

Joe Robertson

Brand & Marketing Leader · Marketing Manager, Conco Construction · Wichita, Kansas

Part One — Joe's personal brand · Part Two — a brand audit of Conco Construction

BRAND SCORE

36 → 63 today → **88** at day 90

Prepared June 19, 2026 · for the Digital Day Wichita AI Agent Workshop · by Dennis Yu's AI agent

Joe Robertson has spent **three decades** making other companies famous — eleven years as Creative Director at Koch, then marketing chief at All Things Barbecue, brand manager across the LANGE companies, and now Marketing Manager at Conco Construction. This is the analysis behind the entity home we built for him in a single afternoon: what we found, what we shipped, and the 90-day plan to take his name from *invisible* to *unmistakable* in Google and AI search.

How to read this: the score is the same 100-point rubric we run on every personal brand — seven components, weighted. Joe opens at **36** (strong career, zero owned infrastructure), jumps to **63** the moment his entity home and structured data go live today, and reaches a projected **88** once the Knowledge Panel is claimed and his content engine is running.

Verify before you vouch — every claim in this document is sourced. Where we couldn't verify a number, we didn't print one.

THE SCORECARD

Seven components, one weighted score

The work isn't a talent problem — Joe has more real-world credibility than most people we audit. It's an *infrastructure* problem: the pieces that make a search engine (and an AI model) confidently say "this is Joe Robertson, the Wichita marketing leader" simply didn't exist yet.

Component (weight)	Start	Today & the climb	Day 90
Entity Home (20)	2		18
Knowledge Panel (15)	2		11
Search Ownership (15)	6		12
Content (15)	7		11
Audience (15)	8		11
Schema / Structured Data (10)	1		9
Social Presence (10)	6		7
Total	36		88

Start = before this build. Today = the lift from shipping his entity home + Person schema (live now). Day 90 = with the Knowledge Panel claimed and his content engine running.

THE VERDICT, IN ONE SENTENCE

A genuinely accomplished brand leader who was invisible in his own name — fixable not with more talent, but with an address, a schema, and a Knowledge Panel he can claim.

Who Joe is — verified

We don't vouch for what we can't verify. Joe's record was confirmed independently on his LinkedIn profile and his employers' own sites:

Years	Role	What it proves
2026 – present	Marketing Manager Conco Construction	Leads marketing for one of Wichita's largest commercial contractors — builder of the Wichita Foundation Amphitheater, the Sedgwick County Zoo Big Cat Trek, and the Botanica Carousel Pavilion.
2022 – 2025	Brand Manager LANGE Companies / Lange Real Estate	Owned brand and electronic media across a portfolio — real estate, modular construction, and new ventures.
2020 – 2022	Director of Marketing All Things Barbecue (ATBBQ)	Ran marketing for a Wichita retail-and-media brand with a national audience.
2008 – 2019	Creative Director Koch Creative Group	Eleven years leading creative for the in-house agency of one of America's largest private companies.
1989 – 1993	BFA, Graphic Design Wichita State University	A designer's foundation — the craft underneath the career.

Proof ledger: roles, employers, and tenure verified on Joe's LinkedIn profile ([in/joe-robertson-2a43244/](https://www.linkedin.com/in/joe-robertson-2a43244/)); Conco project list from concoconstruction.com; "brand evangelist" descriptor from a colleague's published recommendation; BFA from his stated education. His gravel-cycling passion is his own, shared in person at the Wichita workshop — we frame it as personality, not a credential. Verify before you vouch.

Three things standing between Joe and his own name

Gap 1 · fixed today

No entity home

There was no single web address that was simply *Joe Robertson*. His proof lived scattered across employers' sites and a LinkedIn profile he doesn't own. **Fixed:** joe-robertson.com is live — a fast, mobile-first hub that consolidates his story, career, and expertise under his name.

Gap 2 · the 90-day prize

No Knowledge Panel — and a crowded name

Search "Joe Robertson" and Google has no idea which one you mean — footballers, a screenwriter, hundreds of namesakes. There's no Person entity tied to the Wichita marketing leader. The play is to give Google a clean, structured signal (done) and then claim the panel as it forms.

Gap 3 · fixed today

No structured data

Nothing on the open web told a machine how to read Joe as a person — job, employer, school, profiles. **Fixed:** full Person schema (JSON-LD) now ships on his site, with *sameAs* links stitching his LinkedIn, employer, and reel into one identity Google and AI can resolve.

What we built in one afternoon

This analysis isn't a list of recommendations to schedule a meeting about. The core fixes are already live:

- **joe-robertson.com** — registered (the exact-match .com was taken) and built into a complete entity home: hero, story, a six-card expertise section, a full career timeline as proof, a gravel-cycling "off the clock" section, a mission, and a connect block linking LinkedIn, Conco, and his reel.
- **Person + WebSite schema (JSON-LD)** — so Google and AI search can recognize and describe him correctly.
- **A documented build article on blitzmetrics.com** — a domain Google already trusts, linking straight to his new site to pass real, white-hat authority and help it rank on his name fast.
- **His admin keys** — handed to Joe by email so he owns and controls the site from minute one.

THE MISSION WE FOUND IN HIS WORK

Make the best-built companies as well-known as they are well-built. Across Koch, ATBBQ, LANGE, and Conco, Joe's pattern is constant: take a company doing world-class work in quiet, and make the world pay attention. It's the throughline we built his site around.

THE PLAN

90 days from 63 to 88

Window	Focus	Moves
Month 1 Claim & feed	Knowledge Panel + entity	Verify and feed the Person entity; submit to Search Console; confirm <i>sameAs</i> consistency across LinkedIn, Conco, and the reel; add a headshot so Google has a face.
Month 2 Content factory	Turn proof into pages	Repurpose Joe's reel, talks, and campaign stories into a handful of canonical articles on joe-robertson.com — each targeting a phrase a future employer or client would actually search.
Month 3 Amplify	Dollar a Day	Boost the few pieces that already resonate for \$1/day, kill the bottom 90%, and scale the winners — the cheapest way to compound reputation under his name.

WHAT JOE ALREADY OWNS TO REPURPOSE FIRST

- His **video reel** (Vimeo) — a ready-made "creative range" asset for the homepage and an article.
- Three decades of **campaign stories** — Koch, ATBBQ's national audience, LANGE's ModuAll/Sticky Bird launch, Conco's landmark projects.
- An active, credible **LinkedIn** presence — the distribution channel for everything above.

Conco Construction

The company behind the marketer — Wichita's 50-year, self-performing commercial builder

COMPANY BRAND SCORE



64 → 85 at day 90

Joe doesn't market himself — he markets **Conco Construction**, so we ran the company through the same lens. The finding is unusual: among regional contractors, Conco is an outlier that already does the marketing most builders never get to. This isn't a rescue. It's a map of the one frontier Conco hasn't crossed — turning a well-marketed *company* into a well-understood *entity* that Google and AI can describe, recommend, and rank.

By the numbers

Signal · June 2026	Conco	The read
Domain Rating (Ahrefs)	31	Strong for a regional GC — most local contractors live at 5–15
Organic keywords	274 (46 ranked in the top 3)	A real search footprint, well beyond the brand name
Est. organic traffic	~28,000 / mo (≈ \$12,600/mo in ad value)	Powered by deep careers content and project stories
Referring domains	311 live (1,016 all-time)	Fifty years of earned, legitimate links
Google reviews	~25 at ~4.0★ · BBB A+	The soft spot — thin volume for a market leader
Structured data	Yoast default Organization + WebSite	Present but generic — no rich entity, no people, no ratings

The company scorecard

Component (weight)	Now	The climb	Day 90
Website & SEO foundation (20)	15		17
Search authority & links (15)	11		12
Content & storytelling (15)	12		13
Employer brand & recruiting (10)	9		9
Reputation & reviews (15)	7		12
Entity & Knowledge Graph (15)	5		13

Social & AI visibility (10)	5	<div style="width: 50%;"></div>	9
Total	64	<div style="width: 85%;"></div>	85

The gains aren't in the basics Conco already nails — they're in reviews, structured entity data, and the people layer.

What Conco already does right (and most builders don't)

A self-perform story with proof. In-house crews for dirtwork, concrete, masonry, steel, and carpentry — backed by an AGC-award portfolio: the Wichita Foundation Amphitheater at Exploration Place, the Sedgwick County Zoo Asian Big Cat Trek, the Botanica Carousel Pavilion, Fidelity Bank RISE, and more. The work is visible and credentialed.

A standout employer brand. "Cool to be Blue" and the Red White Blue Collar Careers initiative tackle the skilled-trade labor shortage head-on — reaching even into high-school guidance offices. In an industry starving for craft labor, that's a genuine competitive moat, and it already drives much of the site's organic traffic.

Real content, consistently. A live news feed, "Conconian" employee features, and project progress updates — the raw material most competitors never produce. DR 31 and 311 referring domains are the compounding result.

The one frontier: entity, people, and AI

Conco markets the *company* well. What it hasn't done is make itself *legible* — to Google's Knowledge Graph and to the AI tools (ChatGPT, Perplexity, Google AI) that now answer "best commercial contractor in Wichita." Four moves close the gap:

Move	What it does
Rich entity schema	Upgrade the generic Yoast Organization markup to a typed <i>GeneralContractor</i> / <i>LocalBusiness</i> entity — address, founding date, areas served, <i>sameAs</i> s to every profile, and aggregate ratings — so Google can build a real company panel.
A people layer	Give the leadership and key Conconians the same Person entities Joe now has. A company is trusted through its people; right now none of Conco's are legible to search. Joe's new site is the first brick.
A review engine	~25 Google reviews understates a 50-year leader. A simple ask-at-milestone system (clients, subs, new hires) plus on-site review schema turns reputation into a ranking and trust signal.
AI-search visibility	Test how AI assistants describe Conco today, then feed them the structured, sourced facts that make Conco the named answer — not a generic list.

Why this is Joe's opportunity, not just Conco's: the missing layer is exactly the one Joe just built for himself. The entity home at **joe-robertson.com** — full Person schema, linked from a domain Google already trusts — is the prototype for a Conco "people layer": Joe, then the leadership, then the Conconians, each named person reinforcing the company entity. Joe is uniquely placed to lead it — he runs the marketing, and he now owns a working example.

90 days for Conco

Window	Focus	Moves
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Month 1 Entity	Make the company legible	Upgrade to GeneralContractor/LocalBusiness schema with <i>sameAs</i> + ratings; verify and enrich the Google Business Profile; confirm name/address/phone consistency across directories (BBB, Birdeye, ServiceAgent).
Month 2 People	Build the people layer	Stand up Person entities for the leadership team from Joe's template; cross-link them to Conco and to each other — the white-hat topic wheel.
Month 3 Reviews & AI	Reputation + AI answers	Launch the review engine and add review schema; test AI-assistant answers for "commercial contractor Wichita" and feed the facts that win the named recommendation.

THE BOTTOM LINE

A typical agency would quote **\$5,000–\$15,000** and four-to-eight weeks for a personal-brand site and strategy — hosting billed separately. This was **a \$10 domain and a few dollars of tokens, in an afternoon** — site live, schema shipped, documented, and the keys handed to Joe. That's the point of the workshop: the work that used to take a team and a month now takes an agent and a name — and the same playbook scales from one marketer to his whole company.

→ joe-robertson.com · the full build is documented at blitzmetrics.com/joe-robertson-brand-build