

The SEO Personal Brand Score

An in-depth report on 14 SEO leaders Dennis Yu has interviewed — or who have interviewed him — scored on the same 100-point rubric we run on every personal brand.

14

SEO brands scored

70

average score

8

in the "Owned" tier

0.63

brand↔business r

Do the people who optimize search own their own?

We scored 14 of the most recognizable names in SEO on the Content Factory's 100-point Personal Brand Score. The headline: at the top, they practice exactly what they preach — 8 of 14 sit in the **Owned** tier, each with a personal entity home that ranks and a Knowledge Panel they engineered on purpose. But the tail is the tell. Several of the most respected local-SEO authorities alive land in the **Emerging** band, because their own name still points at their company instead of a personal entity home. Even the experts skip the first step.

How we score — the 100-point rubric

The Personal Brand Score is a transparent, published rubric. Every point traces to something verifiable — an Ahrefs number, a Knowledge Graph entity, a review count, a schema tag.

COMPONENT	POINTS	WHAT IT MEASURES
Entity Home	20	A site at your own name that Google and AI anchor to.
Knowledge Panel	15	The entity Google holds for you — claimed and fed.
Search Ownership	15	Owning page one for your own name (Domain Rating + SERP).
Content Engine	15	A consistent cadence of owned content.
Audience & Proof	15	Followers, press, awards — visible credibility.
Structured Data	10	Person schema + sameAs across profiles.
Social Consolidation	10	Consistent handles pointing at one identity.

0-40 Invisible

Google can't reliably identify you.

41-70 Emerging

The entity exists; it isn't owned yet.

71-100 Owned

You own your name across search & AI.

The leaderboard

Bar = where the 100 points sit: Entity Home /20 · Knowledge Panel /15 · Search /15 · Content /15 · Audience /15 · Schema /10 · Social /10.

#	NAME	WHERE THE 100 POINTS SIT	SCORE	TIER
1	Neil Patel NP Digital		94	Owned
2	Jason Barnard Kalicube		88	Owned
3	Larry Kim Customers.ai		85	Owned
4	James Dooley FatRank		81	Owned
5	Marie Haynes			Owned

Marie Haynes Consulting			81	
6	Lily Ray Amsive (VP)		81	Owned
7	Bruce Clay Bruce Clay Inc.		80	Owned
8	Stephan Spencer Marketing Speak / Netconcepts		80	Owned
9	Damon Burton SEO National		58	Emerging
10	Joy Hawkins Sterling Sky		58	Emerging
11	Darren Shaw Whitespark		54	Emerging
12	Greg Gifford SearchLab Digital		53	Emerging
13	Kevin Lee Didit		45	Emerging
14	Lane Houk Quantum Agency		42	Emerging

Scored on public signals (Ahrefs Domain Rating, Google Knowledge Graph, social reach) as of June 2026. These are SEO figures Dennis Yu has interviewed or who have interviewed him.

The 14 profiles

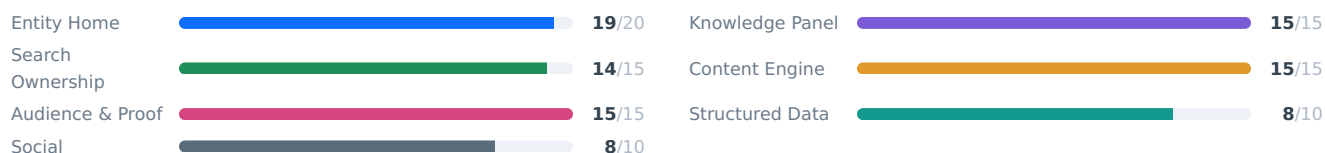
Each leader's score, where their points sit, and the single highest-leverage move to climb.

#1 Neil Patel

94/100

NP Digital · 3.8M followers; NP Digital

The most-optimized marketer brand on the web — entity home DR91, full panel, content everywhere.



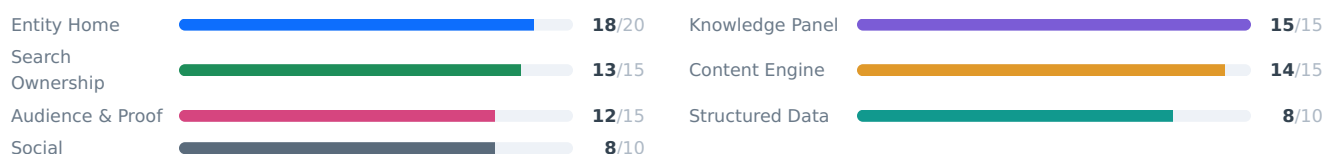
The one move: Add Person schema with sameAs links to every profile you own.

#2 Jason Barnard

88/100

Kalicube · 'The Brand SERP Guy'; full KP

The brand-SERP authority who engineered his own entity — the textbook 'Owned' benchmark.



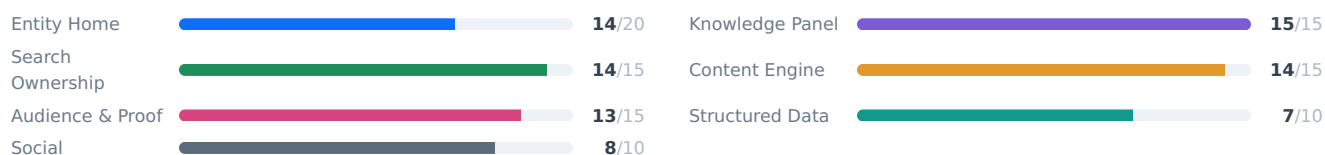
The one move: Turn your authority into visible, on-page proof — awards, press, results.

#3 Larry Kim

85/100

Customers.ai · 700K; WordStream → Customers.ai

WordStream founder turned AI-marketing CEO — a fully owned brand wired to a connected Knowledge Panel.



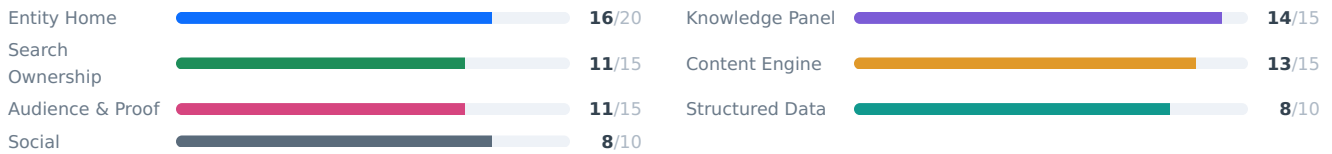
The one move: Build a real entity home at your own name — the site Google and AI anchor to.

#4 James Dooley

FatRank · 200K; 'The SEO Mentor'

81/100

SEO entrepreneur who engineered his own Knowledge Panel — he practices exactly what the rubric rewards.



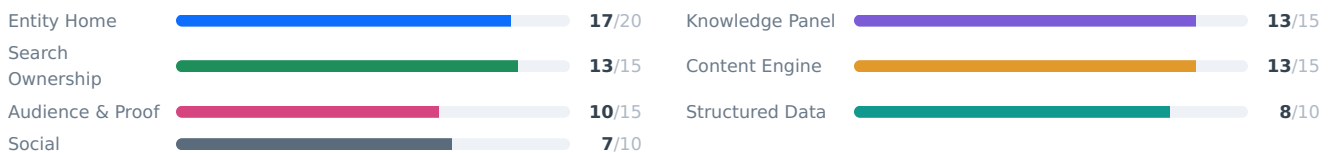
The one move: Win your own name in search — own page one for [your name].

#5 Marie Haynes

Marie Haynes Consulting · 60K; algorithm-update authority

81/100

Google-update and AI-search analyst with a tightly owned brand and an active Knowledge Panel.



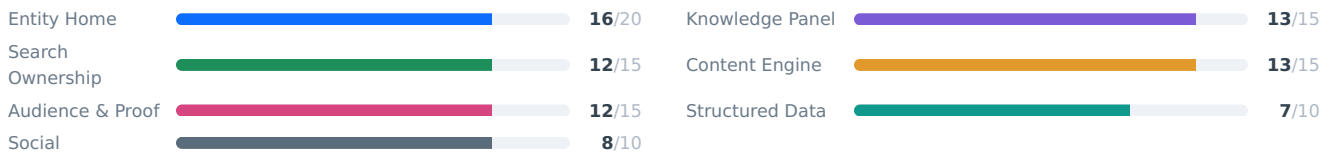
The one move: Turn your authority into visible, on-page proof — awards, press, results.

#6 Lily Ray

Amsive (VP) · 200K; VP at Amsive

81/100

One of SEO's most-followed voices — owned name domain, Knowledge Panel, prolific on every platform.



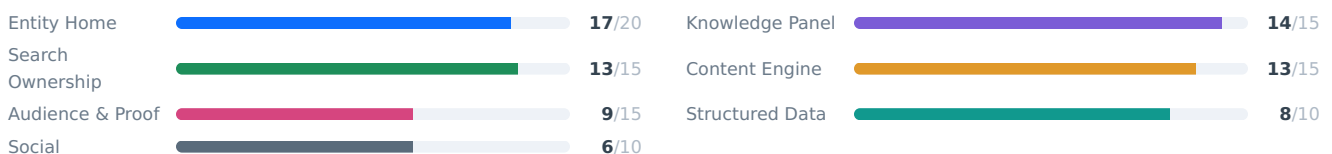
The one move: Add Person schema with sameAs links to every profile you own.

#7 Bruce Clay

Bruce Clay Inc. · 30K; 'the father of SEO'

80/100

The original SEO — decades of authority and a brand that ranks for the category itself.



The one move: Turn your authority into visible, on-page proof — awards, press, results.

#8 Stephan Spencer

80/100

Marketing Speak / Netconcepts · 40K; 'The Art of SEO' co-author

Author and podcaster who deliberately engineered his personal entity.



The one move: Turn your authority into visible, on-page proof — awards, press, results.

#9 Damon Burton

58/100

SEO National · 15K; SEO National

SEO-for-brands founder and Local Service Spotlight investor — solid brand, no Knowledge Panel yet.



The one move: Claim the Knowledge Panel Google already holds for your name.

#10 Joy Hawkins

58/100

Sterling Sky · 40K; Sterling Sky

A top local-SEO authority whose own name still points at her company, not a personal entity home.



The one move: Build a real entity home at your own name — the site Google and AI anchor to.

#11 Darren Shaw

54/100

Whitespark · 50K; Whitespark

The local-search pioneer behind Whitespark — huge authority, no personal entity home claimed.



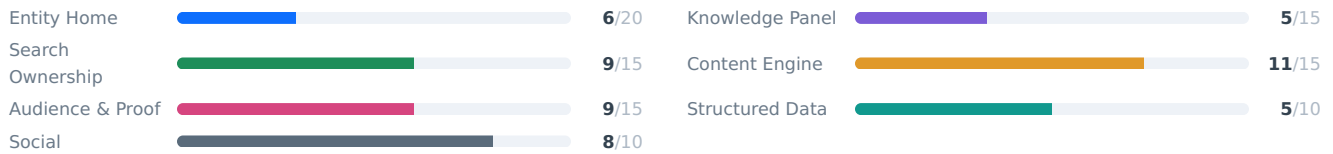
The one move: Build a real entity home at your own name — the site Google and AI anchor to.

#12 Greg Gifford

SearchLab Digital · 50K; SearchLab

53/100

The most entertaining local-SEO speaker alive — and one without his own entity home.



The one move: Build a real entity home at your own name — the site Google and AI anchor to.

#13 Kevin Lee

Didit · 15K; Didit co-founder

45/100

Digital-marketing pioneer who interviewed Dennis — strong résumé, thin personal entity.



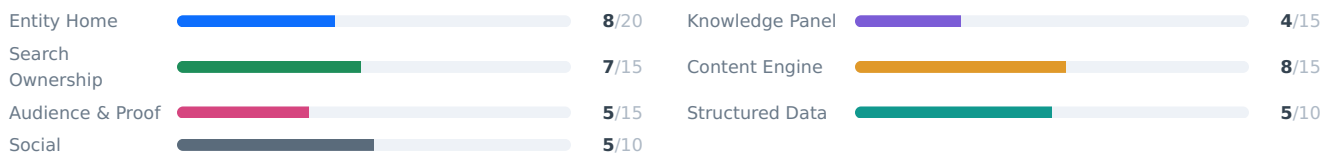
The one move: Build a real entity home at your own name — the site Google and AI anchor to.

#14 Lane Houk

Quantum Agency · 5K; Quantum Agency

42/100

SEO strategist and BlitzMetrics guest — an early personal brand.



The one move: Claim the Knowledge Panel Google already holds for your name.

What the board proves

Personal brand is a discipline, not a personality. The names at the top of this board treat their own entity as a product: a name domain that ranks, a Knowledge Panel claimed and fed, Person schema wired to every profile. That's not luck or fame — it's the same checklist we run for a plumber in Phoenix. And the proof that it's a checklist, not charisma, is the bottom of the board: world-class SEOs whose advice has shaped the industry, sitting in the Emerging band because they never pointed their own name at a home they own.

The lesson for everyone else: if the people who do this for a living can leave points on the table, the gap is structural, not personal. Run the rubric. Build the entity home. Claim the panel. The score moves.

Want your SEO Personal Brand Score?

We'll score your name on this exact 100-point rubric — free — and hand you the 90-day plan to climb it.

Methodology: Personal Brand Score is BlitzMetrics' published 100-point rubric (blitzmetrics.com/personal-brand-score). Rapid scores apply the rubric to public signals; full audits use a complete published audit. Domain Rating and traffic from Ahrefs (June 2026). © 2026 BlitzMetrics · Local Service Spotlight.