

7 Figure SEO Agency Exit Roadmap

Steps to Build, Scale, and Sell an SEO Agency for Millions of Dollars



Would you like to build something that gets easier to manage over time, is highly profitable, and is eventually sellable for 7 figures?

YES you can build an SEO Agency from scratch and sell it within 2-5 years...

I know it can be done because my business partner built and sold an agency for **\$2 Million**...

...without knowing all that I'm going to give you in this roadmap...

He went through a lot of bad choices...

He had some rough patches...

And we've discussed these issues and how to avoid them by doing things the right way from the beginning...

The most important things for you to consider that came out of our discussions are included below in this document!

I wish I had this 7 years ago...

Where Do I Start?

Now, we want to begin with the end in mind because planning to setup a business to be sellable affects a lot of decisions that you'll make along the way.

For example, should you build a personal brand or a company brand?

If you plan on selling at some point, building a company brand should be more important...

Yeah, you should probably do both, but the primary front facing part of business should lead with your company brand.

When I started my Dallas SEO Geek brand in 2012, I wish I had this information...

...because I think I would've made about 5x-10x the money I've made since then.

And I've made good money, but I could've made great money instead...

...and had an exit strategy where I eventually cash out for big on my work.

What is My Main Business Focus?

Mical said the most valuable asset to his business wasn't his customer list...

...it was his ***Systems and Process Documentation*** that the purchasing company found to be most valuable.

Yes, having active, paying customers definitely helped...

...but, it was much more important for the company to be able to immediately plug and play their own company into his systems...

By seeing how his business did everything in the past...

AND how they would handle any future business activity to sustain and grow the services they were providing.

 Therefore, the most important focus at all times in your business is to be constantly working on your business systems 

Warning: This can seem like a lot of work to start, but very quickly it ends up saving you more and more work over time!

The point isn't to work towards perfection, but to strive for continue progress

You do this by having everyone on your team (including YOU) be aggressive and diligent about building what I call, "*Process Documentation.*"

A lot of people use the term "*Standard Operation Procedures*" or "*SOPs.*"

SOPs are a subcategory of Process Documentation (Proc Doc).

Proc Doc includes everything done in the past, everything you are working on right now, and all templates & plans of the future.

For example, documenting the exact details of every SEO project for clients becomes a valuable business asset for the business...

...the documentation of everything you did, when you did it, and all the results you got and when you got them.

Even if a Client SEO project fails...

You are still building your Proc Doc describing what NOT to do or at least a flawed process!

And as you rack up more and more Client SEO project wins...

It becomes easier and easier for your team to rack up more Client SEO project wins...

And you have more materials to train any new SEO workers in your business.

You see, when I worked for Texas Instruments (worth \$112 Billion at this moment), I realized what their true value was...

It wasn't their STUFF or their PEOPLE...

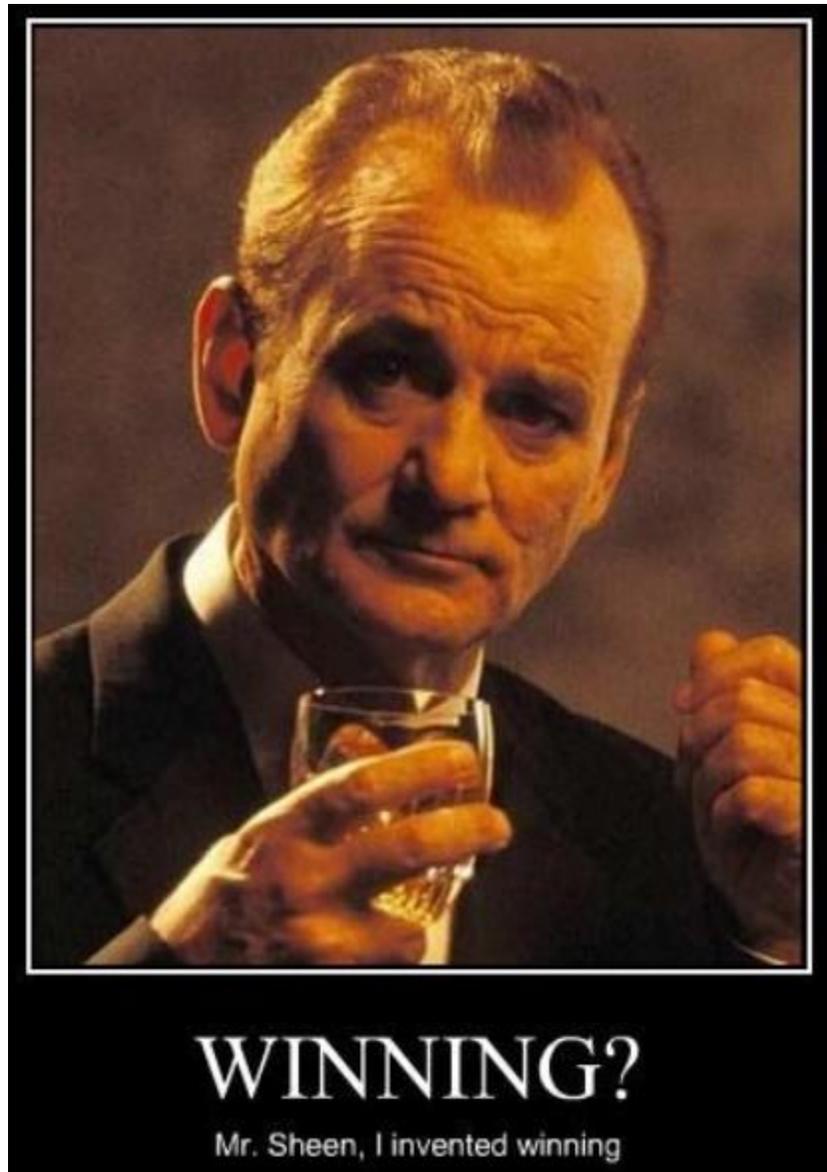
It was their PROCESSES and DOCUMENTATION of those processes that was where the vast majority of the company's value was in.

I thought about how the company was formed in the early 1900's...

And none of the stuff or people that formed the company were around anymore, so what has really lasted?

Processes and Documentation was the answer.

Proc Doc FTW (For the Win)!



The value of your business' Proc Doc goes well beyond servicing your SEO clients, but it gives you an idea.

Do I need a Perfect Proc Doc System?

No, you don't have to have PERFECT Proc Doc Processes right out of the gate...

What's important is to start building your Proc Doc Processes with intentions towards *progress*.

Many businesses have incredibly poor processes that have huge gaping holes they've never sought to fix...

...if they have any documented processes at all!

And so the business as a whole is a mess...

Client work that should have gotten done months ago is discovered to be incomplete...

More projects fail than should...

Clients notice missed promises...

Their SEO is inconsistent...

They don't really know what SEO actions are really doing the heavy lifting when the projects do succeed.

If you've ever felt like you're in an endless cycle of feeling busy without really getting much done, then this is where you have a lot of room for improvement.

Your Proc Doc will start here, but your team's **primary objective** will be to aggressively and continually improve your Proc Doc!



Working ON your Business vs Working IN your Business

One of the biggest benefits of building your systems and process documentation aggressively is working towards spending almost no time working IN your business...

...and almost all the time you devote to your business being working ON your business.

For example, taking sales calls yourself, doing keyword research yourself, reporting to clients yourself are all examples of working IN your business.

Working ON your business includes reading this roadmap 😊, building your Proc Doc out in many different ways, hiring and training team members, business planning and strategizing, etc.

The beauty of working ON your business is that the need for you to do so diminishes over time...

...even with a massive increase in clients...

...while the need for someone to work IN your business increases significantly with a massive increase in clients.

The end result is that you're ***systematizing YOU out of your business*** and you are not needed in the daily operations of your business...

You see, when YOU are an integral part of your business running every day, you can't sell your business for much if anything...

You also can't take long tropical vacations...

Now, when you first get started, you will need to spend time working IN your business in order to jump start the building of your process documentation.

So, don't believe that you're going to never have to get down and dirty and actually do some of the nitty gritty work in the early stages...

Because this is absolutely critical to understanding what is going on and where things can improve...

But, you don't want to regularly be doing the same things over and over again...

You should be documenting and systematizing these tasks and then passing them off to your team.



How to Reduce Systems Building by 100x+

My next suggestion for how to setup your business is going to be where I suspect a lot of people will shake their head and say, "but I will lose money if I do that."

I'm here to tell you that your first instinct on this is WRONG...

Not a little bit wrong, but like 100x WRONG WRONG WRONGY WRONG!

I resisted it for years...

And I still get pushback from experienced agency owners on it...

But, I've been studying this aspect of an agency business greatly over the last several years...

Applying what I know about systems and productivity efficiencies...

And what I'm about to tell you is 100% correct...

...and will result in you and your team needing to build your process documentation about 99% less than the way most people think to setup their business.

No Joke.

I'm not foolin' around here!

OK...

Are you ready?



Pick a specific Niche to service and only provide 1 service to them...

...my preferred service obviously being SEO because it is the most profitable by far digital marketing service.

So, don't service HVAC companies and Pest Control companies.

Pick 1 and stick to it hard.

Even servicing 2 niches vs 1 is more than twice as...expensive to build out.

Now, I know this will not be easy...

You're thinking *"But David, this dude is offering me money...I'd be stooopid to turn it down!"*

Look, I know. I've been there before...

But your sales and service systems will be so much easier to build if you narrow your focus...

...that you'll be able to ***grow your business faster***

...AND ***systematize yourself out of your daily operations faster***

...while ***being more profitable***

...and not just a little bit faster and a little more profitable...exponentially

Now, yes, there are plenty of successful digital marketing agencies that service all niches and provide 10 different services...

But, they have super low profit margins...

And they take much longer to build...

And require much larger teams to manage.

So, I've been living off of my Dallas SEO Geek website providing me with SEO clients calling and asking for help...

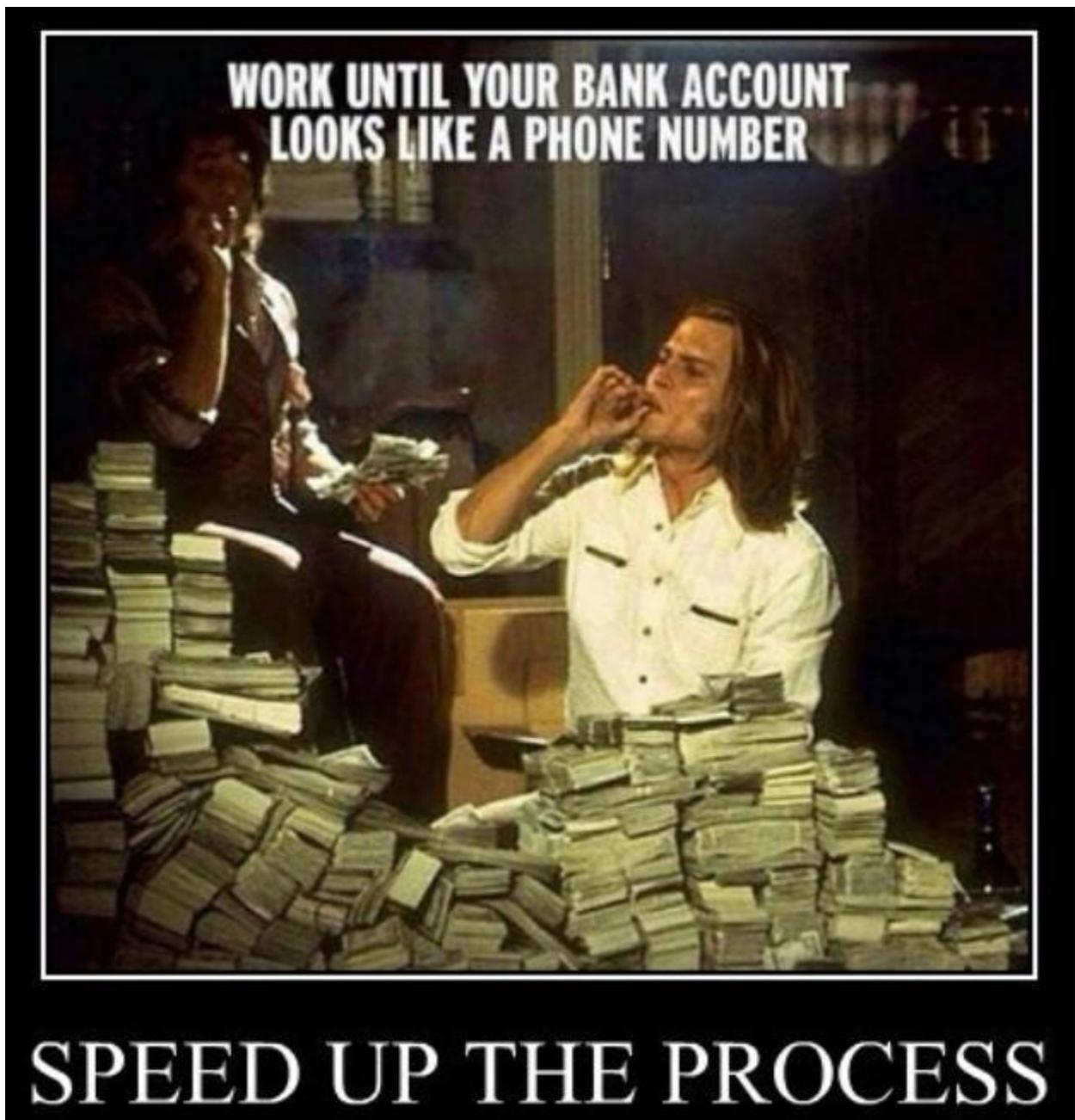
But, if I had chosen a Niche SEO to target instead...

I would've made 5x-10x and done 5x-10x less work...

I have started over with a few new Niche SEO agencies that I'm building right now...

...and I'm already seeing massive benefits from the narrowed focus.

Do you want to make more money, faster, with less work?



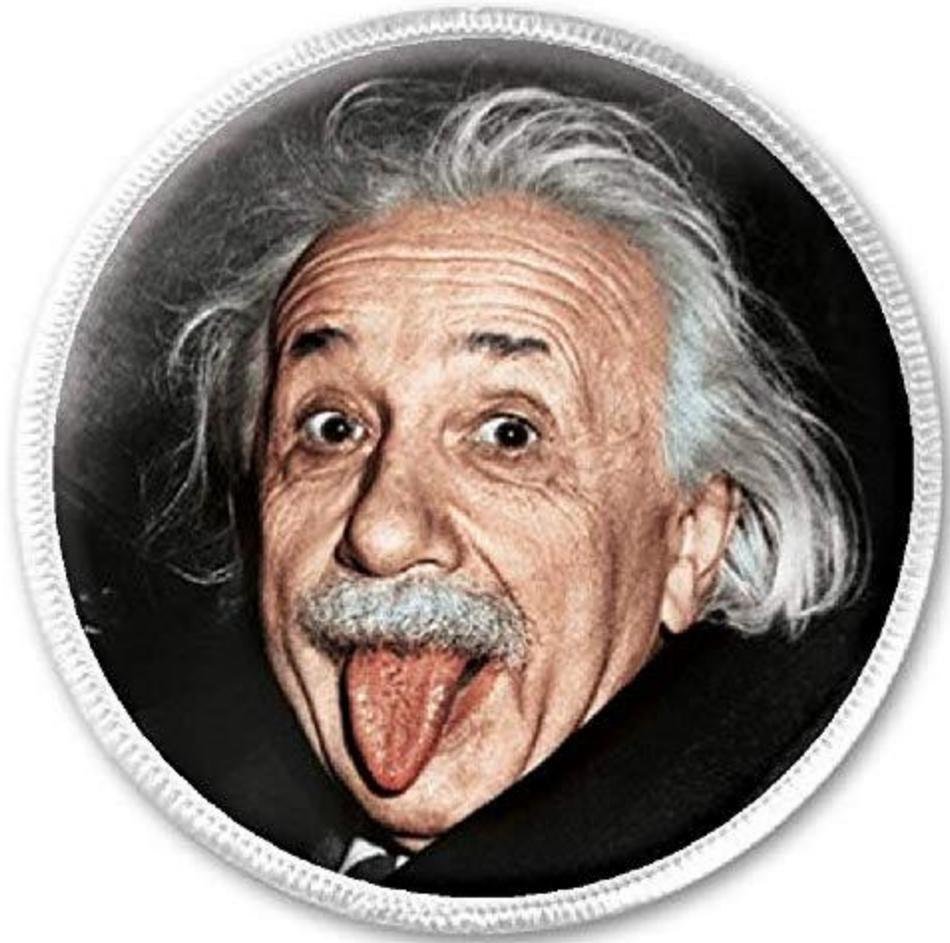
This will seem like more work at first...

And it may seem like you're losing money...

But you are not...

You're building your required business systems as fast as possible.

Let's Do Sum Math



There are 1044 cities in the US with 35k+ pop.

It is totally doable to get 150 clients @ \$1,000/m → \$150k/m in revenue

When you have a well focused business, your profit margins are high...let's conservatively say 50%

⇒ \$75k/m in business profit → \$900k/yr business profit → business sale price of \$5 million to \$10 million...

Even if you don't sell your business, how would you like to make \$900k/yr in hands-off profit?

Selling your business is easy should you wish to do so at this point...

The point isn't to necessarily SELL your business...

But to make your business SELLABLE...

...

OK, so part of the point IS to potentially cash out for big at some point...

...and do whatever the hell you want with your life.

I mean, \$5 million *goes a long way!*



But, you don't HAVE to sell...

You could just cash checks and show up every once in a while to work ON your business.

Do you want to take your business to 7 figure sellable territory faster and more reliably?

→ [I recommend checking out the SEO Agency Empire Course when it opens.](#) ←

I hope this has been helpful to you 😊

Please look out for my communications in the future to receive more valuable info on the SEO Client business model.

\$\$ Good luck fulfilling your dreams!! \$\$

-David Hood



<https://digitaldominationdojo.com/>

[Operation Day Job Liberation Facebook Community](#)

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