PERSONAL BRAND + PORTFOLIO AUDIT

Nathaniel Stevens

He built Yodle and sold it for $342 million. He chairs Punchey, runs Stevens Ventures, and leads a 71-year-old Ford dealership.

And on Google, a Boston lawyer and a statistics professor outrank him for his own name.

Photo: nathanielstevens.com

49	85	2
BRAND SCORE TODAY / 100	PROJECTED AT DAY 90	BUILD CYCLES SHIPPED · RECEIPTS P.18–19

EXECUTIVE SUMMARY

A nine-figure track record. A digital identity that's been quietly erasing itself.

Nathaniel Stevens has the strongest verifiable resume of any operator we have audited this quarter: **founder of Yodle (acquired by Web.com for $342.4M), founder & Executive Chairman of Punchey, Managing Director of Stevens Ventures (an Opcity investor — $210M exit to News Corp), and CEO of a third-generation Ford dealership established 1955.** Three-time BusinessWeek "Best Young Entrepreneur." Featured in The New York Times and on Bloomberg. The substance is not the problem. The problem is that his digital footprint has been shrinking while everyone else's grows — and Google has started filling the vacuum with other people who share his name.

The five findings in one minute

Finding	Evidence (live, June 12, 2026)	Cost to Nathaniel
1 · His assets keep getting deleted	His Wikipedia article — gone (only a 2010 mirror survives). His YouTube channel @NathanielStevens-e3v — deleted, returning 404. The About-page video on his own site died with it: the page shipped a YouTube Short that no longer exists.	Visitors hit a blank hole on his About page; Google watches his entity evaporate.
2 · He's #3 for his own name	"nathaniel stevens" (70/mo): #1 is a Boston environmental lawyer (DR 14 site), #2 is a Waterloo statistics professor's Google Scholar page. Nathaniel is #3.	A DR-14 law-firm bio beats a $342M founder. Pure neglect, fully winnable.
3 · Google holds 4+ of him, 5 of Punchey	2 duplicate Knowledge-Graph topics for "Nathaniel Stevens," 2 for "Nate Stevens," 5 for "Punchey." No Knowledge Panel. "Stevens Auto Group" autocompletes to Chuck Stevens Auto Group — in Alabama.	No consolidated entity = no Panel, no AI-search citation, no brand query ownership.
4 · His backlink profile is poisoned	205 referring domains, but the highest-DR links are spam-sellers: buybacklinks.agency, rank-your.site, seoexpress.org, backlinker.shop. Legitimate links: BlitzMetrics, one radio CMS, one press-release site.	Spam attack suppresses trust; the few real links carry the whole domain (DR 6).
5 · He owns none of his story's search demand	"yodle" still gets 1,207 searches/mo — he founded it; his site doesn't rank. "stevens ford" 830/mo. "punchey" 74/mo. nathanielstevens.com ranks for exactly 2 keywords.	The demand exists today. Every month unowned is donated to Wikipedia-less aggregators.

> **What this asks of Nathaniel: roughly 30 minutes.** Access to Google Search Console, a green light on the content plan, and one decision about the Squarespace social links on stevensventures.com. Everything else in this document is agent work — and seven fixes were already shipped while this audit was being written (p.18).

This audit follows the BlitzMetrics / Local Service Spotlight personal-brand methodology: entity home → Knowledge Panel → content factory → Dollar-a-Day amplification. Identical methodology to audits delivered for George Leith, Jim Klauck, Chuck Thokey, Terry Shintani, and Tom Shipley.

THE MAN

A $30,000 loan from his father's dealership

Nathaniel Vincent Stevens (b. July 27, 1983) grew up in rural **Bethany, Connecticut**, around his family's car business — Stevens Ford of Milford, established 1955. At **Amity Regional High School** he was an All-State lacrosse MVP who broke the school face-off record, captained the varsity soccer team, and won the **2001 Connecticut Congressional Art Award** for his expressionist paintings. Athlete, artist, operator — the pattern of range showed early.

From 2001–2003 he served as **Internet Sales Manager at Stevens Ford**, moving the dealership's ad budget into new media a decade before that was normal. He started college at the University of Miami, transferred to **Penn/Wharton** in 2003 for Finance & Entrepreneurship, and was accepted into Wharton's **Venture Initiation Program**. There he convinced his father to lend him **$30,000** to start a company — first called NatPal, soon renamed **Yodle** — to help local businesses advertise online. Within a year: hundreds of small-business contracts and $1M+ in annual sales volume. He took a leave from Wharton, raised **Bessemer Venture Partners**, and the rest is on page 4.

> **Why this matters for the brand:** the origin story (dealership kid → Wharton → $342M exit → returns to run the dealership after his father's passing) is a complete narrative arc that almost no founder has. It is currently told in exactly one place — his own About page — and Google can't see it as an entity.

nathanielstevens.com/about

Timeline

Year	Milestone
1983	Born in Connecticut; raised in Bethany
2001	CT Congressional Art Award; Internet Sales Mgr at Stevens Ford
2003	Transfers to Wharton; Venture Initiation Program
2005	Founds Yodle (FNA NatPal) with $30K from his father
2005–08	BusinessWeek "Best Young Entrepreneurs" — three times
2006	Creativity Foundation Legacy Prize
2008	NYT feature; DM News 30-Under-30; Google "seal of approval" (InformationWeek)
2010	Founds Punchey, Boston
2016	Yodle acquired by Web.com — $342.4M (SEC 8-K)
2018	Portfolio co. Opcity acquired by News Corp — $210M
2024	David Olk (ShopKeep) joins Punchey board; Sylvain Mansier named CEO
~2024	Becomes CEO & Dealer Principal, Stevens Auto Group, after his father's passing
2026	Texas Public Radio "The Source" — tipping culture (Mar)

THE EMPIRE

Four entities, one operator — zero entity linkage

Entity	What it is	His role	Domain / DR
Yodle, Inc.	Local-marketing platform he founded at Wharton in 2005. Scaled to thousands of SMB customers, 300+ jobs by 2008, ~1,400 employees at peak per press accounts. Acquired by Web.com, March 2016, **$342.4M** (SEC 8-K, incl. $42M deferred).	Founder, former CEO	yodle.com (now Web.com property)
Punchey, Inc.	Boston payments / POS / scheduling / CRM platform for service SMBs, founded 2010. CEO Sylvain Mansier (ex-Toast, Sungage); CTO Panos Stavrinides. **David Olk, ShopKeep co-founder, joined the board April 2024** (PR Newswire).	Founder, Executive Chairman	punchey.com · **DR 55**
Stevens Ventures, LP	Technology & media investment fund, Milford CT. Focus: local search, vertical SaaS, fintech, mobility, automotive, SMB marketing. Seed + syndicate PE, plus secondaries.	Managing Director	stevensventures.com · **DR 2.8**
Stevens Auto Group	Third-generation family dealership group, Milford CT — Stevens Ford (Est. 1955) + Lincoln of Milford. He stepped in as CEO after his father's passing to continue the legacy.	CEO & Dealer Principal	stevensauto.com · **DR 9**

Stevens Ventures portfolio (per stevensventures.com)

Opcity
→ News Corp / Realtor.com, **$210M** (Oct 2018)

Yodle
→ Web.com, **$342M** (2016)

Punchey
Active — DR 55, growing

+ 7 more
FamilyLeaf · TattooPro · GroomPro POS · DetailPro · Perfect Fuel · Lovely · Twice

Vertical-SaaS pattern worth noticing: TattooPro, GroomPro POS, and DetailPro are industry-specific operating systems in the Punchey orbit — tattoo studios, groomers, detailers. The portfolio is a thesis: *own the operating layer of local service business.* Nobody has written that story. We will (p.16).

Entity-linkage failure: punchey.com (DR 55) bio mentions Yodle and Stevens Ventures but links neither nathanielstevens.com nor stevensauto.com. stevensventures.com's footer "Follow" links point to **instagram.com/squarespace and facebook.com/squarespace** — the template defaults were never replaced. His strongest domain (Punchey) passes zero authority to his entity home; his fund's site links to a website builder's social accounts instead of his own. Google sees four islands, not one empire.

The "film production" check: Stevens Ventures self-describes as a technology **and media** investment fund with consumer-content/publishing in its focus areas — that is the verifiable "media" footprint. We found **no registered film-production entity under his name**; the Nathaniel Stevenses on IMDb (sound dept., writer, cinematographer) and the Curtis Brown actor are different people (p.7). If a film/media venture exists privately, it should be announced on his entity home first so HE owns that story from day one — otherwise Google will keep handing "Nathaniel Stevens + film" to the other guys.

FORENSICS

The disappearing act: what happened to the About video

Dennis asked one specific question: *"The video on the About page disappeared somehow — figure out what happened."* Here is the complete chain of evidence.

#	Evidence	Status, June 12 2026
1	The About page (WordPress page ID 21) still contains an Elementor video widget — element `7361e7c3` — configured with `youtube_url: youtube.com/shorts/6D7_6gz-HX4`	□ Widget intact in page JSON
2	The YouTube Short **6D7_6gz-HX4** — oEmbed lookup	□ HTTP 404 — video deleted
3	The channel that hosted it, **@NathanielStevens-e3v** — linked from the site's header, footer, and About social icons	□ HTTP 404 — **entire channel deleted**
4	Elementor's behavior when YouTube returns no player: renders an empty `<div class="elementor-video">`	→ The silent blank space visitors see
5	A stray text widget containing only the word **"Why?"** sits directly below the dead video — orphaned scaffolding from the original build	⚠ Confusing fragment, visible to every visitor

Verdict: nothing broke on the website. The video didn't "disappear" from the page — its source was destroyed upstream when the YouTube channel was deleted. WordPress kept faithfully embedding a corpse. Every social icon on the site (header, footer, About) still points to that dead channel — meaning the site has been sending visitors and crawlers to a 404 for months.

The bigger pattern: this is the second deleted asset

Nathaniel once had a **Wikipedia article** — a full biography with 15 sourced references (BusinessWeek ×3, NYT, Bloomberg, DM News, InformationWeek). It survives today only as a mirror on en-academic.com. The article is gone from Wikipedia itself. Deleted Wikipedia page + deleted YouTube channel + a personal site that ranked behind a law-firm bio = an entity actively shrinking in Google's eyes while his businesses grow in the real world.

Fixed today: the dead Short was replaced with **"Stevens Ford Family"** (youtube.com/watch?v=MtkbdapHNbE) from the alive-and-well @StevensFordofMilford channel — verified live via oEmbed before publishing — and the orphaned "Why?" widget was removed. Sitewide social icons now point to assets that exist. Details of all seven same-day fixes: p.18.

THE NAME SERP

"nathaniel stevens" — 70 searches/mo. He's third.

Pos	Result	Who it actually is	DR
1	mcgregorlaw.com/nathaniel-stevens-bio-articles — "Nathaniel Stevens, Esq."	Boston environmental lawyer	14
2	scholar.google.com — "Nathaniel Stevens"	U. Waterloo statistics professor	99
3	**nathanielstevens.com — "Entrepreneur and Investor"**	**HIM — his entity home**	6
4	blitzmetrics.com — "Built for the Long Game…"	**HIM — BlitzMetrics profile**	61
5	instagram.com/**nathanielstevens**_	Not him — his handle is @nvstevens	100
6	Image pack: curtisbrown.co.uk · creativity-found.org · uwaterloo.ca ×2 · punchey.com · linkedin.com/in/nathanielstevens	Mixed — actor, HIM (Creativity Prize + Punchey), professor, not-his-LinkedIn	—
7	retirement-solutions.wpcu.coop — "Nathaniel Stevens, CFP®"	Ohio credit-union financial planner	51
8	ca.linkedin.com/in/ntstevens	The Waterloo professor again	99
9	curtisbrown.co.uk/client/nathaniel-stevens	UK actor (talent-agency page)	72
10	providers.upmc.com — "Nathaniel Stevens, PA-C"	Pennsylvania orthopedic physician assistant	82

2/10
TOP-10 RESULTS THAT ARE HIM

6
DIFFERENT HUMANS ON PAGE 1

DR 14
AUTHORITY OF THE SITE BEATING HIM AT #1

0
KNOWLEDGE PANEL

Read the DR column again. He is losing to a DR-14 law-firm bio while holding a 205-domain backlink profile and a DR-61 ally (BlitzMetrics) already ranking #4 for him. This SERP isn't lost — it's unattended. With the entity consolidation on p.8 and the content plan on p.16, positions 1–4 owned by him (site, BlitzMetrics, Punchey leadership, LinkedIn/IG correct profiles) is a 60–90 day outcome, not a moonshot.

"nate stevens" (10/mo): his site ranks #11. The correct LinkedIn (/in/nvstevens), Instagram (@nvstevens), Medium (@nvstevens) and X (@natevstevens) profiles rank nowhere on page 1 for either variant — schema sameAs will fix the wiring (p.15).

ENTITY CONFUSION

The seven other Nathaniel Stevenses Google must untangle

Knowledge Panels die from ambiguity. Before Google will consolidate HIS entity, his corpus has to out-define these people — every one of them currently publishing under the same name:

Same-name entity	Their digital anchor	Collision risk
The Lawyer — Nathaniel Stevens, Esq., Boston	mcgregorlaw.com bio + articles	**HIGH** — outranks him at #1; also a Boston professional (Punchey is Boston-based)
The Professor — Nathaniel T. Stevens, U. Waterloo	Google Scholar, uwaterloo.ca, ca.linkedin/ntstevens	**HIGH** — DR-99 academic domains; owns 3 of the top-10 slots
The Actor — Curtis Brown client, UK	curtisbrown.co.uk client page	**MEDIUM** — likely source of "film" association on the name; image-pack presence
The Film Crew — sound dept (nm9761853), writer (nm12361095), cinematographer (nm6345286)	Three separate IMDb profiles	**MEDIUM** — anyone researching "Nathaniel Stevens + film/media" lands on them, not his media fund
The CFP — Ohio credit union	wpcu.coop team page	LOW-MED — "investor/finance" semantic overlap with his fund
The PA-C — UPMC orthopedics	providers.upmc.com	LOW
The Historical — Nathaniel Stevens (1786–1865), textile manufacturer	Wikipedia (the surviving "Nathaniel Stevens" article)	MED — when users search his name on Wikipedia, they get a 19th-century mill owner

Verification discipline (the Marko Sipila rule): none of the film-industry Nathaniel Stevenses may be cited as him, ever. His verifiable media footprint = Stevens Ventures' "technology and media" mandate + his own bylines (Medium, TPR radio). We do not vouch for unverified credits, and his pages should never imply the IMDb filmography is his — that's how wrong-entity merges happen, and unwinding one later costs more than building clean now.

The disambiguation play: his entity home now declares `Nathaniel Vincent Stevens` + birth facts + companies in Person schema, giving Google the discriminating attributes (middle name, Yodle, Punchey, Milford CT) that none of the other seven possess. Each company page reciprocally names him. That triangle — home ⇄ companies ⇄ press — is what flips a fragmented topic into a single typed entity.

KNOWLEDGE GRAPH

Nine fragments where there should be two entities

What Google's Knowledge Graph holds today (Trends entity lookup, June 12, 2026)

Query	KG entities returned	Diagnosis
"nathaniel stevens"	`/g/11x68rvhjp` Topic · `/g/11x88cdjpy` Topic	Two untyped duplicates. No "Entrepreneur" typing. No Panel.
"nate stevens"	`/g/11lgzsykty` Topic · `/g/11jydlyv99` Topic	Two more duplicates — the nickname never reconciled to the person.
"punchey"	`/g/11x117cjs3` `/g/11vx_sz1lw` `/g/11x8m9cwcr` `/g/11l5tm9sc2` `/g/11l336vl3f`	**Five** duplicate Punchey topics. His flagship company is quintuplicated.
"yodle"	`/m/03gnm7p` — "Yodle, Inc." typed **Media company**	□ A real, typed, legacy entity — founded by him, unlinked to him.
"stevens ford"	`/g/1tksjv7r` — "Stevens Ford Inc — Ford dealer in Milford, Connecticut"	□ Healthy local entity (+ Lincoln of Milford `/g/11c48130j8`)
"stevens auto group"	Chuck Stevens Auto Group (Alabama) ×2	□ His group's brand query resolves to a different dealer 1,100 miles away.

9
FRAGMENTED / DUPLICATE KGMIDS ACROSS HIM + PUNCHEY

2
HEALTHY ENTITIES HE CAN ANCHOR TO (YODLE, STEVENS FORD)

1
DELETED WIKIPEDIA ARTICLE THAT USED TO DISAMBIGUATE HIM

The asset nobody is using: Yodle's KG entity `/m/03gnm7p` is a 15-year-old, fully-typed "Media company" node. "Founder of Yodle" stated consistently — in his schema, his bios, his press — is the single strongest hook to pull his person-entity out of Topic purgatory, because Google already believes in Yodle. Same play with Stevens Ford's local entity: "CEO of Stevens Ford Inc (Milford, CT)" in schema connects him to a verified Maps entity with 70 years of history.

Method note: entity lookups via Google Trends autocomplete API (no-key KG read), same technique used in the Ben Forstie and Chuck Thokey audits. Duplicate Topic nodes are the standard signature of an unconsolidated person-entity; they merge when one canonical corpus (entity home + consistent sameAs + reciprocal company pages) consistently out-publishes the noise.

LINK PROFILE

205 referring domains — and the best ones are fake

6.0	229	205	~3
DOMAIN RATING	LIVE BACKLINKS	REFERRING DOMAINS	LEGITIMATE EDITORIAL LINKS

Top referring domains by DR — read the names

Domain	DR	What it actually is
za.com (×5) · itxoft.com	90 · 83	Domain-marketplace / link-farm pages
rank-your.site · rankyour.website · rank-top.click	74 · 74 · 63	Literal link-seller storefronts
seoexpress.org · buybacklinks.agency · best-seo-domains.com · backlinker.shop · linkrankpro.shop · authoritybacklinks.shop	73–51	Spam network — the same cluster we documented attacking Marko Sipila's domain in this week's audit
blitzmetrics.com (×4)	61	□ Real — the profile article ranking #4 for his name
socastsrm.com	56	□ Real — radio CMS (the Texas Public Radio appearance)
prlog.ru	51	Press-release syndication (neutral)

Interpretation: a spam-link cluster is squatting on the profile. It hasn't triggered a manual action (the site still ranks #3 for his name), but it dilutes trust and is exactly what makes a DR-6 domain stall. The legitimate-link inventory is effectively: BlitzMetrics, one radio station, one PR wire. For a founder with NYT, Bloomberg, and BusinessWeek history, that is a museum-grade gap between earned reputation and linked reputation.

Plan: (1) File a disavow for the spam cluster via Search Console — 30 minutes of agent work once GSC access is granted. (2) Reclaim the dormant press: 15 verified legacy features (p.11) become a Press page with outreach to the 3 still-live publishers for profile-link updates. (3) Punchey + Stevens Ventures + Stevens Auto sites each add a proper founder-bio link to nathanielstevens.com — three DR 55/9/2.8 editorial links he already owns.

ENTITY HOME

nathanielstevens.com — good bones, stalled engine

Check	Status	Detail
Ranks for his own name	□ #3	Above the fold on page 1 — the foundation works
Total ranking keywords	□ 2	"nathaniel stevens" (#3) and "nate stevens" (#11). Nothing else. 9 organic visits/mo.
About-page video	□ Dead	Embedded Short deleted with its channel (p.5) — **fixed today**
Social links	□ 404	All YouTube icons sitewide → deleted channel — **fixed today**
Stray content	□	Orphan "Why?" text widget on About — **removed today**
Person schema / sameAs	□ None	No JSON-LD Person, no sameAs to LinkedIn/IG/Medium/X/companies — **added today**
Pages of substance	□ 4	Home, About, Blog (5 posts), Gallery. No company pages, no press page, no FAQ.
Blog cadence	⚠ Stalled	5 posts; 3 are 2024 Medium recycles; latest is a network-links post (Apr 2026)
Design system	⚠ Dated	Default Astra + Elementor sections, walls of same-width text, no stat bands, no media-logo strip, no timeline, no CTAs — far below the harryjgold / camhazzard / georgeleith standard — **upgraded today (p.18)**
Image hygiene	⚠	Hero images named `imgi_19_27582013…_n.jpg` — raw Facebook-scrape filenames; alts present but filenames carry zero entity signal

Why this matters more for him than most: his Wikipedia is deleted and his YouTube is deleted — the entity home is the *only* canonical surface left that he controls. Every fact Google can no longer find on Wikipedia must now live here, structured, sourced, and cross-linked from Punchey / Stevens Ventures / Stevens Auto. The site isn't a brochure; it's his replacement Wikipedia.

CONTENT GAP

1,200 people a month search the company he founded

Search demand he owns the authority for — and ranks nowhere on

Keyword	US vol/mo	KD	The page that should exist on nathanielstevens.com
yodle	1,207	45	"Yodle: the inside story, from $30K loan to $342M exit" — founder's first-person history. Nobody alive outranks the founder on intent like this once it exists.
stevens ford	830	44	"Why I came back to run Stevens Ford" — third-generation essay linking stevensauto.com
stevens ford milford	144	2	Same page — KD 2 is a giveaway
punchey	74	0	"Punchey" founder page — KD 0, CPC $1.60: commercial intent he can capture for free
nathaniel stevens	70	0	Strengthen the home page (done today) + press page
stevens auto group	60	21	Company page reclaiming the query from Alabama's Chuck Stevens
stevens ventures	10	—	Fund page with portfolio + thesis

The dormant press archive — 15 verified features, zero pages

BusinessWeek "America's Best Young Entrepreneurs" **2005, 2007, 2008** · The New York Times (Feb 14, 2008) · Bloomberg video interview (2010) · DM News 30-Under-30 (2008) · InformationWeek "Yodle Gets Google Seal of Approval" (2008) · Invesp Top-100 Online Marketers (2008) · Knowledge@Wharton "Birth to Buyout" · Daily Pennsylvanian ×2 · Wharton newsletters ×3 · SmallBizPod case study (2007) · Kelsey Group (2007) · Creativity Foundation Legacy Prize (2006, page still live) · Texas Public Radio "The Source" (Mar 2026) · PR Newswire board announcement (Apr 2024).

> **This is the cheapest authority rebuild we've seen this quarter.** The press existed before SEO mattered, so none of it links or gets cited. A structured Press & Media page (shipped today — p.18) + one outreach pass turns 20 years of receipts into the corpus Google needs to type his entity and award the Panel. His Medium essays (EV adoption, AI personalization, startup outlook) get canonical republication on-site so the authority accrues to HIM, not medium.com.

THE PORTFOLIO'S WEBSITES

Four sites, four different decades of quality

Property	DR	State of play, June 12 2026
punchey.com	55	□ Strongest asset. Active press page (TPR tipping feature), leadership page with his bio (ranks in his image pack). **Gaps:** his bio doesn't link his entity home; "Punchey" has 5 dup KGMIDs and no Organization schema to consolidate them.
stevensauto.com	9	□ Modern dealer platform (Ridemotive), healthy YouTube channel (@StevensFordofMilford — the channel that saved today's video fix), Maps entity solid. **Gaps:** no leadership/about-the-family page naming him → the "Decades of Trust" story has no person attached; brand query lost to Alabama.
stevensventures.com	2.8	⚠ Squarespace one-pager. Portfolio logos unlabeled and unlinked, no portfolio pages, no team page naming him, and the footer "Follow" buttons link to **instagram.com/squarespace** and **facebook.com/squarespace** — template defaults shipped to production. For a fund asking founders to trust its diligence, this is the first impression.
nathanielstevens.com	6	The entity home — full audit p.10. Rebuilt today (p.18).

The 30-minute fixes on company properties

- **stevensventures.com:** replace the two Squarespace default links with his real profiles; add "Led by Nathaniel Stevens" one-liner linking the entity home; label the portfolio logos.
- **punchey.com:** add `sameAs → nathanielstevens.com` on the leadership bio; Organization JSON-LD with one canonical name to begin merging the 5 duplicate KGMIDs.
- **stevensauto.com:** add a "Three Generations" page (the 75th-anniversary asset already exists as a logo on his homepage) naming him as Dealer Principal, linking the entity home; embed "New Stevens Generation" from the dealership channel.

> **Compounding effect:** these are his own properties — no outreach, no cost, immediate DR 55 + DR 9 editorial links into a DR 6 entity home, plus the reciprocal naming Google needs to fuse person ⇄ companies. This is the highest-leverage hour in the whole plan.

BENCHMARKS

What "fixed" looks like — from this week's fleet

Peer (same program)	Where they started	What changed
George Leith georgeleith.com	58/100 — no Panel, 3 dup KGMIDs, Wikipedia confusion with dead Britons	16-pp audit → entity home rebuild → 8-post content bundle → press tree linking. Same playbook, same week.
Jim Klauck "Radio Pitchman"	33/100 — blank jimklauck.com, phonetic misspellings ("Clouk")	Same-day: 6-page microsite + 20-pp audit + styled meta article live by EOD
Marko Sipila	DR 40 but 1 ranking keyword; spam-link attack (same cluster hitting Nathaniel)	Homepage redesigned (hero + credibility overlay), wrong-entity merge (baseball pitcher) documented and fenced off
Matthew Januszek Escape Fitness	489-episode podcast inventory, zero articles	**100 articles published in one day** on matthewjanuszek.com — the content-factory ceiling

The standard pattern (BlitzMetrics personal-brand methodology)

1 · ENTITY HOME

One canonical site that states who he is, what he owns, with Person schema + sameAs wiring every profile and company. Status: **live, rebuilt today.**

2 · KNOWLEDGE PANEL

Corpus consistency until Google types the entity and consolidates the duplicate Topics. Anchors: Yodle `/m/03gnm7p` + Stevens Ford `/g/1tksjv7r`. Status: **0 of 20 DealCon-cohort peers had a Panel — first movers win disproportionately in AI search.**

3 · CONTENT FACTORY

Press archive + Yodle story + company pages + Medium canonicals + new essays at a weekly cadence. He already writes — the factory just needs to run on his land.

4 · DOLLAR-A-DAY

Amplify the proof (TPR clip, Bloomberg legacy, dealership film) to lookalike audiences of founders/dealers — $1/day per asset, compounding retargeting.

SCORECARD

49 / 100 — the math

Pillar	Weight	Score	Basis
Entity home	15	**10**	Site exists, ranks #3 own-name; but 2 keywords, dead video, dated layout (rebuilt today → re-score at 13)
Knowledge Graph / Panel	15	**3**	No Panel; 4 dup person KGMIDs; deleted Wikipedia; healthy adjacent entities unlinked
Name-SERP control	15	**7**	2 of top-10 his; lawyer + professor above him; 6 strangers on page 1
Authority links	10	**4**	205 RD inflated by spam cluster; ~3 legit editorial domains
Content engine	15	**6**	5 posts, 3 recycled; press archive unmined; 1,200/mo Yodle demand unowned
Social presence	10	**5**	LinkedIn/IG/FB/Medium/X live; YouTube deleted; low cadence; wrong-handle confusion in SERP
Company-entity linkage	10	**6**	DR 55 Punchey + KG'd Stevens Ford exist but never link/name him canonically; SV site has template-default socials
Earned media	10	**8**	NYT, Bloomberg, BusinessWeek ×3, TPR 2026 — strong but aging and unstructured
TOTAL	**100**	**49**	Day-90 projection with full plan execution: **85**

49 → 85

Biggest single movers: KG consolidation (+9), content factory (+7), spam disavow + reclaimed press links (+5), company-site linkage (+4), SERP displacement of the lawyer & professor (+6), social repair (+3), entity-home polish (+3) — capped where outcomes depend on Google's clock.

Honest caveat: Knowledge Panels are earned, not filed. Two assets make his case unusually strong: a 15-year-old typed company entity (Yodle) that names him as founder across 15 press citations, and a Maps-verified 71-year-old dealership he runs. We have never audited someone with this much dormant proof and this little structure around it.

Phase 1 — Stop the bleeding (Days 0–7)

Action	Detail	Status
Replace the dead About video	"Stevens Ford Family" (MtkbdapHNbE) from the live dealership channel — verified via oEmbed	☐ DONE today
Remove orphaned "Why?" widget	Stray text element below the dead video	☐ DONE today
Fix sitewide dead YouTube links	Header/footer/About icons → @StevensFordofMilford until a personal channel returns; add Medium + X	☐ DONE today
Person + sameAs schema	JSON-LD: Nathaniel Vincent Stevens, founder Yodle, chairman Punchey, MD Stevens Ventures, CEO Stevens Auto Group; sameAs → LinkedIn, IG, FB, Medium, X, Punchey leadership, Crunchbase, Bloomberg, creativity-found.org	☐ DONE today
Homepage redesign to fleet standard	Hero + stat band ($342M · $210M · Est. 1955 · 3 generations) + media-logo strip + company cards + timeline	☐ DONE today
Press & Media page	All 15 verified features, dated, linked, schema'd	☐ DONE today
Company pages ×4	Yodle story · Punchey · Stevens Ventures · Stevens Auto Group	☐ DONE today
Google Search Console	Verify ownership, submit fresh sitemap, file spam-cluster disavow	Needs access grant
Squarespace default links on SV site	Two-minute fix in Squarespace footer settings	Needs SV login

Day-7 outcome: the entity home stops contradicting itself, every link resolves, Google gets one consistent machine-readable story, and the spam cluster is queued for disavow. Everything marked DONE was completed the same day this audit was written — see p.18 for receipts.

Phase 2 — Consolidate the entity (Days 7–30)

ENTITY TRIANGLE

- Punchey leadership bio → link nathanielstevens.com; Organization schema with canonical "Punchey, Inc." to start merging 5 dup KGMIDs.
- stevensauto.com "Three Generations" page naming him Dealer Principal; embed "New Stevens Generation"; link entity home.
- stevensventures.com: real social links, "Led by" line, labeled portfolio with one-line outcomes (Opcity → News Corp $210M; Yodle → Web.com $342M).

CONTENT FACTORY — FIRST WAVE (12 pieces)

- **The Yodle Trilogy:** origin ($30K loan), scale (Bessemer → 1,400 people), exit ($342M and what he'd do differently). Targets the 1,207/mo "yodle" demand with founder authority no aggregator can match.
- **Operator essays:** canonical republication of the 3 Medium pieces + 2 new (vertical-SaaS thesis: TattooPro/GroomPro/DetailPro; "What running a dealership taught me about fintech").
- **Legacy series:** "Why I came back" (Stevens Ford), 75th-anniversary retrospective, tipping-culture follow-up from the TPR appearance.

PROFILE HYGIENE

- Crunchbase, Bloomberg, Wellfound, ContactOut profiles: consistent name/photo/bio/links audit.
- Google Search "results about you" + claim attempt on the consolidating entity once schema has propagated.
- Decide the YouTube question: restore a personal channel (recommended — even 6 reposted dealership/TPR clips) or formally retire it everywhere.

> **Day-30 outcome:** one corpus, three company sites reciprocally naming him, first content wave indexed, duplicate-KGMID merge underway — the preconditions a Knowledge Panel actually requires.

Phase 3 — Compound (Days 30–90)

EARNED-MEDIA RE-IGNITION

- Podcast circuit: dealer-tech and SMB-SaaS shows (the Yodle-to-dealership arc is a booker's dream). Target 6 appearances; each becomes an on-site article + clip.
- Pitch the "founder returns to the family dealership" feature to Automotive News / CT business press — the human story that re-earns Wikipedia-grade citations.
- Re-engage Knowledge@Wharton (existing "Birth to Buyout" relationship) for a where-is-he-now follow-up.

WIKIPEDIA, THE RIGHT WAY

- His article was deleted once — re-creation without NEW notability coverage will fail. Sequence: fresh earned media first (above), then an independent-editor draft citing 2016 SEC-documented exit + 2018 Opcity + 2024-26 coverage. Day-60 earliest.

DOLLAR-A-DAY AMPLIFICATION

- Boost the TPR tipping clip, the Stevens Ford Family film, and the Yodle-story article — $1/day each against founder/dealer lookalikes; retarget engagers with the entity home.

MEASUREMENT (weekly, automated)

- Name-SERP top-10 composition · KGMID count (target: 4→1 person, 5→1 Punchey) · ranking keywords (2 → 40+) · referring legit domains (3 → 25) · Panel trigger check · AI-search citation check (ChatGPT/Perplexity "who is Nathaniel Stevens").

Day-90 picture: positions 1–4 on his name owned (site, BlitzMetrics, Punchey, correct LinkedIn); lawyer and professor pushed to 5+; Panel live or in final consolidation; 85/100. The lawyer at #1 has 14 DR points of authority. Nathaniel has $552M of documented exits. This is not a fair fight once someone actually shows up to it.

RECEIPTS

Shipped while this audit was being written — June 12, 2026

Fix	Live evidence
1 · About video restored	nathanielstevens.com/about/ — dead Short replaced with "Stevens Ford Family" (verified live via oEmbed pre-publish)
2 · "Why?" orphan removed	Stray text widget deleted from About page Elementor data
3 · Dead YouTube links fixed sitewide	Header, footer, and About icon lists now point to live properties (@StevensFordofMilford + Medium + X added)
4 · Person schema + sameAs	JSON-LD on home + About: full identity graph wiring LinkedIn, IG, FB, Medium, X, Punchey, Crunchbase, Bloomberg, Creativity Foundation
5 · Homepage rebuilt to fleet standard	Hero + $342M/$210M/1955 stat band + media-logo strip + four company cards + timeline + CTAs
6 · Press & Media page (15 features)	nathanielstevens.com — full dated archive, BusinessWeek 2005 → TPR 2026
7 · Company pages ×4 + Yodle story	Yodle · Punchey · Stevens Ventures · Stevens Auto Group — each cross-linked, schema'd, targeting the p.11 keyword map

Also published today: the BlitzMetrics meta-article documenting this audit + rebuild, linked into the SEO tree beside the existing "Built for the Long Game" profile (which ranks #4 for his name and was refreshed with current links).

Items requiring access remain open: GSC verification + disavow filing, stevensventures.com footer fix, punchey.com bio link. Each is specified precisely enough for any admin to execute in minutes.

THE SECOND ITERATION

Cycle 2 — we came back and compounded it

The audit shipped seven fixes the same afternoon it was written (p.18). Two days later we returned and executed the parts of the plan that compound: the content factory and the machine-readable identity. This is what a second iteration looks like — every item below is live on nathanielstevens.com.

Area	Shipped in Cycle 2 — June 14, 2026
Content factory	The Yodle page rebuilt from ~399 to ~1,200 words — the founder's full $30K-loan-to-$342M-exit story, built to own the 1,207/mo "yodle" demand. Punchey, Stevens Ventures, and Stevens Auto Group pages each roughly tripled in depth.
New founder essays	"Why I Came Back to Run Stevens Ford" (targets 830/mo "stevens ford") and "The Operating Layer of Local Business: A Vertical-SaaS Thesis."
Entity disambiguation	A "Which Nathaniel Stevens?" block on the homepage — six Q&As in FAQPage schema stating plainly he is not the Boston lawyer, the Waterloo professor, or the actor.
Structured data	Organization schema on every company page + AutoDealer on Stevens Ford, anchoring him to the Yodle (`/m/03gnm7p`) and Stevens Ford (`/g/1tksjv7r`) entities. 19 FAQ answers in schema across the site.
On-page SEO	Keyword-tuned titles, meta descriptions, and Open Graph tags across all nine pages and posts.
Internal mesh	Reciprocal links wiring entity home ⇄ company pages ⇄ press ⇄ the new essays.

5,000+
WORDS OF SOURCED FOUNDER CONTENT ADDED

19
FAQ ANSWERS WITH SCHEMA

9
PAGES & POSTS SEO-TUNED

2
BUILD CYCLES, ONE WEEK

Why two cycles matters. An entity does not consolidate from a single push. Cycle 1 built the home and proved the structure; Cycle 2 filled it with the content and identity signals Google needs to choose him over six namesakes. The next moves — earned-media re-ignition, the company-site links (p.12), and the Search Console disavow — are sequenced across the 90-day window on p.15–17.

PROOF LEDGER

Every claim, sourced — retrieved June 12, 2026

Claim	Source
Yodle acquired for $342.4M (incl. $42M deferred), closed Mar 9 2016	SEC Form 8-K, Web.com Group (sec.gov, ex99 filings)
Opcity → News Corp / Move Inc., $210M, Oct 2018	SEC 8-K (News Corp); Inman; RealTrends
Bio: b. Jul 27 1983, Bethany CT, Amity Regional, Miami→Wharton, $30K loan, NatPal→Yodle, Bessemer	en-academic.com mirror of deleted Wikipedia article (enwiki/11797196)
About-page video widget + dead Short 6D7_6gz-HX4	nathanielstevens.com/wp-json/wp/v2/pages/21 (element 7361e7c3); YouTube oEmbed 404
YouTube channel @NathanielStevens-e3v deleted	youtube.com 404 / "Requested entity was not found," verified ×3
Replacement video "Stevens Ford Family" live	YouTube oEmbed 200, channel @StevensFordofMilford
DR/backlink/keyword/SERP figures	Ahrefs API v3, June 12 2026 (DR 6.0; 229 links; 205 RD; 2 keywords; SERP top-10 as p.6)
Spam referring domains list	Ahrefs referring-domains export (rank-your.site, buybacklinks.agency, et al.)
KGMIDs (person ×4, Punchey ×5, Yodle /m/03gnm7p, Stevens Ford /g/1tksjv7r)	Google Trends entity autocomplete API, June 12 2026
Punchey leadership (Mansier CEO, Stavrinides CTO, Stevens founder/chairman)	punchey.com/leadership-team
David Olk joined Punchey board, Apr 2024	PR Newswire release 302129944
Stevens Ventures: focus areas, portfolio, Milford address, squarespace default footer links	stevensventures.com (home / about-us / media), live fetch
Stevens Ford Est. 1955, Milford CT; Lincoln of Milford	stevensauto.com/stevens-ford-milford; Google Maps entity
TPR "The Source" tipping appearance, Mar 2026	punchey.com press release; nathanielstevens.com blog post (Mar 19 2026)
15-item legacy press list (BusinessWeek ×3, NYT, Bloomberg, etc.)	Deleted-Wikipedia mirror reference list + nathanielstevens.com media section
Other-Nathaniel entities (lawyer, professor, actor, CFP, PA-C, IMDb crew)	Live SERP via Ahrefs serp-overview + mcgregorlaw.com, scholar.google.com, curtisbrown.co.uk, wpcu.coop, upmc.com, imdb.com

Verification discipline: no claim in this document rests on memory or inference alone. Anything we could not verify (e.g., a film-production entity) is explicitly labeled unverified rather than asserted.

LOCAL SERVICE SPOTLIGHT

The work compounds. Seven fixes on day one. A full content & entity cycle two days later.

Nathaniel Stevens spent twenty years building things that last — a $342M company, a payments platform, a fund, and a 71-year-old family dealership. The only thing he never built was the machine that tells Google. That machine is now running.

NEXT DECISION

Grant GSC access · approve the content wave

OWNER

Dennis Yu · BlitzMetrics Local Service Spotlight

Audit generated by AI agents under the BlitzMetrics personal-brand methodology · verified human review: Dennis Yu June 12, 2026