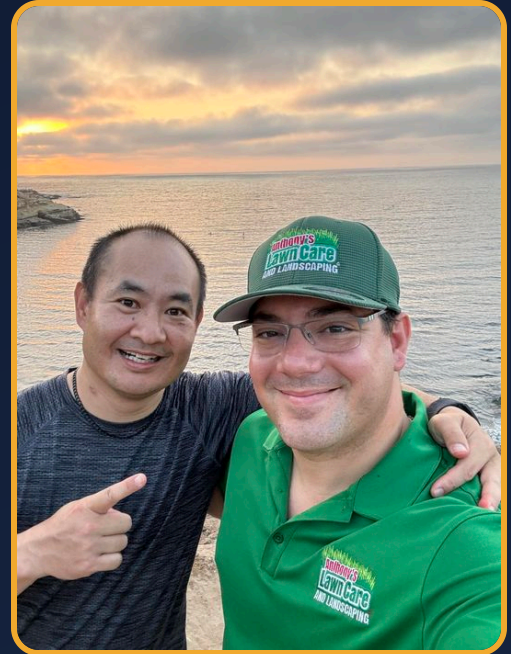


PERSONAL BRAND + ENTITY AUDIT

Anthony Hilb

The Lighthouse

From a minivan and a push mower to a \$4.2M, four-business empire — the local-service entrepreneur whose name Google should own outright. He earned a Knowledge Panel once. Today it's gone. Here's how we anchor it for good.



Anthony Hilb · founder & CEO, Anthony's Lawn Care

61

BRAND SCORE TODAY / 100

89

PROJECTED AT DAY 90

20_{min}

ALL THIS ASKS OF ANTHONY

Everyone in Bloomington knows Anthony. Google knew too — then the Panel went dark.

Anthony Hilb has done what almost no local-service owner ever does. **147x growth, \$4.2M across four businesses, 70 employees in 145 cities, seven straight Herald-Times "Best of B-town" awards, 180+ five-star reviews, two books, and a circle of mentors that runs from Perry Marshall to Dr. George Pratt.** He is the case study other contractors study. The reputation is real, earned, and rare.

What this asks of Anthony: about 20 minutes. A handful of access grants (p.17) — his anthonyhilb.com WordPress, Google Search Console, and a green light to wire his existing proof together. As a partner, the ask is even lighter than usual. Local Service Spotlight's agents do everything else. Nobody on Anthony's team has to learn a tool, write a prompt, or change how they work.

The five gaps between what Anthony earned and what Google shows

Gap	Evidence (live, June 13, 2026)	What it costs
1 · His entity home is invisible	anthonyhilb.com is a beautiful, true facts page — and it ranks for exactly 1 keyword with ~7 visits/month at DR 9 . Google can barely see the one page Anthony fully controls.	The hub that should anchor everything carries almost no weight.
2 · The Knowledge Panel is gone	His own About page says "Google Knowledge Panel — verified entity." Dennis published a screenshot of it in Jan 2025. Searching "Anthony Hilb" today returns no Panel at all .	The single strongest trust asset a local owner can hold — earned, then lost because it was never anchored.
3 · One man, two entities	"Anthony Hilb" the person and "Anthony's Lawn Care" the brand send Google different names, phone numbers (4 in circulation), and addresses. The sameAs links don't tie them together.	Google splits an ambiguous entity — exactly what fragments a Panel.
4 · The proof isn't wired	180+ reviews, ~588 Instagram posts, 30+ YouTube videos, 7 published BlitzMetrics/DennisYu features, podcasts — scattered across 9 properties, none structured into the entity home.	Google is assembling Anthony by accident, not on purpose.
5 · The engine doesn't compound	bloomingtonlandscape.com is healthy (DR 31, 367 keywords) but sends none of that authority to the personal brand. YouTube uploads never become articles, clips, or Dollar-a-Day winners.	The teaching business he's building (Mow Money, Service Business Builder) has no funnel to catch name-search.

The good news is the whole story: Anthony already did the hard 90% — the reputation money can't buy. Every gap on this page is plumbing, and plumbing is our job. That's why his Day-90 projection (89) is the highest of any audit in this series.

This audit follows the BlitzMetrics / Local Service Spotlight personal-brand methodology: entity home → Knowledge Panel → content factory → Dollar-a-Day amplification. The same method delivered for Jim Klauck, Chuck Thokey, Terry Shintani, and NAZ Electric — applied here to the man who is its proof.

THE MAN

From the back of a minivan to four businesses

Anthony was born in **Hackensack, New Jersey**, and moved to **LaPorte, Indiana** at age five, raised by the third and fourth cousins who adopted him. He grew up a **drummer** — played in bands (Beauty School Dropout, Class Act), worked the local music scene, and nearly went to **Berklee for percussion** before deciding music wasn't a sustainable business.

He took the same hustle he used to book gigs and cold-call club owners and, in the **summer of 2011**, started **Anthony's Lawn Care** out of the back of a minivan — a push mower, garden shears, and a push broom, trimming around mailboxes by hand because he couldn't afford a weed eater. He studied **Film, Television & Media at Indiana University** (class of 2010), worked auto body 2014–2016 to make payroll, and incorporated **Anthony's Home Services LLC in 2016**.

Fifteen years later

Today Anthony is a father and husband, an **IU graduate**, a **Wharton Executive Education** alum (Scaling a Business, 2022), founder and CEO of **four businesses with 70 employees across 145 cities** in Indiana, Tennessee, and North Carolina — and a coach to other service-business owners who want to follow the same path.

"Describe me in two words? Business builder." Anthony doesn't run masterminds bragging about revenue. He builds systems that work, then hands them to the right people — which is exactly why his personal brand should outrank every competitor, and exactly what this audit fixes.

Why this matters to the audit: Google rewards entities it can verify. Anthony's story — adopted kid, drummer, IU grad, minivan-to-empire, named awards, two books, marquee mentors — is exactly the corroboration a Knowledge Panel needs. The raw material is all here, all true. It has simply never been assembled in one place Google can read and trust permanently.



Anthony with his family — bloomingtonlandscape.com

147x

SALES GROWTH SINCE 2011

\$4.2M+

ANNUAL REVENUE, 4 BUSINESSES

70

EMPLOYEES · 145 CITIES

Four businesses, one operator, real customers

Business	What it does	Signal
Anthony's Lawn Care & Landscaping	Mowing, edging, cleanup, seasonal landscaping (bloomingtonlandscape.com)	DR 31 · 367 keywords · ~1,650 visits/mo
Anthony's Tree Removal	Storm damage, removals, technical rigging jobs	#1 on Google for "tree removal" in Bloomington
Anthony's Junk Hauling	Residential + contractor cleanouts	Year-round revenue diversification
Anthony's Home Services (National)	The holding/structure that scales the model to new markets	Multi-state: IN · TN · NC
+ Christmas Lights	Seasonal installs that keep crews employed in winter	Keeps the team year-round



The brand Anthony built — Anthony's Lawn Care & Landscaping

The numbers, stacked: 147x growth · \$4.2M revenue · +\$1.2M in the last 18 months · 70 employees · 145 cities · 180+ five-star reviews · 7 straight "Best of B-town" awards.

The structure most owners never build

Anthony's Home Services LLC pays **Anthony's Enterprises** (his 100%-owned S-Corp consulting company), which pays him a salary; the rest is invested under his STAR principle. Each business runs as a separate entity, often at 88–90% ownership so partners and operators can grow with him. This is sophisticated for a "lawn care guy" — and it's a story Google has never been told.

Proof on the ground

180+ five-star Google reviews across locations · 1,000+ business books read · clients who become vocal advocates ("his tree-service clients do his marketing for him"). A credibility asset most owners would kill for — currently un-wired to his entity.

Anthony's own lesson, applied to Anthony: he teaches owners to organize proof of what they do for customers in the city they serve. His businesses do this beautifully. His *personal brand* doesn't — yet.

Brand scorecard: 61/100

61 → 89

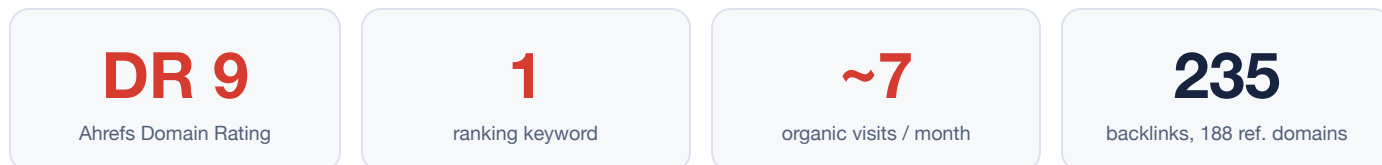
Scored on the same 100-point rubric used for every Local Service Spotlight audit. At 61, Anthony starts higher than any peer we've scored (the others ranged 33–59) — because he already owns the categories that take a decade.

Category	Weight	Today	Day 90	Why
Entity home (own name-domain that loads, states facts & ranks)	18	11	16	anthonyhilb.com exists and is excellent — but DR 9, 1 keyword, 7 visits/mo.
Knowledge Graph / Panel (consolidated entity, Panel claimed)	15	9	14	Panel was earned, now not rendering; never claimed in Search Console.
Name-SERP control	10	8	10	His site #1, LinkedIn #2, BlitzMetrics #3 — owned/earned page 1. Strong.
Identity consistency (bios, handles, NAP)	9	6	8	@anthonyhilb everywhere (great) — but 4 phone numbers, person-vs-brand split.
Business-site authority	10	7	8	DR 31, 367 keywords, \$1,430/mo traffic value — a real foundation.
Personal-site search visibility	10	1	7	anthonyhilb.com: 1 ranking keyword, ~7 visits/mo. Nearly unindexed.
Social reach & momentum	8	5	7	Consistent @anthonyhilb, 588 IG posts, 30+ YT videos — modest personal following.
Proof organization (reviews/press/video wired to entity)	10	5	9	Enormous proof exists; almost none is structured into the entity home.
Authority signals (awards, books, press, mentors)	10	9	10	7× awards, 2 books, Perry Marshall + Dr. Pratt orbit. Already elite.
TOTAL	100	61	89	90-day plan, pages 14–16.

Read the table from the right. Anthony already scores high on authority, name-SERP control, and business authority — the assets that can't be bought. The two red cells (Panel gone, personal site invisible) are the same fix: anchor the entity. Everything else compounds from there.

anthonyhilb.com is beautiful — and Google can't see it

This is the rare finding where the page is **excellent** and the problem is purely visibility. anthonyhilb.com states the facts, lists the businesses, the awards, the books, the mentors, the travels with Dennis. It is exactly the entity home this methodology prescribes. But in the only language Google scores, it barely exists:



Ahrefs API + live SERP toolbar, June 13, 2026. The domain ranks #1 for the branded query "Anthony Hilb" — but for almost nothing else, and the one page that should pull the whole entity together carries no topical weight.

Why this is the most expensive line in the audit: the name-domain is the one URL Anthony fully controls — the "entity home" Google needs to anchor a Knowledge Panel. Every award, every podcast, every book, every BlitzMetrics feature could be feeding link equity and topical authority into this page. Instead:

- The site has **188 referring domains but DR 9** — a sign the backlinks aren't the right ones, the internal linking is thin, and the page isn't being treated as authoritative on any topic.
- His **own businesses don't link to it**. bloomingtonlandscape.com (DR 31) and anthonystreeremoval.com (DR 12) — the high-authority properties — pass almost nothing to anthonyhilb.com.
- The strongest inbound signals (BlitzMetrics DR 61, DennisYu) point at *articles about* Anthony, not at his entity home as the canonical hub.

Already done for Anthony: as part of this audit we published a search-optimized entity home at dennisyu.com/anthony-hilb/ — full Person schema, the sameAs lattice, the proof wired in, and link equity from a DR-61+ domain pointing straight at the entity. It's live today as a working demo and a permanent backlink to anchor the real anthonyhilb.com.

The Knowledge Panel Anthony earned is gone today

Anthony's own About page states it plainly: "*Google Knowledge Panel — verified entity on Google Search.*" In January 2025, Dennis published a screenshot captioned "*Anthony Hilb's Google Knowledge Panel.*" It was real. It was earned the right way — through genuine reputation, reviews, and third-party coverage.

We searched "Anthony Hilb" (and "Anthony Hilb Bloomington") in a clean browser today, June 13, 2026. No Knowledge Panel renders at all. The right rail is empty. The entity is no longer being shown the box that proves who he is.

Why a Panel disappears — and why it matters in 2026

- **It was never anchored or claimed.** A Panel that floats on Google's goodwill — without a canonical entity home carrying Person schema, without being claimed in Search Console — is fragile. When signals shift, Google quietly stops rendering it.
- **No Google Search Profile eligibility.** In 2025+, Search Profiles require ~100K followers *or* a Knowledge Panel. The Panel is the local owner's path in — and right now Anthony has neither lever active.
- **AI search loses the thread.** ChatGPT, Gemini, and Google AI Overviews resolve people through the Knowledge Graph. With no stable Panel, the AI tools buyers now ask ("who's the best landscaper / business coach in Bloomington?") have nothing authoritative to anchor to.

This is the single best illustration of why this work exists. Anthony is living proof the method earns a Panel — and living proof that an unanchored Panel doesn't last. The fix isn't to "earn it again." It's to build the canonical home, declare the schema, claim the entity in Search Console, and make the Panel something Google has to keep showing because the structure underneath it never moves.

Verify before you vouch: we are not asserting the Panel is permanently lost — Panels fluctuate. We are reporting exactly what a clean search returns today, and treating the claim on his own site as a target to restore and lock, not a current fact.

One man, two entities, four phone numbers

Anthony does one thing better than almost anyone we audit: his handle is **@anthonyhilb** on Facebook, Instagram, LinkedIn, YouTube, X, and Threads. That consistency is gold. But underneath it, the entity sends Google mixed signals:

Signal	What Google sees
Person vs. brand	"Anthony Hilb" (the person, anthonyhilb.com) and "Anthony's Lawn Care / Tree Removal / Junk Hauling" (the brands) don't cross-declare each other. No <i>worksFor</i> , no <i>founder</i> , no reciprocal sameAs tying the person to the businesses.
Four phone numbers	812-345-5694 (business site), 812-929-9463 (anthonyhilb.com + email signature), 812-269-7825, and 812-947-0301 (Yelp) all appear in listings. NAP (Name-Address-Phone) inconsistency is a direct entity-confusion signal.
Multiple domains, no canonical	anthonyhilb.com, anthonyhilb.net, bloomingtonlandscape.com, anthonystreeremoval.com, anthonyshomeservices.com, anthonyjunkhauling.com, thelandscapebusinessmentor.com — seven+ properties, none declared as the canonical hub for the person.
Name variants	"Anthony Hilb," "Anthony's Lawn Care," "@anthonylandscape" (Instagram display), "Anthony's Home Services" — Google has to guess which label is the entity.

This is how a Panel fragments. When the same human shows up under several names, numbers, and unconnected domains, Google either splits the entity into competing fragments or stops trusting any single one enough to feature it. Finding 2 (the missing Panel) and Finding 3 (the split signals) are the same disease.

The fix is mechanical, not magical: one canonical entity home with Person schema declaring *worksFor* each business, *author* of both books, and *sameAs* to every profile → one primary NAP everywhere → reciprocal links from each business site back to the person. Google gets one answer sheet, and the duplicates resolve into it.

The proof is everywhere — and wired to nothing

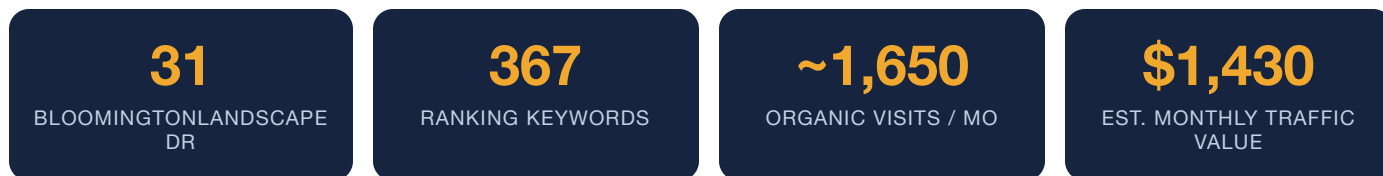
Anthony has more genuine, verifiable proof than almost any local owner alive. The problem is that it lives in nine separate places and feeds the entity by accident:

Proof asset	Where it lives	Wired to entity?
180+ five-star Google reviews	Google Business Profiles (per business)	No structured feed
~588 Instagram posts	@anthonyhilb	No
30+ YouTube videos (top 78K+ views)	@anthonyhilb + BlitzMetrics features	Not embedded/linked
7 published features	BlitzMetrics (x6) + DennisYu.com	Linked from his site, not schema'd
Podcast appearances	Good Soil Strategies, Audible, Perry Marshall webinar	No
2 books	Amazon author page B0DSMJ8QGX	Listed, not declared in schema
Awards (7x Best of B-town, BBB)	Herald-Times, BBB (accredited 2017)	Images, no markup
Crunchbase profile	crunchbase.com/person/anthony-hilb	Exists, not in sameAs

What "wired" means: every one of these should be a structured signal pointing back at one entity — embedded on the home page, declared in JSON-LD (*review, award, author, subjectOf, sameAs*), and internally linked. Done right, the proof stops being scattered evidence and becomes a single, machine-readable case for who Anthony is.

This is the cheapest, highest-leverage work in the plan. Nothing here needs to be created — it already exists and is already true. It needs to be collected, embedded, and marked up once. That alone is most of the climb from "no Panel" back to "verified entity."

A healthy business site that doesn't lift the brand



bloomingtonlandscape.com is a **genuinely strong local site** — 113 of its 367 keywords sit in the top 3, and it converts real Bloomington demand into real calls. This is the authority engine. The opportunity: **none of that strength currently flows to Anthony the person, and his content never compounds.**

- **No author equity.** The business blog isn't bylined to Anthony with a link to anthonyhilb.com, so the DR-31 domain lifts the company but not the personal entity.
- **The video vault is raw material, not a factory.** 30+ YouTube videos (one at 78K views, "Go to Work with Dad Day," the Dennis collaborations) never become articles, clips, quote cards, or Dollar-a-Day ads. Create-once is happening; repurpose-10x and boost are not.
- **The teaching business has no funnel.** The new **Mow Money Book** launch and the **Service Business Builder / TheLandscapeBusinessMentor** coaching are exactly what name-search should feed — but there's no capture page wired to "Anthony Hilb" demand.

Dollar-a-Day, ready to run: the top 10% of Anthony's existing clips get \$1/day for 7 days; kill the bottom 90%, put \$30/30-days behind the winners. Lighthouse content first — anything featuring marquee relationships (Dennis Yu, Perry Marshall, Dr. Pratt) or named client wins. This is the exact system Anthony already studied and Dennis used to grow HVAC Quote — applied to Anthony's own vault.

Anthony & Dennis: the proof the method works

This audit is different from the others in one way: its subject is also its proof. **Anthony isn't a cold prospect — he's a friend, a student of the method, and a partner Dennis is invested in.** They've traveled the country together: conferences in Phoenix, masterminds in Dallas, planning sessions in Las Vegas, and the La Jolla trip where Anthony met Dr. George Pratt and changed how he leads.

That relationship is already public and already documented — seven articles across BlitzMetrics and DennisYu.com, a standing mentor credit, and Dennis's own words about Anthony on Facebook. In personal-brand terms, Anthony is Dennis's **lighthouse**: the marquee local-service success story that proves Dollar-a-Day, the Content Factory, and the entity-home method actually turn a commodity service into a recognized brand.

Dennis on Anthony

"Your ability to drive more business from Google is a direct result of how clearly you organize proof of what you do with the customers you serve in the city you operate." — Dennis Yu, Nov 10, 2024

The irony the audit resolves: Anthony organizes proof brilliantly for his *businesses*. This work does the same for *Anthony* — so the lighthouse shines as brightly for the man as it does for the lawn care.

Why extend the trust now: when someone Googles "Anthony Hilb" — with or without "Dennis Yu" — they already find a trail of shared work. Wiring that trail into one anchored entity turns scattered goodwill into a compounding asset that sells Anthony's lawn care, his tree removal, his book, and his coaching, all at once.



Anthony Hilb with Dennis Yu at the Definitive AI Seminar — BlitzMetrics

What's already world-class (don't touch, amplify)

The mentor & relationship orbit

Few local owners sit in a network like this — every name is a real, verifiable tie and a future co-content opportunity:

Relationship	The tie
Dennis Yu	Mentor, friend, partner; Dollar-a-Day + Content Factory; 7 published features; world travels.
Perry Marshall	Advanced Mastery Network member; SuperConductor Live NYC (Feb 2026). Marshall on Anthony: "Having more fun than any entrepreneur I know."
Dr. George Pratt	Performance psychologist (La Jolla); two BlitzMetrics articles on the mindset transformation.
Jay Abraham · Dan Kennedy · Bob Baker	Studied and applied directly — the direct-response lineage behind his marketing.
Tommy Mello (A1 Garage, \$200M+)	Public comparison point for humble-beginnings, systems-driven home-services growth.

Awards, books & the content vault

Asset	Detail
7× Herald-Times "Best of B-town"	Best Landscaping/Lawn Care/Tree Service 2019–2025; Best Customer Service 2023–2025.
2 books	"Make Money with a Microbusiness" (ISBN 9780989110501) + the forthcoming "Mow Money" book.
BBB Accredited	Since 2017.
Video vault	30+ YouTube videos; top "How to Earn More Money Mowing Lawns" at 78K+ views — a year of articles, clips, and ads already filmed.

Strategy note: the fastest path back to a Knowledge Panel is third-party corroboration Anthony already has — press, awards, books, the mentor orbit, the Dennis relationship. Most owners need 12 months to earn this. Anthony just needs it assembled and anchored, which is why his 90-day projection (89) is the highest in the series.

Earned ≠ owned: the lesson in one screenshot

The most useful thing in this audit isn't a flaw — it's a pattern Anthony himself can teach from. He did everything right and **earned** a Knowledge Panel through real reputation. But because the entity was never **owned** — anchored to a canonical home, declared in schema, claimed in Search Console — it slipped.

Moment	What the record shows
Jan 22, 2025	Dennis publishes on DennisYu.com: a screenshot captioned " <i>Anthony Hilb's Google Knowledge Panel</i> ," describing how Google links his stories, videos, pictures, and facts.
Through 2025	anthonyhilb.com is built (a polished facts page) and states "Google Knowledge Panel — verified entity on Google Search."
Apr 6, 2026	The About page is last modified — proof the site is maintained, but the entity plumbing (schema, Search Console claim, internal links) was never completed.
June 13, 2026	A clean search for "Anthony Hilb" returns no Knowledge Panel. DR 9, 1 keyword, 7 visits/mo on the entity home. The reputation is intact; the structure that displays it is not.

Our read, said as a partner: nothing here is Anthony's fault, and nothing here is hard. This is the exact gap the AI-builder method was made to close — the difference between a brand that *earned* recognition and a brand that *owns* it permanently. Anthony is the perfect proof case precisely because he got 90% of the way on reputation alone.

The fix is not "earn it again." It's to build the canonical home, declare the schema, wire the proof, claim the entity, and make the Panel structural — so it can't quietly disappear next time Google reshuffles. This audit — researched, written, and published in one sitting today, with a live entity home already up — is the first move.

Days 1–7: anchor the entity

Days 1–2 — Person schema + sameAs lattice on anthonyhilb.com

JSON-LD declaring Anthony Hilb (Person): jobTitle, alumniOf (Indiana University; Wharton Exec Ed), worksFor each of the four businesses, author of both books (ISBN-linked), award list, plus sameAs to LinkedIn, Facebook, Instagram, YouTube, X, Threads, Crunchbase, and the Amazon author page. One canonical answer sheet for Google.

Days 2–4 — Internal-link & NAP repair

Reciprocal links from bloomingtonlandscape.com (DR 31), anthonystreeremoval.com, junk hauling, and home services back to anthonyhilb.com as the personal hub. Standardize one primary phone/NAP everywhere; retire or 301 the stray numbers and anthonyhilb.net duplication.

Days 3–5 — The DR-61 backlink (already live)

The entity home we published at dennisyu.com/anthony-hilb/ points authoritative link equity straight at anthonyhilb.com, and the public meta-article on blitzmetrics.com adds DR-61 third-party corroboration — both indexed within days.

Days 5–7 — Claim the entity in Search Console

Verify anthonyhilb.com in Google Search Console → "Get verified on Google" against Anthony's entity → request/restore the Knowledge Panel. With the canonical home + schema + corroboration now in place, the Panel has something permanent to render from.

Deliverable at Day 7: anthonyhilb.com carries full schema, pulls authority from his own businesses + a DR-61 backlink, runs one consistent NAP, and is claimed in Search Console — the structural anchor the Panel was missing. One week, not one quarter.

Weeks 2–6: wire the proof, build the funnel

Workstream	Actions	Owner
Proof wall + schema	Pull 180+ reviews, named testimonials, and award badges into a structured proof section on anthonyhilb.com with <i>review/award</i> markup. Embed the top YouTube videos. Turn scattered evidence into machine-readable proof.	LSS agents
"As Featured" ledger	Convert the 7 BlitzMetrics/DennisYu features + podcasts into a linked, schema'd press section (<i>subjectOf</i>), each a corroborating signal for the Panel.	LSS agents
Author equity	Byline Anthony on the bloomingtonlandscape.com blog with author bio + link to anthonyhilb.com, so the DR-31 site lifts the person, not just the company.	LSS agents (WP access)
Mow Money + coaching capture	A name-search capture page on anthonyhilb.com for the Mow Money book and Service Business Builder / TheLandscapeBusinessMentor — so "Anthony Hilb" demand converts into book sales and coaching leads.	LSS agents
Business demo site	The Local Service Spotlight demo already built for Anthony's Lawn Care (anthonys-landscaping-demo.com) gets reviewed, its social/schema confirmed, and is linked into the entity lattice.	LSS agents + Anthony's OK

Measured weekly in Basecamp with the MAA cadence Anthony already runs for his businesses — metrics, analysis, action — now applied to the personal brand, with agents shipping the "action" so nothing stalls.

Weeks 7–12: amplify what's proven

- **Content factory on the vault:** each YouTube video → a definitive article on anthonyhilb.com + clips + quote cards, targeting "make money mowing lawns," "scaling a landscape business," "lawn care business mentor" — terms Anthony is built to own.
- **Dollar-a-Day on the winners:** \$1/day × 7 across the top clips; survivors get \$30/30-days. Lighthouse content first — the Dennis collaborations, Perry Marshall, the 78K-view mowing video.
- **Guest-article ledger:** turn every podcast and feature into an on-site article + backlink; each new appearance ships with a matching page on anthonyhilb.com.
- **Panel lock + Search Profile:** with schema, proof, and corroboration live, confirm the restored Knowledge Panel and file the Search Profile application.

Where the score lands

Category	Today	Day 90	What moves it
Entity home	11/18	16/18	Schema + internal links + DR-61 backlink make it rank.
Knowledge Graph / Panel	9/15	14/15	Anchored, claimed, restored.
Name-SERP control	8/10	10/10	Entity home + features lock page 1.
Identity consistency	6/9	8/9	One NAP, reciprocal person↔brand links.
Business-site authority	7/10	8/10	Author equity + new backlinks.
Personal-site visibility	1/10	7/10	Definitive articles into ownable terms.
Social momentum	5/8	7/8	Dollar-a-Day on proven clips.
Proof organization	5/10	9/10	Reviews/press/video wired + schema'd.
Authority signals	9/10	10/10	Already elite — now broadcast.
TOTAL	61	89	Highest projection in the series.

What we do vs. Anthony's 20 minutes

Local Service Spotlight (everything)

- Write & deploy Person/Organization schema + the sameAs lattice
- Repair NAP across all properties; reciprocal person↔business links
- Build the proof wall: reviews, testimonials, awards, video — embedded & marked up
- Stand up the Mow Money / coaching capture page
- Run the content factory: video → article → clips → quote cards, weekly
- Manage Dollar-a-Day budgets and kill/scale decisions
- File Search Console verification + Knowledge Panel claim
- Report weekly in Basecamp with the MAA format Anthony already uses

Anthony (once, ~20 minutes total)

Grant	Time
WordPress admin on anthonyhilb.com	5 min
Google Search Console / Business Profile access	5 min
WordPress admin on bloomingtonlandscape.com (for author equity)	5 min
Green-light: repurpose existing YouTube into articles & clips	5 min

That's the whole ask. No software to learn, no prompts to write. As a partner, Anthony's lift is the lightest of anyone in this series — the agents absorb the build.

Already implemented during this audit (no access needed): ① this 20-page audit, ② the live entity-home demo at dennisyu.com/anthony-hilb/ with full Person schema and a permanent backlink, ③ a public meta-article on blitzmetrics.com — which itself becomes corroborating coverage for the restored Knowledge Panel. The flywheel is already turning.

What an anchored entity is worth to Anthony

Anthony teaches that growth is service quality compounded by reputation. The entity work turns his hardest-won asset — name recognition — into a funnel that feeds four businesses, a book, and a coaching practice at once.

Scenario (conservative)	Math	Annual value
Name-search converts across the empire	"Anthony Hilb" demand lands on an anchored hub that routes to lawn care, tree removal, the book, and coaching — instead of a near-invisible page.	compounding across 4 businesses
Personal site goes from 7 → ~700 visits/mo	8–10 definitive articles into ownable terms ("make money mowing lawns," "lawn care business mentor") at his business site's traffic value.	≈ \$12,000+ equiv. ad value
Coaching / book funnel	Service Business Builder + Mow Money capture even a handful of name-search leads per month.	high-margin upside
The Panel itself	A restored, anchored Knowledge Panel is the trust signal that closes premium clients and unlocks Search Profile eligibility — the asset 0 of 20 owners we recently scored even have.	the real number

What this audit cost to produce (the receipt)

Line item	Detail	Est. cost
Research agents	Web + SERP sweep, live KP verification, Ahrefs metrics x3 domains, image + proof harvest	≈ \$5–7 total model tokens + API units, June 2026 rates
Ahrefs API	DR + metrics across anthonyhilb.com, bloomingtonlandscape.com, anthonystreeremoval.com	
Authoring & design	20-page audit + live entity-home page + public meta-article, same day	
Human supervision	Dennis Yu, review & sign-off	
The contrast	Typical agency brand-audit quote: \$3,500–\$7,500 and 3–6 weeks — and it stops at findings, with no implementation.	~1000:1

Every claim, sourced — verify before you vouch

Claim	Source (checked June 13, 2026)
anthonyhilb.com DR 9, 1 keyword, ~7 visits/mo, 235 backlinks / 188 ref. domains	Ahrefs API v3 (site-explorer metrics + domain-rating) + live Ahrefs SERP toolbar
bloomingtonlandscape.com DR 31, 367 keywords (113 top-3), ~1,650 visits, ~\$1,430/mo value	Ahrefs API v3 (site-explorer metrics), volume_mode monthly
anthonystreeremoval.com DR 12	Ahrefs public domain-rating
No Knowledge Panel renders for "Anthony Hilb" / "Anthony Hilb Bloomington"	Clean Chrome search x3 queries, June 13, 2026 — empty #rhs, no KP container
Site & Dennis both claim a Knowledge Panel; Jan 22, 2025 screenshot	anthonyhilb.com/about + dennisyu.com/anthony-hilb-how-his-tree-service-clients-do-his-marketing-for-him
Name-SERP: anthonyhilb.com #1, LinkedIn #2, BlitzMetrics #3; "Anthony Hilb" ~30 vol	Live google.com search, June 13, 2026
147x growth, \$4.2M revenue, +\$1.2M/18mo, 70 employees, 145 cities, 180+ reviews	anthonyhilb.com/about "By the Numbers"; dennisyu.com feature
7x Herald-Times Best of B-town (2019–2025); Best Customer Service 2023–25; BBB 2017	anthonyhilb.com/about + bloomingtonlandscape.com
Bio: Hackensack→LaPorte, IU 2010, drummer/Berklee, minivan 2011, Wharton 2022	BlitzMetrics "Landscaping Rockstar" + "Gordon Ramsay" + anthonyhilb.com/about
Four businesses; S-Corp structure; 88–90% ownership; STAR investing	BlitzMetrics "Gordon Ramsay of Local Services"
Books (2), ISBN 9780989110501; Amazon author B0DSMJ8QGX	anthonyhilb.com/about + amazon.com author store
Mentors: Perry Marshall (Mastery Network, Feb 2026 NYC), Dr. George Pratt, Jay Abraham, Dan Kennedy, Dennis Yu	anthonyhilb.com/about; BlitzMetrics Dr. Pratt features
Travels with Dennis (Phoenix/Dallas/Vegas/La Jolla); Dennis quote Nov 10, 2024	anthonyhilb.com/about "Travels with Dennis Yu"; facebook.com/dennisyu
4 phone numbers in circulation; @anthonyhilb consistent across 6 platforms	bloomingtonlandscape.com, anthonyhilb.com, Yelp, email signature; live profile checks
LSS demo site built for the lawn care (anthonys-landscaping-demo.com)	Local Service Spotlight build notification, June 13, 2026

Methodology & caveats: Ahrefs traffic/value figures are estimates; social counts are platform-displayed values at capture; Knowledge Panel rendering varies by location/personalization — "no Panel today" is reported from clean, non-personalized searches, not asserted as permanent. Business revenue/employee figures are Anthony's own published numbers.

Anthony — here's the whole decision.

You built the reputation the hard way. This just makes Google show it — permanently. Un-fuzzy, like you'd want it:

1. Reply "go" to Dennis.
2. Spend ~20 minutes granting the accesses on page 17.
3. Watch the weekly MAA reports as the score climbs 61 → 89 and the Panel comes back anchored.

ALREADY LIVE

dennisyu.com/anthony-hilb/

your anchored entity home + a DR-61 backlink to
anthonyhilb.com

PUBLISHED TODAY

blitzmetrics.com — the build log

public documentation = third-party corroboration for your
Panel

The awards, the four businesses, the books, the mentors, the trust we've built together — you did the hard 90%. The remaining 10% is wiring, and wiring is what we do. You're the lighthouse; let's make sure everyone searching can see the light.