



## Q&A with George Papadeas, Ops Manager of The HOTH a White Label, SEO and Content Service Provider for Marketing Agencies



George Papadeas  
Ops Manager

The HOTH  
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**CEOCFO: Mr. Papadeas, what is The HOTH?**

**Mr. Papadeas:** The HOTH is a white label, SEO and content service provider, predominately for marketing agencies. What the HOTH stands for and what our model is called "hit them over the head." We want to make sure that we provide our customers, clients and business partners

the experience that they expect from their back office SEO and content provider. That is the best service and experience possible, which will then give them the best results possible and that is what we strive to do. Within the SEO industry, there is a stigma and notion that if you try to find these services, once you pay for them, the service provider disappears. We wanted to take that model, flip it and provide the best experience possible. We are a team of about thirty strong in office and about 400 remote. We are a large team with a large operation and we are looking to take over the world when it comes to SEO and content creation.

**"It comes down to the people and the team we have. When we decided we wanted to scale up as a group, we wanted to put a focus on bringing in the right people, not just plugging bodies into roles and saying "go." It is really making sure that who we bring to the team are the exact people that we need. If that means doing 100 in-office interviews for one position, then so be it." - George Papadeas**

**CEOCFO: Would you walk us through a typical engagement?**

**Mr. Papadeas:** We want to figure out what the company's needs are first before we offer anything. We are not a high pressure sales organization. We are not going to sell anything that potential clients do not need. The first thing is to figure out the needs the client, how many clients they are servicing, or if they are just a website owner looking for these services. From there, we can figure out what stage of the process they are in for their website or client's website, if it is content they need or some offsite SEO that they need, and then we figure out the strategy for them. We try to give them that one to one connection through their account manager. We have the account managers make sure that the clients have their own unique strategy that will work for their sites or their clients. We want to make sure everyone gets a unique experience here at The HOTH.

**CEOCFO: What do you look at when you are coming up with a solution that less experienced people might not recognize is important?**

**Mr. Papadeas:** The first thing we are going to look at is the actual website, either the customer's website or the customer's clients' website. We will see how rich the content is, if it is build out and optimized for SEOs, if it has what the