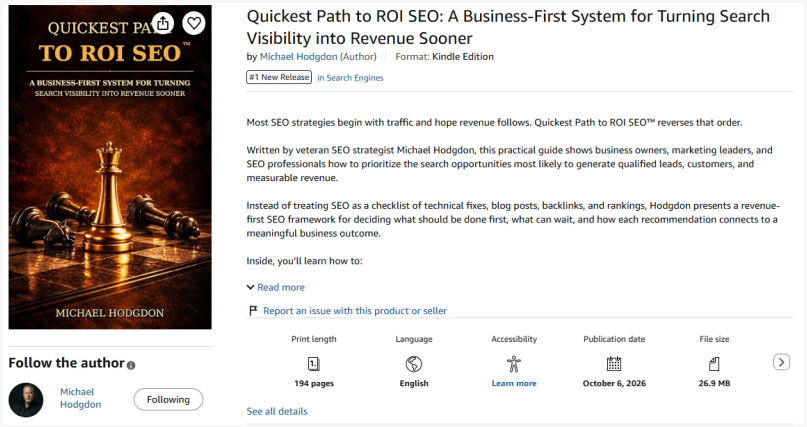
# Quickest Path to ROI SEO Book  Earns Amazon Number One New Release Badge in Search Engines

*Michael Hodgdon's new book helps business owners manage their SEO investment and work with agencies to prioritize progress toward ROI*



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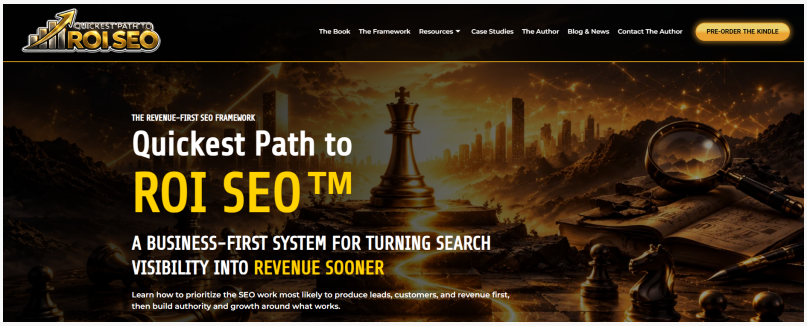


Quickest path to ROI SEO Website

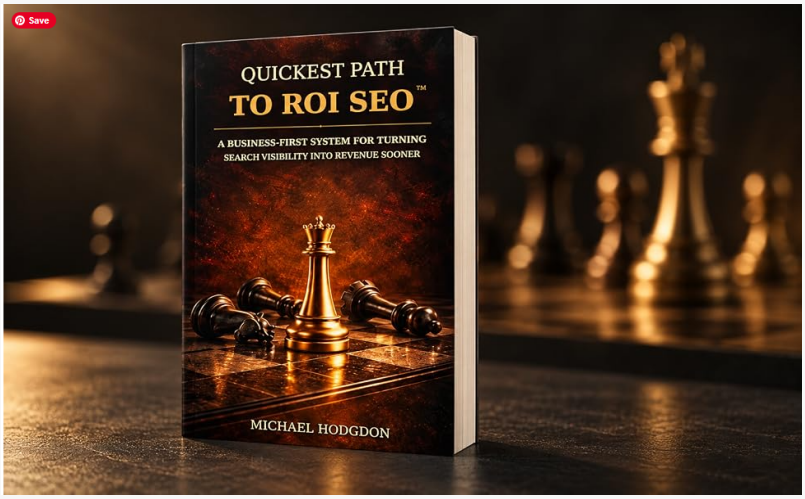
COLORADO SPRINGS, CO, UNITED STATES, October 3, 2026 /EINPresswire.com/ -- Quickest Path to ROI SEO™: A Business-First System for Turning Search Visibility Into Revenue Sooner, by Michael Hodgdon, has earned Amazon's "#1 New Release" badge in the Search Engines category, as displayed on the book's Kindle listing on October 3, 2026.

The book gives small business owners, marketing leaders, and SEO professionals a practical framework for prioritizing search opportunities, improving pages that support revenue, and evaluating progress through qualified leads, customers, and return on investment.

For home service companies—including roofing, plumbing, HVAC, painting, and gutter businesses—the framework helps owners examine whether their SEO program is focused on the services, locations, and customer needs most relevant to their business. It also addresses AI-search visibility and how to evaluate its role in customer discovery.

"Business owners deserve to understand what their SEO investment is working toward," said Hodgdon. "I wrote this book to help them ask better questions, evaluate priorities, and work with their agency or internal team to focus on the opportunities most likely to produce a return sooner."

The book covers high-intent search, service-page improvements, technical priorities, content, authority, measurement, and AI-driven search. Readers learn how to assess what should happen first, what can wait, and what evidence should guide the next decision. Companion tools and resources are available through the book's website.



Quickest Path to ROI SEO Book Cover

"A productive agency relationship starts with shared business goals and a clear reason for the work," Hodgdon added. "When owners understand the plan and how progress will be measured, they can make more informed decisions about their SEO investment."

Readers can find book information, companion resources, and purchase options at https://quickestpathtoroiseo.com/.

About Michael Hodgdon

Michael Hodgdon is the founder of Elite SEO Consulting in Colorado Springs and has more than 27 years of experience in SEO and digital marketing. He developed the Quickest Path to ROI SEO™ framework to help businesses organize search strategy around measurable business value. The book is published by Elite Systems Press.

Media Contact

Michael Hodgdon | Elite SEO Consulting
719-474-9404 | https://quickestpathtoroiseo.com/

Michael Hodgdon
Elite SEO Consulting
+ +1 7194749404
Visit us on social media:
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