

The man rolling up SEO agencies has **zero search volume** on his own name.

Michael Ter Mors owns Search Engine Land's 2023 Best Small SEO Agency (Conifr Media — Stripe, Duo, Avalara, and TrueCar on the logo wall) and Linkflow, a DR-49 firm that ranks #1 on Google for "b2b saas seo agency." Two acquisitions in two years under his SEO Collective roll-up. The portfolio's authority is real. The man assembling it is invisible at the exact moment sellers, CMOs, and AI assistants go looking.

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ORGANIC KEYWORDS FOR CONIFR.COM — HIS FLAGSHIP SEO AGENCY (AHREFS)

0/mo

US SEARCHES FOR "MICHAEL TER MORS" — NOBODY IS TOLD TO LOOK

43

KNOWLEDGE GRAPH CONFIDENCE — A REAL ENTITY, SITTING UNCLAIMED

DR 0

MICHAELTERMORS.COM — HIS NAME DOMAIN, TELLING THE WRONG STORY SINCE 2021

Prepared for

Michael Ter Mors · Conifr Media / Linkflow / SEO Collective

by Dennis Yu · BlitzMetrics · June 2026

Data: Ahrefs (pulled 06/10/26), BlitzMetrics KG Explorer, conifr.com, linkflow.ai, michaeltermors.com, gomerge.com

Physician, heal thyself — then sell the cure with the receipts

Michael's product is organic visibility. His portfolio proves he can deliver it: Linkflow ranks **#1 for its own money keyword**. But the holding-company story has no home, the flagship agency's site ranks for **nothing**, and the founder himself resolves to two different people online — an SEO operator on every professional surface, a sustainability blogger on the one domain that carries his name. For a man whose next deals depend on sellers, lenders, and CMOs checking him out, this is both a credibility leak and the cheapest marketing asset he could possibly build.

Dennis's read — the verdict

The most on-brand quick win at DealCon. Claiming his own Knowledge Graph object, standing up a name-domain entity home, and wiring Person schema is **exactly the work he sells** — done to himself, in public. The fix isn't just hygiene; it's a flagship case study ("we ran our own playbook on our owner") that pre-sells both agencies and every future acquisition conversation. No one else in the room can convert this audit into product the way he can.

What the data says (sources, p.15)

- 73% of B2B decision-makers say thought leadership is **more trustworthy than marketing materials**; 90% are more receptive to outreach from consistent producers (Edelman×LinkedIn)
- His buyer demand exists and is cheap: "saas seo agency" 2,353/mo at difficulty 6, \$20 CPC; "b2b saas seo agency" 785/mo at difficulty 4 (Ahrefs)
- His personal demand doesn't: "michael ter mors" — **0 searches/month**
- Google already holds an entity for him at confidence 43 (room average: ~24) — unclaimed, unfed, unlinked

The two motions this unlocks

MOTION	TODAY	WITH THE AUTHORITY ENGINE
Selling SEO/SXO B2B SaaS retainers	Referral- and reputation-led; the group's best proof (SEL 2023 award, #1 rankings, LLM-search case study) is scattered across two sites, a broker's blog, and a podcast feed nobody clips.	One entity home assembles the proof; definitive pages target a KD 4–7 keyword cluster; Dollar-a-Day keeps it in front of 2,000–5,000 exact-fit buyers. Inbound arrives pre-sold.
Buying agencies the SEO Collective roll-up	Sellers diligence buyers. Merge markets him as an "experienced buyer" — but a founder Googling Michael finds two personas, no panel, and a deal record whose URL misspells his agency ("Conifir").	A claimed Knowledge Panel + acquisition-story content makes him the visible, credible acquirer in a market full of anonymous buyers — deal flow and trust at LOI, before the first call.

Year-1 tailwind estimate: +\$97k to +\$558k revenue-equivalent against ~\$14k of cost (\$10,950 in \$10/day media + ~\$3k tooling; agent labor starts on our side) — directional, assumption-driven, built only from numbers his own deals published (model and caveats, p.14). The meta-payoff compounds it: the rebuild itself becomes the case study both agencies pitch with.

Everything in this report is executable by agents — the same 10-skill Local Service Spotlight library running our other personal-brand builds. The 90-day calendar is on page 12; Michael personally owes the system ~2 hours/week on camera plus approvals.

Google already half-knows him: confidence 43, unclaimed

Knowledge Graph confidence is Google's own measure of how certain it is that a name resolves to one distinct, known entity. We pulled Michael's via the BlitzMetrics KG Explorer (June 2026). The object exists — built accidentally, by other people's websites. Nobody has ever fed it on purpose.

<h2 style="color: green;">43</h2> <p>KG CONFIDENCE — "STRONG OBJECT, CLAIM TO SURFACE" (ROOM AVG ~24)</p>	<h2 style="color: black;">kg:/g/11fydp2gb</h2> <p>KG MID — TYPED PERSON / THING IN GOOGLE'S GRAPH</p>	<h2 style="color: red;">None</h2> <p>PUBLIC KNOWLEDGE PANEL SURFACED ON HIS NAME TODAY</p>	<h2 style="color: red;">2</h2> <p>PERSONAS THE WEB TELLS GOOGLE HE IS (SEE BELOW)</p>
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What feeds the 43 today — corroboration that already exists

SIGNAL SOURCE	WHAT IT ASSERTS	STATUS
conifr.com/team/michael-ter-mors	Partner; ~two decades in digital; led paid + SEO for Norwegian Cruise Line, 1-800-Pack-Rat	Live, no schema
linkflow.ai/our-team	CEO; 20 years in digital marketing, analytics, web dev; lives in California	Fresh (updated 6/8/26), no schema
gomerge.com deal pages (x2)	Owner of SEO Collective; "experienced buyer," "seasoned agency owner" — Conifr + Linkflow acquisitions documented	URL misspells "Conifr"
predictiveroi.com · Sell With Authority Ep 136	Partner at Conifr; the "rethinking SEO" thesis on tape (Nov 2024)	Live, never repurposed
LinkedIn /in/michaeltermors · X @michaeltermors	Linkflow role; "19+ years... Best Small Agency of the Year Award Winner"	Titles differ by platform
michaeltermors.com	"Michael Ter Mors on Sustainability" — a 2021-era Squarespace blog; same headshot as his Conifr bio; zero mention of SEO, Conifr, Linkflow, or the roll-up	The off-topic anchor

The two-persona problem

The single most authoritative signal a person can give Google is an exact-match name domain — and his points the graph at the **wrong identity**. Professional surfaces say "SEO operator and acquirer"; the name domain says "climate writer," last touched ~September 2021. Google can't merge them confidently, so confidence stalls at 43 and no panel surfaces. ChatGPT and Perplexity inherit the same coin-flip.

Why this is the room's fastest claim

He starts at 43 with **zero deliberate effort** — top quartile of the DealCon roster (average ~24). The surname is uncommon: no obituaries, no athletes, no impostors competing for the name. The corroborators already exist (broker, podcast, two team bios); they're just not interlinked. This is plumbing, not persuasion — the full claim path is on page 11.

The proof vault is unusually good. It's just unassembled.

Most operators need a year to **earn** authority assets. Michael's are already earned, third-party documented, and paid for — the precise kind of corroboration Knowledge Graph and AI engines weigh most. Nothing below needs inventing; it needs connecting.

ASSET	VERIFIED DETAIL	WHY IT MATTERS
Two documented acquisitions rare proof	Merge (gomerge.com) published full sell-side write-ups: Conifr (est. 2017, Bend OR; 84% of clients on monthly retainers; acquired 2024) and Linkflow (2025; \$1M+ revenue, \$300K+ EBITDA in 2023, 3.7× multiple, retainers \$2,850–\$15,000/mo, 14.6-month avg client tenure). He's named as the buyer in both.	A public, broker-verified M&A track record — the exact diligence artifact sellers search for.
A DR-49 ranking machine	linkflow.ai: 262 organic keywords, 77 in the top 3, ~3.0k visits/mo worth ~\$19.0k/mo (Ahrefs modeled). Ranks #1 for "b2b saas seo agency" (785/mo), #7 "saas link building agency," #8 "enterprise saas seo," #9 "saas seo agency" (2,353/mo).	Live, checkable proof he can do the thing he sells.
Award + named logos	Search Engine Land 2023 Best Small SEO Agency (winning campaign beat traffic forecasts by 950% in 10 months) — inherited with Conifr, already cited in his X bio. Client wall: Stripe, Duo, Avalara, TrueCar, Zolo. His own resume: Norwegian Cruise Line, 1-800-Pack-Rat.	Third-party trust marks that schema can attach to his entity.
A validated thesis on tape	Sell With Authority Ep 136 (Predictive ROI, Nov 2024): "Rethinking SEO in a Value-Driven World" — traditional rankings-and-traffic SEO is dead; align search with pipeline metrics. The market then moved exactly his way (AI Overviews, GEO).	An hour of founder-voice raw material; a manifesto already host-endorsed.
An interview series with 8 SaaS leaders	Conifr SaaS Interview Series (Mar–Jul 2025): Pixieset, Panopto, TrueContext, Lyzr, Storylane, HeyReach, Spellbook, Unbounce — plus a lessons-learned roundup. Dormant since July 2025.	A relationship network and content bank, ready to relaunch.
A clean name SERP	No impostors, no obituaries, no strangers: page 1 for his name is all him (team bios, podcast, LinkedIn, X, his domain). Rare in this roster — most attendees fight strangers for their own name.	Nothing to suppress; only to unify. Shortens the panel path by months.
The name domain, already his	michaeltermors.com is registered, designed, and carries his actual headshot (same file as the Conifr bio photo). No registrar step, no acquisition — a repoint, not a build.	The entity home can ship in days.
A real team under it	Linkflow's ~24-person bench, retained GM Erika Taylor as Head of Operations, EOS-run, "minimal founder involvement" per the Merge prospectus.	The engine can run the system after our 90-day bootstrap.

The pattern: every strength is third-party documented — a broker, an award body, a podcast host, client logos, Google's own index. That's the strongest possible feedstock for entity SEO. The gap isn't substance; it's that no single URL has ever assembled the substance into one person.

DealCon Authority Score: 26/100 — #13 of 20 in the room

Grades measure how visible and re-usable Michael's existing authority is — not whether the underlying wins exist (they do, p.4). For a working SEO professional, every red row below is also a live demo running against him.

CHANNEL	WHAT WE FOUND (JUNE 10, 2026)	FASTEST FIX
F coniffr.com organic the flagship	DR 22 but 0 organic keywords and 0 organic visits in Ahrefs' US index — while Ahrefs' stored SERP still shows it #1 for "coniffr." That contradiction signals a recent visibility collapse (index/migration issue), not a content problem. Blog silent since 7/16/2025. Homepage meta description still reads " Founded by Kristan Bauer " — the founder who sold it.	Week-one indexation & GSC audit; new-owner About; meta rewrite; revive the interview series.
F Personal entity home	michaeltermors.com: DR 0, zero keywords, zero traffic; a sustainability blog last touched ~Sept 2021; 185 referring domains that move nothing (Ahrefs discounts them). His name's most authoritative possible URL actively mis-describes him.	Rebuild as facts-first entity home; keep sustainability as the story section, not the headline.
F Knowledge Panel	Object at 43, unclaimed. No Person schema anywhere in his world, no Wikidata item, no sameAs graph; two personas split the signal.	The 7-step claim path, p.11 — mechanical from here.
D Brand-SERP ownership	"coniffr" (30/mo, \$55 CPC): the seller still owns the story — Kristan Bauer's LinkedIn at #4 plus her podcast/YouTube/Instagram through the page; an Australian emissions company (coniffr.com.au, plus coniffr.ai) at #3 in the US ; agency X handle is @c0niffr (with a zero) because @coniffr is taken; a Nepali Play-Store app in the top 10.	New-owner content + org schema + interlinks; watch the Australian collision quarterly.
C One person, three titles	"Partner, Coniffr" (coniffr.com) vs "CEO, Linkflow" (LinkedIn, linkflow.ai) vs "owner, SEO Collective" (Merge). Even the name wobbles: "Ter Mors" vs "ter Mors." No page anywhere connects the three roles into one portfolio story.	One canonical role string + a portfolio page on the entity home.
C Press & podcast reuse	Ep 136 and two Merge write-ups exist — never cut into clips, never embedded on his sites, no schema, no follow-on bookings visible. One-and-done media.	Content factory (p.10) + 2 guest spots/month cadence.
B- Social presence	LinkedIn is the bright spot: active, recent enterprise-SaaS results post, amplified by third parties. X bio is on-message. But no video presence anywhere, cadence inconsistent, and follower counts too small to verify externally.	p.9 — LinkedIn becomes the Dollar-a-Day creative pool.
A- Linkflow the asset that works	DR 49, #1 on its money keyword — but 1,642 of 2,723 all-time referring domains are dead (60% bled), and the site never mentions the SEO Collective story or links Michael's entity beyond a bio card.	Link reclamation pass; bidirectional schema (site corroborates him, he corroborates it).

The pattern: every gap is an execution gap — indexation, schema, interlinks, repurposing. None requires Michael's calendar; all of it is agent work. The one urgent diagnostic: **find out this week why an award-winning SEO agency's own site tracks zero keywords.**

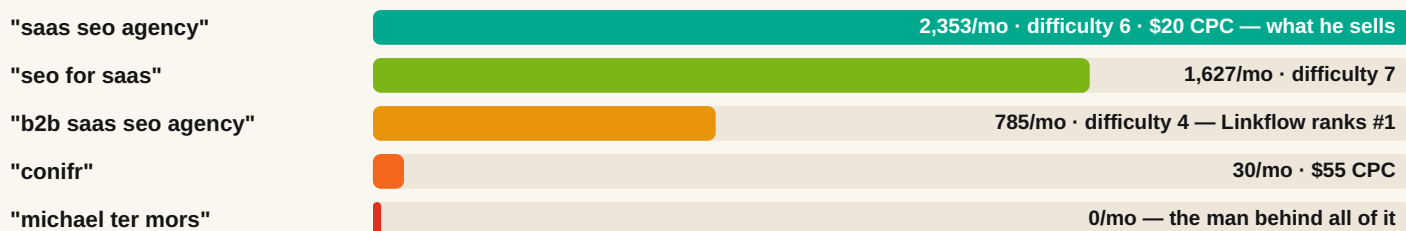
Top-quartile entity, bottom-half visibility — the cheapest catch-up at the table

We scored the June 2026 DealCon roster on Knowledge Graph entity confidence — Google's own certainty that a person is a distinct, known entity (BlitzMetrics KG Explorer). Michael's 43 is nearly double the room average, earned by accident. Nobody between him and the leaders is even trying yet.

Google Knowledge Graph confidence (BlitzMetrics KG Explorer, June 2026)



Market demand vs. personal demand (Ahrefs, US, monthly searches)

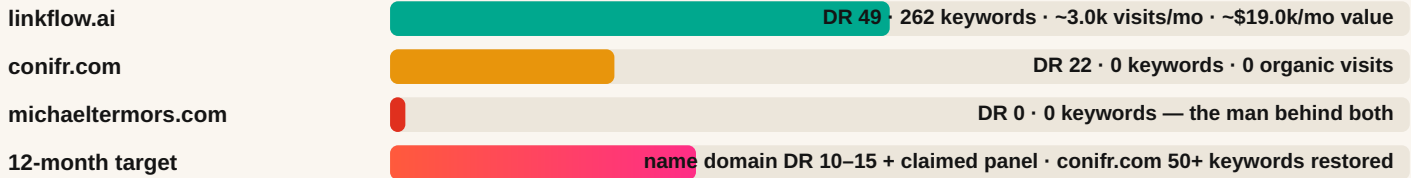


WHAT THE NUMBERS MEAN	READ
Entity > visibility, for now	His KG confidence (43) is top-quartile; his composite authority score (26/100, #13 of 20 on the DealCon leaderboard) is bottom-half. Translation: Google suspects he matters; the open web gives it nothing to confirm with. That's the cheapest kind of gap — corroboration, not creation.
Demand asymmetry is the offer	4,700+ monthly searches for exactly what his agencies sell, at difficulty 4–7, against a DR-49 asset already ranking #1 on one term — while his own name draws zero. Feed the entity and the name starts borrowing the demand: every panel, bio, and byline routes brand-level interest to the person who signs the deals.
The only SEO pro in the room	Among 20 dealmakers, Michael is the one whose profession is this report. If the SEO guy shows up to the next DealCon without a panel, the room notices. If he shows up with one — claimed in 90 days, documented in public — every attendee becomes a warm referral conversation for both agencies.

The inversion: his authority lives on the domain he bought, not the one with his name

Three properties, one upside-down hierarchy. The newest acquisition carries all the organic equity; the flagship tracks zero keywords; the name domain is a ghost. (Ahrefs, June 10, 2026.)

Domain Rating & organic footprint



PROPERTY	FINDINGS	FIX
conifr.com flagship / SXO	Webflow site, real substance: SXO services incl. Generative Engine Optimization , CRO with a 30% test-lift guarantee, AI sales coaching; Stripe/Duo/Avalara/TrueCar/Zolo logo wall; SEL 2023 winner badge in the footer. But: 0 tracked keywords vs. a stored brand SERP still showing #1 — evidence of a recent indexation/visibility break; 208 of 463 all-time referring domains dead; meta description credits the seller; testimonials are first-name-only ("Jordan H."); blog dormant 11 months.	GSC + crawl audit (find the break); meta & About rewrite; Award + Organization schema; named-client testimonials; resume publishing.
linkflow.ai the engine	DR 49, 6,000 live backlinks from 1,081 live referring domains; 77 top-3 rankings; fresh team page (updated June 8, 2026); GEO/AI services with an enterprise LLM-search case study; 2026 pricing guide. Leaks: 1,642 all-time referring domains lost (60%); "saas seo agency" sits at #9 (2,353/mo) — one push from the money zone; no connection to Michael's entity or the roll-up story beyond a bio card.	Backlink reclamation (301s + unlinked-mention outreach); push the #9 keyword to top 3; Person/Organization schema linking CEO ↔ site.
michaeltermors.com the name domain	Squarespace, "Michael Ter Mors on Sustainability." Thoughtful essay (Netherlands → Miami flooding → California wildfires), his real headshot — the same image file his Conifr bio uses — and a single LinkedIn link. Last visible asset update Sept 2021. DR 0; 185 referring domains that carry no weight. To a human it's a sincere side project; to Google it's the strongest signal on his name, asserting the wrong career.	Rebuild as the entity home (p.11). Keep the sustainability essay as the Story section — differentiation once the professional identity leads.

Design decision: one entity home (michaeltermors.com, rebuilt facts-first) with two doors — "I run a B2B SaaS company" → Conifr/Linkflow proof; "I own an agency and might sell" → the SEO Collective acquisition story. Hero → stats bar → story → what I do → featured interview (Ep 136) → testimonials → as-seen-on → connect. One URL serves both audiences and feeds the Knowledge Panel simultaneously.

The diligence moment: every result is him — telling **two different stories**

A SaaS founder just got his proposal, or an agency owner just got his LOI. They Google "michael ter mors." The name is so rarely searched that Ahrefs keeps no SERP cache for it (volume: 0) — below is what the indexed web serves (search sampling, June 10, 2026).

WHAT THEY FIND	WHAT THE BUYER / SELLER CONCLUDES
conifr.com/team/michael-ter-mors — "Partner... Norwegian Cruise Line, 1-800-Pack-Rat"	Credible operator bio — the result doing the heavy lifting
Sell With Authority Ep 136 (libsyn, Podtail, Predictive ROI)	Podcast-validated expert — strong third-party signal
LinkedIn /in/michaeltermors + a LinkedIn "2 Michael Ter Mors profiles" directory page	Rented land; Google pads it with a same-name directory
X @michaeltermors — "19+ years... Best Small Agency of the Year Award Winner"	On-message bio; thin public activity to judge from
michaeltermors.com — "Michael Ter Mors on Sustainability" (home + about both rank)	"Wait — is this the same guy? A climate blogger?" The owned domain contradicts the professional record
gomerge.com — "Conifir Acquisition by SEO Collective"	Deal record found — with his agency's name misspelled in the URL and title

He sells GEO...

Conifr's service menu includes **Generative Engine Optimization**; Linkflow sells GEO/AI visibility services and published a case study on making an enterprise mentorship platform **#1 in LLM search**. His agencies are literally in the business of being the answer AI engines give.

...and has none himself

AI assistants ground "who is this person?" answers in the Knowledge Graph plus the entity home — his object is unclaimed at 43 and his name domain asserts the wrong identity. Until that's fixed, LLM answers about Michael are a coin flip between personas. (Specific engine outputs not captured for this audit — running the before/after probe is Day-1 agent work, and the "before" screenshots become marketing.)

The brand SERP leaks too: "conifr" (30 searches/mo, \$55 CPC clicks) shows an organization panel for Conifr Media — good — but the **seller's** LinkedIn sits at #4, her podcast and YouTube interviews run down the page ("Kristan Bauer, Founder, Conifr"), and an unrelated Australian emissions company (conifr.com.au / conifr.ai — a 2023 INCITE "Startup of the Year") holds #3 in US results. Two years after the deal, Google still thinks the agency is mostly someone else's — and partially Australian.

Context that raises the stakes: since 2025, Google Search Profiles require a Knowledge Panel (or 100k+ followers) — for a dealmaker, the panel is the entry ticket. And both engines' shift to AI answers means the entity layer, not the keyword layer, decides who gets named.

One strong channel, one dormant domain, and a name that won't sit still

Michael's social problem isn't absence — it's fragmentation. The channels exist, several are good, and none of them point at each other or at a home base.

SURFACE	FOUND (JUNE 10, 2026)	MOVE
LinkedIn (personal) /in/michaeltermors	The bright spot: current role shown at Linkflow; Tilburg University; LA metro; 500+ connections; recent post on taking an enterprise SaaS client to results "in just 90 days" — re-shared by a third-party marketing leader (Micha Hershman: "Great share from Michael Ter Mors...") . Organic resonance is proven; follower count not externally verifiable.	Post 2x/week from the proof library; every post links one canonical URL; becomes the Dollar-a-Day creative pool.
X @michaeltermors	Handle secured; bio on-message ("Partner at Conifr SEO... 19+ years... Best Small Agency of the Year Award Winner"). Display name styled "Michael ter Mors" — lowercase, vs "Ter Mors" everywhere else. Posting cadence and audience size not externally verifiable.	Keep as syndication + sameAs node; standardize the name string.
michaeltermors.com	His only fully-owned surface — dormant since ~2021 and off-topic (p.7). Links to LinkedIn only; no mention of either agency.	Becomes the hub every other surface points to (p.11).
Conifr surfaces	LinkedIn company page (conifr-media) live; X handle is @cOnifr (zero-for-o, because @conifr is a stranger); a Conifr YouTube channel appears in the brand SERP (activity not verified); blog dormant since July 2025.	New-owner announcement post (two years late is fine); align handles where possible; wake the blog with the interview series.
Linkflow surfaces	@Linkflow_ai, company LinkedIn, Facebook page; site team page updated June 8, 2026; active newsletter capture; bitmoji-style team culture — the healthiest brand presence in the portfolio.	Cross-pollinate: Linkflow's cadence carries Conifr's content until Conifr's engine restarts.
Video / YouTube (personal)	No footage of Michael working exists anywhere we could find — no talks, no case-study narrations, no channel. For a man selling experience optimization, buyers can't watch him think.	One film day → 6 narrations (p.12); publish on a personal/portfolio channel; embed everywhere.

Identity hygiene scorecard

ITEM	TODAY	CANONICAL TARGET
Name string	"Ter Mors" / "ter Mors," varies by platform	One spelling everywhere: Michael Ter Mors
Role string	Partner (Conifr) / CEO (Linkflow) / owner (Merge)	"Partner, Conifr Media · CEO, Linkflow · Founder, SEO Collective"
Headshot	Same good photo on Conifr bio + name domain; others vary	One current headshot, all surfaces, schema-tagged
Cross-links	Zero — no bio links to any other bio or to the name domain	Every profile's website field → michaeltermors.com; sameAs both ways

90 days of pipeline-pointed content already exists. Nobody has cut it.

Repurposing beats creating: every asset below is real, verified, and already paid for. The Content Factory turns each into a one-to-many system — one canonical URL per asset, then clips, posts, and ads that all point home (Plumbing → Publish → Promote → Perform).

ASSET (VERIFIED)	WHAT IT IS	CONTENT-FACTORY PLAY
1. Sell With Authority Ep 136 flagship	Full hour with Stephen Woessner + Hannah Roth (Predictive ROI, Nov 2024): "Rethinking SEO in a Value-Driven World" — his thesis, host-endorsed, audio on libsyn.	Canonical interview page on the entity home (featured-interview slot) → 12 audiogram clips → 8 quote cards → the pitch kit for 2 new podcast bookings/month. Schema: PodcastEpisode + sameAs.
2. The acquisition story (Merge x2) rarest asset	Broker-published write-ups of both deals with real numbers (Linkflow: \$1M+ revenue, \$300K+ EBITDA, 3.7x, retainer band, 14.6-mo tenure) naming him the "experienced buyer."	Definitive article on the entity home: "How to buy (and run) an SEO agency" — the page both sellers and search engines land on; LinkedIn 6-post series; DealCon talk track; outreach to fix the "Conifir" misspelling and earn the backlink.
3. Conifir SaaS Interview Series (8 episodes)	Mar–Jul 2025 interviews with leaders at Unbounce, Spellbook, Storylane, HeyReach, Panopto, Pixieset, TrueContext, Lyzr + a roundup. Dormant 11 months.	Relaunch as the agency's flagship show (video this time); each back-episode → 3 clips + quote post tagging the guest; guests' companies become lighthouse ad audiences (p.13).
4. "Is Traditional SEO Dead?" (11/21/2024)	His written manifesto on conifir.com — same thesis as Ep 136, published the same month.	Expand into THE definitive value-driven-SEO/SXO page (the URL Google and AI engines quote); internal-link mesh from every service page; refresh quarterly with GEO data.
5. SEL 2023 Best Small SEO Agency + 950% case	Search Engine Land award; winning campaign beat forecasts by 950% in 10 months; badge already in the footer, story already on the blog.	Award schema + a proper case page; proof-wall slot on the entity home; ad creative ("the small agency Google's own trade press picked").
6. Linkflow case studies GEO proof	HR-SaaS organic traffic tripled; EdTech; enterprise platform taken to #1 in LLM search.	Film 2-minute founder narrations of each (film day, p.12); embed on case pages; the LLM-search story is the 2026 sales lead — clip it hardest.
7. The 90-day enterprise-SaaS LinkedIn post	Sept 2025 results post that earned organic third-party amplification — already a proven unicorn.	Expand to a full case page; re-promote via Dollar-a-Day to lookalikes of engagers; template the format for a monthly results post.
8. The sustainability essay	michaeltermors.com's sincere, well-written personal story: Netherlands water culture → a decade of Miami flooding → California wildfires.	Keep it — as the Story/Passions section of the rebuilt entity home. It stops being identity noise and becomes the human differentiator ("the Dutch operator who thinks in systems").

Sequencing note: assets 1, 2, and 7 need zero new production — they're clip-and-publish. Asset 6 needs one film day. That's six weeks of daily output before anything new has to be created, every piece pointing at one of two canonical URLs.

From unclaimed 43 to a claimed panel: seven mechanical steps

This is the BlitzMetrics entity-SEO sequence (the same one running on the other DealCon builds), tuned to Michael's head start: object already typed Person in the graph, corroborators already live, name domain already owned. Nothing here is creative work — it's plumbing.

#	STEP	SPECIFICS FOR MICHAEL	OWNER / TIMING
1	Entity home on michaeltermors.com	Facts-first rebuild (hero → stats → story → three doors: SaaS SEO buyers / agency sellers / speaking & podcasts → featured interview Ep 136 → testimonials → as-seen-on → connect). Sustainability essay becomes the Story section.	Agent build · days 15–30
2	One name, one role string	"Michael Ter Mors — Partner, Conifr Media · CEO, Linkflow · Founder, SEO Collective" everywhere: LinkedIn, X, both team bios, podcast bios, data brokers.	Agent sweep · week 1
3	Person schema + sameAs graph	JSON-LD on the entity home; sameAs → LinkedIn, X, conifr.com team page, linkflow.ai team page, Predictive ROI episode, both Merge deal pages, Crunchbase, The Org. Organization schema on both agency sites declaring him founder/CEO — corroboration flows both ways.	Agent · week 3
4	Corroboration loop	Wikidata item; Crunchbase person profile; The Org profile; data-broker cleanup; both agency bios link back to michaeltermors.com (today: zero cross-links).	Agent · weeks 3–6
5	Fresh third-party signals	2 podcast guest bookings/month (SaaS marketing pods for buyers; agency-M&A pods for sellers), pitched with the harvested proof kit; each appearance → press page entry with schema.	Agent outreach · ongoing
6	Claim the KG MID	Monitor kg:g/11fyydp2gb ; once the panel surfaces, claim via Google's "get verified" flow / Search Console; then enrich (photo, roles, links, featured content).	Days 76–90
7	Re-audit quarterly	KG Explorer confidence check + AI-engine probe ("who is Michael Ter Mors?") each quarter; feed gaps back into steps 3–5.	Agent QA loop

Why his clock runs fast

Most panel campaigns spend months **earning** corroboration. Michael's already exists — broker write-ups, a podcast episode, two team bios, an award — it just doesn't interlink or carry schema. He starts at 43 where the room averages 24; the uncommon surname means no disambiguation fight; and the name domain — usually the long pole — is already in his GoDaddy account, photographed and designed.

What the panel buys a dealmaker

The panel is the trust moment won before the meeting: photo, roles, companies, interviews — rendered by Google itself at the instant a seller or CMO checks him out. It's also the entry ticket: Google Search Profiles require a Knowledge Panel or 100k+ followers, and AI engines treat a claimed, corroborated entity as the ground truth they quote. For a roll-up buyer, that's diligence pre-passed.

Four phases, run by agents — ours first, then his team's

Each workstream maps to a skill in the 10-agent Local Service Spotlight library (the system from the DealCon session). We bootstrap on our side; by Day 90, Linkflow's ops bench runs the loop with the agents handed over. Michael's personal commitment: **~2 hours/week on camera plus approvals.**

PHASE	WORKSTREAMS (AGENT SKILL IN PARENTHESES)	EXIT CRITERIA — MEASURABLE
Days 1–14 Stop the leaks	<ul style="list-style-type: none"> conifr.com indexation & GSC audit — diagnose the zero-keyword break (site-audit) Meta-description + About rewrite: the new-owner story, two years late (definitive-article-writer) Buy-box + one-sentence differentiation (personal-brand-strategist) Mine every win into a ranked proof library — target ≥40 scored items (positive-mentions-harvester) Reputation wanted-vs-had → this plan, dated (reputation-gap-analyzer) Identity sweep: one name, one role string, cross-links (knowledge-panel-entity-seo) 	Indexation root cause found · founder-era meta gone · proof library scored · canonical bio live on both team pages
Days 15–45 Build the home	<ul style="list-style-type: none"> michaeltermors.com rebuilt as the entity home, two doors, Person schema + sameAs (personal-brand-website-agent) Definitive article #1: value-driven SEO/SXO (expanding his manifesto) · #2: "How to buy an SEO agency" (definitive-article-writer) Wikidata, Crunchbase person, The Org, broker-page outreach (knowledge-panel-entity-seo) Film Day #1: 6 narrations in one afternoon — SEL award case, LLM-search case, HR-SaaS case, the acquisition story, the SEO-is-dead thesis, who-I-am 	Entity home live & schema validates · 2 definitive pages indexed · 10+ corroborating profiles consistent · 6 films in edit
Days 46–75 Turn on distribution	<ul style="list-style-type: none"> Content factory on Ep 136 + Film Day → 40+ clips/posts, all pointing at canonical URLs (content-factory) Interview series relaunch: 2 new video episodes (content-factory) Dollar-a-Day live on 3 channels at \$30/day; first kill-the-bottom-90% cycle (dollar-a-day-strategist) Podcast wave 1: 10 pitches → 2 bookings (proof kit from the harvester) Linkflow backlink reclamation: the 1,642 lost referring domains 	Publishing weekly on 2 channels · ads spending \$30/day under benchmark CPV · 2 bookings · 50+ links reclaimed/redirected
Days 76–90 Claim & hand off	<ul style="list-style-type: none"> KGID kg:/g/11fydp2gb claim filed when the panel surfaces (knowledge-panel-entity-seo) AI-engine audit: ChatGPT/Perplexity/Gemini describe him correctly — before/after screenshots become marketing (ai-search-visibility) Agent handover to Linkflow ops (Erika's bench); QA loop self-documenting (recursive-self-improvement-qa) 90-day scorecard vs. the baseline below 	Claim filed or pending · AI answers correct · his team running the weekly loop without us

The dashboard Michael sees weekly (baseline → Day-90 target)

"MICHAEL TER MORS" /MO	KG CONFIDENCE	KNOWLEDGE PANEL	ENTITY-HOME DR	CONIFR.COM KEYWORDS	"SAAS SEO AGENCY"	INBOUND CONSULTS / MO
0 → 30+	43 → 100+	None → Claim filed	0 → 6–10	0 → 50+	#9 → Top 5	~0 → 2–4

Year-1 targets continue past Day 90: panel live and enriched, entity-home DR 10–15, "saas seo agency" top 3, branded search 100+/mo, the acquisition-story page cited in agency-M&A newsletters.

The \$30/day engine: \$10 each on LinkedIn, Meta, YouTube

Dollar-a-Day doesn't buy traffic — it buys **repetition with the 2,000–5,000 people who can write his agencies a check or sell him theirs**, using content that already proved itself organically. Annual cost: \$10,950 — about one month of a single Linkflow retainer at the band's midpoint.

CHANNEL (\$10/DAY)	TARGETING (GCT: GOALS → CONTENT → TARGETING)	CREATIVE POOL (ALREADY EXISTS)	EXPECTED MONTHLY REACH @ 2025–26 BENCHMARKS
LinkedIn Thought-leader ads	Door 1: B2B SaaS founders/CMOs/ VPs Marketing, cos. 50–1,000 employees. Door 2: agency owners 50–65 considering exit (the roll-up pipeline).	The 90-day enterprise-SaaS post (already third-party amplified); Ep 136 clips; acquisition-story beats; SEL-award card.	~\$300 @ \$35–75 CPM (C-suite premium) → 4,000–8,500 decision-maker impressions
Meta (FB+IG) Retargeting first	Visitors of all three sites, video viewers, engagers; lookalikes of closed-won client contacts.	Case-study reels (LLM-search win, HR-SaaS 3×); film-day narrations; interview-series clips.	~\$300 @ \$10–15 CPM → 20,000–30,000 impressions — the "everywhere" effect during live deals and LOIs
YouTube In-stream + in-feed	Custom-intent: searched "saas seo agency," "sell my agency," "agency valuation," "geo optimization"; viewers of SaaS-marketing and agency-M&A channels.	The 6 film-day narrations; relaunched interview episodes; Ep 136 segments.	~\$300 @ \$0.05–0.12 CPV → 2,500–6,000 completed views of long-form proof

Operating rules (MAA loop)

1. Every new clip gets **\$1/day × 7 days** — never boost cold creative big.
2. After 7 days, **kill the bottom 90%** by cost-per-15-second-view / CTR.
3. Winners get **\$30 over 30 days**, then face fresh challengers.
4. **Lighthouse targeting**: aim winners at engaged audiences of the brands he's tied to — the interview-series guests (Unbounce, Spellbook, Storylane...), Predictive ROI's audience, the Merge/DealCon orbit.
5. Metrics → Analysis → Action weekly; agents run the loop, Michael sees a one-page scorecard.

What a year buys

~350,000–540,000 targeted impressions + 30,000–70,000 video views concentrated on a few thousand SaaS decision-makers and agency owners — his exact buyer and his exact seller see him 2–3× a week, all year.

By month 3 the retargeting pool turns every active deal into surround-sound: the founder who met Michael Tuesday sees the LLM-search case Wednesday and the SEL award Friday. **That's diligence, pre-answered.**

Benchmark sources: LinkedIn median CPM \$31–38, C-suite 2–3× premium (TheB2BHouse, HockeyStack); Meta global avg CPM ≈\$11.76, US \$10–16 (Uproas, Brafton); YouTube CPV \$0.026–\$0.30, US skew (StoreGrowers, Stackmatix, InBeat). Reach ranges use the conservative end of spend after fees.

Year-1 tailwind: **+\$97k to +\$558k**, for ~\$14k all-in

Three scenarios, every assumption visible — and every unit economic below comes from **his own published deal data** (Merge prospectus, 2023–25): retainers \$2,850–\$15,000/month, average client tenure 14.6 months. We model a conservative \$5k/mo midpoint → ~\$73k lifetime value per new retainer client.

LEVER (MECHANISM)	CONSERVATIVE	EXPECTED	AGGRESSIVE
1. Inbound retainer clients entity home + 2 definitive pages on a KD 4–7 cluster + Dollar-a-Day + panel	1 client → +\$73k	3 clients → +\$219k	6 clients → +\$438k
2. Keyword recapture & rank push conifr.com restored + "saas seo agency" #9 → top 3 (TP 5,800; \$20 CPC equivalent)	100 visits/mo → +\$24k media-value	250 visits/mo → +\$60k	500 visits/mo → +\$120k
3. Trust-hours compression proof arrives pre-sold on calls & LOIs	Directional — his pitch volume and close data are private, so we deliberately book \$0 here. The Edelman×LinkedIn mechanism (90% receptivity, 73% trust) applies in full.		
4. M&A flywheel sellers diligence buyers; visible acquirers see more deal flow	Strategic upside, unquantified by design — one better-priced or broker-skipped acquisition would dwarf every row above. The broker already markets him as the "experienced buyer"; this plan makes Google agree.		
Year-1 revenue-equivalent total	≈ \$97k	≈ \$279k	≈ \$558k
All-in cost (media \$10,950 + ~\$3k tools; agent labor: ours to start)	≈ 7× return	≈ 20× return	≈ 40× return

What this model is NOT

Not a forecast — a sized hypothesis with sourced mechanisms. It does **not** fix delivery capacity (won retainers still need the Linkflow bench), and lever 2 pays nothing until the week-one indexation diagnosis explains why conifr.com tracks zero keywords. We also booked \$0 for close-rate lift because his pipeline data is private — if the real numbers surface, the model only moves up.

Why the conservative case is hard to miss

It requires exactly one new client all year — at the **low end** of his own published retainer band — plus 100 monthly visits on a difficulty-4–7 cluster where his DR-49 asset already ranks #1 on one term. The expensive part of authority (earning the proof) is done and broker-documented. We're only paying for assembly and distribution.

Six quick wins — and the meta-play that makes them pay twice

Every item below is agent-executable, low-risk, and visible inside 14 days. Then the meta-play: document the whole claim in public, and the fix becomes the case study both agencies sell with.

- 1 Rewrite conifr.com's meta description & About.** It still says "Founded by Kristan Bauer." Two years post-acquisition, tell the new-owner story — one hour of work guarding every first impression.
- 2 Diagnose the zero-keyword break.** An SEL-award-winning SEO agency tracking 0 organic keywords is either a crawl/index fault or a quiet collapse — GSC + log audit, day one.
- 3 Repoint michaeltermors.com.** Put the professional facts page on top — Partner, Conifr · CEO, Linkflow · Founder, SEO Collective — and keep the sustainability essay as the Story section. Domain, design, and headshot already exist.
- 4 Ship Person schema + sameAs** on the entity home and both team bios; add Organization schema declaring his roles. Wikidata + Crunchbase person profiles filed the same week.
- 5 Cut Ep 136 into 12 clips;** \$1/day × 7 on each; kill the bottom 90%; scale the unicorns to \$30/30-days at SaaS buyers and agency sellers.
- 6 Start the panel clock:** monitor kg:/g/11fyyp2gb in the BlitzMetrics KG Explorer; file the claim the day it surfaces; screenshot the AI-engine "before" answers now — the "after" is marketing.

"You've spent two years buying proof that you can make other companies visible — and zero days making the buyer visible. Claim your own entity, and it becomes the best case study either of your agencies has ever published."

Sources & methodology (summary)

Primary data pulled June 10, 2026: Ahrefs Site Explorer / Keywords Explorer / SERP Overview (conifr.com DR 22, 0 organic keywords, 255 live referring domains of 463 all-time; linkflow.ai DR 49, 262 keywords, 77 top-3, ~3.0k visits/mo, ~\$19.0k/mo modeled value, 1,081 live referring domains of 2,723; michaeltermors.com DR 0; keyword volumes & difficulties as cited; "conifr" SERP incl. organization panel). Knowledge Graph figures — confidence 43, KG MID kg:/g/11fyyp2gb, room scores (Bodnar 215, Haugen 197, average ~24, 0-of-20 panels) — from the BlitzMetrics KG Explorer, June 2026. Site inspections: conifr.com (home, blog, team), linkflow.ai (team, services), michaeltermors.com (home, about). Deal terms: gomerge.com sell-side write-ups (Conifr; Linkflow). Podcast: predictiveroi.com Ep 136 (assets dated Nov 2024). Thought-leadership stats: Edelman×LinkedIn B2B reports. Ad benchmarks: TheB2BHouse, HockeyStack, Uproas, Brafton, StoreGrowers, Stackmatix, InBeat. **Flagged as unverifiable from public data:** X/LinkedIn follower counts and posting cadence; Conifr's current revenue; the name of the sustainability gaming startup where he was CMO; Conifr's YouTube channel activity; exact deal closing dates (inferred from broker publication assets: Conifr ~2024, Linkflow ~2025).

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