

# The firm that grew to 100+ clients on word of mouth is **invisible everywhere word of mouth doesn't reach.**

Hunter Terpenney built Humm Accounting from 4 clients to **100+ businesses in under two years** — a 15-person firm serving trades and construction companies across the US, with a brand voice good enough to frame and a founder story good enough for a documentary. And yet: his website has recorded **zero organic Google visits in every month since it launched**. The firm has **zero Google reviews**. His full name appears **zero times** on his own website. His best hour of content has **33 views**. He has never run an ad. Meanwhile, roughly **29,000 searches a month** for exactly what he sells sit at keyword difficulty 7-or-less out of 100. This report shows the receipts, then hands most of the fix to AI agents — with a short, explicit list of the things only Hunter can do.

**100+**

CLIENTS WON BY WORD OF MOUTH — THE BUSINESS IS REAL

**0**

ORGANIC VISITS TO HUMMACCOUNTING.COM — EVERY MONTH ON RECORD (AHREFS, 06/11/26)

**0**

GOOGLE REVIEWS — FOR A FIRM WITH 100+ HAPPY CLIENTS

**33**

VIEWS ON HIS BEST PODCAST EPISODE — PUBLISHED APRIL 2026

Prepared for

**Hunter Terpenney, CPA · Founder & CEO, Humm Accounting · Fort Collins, CO**

by Dennis Yu · Local Service Spotlight · June 11, 2026 · met at DealCon Summit, Denver

# Strong inputs. Zero plumbing. Everything fixable.

Hunter asked Dennis one question after DealCon: “How do we start doing content and educational material for entrepreneurs and business owners?” This audit answers it the Local Service Spotlight way: first the facts about what exists today, then the machine that turns what Hunter already has — a real firm, a rare story, and content he’s already writing — into clients, candidates, and acquisition deal flow.

DIMENSION	STATUS	FINDING
Founder story & proof assets	●	Truck-to-CPA story, 3 podcast hours, Joel Erway testimonial — rare raw material
The underlying business	●	15-person team, 100+ clients, trades/construction niche, hiring & growing 20%/yr
Content quality (LinkedIn)	●	~10 excellent posts in 3 weeks — already definitive-article grade
Brand voice & site design	●	Distinctive & fun (Hoot Design) — but it’s a brochure, not an engine
Entity clarity — Hunter	●	Full name appears 0x on his own site; hunterterpenny.com parked; no Person schema
Knowledge Panel readiness	●	Google Topic entity /g/11fyy5g3f6 exists — unclaimed, undescribed, uncorroborated
Website as growth asset	●	No blog, no form, no booking, no address, no niche mention; untouched since Dec 2024
SEO visibility	●	DR 0.8 · 0 organic keywords · 0 visits — every month since launch
Backlink health	●	185 referring domains, ~94% link-farm spam; earned podcast links missing
Reviews & Google Business Profile	●	0 reviews; GBP missing address, photos, services, posts — effectively a stub
Distribution & ads	●	\$0 ads ever (Google Ads Transparency: no advertiser); best episode: 33 views
Measurement	●	No GA4, no Tag Manager, no Meta pixel — zero analytics of any kind installed

**24**<sub>/100</sub>  
 AUTHORITY SCORE TODAY — 3 GREEN, 2 YELLOW, 7 RED

**~9 hrs**  
 HUNTER’S TOTAL TIME REQUIRED ACROSS THE ENTIRE 90-DAY PLAN

**61x**  
 COST ADVANTAGE OF AGENT EXECUTION VS. HUMAN CONSULTANT ON THIS EXACT AUDIT (P.18)

**The one-sentence diagnosis:** Hunter has spent five years building a real firm and three weeks building an audience — but there is no **entity home**, no **review engine**, no **canonical articles**, and no **distribution**, so every proof point he earns evaporates instead of compounding. The fix is plumbing, not reinvention.

# Who is Hunter Terpenney? A story most founders would kill for — that Google has never heard.

Virginia Tech swimmer turned finance grad (B.S. 2013). Cut his teeth in sales at Lujure — Nathan Latka’s Blacksburg startup — then licensed up (Series 7, 2013) at AXA Advisors in D.C. Spent 2015–2020 as a staff tax accountant at Paul Sears CPA in Calabasas while running his own practice, Cover to Cover Consulting, on the side.

Then the part that makes him unforgettable: he co-founded and led **Holdr**, a venture-backed tax calculator and payment processor for freelancers — and **walked away from his own funded startup**. He spent roughly **three years living out of his truck** with a climbing rack, a surfboard, and a futon mattress. Asked later if he was struggling, his answer became the title of a podcast episode: **“Being Poor is a Calling.”**

In December 2020 he registered Terpenney Consulting Inc. and the trade name Humm Accounting in Fort Collins. Four clients became **100+ businesses in under two years, entirely by word of mouth**. Today Humm is a 15-person team (including Philippines-based staff he hires deliberately and praises publicly) serving **trades, construction, and professional services companies across the US**, building internal AI tools for categorization, reconciliation, and reporting.

**Why this matters commercially:** in a category where every competitor sounds identical (“we’re trusted advisors”), Hunter has the two things AI search and human buyers actually latch onto — a **verifiable niche** (construction finance) and a **story nobody can copy**. Neither is currently visible to Google, ChatGPT, or a skeptical buyer doing diligence.

**IDENTITY & RECORDS — VERIFIED JUNE 11, 2026**

<b>Legal entity</b>	Terpenney Consulting Inc. (#20208048861, formed 12/1/2020, status GOOD)
<b>Trade name</b>	“Humm Accounting” (#20208048954, eff. 12/1/2020), Fort Collins, CO
<b>Role / credential</b>	Founder & CEO; presents as CPA (license # not published — see p.17 human list)
<b>Education</b>	Virginia Tech, B.S. Business / Finance, 2009–2013; Series 7 (2013)
<b>Contact</b>	720-230-6772 · admin@hummaccounting.com
<b>LinkedIn</b>	377 followers · 306 connections · posting ~3x/week since mid-May 2026
<b>Instagram</b>	@hunterterpenney — 307 followers, 4 posts (started ~May 2026)
<b>Podcast hours</b>	3 episodes: Boss Lady & Friends (3/2024), Business With The Boyz Ep 15 (4/2024, 1:06:11), Mike Brown “Being Poor is a Calling” (4/10/2026, 58:53)
<b>Google entity</b>	Topic /g/11fyy5g3f6 “Hunter Terpenney” + 3 episode entities — no Knowledge Panel
<b>hunterterpenney.com</b>	Registered but <b>parked</b> (blank GoDaddy lander); .co/.net/.org/.ai available

Sources: Colorado Dept. of State via OpenGovCO; LinkedIn; Instagram; Google Trends entity API; Apple Podcasts; YouTube; GoDaddy availability check; RDAP. Episode entities: /g/11yk2hjnhp, /g/11w58klc6b, /g/11y3ns21sb.

# What Hunter says he wants — and the one engine that serves all three goals.

From his message to Dennis the morning after DealCon: he wants to “start doing content and educational material for entrepreneurs and business owners” — he has “a lot to share about how founders should view and approach accounting as a service and what kind of skills they should build to be good business owners and CEOs.” His public activity reveals two more goals he didn’t mention:

## 1 · Become the educator

Teach founders financial literacy — the skill-building angle. He’s already doing the reps: ~10 LinkedIn essays in 3 weeks on scope creep, barter tax traps, W-2 vs. management agreements, job costing, 13-week cash flow.

## 2 · Buy a firm

Posted 3 days ago: “I am looking to acquire an accounting firm doing +1mm in revenue.” He was upstairs at DealCon talking boardroom masterminds with Matt and Tom. He is an acquirer — sellers pick buyers they trust and can verify.

## 3 · Scale the machine

Building AI tools for categorization, reconciliation, reporting; hiring US + Philippines staff (20% headcount growth). Growth requires inbound — clients, candidates, and now deal flow.

## One engine, three outputs

### RAW MATERIAL

1 hour/month of Hunter talking (podcast-style recording) + the LinkedIn essays he already writes



### CONTENT FACTORY

Agents cut it into definitive articles, clips, posts, newsletter — all pointing at one canonical URL per topic



### ENTITY HOME

hunterterpenny.com (facts page) + hummaccounting.com/learn — what Google & AI quote



### DISTRIBUTION

Dollar-a-Day on proven clips · review engine · podcast circuit · LinkedIn



### 3 OUTCOMES

**Clients** (trades owners searching) · **Candidates** (accountants vetting him) · **Deal flow** (sellers checking the buyer)

**The acquisition angle nobody talks about:** when a retiring firm owner googles “Hunter Terpenny” before returning his DM, they currently find a LinkedIn profile, a parked domain, and a 33-view podcast. The same entity home + Knowledge Panel + definitive articles that win clients is the diligence trail that wins **LOIs**. Every dollar of brand work double-counts.

**Why now (2025–26 reality):** Google Search results and AI assistants (ChatGPT, Perplexity, Gemini) increasingly answer from **entities**, not pages. People with Knowledge Panels and consistent entity corroboration get described accurately and recommended; everyone else is invisible or garbled. Hunter currently has the raw entities (p.6) but zero corroboration structure.

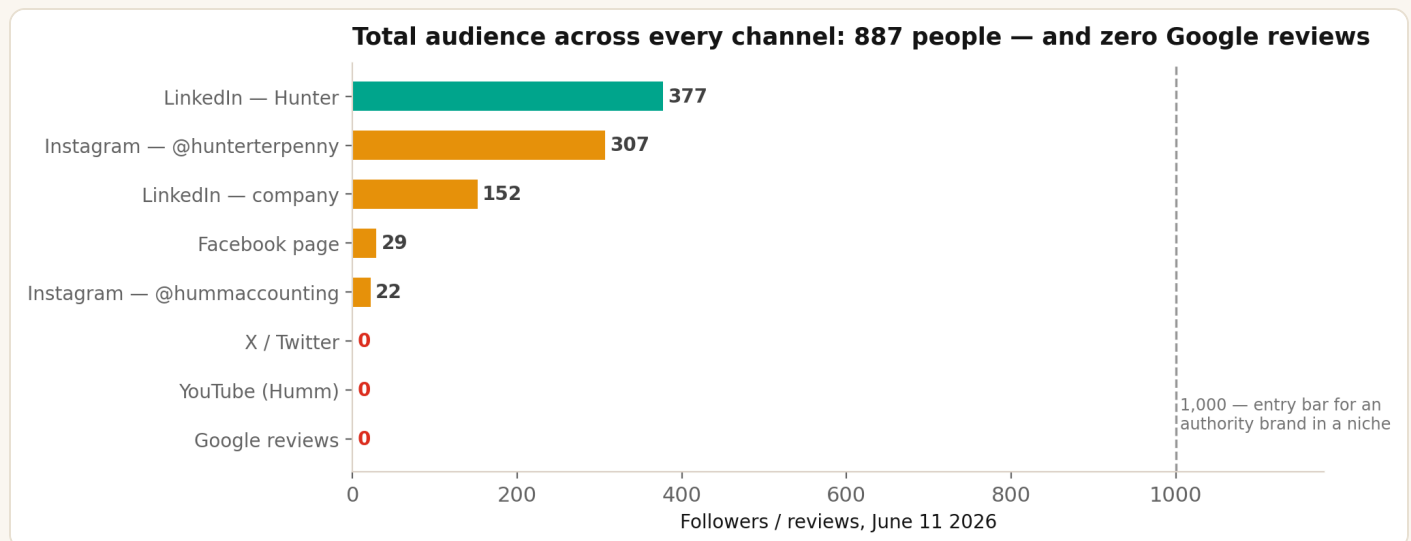
# A real firm. A digital ghost.

## What's real (offline)

- ✓ 100+ client businesses, grown from 4 by referral alone
- ✓ 15-person team, US + Philippines; 20% employee growth; actively hiring (WayUp posting, FB groups)
- ✓ Real niche: trades, construction, professional services nationwide
- ✓ Full stack: bookkeeping → controller → fractional CFO, tax, payroll
- ✓ Named testimonial from Joel Erway (3-year client, webinar-industry authority)
- ✓ Vendor testimonial trail (Marketect Media, Sep 2024) corroborating "Founder & CEO"
- ✓ 5+ years of corporate history in good standing
- ✓ Distinctive brand voice ("Let's get fiscal" · "Not the Humm way or the highway")

## What Google & AI see (online)

- ✗ DR 0.8 website · 0 organic keywords · 0 visits, every month since launch
- ✗ 0 Google reviews — GBP has no address, no photos, no services, no posts
- ✗ Founder's full name: 0 occurrences on hummaccounting.com
- ✗ "Construction" / "trades" / any niche term: 0 occurrences on the site
- ✗ No blog, no contact form, no booking link, no pricing, no team page
- ✗ \$0 in ads, ever — no Google Ads advertiser record, no Meta pixel
- ✗ No analytics whatsoever — nobody can even see the zeros
- ✗ Best content asset (58-min podcast): 33 views in 2 months



**Read the chart honestly:** Hunter's entire addressable audience across every public channel is **887 people** — fewer than the number of US businesses that searched "fractional CFO" *yesterday*. The good news: the two strongest bars are the two he started building three weeks ago. The engine isn't broken. It was never installed.

# Google already opened a file on Hunter. Nobody’s ever filed anything in it.

A Knowledge Panel starts with an entity in Google’s Knowledge Graph. Hunter has one — created as a side effect of two 2024 podcast appearances — plus a brand entity for Humm. Both are bare “Topic” stubs: no description, no image, no corroborating facts, no claim. That’s simultaneously the problem and the head start.

KNOWLEDGE GRAPH ENTITY	MID	TYPE	STATUS & RISK
Hunter Terpenney	/g/11fyy5g3f6	Topic	<b>Unclaimed stub</b> No description, no image, no sameAs corroboration — panel-eligible with structured buildout
Humm Accounting	/g/11z6727qmh	Topic	<b>Unclaimed stub</b> Not linked to GBP listing or site schema
“Growth Through Accounting with Hunter Terpenney”	/g/11y3ns21sb	Episode	<b>Orphaned</b> Not linked to his person entity
“Episode 15 – Hunter Terpenney” (×2 duplicates)	/g/11yk2hjnhp · /g/11w58kic6b	Episode	<b>Duplicate pair</b> Same episode, two entities — classic uncorroborated-graph noise
<b>Collision: Humm Accountancy Services Ltd (UK)</b>	/g/11fn8jz72_	Org	<b>Brand collision</b> UK firm shares the name in the graph
<b>Collision: humm (BNPL fintech) · Humm Foods (Larabar, Denver)</b>	—	Org	<b>Search collision</b> “Humm” + finance and even + Colorado is contested space

## The five entity failures

- 1 His own site doesn’t say his name.** The About page says “our founder Hunter” — once, no surname, no photo caption, no bio block. Google cannot connect hummaccounting.com to /g/11fyy5g3f6.
- 2 The entity home is a parking page.** hunterterpenney.com is registered but serves a blank GoDaddy lander. If Hunter owns it: build. If not: hunterterpenney.co / .net / .org / .ai are all open (verified 6/11).
- 3 Zero structured data about people.** Site JSON-LD contains no Person, no founder, no sameAs (p.8) — the exact fields Knowledge Panels are assembled from.
- 4 Inconsistent third-party trail.** F6S still bills him “CEO at Holdr”; an old Twitter handle (@LujureSalesTeam) carries his name; Sam’s List vendor page vanished. Corroboration is contradictory where it exists at all.
- 5 Episode entities outnumber person facts 3:1.** Google knows his podcast episodes better than his profession, firm, or city.

## What “fixed” looks like (sequence)

**AGENT WEEKS 1–2**

Stand up entity home (facts-page format, p.15) · Person + Organization JSON-LD with sameAs to LinkedIn, IG, podcasts, Colorado SOS record · add founder bio + name to hummaccounting.com

**AGENT WEEKS 2–6**

Push consistent name-role-firm-city across every profile (F6S, directories, podcast show notes); request corrections; seed Crunchbase/about pages; publish definitive articles that restate the facts

**HUNTER 30 MINUTES**

Claim the entity: google.com/search → “claim this knowledge panel” flow once panel surfaces (requires his logged-in Google account + ID verification) — agents cannot and should not do this

**OUTCOME WEEKS 8–12**

Panel-grade entity: photo, description, “Founder & CEO of Humm Accounting,” Fort Collins, podcast credits — and AI assistants describing him correctly (p.15 test prompts)

# hummaccounting.com: a beautiful brochure with the engine removed.

Squarespace build by Hoot Design Company, launched fall 2024. The copy is genuinely good — the voice is the best digital asset Humm owns. But structurally it is five static pages that haven't been touched since **December 4, 2024**, with no mechanism to capture, convert, or compound anything.

## What the sitemap actually tells Google

URL	LAST MODIFIED	NOTE
/home	2024-12-04	Title tag: just "Humm Accounting"
/services	2024-12-04	One page for 3 service lines — should be 3+ pages
/about	2024-11-25	"our founder Hunter" — no surname anywhere
/manifesto	2024-11-25	Great voice; zero search value as-is
/connect	2024-11-22	No form — just mailto: and tel: links
<b>/master-styling-page</b>	2024-10-24	<b>Design-system scratch page, live in the sitemap, submitted to Google daily</b>

Every URL claims **changefreq: daily** to Google while nothing has changed in 18 months — a small credibility tax on every crawl.

**The niche is missing.** Hunter's LinkedIn: "serving trades, construction, professional services." His site: zero occurrences of any of those words. The single highest-converting fact about Humm — *who it's for* — was left off the website entirely.

## Missing growth surfaces

SURFACE	STATUS	COST OF ABSENCE
Blog / learn hub	<b>Absent</b>	0 pages competing for 29K monthly searches
Contact form	<b>Absent</b>	mailto: links lose mobile users & tracking
Booking link	<b>Absent</b>	His LinkedIn has one; his site doesn't
Team / founder page	<b>Absent</b>	No entity anchor; no E-E-A-T author
Niche / industries pages	<b>Absent</b>	Construction buyers can't self-identify
Pricing / engagement guide	<b>Absent</b>	Unqualified calls; invisible to comparison shoppers
Case studies / reviews	<b>Absent</b>	One testimonial (Joel Erway), no link, no schema
Careers page	<b>Absent</b>	Hiring via FB groups & WayUp with no owned page
/cart in header	<b>Leak</b>	Squarespace commerce default exposed on every page

**18 months of silence while he wrote anyway.** Hunter has published ~10 essay-grade LinkedIn posts in three weeks — on a rented platform, where they decay in 48 hours. The same effort, mirrored to his own domain as canonical articles, would have been compounding since 2024.

# Under the hood: empty schema, blank titles, and not a single analytics tag.

## The actual structured data on the homepage

```
{
  "@context": "http://schema.org",
  "@type": "LocalBusiness",
  "address": "",           - empty
  "openingHours": "",     - empty
  "image": "https://static1.squarespace.com/..."
}
// No Organization. No Person. No founder.
// No sameAs. No telephone. No areaServed.
// No aggregateRating. Squarespace defaults, untouched.
```

This is the machine-readable version of the site — the part Google and AI assistants actually parse. It says, literally: *a local business with no address, no hours, no people.*

**Zero measurement, confirmed:** no GA4, no Google Tag Manager, no Meta pixel, no LinkedIn insight tag — the tracker scan returned an empty list. Humm cannot see its own traffic (there isn't any), cannot retarget a single visitor, and cannot attribute a single lead. Five years in business; not one byte of marketing data collected.

## Ten fixes, ~one agent afternoon

#	FIX	WHO
1	Remove /master-styling-page from nav+sitemap; noindex it	AGENT
2	Kill /cart header link (disable commerce nav)	AGENT
3	Title tags: "Bookkeeping, Controller & Fractional CFO for Trades & Construction   Humm Accounting" etc., per page	AGENT
4	Meta descriptions with niche + proof ("15-person team · 100+ businesses")	AGENT
5	Full Organization + Person + Service JSON-LD with sameAs	AGENT
6	GA4 + GTM + Meta pixel + LinkedIn tag installed & tested	AGENT
7	Contact form + calendar embed on /connect	AGENT
8	Founder page: "Hunter Terpenney, CPA" — bio, headshot, story, credentials, sameAs	AGENT + 1 headshot from HUNTER
9	/construction industry page (his niche, in his words from LinkedIn)	AGENT
10	/learn hub shell ready for the article pipeline (p.16)	AGENT

All ten are Squarespace-admin-level changes. With editor access granted, an agent drafts and stages everything; Hunter approves in one 20-minute review.

■■■■

ADDRESS & HOURS VALUES IN THE LIVE LOCALBUSINESS SCHEMA

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ANALYTICS, PIXELS, OR TAGS OF ANY KIND ON THE SITE

555

DAYS SINCE THE LAST CONTENT CHANGE (DEC 4, 2024 → JUN 11, 2026)

~4 hrs

AGENT TIME TO CLEAR ALL TEN FIXES ABOVE

# The flattest line in SEO: zero, for every month on record.



<p><b>0.8</b></p> <p>DOMAIN RATING (AHREFS) · GLOBAL RANK ~58,163,000</p>	<p><b>0</b></p> <p>ORGANIC KEYWORDS RANKED — TOP 100, ANY COUNTRY</p>	<p><b>0</b></p> <p>ORGANIC VISITS — CUMULATIVE, SINCE LAUNCH</p>	<p><b>10/mo</b></p> <p>PEOPLE WHO SEARCH "HUMM ACCOUNTING" — BRAND DEMAND BARELY EXISTS YET</p>
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## What “zero keywords” actually means

Ahrefs tracks the top 100 Google results for hundreds of millions of US queries. hummaccounting.com appears in **none of them**. Not for “humm accounting.” Not for “accountant fort collins.” Not for one long-tail construction-bookkeeping phrase. The site ranks only when Google has literally no other option (direct navigation), and brand searches resolve via the LinkedIn/Facebook/Instagram profiles instead.

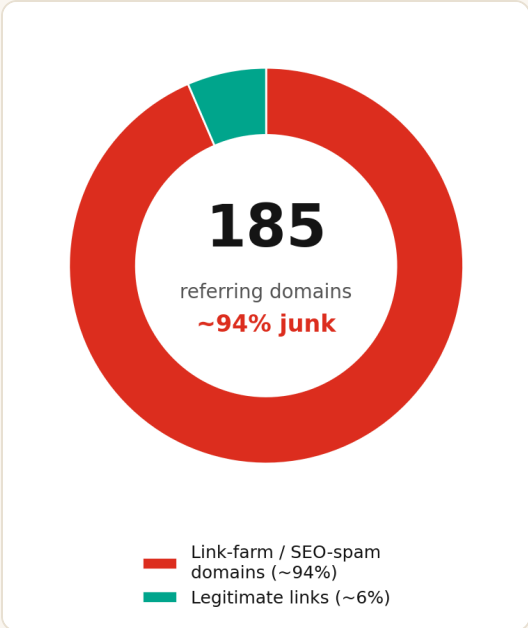
**The collision tax makes this worse:** “humm” searches surface humm-the-BNPL-fintech, Humm Accountancy (UK), even Humm Foods (the Denver Larabar company). A brand this small with a name this contested cannot afford an empty entity record — it gets out-shouted for its own name.

## Why this is good news

There is nothing to repair — no penalty, no sandbox, no legacy mess (the spam links, p.10, are ignorable noise at this scale). The domain is a clean slate attached to a real 5-year-old company with real proof. In our experience that combination moves faster than aged-but-damaged domains: **publish the niche pages and definitive articles, earn the podcast links he’s already owed, and the first rankings appear in weeks, not quarters** — especially at the KD 0–7 difficulty levels shown on page 11.

**North-star check, 90 days out:** 150+ organic visits/mo, 50+ keywords ranked, brand search up 3×, and hummaccounting.com outranking every social profile for its own name.

# 185 referring domains — and the ones he actually earned are missing.



## Sample of what links to hummaccounting.com today

DOMAIN	DR	WHAT IT IS
buybacklinks.agency	72	Literal link vendor
rank-your.site · rankyour.website · rank-top.click	63–74	SEO-spam network
pbnseolinks.shop · linkrankpro.shop · premiumseolinks.shop · +11 more .shop domains	49–55	Private blog network farm, links appearing May 2026 in a burst
seoexpress.org · best-seo-domains.com	60–73	More of the same
<a href="#">hootdesigncompany.com</a>	51	Legit — designer's portfolio credit

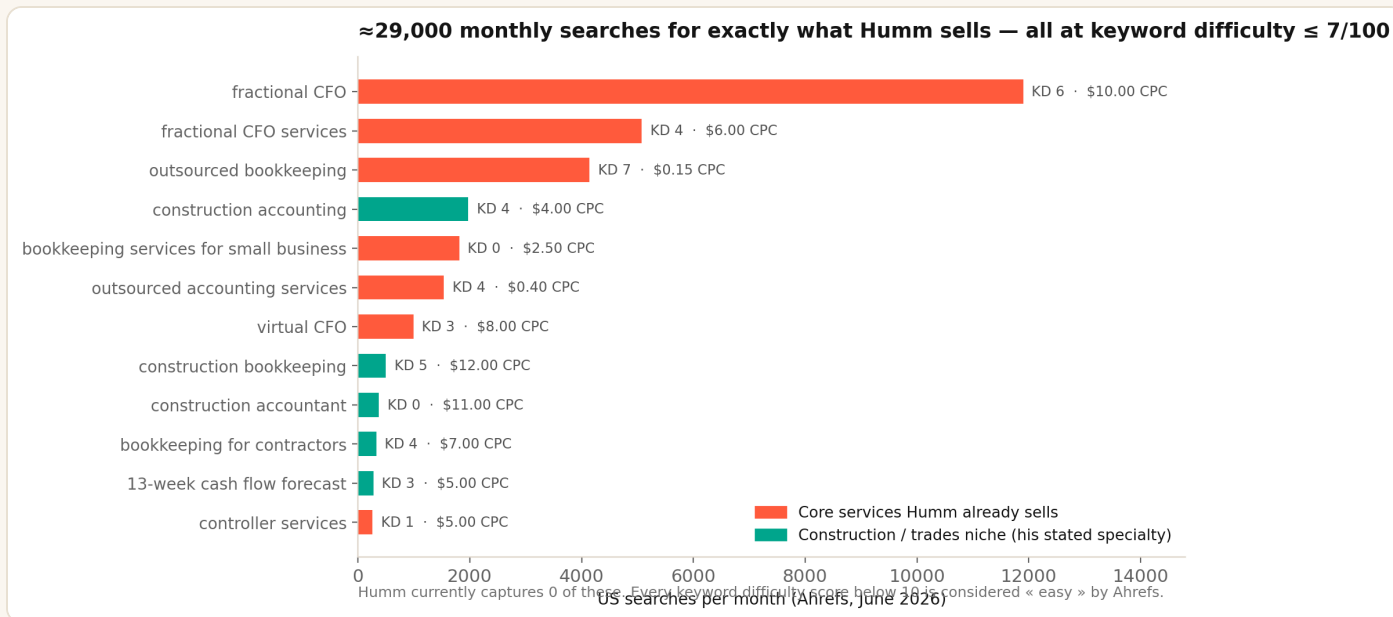
These farms scrape-and-spray links at thousands of sites to sell “authority” reports; they neither help nor (at this volume) meaningfully hurt. They’re noise. The signal is what’s *absent* below.

## Links Hunter earned in the real world that never made it to his domain

EARNED ASSET	WHERE IT LIVES	LINK STATUS	FIX (AGENT, ~15 MIN EACH)
“Being Poor is a Calling” — 58-min episode	YouTube (Mike Brown, @mbrown_co) + IG/FB clips	No link to him	Request description links to entity home + Humm
Business With The Boyz, Ep 15 (1:06:11)	YouTube + podcast platforms	No link	Same — plus embed episode on his founder page
“Growth Through Accounting” (Boss Lady & Friends)	Spotify, Apple, ListenNotes	No link	Show-notes link request; add to press page
Marketect Media client testimonial (named, quoted)	marketectmedia.com blog (DR ~20s)	Unlinked mention	One email: link the name
Sam’s List vendor profile	samslist.co — vetted accountant directory	Listing gone (URL now redirects)	Re-claim listing; it’s his exact buyer audience
Colorado SOS / OpenGovCO records	Public record	Exists, uncited	Cite on entity home for corroboration
DealCon speaker/attendee network	Garrett McClure, Tom Breeze already follow his IG	Untapped	Guest-post & podcast swaps inside the network

**The pattern:** every hour Hunter has invested in being interviewed produced an asset that links to *someone else’s* platform. Reclaiming just the seven rows above gives him more legitimate referring domains than five years of waiting produced — and they’re all topically perfect.

# ~29,000 searches a month, difficulty ≤7, in exactly what Humm sells.



## How to read this

Keyword difficulty (KD) runs 0–100; Ahrefs calls anything under 10 “easy.” Every keyword above is under 8. “Fractional CFO” alone is **11,901 searches/month at KD 6** — a number that would be 60+ in most B2B categories. This is what an under-built content category looks like from the inside, and it will not stay this way through 2027.

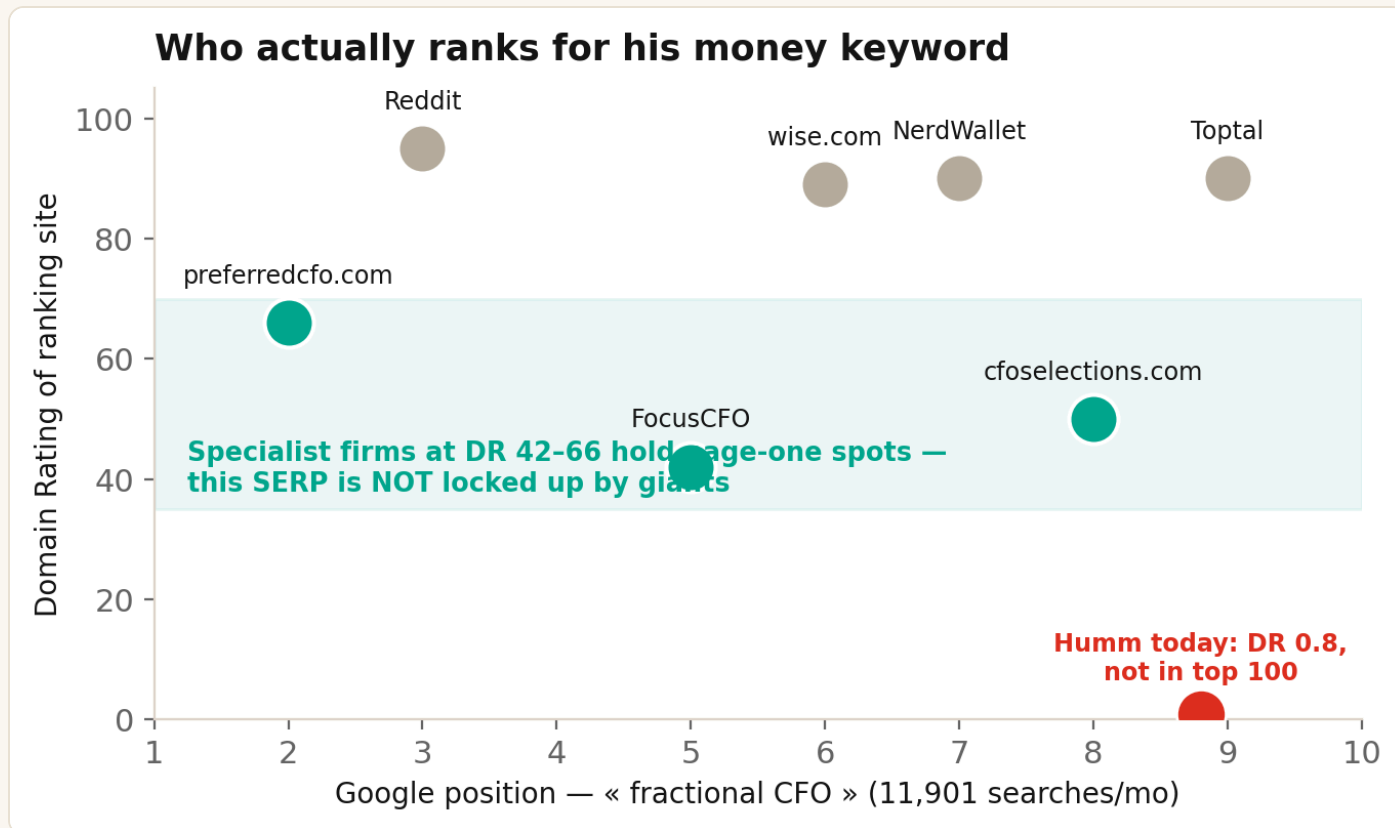
The **CPC column is Google’s own price tag**: advertisers pay up to **\$12 per click** for “construction bookkeeping” and \$10–11 for fractional-CFO terms. Owning page one organically for the teal cluster is the equivalent of a perpetual ad campaign worth **\$3,000–6,000/month** in media value — bought once with content.

## Local vs. national: the verdict

“Fort Collins CPA” is 100 searches/mo (KD 22); “Fort Collins accountant” is 40. The local pond is a puddle — **but Humm was never a local firm**: its clients are trades and construction companies nationwide. The play is a **national niche strategy** (construction finance) with a local trust layer (GBP + reviews, p.13) for proof and the Fort Collins talent market.

**Positioning sentence we’d test first:** “The accounting team for trades & construction companies doing \$1M–\$20M — bookkeeping to fractional CFO, with job-level margin data and a 13-week cash flow you’ll actually use.” Every word of it is already true.

# The SERP isn't locked up — and Hunter's LinkedIn posts are already the articles.



## Six posts he already published → six definitive articles, mapped to demand

EXISTING LINKEDIN ESSAY (LAST 3 WEEKS)	BECOMES THE CANONICAL ARTICLE	DEMAND/MO	KD
"Two documents that change construction decisions"	The Completed-Job Profitability Review: a contractor's guide	98 + clusters	4
"13-week cash flow" (same post)	13-Week Cash Flow Forecast for Construction Companies (free template)	274	3
"Bookkeeper first, controller next, CFO last"	Bookkeeper vs. Controller vs. Fractional CFO: who to hire at every revenue stage	11,901 + 5,076	6
"Most contractors at \$5M+ leave tax money on the table"	5 Tax Strategies for Contractors Doing \$5M+ (Augusta rule, 179, cost seg...)	1,975 cluster	4
"Payroll is a liability management system"	Payroll Compliance for Trades: trust-fund penalties explained	325	4
"W-2 salary vs. management agreement"	How Profitable Founders Should Pay Themselves	90 + long tail	0

**This is the cheapest content program in America:** the thinking is done. An agent expands each post to a 1,500–2,500-word canonical page (definitive-article format: direct answer up top, schema, FAQ, template download as the lead magnet), publishes to /learn, and points every future clip and post at it. Two per week without Hunter writing a word he hasn't already written.

**Why a DR 0.8 site can win these:** KD ≤ 7 SERPs turn on *relevance and completeness*, not raw authority — FocusCFO ranks at DR 42 against DR 90 giants. With the niche pages live, the seven reclaimed links (p.10), and podcast-circuit links accruing, Humm enters the band where these SERPs are decided — while every competitor's content is generic by design.

# One hundred happy clients. Zero of them have been asked.

## The GBP as found (June 11, 2026)

FIELD	STATUS
Listing exists, category "Accounting firm"	Yes
Website + phone linked	Yes
Reviews	0 — none, ever
Address / service area	Missing
Photos (team, office, logo)	None — generic placeholder
Services list / descriptions	Empty
Posts / updates	Never posted
Booking link	Missing
Hours	Set (M-F 9-5) — only complete field

Google literally displays "Add missing information" prompts on his own listing — an open invitation for anyone (including pranksters and competitors) to edit his business identity before he does.

## The review engine (already proven at DealCon clients)

- 1 Verify & complete the profile** **HUNTER 20 MIN** — claim/confirm ownership, add service-area, photos, services, booking link. Ownership claiming is a human act; everything else is drafted by agents.
- 2 Segment the 100+ clients** **AGENT** — rank by tenure, NPS-proxy (responsiveness), and name-recognition; produce a 30-name first wave.
- 3 The ask, in Humm's voice** **AGENT DRAFTS** — personal note + review link + 2 prompt questions ("what changed since we took over your books?"). Sent by the account manager who owns the relationship **TEAM**.
- 4 Reply to every review in 24h** **AGENT DRAFTS, HUNTER APPROVES** — replies are ranking signals and sales copy.
- 5 Recycle into proof** **AGENT** — reviews become site testimonials w/ schema, LinkedIn posts, and ad creative for the Dollar-a-Day engine.

**60-day target: 25–35 reviews at 5.0★.** From his existing base alone, that makes Humm the most-reviewed accounting firm in Fort Collins and puts stars under every brand search — including the ones acquisition targets run on him.

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REVIEWS TODAY — THE SINGLE CHEAPEST RED LIGHT TO FIX

30

FIRST-WAVE ASKS → EXPECT 20–25 TO CONVERT WITHIN 3 WEEKS

100%

OF BRAND SERPS (GOOGLE, MAPS, AI ANSWERS) THAT REVIEW STARS THEN UPGRADE

# His best hour of content reached 33 people. Distribution is the whole ballgame.

## The proof-asset inventory (what exists today)

ASSET	DATE	REACH
“Being Poor is a Calling” — Mike Brown pod, 58:53, the origin story	Apr 10, 2026	<b>33 views</b>
IG + FB clips of the same episode (truck story hook)	Apr 2026	minimal
Business With The Boyz Ep 15 — 1:06:11 on the firm journey	Apr 23, 2024	low hundreds
“Growth Through Accounting” — Boss Lady & Friends (when to hire bookkeeper/CFO)	Mar 2024	audio only
~10 LinkedIn essays (financial literacy for founders)	May–Jun 2026	0–7 reactions each
“This is why we build” IG post	May 2026	40+ likes — his best organic signal yet

**Three hours of recorded, edited, story-rich video already exist.** A Content Factory pass on just these three episodes yields 30+ clips, 6 articles, and 60 posts — a full quarter of distribution ammunition, no new recording required.

**3 hrs**  
OF FINISHED  
PODCAST VIDEO  
SITTING UNUSED

**48 hrs**  
LIFESPAN OF A  
LINKEDIN POST  
WITHOUT A  
CANONICAL HOME

**\$1/day**  
THE ONLY AD BUDGET  
NEEDED UNTIL THE  
DATA SAYS  
OTHERWISE

**2**  
DEALCON NAMES  
ALREADY FOLLOWING  
HIS IG — WARM  
LIGHTHOUSE #1

## Dollar-a-Day: how the 33 views become 33,000

- 1 Post clips organically** across IG/FB/LinkedIn/YT Shorts  
**AGENT SCHEDULES** — the truck story, the “barter is taxable” story, the \$5M contractor tax list.
- 2 \$1/day × 7 days behind each clip** **AGENT RUNS** — tiny budgets reveal true engagement without gambling.
- 3 Kill the bottom 90%** — metrics → analysis → action. No opinions, just CPMs, thumbstop, and saves.
- 4 \$30/30-days on each winner**, targeted: construction owners \$1–20M, accounting-firm owners 55+ (the sellers), Colorado accountants (recruiting).
- 5 Lighthouse first:** clips featuring Joel Erway, the DealCon network (Garrett McClure and Tom Breeze already follow him), Misty Williams — borrowed audiences beat cold ones.

**Budget reality: ~\$90–120/month total.** Less than one hour of CFO billing buys the entire distribution layer. Requires the pixel + GA4 from p.8 first — plumbing before promotion, always.

# hunterterpenny.com: a facts page, not a sales page.

## Page structure (the proven template)

SECTION	CONTENT FOR HUNTER
<b>Hero + authority image</b>	"Hunter Terpenny, CPA — Founder & CEO of Humm Accounting. I help business owners stop dreading their books and start using them to grow."
<b>Stats bar</b>	15-person team · 100+ businesses served · trades & construction focus · Virginia Tech '13
<b>My story</b>	Lujure → AXA → Calabasas tax desk → Holdr → 3 years in the truck → Humm. The documentary version, in his voice.
<b>What I do (3 cards)</b>	Run Humm · Teach founder finance · Acquire & grow firms
<b>Featured interview</b>	"Being Poor is a Calling" embedded — the story asset finally gets a home
<b>What people say</b>	Joel Erway + first-wave Google reviews, each with source link
<b>As seen on</b>	3 podcasts + DealCon + (soon) guest articles
<b>Connect</b>	Booking link, LinkedIn, IG, Humm

Domain: recover hunterterpenny.com if the parked registration is his (check GoDaddy account); otherwise register hunterterpenny.co + .net defensively (\$30) and build on .co. Either path works — consistency matters more than TLD.

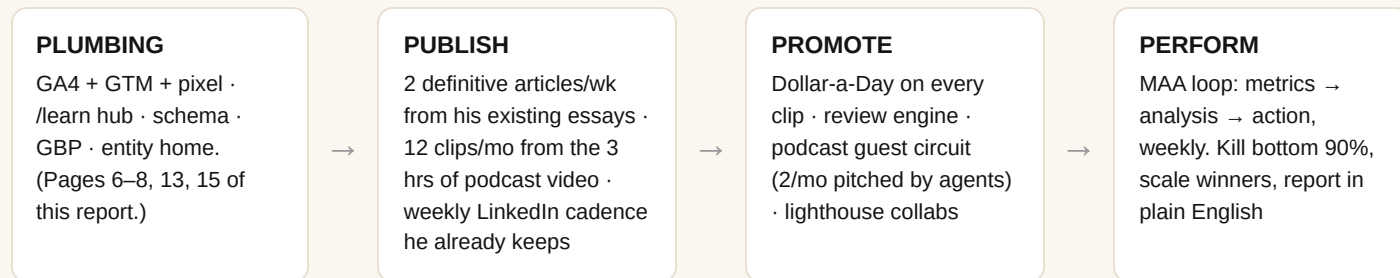
## The schema that builds the Panel

```
{
  "@context": "https://schema.org",
  "@type": "Person",
  "name": "Hunter Terpenny",
  "honorificSuffix": "CPA",
  "jobTitle": "Founder & CEO",
  "worksFor": {
    "@type": "AccountingService",
    "name": "Humm Accounting",
    "legalName": "Terpenny Consulting Inc.",
    "telephone": "+1-720-230-6772",
    "areaServed": "US",
    "address": { "@type": "PostalAddress",
      "addressLocality": "Fort Collins",
      "addressRegion": "CO"
    }
  },
  "alumniOf": "Virginia Tech",
  "knowsAbout": ["construction accounting",
    "fractional CFO services", "bookkeeping",
    "founder financial literacy"],
  "sameAs": [
    "https://www.linkedin.com/in/hunter-terpenny-60a6b256/",
    "https://www.instagram.com/hunterterpenny/",
    "https://www.youtube.com/watch?v=llHDXpCrmIw",
    "https://hummaccounting.com/about"
  ]
}
```

**AI-search acceptance test (run monthly):** ask ChatGPT, Perplexity, and Google AI Mode "Who is Hunter Terpenny?" and "Best accounting firms for construction companies." Today: a shrug, and a list he's not on. Pass = accurate bio with Humm + appearing in the consideration set. Agents run this test and log drift.

# One hour of Hunter talking per month. Agents do the rest.

## The 4 P's pipeline, applied



## Monthly cadence (steady state)

INPUT	AGENT OUTPUT
1× 60-min recording (Hunter riffs on 4 client questions)	4 canonical articles · 12 short clips · 30 social posts · 1 newsletter
His organic LinkedIn essays (no change to his habit)	Mirrored to /learn within 24h with schema + internal links — LinkedIn becomes the teaser, his site the home
2 podcast guest spots (agents pitch, he shows up)	2 earned links + 2 new audiences + entity corroboration
New 5★ reviews	Testimonial blocks, review schema, ad creative

## GCT targeting map

GOAL	CONTENT PILLAR	TARGET
Clients	Construction finance (job costing, 13-wk cash flow, tax)	Trades owners, \$1–20M
Educator brand	Founder financial literacy (“skills to be a real CEO”)	Entrepreneurs broadly — his stated passion
Deal flow	Firm-building & acquisition journey (build-in-public)	Accounting firm owners 55+ considering exit

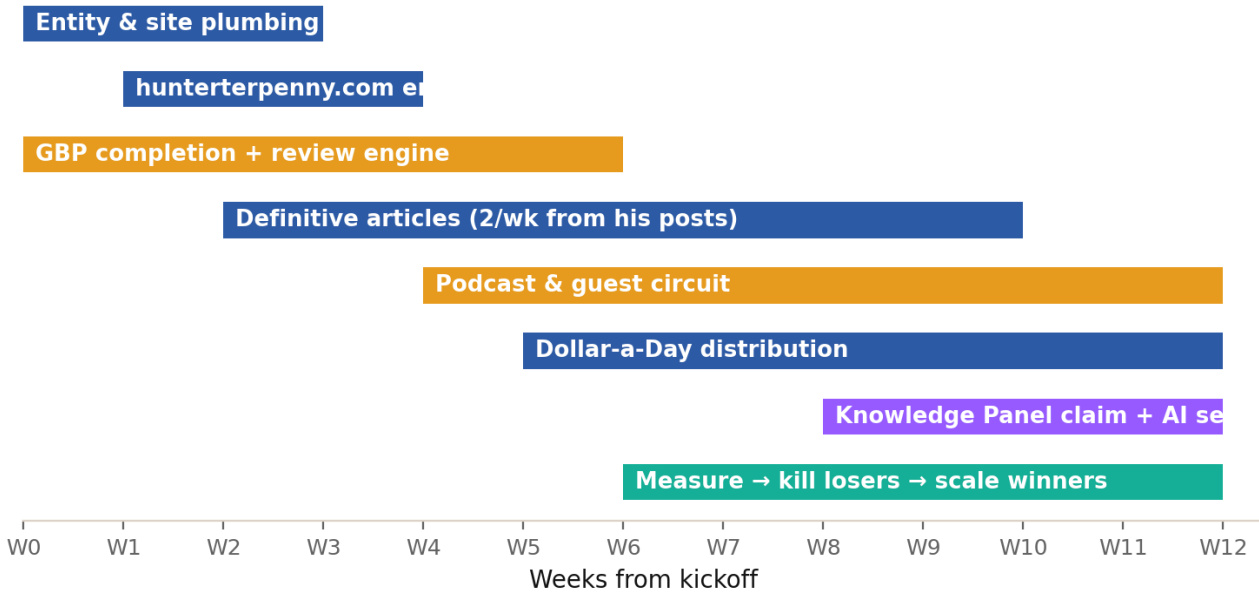
## Hunter’s entire job in this system

- HUNTER 60 MIN/MONTH**  
 Talk into a camera. Four questions, prepared by agents from real client patterns. No scripts, no editing, no posting.
- HUNTER ~30 MIN/WEEK**  
 Approve queue (articles, replies, review responses) from one dashboard; keep writing LinkedIn posts when moved — the habit is already formed.
- HUNTER 2×/MONTH**  
 Show up to podcast interviews agents booked. He’s already proven good at these.
- AGENTS EVERYTHING ELSE**  
 Research, drafting, cutting, scheduling, schema, link reclamation, ad ops, reporting, QA — the other ~38 hours a month this would take a human team.

**The voice rule:** agents never invent claims. Every article traces to something Hunter said or wrote; every stat is sourced; anything uncertain goes to his approval queue flagged. That’s how the brand stays his.

# Twelve weeks, five workstreams, nine hours of Hunter.

The 90-day build — agents run the machine; Hunter's total time ≈ 9 hours



PHASE	WHAT SHIPS	HUNTER'S PART (THE ONLY HUMAN-REQUIRED ACTS)
<b>Weeks 1–2</b> <b>Plumbing</b>	Ten site fixes (p.8) · GA4/GTM/pixel live · GBP completed · domain decision executed · entity home drafted · spam-link list filed for the record	Grant Squarespace + GBP access (15 min) · confirm GBP ownership & address policy (20 min) · one headshot session (45 min) · check GoDaddy for hunterterpenny.com (10 min)
<b>Weeks 2–4</b> <b>Proof</b>	Entity home live with Person schema · founder page on Humm site · first 2 definitive articles · review wave #1 (30 asks) · link reclamation emails (7 targets, p.10)	Approve entity home copy (30 min) · record 60-min session #1 · AMs send review asks · <b>verify CPA license listing on DORA &amp; add license # to bios (10 min — CAPTCHA-gated, humans only)</b>
<b>Weeks 4–8</b> <b>Publish &amp; promote</b>	2 articles/wk · 12 clips cut from existing podcast hours · Dollar-a-Day live on 10 clips · podcast circuit pitches out (20 shows) · review wave #2	~30 min/wk approval queue · 2 podcast appearances · record session #2
<b>Weeks 8–12</b> <b>Compound</b>	KP claim filed when panel surfaces · AI-search test logged · kill/scale ad decisions · acquisition-thesis article (“what I look for in a firm”) published · 90-day scorecard vs. p.9 targets	Claim Knowledge Panel (30 min, identity verification) · record session #3 · monthly 30-min review call

**≈9 hrs**

HUNTER, TOTAL, ACROSS 90 DAYS

**~150 hrs**

AGENT-EXECUTED WORK OVER THE SAME WINDOW

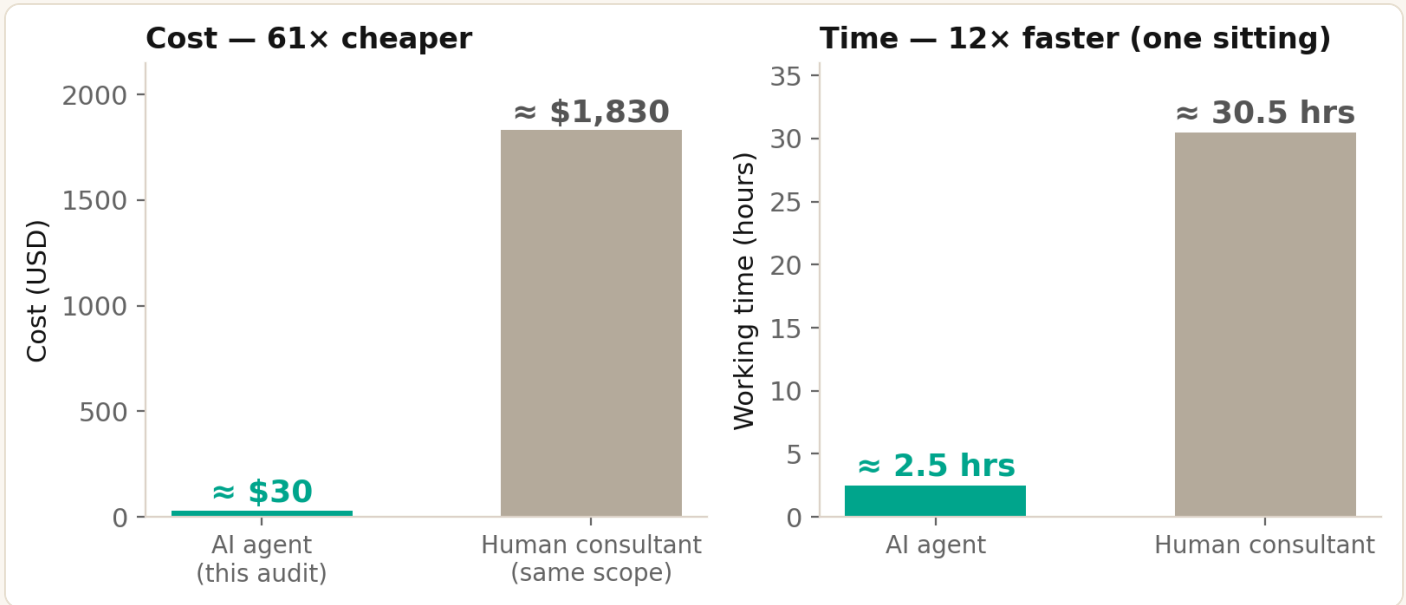
**\$90–120**

MONTHLY AD BUDGET UNTIL DATA JUSTIFIES MORE

**Weekly**

PLAIN-ENGLISH MAA REPORT — METRICS, ANALYSIS, ACTION

# This 20-page audit cost about \$30 of AI. The human version: about \$1,830.



## What the agent actually did today (~2.5 hrs wall clock)

Fetches & parses every page of hummaccounting.com + sitemap + schema + tracker scan

12 Ahrefs API pulls: DR, keywords, traffic history, 185 refdomains, 2 SERPs, 20 keyword volumes

Knowledge Graph entity resolution (6 MIDs incl. collisions) via Google's entity API

Live checks: Google SERP ×2, Maps/GBP, LinkedIn ×2, Instagram ×2, Ads Transparency, YouTube, Colorado SOS records, domain RDAP + availability (40 TLDs)

Disambiguated identity traps (a different "Hunter" hosting an accounting podcast; swim-team records; the Lujure-era handle)

8 charts + 20 designed pages + this economics section, written and typeset

≈2.6M tokens processed · ≈\$30 at list pricing (≈\$12–15 with prompt caching)  
 · ~90 tool calls · one sitting.

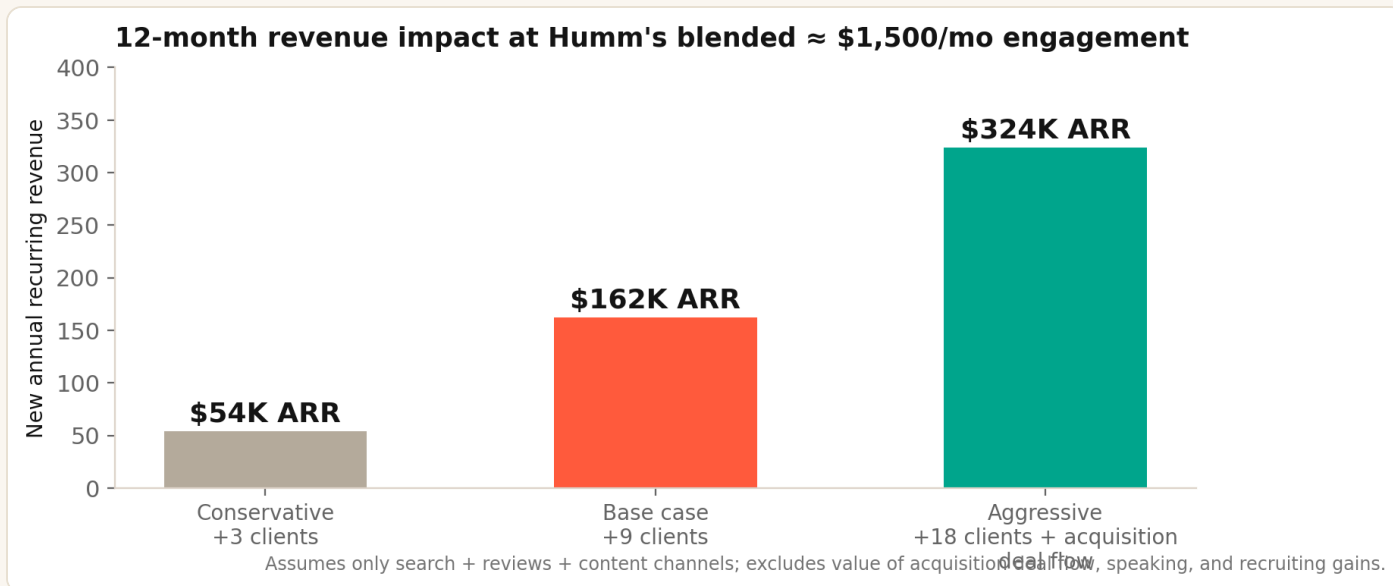
## Same scope, human consultant

TASK	HOURS
SEO/backlink/keyword audit (tools + analysis)	6
Entity & records research, disambiguation	5
Site teardown + schema/tracker inspection	3
GBP / social / ads sweep	2.5
Strategy: plan, economics, scenarios	4
Writing 20 pages + 8 charts + design	10
<b>Total @ \$60/hr blended</b>	<b>30.5 → \$1,830</b>

**What stays human — permanently:** claiming the GBP and Knowledge Panel (identity verification), the CAPTCHA-gated DORA license lookup, recording his voice and face, sending review asks inside real relationships, and deciding what Humm stands for. Agents do labor. Hunter does trust.

**The point of this page isn't that agents are cheap — it's that the marginal cost of completeness collapsed.** At \$30/audit and ~\$0 marginal cost per additional article, clip, or weekly report, the old excuse — "we'll get to marketing when we have time" — is gone. The constraint left is the 9 hours only Hunter can supply.

# Twelve-month scenarios, priced at Humm's own engagement model.



## Assumptions (deliberately conservative)

Blended engagement value	≈\$1,500/mo (\$18K ARR) — mid-band between bookkeeping and CFO retainers
Conversion path	Search/AI visit → /learn article → booking → close 1 of 8 calls
Conservative	3 net new clients in 12 mo (reviews + brand search alone)
Base	9 clients (content engine compounds from month 4)
Aggressive	18 clients + qualified acquisition deal flow
Client retention in accounting	Multi-year — each win is closer to \$40–50K lifetime than \$18K

## The three payoffs that don't fit in a bar chart

- 1 Deal flow:** one inbound seller conversation sourced by the build-in-public acquisition content pays for a decade of this system — and sellers *do* vet buyers by Googling them.
- 2 Recruiting:** Humm is hiring through Facebook groups and WayUp today. An authority brand cuts cost-per-hire and raises candidate quality — in a profession with a famous talent shortage.
- 3 Pricing power:** the educator brand Hunter explicitly wants is also what lets Humm charge advisory rates instead of bookkeeping rates — the difference between \$1,000/mo and \$3,500/mo clients.

**Break-even math:** the full 90-day build (agent costs + ~\$300 ads + domain) runs well under the lifetime value of **one** new client. Everything after client #1 is margin.

## Five moves before Friday.

- 1 Check GoDaddy for hunterterpenny.com.** If it's in his account: point it at the build. If not: register .co + .net today (\$30). Ten minutes.
- 2 Claim & complete the Google Business Profile.** Ownership, service area, photos, services, booking link. Twenty minutes, and it unblocks the entire review engine.
- 3 Send the first 10 review asks** to the clients who'd run through a wall for him — agents draft, account managers send. Zero → double digits in two weeks.
- 4 Grant agent access** to Squarespace + GBP so the ten technical fixes (p.8) and analytics install ship this week, not this quarter.
- 5 Record the first 60-minute session.** Four questions, already prepared from his own LinkedIn essays. That hour becomes month one of the entire content engine.

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AUTHORITY SCORE TODAY

60+

ACHIEVABLE IN 90 DAYS WITH  
THE PLAN ON P.17

9 hrs

HUNTER'S TOTAL COST IN THE  
ONLY CURRENCY THAT'S  
SCARCE

### Dennis Yu · Local Service Spotlight

blitzmetrics.com · dennisyu.com/dealcon (the 10-skill agent library used to produce this audit) · analytics@blitzmetrics.com

Methodology & sources: Ahrefs API (DR, keywords, traffic, backlinks, SERPs — pulled 06/11/2026); Google Trends entity API (Knowledge Graph MIDs); Google Search, Maps, and Ads Transparency Center (live checks 06/11/2026); LinkedIn & Instagram public profiles; Colorado Department of State records via OpenGovCO (#20208048954 / #20208048861); Apple Podcasts; YouTube; GoDaddy domain availability; RDAP. All screenshots and data on file. Monetary figures are estimates based on stated assumptions; nothing here is investment, legal, or tax advice — Hunter would tell you the same thing, with a better joke.