

# Ethan Van De Hey

## Personal Brand Audit

Marketing Manager at Infinity Exteriors · Founder of Roofing Launch · Host of the *Encourage Mindset* podcast · AI Builder in Dennis Yu's BlitzMetrics AI Apprenticeship program

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**Ethan Van De Hey owns his name in search and has done the work for years. The gap isn't legitimacy — it's legibility. Make the signal unmistakable, and the Knowledge Panel follows.**

## Executive summary

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**Ethan Van De Hey is doing what most people twice his age never get around to: building a real personal brand, one episode, one campaign, and one relationship at a time.**

He is a young-adult **AI Builder** in Dennis Yu's BlitzMetrics AI Apprentice program, where he has been learning and contributing since 2022. By day he is the Marketing Manager and on-camera face of **Infinity Exteriors**, a Wisconsin home-services company. On the side he founded and runs **Roofing Launch**, his own Google-Maps-visibility agency for roofers. And for more than 100 episodes he has hosted the *Encourage Mindset* podcast.

One clarification this audit holds onto throughout: **Ethan Van De Hey is a person**, not a company. Infinity Exteriors is his employer. Roofing Launch is his agency. Both rank reasonably well for what they do. This audit is about how the *human being* — the marketer, the host, the entrepreneur — shows up when someone Googles his name or asks an AI assistant who he is. His entity home at ethanvandehey.com is where that story lives.

**The core finding:** the work is strong; the machine-readable trail is thin. He owns a clean name SERP, he has a multi-year podcast and a real publishing record, and he holds an MBA and a marketing degree. But his entity home sits at Domain Rating 6 with effectively zero ranked keywords, there is no Knowledge Panel, and the facts about him are scattered across a dozen profiles that don't formally know they describe the same person. The fix is consolidation, not reinvention.

### PERSONAL BRAND SCORE

52 → 87

A 35-point gain available within a quarter — almost entirely from making existing, verifiable work legible to Google and AI assistants.

This is the rare audit where nothing needs to be built from zero. The receipts exist. The job is to point them home, name the entity once and consistently, and let Google connect the dots it hasn't connected yet.

# The scorecard

The Personal Brand Score is a 100-point rubric across seven weighted components. It measures how legible and authoritative a person is to search engines and AI assistants — not how talented they are. Ethan Van De Hey scores well on the human dimensions and low on the machine-readable ones, which is exactly the pattern of someone whose work is real but whose trail is thin.

COMPONENT	WEIGHT	CURRENT	WHAT IT MEASURES
Entity Home	20	11	ethanvandehey.com exists and tells the story, but ranks for nothing yet (DR 6, 0 keywords).
Knowledge Panel	15	2	No panel, no Wikipedia, no Wikidata. The clearest single opportunity.
Search Presence	15	9	Owens a clean name SERP — site, LinkedIn, YouTube, about.me, Instagram, Facebook — but zero non-brand keywords.
Content	15	10	100+ podcast episodes plus BlitzMetrics articles — strong, but not yet housed on his own domain.
Audience	15	9	7,000+ LinkedIn followers and a multi-year listener base; engaged but not yet consolidated to the hub.
Schema	10	5	No consistent Person schema tying name, roles, organizations, and content together.
Social	10	6	Active across platforms, but bios and descriptions don't match exactly across profiles.
<b>Total</b>	<b>100</b>	<b>52</b>	<b>Strong human signal, thin machine-readable trail. Target: 87.</b>

## Person vs. company — the three domains

The person is the thinnest signal of the three. That's the inversion this audit exists to fix: the human at the center should be the strongest entity, with authority flowing out to the companies — not the other way around.

PROPERTY	WHAT IT IS	DOMAIN RATING	KEYWORDS
ethanvandehey.com	The person — entity home	6	0
roofinglaunch.co	His agency — brand-new	3.5	0
infinityroofing.com	His employer (Infinity Exteriors)	27	—

Source: Ahrefs, June 2026.

# Where Ethan Van De Hey stands today

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A few things stand out when you look at his footprint honestly, and most of them are good news.

## He owns his name — that is the rare part

Search “Ethan Van De Hey” and the front page belongs to him: his own site ranks first, followed by his LinkedIn, YouTube, about.me, Instagram, and Facebook. There is no impostor, no stale profile, and no unrelated celebrity crowding him out. Most young professionals would kill for a name SERP this clean. The foundation — ownership of the name — is already in place. What’s missing is the authority and structure layered on top of it.

## The body of work is real and consistent

The *Encourage Mindset* podcast is past episode #117 and still shipping — a multi-year run with founders, coaches, and industry leaders, presented by Infinity Exteriors. Dennis Yu himself joined for Episode #75. This is genuine, sustained content, not a one-week burst. A back catalog of 100+ episodes is a content asset most personal brands never accumulate; right now almost none of that equity is being captured on his own domain.

## He is credentialed and active

An MBA from the UW MBA Consortium, a marketing degree from UW–Eau Claire, 7,000+ LinkedIn followers, and a steady stream of field-tested articles published on BlitzMetrics about home-show marketing, billboards, and radio. The receipts exist. These are exactly the third-party, verifiable signals that a Knowledge Panel is built from — they simply aren’t yet connected to a single, canonical entity.

## The gap is legibility, not legitimacy

His entity home (ethanvandehey.com) sits at **Domain Rating 6** with effectively zero ranked keywords, and Roofing Launch — a brand-new site — is at DR 3.5 with nothing indexed yet. The work is strong; the machine-readable trail that would let Google and AI assistants *understand and vouch for* that work is still thin. Every asset he needs already exists in the world. The task is to assemble them into a structure a machine can read.

# The Knowledge Panel

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## KNOWLEDGE PANEL STATUS

### No Knowledge Panel yet — and that is the single clearest opportunity here.

As of this audit, Google shows **no Knowledge Panel** for Ethan Van De Hey, and there is no Wikipedia article or Wikidata entry behind his name.

That is not a knock — it simply means Google has not yet connected the dots between the podcast, the company, the agency, the MBA, and the person. He has more than enough verifiable, consistent signal to earn one. The job is to make that signal unmistakable: one canonical entity home, one consistent description everywhere, and structured data that names him as a single, knowable entity. Claim the entity, and the panel follows.

## Why he qualifies

Knowledge Panels are built when Google can confidently resolve a name to a single real-world entity supported by consistent, corroborating sources. Ethan Van De Hey already has the raw material:

- A clean, owned name SERP with no entity confusion to resolve.
- A multi-year podcast with 100+ episodes and notable guests — a body of work with timestamps and third-party participants.
- Verifiable credentials: an MBA and a marketing degree from named institutions.
- Clear, nameable affiliations: Infinity Exteriors, Roofing Launch, and the BlitzMetrics AI Apprentice program.
- A published article trail on a real publishing domain (BlitzMetrics).

## The path to the panel

The signal exists; it just isn't structured. Three moves make it legible:

- **One canonical entity home.** ethanvandehey.com becomes the single authoritative source Google points back to, with a complete, structured bio.
- **One consistent description everywhere.** The same name, title, and one-line description on every profile, so the dozen scattered accounts formally describe the same person.
- **Structured data plus a Wikidata entry.** Person schema on the entity home, and a Wikidata record that ties the person to his organizations and notable work — the scaffolding Google reads to assemble a panel.

None of this requires new accomplishments. It requires making the existing ones machine-readable and mutually reinforcing.

# The opportunity

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## 1. Turn the entity home into an authority hub, not a business card

ethanvandehey.com already tells the story well — it just isn't ranking for anything yet. Every podcast episode, every BlitzMetrics article, and every speaking appearance should live or link here first, so the domain accumulates the keyword and link signal that a DR-6 site is currently missing. The content exists; it needs to point home. A 100-episode back catalog alone, published as indexed pages, is enough to move a domain from zero ranked keywords to a real footprint.

## 2. Make him legible to AI assistants and the Knowledge Graph

When someone asks ChatGPT or Google “who is Ethan Van De Hey,” the answer should be confident and correct: marketer at Infinity Exteriors, founder of Roofing Launch, host of *Encourage Mindset*, AI Apprentice under Dennis Yu. That requires one consistent bio across every profile and Person schema that ties his name to his roles, his organizations, and his content. Right now the facts are scattered across a dozen profiles that don't formally know they're describing the same person.

## 3. Separate — and connect — the person and the companies

Ethan the person, Infinity Exteriors the employer, and Roofing Launch the agency each deserve their own clear identity, cross-linked so the authority flows between them. A homeowner searching for a roofer, a roofer shopping for marketing, and a podcast guest researching their host should each land in the right place — and each path should reinforce that the trusted human at the center is Ethan Van De Hey. Today the strongest domain (the employer, DR 27) and the person (DR 6) aren't structured to pass authority back to him.

# The 90-day personal-brand plan

## PHASE 1 · DAYS 1–30 · CONSOLIDATE THE ENTITY

Lock one canonical bio and headshot, and deploy a single Person schema across ethanvandehey.com that names his role at Infinity Exteriors, his founding of Roofing Launch, the *Encourage Mindset* podcast, and his education. Audit every profile — LinkedIn, YouTube, about.me, Instagram, Facebook — so the name, title, and description match exactly. Make the homepage unmistakably the hub.

## PHASE 2 · DAYS 31–60 · FEED THE HUB

Publish each podcast episode as its own page on ethanvandehey.com with PodcastEpisode schema and guest cross-links, and bring his BlitzMetrics articles home with canonical or republished versions. Add a clean disambiguation block that distinguishes him from the other Van De Hey businesses in Wisconsin. The goal: take the domain from zero ranked keywords to a real, indexed body of content that earns links.

## PHASE 3 · DAYS 61–90 · EARN THE PANEL

With a consolidated entity and a content hub in place, pursue the Knowledge Panel directly: a Wikidata entry tying the person to his organizations and notable work, consistent third-party citations, and Google entity-claim verification. Keep the podcast and articles shipping so the signal compounds. Within a quarter, “Ethan Van De Hey” should return not just his own links, but a Google panel that tells his story for him.

## Week-by-week

WEEKS	FOCUS	KEY ACTIONS
1–2	<b>Canonical bio &amp; schema</b>	Lock one bio + headshot. Deploy Person schema on ethanvandehey.com naming roles, orgs, podcast, and education.
3–4	<b>Profile alignment</b>	Match name, title, and description exactly across LinkedIn, YouTube, about.me, Instagram, Facebook. Establish the homepage as the hub.
5–6	<b>Podcast pages</b>	Publish episodes as individual pages with PodcastEpisode schema and guest cross-links, starting with notable episodes (e.g., #75 with Dennis Yu).
7–8	<b>Bring articles home</b>	Canonical or republished versions of BlitzMetrics articles on the entity home. Add the Van De Hey disambiguation block.
9–10	<b>Cross-link the domains</b>	Wire authority between ethanvandehey.com, roofinglaunch.co, and the Infinity Exteriors presence so each path reinforces the person.
11–12	<b>Earn the panel</b>	Create the Wikidata entry, secure consistent third-party citations, and submit Google entity-claim verification. Keep shipping.

# The BlitzMetrics method

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Everything in this plan runs on the same repeatable system BlitzMetrics uses to make people legible to search engines and AI assistants. It is the method Ethan Van De Hey is already learning from the inside — this audit simply turns it on himself.

## The entity home

One canonical website that owns a person's name and serves as the single source of truth every other profile points back to. Without it, identity is scattered; with it, Google has one address to resolve the name to. ethanvandehey.com already exists — it just needs to become the hub everything feeds.

## Dollar-a-Day

Boost the best, most authentic content for roughly a dollar a day to the right audiences. Small, consistent amplification compounds: it puts the podcast and articles in front of the people who reinforce the entity with engagement, links, and shares — the third-party signal Knowledge Panels feed on.

## The Content Factory

Turn long-form assets — a podcast episode, a talk, an article — into a steady stream of derivative pieces, each pointing home. With 100+ episodes already recorded, Ethan Van De Hey's factory is sitting on a back catalog most brands would take years to build. The raw material is done; the system repackages and routes it.

## Structured data & schema

Person, Organization, and PodcastEpisode schema make the work machine-readable, so Google and AI assistants don't have to guess who he is or what he's done. This is the layer that converts "real work" into "legible work."

## AI Builders — supervised

BlitzMetrics trains young adults as AI Builders who execute this method at scale, with human supervision at every step. Ethan Van De Hey **is one of those AI Builders** — he has been learning and contributing in Dennis Yu's AI Apprentice program since 2022. That is what makes this audit unusual and encouraging: he already knows the playbook. The opportunity is to run it for himself, with the same care he brings to the work he does for others.

# Appendix

## Data & sources

All domain ratings, keyword counts, and traffic figures in this audit are drawn from **Ahrefs, June 2026**. Search-presence and Knowledge Panel observations reflect Google results at the time of the audit. Personal Brand Score reflects the BlitzMetrics 100-point rubric across seven weighted components (Entity Home 20, Knowledge Panel 15, Search 15, Content 15, Audience 15, Schema 10, Social 10).

METRIC	VALUE	SOURCE
ethanvandehey.com Domain Rating	6	Ahrefs, June 2026
ethanvandehey.com ranked keywords	0	Ahrefs, June 2026
ethanvandehey.com monthly visits	0	Ahrefs, June 2026
roofinglaunch.co Domain Rating	3.5	Ahrefs, June 2026
infinityroofing.com Domain Rating	27	Ahrefs, June 2026
Encourage Mindset episodes	117+	Podcast feed
LinkedIn followers	7,000+	LinkedIn
Knowledge Panel	None	Google, June 2026

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# 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.