



Are you an SEO or a CEO? The road to success

By MADS SINGERS



MADS SINGERS



Mads Singers

- Mads Singers Management
- Aristo Sourcing Outsourcing
- SEO Mastery Summit
- HeyRamp (Management SAAS tool)
- VirtualStaffSA.com (South African job board)
- Localo.com (Local SEO SAAS tool)

From SEO to CEO

1

Business

2

Team

3

Personal



MADS SINGERS

1

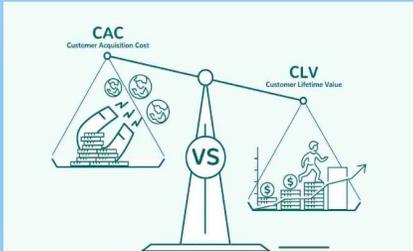
Business



Disproportionate Returns



Return On Investment



Customer Lifetime Value & Customer Acquisition Cost

2

Team

Clear Expectations / Goals



Training / Growth



Culture





Self Development



Prioritization - The One Thing



Communication

Any questions?

Management Courses & Coaching:

<https://madssingers.com/free>



madssingers.com



mads@madssingers.com



Mads Singers |
People Management