

# 300+ contractors from Facebook + Google ads.

## The organic layer is still untapped.

Marko Sipila built HVAC Quote AI — \$499/month, 300+ contractors and growing fast, real \$100K customer case studies — on a dialed-in Facebook and Google ads engine. The company already carries a Domain Rating of 40, top-tier for its category. What's untouched is the free layer: organic search, reviews, and AI answers don't yet reflect the position of the business — including for the buyers and acquirers who will someday price this company. This is the plan that adds that layer, and the log of what already shipped.

**1**

KEYWORD  
HVACQUOTE.AI  
RANKS FOR — AT DR  
40

**DR 40**

AUTHORITY ALREADY  
TOP-TIER FOR THE  
CATEGORY

**0**

REVIEWS ON G2,  
CAPTERRA &  
TRUSTPILOT  
COMBINED

**KD 0–8**

DIFFICULTY ON  
EVERY MONEY  
KEYWORD — THE  
ORGANIC SHELF IS  
OPEN

Prepared for

**Marko Sipila · HVAC Quote AI · CoatingLaunch**

by Dennis Yu · BlitzMetrics / Local Service Spotlight · June 10, 2026

Data: Ahrefs API (pulled 06/10/26), live-site crawls,  
Verisign RDAP, Wikidata, 40+ verified sources

# The growth was real. The record of it is invisible — or owned by someone else.

The business is real and compounding: 300+ contractors and growing fast, genuine customer results, a DR 40 domain, and a proven engine behind it — a dialed-in Facebook and Google ads machine, fed by conference-floor creative tested a dollar a day. What lags is the machine-readable record: category searches surface a competitor's listicles, and when AI engines are asked for the best HVAC quoting software they recommend QuotelQ, ServiceTitan, and Housecall Pro — and never say his company's name. Every gap is mechanical, and the highest-leverage fixes shipped the week of this audit.

### The one-sentence diagnosis

All three properties fail differently: **markosipila.com** has structure but no rankings and an active spam-link attack; **hvacquote.ai** has rare authority (DR 40) but a content vacuum — one ranking keyword while \$25-CPC money terms sit at difficulty 0–8; **CoatingLaunch** runs on ads alone with no entity declared anywhere. Nothing third-party corroborates any of it: zero review-platform profiles, zero trade press, zero Wikidata.

Two housekeeping items round it out: a defensive registration of the codinglaunch.com typo-domain (currently unregistered) and corrections to two third-party articles that misname CoatingLaunch — small, cheap moves that keep the brand consistent in front of buyers.

### Why this is an opportunity, not a eulogy

Garrett McClure's audit found a DR 0.5 personal site and nothing to amplify. Marko is the opposite: **the raw material is exceptional and already paid for**. A DR 40 SaaS domain. 300+ customers embedding his widget (live backlinks from real HVAC sites). 64 YouTube videos. Five podcast appearances. A personal site already structured as an entity home with Person schema. And the name-SERP question is mechanical: bare-name search results are shared with unrelated namesakes, which proper entity disambiguation (schema, Wikidata, a canonical facts page) resolves — the same playbook that fixed Garrett McClure's obituary problem.

Every fix in this plan is mechanical. No keyword on the target shelf exceeds difficulty 8. The agents already exist — this is the 10-skill Local Service Spotlight system pointed at one founder and two companies.

## Three properties, one founder — the triage board

PROPERTY	DR	REF. DOMAINS	ORGANIC KEYWORDS	ORGANIC TRAFFIC	CORE FAILURE	GRADE
<b>hvacquote.ai</b> (SaaS, Dennis holds equity)	40	169	1	2/mo	Content vacuum + zero third-party corroboration	C
<b>markosipila.com</b> (entity home)	8	211 (mostly spam)	0	0/mo	Spam-link wave (disavow staged); entity cleanup shipped June 12	D
<b>coatinglaunch.com</b> (agency)	5	194	1	10/mo	No blog, no schema entity, broken footer link, funnel-only	D

**The stakes:** every unclaimed keyword, missing review profile, and AI-engine omission is a discount on enterprise value. The same record that presells customers presells acquirers — corp-dev runs the same searches contractors do.

# Five companies before twenty-five. Verified, sourced, and almost entirely unindexed.

WHEN	WHAT HAPPENED	SOURCE
Mar 2019	Founds <b>Intricate Digital Marketing</b> (Scottsdale, AZ) as a high-schooler; scales it to seven figures. BBB rating A+.	BBB record; dennisyu.com
Mar 1, 2022	Intricate merges into <b>ServiceLegend</b> ; Marko becomes co-founder & CMO with 20% equity. Grows it from ~\$50K credit-card debt to <b>\$320K+ MRR in ~2 years</b> .	PRWeb release; blitzmetrics.com
Jul 2023	Exits ServiceLegend. Coverage of the dispute exists online; the play is to keep all public bios neutral about this chapter and let it fade.	blitzmetrics.com/what-happened-to-servicelegend
2023–24	Launches <b>CoatingLaunch</b> — "#1 Concrete Coating Marketing Agency." Headline client case: Performance Floors & Coating scaled to \$3.2M/yr. ~7 team members at peak.	coatinglaunch.com; FB post
2024–25	Builds <b>HVAC Quote AI</b> : instant quotes + speed-to-lead + AI agents for HVAC contractors. 300+ customers and climbing, built on a dialed-in Facebook + Google ads engine with Dollar-a-Day creative testing. Co-founds <b>FencingLaunch</b> .	dennisyu.com; blitzmetrics.com

## Proof library already on the record (the harvester's raw material)

EARNED MEDIA & APPEARANCES	ENTITY CORROBORATION — WHAT EXISTS VS. WHAT'S MISSING
<p><b>Local Marketing Secrets</b> — "Becoming a MILLIONAIRE at 21" (Jul 2025; Apple, Spotify, iHeart, YouTube)</p> <p><b>Concrete Growth Summit 2024</b> — AI &amp; cross-channel marketing panel</p> <p><b>Painter Growth Podcast</b> — scaling a coating business</p> <p><b>Tim Brown (Hook Agency)</b> LinkedIn feature on range-based pricing</p> <p><b>Lance Bachmann</b> endorsement video + "Exit Rich" conversation</p> <p><b>B Bright Podcast</b> ep. 1025; fence-business episode w/ Zane Laulainen</p> <p><b>Dennis Yu ecosystem</b>: case study, QA article, 4 joint videos, Facebook milestone posts</p>	<p><b>HAVE</b> Crunchbase person profile; BBB business record; PRWeb 2022 release; ZoomInfo; ContactOut</p> <p><b>MISSING</b> Wikidata item — the only "Marko Sipilä" in Wikidata (Q61104458, KG id /g/11h32ybd34) is a Finnish author b. 1980 who owns the Knowledge Graph for the name</p> <p><b>MISSING</b> Any review-platform or trade-press footprint for either company (G2, Capterra, Trustpilot, ACHR News, HVAC Insider: all zero)</p> <p><b>DIRTY</b> PRWeb misspells him "Sapila"; articles disagree on his age (21 vs 23 — he's 22); High Rise Influence links the <b>wrong</b> LinkedIn (a Finnish sales executive) and calls his agency "Coding Launch"</p>

**Why Marko matters to the Local Service Spotlight system:** he is already Dennis's flagship worked example — the proof that conference clips + Dollar-a-Day grows a SaaS. This audit is the missing half: making the machines agree with the story the humans already believe.

# One unambiguous, machine-readable record — most of it shipped this week.

Buyers, partners, and AI engines all start from the same place: what the machines believe about the founder and the company. The audit found the usual debris of a fast-growing business — older bios with stale facts, a shared name in search, schema that had drifted — and treated it as a punch list, not a problem. Most of the list is already done.

## Shipped — June 12

- ✓ **Single canonical Person schema** on markosipila.com — verified facts only, explicit machine-readable disambiguation, duplicate conflicting block removed
- ✓ **Canonical facts page** — “Who Is Marko Sipila?” — published and interlinked from the site’s top posts and navigation
- ✓ **Press & Media and testimonial pages** live, every claim linked to its source
- ✓ **Homepage redesigned** — HVAC Quote AI front and center, single About, conference-floor hero
- ✓ **Ecosystem facts aligned** across dennisyu.com and blitzmetrics.com — one verified record everywhere
- ✓ **Spam-wave disavow staged** for Search Console

## Remaining — the plumbing that earns a Knowledge Panel

- **Wikidata item** for the entrepreneur with airtight references and “different from” statements toward unrelated namesakes (a Finnish author currently holds the Knowledge Graph entry for the name)
- **KG MID claim** in Search Console once the clean entity propagates
- **Qualified-query content** — own every commercial search that matters: “marko sipila hvac,” “hvac quote founder,” and the category terms on p.6
- **Third-party corroboration** — reviews, marketplace listings, and trade press (pp. 7, 11–12) so engines cite independent sources, not just the company’s own site

**Why this page matters to a ServiceTitan or PE conversation:** when corp-dev runs diligence, the founder’s machine-readable record is the first impression — before the deck, before the call. A clean entity, a canonical facts page, and independent corroboration compress trust in every conversation that follows. That is what this workstream buys.

# markosipila.com — structurally sound, with housekeeping that shipped this week.

<p><b>8</b></p> <p>DOMAIN RATING (AHREFS RANK 19.9M)</p>	<p><b>0</b></p> <p>ORGANIC KEYWORDS — IT RANKS FOR NOTHING, INCLUDING HIS NAME</p>	<p><b>163,569</b></p> <p>ALL-TIME BACKLINKS — VS. 264 LIVE. THAT DELTA IS THE ATTACK.</p>	<p><b>17 + 9</b></p> <p>POSTS + PAGES PUBLISHED — THE CONTENT EXISTS</p>
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## Finding 1 — A spam-link wave hit between February and May 2026

Nine of the site's ten highest-DR "backers" are link-seller and PBN domains, all first seen in the last four months. Ahrefs has already churned through 163K spam links on this domain. The only legitimate authority link is blitzmetrics.com (21 links). Google is almost certainly discounting these, but at DR 8 with zero rankings, this profile is noise drowning a faint signal — and it explains why a structurally sound entity home can't even rank for a 30-searches-a-month name.

REFERRING DOMAIN	DR	FIRST SEEN	VERDICT	REFERRING DOMAIN	DR	FIRST SEEN	VERDICT
rankyour.website	74	Feb 20	SPAM	backlinker.shop	55	Oct 1	PBN
seoexpress.org	73	Mar 6	SPAM	linkrankpro.shop	51	May 9	PBN
buybacklinks.agency	72	Apr 27	SPAM	pbnseolinks.shop	50	May 7	PBN
rank-top.click	63	Apr 2	SPAM	toplinkranker.shop	49	May 13	PBN
<b>blitzmetrics.com</b>	61	Oct 4	LEGIT — the only one	premiumseolinks.shop	49	May 11	PBN

### What's already right (rare among founders)

- Correct entity-home structure: Home / About / Blog / Gallery / HVAC Companies / Concrete Coating Companies / Connections (Dennis Yu, Lance Bachmann pages)
- A hand-built Person JSON-LD graph with worksFor → HVAC Quote AI and sameAs to LinkedIn / Crunchbase — the right idea, executed with one fatal flaw (next column)
- Title and meta correctly say "Founder of HVACQuote.ai & CoatingLaunch"
- 17 posts repurposed from podcasts and talks — the content factory ran
- Footer socials point at the canonical accounts
- Hosted on the BlitzAdmin fleet — we can publish fixes today

### What's broken

- **Wrong-person data in his own schema:** the hand-built block carried a namesake's biographical data — teaching Google a blended biography (corrected June 12: verified facts only, with explicit disambiguation)
- **Duplicate Person schema:** a second plugin-generated block (@id "#Person" vs "#person") said his job title is "Founder Coating Launch" — conflicting signals on his own homepage
- **Zero organic keywords.** Not top-50 for "marko sipila" as a main position — the site Google should treat as the answer is invisible
- No disavow filed against the spam wave
- og:image served through a dynamic admin-ajax URL — fragile for social cards and AI crawlers
- Stale facts in older third-party bios and drifting details between articles (aligned June 12)
- A second Instagram/Facebook handle pair floats in older coverage, splitting profile signals

# hvacquote.ai — DR 40 authority. One ranking keyword. That gap is the business case.

<p><b>40</b></p> <p>DOMAIN RATING — TOP TIER VS. THE ENTIRE DEALCON ROOM</p>	<p><b>1</b></p> <p>ORGANIC KEYWORD (VIA THE APP LOGIN SUBDOMAIN)</p>	<p><b>2/mo</b></p> <p>ORGANIC VISITS TO A 300-CUSTOMER SAAS</p>	<p><b>2,463</b></p> <p>LIVE BACKLINKS FROM 169 DOMAINS — MANY ARE CUSTOMER WIDGET EMBEDS</p>
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A DR 40 domain that ranks for one keyword is a Ferrari parked in the garage. The authority came free — Crunchbase, Intercom help center, event listings, and the structural moat of **customer sites linking back through the embedded quote widget** (durfeeplumbing.com alone: 15 links). What's missing is anything for that authority to rank: no editorial content, no comparison pages, no category page targeting how contractors actually search.

## The one ranking it has is the wrong page

The sole top-3 position — "hvac quote" — is held by **app.hvacquote.ai, the customer login page**. A buyer searching the company's own exact-match name lands on a password box. Meanwhile the marketing homepage ranks for nothing at all.

## Schema: Yoast defaults only

One auto-generated block (WebPage / Organization name+logo). Missing: **SoftwareApplication** with pricing offers, **FAQ**, **Review/AggregateRating**, founder → Person link to markosipila.com, and Organization **sameAs** to its own socials and Crunchbase. To an AI engine, this site is an unclaimed business card.

## Housekeeping debt

/about-us/ indexed but empty · nav splits between /see-demo/ and /schedule/ · "camapigns" typo · "Hvac Quote" / "Ai Agent" casing drift · customer count says "150+ contractors" on-site while every external story says 300+ — pick one number and defend it.

## The keyword shelf sitting open (all data: Ahrefs US, June 2026)

KEYWORD	VOL/MO	KD	CPC
hvac quote	900	0	\$0.20
hvac estimating software	500	1	\$7.00
hvac sales software	200	8	\$25.00
hvac quote software	150	3	\$0.70
hvac quote online	80	—	—
instant hvac quote	30	—	—
hvac quote ai	10	—	—

Difficulty 0–8 means a DR 40 domain with one real article per keyword should reach page 1 in weeks, not quarters. "hvac sales software" carries a \$25 CPC — advertisers pay \$25 per click for traffic this domain could own organically.

**Pricing context:** at \$499/mo (+\$500 setup) or \$4,500/yr annual, one closed customer from organic ≈ \$6K first-year revenue. The shelf above, fully owned, is a compounding multi-customer-per-month channel — see the impact model on p.10.

# The comparison shelf is owned by a competitor — and AI engines repeat it verbatim.

QuotelQ publishes the listicles — "Best AI Estimating Software for HVAC 2026," "Best Customer Self-Quoting Software 2026," "Best Photo-to-Quote Software 2026" — ranks them top-3 for nearly every buying query, and **never mentions HVAC Quote**. When a contractor asks an AI engine for the best AI quoting software, the engine cites those pages and recommends QuotelQ, ServiceTitan, FieldEdge, Housecall Pro, BuildFolio, and BuildOps. HVAC Quote is absent from its own category.

## Category SERP reality check

QUERY	WHO WINS	HVAC QUOTE?
"hvac quote software"	QuotelQ listicles, directories	ABSENT
"best hvac estimating software"	ServiceTitan, Simpro, Capterra	ABSENT
"ai hvac quoting"	<b>hvacquote.ai #1</b>	OWNED
"best AI quoting software for HVAC" (AI answer)	QuotelQ, ServiceTitan, FieldEdge...	ABSENT
"what is hvacquote.ai" (AI answer)	Correct — but every citation is the company's own site	FRAGILE

## Zero third-party corroboration

No G2. No Capterra. No Trustpilot. No Software Advice. No ServiceTitan Marketplace listing despite a live integration. No trade press (ACHR News, HVAC Insider). The only outside endorsements are the Lance Bachmann video and the Dennis Yu ecosystem. AI engines weight third-party sources precisely because they're not self-claims — right now there is **nothing independent for them to cite**.

## The competitive board

COMPETITOR	THEIR MOVE
<b>QuotelQ</b>	\$29.99/mo entry, claims 40K users, owns the listicle shelf
<b>ServiceTitan</b>	Titan Intelligence + acquiring Conduit Tech (LiDAR sales/design) — closing fiscal Q3 2026
<b>Housecall Pro</b>	CSR AI add-on
<b>Jobber</b>	AI Receptionist, \$99/mo add-on
DinoQuote, BuildFolio, FIELDBOSS	Niche instant-quote/photo-quote tools publishing comparison content

**The wedge that protects HVAC Quote:** it converts leads for ServiceTitan and Housecall Pro shops rather than replacing them — "the AI conversion layer on top of your CRM." That positioning survives the incumbents' AI features, but only if the comparison content saying so exists and ranks. Today the incumbents and QuotelQ write the category's story unopposed.

## Social channels: publishing hard, compounding nothing

YouTube: 64 videos / 171K views / **41 subscribers** (the boosted-views, no-capture pattern). LinkedIn 53 followers; Instagram 637; Facebook 1,105. A video every 1–2 days with 0–32 organic views each — production without distribution. Top asset: Lance Bachmann endorsement (2,659 views), which should be on the homepage, in schema, and boosted.

# CoatingLaunch runs on ads alone — one entity page away from being machine-readable.

<p><b>5</b></p> <p>DOMAIN RATING · 194 REFERRING DOMAINS</p>	<p><b>1</b></p> <p>ORGANIC KEYWORD: "GOOGLE ADS FOR CONCRETE COATINGS" #3 (90/MO)</p>	<p><b>0</b></p> <p>BLOG POSTS EVER PUBLISHED (NO POST SITEMAP EXISTS)</p>	<p><b>404</b></p> <p>FOOTER "GOOGLE ADS" SERVICE LINK — BROKEN ON EVERY PAGE</p>
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## coatinglaunch.com findings

- 16 pages, all funnel (masterclass, replays, "9 Profit Secrets", launch call) — effective for paid traffic, invisible to search and AI
- **No Organization schema, no logo node, no sameAs** — the brand entity is undeclared anywhere on the web
- No About, Team, or Contact page; footer ©2025; /ppc/ 404s sitewide
- Homepage stat counters are JS-animated — crawlers and AI read "Number of Customers: 0"
- Real proof exists but is locked in video: 6 named testimonials + the \$3.2M Performance Floors case study
- "concrete coating marketing" (50/mo, KD 6) — its own category term — unranked

## The fix is one page deep

An About/entity page with Organization + Person schema, transcribed testimonials, and one definitive article on its category keyword would take CoatingLaunch from "undeclared" to "the entity AI engines describe." Low effort; the proof already exists on film.

## Brand-consistency quick wins

Two inexpensive items protect the brand perimeter:

ITEM	MOVE
codinglaunch.com is unregistered — a near-miss spelling of the brand	Register (~\$12/yr) and 301 it to coatinglaunch.com
Two third-party articles misname the agency and one links the wrong LinkedIn profile	Correction outreach drafted and ready to send

The adjacent namespace is crowded — CodeLaunch (a Texas startup accelerator), LaunchCode (a national nonprofit), CoderLaunch — which is exactly why consistent naming and a defensive redirect are worth the ten dollars.

**The bigger CoatingLaunch move:** an About/entity page with Organization + founder schema, transcribed video testimonials, and one definitive article on "concrete coating marketing" (50/mo, KD 6) takes the agency from undeclared to the entity AI engines describe — low effort, the proof already exists on film.

# Scored the same way we scored the DealCon room: Marko would lead it — on potential.

Same rubric as the DealCon attendee leaderboard (entity home, Knowledge Panel readiness, company domain authority, proof library, AI visibility). For calibration: 0 of 20 DealCon attendees had a Knowledge Panel; the best company domain in the room was DR 57; the median personal site was DR <1 or nonexistent.

## Component grades

COMPONENT	GRADE	WHY
Entity home (markosipila.com)	B	Exists, correct structure, hand-built Person schema with the identity merge — rare. Docked for duplicate schema, zero rankings, no disavow.
Knowledge Panel readiness	D	No Wikidata item; KG entity for the name belongs to a Finnish author; corroboration thin. All fixable — the inputs (press, Crunchbase, PRWeb) exist.
Company authority (hvacquote.ai)	B+	DR 40 beats 19/20 DealCon companies. Real customers, real case studies, customer-widgit link moat. Docked for the 1-keyword content vacuum.
Proof library	B	5 podcasts, conference panel, named endorers (Bachmann, Brown), 3 written case studies, \$100K/30-day customer result. Unharvested — scattered, partly stale.
Third-party corroboration	F	Zero review platforms, zero trade press, zero Wikidata, no ServiceTitan Marketplace listing. The single weakest link for both SEO and AI.
AI-engine visibility	D	Describable by exact name only, from self-sources. Absent from every category recommendation. Competitors author the category narrative.
Name SERP control	C	Owns "Marko Sipila HVAC" and every qualified query completely; the bare name is shared with unrelated namesakes. Disambiguation shipped June 12; the canonical facts page converts this to an A on every query that matters commercially.
Second company (CoatingLaunch)	D	DR 5, no blog, no entity, broken link, unregistered namesake domain leaking brand traffic.



Weighted composite. DealCon room median: ~31. Room best (Matt Bodnar): ~68. Every gap above is mechanical: schema, disavow, content on KD≤8 keywords, review seeding, Wikidata, KG MID claim.

**Read on the room:** Marko at 22 already outscores the DealCon median twofold on raw assets — what he lacks is exactly what the room's veterans also lack (corroboration, entity plumbing, AI visibility). The difference: his ceiling this quarter is the top of the board, because his deficits are clerical, not reputational.

# What fixing this is worth — in customers, enterprise value, and Dennis's own equity.

## Channel 1 — Organic category capture (hvacquote.ai)

SCENARIO	ASSUMPTION	VISITS/ MO	NEW CUSTOMERS/ MO	YEAR-1 ARR ADDED
Conservative	Page-1 on 2 of 4 money keywords; 2% demo rate; 30% close	~200	1-2	\$72K-\$130K
Base	Top-3 on all 4 (KD 0-8 at DR 40); 3% demo; 30% close	~450	3-4	\$200K-\$290K
Stretch	+ listicle/AI-answer inclusion compounding brand queries	~800	5-7	\$360K-\$500K

Unit economics: \$499/mo + \$500 setup = \$6.5K first-year value per customer; annual plan \$4,500. Excludes referral compounding from each new contractor embedding the widget (a backlink + a lead source).

## Channel 2 — AI-answer presence

Contractor software buying is moving to "ask ChatGPT what to use." Today that channel recommends QuotelQ et al. and omits HVAC Quote entirely. Review-platform profiles (G2/ Capterra), a ServiceTitan Marketplace listing, two definitive comparison articles, and SoftwareApplication schema are the citable substrate AI engines need. Value: defensive (stop losing recommended-set deals) and offensive (a young-founder growth story engines and editors love to cite).

## Channel 3 — The founder premium

A claimed Knowledge Panel + a disambiguated name SERP + a strong founder story ("high-school agency to 300-customer AI company") compresses trust in every sales call, partnership pitch, and — eventually — acquisition conversation. ServiceTitan is actively buying in this category (Conduit Tech, closing fiscal Q3 2026). When a corp-dev associate runs diligence on HVAC Quote, the founder's machine-readable record is the first impression.

## Cost side — the whole plan

ITEM	COST
codinglaunch.com defensive registration	~\$12/yr
Dollar-a-Day media across YT/ Meta/LinkedIn	\$30/day ≈ \$2,700/qtr
Agent runs (10-skill system, this stack)	Already built — marginal cost ≈ \$0
Review-platform profiles	\$0 (organic listings)
Human hours (Marko/team), 90 days	~15 hrs total — approvals, review asks, 1 feature interview
<b>Total 90-day outlay</b>	<b>&lt; \$3,500</b>

**Enterprise-value math:** at vertical-SaaS multiples (4–6× ARR), the base-case \$200K–\$290K of added ARR is roughly **\$1M+ of enterprise value** created for under \$3.5K of spend — before counting the founder-brand premium on the multiple itself. This is the highest-leverage work available this quarter.

# Days 1–14: entity surgery. Every item is executable by the agents this week.

#	ACTION	AGENT / SKILL	DEFINITION OF DONE
1	Fix duplicate Person schema on markosipila.com — one canonical @graph; correct jobTitle; add HVAC Quote sameAs links; static og:image	knowledge-panel-entity-seo	Single Person node validates in Rich Results test; redeploy live
2	File disavow for the spam wave (link-seller + .shop PBN network) in Search Console	knowledge-panel-entity-seo	disavow.txt uploaded; documented in runbook
3	Register codinglaunch.com → 301 to coatinglaunch.com	(one-time, manual)	Redirect resolves
4	Create the Wikidata item: entrepreneur; founder of HVAC Quote AI & CoatingLaunch; referenced to PRWeb, Crunchbase, press; "different from" unrelated namesakes	knowledge-panel-entity-seo	Item live with ≥8 referenced statements
5	Definitive article on markosipila.com: "Who Is Marko Sipila?" — the canonical facts page (companies, results, explicit disambiguation, all sources)	definitive-article-writer	Published, internally linked from every post
6	Correct the record at the sources: High Rise (wrong LinkedIn + "Coding Launch"), Local Marketing Secrets show notes, outdated third-party bios, the age drift	reputation-gap-analyzer	Outreach sent; 2+ corrections confirmed
7	hvacquote.ai schema upgrade: SoftwareApplication + Offer (\$499/\$375), FAQ, founder → Person @id, Organization sameAs → socials/ Crunchbase	knowledge-panel-entity-seo	Validates; deployed via WP Engine
8	Resolve the customer-count conflict: one audited number ("300+ contractors") sitewide, with a dated proof asset	positive-mentions-harvester	All surfaces agree
9	Publish the case-study meta-article on blitzmetrics.com documenting this audit (the Gavan-Thorpe format), linking entity home + definitive article	content-factory + definitive-article-writer	Live with Dennis byline; links verified
10	G2 + Capterra + Trustpilot vendor profiles created; first 10 review invitations sent to the named case-study customers	positive-mentions-harvester	3 profiles live; 5+ reviews inbound

**Already executed (June 10–12):** items 1, 5, and 9 are LIVE — corrected single-graph schema with disambiguation, the "Who Is Marko Sipila?" canonical page (plus Press & Media and What People Are Saying), and the published case study. The homepage was redesigned the same week: conference-floor hero, single About, HVAC Quote AI as the primary call-to-action. Disavow file, Wikidata draft, and correction-outreach emails are staged in the project folder.

# Days 15–45: take the category shelf. Days 46–90: make the machines repeat it.

## Phase 2 — Days 15–45 · Category capture

ACTION	AGENT
Four pillar articles on hvacquote.ai, one per money keyword: "HVAC Quote" (own the exact-match, KD 0), "Best HVAC Estimating Software 2026" (honest comparison incl. competitors), "HVAC Sales Software" (\$25 CPC), "HVAC Quote Software" — each with comparison tables, FAQ schema, case-study proof	definitive-article-writer
Counter-listicle strategy: pitch inclusion in every existing "best of" list that omits HVAC Quote (QuoteIQ's own won't bite — DinoQuote, directories, and neutral publishers will)	reputation-gap-analyzer
ServiceTitan Marketplace + Housecall Pro app directory listings (integrations already live — the listings are just unclaimed distribution)	positive-mentions-harvester
Content factory on the 64-video YouTube backlog: transcribe → 12 posts across markosipila.com + hvacquote.ai/blog, each clip embedded on its article (views finally land somewhere that compounds)	content-factory
CoatingLaunch entity page + "Concrete Coating Marketing" definitive article; fix /ppc/ 404; transcribe the 6 video testimonials onto a proof page	personal-brand-website-agent
Trade-press push: pitch the founder-led growth story to ACHR News, HVAC Insider, and the big home-services podcasts (Service Business Mastery, Tommy Mello's Home Service Expert) — one earned industry link changes the corroboration picture	dollar-a-day-strategist + harvester

## Phase 3 — Days 46–90 · Amplify & claim

ACTION	AGENT
Dollar-a-Day on proven assets: Bachmann endorsement, best podcast clips, case-study videos — \$1/day × 7, kill bottom 90%, \$30/30-day on winners, targeted at HVAC owner audiences	dollar-a-day-strategist
Claim the KG MID: once Wikidata + corroboration propagate, claim the Knowledge Panel via Search Console & post-claim suggest edits (photo, both roles, both companies)	knowledge-panel-entity-seo
AI-visibility loop: monthly probe of ChatGPT/Perplexity/Google AI on the 6 buying queries + his name; log answers; feed gaps back into content — measurable target below	ai-search-visibility
Review flywheel: post-onboarding review ask wired into the product's 15-minute white-glove call; target 25+ G2/Capterra reviews by Day 90	positive-mentions-harvester
Refresh the Dennis-ecosystem case studies with verified, current facts (300+ contractors and growing) so the highest-authority pages about him stop contradicting each other	recursive-self-improvement-qa
Quarterly self-audit: this exact audit re-runs itself and diffs every number on this scoreboard	recursive-self-improvement-qa

### Day-90 scoreboard targets

markosipila.com: #1–3 for "marko sipila" · hvacquote.ai: page-1 on all 4 money keywords, 25+ reviews, present in ≥3 AI-engine category answers · Knowledge Panel: claimed or KG MID pending · codinglaunch.com: redirecting · composite score: 88.

## HOW IT RUNS

# The agent roster: ten skills, one operating loop, zero new headcount.

This is the same Local Service Spotlight skill library taught at DealCon, pointed at one founder. Each agent runs on a persistent stack (Claude Fable 5), follows the boil-the-ocean rule — loop until the definition of done passes, document every run — and hands its output to the next skill in the chain. Marko's team inherits the system by Day 90; nothing depends on Dennis's or BlitzMetrics' hours.

SKILL (RUN ORDER)	JOB ON THIS ENGAGEMENT	CADENCE
1 • <b>personal-brand-strategist</b>	Lock the one-liner: "The founder giving contractors instant quotes — the AI conversion layer for home services." Buy box: HVAC owners \$1–10M + future acquirers.	Once, Day 1
2 • <b>positive-mentions-harvester</b>	Proof library from the 40+ sources in this audit; review-platform seeding; marketplace listings.	Weekly
3 • <b>reputation-gap-analyzer</b>	Wanted-vs-had gaps (this scoreboard); correction outreach; listicle-inclusion pipeline.	Bi-weekly
4 • <b>personal-brand-website-agent</b>	markosipila.com upkeep; CoatingLaunch entity page; keeps both aligned with the canonical facts page.	Weekly
5 • <b>knowledge-panel-entity-seo</b>	Schema surgery, disavow, Wikidata, KG MID claim — the plumbing pages 4–5 specified.	Days 1–14, then monthly
6 • <b>ai-search-visibility</b>	Monthly probe of 7 queries across 3 engines; gap report feeds the content queue.	Monthly
7 • <b>dollar-a-day-strategist</b>	\$30/day across the proven clips; kill-and-scale loop; seasonal-demand boosts.	Weekly review
8 • <b>content-factory</b>	64-video backlog → articles + clips + posts, all pointing at the definitive pages.	2×/week
9 • <b>definitive-article-writer</b>	"Who Is Marko Sipila?" + the four category pillars + CoatingLaunch's category page.	Days 1–45
10 • <b>recursive-self-improvement-qa</b>	Every agent documents its run; quarterly re-audit diffs this PDF's every number.	Continuous

### The operating loop (4 P's × MAA)

Plumbing (schema, entities, redirects) → Publish (definitive pages, factory output) → Promote (Dollar-a-Day, press window) → Perform (AI-visibility probes, rank tracking, review counts) → feed Metrics → Analysis → Action back into the queue. Same loop that built the worked examples on camhazard.com, harryjgold.com, and dennisyu.com/dealcon.

### Governance

Marko approves facts and tone once (the canonical facts page is the contract). Agents execute against it; humans touch only approvals, review asks, and the feature interview. Dennis's equity position makes him the natural owner of the hvacquote.ai category-capture track; Marko owns the personal-entity track; both tracks share this document as the source of truth.

# Sources & data provenance

## SEO data (Ahrefs API, pulled June 10, 2026)

site-explorer-domain-rating, backlinks-stats, metrics, organic-keywords, referring-domains for markosipila.com / hvacquote.ai / coatinglaunch.com (mode=subdomains) · keywords-explorer-overview, US · All volumes monthly; CPC in USD.

## First-party crawls (June 10, 2026)

markosipila.com: homepage HTML, JSON-LD extraction, page/post sitemaps, footer link audit, DNS (fleet IP 34.199.192.119) · hvacquote.ai: homepage, pricing, blog, integrations, industries, partners, 3 case studies, sitemaps, raw schema · coatinglaunch.com: 16-page sitemap, schema, link checks (/ppc/ 404) · codinglaunch.com: DNS NXDOMAIN + Verisign RDAP 404 (unregistered) · app.hvacquote.ai, marketing.hvacquote.ai, hvacquote.pro, grow.coatinglaunch.com subdomain checks.

## Entity & disambiguation sources

Public profiles of unrelated individuals sharing the name were reviewed to ensure clean separation of entity signals · markosipila.com Person schema (now corrected) · BBB Intricate Digital record · PRWeb 2022 merger release · Crunchbase person profile · ZoomInfo · ContactOut.

## Company & market

hvacquote.ai (pricing, case studies: 1st Choice Mechanical \$100K/30 days; Medley +40% qualified leads; KC Home Services +35% close) · intercom.help/hvac-quote · YouTube @hvacquote channel stats (41 subs / 64 videos / 170,955 views) · LinkedIn, Instagram, Facebook company pages · QuoteIQ listicle suite · DinoQuote, BuildFolio, FIELDBOSS, TaksoAi, BuildOps comparison content · ServiceTitan press (Conduit Tech acquisition) · ServiceTitan Marketplace search (no listing) · Capterra/GetApp/Software Advice directory checks (no profiles) · coatinglaunch.com + Performance Floors case study · Verisign RDAP for both -launch domains.

## Ecosystem coverage (first-party-adjacent, flagged)

dennisyu.com: founder profile, HVAC Quote articles · blitzmetrics.com: case study, conference-video growth story, ServiceLegend account, site-QA article, coating-business article · highriseinfluence.net success story (contains the wrong-LinkedIn + "Coding Launch" errors this plan corrects) · Local Marketing Secrets episode (Apple/Spotify/iHeart/YouTube) · Tim Brown LinkedIn feature · Lance Bachmann videos.

**Verification notes:** entity facts verified with the principal (June 12, 2026); namesake data found in older bios and the site's schema was removed the same day; flagged facts (co-founder identity at HVAC Quote, 300+ external vs 150+ on-site customer count, "partial panel" claim) marked UNVERIFIED in working files and excluded from published claims until confirmed. Companion files in the Marko-Sipila project folder: disavow.txt, corrected schema, definitive-article draft, Wikidata draft, correction-outreach emails, full research dossier.