

Lane Houk Reviews: Clients, Partners and a Former Enterprise Executive Share Testimonials on Working With the Seasoned SEO Veteran

Testimonials reference Quantum Agency, Franchise AiQ, SEO Success Academy and The SPARK Framework

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Lane A. Houk, a U.S. Army veteran, author of The SPARK Framework and Managing Partner of Quantum Agency, has published a collection of Lane Houk reviews featuring client, partner and colleague testimonials, along with a new video testimonial from Stewart Schaffer. The collection gives business owners and agency leaders a single place to read first-hand accounts of working with Houk across SEO, AI search, white label marketing and fractional CMO engagements.

The reviews page states that its purpose is to let visitors "hear directly from clients, partners, and colleagues about their experience working with Lane." The testimonials reference several of Houk's ventures, including Quantum Agency, Franchise AiQ, SEO Success Academy and his fractional CMO practice.

The newest addition is a video titled "Lane Houk Reviews | Stewart Schaffer Testimonial," published on Houk's YouTube channel. According to Schaffer, he is a seasoned veteran and former C-level executive at multiple large enterprises, including BayCare Health System.

Open embedded mediaWhat Are Clients Saying in Lane Houk Reviews?

Lane Houk client reviews on lanehouk.com come from agency owners, marketing directors, franchise owners and executives. Each testimonial below is quoted as it appears on the reviews page.

What Do Agency Leaders Say About Lane Houk?

Josh Nelson, CEO of Seven Figure Agency, wrote: "Lane is one of the most knowledgeable people in the digital marketing space. His expertise in SEO and local search is unmatched, and his ability to help agencies scale is remarkable."

David Martinez, Agency Principal, wrote: "The SEO Success Academy training is exceptional. Lane breaks down complex concepts in a way that's immediately actionable. Our team's performance has improved dramatically."

What Do Lane Houk Quantum Agency Reviews Say About White Label Services?

Frankie Fihn, Agency Owner, wrote: "Working with Lane and Quantum Agency has been transformational

for our business. The white label services are top-notch and the results speak for themselves."

What Do Lane Houk Testimonials Say About AI Search and AEO?

Michael Torres, Digital Marketing Director, wrote: "Lane's insights on AI search and AEO are ahead of the curve. The SPARK Framework has completely changed how we approach content strategy for our clients."

Who Is Lane Houk?

According to lanehouk.com, Houk is a serial entrepreneur, author and AI strategist with more than 27 years of experience. He served in the United States Army from 1993 to 1997. Additional background is available on Lane Houk on LinkedIn and in the Lane Houk author profile.

What Companies Has Lane Houk Founded or Led?

His site lists him as CEO and Managing Partner of Quantum Agency since 2018, Co-Founder and CEO of AssistantsAiQ™, Founder and Chief Marketing Officer of Grizzled CMO, and Lead Instructor at SEO Success Academy. He is also listed as Founder and former CEO of Signal Genesys, which the site states was sold to Search Atlas Group in 2024.

What Is The SPARK Framework by Lane Houk?

The SPARK Framework™: Blueprint for AI Search Dominance is Houk's book, available on Amazon. According to his site, thesparkframework.com, it explains how businesses can position their brand to be selected as an answer by AI search tools.

What Is Lane Houk's Background in Local Search?

Houk's site states he is a Level 7 participant in the Google Local Guides program and has specific expertise with multi-location enterprises in the Google ecosystem. He speaks at agency events on search engine optimization, local and Maps optimization and agency growth.

Why Do Reviews and Testimonials Matter for Professional Services?

Reviews give prospective clients first-hand accounts before they commit to a provider. Google's own guidance on reading and replying to Business Profile reviews describes reviews as a way for customers to share their experiences with a business.

Where Can People Read Lane Houk Reviews?

The full set of written testimonials and the Stewart Schaffer video are on the reviews page at lanehouk.com/reviews. The video is also available on the Lane Houk YouTube channel.

What Does Lane Houk Say About the Reviews?

"Every testimonial on that page comes from someone who has worked alongside me and my team, and I am grateful they took the time to share it," said Lane Houk. "Stewart has led large organizations, so his perspective carries real weight with the business owners and executives we serve. My goal is simple: let the people I have worked with speak for the work."

How Can Businesses Contact Lane Houk?

Businesses and agencies interested in fractional CMO, AI search, franchise marketing or white label services can contact Houk's office in Bigfork, Montana, using the information below.

About Lane Houk

Lane A. Houk is a serial entrepreneur, author and AI strategist based in Bigfork, Montana, with more than 27 years of experience. A U.S. Army veteran, he is CEO and Managing Partner of Quantum Agency, Founder of Grizzled CMO and The Marketing Center of Excellence, and Lead Instructor at SEO Success Academy. He founded Signal Genesys, which was sold to Search Atlas Group in 2024, and published The SPARK Framework™: Blueprint for AI Search Dominance in October 2025. Learn more at Lane Houk.

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