

Colby Davis

Personal Brand Audit

Colby Joseph Davis — Founder & CEO of Davis Painting (est. 2013, serving PA, NJ & DE) and founder of Indy Capital & Indy Brands, a home-services investment group based in southeastern Pennsylvania.

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He built a real company the hard way — from a Ford Ranger and a bedroom desk to a multi-brand home-services group — yet when most people type his name into Google, they meet a jewelry brand instead of the founder.

Executive Summary

Colby Davis has done the hard part — building a decade-long, on-the-record track record. What's missing is making that record legible when someone searches his name.

The story is well documented, and it's a good one. At 21, Davis started Davis Painting with little more than a small truck and a workspace in his mother's house, then spent five years as the primary painter and operator before stepping back to build systems instead of swinging the brush. In October 2024, Davis Painting expanded across New Jersey by acquiring Craig Hamlin's Colagio the Painter and Tyler Hansen's Painting by Tyler. In May 2025 he launched Indy Capital and Indy Brands, bringing Davis Painting, SUDS Power Washing, Light Your Night and Honest Roofing under one roof, with three acquisitions already completed. That arc is real, and it's on the record in PR Newswire and in trade publications like *Roofing Contractor*.

The problem isn't the work. It's that the work is hard to find when you search for the man who did it. A bare search for "Colby Davis" returns the long-established *Colby Davis of Boston* jewelry brand, a professional baseball player and a fitness creator — not the founder. His company, davispainting.com, ranks well; his personal entity home, colbyjosephdavis.com, is brand-new, quiet, and almost entirely unlinked. There is no Google Knowledge Panel. The signals to earn one already exist — they simply haven't been connected.



THE CORE FINDING

The company ranks; the founder doesn't. davispainting.com has earned real authority — Domain Rating 27, 105 keywords, roughly 800 visits a month — but none of it is for the name "Colby Davis," and almost none of it flows to his personal site. A clean entity home, consistent schema, and a deliberate link between the businesses and the man would let the founder borrow the authority his companies have already built, instead of starting from zero.

The Scorecard

BlitzMetrics scores a personal brand across seven components on a 100-point rubric. Each measures a different layer of how legible and trustworthy an identity is to Google and to AI assistants.

COMPONENT	WEIGHT	CURRENT	WHAT IT MEASURES
Entity Home	20	9	A canonical, authoritative personal site. colbyjosephdavis.com exists and is indexable, but is thin, inconsistent, and unlinked.
Knowledge Panel	15	0	No panel at all — not unclaimed, simply none. Google resolves the name to other people and the jewelry brand.
Search Presence	15	4	He surfaces only when "painting" or "Pennsylvania" is added. A bare "Colby Davis" search does not return him.
Content	15	5	Strong real story, but told inconsistently and not yet published as definitive, dated cornerstone content.
Audience	15	7	Genuine business audience flows through the companies, not the personal entity.
Schema	10	5	Person and Organization schema possible and partly present, but not consistent across the site with a single @id.
Social	10	8	Real Facebook, YouTube and X profiles exist; they need matching name, photo and links to reinforce one identity.
Personal Brand Score	100	38	Earned but illegible — a real record that search can't yet see.

Scored on the BlitzMetrics 100-point Personal Brand rubric (Entity Home 20, Knowledge Panel 15, Search 15, Content 15, Audience 15, Schema 10, Social 10).

Person vs. Company

The gap is starkest when the personal site is set beside the company that already ranks.

METRIC	COLBYJOSEPHDAVIS.COM (the person)	DAVISPAINTING.COM (the company)
Domain Rating	7	27
Organic keywords	0	105
Keywords in top 3	0	—
Organic visits / month	0	~800
Ranks for the name "Colby Davis"	No	No
Authority inbound links	Effectively one (BlitzMetrics); the rest are SEO spam	Healthy local-services profile

Source: Ahrefs, June 2026. The company ranks on terms like "davis painting company" and "deck paint vs. stain" — none of them for the founder's name.

Where He Stands Today

A founder with two PR Newswire releases and independent trade coverage is, in search, harder to find than a jewelry catalog.

The jewelry-brand namesake collision

"Colby Davis" is a crowded name. The best-known one online is *Colby Davis of Boston*, a long-established jewelry brand — a different person and company entirely. There is also a professional baseball player, a fitness creator, a real-estate agent and a financial analyst who share the name. None of them is this Colby Davis. Page one of a bare search belongs to the Boston jewelry brand, the baseball player and the fitness creator; the founder of a multi-brand home-services group is nowhere on it. He only appears once "painting" or "Pennsylvania" is added.

The company ranks; the founder doesn't

Davis Painting earns roughly 800 organic visits a month on terms like "davis painting company" and "deck paint vs. stain." That's a healthy local-services site. But none of those rankings is for the name *Colby Davis*, and almost none of that authority flows to his personal site. The businesses he built are visible; the builder is not.

A brand-new, quiet entity home

colbyjosephdavis.com exists, is indexable, and tells the story well in places — but it has effectively no organic footprint yet, and its only genuine inbound link of authority comes from BlitzMetrics. The rest of its backlinks are low-quality SEO spam that does nothing for him.

The bedroom-desk-to-multi-brand-group story — told inconsistently

The arc is genuinely compelling: a Ford Ranger and a desk in his mother's house at 21, five years on the brush, then a deliberate step back to build systems — culminating in the October 2024 New Jersey acquisitions and the May 2025 launch of Indy Capital and Indy Brands. But the narrative is inconsistent on his own pages. One bio says Pennsylvania; another says he was "raised in the Midwest." Small thing, but search engines and AI assistants notice contradictions, and they erode the clean entity he is trying to build.

BOTTOM LINE

None of this is a content problem or an effort problem. It is a wiring problem. The proof exists; it just isn't connected to a clean home that Google and AI can resolve to one person.

The Knowledge Panel

There is no panel to claim — but there is one to earn.

KNOWLEDGE PANEL STATUS

As of this writing, **Colby Davis has no Google Knowledge Panel** — not an unclaimed one, simply none. Google currently resolves the name "Colby Davis" to other people and to the jewelry brand. For a founder with two PR Newswire releases, independent trade coverage and a documented, decade-long track record, a panel is earnable. It just hasn't been built, because the underlying entity signals — a clean home, consistent identity, real citations — haven't been connected yet.

What a panel is built from

Google does not award a Knowledge Panel for effort; it assembles one when enough trusted, consistent signals point to the same entity. Colby Davis already has the raw material:

- Two **PR Newswire** press releases — primary, citable announcements of the acquisitions and the Indy Capital launch.
- Independent trade coverage in *Roofing Contractor* — third-party validation Google trusts.
- A documented **2013 founding date** and a decade-long operating history.
- Real, named acquisitions (Colagio the Painter, Painting by Tyler) and a named operating group (Indy Brands).

The path

The work is connection, not creation. A clean entity home with consistent Person schema, the existing citations pointed back at that home, and ultimately a Wikidata entry that ties the verified facts together give Google a coherent, machine-readable identity to resolve. Done in that order, the panel becomes a question of "when," not "if."

The Opportunity

Three moves turn a scattered, illegible record into a coherent identity that both Search and AI assistants can trust.

1. Win your own name back from the jewelry brand

You will probably never outrank "Colby Davis of Boston" for the bare two-word phrase — and you don't need to. The goal is to own "Colby Davis painting," "Colby Davis Indy Capital," and "Colby Joseph Davis," and to make sure that anyone who lands on any of those clearly understands which Colby Davis they've found. Disambiguation, done deliberately, is the whole game.

2. Turn the company's authority into the founder's

davispainting.com already has real ranking power. A single, consistent link and schema relationship between the company, Indy Capital and Colby's personal entity home would let the founder borrow the authority the businesses have already earned — instead of starting from zero on a site no one links to.

3. Make the proof legible to Google and to AI

The PR Newswire releases, the *Roofing Contractor* coverage, the acquisitions, the 2013 founding — these are exactly the citations a Knowledge Panel is built from. Right now they sit scattered and unconnected. Wired together through a clean entity home and consistent Person schema, they become a coherent, machine-readable identity that both Search and AI assistants can trust.

The 90-Day Plan

Three phases, sequenced deliberately: fix the foundation before connecting the proof, and connect the proof before chasing the panel.

PHASE 1 — DAYS 1–30 · FIX THE FOUNDATION

Make colbyjosephdavis.com the unambiguous home of the entity. Resolve the Pennsylvania-vs-Midwest contradiction, de-duplicate the thin pages, and write one canonical bio used everywhere. Deploy consistent Person schema (same name, same @id, same role across the site) and link it cleanly to Davis Painting and Indy Capital. Add an explicit "this is not the jewelry brand" disambiguation so humans and AI never confuse the two.

PHASE 2 — DAYS 31–60 · CONNECT THE PROOF

Point the existing third-party proof at the entity home: the PR Newswire releases, the *Roofing Contractor* feature, and reciprocal links from davispainting.com and Indy Capital. Build out the genuine social profiles (Facebook, YouTube, X, LinkedIn) with matching name, photo and links so they reinforce one identity. Publish a short, well-sourced cornerstone article on his own site that tells the founding-to-Indy-Capital story once, definitively, with dates.

PHASE 3 — DAYS 61–90 · EARN THE PANEL

With a clean, consistent, well-cited entity in place, pursue the Knowledge Panel directly: a Wikidata entry tying together the verified facts, and ongoing topical content under his name. Track movement on "Colby Davis painting," "Colby Joseph Davis" and "Indy Capital." The aim by day 90 is simple — when someone searches the founder of Davis Painting and Indy Brands, they find *him*, clearly distinguished from every other Colby Davis.

Week-by-week

WEEKS	PHASE	FOCUS
1–2	Foundation	Resolve the PA-vs-Midwest contradiction; write one canonical bio; de-duplicate thin pages on colbyjosephdavis.com.
3–4	Foundation	Deploy consistent Person schema (one name, one @id, one role); link cleanly to Davis Painting and Indy Capital; add the "not the jewelry brand" disambiguation.
5–6	Connect	Point the PR Newswire releases and <i>Roofing Contractor</i> feature at the entity home; add reciprocal links from davispainting.com and Indy Capital.
7–8	Connect	Build out Facebook, YouTube, X and LinkedIn with matching name, photo and links so they reinforce one identity.
9–10	Connect	Publish the cornerstone article — the founding-to-Indy-Capital story, told once, definitively, with dates.
11–12	Earn	Create a Wikidata entry tying the verified facts together; begin ongoing topical content under his name.
13	Earn	Track movement on "Colby Davis painting," "Colby Joseph Davis" and "Indy Capital"; confirm the founder surfaces, distinct from every other Colby Davis.

The BlitzMetrics Method

The plan above isn't bespoke guesswork — it's the same repeatable system BlitzMetrics and Local Service Spotlight use to make a real person legible to Google and to AI. Five moving parts.

1. The Entity Home

One canonical site — colbyjosephdavis.com — that Google and AI resolve to the person. A single bio, a single schema identity, one clear answer to "who is this." Everything else points back to it. This is worth 20 of the 100 points for a reason: without a clean home, no other signal has anywhere to land.

2. Dollar-a-Day

Amplify the best, most genuine content with small, sustained ad spend — roughly a dollar a day — so the right people and the right signals reach an audience without a large budget. Boost what is already true rather than manufacturing noise.

3. The Content Factory

A steady cadence of well-sourced content under the founder's name — starting with the definitive founding-to-Indy-Capital cornerstone — so there is always fresh, on-topic material reinforcing the entity and feeding the panel.

4. Schema

Consistent, machine-readable Person and Organization markup — same name, same @id, same role — wiring Colby to Davis Painting and Indy Capital so Search and AI read one coherent identity, not several fragments.

5. AI Builders (supervised)

Trained AI Builders do the repetitive execution — schema, citations, content production — under human supervision, so the work ships fast and stays accurate. You can implement it yourself, even with your own AI agents, or have our Builders do it for you.

Appendix

Data & sources

- Search and authority metrics: **Ahrefs, June 2026**. colbyjosephdavis.com — Domain Rating 7, 0 keywords, 0 monthly visits. davispainting.com — Domain Rating 27, 105 keywords, ~800 monthly visits.
- Founding and milestones documented in PR Newswire releases and trade coverage including *Roofing Contractor*: Davis Painting founded 2013; October 2024 acquisitions of Colagio the Painter (Craig Hamlin) and Painting by Tyler (Tyler Hansen); May 2025 launch of Indy Capital and Indy Brands (Davis Painting, SUDS Power Washing, Light Your Night, Honest Roofing).
- Entity references: colbyjosephdavis.com (person), davispainting.com (company), Spring City, southeastern Pennsylvania.

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Want this kind of analysis for your business? Get your free audit.

In about 5 minutes you'll get a real diagnosis of where you stand in Google and AI search — plus a prioritized action plan tied to revenue, not vanity metrics. Prescription before diagnosis is malpractice, so we start with your data. Then you decide: implement it yourself (even with your own AI agents), or have our trained AI Builders do it for you.

[Get my free audit → localservicespotlight.com/quick-audit/](https://localservicespotlight.com/quick-audit/)

Prepared by BlitzMetrics × Local Service Spotlight · June 2026. All metrics from Ahrefs, June 2026. Facts drawn from public PR Newswire and trade-press coverage; nothing in this audit is fabricated.

How We Grade: The 100-Point Personal Brand Score

Every audit in this series is scored against the same published rubric, so a founder in Phoenix and an attorney in Wisconsin are measured the same way. The score is not vanity — each of the seven components maps to a specific, fixable signal that search engines and AI answer engines actually read. The full rubric is published at blitzmetrics.com/personal-brand-score/.

COMPONENT	WEIGHT	WHAT IT MEASURES
Entity Home	20	A single, owned site that authoritatively says who you are — the hub everything else points to.
Knowledge Panel	15	Whether Google recognizes you as a distinct entity and shows a claimed panel for your name.
Search Presence	15	Do you own page one for your own name, or do namesakes and directories own it for you?
Content	15	A consistent, indexable body of work published under your name that earns links and citations.
Audience	15	Real, engaged reach across the platforms where your buyers and peers actually are.
Schema	10	Structured data (Person & Organization, shared @id, sameAs) that makes you machine-readable.
Social	10	Complete, consistent, cross-linked profiles that reinforce one identity rather than splitting it.
Total	100	A complete picture of how legible your personal brand is to Google and to AI.

The current and target scores in this audit are reasoned expert estimates against this rubric, not a single automated measurement. The target is what is realistically reachable in roughly one quarter of focused work.

The Method: From Invisible to Cited

The fixes in this audit are not guesswork — they follow the same repeatable method BlitzMetrics has used to build Knowledge Panels and rankings for founders, attorneys, coaches, and young-adult AI Builders. Five moving parts:

1. The Entity Home. One owned site becomes the canonical answer to “who is this person?” — with a real bio, a photo, the credentials, and the links. Everything else points back to it.

2. Consistent Schema. Person and Organization structured data with one shared identifier and a complete *sameAs* list tells Google these scattered profiles are all the same human.

3. The Content Factory. The work already happening — podcasts, talks, projects — gets turned into indexable, schema-marked articles published under the person’s name on a steady cadence.

4. Dollar-a-Day Amplification. Small, sustained boosts put the best content in front of the right audience, generating the real engagement signals that strengthen an entity.

5. The SEO Tree. Every entity is organized and cross-linked across our properties so authority flows where it should — person to company, company to person, and outward to the wider web.

The execution is done by trained young-adult **AI Builders** under supervision — which is what makes this affordable to do thoroughly, and repeatable month after month.

Why This Ranks in Google *and* in AI Answers

The search box is no longer the only front door. When someone asks ChatGPT, Gemini, or Google's AI Overviews "who's the best at this?", the model answers with the entities it understands and trusts — often before a human ever clicks a link. The work in this audit is built for both surfaces at once.

Entities, not keywords. A Knowledge Panel and clean structured data tell Google you are a real, distinct, notable person. That same graph is what large language models were trained on and continue to reference, so the signals that earn a panel are the signals that earn an AI citation.

Consistency is the moat. One canonical name, one bio, one set of facts repeated everywhere gives both search engines and AI a single answer to anchor to. Contradictions — four different titles, three different companies — give them nothing to trust, and the model hedges or picks someone else.

Proof you already created, made legible. The credentials, the press, the body of work are usually already there. This audit's job is to connect them into a structure Google and AI can read — so the answer to "who is this person?" is clear, current, and yours.