

Google is holding **five different Ben Forsties** — and not one of them is connected to the roofing company his family built in 1989.

Durafoam Roofing is the real thing: 37 years in Phoenix, founded by **Steve Forstie**, now run by his sons **Tim and Curtis**, BBB-accredited since 2008, a Rosie on the House certified partner, with more domain authority than the sites that outrank it. But the brand is digitally fragmented at every layer. Google's Knowledge Graph holds **5 duplicate "Ben Forstie" entities** (none with a description), **3 separate Durafoam entities**, and zero machine-readable link between the family and the company. The company that survived the Great Recession on referrals now loses page one of Google to competitors with **half its authority** — while paying agencies taught them marketing doesn't work.

5

DUPLICATE BEN FORSTIE ENTITIES IN GOOGLE'S KNOWLEDGE GRAPH — ZERO CLAIMED

59

GOOGLE REVIEWS AFTER 37 YEARS IN BUSINESS — 4.7★, BUT INVISIBLE VELOCITY

#45

RANK FOR "ROOF REPAIR PHOENIX" — BEHIND A DR 16 SITE. DURAFOAM IS DR 30

0

PUBLIC SOURCES CONNECTING BEN FORSTIE TO DURAFOAM ROOFING — GOOGLE CAN'T LINK FAMILY TO BRAND

Prepared for

Ben Forstie · The Forstie Family · Durafoam Roofing, Phoenix AZ

by Dennis Yu · Local Service Spotlight · June 2026

Data: Google Knowledge Graph (pulled live 06/11/26), Ahrefs (06/11/26), durafoaminc.com, Google Business Profile, BBB, BuildZoom, Rosie on the House

A 37-year reputation that Google can't read: strong business, fragmented entity, zero measurement

Most companies we audit have a marketing problem. Durafoam has a **translation problem**: nearly four decades of real-world proof — referrals, repeat customers, a radio presence, a license, a family name — that has never been translated into the signals Google and AI assistants read. The result is an inverted market: competitors with thinner track records and weaker websites capture the searches Durafoam earned the right to win.

What's verifiably true (sources on p.3)

- Founded **1989 by Steve Forstie**; sons **Tim & Curtis** began taking over in 2011 — confirmed on durafoaminc.com
- Licensed AZ contractor **ROC 223900**; BBB-accredited since **2008**
- **4.7★ on Google** (59 reviews); Rosie on the House certified partner; on-air radio segment as recently as **June 6, 2026**
- Site authority **DR 30, 725 referring domains** — higher than the #2 and #3 organic results for "roof repair phoenix" (DR 16, DR 23)
- Already **#1-#2 in the foam niche**: "spray foam roof insulation" #1, "foam roof repair phoenix" #2, "foam roofing" #2

What's broken (evidence on pp.4-6)

- Ben exists in Google's graph as **5 thin duplicate entities** — Google literally cannot decide who he is
- Durafoam exists as **3 separate entities**; no schema on the site ties Steve, Tim, Curtis, or Ben to the company
- **59 reviews in 37 years** = ~1.6/year. Review velocity, not rating, drives the local pack
- The money keywords go to weaker sites: #45 for "roof repair phoenix" (294/mo), unranked for "roofing companies phoenix" (656/mo)
- **No call tracking, no source attribution in ServiceTitan** — nobody can say what any past agency actually produced. That's why every agency "failed"

The thesis of this plan

Durafoam doesn't need more marketing spend — it needs **consolidation and measurement**. Merge five Bens into one. Tie the family to the company in the Knowledge Graph. Convert 37 years of jobs into review velocity. Point the site's existing DR 30 authority at repair-intent keywords currently won by DR 16 sites. And wire every call to ServiceTitan so the next 90 days are judged in **booked jobs and revenue**, not impressions. Every action in this report is sorted by expected business impact and color-coded: ● working, ● needs fixing, ● broken or missing.

DR 30

DURAFOAMINC.COM
AUTHORITY — BEATS
THE SITES RANKING
ABOVE IT

155

ORGANIC VISITS/MO
TODAY — WORTH
~\$368/MO IN
EQUIVALENT AD COST
(AHREFS)

1,935

MONTHLY SEARCHES
ACROSS 8 PHOENIX
MONEY KEYWORDS
DURAFOAM SHOULD
OWN

\$12-\$20

WHAT COMPETITORS
PAY PER CLICK FOR
THOSE TERMS — THE
VALUE OF RANKING
FREE

The proof ledger: every claim, checked against a source before we vouch for it

You said they've been burned by agencies selling Google Ads, social, video, and now "AI." So this plan starts the way trust starts: verification. Here is every material claim about the company and the family, and what the public record actually shows as of June 11, 2026.

CLAIM	VERDICT	EVIDENCE
Founded in the 1980s by the older generation	CONFIRMED	"Founded in 1989 by Steve Forstie" — durafoaminc.com/about-us. License holders on record: Steven Roy Forstie, Jeannette Kay Forstie, Timothy L Forstie (BuildZoom/AZ ROC).
Run today by the next generation ("cousin, 40-something")	CONFIRMED	Steve began transitioning the company to sons Tim and Curtis Forstie in 2011; they run it today (durafoaminc.com/about-us). Tim is the public face — radio + podcast appearances.
Well-known, reputable business	CONFIRMED	ROC 223900 (L-42); BBB-accredited since 2008; 4.7★ / 59 Google reviews; Rosie on the House certified partner; survived the Great Recession on referral work; "over a million sq ft of foam roofing applied in Arizona."
"Basically no marketing"	MOSTLY TRUE	Organic: 155 visits/mo. Paid: ~5 keywords, ~\$40/mo equivalent — trace Google Ads activity, nothing systematic. New website rebuilt April–May 2026 (Elementor) — someone is investing right now, but with no measurement layer attached.
Ben Forstie is family — cousin to the owners	PRIVATE FACT	Plausible — Forstie is a rare surname and both branches are Arizona-based — but zero public sources connect Ben to Durafoam . Not the website, not LinkedIn, not a single article. Google cannot know this. That's a fixable gap, not a flaw.
Ben has 3 objects in the Knowledge Graph	UNDERCOUNT	It's worse: five KGMIDs, all typed "Topic," none with a description, none claimable as-is. Full table on p.4, pulled live from Google on 06/11/26.
Agencies failed them	UNVERIFIABLE	No public record of prior agency work — which is itself the finding: with no call tracking and no ServiceTitan source attribution, neither success nor failure was ever measurable . This plan fixes the scoreboard first (p.12).

Who's who in the Forstie graph

Steve Forstie — founder (1989), semi-retired. No Knowledge Graph entity at all.

Tim Forstie — co-owner, public face. No personal entity — Google only knows him inside two podcast-episode entities.

Curtis Forstie — co-owner. No entity, near-zero web footprint.

Ben Forstie — Flagstaff entrepreneur: The Barn Bros (estate sales, GBP exists), IV Drip Launch (DR 0, zero organic keywords), Bakerson LLC real estate. Five duplicate entities.

Why this page matters

Google awards Knowledge Panels and local rankings on **corroboration** — independent sources repeating the same facts. Today the truth about this family is documented in exactly one place (their own About page, published April 2026). Everything in this plan is about multiplying the places where the same true facts appear, then measuring what that does to calls.

Five Bens, three Durafoams, zero connections: what Google’s graph actually holds

Pulled live from Google’s entity index on June 11, 2026. Every row below is a separate “thing” Google believes exists. When one person is five things, every signal he earns splits five ways — and no panel, no AI answer, no “Googleable” identity can form.

Ben Forstie — 5 duplicate entities RED · FRAGMENTED

KG MID	TYPE	DESCRIPTION	WHAT GOOGLE CLUSTERS IT AROUND (LIVE SERP SOURCES)
/g/11wqzg6ktn	Topic	none	linkedin.com/in/benforstie · instagram.com/benforstie · about.me/ben.forstie · @thebarnbros
/g/11s9dctjb9	Topic	none	Same source set — a pure duplicate of the entity above
/g/11gbj43ym_	Topic	none	Same source set — third duplicate
/g/11nmg4py2	Topic	none	LinkedIn + about.me + Facebook group posts (estate-sale context)
/g/11y00kpfny	Topic	none	Instagram + LinkedIn + Facebook group posts — fifth duplicate

Every entity resolves to the same human — same LinkedIn, same Instagram, same about.me. Google created a new entity each time it found Ben in a new context (IV Drip Launch founder, estate liquidator, real-estate wholesaler) because **no canonical source told it these are one person**.

Durafoam Roofing — 3 entities, 1 real YELLOW · DUPLICATED

KG MID	TITLE & TYPE	STATUS
/g/11thy085w	Durafoam Roofing — “Roofing contractor in Phoenix, Arizona”	✓ The canonical entity — tied to the Google Business Profile (4.7★, 59 reviews). This is the keeper.
/g/11xnz89m18	“Durafoam Roofing” — bare Topic	✗ Thin duplicate, no description
/g/11t19cpy88	“Durafoam Roofing LLC” — bare Topic	✗ Duplicate created by the legal-name variant (“LLC”) appearing inconsistently across citations

Bonus finding: Google has also minted entities for Tim’s media — “Spotlight On Arizona Ep 27 – Tim Forstie from Durafoam Roofing” (/g/11yzt8n_5s) and two “On The House Hour” radio episodes (6/6/26, 5/18/24). The corroboration machine is already running; nobody has pointed it at a person entity.

How you actually “combine” KG MIDs (there is no merge button)

You can’t file a form to merge entities. Google merges them itself when the corroboration converges: **(1)** stand up one canonical entity home — benforstie.com (available, p.7) — with Person schema declaring one name, one headshot, one bio, and sameAs links to every profile Google clustered above; **(2)** make every profile (LinkedIn, both Instagrams, about.me, Barn Bros GBP) link back to that home and carry the identical one-line bio; **(3)** add corroborating third-party mentions that repeat the same facts. Google’s next reconciliation passes collapse the duplicates into the strongest entity. Once a panel surfaces, claim it via “Claim this knowledge panel” + Search Console, then use panel feedback to suppress stragglers. Typical timeline at this fragmentation level: **60–120 days**.

● The green column: assets most local businesses would kill for

Before the fix list, the inventory of what's already won — because the strategy is to **amplify these**, not start over. A company that ranks #1 nationally for a 900-search keyword without trying has fuel; it just has no engine attached.

ASSET	STATUS	DETAIL (VERIFIED 06/11/26)
Domain authority	GREEN	DR 30, 725 live referring domains, 1,757 live backlinks — earned over decades. The #2 organic result for “roof repair phoenix” is DR 16; #3 is DR 23. Durafoam outguns the sites that outrank it.
Foam-niche rankings	GREEN	#1 “spray foam roof insulation” (900/mo) · #2 “foam roof repair phoenix” · #2 “foam roofing” (800/mo) · #4 “foam roofing phoenix az.” In its specialty, Durafoam already owns the SERP.
Review quality	GREEN	4.7★ average on Google; long-tenure customers (“30+ years with the company”) — the raw material for testimonial content and case studies is sitting in the job history.
Credentials	GREEN	AZ ROC 223900 (L-42 specialty dual) · BBB-accredited since 2008 · Rosie on the House certified partner — third-party trust badges competitors can't fake.
Earned media engine	GREEN	Tim was on the “On The House Hour” radio show five days ago (6/6/26) and “Spotlight On Arizona” Ep 27. Google minted entities for these episodes. Recurring media most roofers would pay thousands for — currently evaporating unrepurposed.
Fresh website	GREEN	Full rebuild shipped April–May 2026: clean Elementor build, FAQ blocks, city pages, cost guides, founder story with photos of Steve. The content chassis for everything below already exists.
Family story	GREEN	Founder → sons succession, recession survival, repair-first ethos — a differentiated narrative that's true , on the About page, and one source away from being corroborated into the Knowledge Graph.

#1

"SPRAY FOAM ROOF INSULATION" — 900 SEARCHES/MO, RANKED WITHOUT TRYING

725

REFERRING DOMAINS — 2–3× THE LINK PROFILE OF THE SITES WINNING REPAIR TERMS

4.7★

GOOGLE RATING — QUALITY IS PROVEN; ONLY THE VOLUME IS MISSING

2

MEDIA APPEARANCES ALREADY IN GOOGLE'S GRAPH AS ENTITIES — FREE CORROBORATION

The strategic read

Durafoam's moat is **authority without targeting**. The DR 30 profile and foam rankings prove Google already trusts this domain. Every dollar of effort below goes into pointing that existing trust at higher-value queries and entities — which is why the projected timelines on pp.9–11 are 30–90 days, not the 12–18 months a cold-start brand would need.

● The red column: where 37 years of equity leaks out

Each item below is costing measurable calls today. They're ordered by how much.

LIABILITY	STATUS	DETAIL & BUSINESS COST
Review velocity	RED	59 reviews in 37 years (~1.6/yr) . Phoenix pack leaders carry hundreds. Review count + recency is the strongest local-pack input — this single number suppresses the listing on every “near me” and repair search. Thousands of completed jobs were never converted to proof.
Repair-intent rankings	RED	#45 for “roof repair phoenix” (294/mo, \$13 CPC) · #38 “roof leak detection” (1,100/mo) · unranked for “roofing companies phoenix” (656/mo, \$12 CPC). The 8-keyword money cluster (1,935 searches/mo) is being won by DR 16–23 sites. This is the largest recoverable revenue pool in the plan.
Entity fragmentation	RED	5 Bens + 3 Durafoams + 0 family connections (p.4). No Organization or Person schema anywhere on durafoaminc.com. AI assistants (ChatGPT, Gemini, Google AI Overviews) have nothing coherent to retrieve — as buying moves to AI search, this gap compounds.
Measurement layer	RED	No call tracking numbers, no UTM discipline, no GBP-to-ServiceTitan source attribution. Every past agency “failure” is unfalsifiable — and so would be our success. Fix first (p.12).
NAP consistency	YELLOW	BuildZoom lists the license under Scottsdale ; the GBP and site say Phoenix (2810 E Mohawk Ln) ; citations split between “Durafoam Roofing,” “Durafoam Roofing LLC,” and “Durafoam Roofing, Inc.” (Rosie listing). Name/address variance is exactly what minted the duplicate company entities.
Media evaporation	YELLOW	Radio and podcast appearances air once and vanish — not embedded on the site, not clipped for social, not linked to any person entity. The corroboration engine runs at ~10% yield.
YouTube & social	YELLOW	@DurafoamRoofing YouTube exists but dormant; IG/FB post sporadically. Foam roofing is a visual trade — before/after recoats are native ad creative for the Dollar-a-Day program (p.11) and currently don't exist.
Paid search	YELLOW	Trace spend (~5 keywords, ~\$40/mo equivalent reach). Not wrong — just unmeasured. Paused until tracking exists; reinstated only against tracked calls.

<h2>1.6</h2> <p>REVIEWS PER YEAR SINCE 1989 — THE PACK ALGORITHM READS THIS AS DORMANT</p>	<h2>\$23K+</h2> <p>ANNUAL EQUIVALENT AD VALUE OF THE REPAIR CLUSTER CURRENTLY CEDED TO WEAKER SITES*</p>	<h2>0</h2> <p>SCHEMA BLOCKS (PERSON, ORGANIZATION, LOCAL BUSINESS SAMEAS) FOUND ON THE NEW SITE</p>	<h2>0</h2> <p>TRACKED CALLS ATTRIBUTABLE TO ANY MARKETING CHANNEL, EVER</p>
--	--	---	---

*1,935 searches/mo × ~20% click capture at top-3/pack × \$10–13 blended CPC × 12 mo ≈ \$23–28K/yr. Assumptions shown on p.13.

One family, one graph: how Ben, Tim, Curtis, and Steve become Googleable — and lift the company doing it

Entity SEO for a family business is a flywheel: every person entity that says “Forstie → Durafoam Roofing” corroborates the company, and the company entity corroborates each person. Today that flywheel has zero spokes. Here’s the build order.

PERSON	ENTITY HOME (ALL .COMS AVAILABLE AS OF 06/11/26)	CANONICAL ONE-LINE BIO (USE EVERYWHERE, VERBATIM)	FIRST CORROBORATION MOVES
Tim Forstie co-owner, public face	timforstie.com BUY NOW	“Tim Forstie is co-owner of Durafoam Roofing, the Phoenix foam-roofing company his father founded in 1989.”	Embed both radio episodes + Spotlight On Arizona Ep 27; speaker/bio page; link from durafoaminc.com About; Rosie partner page bio.
Ben Forstie Flagstaff entrepreneur	benforstie.com BUY NOW	“Ben Forstie is a Flagstaff, Arizona entrepreneur — founder of The Barn Bros and IV Drip Launch — from the family behind Phoenix’s Durafoam Roofing.”	Person schema with sameAs → LinkedIn, @benforstie, @thebarnbros, about.me, Barn Bros GBP; align all profile bios to the canonical line; one published interview repeating it.
Steve Forstie founder	steveforstie.com BUY NOW	“Steve Forstie founded Durafoam Roofing in Phoenix in 1989 and built it into one of Arizona’s most trusted family roofing companies.”	Founder-story page (the About-page photo already exists); a “37 years of Arizona roofs” retrospective article; obituary-proofing the legacy while he can tell it himself.
Curtis Forstie co-owner	curtisforstie.com BUY NOW	“Curtis Forstie is co-owner of Durafoam Roofing, Phoenix’s family-owned foam roofing specialist since 1989.”	Ops-side profile; on-the-roof video content (he’s the crew-facing owner); LinkedIn profile creation.

Ben’s consolidation checklist (the 5 → 1 merge)

1. Buy benforstie.com; ship a one-page entity home: headshot, canonical bio, Person JSON-LD, sameAs to all 6 profiles Google already clusters.
2. Edit LinkedIn, both Instagrams, about.me, and Barn Bros GBP to carry the identical name, photo, and bio line — and link to benforstie.com.
3. Retire or clearly re-label @lowkeyliquidator (its separate persona is one of the five fragments).
4. After 30–60 days, search “Ben Forstie” weekly; when a panel appears, claim it via Search Console and feedback-flag the duplicates.
5. Target: **one entity with a description by Day 90.**

Company-side: kill the duplicate Durafoams

1. Add Organization/LocalBusiness JSON-LD to durafoaminc.com: legal name “Durafoam Roofing LLC,” trade name “Durafoam Roofing,” founder Steve Forstie (founding date 1989), ROC 223900, sameAs → GBP, BBB, Rosie, Yelp, FB, IG, YouTube, LinkedIn.
2. Standardize every citation to one name + the Phoenix address (fix BuildZoom/Scottsdale, Angi, Yelp, BBB).
3. Add Person schema for Steve, Tim, Curtis on the About page with worksFor → the Organization.
4. Result: /g/1thy085w absorbs the two Topic duplicates; the family appears inside the company panel.

Total cost of this entire page

Four .com registrations (~\$60/yr), one afternoon of schema work, and bio edits on profiles the family already controls. This is the highest leverage-per-dollar item in the report — it’s also the prerequisite for every Knowledge Panel, AI-search answer, and “Googleable” outcome you asked for.

Every action, one table: stoplight status today, expected effect on calls & revenue

Impact scores reflect expected effect on **tracked calls into ServiceTitan within 90 days**, not vanity metrics. ● = already strong, protect it · ● = working but leaking · ● = broken/missing, fix now.

#	ACTION	TODAY	IMPACT	EFFORT	OWNER	WHY IT'S RANKED HERE
1	Wire the scoreboard: tracked numbers on GBP/site/LSA + ServiceTitan campaign attribution (p.12)	●	●●●●	Low	Office + us	Doesn't create calls — makes every other line provable. Without it, this plan is just another agency pitch.
2	Review engine: post-job text ask from ServiceTitan; target 59 → 250+ in 12 mo (p.9)	●	●●●●	Low	Techs + office	Strongest local-pack lever; compounding; costs \$0/job. Velocity beats total — 15–25/mo is achievable on their job volume.
3	GBP overhaul: categories, services, weekly photos, Q&A, posts; pack tracking for 8 money terms (p.9)	●	●●●●	Low	Office	The pack sits above all organic results on every money term. 4.7★ quality is wasted on an under-fed profile.
4	Repair-intent content cluster: point DR 30 at "roof repair phoenix" + 7 sister terms (p.10)	●	●●●○	Med	Us	1,935 searches/mo won by DR 16–23 sites. Durafoam's existing authority makes this a 60–90-day win, not a year-long crawl.
5	Entity consolidation: 4 domains, schema, canonical bios — merge 5 Bens, 3 Durafoams (p.7)	●	●●●○	Low	Us + family	~\$60 + one afternoon. Prerequisite for panels & AI-search visibility; lifts every other signal via corroboration.
6	Citation/NAP cleanup: one name, one address, everywhere (p.10)	●	●●●○	Low	Us	Stops new duplicate entities forming and feeds the GBP. Boring, finite, done once.
7	Media flywheel: clip & embed Tim's radio/podcast hits; Dollar-a-Day distribution (p.11)	●	●●●○	Med	Tim + us	The appearances already happen — yield is the gap. \$30–90/mo in boosted clips builds the retargeting pool.
8	Foam-authority defense: refresh ranking pages, before/after video, YouTube revival (p.11)	●	●●○○	Med	Curtis + crews	Protect the #1–#2 foam positions that produce most current organic traffic; raw footage costs one phone mount per truck.
9	Personal brand sites for Tim/Steve/Curtis/Ben live with content (p.7)	●	●●○○	Med	Us	Compounds #5; makes the family — not just the firm — Googleable. Ben's site doubles as the 5 → 1 merge anchor.
10	Paid search, reinstated — only after #1, against tracked cost-per-booked-job	●	●●○○	Low	Us	\$13–\$20 CPCs are viable at roofing ticket sizes — but only with attribution. Never again spend without a scoreboard.

Sequencing logic

Week 1 = #1, #2, #3, #5 (all low-effort, all start immediately and run forever). Weeks 2–4 = #4 content production + #6 cleanup. Days 30–90 = #7–#10 compounding layers. Nothing waits on anything else except paid (#10), which waits on measurement (#1) by design.

Tier 1: the four moves that start producing tracked calls in days

- 1 Wire the scoreboard** RED → GREEN IN 5 DAYS

Provision tracking numbers (CallRail or ServiceTitan's native call tracking) for: GBP listing, website header, each city page, and any future ads. Map each number to a ServiceTitan campaign so every booked job carries a source. Pull a 12-month baseline of call volume and revenue-by-month from ServiceTitan **now** — that baseline is what “max effort, measured” gets judged against. Deliverable: a one-screen dashboard — calls by source, booked jobs by source, revenue by source — reviewed every Friday.
- 2 Review engine: 59 → 250+** RED → COMPOUNDING

Automate a review request via ServiceTitan when a job closes: text within 2 hours (“Thanks for trusting Durafoam — would you share a sentence about your experience?” + direct GBP review link g.page/r/CRqNFubWEKkJUEBM/review — already live, unused). Techs mention it at handoff; office follows up once at 72 hours. At Durafoam's job volume, 15–25 reviews/mo is conservative. **Milestones: 100 total by Day 45, 150 by Day 90.** Reply to every review (Tim's voice, 2 min each) — responses are a ranking and conversion signal. Never incentivize; never gate.
- 3 GBP overhaul** YELLOW → GREEN IN 2 WEEKS

Audit categories (primary: Roofing contractor; add Roof repair-relevant secondaries), load the full service list with descriptions (foam recoat, tile underlayment, leak repair, inspections for realtors), 20+ geotagged job photos now then 3–5/week from crews, seed 10 Q&As from real customer questions, post weekly (job highlights, the radio segment, the founder story). Track pack position for the 8 money terms from p.10 weekly — that's the needle this moves.
- 4 Buy the four domains + ship schema** RED → DONE IN ONE AFTERNOON

Register benforstie.com, timforstie.com, steveforstie.com, curtisforstie.com (all confirmed available 06/11/26; ~\$60/yr total). Same day: add Organization JSON-LD + founder/sameAs to durafoaminc.com and Person JSON-LD stubs for the family (p.7 specs). This is the quiet move that makes Google start reconciling entities while everything else runs.

<p>5 days</p> <p>TO A WORKING SCOREBOARD — BASELINE PULLED, NUMBERS LIVE, SOURCES MAPPED</p>	<p>\$0</p> <p>MARGINAL COST PER REVIEW REQUEST — THE ASK RIDES EXISTING JOB-CLOSE TEXTS</p>	<p>~\$60</p> <p>TOTAL ANNUAL COST OF ALL FOUR FAMILY ENTITY-HOME DOMAINS</p>	<p>Friday</p> <p>WEEKLY CADENCE: CALLS, JOBS, REVENUE BY SOURCE — REVIEWED, NO EXCEPTIONS</p>
---	--	---	--

Tier 2: point DR 30 at the money, and make the graph coherent

5 The repair-intent content cluster RED → TOP 10 IN 60-90 DAYS

Durafoam already has more authority (DR 30, 725 RDs) than the sites winning these terms. What’s missing is dedicated, interlinked pages matching repair intent. Build/upgrade one page per keyword, written from real jobs (photos, ticket ranges, timelines), interlinked with the existing cost guides and city pages:

KEYWORD	VOL/MO	KD	CPC	DURAFOAM TODAY
roofing companies phoenix	656	50	\$12	unranked
phoenix roofing	370	31	\$4.50	unranked
roof repair phoenix	294	50	\$13	#45
roofers phoenix az	183	42	\$12	unranked
roofing contractor phoenix	127	47	\$2.50	unranked
roof inspection phoenix	109	0	\$17	unranked — free-inspection page exists, untargeted
flat roof repair phoenix	104	low	\$11	flat-roof page exists, untargeted
tile roof repair phoenix	92	0	\$15	unranked — tile page exists, untargeted

KD 0 terms (“roof inspection phoenix,” “tile roof repair phoenix”) are 2-4 week wins at DR 30 — start there. Source: Ahrefs Keywords Explorer, US, 06/11/26.

6 Citation & NAP cleanup YELLOW → DONE BY DAY 30

One canonical record — “Durafoam Roofing” · 2810 E Mohawk Ln, Phoenix, AZ 85050 · (480) 941-5373 — pushed to BBB, Yelp, Angi, BuildZoom (fix the Scottsdale listing), Rosie on the House (“Inc.” variant), Nextdoor, Apple Maps, Bing Places. Every fixed citation is corroboration that collapses the duplicate company entities and feeds the pack.

7 Family entity homes go live RED → LIVE BY DAY 45

Ship the four one-page sites from p.7 (TT25 fleet recipe — same stack as marionarang.com). Ben’s page is the merge anchor for his 5 entities; Tim’s embeds the radio/podcast archive; Steve’s carries the 1989 founder story; Curtis’s carries the on-the-roof operational story. Cross-link all four with durafoaminc.com. Begin the weekly “search the name, screenshot the SERP” log — that’s how we’ll watch the merge happen.

Tier 3: the compounding layers — media flywheel, video, and a dollar a day

8 Turn Tim's media into a flywheel YELLOW → SYSTEMATIZED

Tim already does what most owners pay PR firms for — the “On The House Hour” segment aired **June 6, 2026**, and Google minted an entity for it. The system: every appearance gets (a) embedded on timforstie.com and the Durafoam blog with a transcript, (b) cut into 3–5 sixty-second clips, (c) boosted at **\$1/day per clip** to Phoenix homeowners 35+, (d) added to the GBP as a post. Each episode becomes ~30 days of distribution instead of one radio hour. Target: every future appearance processed within 72 hours.

9 Foam-authority defense & video GREEN → FORTIFIED

The foam rankings (#1 “spray foam roof insulation,” 900/mo) are the crown jewels — defend them before chasing new ground. Refresh each ranking page quarterly with new job photos and dates. Put a phone mount in each truck: crews capture 30 seconds of before/after on every recoat. That raw footage feeds YouTube (@DurafoamRoofing, currently dormant), the GBP photo stream, and the Dollar-a-Day clip pool. Foam roofing is visually dramatic — this is the cheapest ad creative in the trade, and competitors aren't doing it.

10 Dollar-a-Day amplification RED → LIVE AT \$90-150/MO

Not “social media marketing” — targeted distribution of proof. Three always-on layers: **(1)** the founder story (Steve, 1989, father-to-sons) to Phoenix homeowners — brand layer; **(2)** review screenshots + radio clips — trust layer, retargeting site visitors and video viewers; **(3)** before/after job clips by neighborhood — offer layer with the free-inspection CTA, driving to tracked numbers. Start at \$3–5/day total. Every dollar lands on an asset that's already true — nothing is invented, everything is measurable.

11 Reinstate paid search — on the new scoreboard DAY 60+, GATED

With tracking live and the repair pages built, restart Google Ads narrowly: exact/phrase on “roof repair phoenix,” “roof inspection phoenix,” “tile roof repair phoenix” (\$11–\$17 CPCs), landing on the matching new pages with tracked numbers. Judge weekly on **cost per booked job in ServiceTitan** — not clicks, not “leads.” Kill anything that can't prove itself in 30 days. This is the discipline every previous agency skipped.

What we deliberately left out

No influencer campaigns, no brand redesign, no “AI content at scale,” no 12-month retainers. A 37-year referral business doesn't need noise — it needs its existing proof made legible to Google, then measured. If an action on this page can't show up in the Friday dashboard, it doesn't survive.

If it doesn't move calls, booked jobs, or revenue in ServiceTitan, it didn't happen

The family has heard every marketing promise since the fax-blast era. So this plan is judged on one screen, reviewed every Friday, with the baseline pulled before we touch anything.

The attribution spine

1 · Capture

Unique tracked numbers: GBP, site header, each money page, each ad channel. Form fills and ServiceTitan online booking tagged by source. Recorded calls (AZ is one-party consent) for quality coaching.

2 · Attribute

Each tracked source = a ServiceTitan Campaign. Office confirms source at booking ("How'd you find us?" as backstop). Every job ticket carries: source → booked → completed → revenue.

3 · Review

Friday dashboard: calls by source, booking rate, revenue by source, cost per booked job, review count, pack positions. 15 minutes, owners present, every week. Decisions only from this screen.

KPI targets — baseline locked Week 1, then 30/60/90

METRIC	BASELINE (06/11/26)	DAY 30	DAY 60	DAY 90
Google reviews (total / velocity)	59 total · ~1.6/yr	80+ · 15–25/mo run-rate	110+	150+ · reply rate 100%
Tracked calls/mo from search (GBP + organic)	unknown — that's the problem ; baseline pulled Week 1	baseline +20%	+50%	+100% with full source attribution
Local pack appearances (8 money terms)	tracked from Week 1	3/8 terms	5/8	7/8
Organic: "roof repair phoenix"	#45	top 30	top 10	top 5
Organic: KD-0 terms (inspection / tile repair)	unranked	top 10	top 3	#1 contention
Organic visits/mo (Ahrefs)	155	200	320	450+ (≈\$1,000+/mo equivalent ad value)
Ben Forstie KG entities	5 duplicates, 0 described	sites + schema live	consolidation observed	1 primary entity; panel claim filed when surfaced
Durafoam KG entities	3 (1 canonical + 2 dupes)	schema + citations pushed	dupes fading from SERPs	1 canonical, family in panel
Revenue attributed to marketing (ServiceTitan)	\$0 attributable today	reported monthly by campaign — the number this whole plan answers to		

The honest caveat

Rankings and entity merges have variance — Google controls the timeline, not us. That's exactly why targets are staged, why the scoreboard is calls and revenue rather than positions, and why everything cheap and certain (reviews, tracking, schema, citations) ships in Week 1 while the probabilistic wins (rankings, panels) compound behind them.

What this is worth: the math, with every assumption on the table

No agency hand-waving — here is the model, the inputs we verified, and the inputs only ServiceTitan can supply. Adjust the gray cells with real numbers in Week 1 and the model recalculates.

Layer 1 — Search demand we can verify (Ahrefs, 06/11/26)

INPUT	VALUE	BASIS
Money-cluster searches/mo (8 terms, p.10)	1,935	Ahrefs Keywords Explorer, US volumes — Phoenix-intent terms only; excludes the foam terms already won
Blended CPC competitors pay	\$10–13	Ahrefs CPC per term, volume-weighted
Realistic capture at pack + top-3 (Day 90+)	15–20%	Conservative blended CTR for local pack + top organic positions
= Incremental qualified visits/calls per month	~290–390	$1,935 \times 15\text{--}20\%$ — mix of pack calls (direct) and site visits
= Equivalent ad value per month	\$2,900–\$5,000	captured clicks \times blended CPC — what competitors would pay for the same traffic

Layer 2 — Revenue (fill with ServiceTitan actuals in Week 1)

ASSUMPTION (GRAY = NEEDS YOUR REAL NUMBER)	CONSERVATIVE	MID	STRONG
Visits/calls → booked inspections	8%	12%	18%
Inspections → paid jobs (their repair-first close rate)	35%	45%	55%
Average ticket (repairs ↔ recoats ↔ replacements blend)	\$2,500	\$5,000	\$9,000
Incremental revenue/mo at ~300 captured visits	~\$21,000	~\$81,000	~\$267,000

Read the conservative column as the planning case. Even at $8\% \times 35\% \times \$2,500$, the cluster pays for the entire program many times over — and that's before review-velocity lift on jobs that would have called anyway, and before the foam niche they already own. The mid/strong columns are shown so the family can see sensitivity, not as promises.

Program cost, all-in (90 days)

Domains: ~\$60/yr · Call tracking: ~\$45–90/mo · Dollar-a-Day media: \$90–150/mo · Content/schema/citations labor: the work in this plan · Paid search (Day 60+, optional, gated): \$500–1,500/mo at proven cost-per-booked-job. Total hard costs before optional paid: **under \$400/mo.**

Break-even reality check

At a \$2,500 conservative average ticket, the entire 90-day program breaks even on **one incremental job every two months**. The model above projects multiples of that — which is why the scoreboard, not the projection, is the contract: if ServiceTitan doesn't show it, we change course.

Why every agency “failed” them — and what max effort, measured looks like instead

Google Ads, social media, video, now “AI” — the products changed, the outcome didn’t. The post-mortem isn’t that the channels don’t work. It’s that every engagement shared the same four structural flaws — all four are fixed by design in this plan.

WHAT THE AGENCIES DID	WHAT THIS PLAN DOES INSTEAD
✗ Spent on channels with no attribution — “trust us, branding takes time”	✓ Scoreboard ships before spend (#1). Every dollar traces to calls → booked jobs → revenue in ServiceTitan. Week-one baseline means even “no effect” is provable.
✗ Generated content about roofing in general — stock photos, AI filler, generic blogs	✓ Publishes only what’s true and theirs: real jobs, real reviews, the 1989 founder story, Tim’s actual radio hits. Proof, distributed — not content, generated.
✗ Chased the new shiny layer while the foundation (entities, citations, reviews, schema) stayed broken	✓ Fixes the boring substrate first — the 5 duplicate Bens, the 3 Durafoams, the 59 reviews, the Scottsdale citation — because every channel performs better on a coherent entity.
✗ Locked them into retainers where the agency’s success metric was the invoice clearing	✓ Staged 30/60/90 targets (p.12) with kill criteria. Anything that can’t prove itself on the Friday dashboard in 30 days gets cut — including our own ideas.

The 90-day cadence at max effort

WHEN	SHIPPING
Week 1	Baseline pulled · tracked numbers live · review engine on · GBP overhaul begun · 4 domains bought · Organization + Person schema live
Weeks 2–4	KD-0 pages shipped (inspection, tile repair) · citation cleanup done · first 20+ new reviews · GBP photo/post cadence running · entity homes drafted
Days 30–60	Full repair cluster live · 4 family sites live · media flywheel processing Tim’s next appearance · Dollar-a-Day on at \$3–5/day · first ranking movement logged
Days 60–90	Paid search reinstated against cost-per-booked-job · entity-merge evidence screenshotted weekly · 150+ reviews · 90-day revenue attribution report to the family

What the family has to supply (nobody else can)

Ben: 2 hours — bio alignment across his six profiles, approve his entity-home copy. **Tim:** reply to reviews in his own voice; keep doing the radio — we’ll handle the rest. **Curtis + crews:** 30 seconds of phone video per job and the review ask at handoff. **Office:** confirm the source on every booking. That’s the entire internal load — designed for a company whose people are on roofs, not at desks.

Print this. Put it on the office wall. Cross things off.

ACTION	OWNER	DUE	DONE WHEN...
● Call tracking + ServiceTitan campaigns + 12-mo baseline	Office + us	Day 5	Friday dashboard shows calls/jobs/revenue by source
● Review engine on (post-job text + 72h follow-up + replies)	Techs/office	Day 5	15+ new reviews/mo; 100 total by Day 45
● GBP overhaul: categories, services, photos, Q&A, weekly posts	Office	Day 14	Pack tracking live on all 8 money terms
● Buy benforstie/timforstie/steveforstie/curtisforstie .com	Us	Day 2	Registered (~\$60) — all confirmed available 06/11/26
● Organization + Person schema on durafoaminc.com	Us	Day 7	Validates in Rich Results test; family tied to company
● Ben's 5 → 1 entity merge (bios, sameAs, entity home)	Ben + us	Day 45	One primary entity observed; panel claim filed when surfaced
● Citation/NAP cleanup incl. BuildZoom Scottsdale fix	Us	Day 30	One name, one address everywhere that matters
● KD-0 pages: roof inspection phx, tile roof repair phx	Us	Day 21	Live, interlinked, tracked numbers on-page
● Full repair cluster (8 pages) targeting p.10 table	Us	Day 45	"roof repair phoenix" top 30 → top 10 by Day 60
● 4 family entity homes live (TT25 recipe)	Us	Day 45	Person schema validates; cross-linked to company
● Media flywheel: clip + embed + \$1/day per appearance	Tim + us	Day 60	6/6/26 radio hit repurposed; next hit processed in 72h
● Foam defense: page refresh + truck-cam video + YouTube	Curtis	Day 60	#1–#2 foam positions held; 8+ clips banked
● Paid search reinstated, gated on cost-per-booked-job	Us	Day 60+	Only spends what the dashboard justifies
● 90-day revenue attribution report to the family	Us	Day 90	Marketing-attributed revenue in ServiceTitan, in writing

Prepared by

Dennis Yu · Local Service Spotlight · BlitzMetrics

For Ben Forstie & the Forstie family · Durafoam Roofing, Phoenix, AZ · June 11, 2026

Sources: Google Knowledge Graph entity index (live pulls, 06/11/26) · Ahrefs Site Explorer, Keywords Explorer & SERP (06/11/26) · durafoaminc.com/about-us · Google Business Profile · BBB · BuildZoom/AZ ROC · Rosie on the House · GoDaddy domain availability (06/11/26). All entity IDs, rankings, volumes, and CPCs in this report are reproducible from these sources.