PODCAST GUEST ONE-SHEET

MATTHEW BERTRAM

Owner and CEO, EWR Digital · President, ModalPoint
Host, The Best SEO Podcast · Co-host, Oil & Gas Sales & Marketing

Helping industrial and energy companies get found when buyers ask AI.



ABOUT MATT

Matthew Bertram is owner and CEO of EWR Digital, a Houston marketing agency for industrial and energy companies, and President of ModalPoint, which helps companies win business in energy: go-to-market strategy, what AI tells their buyers, and AI decision governance. He co-hosts the Oil & Gas Sales & Marketing podcast on OGGN and has hosted The Best SEO Podcast since 2009, with 680+ episodes and 5M+ downloads. He has written for Search Engine Journal and Entrepreneur and is the author of eight books, including *LLM Visibility*.

SUGGESTED INTRODUCTION · HE GOES BY MATT

"My guest today is Matt Bertram, CEO of EWR Digital. His agency helps industrial and energy companies get found online. He has hosted The Best SEO Podcast since 2009 and co-hosts Oil and Gas Sales and Marketing. He's here to talk about what happens when your buyers ask AI who to call. Matt, welcome to the show."

INTERVIEW TOPICS

01 Your buyers ask ChatGPT who to call. Are you in the answer?
Buyers now start in ChatGPT and Google's AI answers. You can rank on Google and never get named. Bring a company name and we'll check it live.

02 Oil and gas doesn't buy from strangers
How outside companies sell into an industry that buys on relationships: who really has the problem, who signs off, and why the cold pitch dies. It applies to any B2B seller.

03 AI can't hold a license
AI can draft the work, but it can't sign it. Why that makes licensed professionals worth more, not less, and who answers when AI gets it wrong.

04 Half the website traffic was job seekers
At one energy services client, about half of organic visits went to the careers page. What that says about how most companies measure marketing, and what to count when AI means fewer clicks.

05 A podcast as a sales tool, 17 years in
Matt has hosted a show since 2009. How a podcast gets you in front of buyers who won't take a cold call, and what he'd do differently today.

CLIENT RESULTS

37 to 153
completed contact forms a month for a multi-state industrial and energy services contractor, April 2025 vs. June 2026

3.5x
organic visits at the same client, year over year (12,926 to 44,686 a quarter).

+56%
organic clicks year over year for a Texas commercial fire protection contractor. Visits up 43%, four quarters rising.

Source: client analytics. Names withheld.

> *"He's the guy on AI and oil and gas."*
> Mark LaCour, founder of OGGN and Matt's co-host

RECENT APPEARANCES

Oil and Gas This Week, Ep. 413 (OGGN)
Guest co-host · Oct 2026

OCAPLTA Symposium, Oklahoma City
Speaker, "AI Can't Hold a License" · Oct 2026

Ericsson reception, OTC week, Houston
Panelist, with speakers from Bechtel and Rockwell Automation · May 2026

Marketing That POPs
Guest, "Is AI Taking Over SEO?" · May 2025

10 Minute Martech, Ep. 12
Guest, "Play the New Game" · 2025

BOOK MATT

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