

GO-TO-MARKET STRATEGY · 2026

TURNING A BETTER SIDING TOOL INTO A CATEGORY.

A lean, measured launch plan for the EZpanl 16-Piece Siding Hook Kit. Built around a \$3,000 proof budget, direct to the installers who need it most.

PREPARED FOR
EZpanl

PREPARED BY
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BUDGET FRAME
\$3,000 launch

FOCUS
Direct to installers

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THE PRODUCT IS RIGHT. THE GO-TO-MARKET HAS TO BE INTENT-FIRST AND MEASURED.

EZpanel solves a real, painful, and surprisingly under-served problem: hanging heavy panel siding without a second set of hands. The demand is provable in installers' own words. What has been missing is not a better product. It is a system that reaches buyers at the moment they are looking for a fix, tracks every dollar to a sale, and builds an owned content moat so the cost of a customer falls over time.

01 · THE OPENING

The one true rival (PacTool Z-Clamp) needs Z-flashing and holds a panel at two points. EZpanel works on bare sheathing and gives 16 support points. The real competitor is a scrap cleat and a second wage.

02 · THE WEDGE

Installers already hand-build this tool from 2×4 cleats, bent aluminum and shingle nails. We sell the finished version and the ROI: one skipped laborer-day pays for the kit.

03 · THE MOAT

The "hang a full panel solo" how-to space is nearly uncontested. Own it and EZpanel gets cited in Google and AI answers, turning every future click cheaper.

WHAT THIS PLAN DELIVERS

- **A \$3,000 launch** weighted to high-intent search and short-form video, sized to prove the funnel, not to guess at awareness.
- **A messaging platform** pulled from real jobsite language, so ads and pages sound like they were written by someone who has hung the sheets.
- **Website quick wins** on the current site plus a north-star mockup, framed as an evolution the current build can grow into.
- **A content and AI-search engine:** the exact guides and spec charts that earn rankings and citations.
- **A low-cost distributor track** that rides the Parr Lumber and Building Solutions relationships already in place.

THE ONE-LINE STRATEGY

CATCH THE INSTALLER ALREADY SEARCHING FOR A FIX, PROVE IT CONVERTS, AND PUBLISH THE ANSWERS SO THE NEXT CLICK IS FREE.

Everything in this document ladders up to that sentence.

\$199
KIT PRICE

~\$100
ONLY DIRECT
RIVAL

0
RIVALS
OWNING
THE HOW-
TO

A REUSABLE LEDGE THAT HOLDS THE PANEL, SO THE WALL DOES THE LIFTING.

The EZpanel kit is 16 powder-coated 11-gauge steel hooks and one EZhandle, priced at \$199 and made in the USA. It exists to make hanging full siding panels a one-person job. The mechanism is simple and it matters that we describe it correctly, because it is the entire value story.

1. **Attach the hooks.** Tack each hook flat to the wall with one 8-penny nail through the angled slot, along the line where the panel's bottom edge will land.
2. **Lift and set the panel.** The sheet's bottom edge rests down onto the hooks. The hooks sit behind and under the panel and carry its weight. Only the feet show below the edge.
3. **Adjust with the EZhandle** to dial in the reveal without fighting the weight.
4. **Fasten, release, recess.** Nail it off hands-free, tap each hook up to release it, then block over the nail and set it flush.

WHY IT WINS

THE WALL HOLDS THE PANEL AT THE EXACT HEIGHT. BOTH HANDS ARE FREE TO NAIL. NO HELPER, NO HOLES, NO RENTAL.



THE PANEL RESTS ON WALL-MOUNTED HOOKS. FEET VISIBLE BELOW THE BOTTOM EDGE.



THE HOOK AND EZHANDLE. 11-GAUGE STEEL, POWDER COAT, MADE IN USA.

Fit: T1-11, LP SmartSide panel, plywood and OSB sheet siding, and bare wall sheathing. If it comes as a 4×8 or 4×9 sheet, the hooks hold it.

ONE REAL RIVAL. A PILE OF TOOLS FOR THE WRONG JOB. AND A HABIT TO BEAT.

The competitive set splits cleanly. There is exactly one purpose-built rival for panel siding, a crowded field of lap-siding tools that do not do this job, and the free do-it-yourself methods that are the actual competition.

ALTERNATIVE	PRICE	WHAT IT IS	WHY EZPANEL BEATS IT
PacTool Z-Clamp (the only head-to-head)	~\$100 / 2 clamps	Clamps onto the Z-flashing at a panel's bottom to make a ledge. The only mainstream tool built for panels.	Needs Z-flashing to bite. EZpanel works on bare sheathing/OSB. Two clamps = two support points; two pairs cost ~\$200 for four. EZpanel gives 16.
Gecko Gauge / Malco SGA	\$40-70 / pair	Lap and plank siding gauges that clamp to the course below.	Different job. They cannot hold a 4x8 sheet. There is no Gecko-Gauge equivalent for panels. Clarify this so EZpanel is never mis-shelved.
Screwed ledger / scrap cleat (the real competitor)	"Free"	Tack a board or beveled cleat as a temporary shelf, then pull it.	Single-use, leaves holes to patch, and you rebuild it every course. EZpanel sets a repeatable reveal and leaves no ledger holes.
Second laborer (the other real competitor)	\$/hr, every job	Put a second person on panel-holding duty.	A wage on every job, and the reason solo bids get turned down. EZpanel is the crew member you buy once.
Drywall / panel lift	\$150-300 buy · \$15-40/day rent	Ceiling-oriented hoist repurposed for walls.	Built for flat ceilings, bulky on a wall, one sheet at a time, iffy with brittle panels. EZpanel is pocketable and per-wall.

THE POSITIONING GAPS EZPANEL CAN OWN

- 1. A kit for the whole wall**, not two clamps for the ends. Sell \$199 as 16 support points (~\$12 each), not "2x a \$100 tool."
- 2. Works on bare sheathing / OSB**, no Z-flashing required. No rival claims this lane.
- 3. Kills the second man**, an ROI number, not a feature.
- 4. Made in USA, 11-gauge, lasts a lifetime.**
- 5. Own the category name** and seed the first real reviews.

TWO GAPS TO FIX FAST

Name collision. "Siding hooks" mostly returns decorative wreath-and-light hooks for vinyl siding. We must add "panel siding install tool / panel jack" language so buyers and search engines place EZpanel correctly.

No third-party proof. EZpanel has no independent reviews yet and no Amazon presence. The incumbents have both. Seeding reviews and a marketplace listing is low-hanging fruit.

INSTALLERS ARE ALREADY BUILDING THIS TOOL BY HAND. WE JUST HAVE TO HAND THEM THE FINISHED ONE.

Across contractor and DIY forums the same pain repeats, in the same words. This is the voice we write ads and pages in.

WHAT THEY SAY

"You're holding the panel alone, trying to line it up with the studs while keeping it level and stopping it from slipping."

"Siding solo? Been there. NEVER AGAIN. By day two your legs are screaming."

"Doing siding with one guy REALLY stinks, especially over your head."

"It takes at least three times as long, if not more, working alone."

The tell: they keep inventing EZpanl. DIY carriers, beveled 2×4 cleats, 1×4 "deadman" tees, bent-aluminum lip gauges, shingle nails driven in as a rest. A whole trade is hand-building a temporary-shelf hook because nothing off-the-shelf does it cleanly. LP even publishes its own "one-person installation" video. The use case is real and acknowledged.

THE STAKES WE SELL AGAINST

Body: 40 to 75 lb sheets held overhead off ladders. Backs, shoulders, "never again."

Money: 3x slower solo, or a second wage on every job.

Rework: first panel off level cascades down the whole wall. Set it too low and it sits in the mud and rots. Both are callbacks.

Lost work: bids turned down because there is no crew to hold the sheet.

LANGUAGE BANK FOR COPY

EXTRA SET OF HANDS

ONE-MAN JOB

HOLD IT WHILE I NAIL

KEEP IT LEVEL

PANEL DRIFT

DEADMAN / CLEAT

SET THE REVEAL

SIDING IN THE MUD

4X8 / 4X9 SHEET

3X AS LONG SOLO

ABOVE YOUR HEAD

PRIMARY BUYER

THE 1 TO 3-PERSON SIDING AND REMODEL CREW, AND THE SERIOUS OWNER-BUILDER, HANGING T1-11 AND LP PANEL WHO CANNOT ALWAYS PUT A SECOND BODY ON THE WALL.

LEAD WITH THE MISSING HELPER, NOT THE BRACKET.

POSITIONING STATEMENT

FOR SIDING CREWS WHO CANNOT ALWAYS SPARE A SECOND SET OF HANDS, EZPANL IS THE REUSABLE STEEL LEDGE THAT HOLDS HEAVY PANELS AT THE RIGHT HEIGHT SO ONE PERSON CAN NAIL THEM OFF, WITHOUT THE HOLES, THE RENTAL, OR THE SECOND WAGE.

MESSAGE PILLARS

1. YOUR THIRD SET OF HANDS

The helper you do not have to hire. Stop turning down solo jobs.

2. SET THE HEIGHT ONCE

A repeatable reveal and a flat, level panel every course. No rebuilt cleat, no blown reveal.

3. BUILT TO OUTLAST THE JOB

11-gauge USA steel, one-time \$199, works on the bare wall.

TAGLINES TO TEST

- "Keepin sheet EZ." (keep the founder's line)
- "The extra set of hands you don't have to hire."
- "Mount it. Rest it. Nail it."
- "One person. Any panel. Any wall."

DO / DON'T

DO	DON'T
Name the panels and weights (T1-11, LP, 4x8, 40-75 lb)	Say generic "siding" and blur into vinyl
Frame \$199 against a wasted labor-day	Defend price as "2x a \$100 clamp"
Show the real jobsite and the feet under the panel	Show the hook clipped to the panel face
Talk reveal, mud, callbacks, level	Talk vague "efficiency"

Voice: plain, confident, trade-fluent. Zero fluff. Written like a siding lead, not a marketer.

THE PROBLEM WAS NEVER THE PRODUCT. IT WAS SPENDING WITHOUT A SYSTEM.

Getting burned on marketing almost always traces to the same handful of causes. None of them mean the product is wrong. They mean the approach has to change.

WHAT USUALLY GOES WRONG	WHAT WE DO INSTEAD
Boosted posts and broad "awareness" with no tracking. Money goes out, and no one can say what came back.	Every dollar tracked to an add-to-cart and a sale. We start with high-intent search where buyers are already looking for a fix.
Generic targeting and the "siding hooks" name pulling in the wrong traffic that bounces.	Fix the naming and SEO collision, target siding-install intent, and send clicks to a page built to convert.
Every visit had to be paid for because there was no owned content earning free traffic.	Build a content moat that ranks and gets cited, so cost per customer falls month over month.
Cold traffic with no proof and nothing to reassure a skeptical pro.	Seed real contractor reviews and jobsite video before we scale spend.

HOW I WANT TO WORK WITH THE CURRENT SITE OWNER

COLLABORATIVE, NOT A TEARDOWN.

The person who referred this built the site. My recommendations are framed as an evolution the current build grows into: quick wins first, a north-star to aim at, credit shared. We keep the relationship intact and still do the work right.

Intent

START WHERE BUYERS
SEARCH

Measured

EVERY DOLLAR TO A SALE

Owned

A MOAT THAT COMPOUNDS

Proof

REVIEWS BEFORE SCALE

A PROOF BUDGET, NOT A GUESS. WEIGHTED TO INTENT AND VIDEO.

\$3,000 is a one-time launch, spent as media and tools, aimed at direct-to-installer demand. The job of this money is to answer one question: can paid acquisition hit a profitable cost per kit while the content moat is built? Roughly a 90-day window.

ALLOCATION	BUDGET	%
Google Search: high-intent & competitor terms	\$1,150	38%
YouTube / short-video boost of the solo-install demo	\$500	17%
Meta / Instagram: retarget + contractor interest	\$500	17%
Reddit / trade-forum test	\$150	5%
Review & UGC seeding: ship demo kits to creators	\$250	8%
Tools: tracking, email, landing, schema	\$250	8%
Contingency to scale the winner	\$200	7%
Total	\$3,000	100%

Media is ~77% of the budget. Search carries the most weight because it captures people who are already trying to solve this. Video carries the next most because every "by yourself" query is dominated by video.

THE FUNNEL

Catch: search + video reach the installer with the problem.

Convince: a page that speaks their language, shows the mechanism, proves it with reviews.

Convert: one CTA, the \$199 kit or crew pricing.

Compound: guides and reviews lower the cost of the next customer.

WHAT SUCCESS LOOKS LIKE AT DAY 90

A known, trackable cost per kit sale. At \$199 with healthy steel-kit margin, a blended acquisition cost comfortably under that, trending down as organic kicks in. First 5 to 10 real reviews live. Cornerstone guides indexed and starting to rank. A clear yes/no on committing a monthly budget.

FOUNDATION, LAUNCH, OPTIMIZE, DECIDE.

PHASE	WEEKS	MOVES
1 • Foundation	Weeks 1-2	Install tracking (GA4, pixel, conversions). Website quick wins live. Publish first 3 cornerstone guides. Build Search campaign. Ship demo kits to 6-8 creators. Draft the solo-install demo video.
2 • Launch	Weeks 3-6	Search live. Demo video published and boosted. Retargeting on. Next 3 guides + 2 spec charts published. First creator content and reviews arrive.
3 • Optimize	Weeks 7-10	Cut losing keywords/creatives, scale winners. Comparison and category pages live to catch "Z-Clamp alternative" intent. Stand up the Amazon listing. Collect reviews on-site.
4 • Decide	Weeks 11-13	Report cost per kit, ROAS, ranking movement, review count and AI-citation checks. Recommend monthly budget and whether to push the distributor track.

SEARCH (THE WORKHORSE)

Target problem and tool intent: "tool to hold siding panel," "one person siding install tool," "install T1-11 by yourself," "panel siding jack," plus "PacTool Z-Clamp alternative." Tight match types, negative out the decorative-hook and vinyl-wreath traffic.

SHORT-VIDEO (THE AMPLIFIER)

One tight demo: a solo installer hanging a full sheet in seconds. This is exactly what "by yourself" searchers watch. Boost to siding/remodel audiences and use as retargeting fuel.

REVIEWS & UGC (THE CONVERTER)

Ship kits to credible siding creators and contractors for honest reviews and jobsite footage. This is the cheapest lift on conversion rate and the fastest fix for "no third-party proof."

DISTRIBUTOR TRACK (THE CEILING)

Low-cost, parallel: a one-page pro sell sheet and counter card for Parr Lumber and Building Solutions, a "crew kit" bundle, and an Amazon listing to catch marketplace search EZpanl is absent from today.

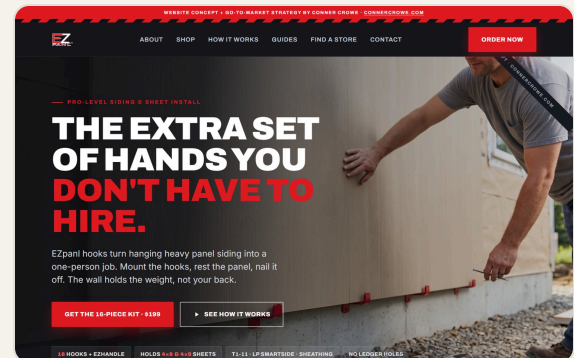
GROW THE CURRENT SITE INTO THE STORE THIS PRODUCT DESERVES.

QUICK WINS ON THE CURRENT SITE (WEEKS 1-2)

- **Benefit-first hero:** lead with "the extra set of hands," not a product name.
- **Show the 16-piece value.** Today only one hook is pictured for a 16-piece kit.
- **Add the comparison and the ROI math** (vs cleat, clamp, second man).
- **Put names on the testimonials** and add jobsite photos.
- **One clear CTA and conversion tracking** on every page.
- **Fix the naming/SEO collision:** add "panel siding install tool / panel jack."
- **Add Product, FAQ and HowTo schema** so pages qualify for rich and AI answers.
- **Mobile and speed pass:** the trade browses on a phone from the truck.

FRAMING

DELIVERED AS "HERE IS WHERE THE SITE CAN GO," BUILDING ON WHAT IS ALREADY THERE. QUICK WINS NOW, THE NORTH-STAR TO AIM AT.



NORTH-STAR HOMEPAGE CONCEPT (FULL CLICKABLE MOCKUP DELIVERED SEPARATELY AS MOCKUP.HTML).

The mockup shows the full structure: benefit hero, trust strip, the real pain in installers' words, the corrected six-step how-it-works, the comparison table, the ROI math, the product, a guides hub for AI-search, FAQ, named reviews, and a crew/dealer path.

OWN THE ANSWER TO "HOW DO I HANG THIS PANEL BY MYSELF."

The panel and sheet solo-install how-to space is nearly uncontested. No tool brand owns it. Whoever publishes the definitive guides gets cited in Google AI Overviews, ChatGPT and Perplexity, and turns paid clicks into free ones.

CORNERSTONE PAGES TO PUBLISH

PAGE	WINS THE QUERY
How to install panel siding by yourself	"...by yourself"
Hanging T1-11 solo, without a helper	"T1-11 by yourself"
How to hold a siding panel while you nail it	unanswered gap
Install T1-11 / LP panel on a shed alone	huge shed DIY volume
T1-11 nailing pattern + printable chart	spec + "printable"
Panel clearance & gap chart (above grade)	"siding in the mud"
Best tools for a one-man siding crew	listicle we control
Panel siding jack / holder: what it is	category term
EZpanl vs cleats vs panel clamps	"Z-Clamp alternative"
Does DIY siding save money? Labor math	top-funnel justifier

HOW WE WIN THE CITATION

WRITE FOR EXTRACTION

A one-sentence direct answer at the top, HowTo + FAQ schema, a concise FAQ block, and an embedded video. That is the exact unit AI engines quote.

CITE THE SPECS, DON'T FIGHT THEM

LP and APA PDFs always win the raw clearance and nailing numbers. Echo and attribute them inside our guides to gain trust and become the "how to apply it" citation.

CONVERT THE FORUM HACK

AI currently tells people to use scrap cleats and shingle nails. Publish "the tool that replaces the cleat," and EZpanl becomes the named upgrade the answer engines recommend.

Cadence: 3 cornerstone guides in weeks 1-2, then ~1 per week, all interlinked to the product and comparison pages.

WHAT WE WATCH, AND WHAT I NEED TO START.

THE DASHBOARD

TIER	METRIC
Money	Kit sales, blended cost per kit, ROAS, cost per add-to-cart
Traffic	Search impression share, CTR, landing conversion rate, video view-through
Moat	Target keywords entering top 10, AI-citation checks, review count
Channel	Best keyword themes, best creative, best creator, distributor interest

DECISION GATE AT DAY 90

IF COST PER KIT LANDS UNDER TARGET AND ORGANIC IS MOVING, WE COMMIT A MONTHLY BUDGET AND OPEN THE DISTRIBUTOR TRACK. IF NOT, WE KNOW EXACTLY WHICH LEVER TO CHANGE BEFORE SPENDING MORE.

TO START, I NEED

- Green light on the **\$3,000 allocation**.
- Access to the **site, ad accounts and analytics** (or approval to create them).
- **6-8 demo kits** to ship to creators, plus product for the Amazon listing.
- A short **filming session** for the solo-install demo (I direct, your crew installs).
- Approval to write and publish the **cornerstone guides**.

SCOPE NOTE

The \$3,000 is media and tools. Strategy, build, content production and creative are a separate scope we can define once the direction is approved. This keeps the full launch budget working on customer acquisition and the content moat.

90

DAY PROOF WINDOW

1

CLEAR DECISION AT THE END

THE QUERIES THIS PLAN IS BUILT TO CAPTURE.

Grouped by intent. These feed both the Search campaign and the content calendar.

HOW-TO INTENT

install panel siding by yourself · install T1-11 solo · hang LP SmartSide panels one person · one person siding install · how to hold siding while nailing · install 4×8 sheet siding alone · hang siding without a helper · install T1-11 on a shed alone · sheathe a wall solo · lift heavy siding panels alone

SPEC / TROUBLESHOOTING

T1-11 nailing pattern · T1-11 nail spacing · 6d or 8d nails T1-11 · siding clearance above grade · gap under panel siding · panel vertical joint gap · keep panel siding level · nail lands or grooves · seal T1-11 cut edges · 8ft vs 9ft panel solo

BUYING / TOOL

tool to hold siding panel · panel siding jack · panel holder · one person siding tool · install siding without help · Z-Clamp alternative · Gecko Gauge vs panel tool · best tools one-man crew · Hardie panel 4×8 solo tool · does DIY siding save money

TWO STRUCTURAL ADVANTAGES WORTH REPEATING

THE HOW-TO LANE IS EMPTY, AND THE CATEGORY NAME IS UNCLAIMED.

No tool brand owns the panel-solo-install content, and "siding hooks" still returns decorative clips. Both are open doors. The first mover that publishes real guides and claims the category language gets cited and gets found. That is the compounding half of this plan, and it is the half competitors are not doing.



KEEPIN SHEET EZ.

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