

# The CEO SEO Blueprint.

A simple, easy-to-follow blueprint for any entrepreneur, business owner or C-suite executive interested in starting an online presence as a first step towards true **value creation**.

d. Arch. Sorina Dumitru, PhD

Digital Footprint Hurmah Consulting

Digital Footprint Hurmah Consulting  
Dubai, United Arab Emirates  
digitalfootprint.life

The CEO SEO Blueprint  
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## Why does this exist?

The CEO SEO Blueprint is a tool for business owners or business managers to help them grow revenue, maximize profit margins by leveraging existing assets.

### You didn't start a business to play small.

You built your service business to create **freedom, impact, and income**. Somewhere along the way, digital marketing got noisy. Everyone told you to post more, go viral, or hire another agency. But deep down, you know: **real growth comes from owning your space, not renting attention.**

The CEO SEO Program exists because **you deserve a system**, not scattered tips.

You deserve to know **how visibility works**, so you can make decisions with confidence.

You deserve to attract leads while you sleep. Not because you're an influencer, but because you've built something valuable.

This blueprint is for you if:

- You want control over your digital footprint, not to hand it off and hope for results.
- You think strategically, not reactively.
- You want your business to be found by the right people, at the right time, for the right reasons.

You're not here to get famous.  
You're here to get seen by those who matter.

The CEO SEO Program exists to put **power, clarity, and sustainable growth** back into your hands. Because that's what real C-suite baddies like you do.

## Who is this for?

This is for you if:

- You have something to share of true value to others, from your real life experience;
- You own, operate and/or are a board member of a service business;
- You believe that entrepreneurship is our right to freedom, to transform an idea into a business.

This is not for you if:

- You want to be an influencer;
- You are anxious about venturing in new business opportunities;
- You are not comfortable with change.

## Ask yourself:

If you want to **determine if The CEO SEO Blueprint is right for you**, answer the following questions. And be brutally honest with yourself:

1. Do you run a service business that deserves more visibility, leads, and long-term growth? **YES/NO**
2. Are you building something bigger than yourself—a business rooted in impact, not just influence? **YES/NO**
3. Do you believe entrepreneurship is your path to freedom—not a job replacement, but a system that works for you? **YES/NO**
4. Are you ready to lead like a CEO, not chase likes or trends for validation? **YES/NO**
5. Are you willing to get uncomfortable and make strategic decisions that elevate your business? **YES/NO**
6. Is your mission strong enough to push through the fear of change? **YES/NO**
7. Are you done with old SEO and ready to own your online presence? **YES/NO**
8. Can you commit to long-term thinking—building something that compounds over months, not just goes viral for a day? **YES/NO**
9. Do you want to turn your expertise into authority, without dancing for attention on social media? **YES/NO**
10. Most importantly: are you ready to stop waiting and start acting like the entrepreneur you set out to be? **YES/NO**

## **Start with the “I”.**

### **“I help”**

is the only place you should use first person.

BUT!

You should convey authority within the first 4 seconds of communicating.<sup>1</sup> That means people should be convinced that you actually know what you’re talking about immediately.

Here’s a hot take for you.

**Don’t build a personal brand.**

**If you own or run a service business, you  
don’t need a personal brand.**

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1 Belfort, Jordan. *Way of the Wolf: Straight Line Selling: Master the Art of Persuasion, Influence, and Success*. New York: Gallery Books, 2017.



## **Cons of building a personal brand:**

### **It takes up other people's valuable time.**

People are already being bombarded with information as it is. Don't take up their valuable time with your fishing stories or your participation at conferences, showing them pictures of you shaking hands with some other random guys in suits.

### **It distances you from the customer.**

You wouldn't create a divide between you and your potential clients the same way you wouldn't distance yourself as a leader from your team members. Reminding everyone how unique you are is only going to make you unrelatable. Be a leader for your audience as well.

## **Pros of building a personal brand:**

### **It's good if you want to be employed.**

Many times, employers will look you up after you apply for a job. They need to see a simplified version of yourself and will allocate no more than 5 seconds to understand.

### **It's good if you yourself are an ad space.**

If one of your strategies is promoting other people's products, it's good to keep talking about your own story and seamlessly integrating their products into your life. But it's more profitable to sell your own products than rely on commissions.

## Build a Digital Footprint.

**Instead of a personal brand, build a digital footprint.**

You need a digital footprint to:



### **Offer free education.**

In communication, there is a pyramid of customer awareness. Most people are at its base, they are unaware. Then they become problem aware. The next level is solution aware. They need to ascend to the awareness of knowing you have the solution. The peak of the pyramid is the awareness that you are the best fit to solving their problem.



### **Showcase the transformations you provide.**

Showcasing the transformations you provide is essential because it helps potential clients see themselves in the results you create. People don't buy processes. They buy the version of themselves that becomes possible through your work. By clearly illustrating the before-and-after journey, you build trust, reduce uncertainty, and make the value of your offer tangible. Transformation stories act as proof of outcomes, not promises, and they allow clients to feel the emotional and practical impact of choosing to work with you.

## Communication categories

Here are the main communication categories or **pillars** necessary in building your Digital Footprint:

Authenticity	Authority	Trends
Why? Induces a pattern interrupt when people are scrolling	Why? Builds trust.	Why? Trends provide a common language, like memes, current affairs, songs etc.
How? Own beliefs applied to ICP. <sup>1</sup> You can be polarizing!	How? Past experiences, people and partners, results, screenshots.	How? Choose what you are comfortable with. It can be tasteful.
Example: “You create value every day by sparking curiosity.	Example “If you have any doubts...”	Example When Astronomer CEO got caught on a date with head of HR at a Coldplay concert, Astronomer hired Gwyneth Paltrow for an ad. Valuation grew by 12%

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<sup>1</sup> ideal customer persona.

**Scale your business, sustainably.**

You have a service business. Otherwise you wouldn't have made it this far into this document.

Running a service business is a beautiful thing. It is, also, stressful. If you managed to scale to a certain level, you probably have issues with consistent revenue. There are times when your team is loaded with work, and there are times when the team is a little too large for the workload. And that's OK.

You sell your services. But let's look at the units. Allow me to run a little projection for you, and see how this applies to your business:

Average unit price	\$5,250
Monthly revenue	\$21,000
Monthly expenses	\$20,000
Yearly revenue	\$250,000
Yearly expenses	\$240,000

You might be selling an average of 4 pieces/month at the average price of \$5250.

Do you ever wonder how you got here?

To put it simply, you provided the right service at the right time for a certain individual.

In order for this to happen, several planets needed to align:

- a large amount of people had to know about your business, of which
- a small amount looked into your business, of which
- an even smaller amount actually converted to clients.

Did you know there is a general statistic for this?

In the next section, using these proven statistics for service businesses, you will be able to find out exactly how many people represent that “large amount of people” mentioned above.

Good businesses have good revenue streams.

**Great businesses have great profit margins.**

## **Reliable numbers**

If you’ve been running your service business for some time, I’m pretty sure you have been approached by someone who would guarantee leads for your business. Careful with those.

Leads are one thing, but qualified leads are something very different. How many times were you laying in bed at night, scrolling on your phone, then you would see an intriguing ad about something you’re marginally interested in, and opted-in to learn more about it? In that very moment, you became a lead. But you and I both know that doesn’t mean anything neither for your wallet nor for their business.

Transforming traffic into sales is actually very easy. You just have to remember The Golden Ratios of Conversion.

Now, based on the numbers from the previous simulation, let's deduce how many people need to see your business in order for you to have 4 monthly sales:

Everyone who knows about your services	Traffic	2660
The right people	CTR 5%	133
The right time	Conversion Rate 15%	20
The right amount of money	Sales 20%	4

You're probably not very impressed by these numbers. In fact, these are pretty optimistic numbers. If your sales are more than 50%, you're doing something very right. You can afford to raise the prices.

If your sales are less then 10%, however, something is wrong. There are only a few possibilities:

1. Price is too high
2. You're talking to the wrong people
3. You're talking to the right people, in the wrong way.

Traffic<sup>1</sup> is increased with ads.

The level of interest is measured by CTR.<sup>2</sup>

Qualified prospects are increased with targeted messaging.

Conversions<sup>3</sup> are increased with a proper sales process.

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1 Traffic - number of people aware of your services

2 CTR -click through rate, percentage. This value represents the number of people who, after learning about your service business, decided they wanted to learn more.

3 Conversion Rate - percentage. This value represents the number of people who, after learning more about your service business, decided to opt-in to receive some kind of communication from you.

**Paid advertising for your business**

Ads can be a great tool for growing your business, if done correctly. Otherwise, ads are probably the fastest way to lose a lot of money. Second to strippers and drugs, of course.

That’s why when we buy ads, we target them to our ICP. In order to properly define your business ICP, you have to think specifics. Depending on the nature of your service, here’s how you define your ICP:

Demographics	Geographics	Psychographics
What is their age?	Where do they live?	What do they do as a job?
What is their gender?	Where do they go to work?	What do they do in their free time?
	Where do they spend their free time?	What are their values?
	Where do they go on vacation?	What are their aspirations?
		What embarasses them?
		What keeps them up at night?



Get really specific on your ICP. Give them a name like Dan. You can even give them a funnier, more descriptive name like Hopeful Henry. Pros actually go all the way and AI generate a picture of them.

## ICP Example

This is Christian. He is an architect from Linz, Austria. He is 42 years old.

In this picture, he is visiting The Venice Architecture Biennale.

He is very opinionated on other people's work.



He runs his own design studio. That's why he has his laptop with him. In case one of the clients needs something from him.

He is not a great manager.

His work output could be better. He sometimes works 16-hour days but wears an H&M t-shirt under a 10 year old jacket.

## The Right Time in Their Life

The best time for them to see your ads is when they need you most.

They are in a desperate mood.

They pay attention.

They have a **bleeding neck** problem.

You remember ads are good for traffic. They are also very expensive. You have to be smart about running ads for your service business.

Depending on the nature of your service, you may have the following platforms:

Visual	Instagram
Financial	LinkedIn
Informational	YouTube

This is an unpopular opinion but, for me, the ideal combination is organic content with a little bit of paid ads. That's why you need to build a Digital Footprint. Ads will show your business to many people. Authenticity and Authority will weed out the unqualified leads.

**How do you know the ads are working?**

Meta Ads are an excellent way of buying ads and tracking the results. This document is not intended to go in depth on the topic of paid advertising. If you'd like some tracking sheet templates, please reach out at [business@sorinadumitru.com](mailto:business@sorinadumitru.com). In this document, however, the topic of paid advertising is used as means of demonstrating the importance of a target audience.

Just remember, ROAS<sup>1</sup> is not a good global metric for the health of your business. For example, if you spend \$2,0000 in order to get one customer worth \$6,500 then ROAS would be 3.5. However this does not take into account the cost of service delivery. In my opinion, in order for a business to be profitable ROAS should be at least 4.

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1 ROAS - return on ad spend

Facebook in itself is good for targeting boomers as customers however:

- They are probably older than you
- You are competing with ads on penis enlargement
- They are not necessarily in a buying mood

Why is this important?

Because, instead of more customers, you need **valuable customers**.

## The Golden Ratio of a Business

$$\text{LTV}^1 / \text{CAC}^2$$

In order for your business **not to immediately die** while running paid ads you need at least:

Ad Budget	One time charge	Recurring monthly charge
\$20/day	\$2500	\$1500

When you decide running ads, you will quickly learn that \$20/day on ads is extremely low. Moreover, The cost of traffic you can buy varies according to country. We measure this through CPM - cost per mille (one thousand views. In places like Dubai, CPM is \$30 while in the United States CPM can easily go way above \$70.

See, I told you ads are expensive.

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1 LTV - lifetime value. The amount of money a single customer brings in, during a year.

2 CAC - customer acquisition cost. The total amount of money spent on advertising efforts divided by the number of paying customers, during a month.

## Targeted copywriting

By now, you may have figured out your ICP. You may have even decided what is the ideal time you should talk to him, and where. Now it's time you learn how to talk to him.

Communication has to be simple, direct and only about your ICP. Think of your ICP as the hero in their own story. Therefore you are the guide that helps your ICP on their Hero Journey. As proper communicator, it's your job to insert yourself in your client's Hero Journey as Guide or Helper.

Remember the only time you are allowed to say "I"?  
"I help".

Now you can construct the most valuable phrase about yourself:

I help...	go from...	to...	without....
ICP	bleeding neck	ideal outcome	effort or sacrifice

Examples:

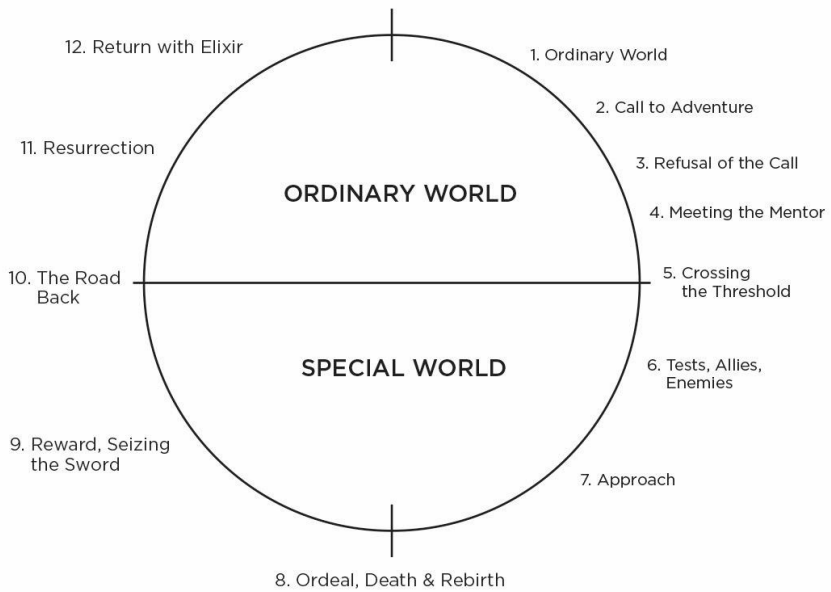
I help **new mothers** go from **tired and overweight** to **get to the same body they had in college** without **hours spent in the gym, starving**.

I help **finance employees** go from **stress and anxiety** to **8 hours of sleep every night** without **wasting time and money on pills and therapy**.

I help **restaurant owners** go from **empty seats** to **consistent, recurring customers** without **changing anything about the menu**.

Now you try.

## THE HERO'S JOURNEY



## Sales

You're probably thinking "I don't need to know this, I already hired someone for sales, they're so good at it" bla bla bla.

Did you know that the CEO of Palantir does the complex sales personally? It's because, at that level, the customer doesn't want to speak to a salesperson. They want to speak to a leader.

For you, I want you to be doing mostly complex sales. To speak to very few people for the highest value of sales. Remember, you want to maximize the value of a small number of customers, not get more low-ticket or medium-ticket customers. That is how you scale your business sustainably.

You want to communicate how your service is New, Easy, Safe, Big.<sup>1</sup>

This framework will:

- spark curiosity
- give hope
- reduce anxiety
- generate excitement

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<sup>1</sup> Milligan, Kyle. Take Their Money: How to Write the Words That Really Make You Rich. Self-published, January 28, 2019. Kindle ed., 118 pp.

**New** (Think of a new name for your service):

Customer: “Oh but I’ve tried this before and it didn’t work.”

You: “This is not that, this is my personal system, it’s new, it’s called...”

**Easy** (Minimize the effort needed to get the result):

Customer: “I don’t have time or energy to do this.”

You: “You don’t have to give up on anything. Anybody can do it.”

**Safe** (Give examples of past customers who wanted to achieve the same result):

Customer: “How do I know this will work?”

You: “Here are my testimonials.”

**Big** (Trigger their imagination):

Customer: “Is it worth it?”

You: “Only if you want to change your life, with cars, watches, yachts, hot girls.”

## What is an Offer?

The concept of an offer has evolved greatly these past decades, especially post-COVID when the entire sales process has been scaled and exposed to the rapidly iterative process of the worldwide network. As such, the term “offer” has gained more depth than what would normally be taught during an MBA. If you run a business as a C-suite executive, you need to know the difference between a price list and an offer.

Nobody wants to buy off a price list.

### Price List

Shows fixed prices for products/services

Neutral and factual

Tabular, itemized

On what something costs

Passive: for browsing or comparison

Item name, price, maybe description

Minimal emotional trigger

Generic, one fits all

CTA: “Contact us”

Perceived value based on price only



In an offer, the customer participates in the process just as much as you do. You can call this an Ikea Effect<sup>1</sup>, or adding 1 egg to the Betty Crocker cake mix.

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<sup>1</sup> Norton, M. I., Mochon, D., & Ariely, D. (2012). The IKEA effect: When labor leads to love. *Journal of Consumer Psychology*, 22(3), 453–460. <https://doi.org/10.1016/j.jcps.2011.08.002>

## **Offer**

Persuades someone to buy by highlighting value

Persuasive and benefit driven

Narrative structured (often with success stories or case studies)

On why it's worth it

Active: for conversion

Outcome, transformation, urgency, pricing options

High emotional trigger: speaks to needs, desires, fears

Tailored to a specific audience or persona

CTA: "Let's get you in the program immediately" "Let's get you set up"

Perceived value based on outcome and transformation

## The 3 Phases of a Sale

A successful sales process has three phases, all equally important:

### 1. Marketing

So far, all of your efforts represent marketing. Transforming an idea into a business, thinking about your ICP, developing a product or service tailored to their needs, advertising it through organic content and paid advertising.

Marketing can be:

Inbound	People reaching out to your CTA, word of mouth etc.	A response to your organic content or your paid ads.
Outbound	You reaching out to people you see are in alignment with your service business.	Wearing your heart on your sleeve, taking direct action because you see the fit

**If you're a blonde, don't go chasing after people who prefer brunettes.**

Identify if it's the right person, at the right time, with the right amount of money to spend.

## 2. Setting

Most of the business owners I talk to don't even know about this phase. They just go directly into the sale. Appointment setting is, however, more for you than it is for the customer.

The purpose of setting is to:

Understand the  
prospect's needs

Verify if the prospect  
qualifies financially

Ask if they are ready  
for investment

**Schedule next phase only if they are ready  
for investment**

Get them excited for  
the next call

This is where you use  
the NESB copywriting  
framework

**Do not communicate the prices during this phase.**

### 3. Closing

This is when you actually make the sale. You need to finish this discussion with a **consensus**. This session can only end in three ways:

1. They sign the contract and/or wire the money on the spot
2. You reschedule on the spot, only based on lack of finances available
3. You part ways, politely, offering some sort of free value (a guide, a brochure etc.)

The purpose of two separate discussions (one for appointment setting and one for closing) was to create a custom pitch and to gain accountability from the customer.

For a one-to-one closing discussion, below are the steps. In this case, the prospect is aware this is a sales call. Always ask for feedback at the end of each step and permission to go to the next step.

- |                                       |  |
|---------------------------------------|--|
| 1. Build Rapport                      | 8. Transition to Pitch - recap, accountability |
| 2. Identify Problem                   | 9. Pitch - custom presentation                 |
| 3. Cause Pain and Doubt               | 10. Temperature check (from 0 to 10)           |
| 4. Qualify financially                | 11. Gain commitment - back to "Why now"        |
| 5. Trigger imagination with results   | 12. Share next steps - present assets          |
| 6. Self Admission "Why now?"          | 13. Share investment                           |
| 7. Partner or Spouse - eliminate risk | 14. Isolate objections                         |

Selling is just helping people to buy.

Below is a scenario of either a one-to-one or a presentation in front of a team. In this case, call has been framed as a complementary consultation. Again, always ask for permission to go to the next step.

I promised you I would do a Strategy Session so here is what's gonna happen.

I'm just gonna ask you a few questions first, just to understand where you're at. Just maybe 6-7 questions.

Then I will provide you with some tailored guidance, to add some value.

Then with your permission I'm gonna tell you how I usually work with people on a paid consulting basis just in case you feel you might need it eventually. It will only take me a few minutes.

And then you can hop off with the value or we can further discuss how we can work together does that sound OK?

**Thank you.**

We're done here, good luck on your business ventures!

Much love and respect,  
dr. Sorina Dumitru