is in OMG. -- Every single step.

Let me show you one more thing because I think it will help. I'm going to give you an example of how our organic SEO is going to match up against some of the other methods that people may pay for to get people to their website.

This is actually a newer client of mine who has been with me 3-4 months. There's some simple math in the table here, and I'm going to show you how freaking powerful what we do is. This chart is from Google Analytics, so it's irrefutable data.

Default Channel Grouping	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	3,499 <small>% of Total: 100.00% (3,499)</small>	83.05% <small>Avg for View: 83.05% (0.00%)</small>	2,906 <small>% of Total: 100.00% (2,906)</small>	17.78% <small>Avg for View: 17.78% (0.00%)</small>	3.74 <small>Avg for View: 3.74 (0.00%)</small>	00:01:53 <small>Avg for View: 00:01:53 (0.00%)</small>	0.00% <small>Avg for View: 0.00% (0.00%)</small>	0 <small>% of Total: 0.00% (0)</small>	\$0.00 <small>% of Total: 0.00% (00.00)</small>
1. Organic Search	2,204 (62.99%)	80.94%	1,784 (61.39%)	15.74%	4.07	00:02:16	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Direct	915 (26.13%)	85.79%	785 (27.01%)	24.48%	2.83	00:01:04	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Paid Search	156 (4.46%)	85.90%	134 (4.61%)	18.59%	3.79	00:01:14	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Social	131 (3.74%)	92.37%	121 (4.16%)	8.40%	4.62	00:02:14	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Referral	92 (2.63%)	89.13%	82 (2.82%)	10.87%	3.55	00:01:18	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. (Other)	1 (0.03%)	0.00%	0 (0.00%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)

It's not some website that I control where I can play with the numbers; this is a screen shot directly out of my client's Google Analytics that shows statistics for a 30-day period.

What I want to show you is that they got 2,204 visitors or leads through organic search. They also got 915 through direct, which means that someone typed in their actual Web address. This client doesn't do any banner advertising, so these two types of visitors are what I get for them. So 2,204 + 915 is a little over 3,000 targeted visitors from my efforts. This client pays me \$3,000 a month, and I get them a little over 3,000 leads a month. So can you tell me how much they are paying per lead? - It's about one dollar per lead.

Now I'm going to go down to paid search. They got 156 leads through their paid search. They pay \$3,700 a month for their paid ads with Google pay-per-click. So they're paying \$3,700 a month for 156 leads. The math on that is \$23.71 per lead. So SEO is \$1 per lead, and Google PPC is \$23.71 per lead. By the way, I am not managing their pay-per-click now. I'm about to start, but this shows another company's performance.

Now I'm going to go to social media ads, like on Facebook and Twitter. These figures are almost 100% Facebook advertising. They have another company they pay \$2,500 a month to do Facebook marketing for them. So for \$2,500 a month they get 131 leads, which is \$19. a lead.

So SEO is \$1 a lead and they are getting 3,000 leads. That's three thousand potential visitors for a dollar apiece. Their paid search is only 156 leads, and again, it wouldn't matter if they spent a billion dollars, they would still have only about 156 leads at \$23.71 per lead. For social media ads they get 131 leads and they pay \$19. per lead. So I'm going to ask you a very serious question now.

Which would you rather pay? Would you rather pay a dollar a lead for 3,000 leads? – Or would you rather pay \$19 or \$23 per lead for about 300 total leads? Ten times as much traffic for 1/20th the cost on average. So guys and gals, give me a "1" in the chat box if you understand what I just showed you. Alright, I think most people understand. Perfect. So I think that's all I wanted to share, David, to make sure that people understood those things.

In summary, I'd like to say that you're joining a community because that's how I feel. I don't even want to put a value on the Facebook group; it's almost immeasurable.

Think about any job you've ever had in the past or anything that's hard like a class – imagine if you could just jump into a Facebook group whenever you had a problem, like if there's a teacher right there or a fellow student to help.

The Facebook group is not only for getting answers to questions, but also for support. This group is nothing but positivity. This Facebook group is nothing but people who are either where you're at or further down the road, and all of you have the same goal. All of you want to do this business and to win, and it's nothing but support and people helping each other out and talking about their wins. We highly encourage that. We want to talk to people about when they rank a site, when they get a new client and all these things. It's a super-positive community.

So you have the recorded video training, you have the community, and then you have the live office hours with the coaches. That's what you're getting. You're getting every kind of lifeline that you need to come in and do this profession.

Like I mentioned before, I can't even imagine doing anything else. I only work about 20 hours a week personally, sometimes even less to maintain my businesses. I get up with my kids every morning and have breakfast with them and take them to school. I pick them up every day. I'm at soccer, I'm at volleyball, I'm at every play and every "Dad with Donuts." I'm at everything; I don't miss anything because I don't have to because of this wonderful career.

That's what I want for you. I want you to come and join me and have the kind of life that I have. That's what I want for you.

[Click through here](#) to go to the amazing Elephant in the Room State of Digital Marketing Webinar!