

PERSONAL BRAND + ENTITY AUDIT

Asbel Montes

Healthcare finance & policy · Founder, Solutions Group
+ Black Ink · Federal advisory chair · Author

A sitting federal advisory-committee chairman who has testified before Congress, founded the nation's first AI revenue-finding platform, and written a book. The authority is real and rare — it's just in *plain sight* to humans and nearly invisible to Google. Here's how we make the machine see what the industry already knows.



Asbel Montes · Co-founder & Managing Partner,
Solutions Group Services

49

BRAND SCORE TODAY / 100

85

PROJECTED AT DAY 90

20_{min}

ALL THIS ASKS OF ASBEL

Washington knows Asbel Montes. Google barely does.

Asbel chairs a **federal advisory committee created by the No Surprises Act**, sits on a U.S. Department of Transportation committee, has **testified before a House subcommittee**, served on the **American Ambulance Association board**, founded **Black Ink — the nation's first AI-powered revenue-finding platform**, hosts **The Leadership Lab**, and wrote **In Plain Sight**, endorsed by the CEO of the American Ambulance Association and a sitting state senator. This is genuine, verifiable, top-of-industry authority.

What this asks of Asbel: about 20 minutes. A few access grants (p.17) — his asbelmontes.com WordPress, Google Search Console, and a green light to wire his existing proof together. Bethany and Door No. 3 already built a beautiful brand home and a real content engine. Our agents add the one invisible layer underneath it: the machine-readable entity. Nobody has to learn a tool or write a prompt.

The five gaps between what Asbel earned and what Google shows

Gap	Evidence (live, June 15, 2026)	What it costs
1 · The entity home carries no weight	asbelmontes.com is well-designed — and ranks for 0 keywords at Domain Rating 0 with ~0 organic visits . The one page Asbel fully controls is nearly invisible to Google.	The hub that should anchor the entity passes almost no authority.
2 · No consolidated Knowledge Panel	Google recognizes "Asbel Montes" only as a thin "Author" strip — no full panel — and its lead image is still tagged Acadian Companies (a former employer).	The strongest trust signal in search is sitting half-built and unclaimed.
3 · The backlinks are spam, not press	198 referring domains — but the profile is dominated by link-farm/PBN spam (buybacklinks.agency, pbnseolinks.shop, ~20 .shop domains). His real authority (EMS1, JEMS, CMS, AAA) doesn't link to his home.	Google sees noise where it should see a federal résumé.
4 · The content engine doesn't compound	152 YouTube videos , a distributed podcast, a book, JEMS articles — none repurposed into ranking pages, and blog posts sit on generic /post -2/ URLs.	A year of authoritative content earns almost no search real estate.
5 · No Person entity ties it together	The site declares no Person schema and no sameAs lattice . Two company sites (Solutions Group, Black Ink) sit apart from the person, sending Google fragments instead of one identity.	Google has to assemble Asbel by guesswork — so it doesn't.

The good news is the whole story: Asbel already did the hard 90% — the federal seats, the testimony, the book, the company. Every gap on this page is plumbing, and plumbing is our job. That's why the Day-90 projection (85) climbs 36 points from a single sitting's worth of structural work.

This audit follows the BlitzMetrics / Local Service Spotlight personal-brand methodology — entity home → Knowledge Panel → content factory → Dollar-a-Day amplification — scored on the published **100-point Personal Brand Score** rubric (blitzmetrics.com/personal-brand-score). The same method delivered for Bethany Cranfield, Anthony Hilb, Terry Shintani, and Chuck Thokey.

From a 1999 ambulance billing desk to a federal chair

Asbel Montes started in the ambulance industry in **1999**, on the unglamorous side of healthcare almost nobody chooses: revenue cycle. He spent decades directing the billing and reimbursement teams that keep air and ground ambulance services solvent — work that taught him, claim by claim and denial by denial, exactly how money gets lost inside America's healthcare system.

That front-row seat became a national platform. As a senior leader at **Acadian**, he was elected to the **American Ambulance Association Board of Directors** and chaired its **Payment Reform Committee**. When Congress passed the No Surprises Act and stood up a federal committee to fix ambulance balance billing, Asbel was named its **Chairperson**. He has **testified before the U.S. House Subcommittee on Health**, served on a **U.S. DOT** air-ambulance committee, and held leadership roles in **HFMA** and **NEMSAC**.

Then he built the fix

Rather than just advise, Asbel co-founded **Solutions Group Services** and led the creation of **Black Ink** — described as the nation's first AI-powered revenue-finding platform — turning decades of reimbursement expertise into software that recovers revenue providers didn't know they were owed. In 2026 he added an author credit: **In Plain Sight**, a book on grace-based leadership.

One sentence, for Google's benefit: Asbel Montes is a healthcare-finance authority who went from billing-desk operator to federal advisory-committee chairman to AI founder and author. Every piece of that is documented and true. It has simply never been assembled in one place a search engine can read.

Why this matters to the audit: Google rewards entities it can verify with independent corroboration. Asbel's story — federal seats, congressional testimony, a national association board, a published book with marquee endorsements, a software company — is exactly the third-party proof a Knowledge Panel is built from. The raw material is all here and all real. It has never been wired into a structure Google can trust permanently.



Asbel Montes — asbelmontes.com

1999

IN EMS FINANCE SINCE

Federal

ADVISORY COMMITTEE CHAIR

2

COMPANIES FOUNDED · 1 BOOK

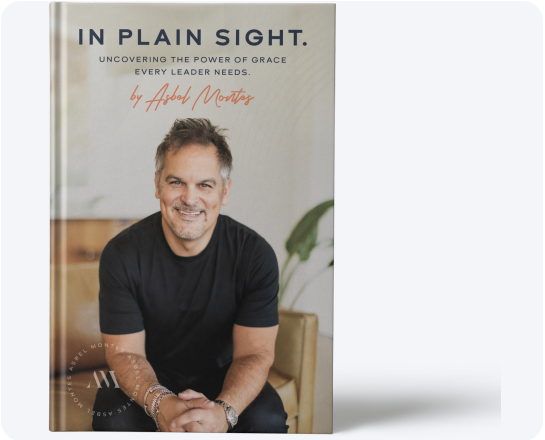
Most experts claim authority. Asbel can document it.

Credential	What it is
Chair, GAPB Advisory Committee	Federal Ground Ambulance & Patient Billing committee, created by the No Surprises Act (2021) to advise HHS/CMS on patient billing. Verified via CMS & the Federal Register.
U.S. DOT committee member	Air Ambulance & Patient Billing Advisory Committee.
Congressional testimony	Testified before the U.S. House Subcommittee on Health (Veterans Affairs) on reimbursement barriers.
AAA Board + Payment Reform Chair	American Ambulance Association Board of Directors; chaired the Payment Reform Committee.
HFMA · NEMSAC	Leadership in the Healthcare Financial Management Association and the National EMS Advisory Council.
Founder, Solutions Group + Black Ink	Co-founder/Managing Partner; led creation of the AI revenue-finding platform.
Author, <i>In Plain Sight</i>	ISBN 9781951022440. Endorsed by Maria Bianchi (CEO, AAA) & Sen. Nathan Johnson (TX).

The kind of proof Google needs — and rarely gets

A federal committee seat is a citation in the Federal Register. A book is an ISBN, an author page, and named endorsements. Congressional testimony is part of the public record. These aren't marketing claims — they're the exact corroborating signals that turn a name into a verified entity. Asbel has them in abundance; they're just not yet connected to the page he controls.

Asbel's own thesis, applied to Asbel: his book is about uncovering the power that's hiding in plain sight. His personal brand is the perfect case study — world-class authority, fully earned, sitting in plain sight to the industry and invisible to the algorithms that now decide who gets found.



In Plain Sight — Asbel's 2026 book on grace-based leadership

The endorsements alone tell the story: the CEO of the American Ambulance Association and a sitting Texas state senator put their names on his book. That is reputational capital most "thought leaders" never come close to.

THE SCORE

Personal Brand Score: 49/100

49 → 85

Scored on the published 100-point Personal Brand Score rubric (blitzmetrics.com/personal-brand-score) — the same seven components used for every audit in this series. Asbel's authority and content pull him up; his entity foundation and schema pull him down.

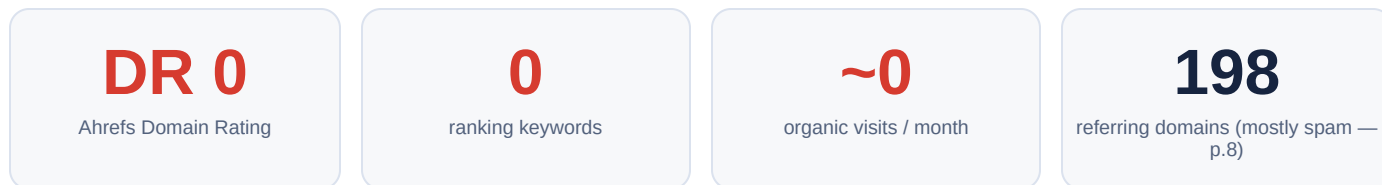
Component	Weight	Today	Day 90	Why
Entity Home (own name-domain that loads, states facts & ranks)	20	11	18	Professional multi-page site exists — but DR 0, 0 keywords, generic /post -2/ slugs.
Knowledge Panel (consolidated entity, claimed)	15	6	13	Thin "Author" strip only; no full panel, never claimed; image from old employer.
Search Visibility (name-SERP + rankings)	15	7	13	Owens page 1 for his name, but the entity home ranks for nothing else.
Content (volume, cadence, quality)	15	9	13	152 videos + podcast + book + JEMS — strong, but unwired and unrepurposed.
Audience (followers, reach, momentum)	15	7	11	LinkedIn 4K+, YouTube 1.22K; deep offline reach on federal & keynote stages.
Schema (Person/Org JSON-LD, sameAs)	10	3	9	No Person schema or sameAs lattice — only default WordPress markup.
Social (presence & consistency)	10	6	8	Active across 4 platforms; handles inconsistent (@theasbelmontes vs @AsbelMontes).
TOTAL	100	49	85	90-day plan, pages 14–16.

Read the table from the right. Asbel already scores well on Content and holds real Audience and Search assets — the parts that take years and can't be faked. The two red cells (no consolidated Panel, no Person schema) are the same fix: declare and anchor the entity. Once Google can read who he is, everything else compounds.

How to read this score: it is not a grade on Asbel's career — by every real-world measure he is at the top of his field. It measures one narrow thing: how legible that authority is to search engines and AI today. That is the only gap this audit addresses, and the only one worth Asbel's 20 minutes.

asbelmontes.com is well-built — and Google can't see it

This is the rare finding where the page is **good** and the problem is purely visibility. asbelmontes.com is a clean, professional Elementor site with About, Speaking, Store, Podcast, Thought Leadership, Presskit, and Contact. Door No. 3 built it well. But in the only language Google scores authority, it barely registers:



Ahrefs API v3 (site-explorer, subdomains mode) + live SERP, June 15, 2026. The domain surfaces for the exact query "Asbel Montes" but carries no topical authority and ranks for no tracked keyword beyond his own name.

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

- The site has **198 referring domains but Domain Rating 0** — a textbook sign the links are the wrong kind (spam, not press) and the page is treated as authoritative on nothing.
- His **own companies don't lift it**. solutionsgroup.com (DR 28) and the relaunching Solutions Group brand pass essentially nothing to asbelmontes.com.
- The strongest real signals about Asbel live on **other people's domains** — EMS1, JEMS, ambulance.org, CMS, the Federal Register — and almost none of them point at his entity home as the canonical hub.

The fix is structural, not cosmetic. The design stays. We add the machine-readable layer — Person schema, a sameAs lattice, internal links, a clean URL structure — and we point real authority (including a DR-corroborating backlink from this audit's public write-up) at the page. Same site; suddenly legible.

Google half-knows Asbel — as an "Author," nothing more

Search "Asbel Montes" today and Google does show an entity — but not the right one. At the top of the page sits a thin **entity strip labeled simply "Author,"** with Overview and Podcasts tabs and a handful of scraped images. There is **no full Knowledge Panel** — no consolidated bio, no list of roles, no organized sameAs links, nothing claimed.

The tell is the lead image. The main photo Google pulls for Asbel is captioned "**Source: Acadian Companies**" — a former employer. Google is assembling his identity from whatever it can scrape, anchored to his past instead of his present (Solutions Group, Black Ink, the federal chair, the book).

Why a half-built entity matters more in 2026 than ever

- **It was never declared or claimed.** Without Person schema on a canonical home and a verified entity in Search Console, Google has nothing authoritative to upgrade the strip into a full Panel — so it stays thin and stale.
- **AI search resolves people through the Knowledge Graph.** When a hospital CFO asks ChatGPT or Gemini "who's the authority on ground-ambulance reimbursement?", the tools reach for a structured entity. Asbel's is half-formed and tied to the wrong company.
- **He is over-qualified for a Panel.** Federal committee chair, congressional testimony, a published book with named endorsements, national press — most people with a fraction of this hold a Panel. Asbel's is missing only because the signals were never connected.

This is the highest-leverage move in the audit. We are not starting from zero — Google already recognizes the entity. We declare the Person schema, wire the sameAs lattice to his real roles and companies, refresh the source images, and claim the entity in Search Console. The thin "Author" strip has every reason to become a full, current, claimed Knowledge Panel.

Verify before you vouch: Knowledge results vary by location and personalization. "Thin Author strip, no full Panel" is reported from a clean, non-personalized search on June 15, 2026 — described exactly as it rendered, not asserted as permanent.

198 referring domains — and the wrong 198

At a glance, asbelmontes.com looks like it has a healthy backlink profile: **249 live backlinks across 198 referring domains**. Look closer and it inverts. The domains pointing at Asbel's site are dominated by **link-farm and PBN spam** — the automated junk that either gets sold as "SEO packages" or sprays across new domains on its own:

buybacklinks.agency

pbseolinks.shop

authoritybacklinks.shop

premiumseolinks.shop

ranklinkpro.shop

linkrankboost.shop

seorankflow.shop

toplinkranker.shop

rank-your.website

thebestbacklinksavailable.click

rankxlinks.shop

+ ~15 more .shop link farms

Ahrefs referring-domains, sorted by Domain Rating, June 15, 2026. Of the 30 highest-DR referrers, the only clearly legitimate one is youtube.com (Asbel's own channel).

What links to asbelmontes.com	What should link to it (and doesn't yet)
PBN / "buy backlinks" networks, ~20 disposable .shop domains, expired-domain spam.	EMS1, JEMS, ambulance.org, the CMS / Federal Register committee record, Acadian, Becker's, Pinnacle EMS, HFMA.

This is the opposite of a backlink profile. The links Asbel *has* are noise Google discounts (and may hold against the domain); the links he's *earned* — a federal committee citation, national trade press, a book — point at other pages, not at his home. The result is DR 0 despite a national reputation.

Two moves, both ours: ① file a Google **disavow** for the spam network so it stops dragging on the domain, and ② run a **real-link reclamation** — wire his genuine citations (press, association pages, the committee record, podcast directories, the book's retailer pages) to point at asbelmontes.com as the canonical hub. Clean out the noise, plug in the signal.

A real content engine that earns no search real estate

152

YOUTUBE VIDEOS

1.22K

YOUTUBE SUBSCRIBERS

Multi

PODCAST PLATFORMS

1

BOOK + JEMS BYLINES

Most experts we audit have to *build* a content habit. Asbel already has one. **The Leadership Lab** runs on Apple, Spotify, Libsyn, and YouTube; his channel holds **152 videos**; he writes for **JEMS** and publishes essays on leadership. The create-once muscle is strong. The problem is everything downstream of "publish":

- **Nothing is repurposed.** 152 videos never become 152 articles, clip libraries, quote cards, or carousels. One asset stays one asset instead of ten.
- **The blog throws away its SEO.** Thoughtful essays live on **generic URLs** like `asbelmontes.com/post-2/` and `/post-3/` — no keywords, no topic, no signal Google can index against terms like "ground ambulance reimbursement" or "healthcare revenue cycle leadership" that Asbel is built to own.
- **The audience never gets boosted.** 1.22K subscribers on a library this authoritative means great content is starved of distribution. Not one clip has a dollar behind it.

Dollar-a-Day, ready to run on what already exists: take the top 10% of Asbel's existing clips and podcast moments, put **\$1/day for 7 days** behind each, kill the bottom 90%, then push **\$30/30-days** behind the winners — micro-targeted to **healthcare job titles and companies** (CFOs, revenue-cycle directors, EMS executives). The same playbook applies to **In Plain Sight on Amazon** and **The Leadership Lab on YouTube**. Create-once is solved; repurpose-10× and boost are the unlock.

One leader, three brands, no connective tissue

Asbel anchors three properties — himself, Solutions Group, and Black Ink — but to Google they read as strangers. There is no Person entity declaring that the man founded the companies, wrote the book, and chairs the committee:

Property	What Google sees	Signal
asbelmontes.com (the person)	WordPress defaults: WebSite, Organization, Breadcrumb. No Person schema. No sameAs lattice. No declared link to the companies, the book, or the federal role.	DR 0
solutionsgroup.com (holding co)	Still showing a 2021 webinar on the homepage — content predating the rebrand. A relaunch is days away (per the team).	DR 28, stale
discoverblackink.com (the AI platform)	Renders nearly empty to crawlers — a client-rendered shell. Largely invisible to Google and to AI answer engines.	DR 2.9

What "connected" means: a single Person entity on asbelmontes.com that declares *jobTitle*, *worksFor* Solutions Group and Black Ink, *author of* *In Plain Sight* (ISBN-linked), *memberOf* the federal committee and AAA, and *sameAs* to LinkedIn, YouTube, Instagram, Facebook, the podcast, and the Amazon author page. Each company site reciprocates with a *founder* link back. Google gets one answer sheet, and the three properties resolve into one identity.

This is the cheapest high-leverage work in the plan. Nothing here needs to be invented — every fact already exists and is already true. It needs to be declared in JSON-LD once and cross-linked. That single step is most of the climb from a thin "Author" strip to a full, claimed Knowledge Panel.

***In Plain Sight* and The Leadership Lab: proof, already made**

Two assets deserve their own page because they're the fastest paths to authority signal Asbel already owns outright.

The book — a Knowledge Panel magnet

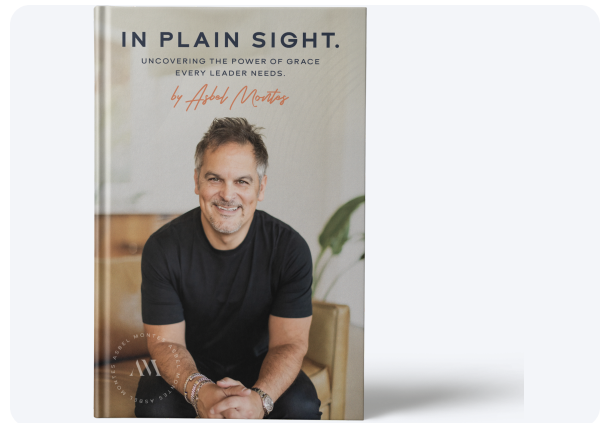
In Plain Sight: Uncovering the Power of Grace Every Leader Needs (ISBN 9781951022440) does double duty. It is the reason Google already labels Asbel "Author," and it carries endorsements most leaders can only dream of: **Maria Bianchi, CEO of the American Ambulance Association**, and **Senator Nathan Johnson of Texas**. An ISBN, an Amazon author page, and named endorsers are exactly the structured, corroborated signals that consolidate an entity — once they're declared in schema and wired to the entity home.

The podcast — a repurposing goldmine

The Leadership Lab with Asbel Montes is distributed across Apple, Spotify, Libsyn, ListenNotes, and YouTube — a genuine, multi-platform show. Each episode is a transcript, an article, a clip reel, and a set of quote cards waiting to be made. Right now each one is published once and left there.

Dollar-a-Day target list: boost the book on Amazon; boost the strongest Leadership Lab episodes on YouTube; micro-target healthcare-finance titles. Cheap, compounding, and aimed at the exact buyers Solutions Group and Black Ink want.

The pattern across both: Asbel keeps creating genuinely authoritative content and then leaving its search and distribution value on the table. The entity work makes the content *findable*; Dollar-a-Day makes it *seen*. Together they turn a publishing habit into a compounding brand.



Two owned assets, under-amplified

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

The authority orbit

Few healthcare-finance leaders sit in a network like this — each one a verifiable tie and a future co-content opportunity:

Relationship / Platform	The tie
HHS / CMS (federal)	Chairs the Ground Ambulance & Patient Billing Advisory Committee — a recurring presence in the public record and trade press.
American Ambulance Association	Former board member; Payment Reform chair; CEO Maria Bianchi endorsed his book. A standing platform and audience.
Becker's · Pinnacle EMS · TAHP	National keynote stages in health IT, revenue cycle, and EMS leadership.
JEMS / EMS1	Bylined author and featured expert in the industry's leading trade outlets.
Bethany Cranfield / Door No. 3	Fractional Chief Growth Officer; built the brand home, the book launch, and the podcast platform.

The content & credibility vault

Asset	Detail
The Leadership Lab	Multi-platform podcast (Apple, Spotify, Libsyn, YouTube) — 152-video channel.
In Plain Sight	Published book, ISBN 9781951022440, marquee endorsements.
Black Ink	"Nation's first AI-powered revenue-finding platform" — a category-defining product story.
LinkedIn 4K+	Active, on-brand following of the exact healthcare-finance buyers he serves.

Strategy note: the fastest route to a full Knowledge Panel is third-party corroboration — and Asbel already has the strongest kind: a federal role, national press, a book with named endorsers, a software company. Most experts need a year to assemble this. Asbel needs it declared and connected, which is why his 90-day projection (85) is reached almost entirely through structural work.

Recognized everywhere — except by the machine

The most useful thing in this audit isn't a flaw in Asbel's career — it's a gap between two kinds of recognition. He is **recognized** by the people who matter in his field: Congress invited his testimony, the AAA elected him, HHS made him a chair, a state senator endorsed his book. But because that recognition was never **encoded** — declared in schema, anchored to a canonical home, claimed in Search Console — the search and AI layer that now decides who gets found can't read it.

Where Asbel stands	What the record shows
In Washington	Sitting chair of a federal advisory committee created by the No Surprises Act; congressional testimony on the public record.
In his industry	AAA board, HFMA, NEMSAC, JEMS bylines, national keynotes, a book the AAA's CEO endorsed.
On his own website	A polished brand home that states all of it in human language.
In Google's eyes	DR 0, 0 ranking keywords, a thin "Author" strip imaged to a former employer, and a backlink profile made of spam. The reputation is intact; the structure that displays it was never built.

Our read, said plainly: nothing here is a failing, and nothing here is hard. This is the exact gap the AI-agent method was made to close — the difference between authority that's *earned* and authority that's *legible*. Asbel is an ideal case precisely because he got the hard part — the real-world credibility — completely right.

The fix is not "become more credible." He's already there. It's to encode the credibility he has: declare the Person schema, wire the proof, disavow the spam, claim the entity, and make the Panel structural — so the machine finally shows what the industry already knows. This audit, researched and written in a single sitting, is the first move.

Days 1–7: anchor the entity

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

JSON-LD declaring Asbel Montes (Person): jobTitle, worksFor Solutions Group Services + Black Ink, author of *In Plain Sight* (ISBN 9781951022440), memberOf the GAPB Advisory Committee + AAA + HFMA + NEMSAC, plus sameAs to LinkedIn, YouTube, Instagram, Facebook, the podcast feeds, and the Amazon author page. One canonical answer sheet for Google.

Days 2–4 — Disavow the spam, reclaim the real links

File a Google disavow for the PBN/link-farm network (buybacklinks.agency, the .shop cluster, expired-domain spam). In parallel, begin real-link reclamation — wire genuine citations (EMS1, JEMS, ambulance.org, the committee record, podcast directories, the book's retailer pages) toward asbelmontes.com as the canonical hub.

Days 3–5 — Fix the URL structure + the DR-corroborating backlink

Retire generic /post-2/, /post-3/ slugs for keyword-bearing URLs (301-redirected). The public meta-article on blitzmetrics.com (DR-strong) publishes as third-party corroboration and a clean backlink — indexed within days.

Days 5–7 — Refresh the entity image + claim in Search Console

Replace the stale "Acadian Companies" source image with current, brand-correct photography; verify asbelmontes.com in Google Search Console → "Get verified on Google" against Asbel's entity → request the Knowledge Panel upgrade. With the canonical home + schema + corroboration in place, the Panel has something permanent to render from.

Deliverable at Day 7: asbelmontes.com carries full Person schema, runs a clean URL structure, has shed its spam profile, points real authority at itself, and is claimed in Search Console — the structural anchor the entity was missing. One week, not one quarter.

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

Workstream	Actions	Owner
Proof wall + schema	Pull the federal role, testimony, AAA board, keynotes, book endorsements, and press into a structured "authority" section on asbelmontes.com with <i>award/memberOf/subjectOf</i> markup. Turn scattered evidence into machine-readable proof.	LSS agents
"As Featured" ledger	Convert JEMS, EMS1, Becker's, Pinnacle, the committee record, and podcast features into a linked, schema'd press section — each a corroborating signal for the Panel.	LSS agents
Content repurposing	Turn The Leadership Lab episodes into definitive articles on keyword URLs ("ground ambulance reimbursement," "healthcare revenue cycle leadership"), plus clips and quote cards. 152 videos become a content library that ranks.	LSS agents
Relaunch into the lattice	As the new Solutions Group site goes live, wire reciprocal founder ↔ company links and shared schema so the relaunch lifts the person, and fix Black Ink's empty-render problem so the AI platform is visible to AI search.	LSS agents + team
Book + podcast capture	A name-search capture path on asbelmontes.com for <i>In Plain Sight</i> and The Leadership Lab, so "Asbel Montes" demand converts into book sales, subscribers, and Solutions Group leads.	LSS agents

Measured weekly with the same metrics → analysis → action cadence Asbel brings to reimbursement — 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 Leadership Lab episode → a definitive article on asbelmontes.com + clips + quote cards, targeting terms Asbel is uniquely built to own in healthcare finance and EMS reimbursement.
- **Dollar-a-Day on the winners:** \$1/day × 7 across the top clips and podcast moments; survivors get \$30/30-days — micro-targeted to healthcare job titles & companies. Boost *In Plain Sight* on Amazon and The Leadership Lab on YouTube the same way.
- **Authority ledger:** every new keynote, committee appearance, and press hit ships with a matching on-site article + backlink, compounding the entity instead of evaporating.
- **Panel lock + monitoring:** with schema, proof, and corroboration live, confirm the consolidated Knowledge Panel and monitor it monthly so it never drifts back to a thin strip.

Where the score lands

Component	Today	Day 90	What moves it
Entity Home	11/20	18/20	Schema + clean URLs + real links + DR backlink make it rank.
Knowledge Panel	6/15	13/15	Declared, image-refreshed, claimed, upgraded.
Search Visibility	7/15	13/15	Definitive articles into ownable healthcare-finance terms.
Content	9/15	13/15	152 videos repurposed; podcast → articles + clips.
Audience	7/15	11/15	Dollar-a-Day on proven content to healthcare titles.
Schema	3/10	9/10	Person + Org + Book JSON-LD with full sameAs.
Social	6/10	8/10	Handle consistency + boosted reach.
TOTAL	49	85	A 36-point climb, mostly structural.

What we do vs. Asbel's 20 minutes

Local Service Spotlight (everything)

- Write & deploy Person/Organization/Book schema + the sameAs lattice
- File the spam disavow; run real-link reclamation
- Fix the URL structure; 301 the generic slugs
- Build the authority/proof wall — federal role, testimony, press, endorsements — embedded & marked up
- Repurpose 152 videos + podcast into ranking articles, clips, quote cards
- Stand up the book + podcast capture path
- Run Dollar-a-Day budgets and kill/scale decisions
- File Search Console verification + Knowledge Panel claim
- Wire the Solutions Group relaunch + fix Black Ink's render
- Report weekly with a metrics → analysis → action cadence

Asbel (once, ~20 minutes total)

Grant	Time
WordPress admin on asbelmontes.com	5 min
Google Search Console access (or verify)	5 min
Green-light: repurpose existing YouTube + podcast into articles & clips	5 min
Point us to current, brand-correct headshots	5 min

That's the whole ask. No software to learn, no prompts to write. With Bethany and Door No. 3 already inside the brand, the hand-offs are smooth — the agents absorb the build.

Already implemented during this audit (no access needed): ① this 20-page audit, ② a public meta-article on blitzmetrics.com — which itself becomes corroborating coverage and a clean backlink for the Knowledge Panel. The flywheel starts turning before Asbel grants a thing.

What an anchored entity is worth to Asbel

Asbel sells trust at the executive level — to hospital CFOs, EMS operators, and revenue-cycle leaders deciding whether to bet on Black Ink and Solutions Group. An anchored entity turns his hardest-won asset — national authority — into a funnel that feeds the companies, the book, the podcast, and the keynote pipeline at once.

Scenario (conservative)	Math	Annual value
Name-search converts across the portfolio	"Asbel Montes" demand lands on an anchored hub that routes to Black Ink demos, Solutions Group consulting, the book, and the podcast — instead of a DR-0 page.	compounds across 3 brands
Entity home goes from ~0 → meaningful organic	8–12 definitive articles into ownable healthcare-finance terms, at trade-press traffic values for a niche this lucrative.	high-intent B2B traffic
Dollar-a-Day on book + podcast	Pennies-per-view amplification micro-targeted to healthcare titles → book sales, subscribers, and warm pipeline for Black Ink.	high-margin upside
The Knowledge Panel itself	A consolidated, claimed Panel is the trust signal that closes enterprise healthcare deals and makes Asbel the default answer when buyers (and AI tools) ask who leads on ambulance reimbursement.	the real number

What this audit cost to produce (the receipt)

Line item	Detail	Est. cost
Research agents	Web + SERP sweep, live Knowledge-result verification, Ahrefs metrics ×3 domains, backlink + schema inspection	≈ \$20–25 total model tokens + API units, June 2026 rates
Ahrefs API	DR + metrics + referring domains across asbelmontes.com, solutionsgroup.com, discoverblackink.com	
Authoring & design	20-page audit + 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.	~200:1

Every claim, sourced — verify before you vouch

Claim	Source (checked June 15, 2026)
asbelmontes.com DR 0, 0 organic keywords, ~0 organic traffic	Ahrefs API v3 (site-explorer metrics + domain-rating), subdomains mode
249 live backlinks / 198 referring domains; profile dominated by PBN/link-farm spam (buybacklinks.agency, pbnseolinks.shop, ~20 .shop domains)	Ahrefs API v3 (backlinks-stats + referring-domains, sorted by DR)
No full Knowledge Panel; thin "Author" entity strip; lead image "Source: Acadian Companies"	Clean Google search "Asbel Montes," June 15, 2026 — no kp-wholepage/right-rail panel; entity strip captured
Name-SERP page 1: LinkedIn (4K+ followers) #1, asbelmontes.com #2, Pinnacle EMS, YouTube, Instagram	Live google.com search, June 15, 2026
No Person schema or sameAs lattice on the site (only WebSite/Organization/Breadcrumb defaults)	Direct HTML inspection of asbelmontes.com + /about/ (ld+json blocks)
Generic blog slugs /post-2/, /post-3/	asbelmontes.com live URLs
YouTube @AsbelMontes: 1.22K subscribers, 152 videos	youtube.com/@AsbelMontes, June 15, 2026
Chair, federal Ground Ambulance & Patient Billing (GAPB) Advisory Committee; created by the No Surprises Act	CMS.gov; Federal Register membership lists (2022–2023); ambulance.org
DOT Air Ambulance committee; House subcommittee testimony; AAA board + Payment Reform chair; HFMA; NEMSAC; in EMS since 1999	asbelmontes.com/about; ems1.com/asbel-montes; ambulance.org author page; acadianambulance.com
Book: <i>In Plain Sight: Uncovering the Power of Grace Every Leader Needs</i> , ISBN 9781951022440; endorsed by Maria Bianchi (CEO, AAA) & Sen. Nathan Johnson (TX)	amazon.com/dp/1951022440; asbelmontes.com/store
Co-founder Solutions Group Services; led creation of Black Ink ("nation's first AI-powered revenue-finding platform")	asbelmontes.com/about; solutionsgroup.com; discoverblackink.com
solutionsgroup.com DR 28 (homepage still shows a 2021 webinar); discoverblackink.com DR 2.9 (renders near-empty to crawlers)	Ahrefs domain-rating + live fetch, June 15, 2026
The Leadership Lab distributed on Apple, Spotify, Libsyn, ListenNotes, YouTube	asbelmontes.com/podcast; podcast directory pages

Methodology & caveats: Ahrefs traffic/DR figures are estimates; "0 organic keywords" reflects Ahrefs' tracked-keyword database (branded, zero-volume queries may rank but not register). Social counts are platform-displayed values at capture. Knowledge-result rendering varies by location/personalization — "thin Author strip, no full Panel" is reported from a clean, non-personalized search, not asserted as permanent. Federal, association, and book facts are corroborated by independent public sources above.

Asbel — here's the whole decision.

You earned the authority the hard way — billing desks, board rooms, committee hearings, a book. This just makes Google and the AI tools show it. Two ways to get there:

OPTION A · WE DRIVE THE 90-DAY PLAN FOR YOU

1. Reply "go" to Dennis (Bethany can quarterback the hand-off). **2.** Spend ~20 minutes granting the accesses on page 17. **3.** Watch the weekly reports as the score climbs 49 → 85 and the "Author" strip becomes a claimed Knowledge Panel.

OPTION B · WE DO IT WITH YOU — AND HAND YOU THE ENGINE

\$1,500 one-time

In one 60–90 minute call, a trained team member implements this audit's fixes **and installs your own Claude AI agents on your computer** — so the work keeps compounding past day 90. They write articles, audit your SEO, repurpose your 152 videos, run Dollar-a-Day, and build your authority around the clock. You bring your own Claude 20x Max subscription (\$200/mo); we configure everything. By the end of the call, your agents are already running.

Details & booking → localservicespotlight.com/claude-setup

PUBLISHED TODAY

blitzmetrics.com/asbel-montes-brand-audit

THE RUBRIC

blitzmetrics.com/personal-brand-score

Either way, you did the hard 90%. The remaining 10% is wiring — have us do it, or have us set up your agents to do it for you. Your authority is in plain sight; let's make sure the machines can finally read it.