

Five weeks later, the transmitter is back on.

On June 10 we told Matt Bodnar: the entity is built, the transmitter is off. Somebody on his side read that audit and executed. The Person schema is repaired — canonical bio, broken sameAs gone, Crunchbase and PitchBook added. The 2018 bio on his strongest domain is dead; the page now leads with Eidolon Capital and 5 million downloads. A live article layer — **The Bodnar Letter** — is publishing on his own domain, newest post July 16. And Google noticed: **the Knowledge Panel that called him "Entrepreneur" now calls him "Investor."** This is the monthly rerun Matt asked for: same instruments, full depth, measured against June 10 — what moved, what it means, and the shortest path to the next win.

3 of 5

ONE-WEEK FIXES
FROM THE JUNE
AUDIT VERIFIED
SHIPPED (A 4TH
HALF-DONE)

"Investor"

NEW PANEL
DESCRIPTOR — WAS
"ENTREPRENEUR."
GOOGLE RE-DERIVED
IT FROM THE FRESHER
LAYER

62/mo

BRANDED SEARCHES
FOR "MATT BODNAR"
— UP 19% FROM 52
AT BASELINE

2:1

TOM SHIPLEY'S
BRANDED-SEARCH
LEAD — COLLAPSED
FROM 9:1. THE
WINDOW IS OPEN

Prepared for

**Matt Bodnar · Eidolon Capital / The Science of
Success**

by Dennis Yu · BlitzMetrics · July 17, 2026 · baseline: June 10, 2026 audit

Data: Ahrefs (pulled 07/17/26), Google Knowledge
Graph
via BlitzMetrics KG Explorer (07/17/26), live page +
JSON-LD
inspections (07/17/26), Apple Podcasts, Spotify,
YouTube

Every metric we track: June 10 → July 17

Same instruments as the original audit, re-run at full depth. Green means it moved the right way, amber means watch it, red means it's still leaking.

METRIC	JUNE 10 BASELINE	JULY 17, 2026	DELTA / READ
Knowledge Graph confidence	215 — only rendering panel in the DealCon room	215 — panel render re-verified live on Google	HELD the moat is intact
Panel description	"Entrepreneur" (generic)	"Investor"	UPGRADED Google re-derived it
Duplicate entity	107 (/g/11kpxnjlxm)	107 — still live, still splitting signal	OPEN consolidation play
mattbodnar.com	DR 31 · 5 kw · ~28 visits/mo	DR 30 · 5 kw · 25 visits/mo · 390 ref. domains	FLAT article layer too new to rank yet
successpodcast.com	DR 45 · 99 kw · ~132 visits/mo	DR 45 · 91 kw · 588 est. visits/mo · 50 top-3 positions	Δ +345% est. traffic
eidoloncapital.com	DR 4.4 · 1 kw · ~4 visits/mo	DR 4.0 · 1 kw · 4 visits/mo · 319 ref. domains	↓ still the weakest link
"matt bodnar" searches	52/mo	62/mo	+19%
"tom shipley" searches	450/mo (9× Matt)	123/mo (2× Matt)	GAP: 9:1 → 2:1
"eidolon capital" searches	10/mo	23/mo	+130%
Person schema (entity home)	description = "Matt Bodnar"; malformed sameAs URL	Canonical bio; sameAs fixed + Crunchbase, PitchBook, Speakerpedia added	REPAIRED verified in live JSON-LD
successpodcast.com/bio	"3mm downloads," no Eidolon, frozen 2018	Rewritten: Eidolon-first, 5M+/390 eps, Forbes 2017, links to both domains	REWRITTEN Day-90 target hit in week 5
The feed	Silent 25 months; no on-site articles	The Bodnar Letter live on-site (newest post Jul 16); podcast still dark (26 mo)	PARTIAL transmitter on, one channel
Page-1 favorable slots	5 of 9 organic + panel	4 of 9 + panel (his Instagram in at #8; rewritten bio off page 1)	CHURN watch next crawl
YouTube	SoS 48.6K subs dormant; personal 635	SoS 48.5K, both channel bios rewritten to canon; still no uploads; personal 639	BIOS DONE feed still off
X @MattBodnar	~12.2K followers, idle	~12.2K followers, idle	FLAT
Wikipedia / Wikidata / Groklopedia	None / none / none	None / none / none (an IQ.wiki entry exists — not Wikipedia)	OPEN
Newsletter	Deal Mastery Insider (beehiiv), active	Rebranded "The Bodnar Letter"; beehiiv archive idle since Apr 8; publishing moved on-site	MIGRATING

Data recency: Ahrefs DR/keywords/traffic/volumes pulled July 17, 2026. Ahrefs' most recent SERP crawl for "matt bodnar" is June 11, 2026 — position calls on page 1 use that crawl plus a live Google spot-check July 17 (panel renders; mattbodnar.com #1; descriptor "Investor"). KG scores: BlitzMetrics KG Explorer, July 17. Page and schema inspections: live pulls, July 17.

Demand is moving toward him for the first time in two years

+10 BRANDED SEARCHES/MO GAINED (52 → 62) WITH ZERO NEW EPISODES	+130% "EIDOLON CAPITAL" SEARCH DEMAND (10 → 23/MO) — THE FIRM IS GETTING CHECKED	4.5× SUCCESSPODCAST.COM ESTIMATED ORGANIC TRAFFIC (132 → 588/MO)	26 mo PODCAST SILENCE — APPLE NOW LISTS "YEARS ACTIVE: 2015–2024"
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MOVEMENT	WHAT WE MEASURED
The Shipley gap collapsed	Tom Shipley's branded search fell 450 → 123/mo while Matt's rose 52 → 62. The 9-to-1 asymmetry that framed the June audit is now 2-to-1 . To be precise about causality: most of the closing came from Tom's demand cooling between event cycles, not from Matt's growth — but that is exactly what a window looks like. The next DealCon (Austin, Oct 19–21) will re-inflate branded search for whoever is transmitting when the room fills.
Google re-described him	The panel descriptor flipped from "Entrepreneur" to "Investor" (verified live July 17; KG Explorer concurs). Descriptors re-derive from the freshest authoritative layer — five weeks after the schema repair and bio rewrite, Google's one-word summary of Matt moved toward the dealmaker story. This is the feedback loop working in plain sight.
His strongest domain woke up	successpodcast.com now holds 50 top-3 keyword positions (45 at baseline) and Ahrefs' traffic model jumped from ~132 to ~588 visits/mo. Keyword count trimmed 99 → 91 — fewer, stronger. The bio rewrite put a 2026 story on the page that gets that traffic.
A new owned surface entered page 1	Instagram @mattbodnardeals ("Deal Architect," 2,448 followers) now ranks #8 for his name — a channel that didn't exist in the June picture. Meanwhile the rewritten successpodcast.com/bio slipped off page 1 in the latest crawl. Net: 4 of 9 organic slots favorable, plus the panel. Recrawl churn is normal after a page changes this much; we watch it next month.
The entity field got noisier	Beyond the 107 duplicate, the KG now shows eight more "Matt Bodnar" entities seeded at confidence 24 — other people with his name accumulating machine identity. None threaten him today; all of them are a reason to finish the consolidation play while his lead is 215-to-107.
eidoloncapital.com drifted down	DR 4.4 → 4.0, still one ranking keyword, still ~4 visits/mo — against 319 live referring domains that produce almost nothing. The firm's site remains the only property contributing zero to the entity, one month before checks intensify (23 searches/mo and climbing).
The newsletter went quiet to move house	Last beehiiv issue: April 8. But the same content engine resurfaced as The Bodnar Letter on mattbodnar.com — 8 articles batch-published June 30, a fresh one July 16, a 5-page archive behind them. Publishing moved from rented land to owned land, which is what we asked for.

Sources: Ahrefs Site Explorer / Keywords Explorer, July 17, 2026 (SERP crawl June 11); Google Knowledge Graph via BlitzMetrics KG Explorer, July 17; live Google render check July 17; Apple Podcasts + Spotify episode lists, July 17; mattbodnar.beehiiv.com archive; dealconlive.com speaker roster.

The June prescriptions, checked one by one

The June audit closed with "five fixes this week, one decision this quarter." Here is each one, verified against the live pages on July 17 — quotes are pulled from the current source, not from memory.

	JUNE PRESCRIPTION	WHAT'S LIVE TODAY (VERIFIED JULY 17)	STATUS
1	Repair the Person schema on mattbodnar.com	Description now reads the full canonical bio: "Founder and Managing Partner of Eidolon Capital... Forbes 30 Under 30 (2017), host of The Science of Success podcast (5M+ downloads, 390 episodes)... \$100M+ in closed transactions." The malformed sameAs URL is gone; the array now includes the correct x.com handle, LinkedIn, YouTube, successpodcast.com/bio, Crunchbase, PitchBook, and Speakerpedia — the exact additions prescribed.	SHIPPED
2	Kill the site QA leaks	The "investmentnts" typo is fixed. But the raw [convertkit form=5790477] shortcode still renders on the homepage (now sitting next to a new beehiiv embed), and the /podcast page still hotlinks its play buttons from a developer's staging server (jahurul.a2hosted.com) and still links to Google Play Music (dead 2020) and Stitcher (dead 2023).	HALF-DONE
3	Rewrite successpodcast.com/ bio to 2026	Completely rewritten. Header: "Founder & Managing Partner, Eidolon Capital Host, The Science of Success." Now says "more than 5 million downloads and 390 episodes," dates Forbes to 2017, puts Fresh Hospitality in the past tense, names the current chairman seats, and links out to mattbodnar.com and eidoloncapital.com . The #5-result-frozen-in-2018 problem from June no longer exists.	SHIPPED
4	Pick the Forbes year — it's 2017	Canonized. The About page body and its timeline both say 2017 ; the press page tags the Forbes piece "30 Under 30 – Food & Drink 2017" three times; the new bio says 2017; even the YouTube channel descriptions say 2017. The 2017-vs-2018 contradiction Google had to hedge on is gone from every owned surface we checked.	SHIPPED
5	Put the founder on eidoloncapital.com	Still no human on the page — zero visible "Bodnar" mentions in the rendered body. A schema block was added (progress!) but it was pasted with the wrong name in the Person field — full teardown on the next page. Title tag still reads "Eidolon Investment Group" while the brand says Eidolon Capital.	OPEN
★	The one decision: turn the transmitter back on	Started. The Bodnar Letter is live on mattbodnar.com — 8 articles published June 30, a fresh one July 16 ("The resignation test"), 5-page archive. Both YouTube channel bios rewritten to the canonical story (the SoS channel now leads with "where the psychology of how people think, decide, and influence meets the realities of buying and building companies" — the exact psychology-x-deals bridge from the June audit). Podcast and YouTube uploads: still dark. Distribution (\$1/day): not lit.	STARTED

The read: somebody on Matt's side took the June PDF and executed it item by item — schema, bio, Forbes year, channel descriptions, even the sameAs additions in the order we listed them. That's rarer than it should be, and it's why the panel descriptor already moved. Whoever did this work: we'd like to coordinate with them directly — they ship.

Eidolon's new schema tells Google there's a **person** named "Eidolon Capital."

The July fix attempt on eidoloncapital.com copied the template from mattbodnar.com — and pasted the site name into the Person field. This is live right now, on the money site, exactly while we're trying to convince Google to merge a duplicate entity. Two-line fix, real stakes.

What's live on eidoloncapital.com today

```
{
  "@type": "Person",
  "name": "Eidolon Capital.",
  "url": "https://eidoloncapital.com",
  "description": "Matt Bodnar is the Founder and Managing Partner of Eidolon Capital..."
}
```

A **Person** whose name is a company (with a stray trailing period), carrying Matt's biography. The WebSite block has the same problem — it describes the firm's site with the sentence from Matt's personal homepage ("I build, buy, invest..."). And the browser title still says **"Eidolon Investment Group"** while the og:site_name says "Eidolon Capital." — three names for one firm on one page.

What it should say

```
{
  "@type": "Organization",
  "name": "Eidolon Capital",
  "url": "https://eidoloncapital.com",
  "founder": {
    "@type": "Person",
    "name": "Matt Bodnar",
    "@id": "https://mattbodnar.com/#person",
    "sameAs": [ ...same canon as the entity home... ]
  }
}
```

Organization for the firm, founder pointing at the **same canonical Person** that lives on mattbodnar.com. That single reference is how the money site finally starts feeding the 215 entity instead of confusing it.

WHY THIS MATTERS NOW	MECHANISM
It works against the consolidation play	We're asking Google to merge a 107-confidence duplicate into the 215 entity by making every surface tell one story. A live Person block named "Eidolon Capital." is a brand-new contradiction — machine-readable, on a domain Google knows belongs to him.
Checks on the firm are up 130%	"eidolon capital" is at 23 searches/mo and climbing. More sellers and advisors are looking at the firm exactly when its site names no human, mismatches its own title tag, and mislabels its schema.
The founder page is still the missing organ	Zero visible "Bodnar" mentions in the rendered page. The only trace of Matt is a hidden twitter:creator meta tag. Sellers choosing between buyers are choosing between people — June's line, still true, one month older.

The fix, spelled out: (1) swap the Person block for Organization-with-founder as above; (2) one founder section on the page — name, face, Forbes/press strip, link to mattbodnar.com; (3) pick one firm name and put it in the title tag. An hour of work with site access. This is the #1 item on the action list this month — promoted from #5 in June, because everything else got done or half-done and because this one now has a live bug attached.

Source: live JSON-LD pull from eidoloncapital.com, July 17, 2026; rendered-body text search ("Bodnar": 0 matches); title/og tags from the same pull.

June's thesis held. Three things sharpened.

The June read was "defend the entity, enrich it, aim the library at deal flow." Five weeks of evidence didn't bend that thesis — it confirmed the mechanism (Google re-described him within weeks of the fixes) and sharpened where the leverage is.

- 1 **The co-host asymmetry became a catch-up window.** In June, Tom out-searched Matt 9-to-1 and the gap looked structural. It's now 2-to-1 — mostly because Tom's demand cooled between DealCon cycles. That reframes the play: branded demand around DealCon is **cyclical**, and it re-inflates toward whoever is broadcasting when the cycle peaks. DealCon Austin is Oct 19–21 with Matt on the speaker roster. He has three months to be the transmitter this time — overtaking 123/mo is a materially easier target than overtaking 450/mo.
- 2 **The feedback loop is proven — on his own name.** "Entrepreneur" → "Investor" in five weeks is the cleanest possible demonstration that the panel re-derives from what he publishes. That was a theory in the June audit; it's now an observed result on his own entity. It also raises the stakes on consistency: the same loop that upgraded the descriptor will ingest the "Eidolon Capital."-Person bug and the misdated blog repost just as obligingly.
- 3 **Content is landing; distribution is still off.** The Bodnar Letter gives him an article layer, and the June 30 batch covers exactly the topics his buyers search ("addbacks and adjustments," "increase business valuations before you sell," "customer concentration"). But mattbodnar.com still ranks for 5 keywords — the posts are uncategorized, carry no Article schema, aren't internally linked, and have zero paid distribution behind them. "How to buy a business" (2,249/mo, KD 20, \$30 CPC) still has no hub page competing for it. The library is printing pages; nothing is aiming them yet. That's the Dollar-a-Day engine's job, and it's still unlit.
- 4 **One new risk class: half-shipped fixes.** June's risk was neglect. July's risk is different — fast execution without QA. The schema botch on Eidolon, the 2024 DealCon announcement republished with a June 30, 2026 date (it advertises "Austin, Sept 8th–10th" — the real Austin event is Oct 19–21), the books page rebuilt with 29 covers that all link to "#". Each is small; together they put wrong facts on authoritative surfaces. The cure is cheap: a QA pass behind every ship, which is what agents are for.
- 5 **The SERP is churning — in both directions.** His Instagram entered page 1 at #8; the rewritten bio page dropped off. Strangers hold five slots in the latest crawl (an attorney at #3 outranking the quarterback now). Nothing alarming — page 1 for a 62-search name reshuffles easily — but it underlines June's point: every stray slot is a diligence coin-flip, and fresh canonical content is what crowds them out.

The sharpened thesis: the entity is defended and the enrichment is visibly working. What's left is the third clause of the June strategy — **aim the library at deal flow** — plus a founder page whose absence is now the single loudest silence in his graph.

Page 1 for "matt bodnar" — June vs. the latest crawl

Ahrefs' most recent SERP crawl is June 11; we spot-checked the live SERP on July 17 (panel renders, descriptor "Investor," mattbodnar.com #1). Here's the movement, position by position:

#	JUNE 10 AUDIT	LATEST CRAWL	WHAT THE CHECKER CONCLUDES NOW
KP	Panel — "Entrepreneur"	Panel — "Investor" (live-verified 7/17)	The trust moment, upgraded — descriptor finally points at dealmaking
1	mattbodnar.com	mattbodnar.com (unchanged)	Exactly right — current story, his domain
2	LinkedIn /in/mattbodnar	LinkedIn (unchanged)	Corroborates
3	X: @mattbodnar17 (different person)	rlblp.com — Akron attorney	Stranger — moved up from #8
4	qbhitlist.com — HS quarterback	X: @mattbodnar17 (different person)	Stranger — his real handle still doesn't rank
5	successpodcast.com/bio (2018 story)	qbhitlist.com — HS quarterback	Stranger — and his rewritten bio fell off page 1
6	mindscapital.co interview	geckohospitality.com recruiter	Stranger — the third-party proof slot is gone too
7	geckohospitality.com recruiter	prepredzone.com — football player	Stranger — new entrant
8	rlblp.com — Akron attorney	instagram.com/@mattbodnardeals	HIS — "Deal Architect," a surface that didn't exist in June's picture
9	mattbodnar.com/about	mattbodnar.com/about (unchanged)	His — and the Forbes-year contradiction on it is fixed

The honest arithmetic

Favorable slots went 5 → 4 (plus the panel): the bio page and the mindscapital interview dropped off; Instagram came on. Strangers went 4 → 5. This is churn, not defeat — a rewritten page typically dips while Google re-evaluates it, and the bio now tells the right story for when it returns. But it's also the case for fresh canonical content: on a low-volume name SERP, whoever publishes last tends to hold the slots.

Why this stays a quarter's fight, not a year's

"matt bodnar" is still a difficulty-0, 62-search SERP. The strangers rank on weak pages (DR 10–44 domains, thin content). The Bodnar Letter gives him a stream of fresh, canonical, schema-ready pages for the first time — categorized, internally linked, and lightly amplified, they crowd page 1 the same way the June audit projected 7–8 of 10 slots within a quarter.

Sources: Ahrefs SERP overview for "matt bodnar" (US), crawl of June 11, 2026, pulled July 17; live Google spot-check July 17, 2026 (panel render + descriptor). June 10 column from the baseline audit's SERP table.

June's report card, five weeks later

Same seven gaps, same grading scale, same deal-flow weighting. Three grades improved, two held, one got a new bug attached. Nothing got structurally worse.

JUNE	NOW	GAP	WHAT MOVED
		eidoloncapital.com	Held at F despite the schema attempt: the founder is still invisible, the new Person block mislabels the firm as a human, the title tag still says a third brand name, and DR slipped 4.4 → 4.0. The attempt proves willingness — now it needs to be done right (p.5).
		The transmitter	The Bodnar Letter publishes on his own domain — 9 posts in five weeks, newest July 16. Podcast still dark (26 months), YouTube still no uploads, zero paid distribution. On, but one channel of four, and nothing aimed yet.
		Stale corroboration layer	The big one. Bio rewritten Eidolon-first with both domains linked; Forbes year canonized to 2017 everywhere we checked; both YouTube channel descriptions rewritten to canon. The 2018 ghost layer that fed the duplicate entity is substantially gone from owned surfaces.
		Schema on the entity home	Repaired in full: canonical description, fixed sameAs, Crunchbase/PitchBook/Speakerpedia added. Docked the minus only because the graph it anchors still lacks Wikidata and the Eidolon-side reference. (The Eidolon botch is graded in its own row — this one's about mattbodnar.com, and it's done.)
		Split YouTube identity	Both channel bios now tell the same canonical story and link home — the identity is aligned on paper. Still two channels (48.5K + 639), still no uploads on either, personal channel still empty. The consolidation-by-content step hasn't started.
		Site QA leaks	Typo fixed; convertkit shortcode still rendering raw on the homepage; staging-server play buttons and dead Stitcher/Google Play links still on /podcast; books page rebuilt but every link points to "#"; new leak: the misdated 2024 DealCon repost. One agent pass, one afternoon, all of it gone.
		Strangers on page 1	Five stranger slots in the latest crawl (was four) after the bio's post-rewrite dip — partially offset by his Instagram entering at #8. Expected to recover as the rewritten pages re-index; fresh categorized articles accelerate it.

Net position: the two deepest June problems — a broken entity feed and a stale corroboration layer — moved from failing to strong. What remains is concentrated in one property (Eidolon), one habit (QA behind every ship), and one switch that hasn't been flipped (distribution).

Things that weren't in the June picture at all

NEW THIS MONTH	WHAT WE FOUND	THE PLAY
The Bodnar Letter (rebrand)	The newsletter formerly called Deal Mastery Insider is now "The Bodnar Letter" — named in the new bio ("a newsletter on what actually makes acquisitions work, and why they fail") and as the masthead of the on-site blog. Name-brand equity now accrues to HIS name, not a product name.	Finish the migration: point beehiiv → on-site canonical URLs; one name everywhere.
Instagram + TikTok: @mattbodnardeals	"Matt Bodnar Deal Architect" — 2,448 IG followers, linked from his newsletter footer, and already ranking #8 for his name. New surfaces Google is choosing to show. Neither appears in his Person schema's sameAs yet.	Add both to sameAs; keep handles' bios on the canonical string.
"Deal Architect" positioning	The IG handle bio and some cached title tags now say "Deal Architect" / "Deal Maker & Strategy Expert" alongside the site's "Private Equity Investor Founder of Eidolon Capital." A third naming layer forming — fine as flavor, risky as fragmentation while a duplicate entity is still unmerged.	Matt picks the one two-word descriptor; we propagate it.
DealCon Austin, Oct 19–21	Live on dealconlive.com with Matt on the speaker roster alongside Tom Shipley. Three months out. The last event cycle is what pumped Tom's branded search to 450/mo.	The forcing function: everything on the action list lands before Austin.
IQ.wiki entry exists	A community-wiki page for Matt exists on IQ.wiki (Everipedia). Not Wikipedia, low authority — but it's a corroboration surface someone else created, and it's uncured.	Audit it for accuracy; it feeds AI answers whether we like it or not.
Eight more Matt Bodnars in the graph	Beyond the 107 duplicate, eight new-to-us "Matt Bodnar" entities sit at confidence 24 — the attorney, the quarterback, and others accumulating machine identity under his name.	None are threats; all are reasons to finish consolidation while his lead is 9×
Apple froze the epitaph	Apple Podcasts now displays " Years Active: 2015–2024 " on The Science of Success — the directory is writing the show's tombstone while 1,022 ratings (4.7★) sit under it, and reviews kept arriving as recently as Aug 2025.	One new episode — or a best-of re-release — reopens the "years active" window.

Pattern worth naming: every new item this month is Matt-generated momentum (a rebrand, new channels, a speaker slot) or third parties writing his story for him (Apple, IQ.wiki, the KG noise). June's audit was about a stalled machine; July's picture is a machine in motion that needs steering — a better problem.

Two columns: what agents ship, what only Matt can do

Same standing offer as every month: **grant access and we implement the basics ourselves; or pre-approve each change one by one; or we install the agents on your side and your team runs them.** Every item below is sized to land before DealCon Austin (Oct 19–21).

Agents do this (with access)

- 1 **Fix Eidolon's schema + founder page** — Organization block, founder → canonical Person @id, one founder section with the Forbes/press strip, title tag to "Eidolon Capital." (needs site access; ~1 hour)
- 2 **Finish the QA sweep** — convertkit shortcode, staging-server play buttons, dead Stitcher/Google Play links, the 29 dead "#" links on /books, and the misdated 2024 DealCon repost (it names the wrong Austin dates). (site access; one pass)
- 3 **Make the Bodnar Letter rank** — categories, Article schema, internal links, one "How to buy a business" hub page (2,249/mo, KD 20) anchoring the June 30 batch. (site access)
- 4 **Extend the sameAs canon** — add @mattbodnardeals IG/TikTok and the new bio URL; then Wikidata item citing Forbes/BI/Entrepreneur/Nashville Post. (schema access + our hands)
- 5 **Monthly KG watch on the 107 duplicate** — already running; consolidation sweep of Crunchbase/PitchBook/directories to one bio string. (no access needed for the watch)
- 6 **Light the Dollar-a-Day engine** — \$10/day each on LinkedIn/Meta/YouTube behind the Letter's best pieces and the library's proven clips, lighthouse-targeted at DealCon audiences. (ad-account access; \$30/day)

Only Matt can do this

- 1 **Claim the Knowledge Panel** — Google's verification runs on YOUR identity (site + LinkedIn + X). Fifteen minutes, and it unlocks suggested edits on the highest-trust artifact on your name.
- 2 **Decide the podcast's next chapter** — restart, best-of re-releases, or a deliberate finale. Apple is already displaying "Years Active: 2015–2024." Any of the three beats silence; ~2 hours/month on camera covers the factory.
- 3 **Pick the descriptor** — "Deal Architect," "evidence-based dealmaker," or "private equity investor." One phrase, everywhere; we propagate it the same week.
- 4 **Introduce us to whoever shipped the June fixes** — schema, bio, Forbes year: that person executes. Coordinated, the two sides stop duplicating and start compounding.
- 5 **Access grants (or pre-approvals)** — site edit access for items 1–4 at left, Google Search Console read access, ad accounts for item 6. Any subset works; we sequence around whatever you grant.
- 6 **Plan the Austin capture** — approve a per-event content plan (recap film, clip wall, attendee lighthouse audiences) so October's cycle banks branded search to YOUR name this time.

Sequencing note: items at left are ready to start the day access lands; none requires Matt's time beyond the grant. Items at right total roughly three hours of Matt's attention this month — the panel claim and the introductions being the two with immediate compounding payoff.

Baseline → today → Day-90 target

The June audit set Day-90 targets (early September, one DealCon out). Five weeks in, here's the position against each — and what the August 18 rerun should show if this month's list lands.

METRIC	JUNE 10	JULY 17	DAY-90 TARGET (SEP)	ON TRACK?
"matt bodnar" searches/mo	52	62	90+	TRACKING +19% in 5 weeks
mattbodnar.com keywords	5	5	50+	NEEDS ITEM 3 posts live but unoptimized
Eidolon DR	4.4	4.0	10+	NEEDS ITEMS 1-2 founder page unlocks it
Panel	Unclaimed, "Entrepreneur"	Unclaimed, "Investor"	Claimed + enriched	HALF descriptor moved; claim is Matt's 15 min
The feed	Silent 25 mo	Letter live (9 posts); pod dark	Weekly, 2 channels	ONE OF TWO channels on
Top-10 favorable slots	5 (+panel)	4 (+panel)	7-8	CHURN bio re-index pending
Duplicate entity	107	107	Merged/starved	OPEN sweep not started
Qualified seller convos	baseline	unknown — Matt-side metric	+1-2/mo inbound	ASK MATT one number, monthly

What the August 18 report should show if this month lands

CHECKPOINT	EXPECTED EVIDENCE
Eidolon fixed	Organization schema live, founder section rendering, title tag unified — and the first DR tick upward as cross-domain links land.
Letter ranking	mattbodnar.com keywords 5 → 20+ as categorized, schema-tagged posts index; bio page back on page 1.
Graph tightening	sameAs extended (IG/TikTok/Wikidata); duplicate's 107 flat or falling; zero new contradictions shipped.
Distribution lit	First \$1/day test cycle complete with CPV/CTR readouts; winners identified for the Austin run-up.

One number we can't see from here: qualified seller conversations. Everything in this program exists to move it. If Matt replies with just that one number each month — even a rough count — the dashboard closes its loop from search data to deal flow.

NEXT STEPS

The June audit said turn the transmitter on. July's says: **aim it.**

- 1 **Fix the Eidolon schema + put the founder on the page** — the one live bug and the loudest silence, same property, same hour of work. (agents, with access)
- 2 **Claim the panel** — Google is actively re-describing you; take the wheel. (Matt, 15 minutes)
- 3 **Make the Letter rank** — categories, schema, internal links, one hub page for "how to buy a business." (agents)
- 4 **Light the Dollar-a-Day engine** — \$30/day aiming proven content at the people who hand you deals, before Austin. (agents, ad access)

"In June, Google called you 'Entrepreneur' and your best bio said 2018. Five weeks later the schema is fixed, the bio leads with Eidolon, The Bodnar Letter is publishing on your own domain — and Google renamed you 'Investor.' The gap to your co-host went from 9-to-1 to 2-to-1 without a single new episode. Now aim it: founder on the money site, duplicate merged, a dollar a day behind the library — and October's room Googles you and finds the 2026 dealmaker everywhere they look."

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Monthly delta audit No. 1 · run by Dennis's agent, July 17, 2026
Next rerun: August 18, 2026 · archive: dennisyu.com/dealcon/matt-bodnar
All sources cited inline · baseline: June 10, 2026 audit