

The Vertical Spotlight Playbook

How to spin up an industry-specific "Spotlight" site — for humans and AI agents.

One platform, many niche-skinned sites. Think of the People Media / Spark dating network — BlackPeopleMeet, JDate, OurTime — all the same engine, each with its own audience, its own domain, its own examples. We do the same for local-service and athlete verticals: **Dunker Spotlight, HVAC Spotlight, Roofer Spotlight...** each a reskin of one master, populated with that industry's real people.

This document defines the components, the design rules, the tech, and a copy-paste checklist to launch the next one.

1. The model

Every vertical lives on **its own domain** (`<niche>spotlight.com`) as a fleet WordPress install, but is built from **shared, config-driven generators**. Changing industry = swapping a config block, not writing a new site. The brand promise is constant: *we make the people in this industry findable, credible, and citable to Google, the AI engines, and their customers.*

Vertical	Domain	Status
Dunking	dunkerspotlight.com	live (full trio)
HVAC	hvacspotlight.com	live (full trio)
Roofing	roofspotlight.com	live (full trio)
Landscaping	landscaperspotlight.com	preview built; domain parked (needs WP install)
Personal brand (master)	dennisyu.com/personal-brand-audit/	live (the original)

2. The trio — every vertical site has three tools

Each is a **reskin of a master**. Same shell, industry data + color.

a) Personal-Brand Audit — [/personal-brand-audit/](#)

The flagship. A floating "scorecard wall" of real people from the industry, each a face + a 0–100 score + a tier, color-coded, clickable to their full audit. It answers "what's your brand score?" and sells the builder. - **Master:** [dennisyu.com/personal-brand-audit/](#) - **Generator:** [_build_industry_audit.js](#) - **Data:** ~12–18 real people from the niche, with **verified face photos** and **honest, KP-gated scores** (see §5).

b) Website Builder — [/spotlight/](#)

The offer: "your personal brand website, built for you, ~\$1/day." Explains the three deliverables (Founder Authority Hub, Knowledge Panel Assistance, Content Repurposing), the 4-step process, and pricing. - **Master:** the Spotlight platform ([localservicespotlight.com/spotlight-core/](#) + [/ai-builder-program/](#); [dunkerspotlight.com/spotlight/](#)). - **Generator:** [_build_industry_pages.js](#) (builder half).

c) Business Scorecard — [/scorecard/](#)

"How does your business stack up?" Grades the company on four 25-pt categories (Maps Visibility, Website Quality, SEO Authority, Social & Content) → letter grade A–F by national percentile. - **Master:** [localservicespotlight.com/hvac-scorecard/](#) (search-your-company tool, embedded app at [hvac-scorecard.vercel.app](#)). - **Generator:** [_build_industry_pages.js](#) (scorer half). HVAC **embeds** the live Vercel app; verticals without an app link the LSS industry quick-audit instead.

The three cross-link: the audit's two CTAs point to [/spotlight/](#) (builder) and [/scorecard/](#) (scorer). WordPress auto-adds all three to the site nav.

3. Shared design system

- **Dark, premium, flat-glass** cards on a near-black radial background. One **accent color per vertical** (dunk = orange [#ff7a1a](#), HVAC = blue [#2f7fe0](#), roofing = terracotta [#e2552e](#), landscaping = green [#1f9d55](#)).
- **No rainbow.** Solid headline with a single accent phrase. Scores use a **stoplight** scale, never a full spectrum (Dennis: a multi-hue gradient reads as a pride flag — avoid).
- **Tiers** (named, color-coded). Dunking uses the Dunk Camp tiers (Headliner / Riser / Prospect / Hidden Hops). Trades use **Category Leader 60+** / **Established 45–59** / **Climbing <45**.
- **Real faces only — no initials.** Every card is a verified photo. If no clean solo photo exists, drop the person rather than show initials or a group shot.

- **Photos via the weserv CDN proxy** — `https://images.weserv.nl/?url=<enc>&w=220&h=220&fit=cover&a=attention&output=webp` — fast, face-cropped, and immune to slow/blocked origins. (weserv can't fetch `upload.wikimedia.org` or `i0.wp.com` double-proxies — use the original file or a different host.)
 - **Full-bleed** so the dark section spans the viewport inside a constrained theme: `width:100vw;margin-left:calc(50% - 50vw)` (NOT `left:50%;margin-left:-50vw`, which shifts right and leaves white) + `html,body{overflow-x:hidden}`.
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4. The tech & publish process (block-theme fleet sites)

Fleet vertical sites run **WordPress + Twenty Twenty-Five (block theme)**. Gotchas, all handled by the generators:

1. **Wrap raw HTML in a `wp:html` block** — `<!-- wp:html -->...<!-- /wp:html -->` — or KSES strips `<style>` / `<script>`.
 2. **Fresh installs use PLAIN permalinks** → the pretty REST route returns HTML. Use `/?rest_route=/wp/v2/pages` for create/update. Then **enable pretty permalinks** (Settings → Permalinks → Post name) so `/personal-brand-audit/` resolves. (In code: click the `/%postname%/` radio + the `#submit` button — `form.submit()` is shadowed by a field named "submit".)
 3. **The block theme auto-renders the page title** (`h1.wp-block-post-title`) above the hero → hide it with a global `<style>.wp-block-post-title{display:none!important}` (baked into the generator's THEME_FIX).
 4. **Lazy-load** (WP Rocket / native) blanks images → cards carry `data-no-lazy="1"` + an `unlazy()` script that restores `src` from `data-src`.
 5. **Getting big HTML into the browser:** the file-upload bridge — create a hidden `<input type=file>`, `file_upload` the `*-inner.html` file(s), `FileReader.text()` in-page. (Upload multiple at once; map by filename.)
 6. **Auth:** publish from Dennis's logged-in Chrome session via `wpApiSettings.nonce` (the agent can't enter the WP password).
 7. **Verify on the clean URL**, not `?cachebuster=` (forces slow uncached renders); the sandbox `web_fetch` reads from a different IP but **caches stale** — confirm fresh state in the browser.
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5. Scoring rubric (keep it honest)

Score the **person's** brand, 0–100, on weighted signals:

Signal	Weight	Question
Knowledge Panel	25%	Does Google show a panel for <i>their name</i> (not just the company)?
Own your name	20%	Do they rank for their own name, or do namesakes/directories win?
AI-engine visibility	20%	Do ChatGPT / Gemini / Perplexity know and cite them?
Content & proof	20%	A real body of work + reviews/press tied to the person.
Entity & schema	15%	A canonical home with structured data resolving to one person.

KP-gate the highs. 80+ requires a *claimed* Knowledge Panel. Almost no local-trade owner has one — so trade scores honestly top out in the low-to-mid 60s, and "**0 own a Knowledge Panel**" becomes the hero stat ("the category is wide open"). Most local owners land 30–50. Don't inflate — Dennis rejects "suspect" scores.

6. Spin up a new vertical — checklist

Example: launching **Plumber Spotlight** at plumberspotlight.com.

- Domain + hosting (human/infra step).** Buy plumberspotlight.com, point DNS to the fleet host, install WordPress with the Twenty Twenty-Five theme. (This is the one step the agent can't do — it needs registrar/DNS/hosting access.)
- Gather examples.** ~14 real plumbing owners/influencers with **verified face photos** and **honest KP-gated scores**. Dispatch a research subagent (prompt template lives in this session's history) — prioritize people with findable photos; drop those without.
- Add the config.** Append a `plumbing` block to `CONFIGS` in `_build_industry_audit.js` (accent, eyebrow, h1, CTAs → on-site `/spotlight/` + `/scorecard/`, tiers, examples) and in `_build_industry_pages.js` (builder copy + scorer config — embed an app if one exists, else link the LSS quick-audit).
- Generate.** `node _build_industry_audit.js plumbing` and `node _build_industry_pages.js plumbing` → produces `plumbing-audit-inner.html`, `plumbing-builder-inner.html`, `plumbing-scorer-inner.html`.
- Publish** (from Dennis's logged-in Chrome). Create input bridge → upload the three `*-inner.html` → for each, wrap in `wp:html` and POST to `/?rest_route=/wp/v2/pages` with slugs `personal-brand-audit`, `spotlight`, `scorecard`.
- Enable pretty permalinks** (Post name) on the fresh site.

7. **Verify:** each page loads, faces all render (no fallbacks), section is full-bleed, the theme title is hidden, and the three pages appear in the nav.

That's it — a new live vertical in roughly the time it takes to gather 14 good photos.

7. Source files (in this project)

- `_build_industry_audit.js` — the faces-wall audit generator (CONFIGS: dunk, roofing, landscaping, hvac).
- `_build_industry_pages.js` — the builder + scorer generator (CONFIGS: hvac, roofing).
- `_build_brand_audit_wall.js` — the original master (dennisyu.com) generator.
- `<key>-audit.html` / `<key>-builder.html` / `<key>-scorer.html` — standalone previews.
- `<key>-*--inner.html` — the WP-ready (wp:html-wrappable) versions.

Maintained alongside the live sites. When you add a vertical, update the table in §1.