



# History of Kris Reid and Ardor

[www.ArdorSeo.com](http://www.ArdorSeo.com)

## Background & Career

- Country boy from Brisbane, Australia
- Studied Software Engineering at the Queensland University of Technology
- Moved to London to work in Finance for Visa Europe and Euroclear Bank
- Lost job in the 2008 Global Financial Crisis, along with everyone else working in Finance

## Travel & Craziest

- Travelled the world for 2 years, with all worldly possessions on his back
- Went via land through Europe, Russia, China from London to Hong Kong
- Arrested by corrupt police in Bulgaria
- Drugged by beautiful women in Latvia
- Hallucinated on Absinth in Serbia
- Slept on beaches throughout Florida, Central America and the Caribbean
- Drunkenly jumped in a shark pool in Atlantis Bahamas
- Smuggled a car with fake plate from Belgium through France, United Kingdom to Ireland
- Lived in 9 countries – Australia, USA, UK, Russia, Latvia, Ireland, Belgium, Cambodia and the Philippines

## Start in Digital Marketing

- Whilst visiting his father on the Sunshine Coast in Australia, Kris wanted to learn Web Programming and started building an online game called Mob Warrior
- As the game became ready, Kris thought 'how do you get people to your website to play the game?' This was when he started to learn about Digital Marketing, particularly Search Engine Optimisation and backlinks
- Kris' then girlfriend asked him to move to Russia. Unable to get a job, due to not speaking the language, he tried to make money online with Digital Marketing - turns out he could!
- 7 years later, Kris is a worldwide name in Digital Marketing, specialising in Search
- Leader of Ardor with offices in Davao, Philippines and Phnom Penh, Cambodia, and a global remote team of Digital Experts



Ardor Seo

# Podcast Talking Points

## SEM VS SEO

Search Engine Marketing (SEM) the paid search (Adwords) VS Search Engine Optimisation (SEO)

- Which is better SEO or SEM?
- How much to spend on each SEO and/or SEM?

## White Hat VS Black Hat

The good, the bad and the ugly of SEO. What Lord Google allows (white), what they penalise (black) and the vast grey land in-between

- What is white, black and grey?
- Where is the safe zone?

## Google Penalties

History of Penguin, Panda, Hummingbird and all the other friendly names for Google's potentially devastating penalties

- What are the different penalties?
- How do you recover from penalties?

## Page Rank

The fundamentals of how Google works, the Page Rank algorithm

- How does Page Rank work?
- Is Page Rank still important?

## Link Building Strategies

- What is a backlink and why are they so important?
- Isn't there a penalty related to backlinks?
- How do you build backlinks?

## Keyword Research

How to find the best keywords for your website

- How do you work out the best keywords?
- How many keywords should I target?



## Content Plan

Building a strategy to regularly add great content to your website

- How important is fresh content?
- How can you regularly make good content?

## Content Performance Analysis

Determine what content is attracting visitors and what content is converting customers

- How do you know what content ranks?
- How do you track conversions?

## Internal Linking

The links between your pages and silos

- What is internal linking and why is it important?
- Does Anchor text matter with internal links?

## Reputation Management

Securing your online reputation to protect you from harm and attacks

- How does reputation management work?
- Can you report attacks on your reputation?

## Reputation Engineering

Manipulating Google to tell the story that you want to tell about your Brand

- How is Reputation Engineering different to Reputation Management?
- Is this black hat or ethical?

## Outsourcing

The benefits of outsourcing work and building strategic partnerships

- Why not just do it all yourself internally?
- What is white labelling?

## Recruiting

How to attract and hire the best staff

- Where do you find the best staff?
- What problems have you had in the past hiring staff?



## Working Remotely

How to work on the road, outside of an office or bouncing from hotel to hotel

- What's the hardest thing about working remotely?
- Is it really more productive than working with a team in the office?

## Managing a Remote Team

How to manage a remote team across the world in multiple time zones

- How do you know who is working on what, when?
- How do you know that staff are working and not taking a nap?

## Scaling

Moving from a small business to a medium business

- What problems did you have growing to a medium business?
- How big do you plan to grow?

## Lifestyle & Travel

Living in 9 different countries and travelled many more

- What's your favourite country?
- How do you balance travel and managing such a large company?

## Yoga, Meditation & Morning Routine

Finding tranquillity through routine, the healing power of Yoga and mindfulness meditation

- What does your perfect morning look like?
- How does meditation effect your productivity?

## Following Your Passion

Why the majority of people are getting life wrong. How to follow your passion and live a happy life

- How did you find your passion?
- How can someone turn their passion into a career?



# Testimonials



**Aaron Watson**

Kris is an excellent and insightful thinker in the world of SEO. As a guest on my podcast, he taught me and my audience a great deal about entrepreneurship and building remote teams. Definitely a mind to follow.



**Kerry O'Shea Gorgone**

As host of the MarketingProfs podcast, Marketing Smarts, I regularly interview accomplished marketers and business owners. Kris is both! What stands out about Kris is his depth of knowledge about online reputation management and his resourcefulness. In the course of building his own business, he's helped countless businesses to build their online brands, and he's made smart choices about where to base his own company to ensure access to a skilled and talented workforce.

Kris's business instincts have paid off, both for him and Ardor SEO's clients! I look forward to seeing what he does next.



**John Colley**

I very much enjoyed collaborating with Kris and am extremely impressed by the professionalism of his organisation and his depth of Content Marketing knowledge. I am delighted to recommend Kris as a partner or if you need Content Marketing expertise for your business!



**Leigh Martinuzzi**

If you are looking for some kick-ass SEO to help boost your presence Kris and his team are rock stars at it. I'd highly recommend getting in touch with Kris or someone from his team to have a chat about how they can assist you. It was well over my head so it was good to have their help. Way to go Kris and team!





**Josh Denning**

Kris is the man when it comes to SEO and Marketing.. Its as simple as that.. Results are the only option in his mind - Josh Denning...



**Dave Woodward**

Kris is the go to guy for SEO. I had him on our Funnel Hacker Radio Podcast. He has the ability to make complex things like SEO super simple and is a master at implementing.



**Bernard Kelvin Clive**

I have known Kris ans an a remarkable SEO & Reputation Management expert, I hosted him on my podcast show 2 years ago and he shared great insight in the area of reputation management using SEO's. His strategies produces great results.

