



JANCKILA CONSTRUCTION, INC.

CUSTOM MOUNTAIN HOMES · CARBONDALE & BASALT, COLORADO · EST. 2003

Earned, but nearly **invisible** online.

Twenty-two years of luxury Roaring Fork Valley homes, a perfect Houzz rating, and a Mountain Living magazine feature — yet Google sees a homepage of barely 75 words that ranks for two keywords. This is the gap between the reputation you've **earned** and the one a buyer can **find**.



DIGITAL BUSINESS SCORE TODAY

31 / 100 → **82 / 100**

Domain Rating 10 · 2 ranking keywords · ~5 organic visits / month · 5 Google reviews

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Family leadership · AI & growth

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Local Service Spotlight

June 19, 2026

v1.0

THE VERDICT

A great builder the internet can't see yet

Janckila Construction has the hardest thing to build: a real, two-decade reputation for craftsmanship in one of the most demanding luxury markets in the country. What it doesn't have is the **digital infrastructure** to let a stranger discover, trust, and choose it. Almost everything in this report is fixable in 90 days — and most competitors aren't even trying.

10

Domain Rating

Authority is actually mid-pack for the niche — not your problem.

2

Keywords ranked

Your name + a typo ("aspen colorado").
Zero service terms.

5

Google reviews

4.2★ — while Houzz shows a perfect 5.0 the public never sees.

The five things holding you back

1. **A ~75-word homepage.** No H1, no meta description, no schema, four pages — a brochure, not a sales engine.
2. **You're invisible in search.** 2 keywords, ~5 visits a month. Nobody finds you who doesn't already know your name.
3. **Your reputation is stranded.** 5.0 on Houzz, top-5% on BuildZoom, a magazine feature — none of it lives where buyers look.
4. **Your address is a mess.** Three addresses and two phone numbers across the web confuse Google's map.
5. **Spam is hijacking your links.** Real press is buried under 40+ junk "SEO" backlinks pointed at your domain.

THE OPPORTUNITY IN ONE LINE

The builder who "wins" Roaring Fork Valley search today gets **39 visits a month.**

This category is wide open. You already have the authority (DR 10) and the proof (22 years, a perfect rating, real press). You're missing only the pages and the reviews to claim it. That's a content problem, not a credibility problem — and content is the cheap part.

For tomorrow's meeting: this document doubles as the map. The last page is a five-minute "start here" you and Dennis can run together.

How the Local Service Spotlight score works

We grade a local business on the three things that actually decide whether it gets found and chosen online — each on the same 100-point scale, so you can compare against any competitor or benchmark.

35 PTS

Search Authority

How much Google trusts your domain — driven by the quality and cleanliness of sites that link to you (Ahrefs Domain Rating).

30 PTS

Organic Demand

How many real buyers your pages actually pull from search — keywords ranked and monthly organic visits.

35 PTS

Reputation & Reach

Whether your reputation is **legible** where buyers look — Google reviews, citations, and third-party press.

Why a local lens, not a personal-brand lens. Janckila is ~95% a company story (founder Ken Janckila built the brand) and ~5% personal brand. So we score the **business** first — and treat the family's visibility (including Vaughn's push into AI) as a growth layer on top, covered later in this report. The same 100-point **Local Service Spotlight** methodology sits behind every score here.

WHAT A STRONG LOCAL BUILDER LOOKS LIKE

- DR 25–45, clean backlink profile
- 40–150+ keywords, 300+ organic visits/mo
- 50–150 Google reviews at 4.7★+
- Schema, service + location pages, live press

WHERE JANCKILA SITS TODAY

- DR 10, links half-buried in spam
- 2 keywords, ~5 organic visits/mo
- 5 Google reviews at 4.2★
- No schema, 4 thin pages, press not surfaced

THE SCORECARD

31 today → a realistic 82 in twelve months

Every component below is honest about where you are — and specific about the ceiling. The point isn't the number; it's that each missing point maps to a concrete, buildable fix.



Solid bar = score today · Hatched = headroom to target · widths shown against each component's max (35 / 30 / 35).

COMPONENT	WHAT WE MEASURED	TODAY	TARGET
Search Authority	Domain Rating 10; ~220 referring domains but ~40 are spam PBNs dragging trust	9 / 35	23 / 35
Organic Demand	2 keywords, ~5 visits/mo; ranks for nothing a buyer would search	3 / 30	24 / 30
Reputation & Reach	Strong earned proof (Houzz 5.0, BuildZoom top 5%, press) but only 5 Google reviews and none surfaced on-site	19 / 35	35 / 35
Digital Business Score	Same 0–100 scale used across every audit	31	82

Sources: Ahrefs Site Explorer & Batch Analysis (US, pulled 2026-06-19); Google Search & Business Profile; on-page inspection of janckilaconstruction.com. Targets assume the 12-month plan in this report is executed.

1 Your site is a 75-word business card

The current site (built by Five Technology) is clean-looking but structurally empty. The entire homepage is one tagline and one testimonial. There is nothing for Google to read and nothing for a buyer to fall in love with.

WHAT WE FOUND ON-PAGE

Total homepage text	~461 characters (~75 words)
H1 headline	None
Meta description	None
Structured data (schema)	None
Page title	"Janckila Construction"
Total pages	4 (Home · About · Projects · Contact)
Service pages	0
Location / service-area pages	0
Blog / project case studies	0
Images with alt text	5 / 5 ✓
Mobile viewport set	Yes ✓

THE HOMEPAGE, IN FULL

"YOUR DREAM HOME. OUR PASSION. To each client, their project means something different from the rest... We absolutely love our home! — Chris Klug, Aspen, CO."

That's the whole page. A testimonial from an Olympic medalist (Chris Klug) is sitting on your homepage doing almost no work — no name link, no project, no story.

Why it matters: Google ranks pages it can read and trust. A four-page brochure with no headings, descriptions, or schema gives it almost nothing — so you only ever appear when someone types your exact name.

THE TITLE TAG, TODAY VS. WHAT IT SHOULD BE

NOW Janckila Construction

FIX Custom Home Builder in Aspen & the Roaring Fork Valley | Janckila Construction

2 You rank for two keywords — one is a typo

A custom-home buyer in the valley searches things like "custom home builder Aspen," "Roaring Fork Valley home remodel," or "cost to build a house in Carbondale." Janckila appears for none of them. The only non-branded term it ranks for is a misspelling.

KEYWORD GOOGLE RANKS YOU FOR	POSITION	MONTHLY SEARCHES	TYPE
janckila construction	#1	10	YOUR NAME
aspen colorado (misspelled)	#5	20	ACCIDENTAL

Ahrefs Site Explorer, janckilaconstruction.com, US, 2026-06-19. Six pages are indexed; only the two above attract any traffic (~5 visits/month total).

~5

organic visits / month

Roughly one a week. For comparison, a single mid-valley "custom home builder" search term sees dozens of monthly searches you could capture with one good page.

0

commercial keywords

You rank for zero "hire-me" terms — no services, no neighborhoods, no "cost / how-to" questions buyers ask before they call a builder.

The good news inside the bad news: ranking #1 for your own name with sitelinks means Google already trusts the domain. Pointed at the right pages, that same trust ranks you for the searches that actually generate jobs.

3 Your reputation is real — and stranded

This is the most painful finding, because the reputation already exists. It's just sitting in places a prospective client never looks — while the one place they **do** look (Google) shows your weakest face.

WHERE YOUR REPUTATION ACTUALLY LIVES

Houzz rating	5.0 ★ (perfect)
BuildZoom score	109 — top 5% of 55,949 CO contractors
BBB	Accredited since 2008
Press — Mountain Living	Mar/Apr 2025 feature
Press — Colorado Homes, 5280	Featured
Homepage testimonial	Chris Klug, Olympic medalist

WHERE BUYERS ACTUALLY LOOK

Google rating	4.2 ★
Google reviews	5 total
Reviews shown on your website	1 (un-credited)
Press surfaced on your website	None
Knowledge Panel (brand)	None

REPUTATION, BY WHERE IT'S VISIBLE

Houzz		5.0★
BuildZoom (top 5%)		95th
Google (what buyers see)		4.2★ · 5

The fix is almost free. A simple, systematic review ask to your last 20–30 happy owners can take Google from 5 reviews to 40+ at 4.8★ in a quarter. Google reviews are the single biggest lever on the local "map pack" — and right now it's the lever you're not pulling.

4 Three addresses, two phone numbers

Google's local ranking depends on a consistent **Name, Address, Phone** ("NAP") across the web. Janckila's is scattered — which tells Google it isn't sure you're one real, stable business, and quietly holds you out of the map pack.

SOURCE	ADDRESS LISTED	PHONE LISTED
Your website / ZoomInfo / D&B	75 Buckskin Drive, Carbondale	(970) 927-6714
Yelp / MapQuest	353 Goose Ln, Carbondale	(970) 963-7239
Google Business Profile	Basalt, CO (Sunset Dr)	—
Your Contact page	75 Buckskin + 40 & 50 Sunset Dr, Basalt	(970) 927-6714

Pulled 2026-06-19 from Google Search, Yelp, MapQuest, ZoomInfo, Dun & Bradstreet, and the live Contact page.

WHAT THIS COSTS YOU

- Suppressed visibility in the Maps "3-pack" for Carbondale, Basalt & Aspen
- Buyers who call the wrong/old number and bounce
- Diluted review signals split across duplicate listings

THE FIX (A ONE-TIME CLEANUP)

- Pick one canonical Name, Address, Phone
- Correct Google, Yelp, Houzz, BBB, MapQuest, Bing & the top citations to match
- Add **LocalBusiness** schema to the site so the truth is machine-readable

5 Real press, buried under link spam

Your backlink profile tells two stories at once. There's genuine, hard-to-earn editorial coverage — and there's a recent flood of junk "SEO" links that make the whole profile look low-quality to Google.

THE GEMS (KEEP & AMPLIFY)

- **Mountain Living** — feature, Mar/Apr 2025
- **Colorado Homes & Lifestyles** — 9 followed links
- **5280 Magazine** — 9 followed links
- **One Kind Design** — design feature
- **Aspen Snowmass Sotheby's**
- **Glenwood Springs Chamber** — 48 followed links
- **Chris Klug Foundation** — 16 followed links

THE JUNK (DISAVOW)

40+ link-spam domains have appeared in 2025–2026, almost all in the last few months:

pbnseolinks.shop · buybacklinks.agency ·
authoritybacklinks.shop · ranklinkpro.shop ·
seolinkpro.shop · toplinkranker.shop ·
rank-top.click · atomizelink.icu ...

These add nothing and can suppress trust. A one-time Google disavow file neutralizes them.

The move: disavow the spam, then **surface the real press on your own site** — an "As Seen In" strip and full project case studies for the Mountain Living and Colorado Homes builds. You earned that coverage; right now it's working for everyone's Google ranking but yours.

THE MARKET

A wide-open race nobody is running

We benchmarked nine Roaring Fork Valley & Aspen luxury builders. The takeaway is striking: the entire category is weak online. The "leader" by traffic pulls 68 visits a month. Your authority already beats most of them — you're just not converting it into pages.

BUILDER	DOMAIN RATING	ORGANIC VISITS/MO	KEYWORDS	TOP-3 KWS
Bulldog Construction	0	68	5	1
Beck Building Co. (50+ yrs)	10	39	13	6
McSwain Builders	7	34	9	1
Pegasus Custom Homes	0	19	1	1
Hendrickson Construction	2	17	1	1
SH Built	8	16	4	4
Janckila Construction	10	5	2	1
Koru	17	2	3	0
Maley Building	9	0	1	0
Smith Mountain Builders	17	0	0	0

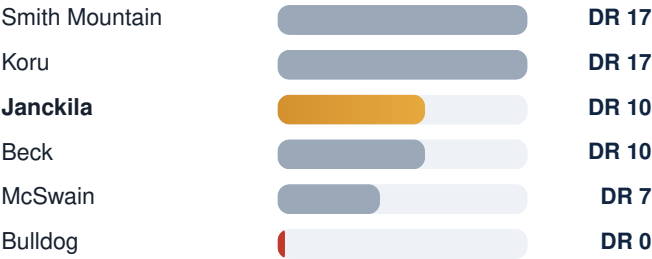
Ahrefs Batch Analysis, US, 2026-06-19, subdomains mode. Sorted by organic traffic.

READ THIS TWICE

Bulldog gets the most traffic with a Domain Rating of **zero** — purely by publishing service and location pages ("luxury home builder Aspen," "home builder Carbondale").

You have a DR of **10** and 22 years of real projects. The same playbook, run once, puts you at the top of this table.

AUTHORITY YOU ALREADY HAVE VS. THE FIELD



Authority isn't your gap. Content is.

When AI recommends a builder, does it name you?

You asked the right question — how does AI fit into construction? Start here: buyers increasingly ask ChatGPT, Perplexity, and Google's AI Overviews "who's the best custom home builder near Aspen?" Those tools answer from the same web signals this audit measures. We tested it live.

● **Query: "best Aspen luxury custom home builder"**

AI named Bulldog, Beck, SH Built, Hansen, Aspen Constructors, Koru.

Janckila: not mentioned.

● **Query: "Carbondale / Roaring Fork custom home builder"**

Here Janckila **does** appear — listed 3rd of 9.

Visible hyper-locally; invisible for the high-value "Aspen luxury" query.

Why this is the AI opportunity, not a threat. AI assistants quote structured, well-described, well-reviewed businesses. The exact fixes in this report — schema, service/location pages, reviews, surfaced press — are what get you **cited by the AI**, not just ranked by Google. This is "GEO" (Generative Engine Optimization), and the valley's builders are nowhere on it.

That's the through-line of tomorrow's conversation with Dennis: the same engine that wins Google in 2026 is the one that gets you recommended by AI. The practical AI playbook later in this report lays it out for Janckila specifically.

THE BUILD PLAN

From brochure to the builder the valley **finds first.**

Four moves, in order: rebuild the site as a sales engine, turn on a content + review engine, layer in practical AI, and give the next generation a face. Each one is concrete, and each one compounds.

01 · Rebuild

The website as engine

02 · Content + Reviews

Own the searches

03 · AI

Practical, today

04 · The Family

The 5% that sells

A decorative graphic at the bottom of the page consisting of several overlapping, stylized mountain peaks in a dark blue color, creating a silhouette effect against the background.

01 Rebuild the site as a sales engine

Vaughn already wants to rebuild it — good instinct. The goal isn't "prettier." It's a site structured so Google and buyers both understand exactly what you do, where, and how well. Here's the sitemap that does that.

THE NEW SITEMAP

- **Home** — clear promise, "As Seen In" strip, featured builds, reviews, strong call-to-action
- **Custom Homes · Remodels & Renovations · Commercial** — one rich page each
- **Service areas** — Aspen · Snowmass · Basalt · Carbondale · Glenwood Springs (a page each)
- **Project case studies** — the Mountain Living / Mount Sopris home, Colorado Homes feature, 8–12 builds with photos + story
- **About / The Janckila Story** — Ken's founding in 2003, the team, the craft
- **Press · Reviews · Contact**

TECHNICAL FOUNDATION (THE INVISIBLE 80%)

- Unique **title + meta description** + one H1 on every page
- **Schema**: LocalBusiness/GeneralContractor, Organization, Project (CreativeWork), Review, Breadcrumb
- Canonical NAP wired into the footer + schema
- Fast, image-optimized, mobile-first (your photography is the product — let it breathe)
- Analytics + Google Search Console from day one

Keep what works: the photography and the clean aesthetic are genuinely good. This is an expansion, not a teardown.

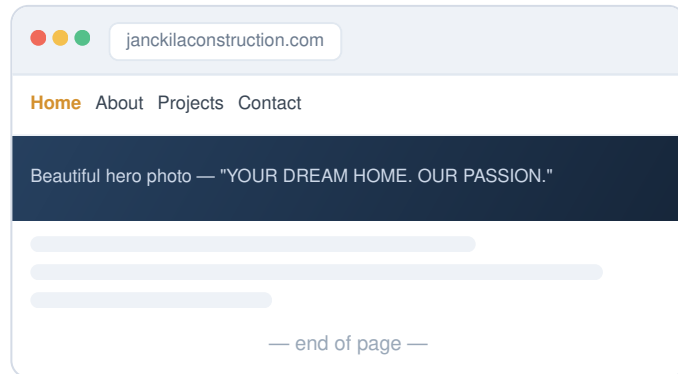
Platform note. Whether you rebuild on WordPress or a modern builder, the priority is editability (so you can publish projects without a developer) and clean, crawlable HTML with schema. Five Technology's current build gives you neither.

THE REBUILD, SEEN

Same photography. A site that finally works.

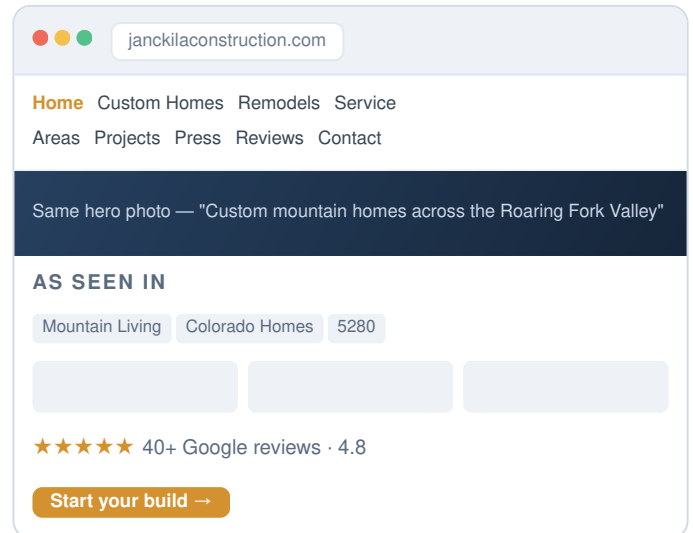
Your photos are already magazine-grade — we keep every one. The change is structural: from four thin pages to a site with the service pages, proof, reviews, and schema that get you found by buyers and quoted by AI.

Today



- ✗ 4 pages · ~75 words total
- ✗ No service or service-area pages
- ✗ No schema · no reviews shown · no press

After the rebuild



- ✓ 20+ pages: services × towns, case studies
- ✓ LocalBusiness + Review + Project schema
- ✓ Reviews, press & CTAs that convert — and get AI-cited

A live, clickable version of this is staged for you. Flip between the new Home, Custom Homes, a service-area page, and a project case study to feel the difference — before a single line of the real site changes.

THE PLAN

02

Turn on the content + review engine

A site is a stage; content and reviews are the performance. You don't need to blog daily — you need to systematically turn the work you're already doing into pages that rank and reviews that convert.

The Content Factory

One jobsite visit → a month of content.

- Film a 3-minute walkthrough of a build with Ken or a PM
- That becomes: a project case study, 4–6 short clips/reels, photos, and a "how we did it" article
- Each points back to one canonical service page

Definitive articles

Own the questions buyers ask before they call.

- "What it costs to build a custom home in the Roaring Fork Valley"
- "Building at altitude: what Aspen-area homeowners should know"
- "Mountain Modern, explained" (you have the Mount Sopris build to show it)

THE REVIEW ENGINE — YOUR SINGLE HIGHEST-ROI MOVE

5

Google reviews today

40+

Realistic in 90 days

#1

Lever on the map pack

Build a simple list of past happy owners, send a personal review link, follow up once. This alone moves Reputation & Reach from 19 toward 35 — and pulls you into the Maps results for every town you serve.

The practical AI-in-construction playbook

You're already learning AI from Dennis's posts — here's where it pays off fastest for a builder. Two tracks: AI that makes you **found**, and AI that makes you **faster**. Start with found; it compounds.

TRACK A — AI THAT GETS YOU FOUND

- **Generative Engine Optimization (GEO):** structure the site so ChatGPT/Perplexity/Google AI cite Janckila for "best builder near Aspen."
- **AI-assisted content:** turn one interview with Ken into a month of drafts you edit — the Content Factory, run with AI.
- **Review & FAQ mining:** AI reads your reviews and project notes to write the exact pages buyers search for.

TRACK B — AI THAT MAKES YOU FASTER

- **Proposal & scope drafting:** AI turns site notes into first-draft client proposals and scopes.
- **Estimating assist:** AI to sanity-check takeoffs and summarize bids/sub quotes (human-verified).
- **A "Janckila knowledge agent":** trained on your specs, processes & past projects so the team answers client questions instantly.

The honest sequence. Don't start with estimating AI — start with the website + reviews + GEO, because that's where dollars and visibility are won this year. Track B is the next layer once the foundation is live. That ordering is exactly what Dennis can walk you through.

04

Give the family a face

This is ~95% a company story — Ken built the brand and the brand should stay the hero. But in custom homebuilding, people hire **people**. A small, deliberate dose of personal visibility is the cheapest trust you can buy.

KEN JANCKILA — THE FOUNDER STORY

Twenty-two years, a top-5% record, and a philosophy ("integrity and service") that's currently three words on an About page. Told properly — on the site, in a short film, in the press — it's the anchor of the whole brand. Founders' stories are what magazines and AI both quote.

VAUGHN — THE NEXT GENERATION & AI

A family builder modernizing a 22-year firm with AI is a genuinely great story — and right now Vaughn has no public footprint to carry it. A simple, steady presence (LinkedIn + short build/AI posts) makes Vaughn the credible voice of "Janckila, modernized," and feeds the company brand at the same time.

PERSONAL BRAND SCORE — VAUGHN, TODAY

Vaughn Janckila



~5 / 100

No personal entity home, no content, no search presence yet — which means there's nowhere to go but up, and every post compounds the company brand. This is the optional growth layer on top of the business score, not part of it.

Guardrail: keep the company first. The family's visibility should always point back to Janckila Construction — not compete with it.

Most of this runs on autopilot

Here's the honest split. An AI agent does the heavy, repetitive, technical work — research, writing, code, schema, monitoring. You do the handful of things only the owner of a 22-year business can: supply the photos, make the call on brand, and ask real clients for the review. It compounds because the agent never tires and never skips a step.

~85%

done by the AI agent



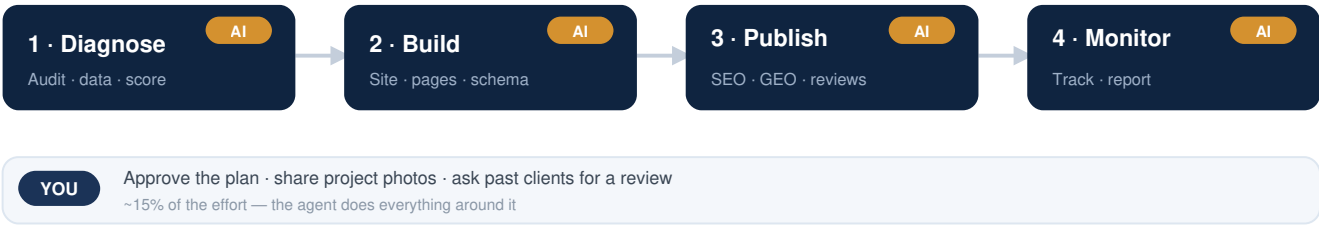
"Needs you" = approvals, your photos, brand calls, and the personal review ask. Everything around them is automated.

THIS AUDIT, BY THE AGENT

In about an hour, no human in the loop:

- ✓ Pulled live authority, keywords & backlinks (Ahrefs)
- ✓ Rendered & read every page of the site
- ✓ Benchmarked 9 competitors
- ✓ Checked Google reviews, NAP & AI visibility
- ✓ Scored it 31/100 on the rubric
- ✓ Wrote & designed this report

HOW IT WORKS TOGETHER — THE PIPELINE



Who does what

Every task in the plan, and where the work actually lands. "Mostly AI" means you just review and approve.

TASK	OWNER	HOW AUTOMATED	WHAT YOU DO
Site & SEO audit	MOSTLY AI	100%	Nothing
Competitor research	MOSTLY AI	100%	Nothing
Keyword & content strategy	MOSTLY AI	95%	Pick priorities
Writing pages & articles	MOSTLY AI	90%	Fact/tone check
Building the new site (code)	MOSTLY AI	90%	Approve design
Schema & technical SEO	MOSTLY AI	100%	Nothing
NAP / citation cleanup	TOGETHER	80%	Confirm true address/phone
Project case studies	TOGETHER	70%	Supply photos & a few facts
Review requests	YOU + AI	40%	Send to real clients
Spam disavow	MOSTLY AI	100%	Nothing
AI-search (GEO) tuning	MOSTLY AI	95%	Approve
Monitoring & monthly report	MOSTLY AI	100%	Read it

How it fits together: the agent drafts, you approve. The only things that truly need you are the ones nobody else can do — your photos, your brand voice, and your relationship with past clients. Block ~**2–3 hours a week**; the agent works the other ~40.

EXECUTION

The first 90 days

Sequenced so the cheapest, highest-impact wins (reviews, NAP, spam cleanup) happen while the new site is being built. Dates from your meeting with Dennis on June 20, 2026.

DAYS 1–30 · FOUNDATION

WEEK 1–2

Claim & fix the basics

Lock one canonical NAP; correct Google, Yelp, BBB, MapQuest, Bing. File the spam disavow.

WEEK 2–3

Launch the review push

List 25 happy owners; send personal Google review links + one follow-up.

WEEK 3–4

Sitemap + copy

Approve the new sitemap; draft service + service-area pages.

DAYS 31–60 · BUILD

WEEK 5–6

New site live

Schema, titles/metatags, H1s, "As Seen In," reviews widget, analytics + Search Console.

WEEK 6–7

First case studies

Publish the Mount Sopris / Mountain Living build + 2 more, with photos & story.

WEEK 7–8

Content Factory v1

Film one jobsite walkthrough; spin into a case study + clips + article.

DAYS 61–90 · COMPOUND

WEEK 9–10

Definitive articles

Publish "cost to build in the Roaring Fork Valley" + "building at altitude."

WEEK 10–11

GEO pass

Optimize for AI citation; re-test ChatGPT/Perplexity/Google AI for builder queries.

WEEK 12

Vaughn goes live

LinkedIn + first build/AI posts. Re-score the business; expect mid-40s and climbing.

Trajectory: reviews + NAP + a real site typically move the score into the **40s within 90 days**; content + GEO carry it toward **82 over twelve months** — by which point you're the builder the valley finds first.

One identity, everywhere

Pick one true Name–Address–Phone and make every listing match it, character for character. This is the fastest local-SEO win you have — and it's mostly copy-paste. The agent can push the corrections; you just confirm which address and phone are current.

YOUR CANONICAL NAP — USE VERBATIM

Janckila Construction, Inc. 75 Buckskin Drive
 Carbondale, CO 81623 (970) 927-6714
 janckilaconstruction.com

Second location, listed consistently: **50 Sunset Drive, Suite 3, Basalt, CO 81621**. △ Confirm the current phone — (970) 963-7239 on Yelp/MapQuest looks outdated, and your Contact page lists both 40 & 50 Sunset Dr (pick one).

FIX THESE TO MATCH

LISTING	TODAY	ACTION
Google Business Profile	Basalt only	Set primary + service areas
Yelp	353 Goose Ln / old #	Correct & claim
MapQuest	Old address/ #	Correct
Houzz	Live	Verify NAP
BBB	Live	Verify NAP
Bing / Apple Maps	—	Claim
Facebook · Angi · NewHomeSource	Varies	Match exactly

Then make it machine-readable: add LocalBusiness / GeneralContractor schema to the new site with this exact NAP. The agent generates the schema JSON; you confirm the address once.

Reviews to ask for · spam to disavow

#2 · The review ask (5 → 40+)

Send your Google review link to 20–30 happy owners. Personal, short, one follow-up a week later. The agent can pre-draft a tailored note per client — you just hit send.

Text / email template

"Hi [Name] — it was a joy building [your home / your remodel]. Would you mind leaving us a quick Google review? It genuinely helps other valley families find us. Takes 60 seconds: [review link]. Thank you! — Ken & the Janckila team"

Get the link: Google Business Profile → **Ask for reviews** → copy the short `g.page/r/...` link. Aim for 2–3 new reviews/week until you pass 40.

#3 · Disavow the link spam

~50 junk domains point at your site. Upload the file below in Google Search Console → **Disavow links**. Saved ready-to-upload as `disavow.txt`.

```
# Janckila Construction — disavow
# spam / PBN backlinks, 2026-06-19
domain:pbnseolinks.shop
domain:buybacklinks.agency
domain:authoritybacklinks.shop
domain:ranklinkpro.shop
domain:seolinkpro.shop
domain:toplinkranker.shop
domain:premiumseolinks.shop
domain:rank-top.click
domain:atomizelink.icu
domain:thebestbacklinksavailable.click
... + ~40 more (full list in disavow.txt)
```

All three live in the plan's first two weeks — and all three are things the agent sets up while you simply confirm, send, or click upload.

Five-minute "start here"

A simple way to walk Vaughn through this in person — what to show, in what order, and the one sentence that frames it all.

THE ONE SENTENCE

"You've spent 22 years earning a reputation the internet can't see — let's make the same engine that wins Google also get you recommended by AI."

SHOW, IN THIS ORDER

1. The homepage word-count (~75 words) next to the Mountain Living feature — earned vs. visible.
2. The "2 keywords" slide — one is a typo.
3. The competitor table — the leader gets 39 visits; this is winnable.
4. The live AI test — named for Carbondale, invisible for "Aspen luxury."
5. The 90-day plan — start with reviews + NAP (free, this week).

THE THREE "DO IT THIS WEEK" WINS

- **Fix the NAP** — one address, one phone, everywhere.
- **Ask 25 owners for a Google review** — 5 → 40+.
- **Disavow the spam links** — one file, one upload.

Then the build: the new site + content engine is the 60–90 day project Dennis can scope on the spot.

Leave-behind: this PDF. It's built to be skimmed in five minutes or studied in thirty — and every number in it is sourced on the next page.

HOW WE MEASURED

- **Authority & backlinks:** Ahrefs Site Explorer, Batch Analysis & Referring Domains (US, subdomains mode), 2026-06-19.
- **Keywords & traffic:** Ahrefs organic keywords / top pages, US.
- **Local & reviews:** live Google Search & Business Profile for "janckila construction."
- **On-page:** direct inspection of janckilaconstruction.com (Home, About, Projects, Contact).
- **AI visibility:** live generative-search result sets for builder queries, 2026-06-19.
- **Scoring:** Local Service Spotlight Business Score, 100 pts (Search Authority 35 / Organic Demand 30 / Reputation & Reach 35).

VERIFY-BEFORE-VOUCH

Claims here trace to a named source. Real-world facts not independently confirmed (e.g., individual roles/titles) are framed as such. Score targets are projections assuming the plan is executed — not guarantees. This audit is informational and not financial advice.

KEY DATA POINTS & WHERE THEY CAME FROM

Domain Rating 10 · ~220 ref. domains	Ahrefs
2 keywords · ~5 visits/mo	Ahrefs
4.2★ · 5 Google reviews	Google
5.0★ Houzz · BuildZoom 109	Houzz · BuildZoom
Founded 2003 · Ken Janckila	Co. / BBB
Mountain Living feature, 2025	mountainliving.com
NAP variants (3 addr / 2 phone)	Yelp · MapQuest · site
Competitor benchmarks	Ahrefs Batch
461-char homepage · 0 schema	On-page

Local Service Spotlight · Prepared by Dennis Yu · for Janckila Construction, Inc.



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