

# Dan Leibrandt

## Personal Brand Audit

Founder of Pest Control SEO — marketer, author, speaker, podcaster, and one of the rare few who built a real Google Knowledge Panel around his own name.

JUNE 2026

Most people in personal branding talk about Knowledge Panels. Dan went and earned one. This isn't a rescue — it's a celebration, and a brief for keeping what he built.

Person → [dannyleibbrandt.com](https://dannyleibbrandt.com) • Company → [pestcontrolseo.com](https://pestcontrolseo.com)

## Executive summary

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**Dan already cleared the bar that stops almost everyone — a young AI Builder with a real Knowledge Panel to his name. The next frontier isn't getting found. It's *staying* found.**

Some people in personal branding talk about Knowledge Panels. **Dan Leibrandt** went and earned one. He's a young marketer, author, speaker, podcaster, and proud Christian who founded **Pest Control SEO** — the agency he niched down to on the advice of his mentor, Dennis Yu — and along the way he did the thing most experienced marketers never manage: he built a real, full **Google Knowledge Panel** around his own name. Not bought. Built. He even documented exactly how, in a post called “How I Got My Knowledge Panel on Google.”

This audit draws a line most people blur. There is **Dan Leibrandt the person** — his name in Google, his Knowledge Panel, his authority as a human being — and there is **Pest Control SEO the company**, which ranks #1 in its niche. Two different assets, two different jobs. Both are doing well, and that separation is exactly why his entity is so clean.

Because Dan already holds the rarest asset in personal branding, his score starts high. The work ahead is consolidation and extension, not construction: feeding the panel he built, pointing his scattered domains at one canonical home, and carrying that authority into the AI answers that are quietly becoming the new front page.

**72 → 90**

PERSONAL BRAND SCORE · CURRENT → TARGET

Scored on the BlitzMetrics 100-point Personal Brand Score. Dan's current standing is unusually high for his traffic because the Knowledge Panel — the hardest single component to earn — is already in place. The remaining points come from consolidating his duplicate domains, feeding the panel, and extending into AI search.

# The scorecard

The BlitzMetrics Personal Brand Score breaks a personal brand into seven components worth 100 points. Dan's profile is distinctive: he scores at or near the top on the components Google can't be tricked into giving — the Knowledge Panel and the entity backbone — while the points he's leaving on the table sit in content volume, audience signal, and domain hygiene.

COMPONENT	WEIGHT	SCORE	NOTES
Entity Home	20	13	A name-matched site exists at dannyleibrandt.com, but authority is split across duplicate domains, capping the score.
Knowledge Panel	15	15	Live, claimed, and built the right way — the rarest asset in the building. Full marks.
Search	15	9	The person's site is modest (DR 4.4, 0 keywords), but the company ranks #1 for “pest control seo.”
Content	15	10	Real engine — podcast, 200+ page book, conference talks — not yet repurposed onto the entity home.
Audience	15	10	Active across LinkedIn, X, Facebook, and YouTube; consistent but not yet amplified around the entity.
Schema	10	8	Person and Organization structured data in place; one canonical @id still needs to anchor a single home.
Social	10	7	Optimized profiles across every major platform with consistent naming (Dan / Daniel).
<b>Total</b>	<b>100</b>	<b>72</b>	<b>Strong base. The path to 90 is consolidate, feed, extend.</b>

## Person vs. Company — two scoreboards

A personal brand has two scoreboards: the *person* and the *company*. Notice the healthy pattern — the person owns the thing a company can never have (a Knowledge Panel), while the company wins the commercial keywords.

ASSET	DOMAIN RATING	KEYWORDS	TOP RESULT	KNOWLEDGE PANEL
<b>Dan Leibrandt</b> (person) dannyleibrandt.com	4.4	0	—	<b>Yes — live</b>
<b>Pest Control SEO</b> (company) pestcontrolseo.com	8	Niche cluster	#1 for “pest control seo”	No (companies don't qualify)

Source: Ahrefs, June 2026. The person owns the entity; the company owns the keywords — exactly the clean split Google rewards.

## Where Dan stands in search today

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Dan's personal site, dannyleibrandt.com, is modest by raw traffic: **Domain Rating 4.4, 0 ranking keywords, 0 results in the top 3, 0 visits per month**. But the number that doesn't fit in a grid is the one that matters most: he holds a live Google Knowledge Panel, the rarest asset in personal branding. Meanwhile his company, Pest Control SEO, ranks #1 for its category. The person owns the entity; the company owns the keywords.

A few things worth saying out loud about these numbers:

- **The company is winning its niche.** pestcontrolseo.com ranks **#1 for “pest control seo”** and **#1 for “pest control seo company,”** with a cluster of top-5 positions across the “seo for pest control” family. That's a niched-down agency doing exactly what it set out to do — own its category. This is the payoff of the niche-down call Dennis made: stop chasing “Money Twitter,” serve real local-service businesses with real budgets.
- **The person already has the rarest asset in the building.** Most marketers — even ones with far more traffic — will never trigger a Google Knowledge Panel. Dan has. That panel is a standing instruction to Google and to every AI model trained on Google's graph: *this is a real, distinct, notable person*.
- **The opportunity is consolidation, not creation.** Dan's personal authority is currently split across more than one domain — dannyleibrandt.com, danleibrandt.com, and a third “Dan Leibrandt SEO” variant — several of which serve near-identical content. Every duplicate dilutes the signal that should be flowing to one canonical home. Pick one. Point the rest at it.

**Person owns the entity, company owns the keywords.** This is the structure every serious personal brand should aim for — and Dan arrived at it almost by instinct. The job now is to protect the separation, not collapse it: keep dannyleibrandt.com about the human, keep pestcontrolseo.com about the service, and link them as person-and-employer so Google never confuses the two.

# The Knowledge Panel he earned

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## ✓ THE KNOWLEDGE PANEL HE ALREADY EARNED

### Dan Leibrandt has a Google Knowledge Panel — and he built it the right way.

Search his name and Google shows a panel that says, in effect, *we know who this person is*. He earned it the way it's supposed to be earned: optimized profiles across every major platform, a name-matched website, consistent publishing, real links and mentions from podcasts and speaking stages, consistent naming (Dan / Daniel), and an entity backbone of structured data — then claiming the panel when Google offered it.

As he put it himself: “A huge shoutout to Dennis Yu for helping me get this!” Dennis confirms it on his own site: Dan's solid content and high-authority links “not only helped him get a Knowledge Panel, but it also helps him rank better.”

You cannot buy a Knowledge Panel. Dan has one. So this audit is not a rescue — it's a **feed-and-defend** brief. The panel exists; now keep it fed with fresh, corroborated proof so it stays full, stays accurate, and grows its confidence score. That's a much better problem to have than starting from zero.

## How the panel got built — and how to defend it

The panel didn't appear by luck. It's the visible output of a set of signals Dan put in place, each of which now needs to be maintained:

- **A name-matched website.** A site that clearly belongs to the person — the anchor Google ties the panel to.
- **Consistent naming everywhere.** Dan / Daniel Leibrandt, used the same way across profiles, so the graph never fragments the identity.
- **Real links and mentions.** Podcasts and speaking stages produced genuine third-party corroboration — the proof Google's graph actually weighs.
- **An entity backbone of structured data.** Person schema that tells Google, in machine-readable terms, who he is and what he's known for.
- **Claiming it when offered.** Dan took ownership of the panel once Google surfaced it — the step many people miss.

A panel is a living thing. **Feed** means keep producing fresh, corroborated proof. **Defend** means keep the signals clean — one canonical home, one consistent name, no contradictory duplicates pulling the entity apart. Do both and the confidence score climbs from *present* toward *full*.

# The opportunity

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Three moves carry Dan from “has a Knowledge Panel” to “owns his name across Google and AI.” None of them is construction — each one concentrates or extends authority he already has.

## 1. One home, not three

Dan's name-authority is spread across [dannyleibrandt.com](http://dannyleibrandt.com), [danleibrandt.com](http://danleibrandt.com), and a misspelled “Dan Leibrandt SEO” domain — with near-duplicate content on more than one. Consolidating to a single canonical entity home (and 301-redirecting the rest) concentrates every link, every mention, and every schema signal into one place Google can't misread. One home makes the Knowledge Panel stronger, not weaker.

## 2. Feed the panel he already built

A Knowledge Panel is a living thing — it strengthens with fresh, corroborated proof and fades without it. Dan already produces the raw material: a podcast (Local Marketing Secrets / Pest Control Legends), a 200+ page book, conference talks. Repurposing each of those into articles on his entity home — the fastest known path to a fuller panel — keeps feeding Google's confidence in who he is. He has the content engine; this just points the exhaust at the right place.

## 3. Carry the authority into AI search

The same entity signals that earned Dan his Knowledge Panel — structured data, consistent naming, corroborated mentions — are exactly what large language models lean on when they decide who to cite. AI isn't a separate game; it's a processing layer on top of the search graph Dan has already started to organize. He's a step ahead of most. The work now is to make sure that when someone asks an AI “who's the best at SEO for pest control,” the answer has Dan's name in it.

# The 90-day personal-brand plan

Three phases, each building on the last: consolidate the foundation, feed the panel, then extend into AI. The week-by-week below turns the three opportunities into a schedule.

PHASE	WEEKS	FOCUS	KEY ACTIONS
1 · Consolidate	1–2	Pick the home	Choose dannyleibrandt.com as the canonical entity home; audit all duplicate domains and content.
1 · Consolidate	3–4	Redirect & unify	301-redirect danleibrandt.com and the “Dan Leibrandt SEO” variant into it; unify the name to one spelling across every profile; confirm a single Person schema with one canonical @id linking to Pest Control SEO as employer.
2 · Feed	5–6	Repurpose	Turn podcast episodes and book chapters into well-structured articles on the consolidated home, each citing real experience and real clients.
2 · Feed	7–8	Cadence & amplify	Keep a consistent publishing cadence across blog, LinkedIn, X, and Facebook; run Dollar-a-Day amplification on the strongest pieces.
3 · AI search	9–10	Tighten the bio	Tighten every bio to one clear sentence about what he does and who he serves, so the model never has to guess.
3 · AI search	11–12	Seed & measure	Seed authoritative, detail-rich articles (including on high-authority sites like BlitzMetrics) that an LLM can quote; track how often Dan — and Pest Control SEO — surface in AI answers, and feed the gaps.

## PHASE 1 · DAYS 1–30

### Consolidate the domains into one home

Choose the canonical entity home — **dannyleibrandt.com** — and 301-redirect **danleibrandt.com** and the “Dan Leibrandt SEO” variant into it so no authority leaks. Unify the name to one spelling (Dan Leibrandt) across every profile and link. Confirm a single Person schema block with one canonical `@id`, sameAs links to every real profile, and a clean link to Pest Control SEO as *employer* — keeping person and company cleanly separated, the way Google likes it.

## PHASE 2 · DAYS 31–60

### Feed the Knowledge Panel

Turn the engine Dan already runs into entity fuel. Repurpose podcast episodes and book chapters into well-structured articles on the consolidated home, each citing real experience and real clients. Keep the publishing cadence consistent across blog, LinkedIn, X, and Facebook. Run Dollar-a-Day amplification on the strongest pieces so Google sees an engaged audience around the entity — the signal that pushes a panel from present to *full*, and nudges the confidence score upward.

## PHASE 3 · DAYS 61–90

## Extend into AI search

Make Dan the obvious answer when someone asks an AI about pest-control marketing. Tighten every bio to one clear sentence about what he does and who he serves, so the model never has to guess. Seed authoritative, detail-rich articles (including on high-authority sites like BlitzMetrics) that an LLM can quote. Then measure: track how often Dan — and Pest Control SEO — surface in AI answers, and feed the gaps. The Knowledge Panel was the entry ticket; AI visibility is the next room.

# The BlitzMetrics method

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Everything in this audit runs on one repeatable system. It's the same method that helped Dan earn his Knowledge Panel in the first place — and Dan is a model of how a young AI Builder runs it well.

## The entity home

One canonical website that belongs to the person and anchors the whole entity. For Dan, that's dannyleibrandt.com once the duplicates are folded in. Everything else — profiles, schema, mentions — points back here.

## Dollar-a-Day

Amplify the strongest content with small, steady ad spend so Google sees a real, engaged audience around the entity. It's not about reach for its own sake — it's the signal that pushes a Knowledge Panel from present to full and nudges the confidence score upward.

## The Content Factory

Dan already produces the raw material — a podcast, a 200+ page book, conference talks. The Content Factory repurposes each of those into well-structured articles on the entity home, each citing real experience and real clients. He has the engine; this points the exhaust at the right place.

## Schema & structured data

A single Person schema block with one canonical `@id`, sameAs links to every real profile, and a clean link to Pest Control SEO as employer. This is the machine-readable backbone that tells Google — and every AI model trained on its graph — exactly who Dan is and what he's known for.

## AI Builders (supervised)

Dan is exactly the kind of young AI Builder this method is built for: someone who runs the system with judgment, keeps a human hand on the wheel, and earns real assets the right way. The work ahead — consolidate, feed, extend into AI — is squarely in his wheelhouse. He's a step ahead of most, and this just gives the lead a place to compound.

# Appendix & next step

## Data sources

Domain Rating, keyword, and traffic figures throughout this audit are drawn from **Ahrefs, June 2026**. The Knowledge Panel finding reflects a live Google Knowledge Panel for “Dan Leibrandt” as observed at the time of writing, corroborated by Dan’s own post (“How I Got My Knowledge Panel on Google”) and Dennis Yu’s published account.

## Key figures at a glance

METRIC	DANNYLEIBRANDT.COM	PESTCONTROLSEO.COM
Domain Rating	4.4	8
Ranking keywords	0	Niche cluster
Top result	—	#1 “pest control seo”
Knowledge Panel	Yes — live	N/A

Source: Ahrefs, June 2026.

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Person → [dannyleibrandt.com](https://dannyleibrandt.com) • Company → [pestcontrolseo.com](https://pestcontrolseo.com) • The 100-point Personal Brand Score → [blitzmetrics.com/personal-brand-score/](https://blitzmetrics.com/personal-brand-score/)

## 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/](https://blitzmetrics.com/personal-brand-score/).

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

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

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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

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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.