



AUTHORITY AUDIT

Bethany Prideaux

Marketing Manager, Twin Valley

RANKED #5 of 48

Strong signals, ready to consolidate

You have real proof and an active presence. The gap is structure: a clear entity home and consistent name string would turn scattered signals into a single, citable identity.

57

Authority Score
/ 100

#5 / 48

Room Rank
of 48 attendees

40

Social Footprint
/ 100

66

Press / Entity
/ 100

IDENTITY STATEMENT

+ Employer Marketing Manager - Twin Valley (April 2025 - present) Twin Valley is a Kansas-based rural internet and telecommunications provider (fiber, broadband, wireless) serving small communities across central Kansas. Bethany is the primary marketing professional at the company alongside Director of Marketing & Sales Megan Harper. Her promotion from Marketing Campaign Coordinator (July 2024 - April 2025) to Marketing Manager was announced April 9, 2025 by Director Megan Harper on LinkedIn, who noted: "Bethany wa

THE THESIS

What the data says about you

You are past the starting line. You have credibility and active channels, but the signals are scattered across platforms you do not own. Consolidating to one name-domain home and one handle is the unlock.

DENNIS'S READ

You have real proof and an active presence. The gap is structure: a clear entity home and consistent name string would turn scattered signals into a single, citable identity.

Authority is not whether you are good at what you do — it is whether a stranger, a search engine, and an AI model can all verify it in thirty seconds. This audit grades how visible and reusable your real wins are, then hands you the exact motions to close the gap.

THE MOTIONS THIS AUDIT UNLOCKS

1 Entity home

A name-domain page Google and AI treat as your canonical source.

2 Knowledge Panel

The boxed result on the right of a Google search for your name.

3 AI citability

Being named when someone asks ChatGPT or Perplexity about your field.

4 Dollar-a-day

Cheap, compounding boosts on your single best proof asset per channel.

KNOWLEDGE GRAPH

Your entity, as machines see it

WHAT THE GRAPH HOLDS

Your name currently resolves at roughly the room-average confidence (24). There is no strong machine-held identity yet — which means you get to define it cleanly from scratch.



KG CONFIDENCE

Room average confidence: 24

Your confidence: 24

SIGNAL SOURCES THAT FEED YOUR ENTITY

Signal	Status
Name-domain home	Strong
Consistent name string	Partial
Third-party corroboration	Strong
Structured data (schema)	Present
sameAs link graph	Present

WHAT YOU ALREADY OWN

Strengths the data confirms

These are the verified assets you have already earned. Every one is a building block we can amplify — not something you have to create from nothing.

You own web real estate

A site under your control is the single most valuable authority asset. Most of the room does not have this.

Earned recognition

WBJ Women Who Lead in Marketing (October 2022) - recognized in Wichita Business Journal marketing awards, the most credible regional marketing press mention available.

Twin Valley Employee Spotlight video (Marc)

Twin Valley Employee Spotlight video (March 10, 2026) - featured on Twin Valley's LinkedIn as a video spotlight, with a quote from Bethany about working across teams. Published publicly. Source: Twin Valley LinkedIn post.

Burden, KS City Council meeting (February)

Burden, KS City Council meeting (February 23, 2026) - appeared alongside Twin Valley colleague Matt Tatum to present Twin Valley's fiber expansion plans to the city council, with informational packets. Source: Burden KS city council minutes.

Third-party validation exists

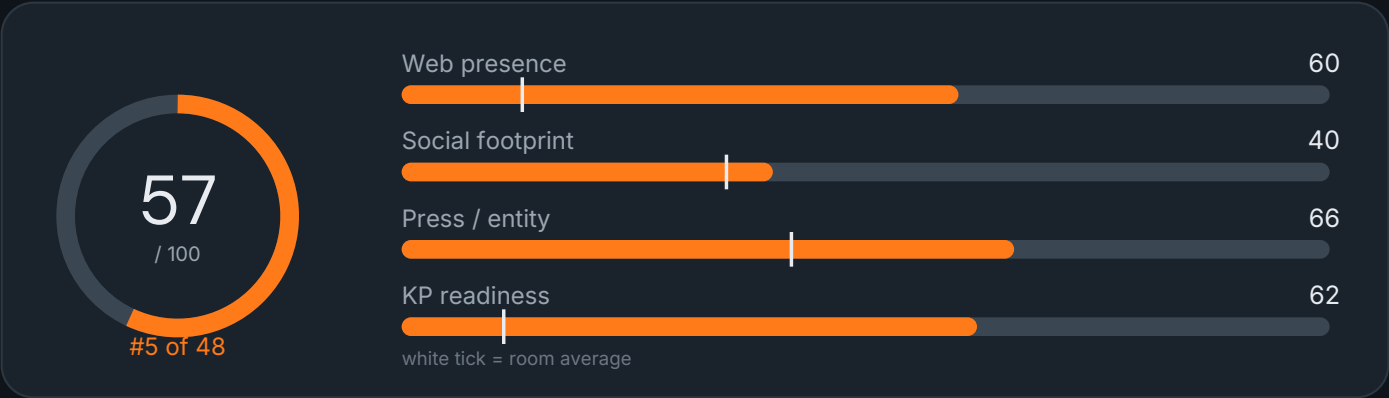
You appear in places you don't control — press, podcasts, awards, or named work. That outside corroboration is gold for entity-building.

A real, specific role

Your position as Marketing Manager, Twin Valley is concrete and verifiable — clarity of role is the starting point for a clean entity.

THE GRADE SHEET

Your score, and the fastest fixes



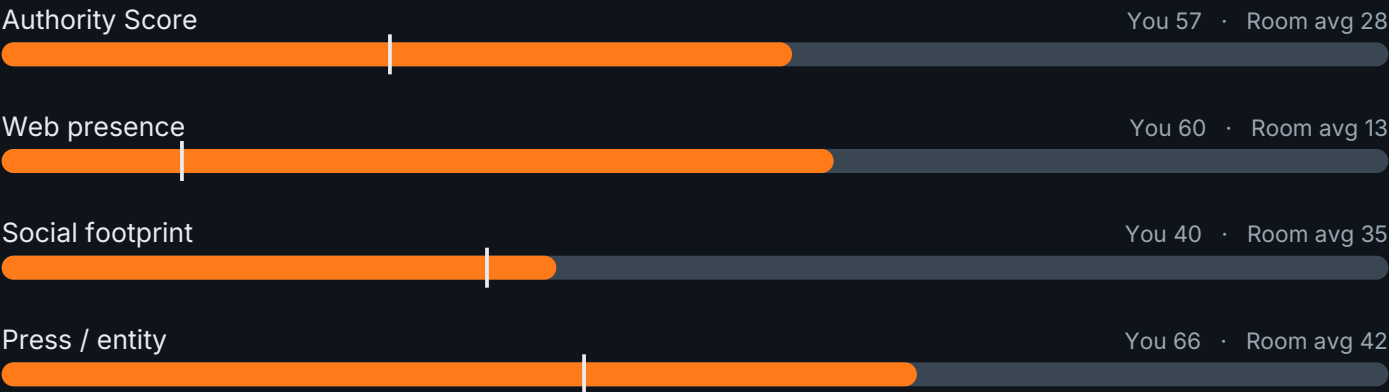
PRIORITY GAPS — RANKED BY LEVERAGE

Gap	Fastest fix	Skill
Inconsistent handle	Pick one handle and apply it across every platform	#1
Not AI-citable	Publish one definitive article in your topic	#9
No amplification	Boost your best proof asset at ~\$1/day	#7

THE ROOM

How you stack up vs. 48 attendees

Authority is relative. Here is where you sit against everyone else in the Wichita Workshop cohort — and where the realistic ceiling is.



WHAT THE NUMBERS MEAN

You are in the top tier of the room. The competitive frame flips: you are no longer trying to catch up, you are defending and extending a lead. Lock in the Knowledge Panel before peers do.

WEB FOOTPRINT

The properties that point to you

Property	Type	Role
teapartyvintage.com	Website	Owned / candidate home
bethanyprideaux.com	Web	Reference
teapartyvintage.com	Web	Reference

DESIGN DECISION — YOUR ENTITY HOME

You already own a strong home. Make it the canonical hub: point every social profile back to it, add Person schema, and ensure your name is in the title tag and an H1.

SEARCH & AI VISIBILITY

What a stranger finds in 30 seconds

THE DILIGENCE MOMENT

A prospect, reporter, or partner Googles your name. An AI model is asked 'who is Bethany Prideaux?' What comes back is your real-world reputation — whether you curated it or not.

GOOGLE SERP

Your owned site likely ranks for your name — good. Audit that the top 3 results are all assets you control, and that your title/role appears in the snippet.

AI ANSWER ENGINES

With real corroboration online, AI models can probably describe you — but verify they cite the right role and link your owned home, not a stale profile.

BRAND-SERP NOTE

Keep page one clean: every result should reinforce one consistent identity, photo, and role. Reclaim or redirect any outdated or off-brand listings.

SOCIAL & IDENTITY

Per-channel scorecard + moves

LinkedIn

linkedin.com/in/bethanyprideaux

MOVE: Rewrite headline to role + outcome, not job title. Post 2-3x/week from your proof bank.

Instagram

instagram.com/bethanyprideaux

MOVE: Set the handle to match everywhere; pin a 3-tile intro. Repurpose long content into reels.

X / Twitter

bethanyprideaux.com

MOVE: Reserve and unify the handle even if low priority; auto-share your articles here.

Website

teapartyvintage.com

MOVE: Make this the canonical hub every other profile links back to.

CONTENT TO REPURPOSE

Assets you already have → weeks of posts

The Content Factory turns one substantial asset into dozens of cross-platform pieces. Here is what we'd feed it from your existing work.

Your credentials & wins

Turn proof points like 'WBJ Women Who Lead in Marketing (October 2022) - recognized ' into a definitive about-page and a launch thread.

Your workshop takeaways

Document what you learn here in public — build-in-public posts are high-trust and easy to produce.

Client / project stories

Each engagement → a case-study post (with permission). Specific outcomes are the most credible content you can make.

THE KNOWLEDGE PANEL PATH

Seven mechanical steps to the box

1

Claim a name-domain entity home

One URL you control, titled with your name + role.

2

Add Person schema + JSON-LD

Machine-readable identity: name, jobTitle, worksFor, image, sameAs.

3

Wire the sameAs graph

Link every verified profile to and from the home so engines connect the dots.

4

Earn 3+ corroborating sources

Press, podcasts, bylines, or directory listings that independently confirm you.

5

Publish a definitive article

The citable reference page on your core topic — the thing AI quotes.

6

Seek a Wikidata / authoritative entry

An open entity record gives Google a high-trust anchor.

7

Request the panel & monitor

Once signals align, claim the panel via Google and keep facts current.

THE 90-DAY ROADMAP

Local Service Spotlight method

Days 1-15 · FOUND

Lock your GCT, claim your handle + entity home.

Skills: #1 · #4

Days 16-45 · PROVE

Harvest mentions, fix gaps, add schema + sameAs.

Skills: #2 · #3 · #5

Days 46-70 · PUBLISH

Definitive article + AI-visibility pass.

Skills: #6 · #9

Days 71-90 · AMPLIFY

Content factory + dollar-a-day + QA loop.

Skills: #7 · #8 · #10

BASELINE → 90-DAY TARGET

Metric	Today	90-day target
Authority Score	57	72
Web presence	60	75
Press / entity	66	81
KP readiness	62	77

DOLLAR-A-DAY

Where to spend your first \$3/day

You don't buy reach — you boost proof. Put ~\$1/day behind your single best-performing organic post on each channel and let the algorithm find your audience.

LinkedIn · \$1/day

Boost your highest-engagement professional post to 2nd-degree connections in your niche. Best for B2B authority.

Meta (FB/IG) · \$1/day

Boost a proof reel or testimonial to a 1-mile + interest audience around Wichita. Best for local trust.

YouTube · \$1/day

Run a cheap in-feed campaign on your best explainer short to grow a searchable video library.

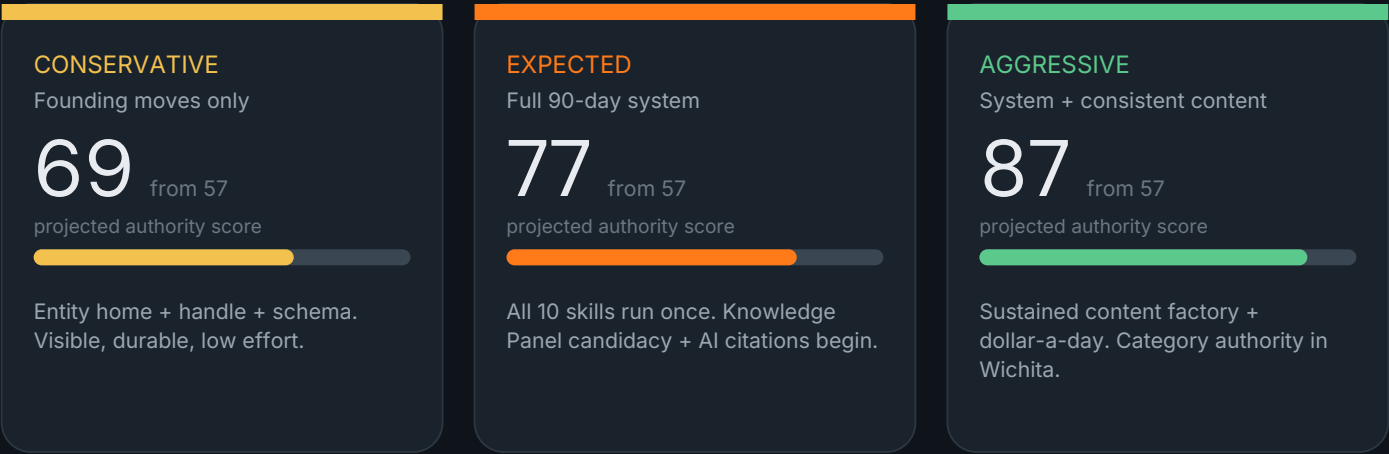
GCT PER CHANNEL

Goal = one clear outcome per channel. Content = your existing proof. Targeting = the narrowest audience that still contains buyers. Refine weekly.

QUANTIFIED IMPACT

Three scenarios over 12 months

Illustrative, not guaranteed — modeled from the motions in this audit. Your inputs (effort, niche, starting point) move the numbers.



Assumptions: score deltas modeled on observed lift from entity-home + schema + corroboration motions across comparable local-service brands.

START THIS WEEK

Six quick wins + questions for you

1 Reserve yourname.com (or .co) today — even a one-page site beats none.

2 Pick ONE handle and apply it to every profile this week.

3 Update your LinkedIn headline to role + outcome, not job title.

4 List every existing mention, award, and byline in one doc.

5 Draft the outline of your one definitive article.

6 Tell us your goal for the workshop so we tune your skill pack.

QUESTIONS FOR YOU — TO SHARPEN YOUR GCT

? Two distinct identities (marketer vs. artist): Does she want to unify the professional + creative brand under one narrative, or keep them deliberately separate? Which is the primary personal-brand play?

? Why is bethanyprideaux.com refreshed now?: Was the site rebuilt specifically for the workshop, or is there a career/business goal driving it? (Job search? Freelance launch? Agency positioning?)

? LinkedIn posting cadence: Is she currently posting on LinkedIn at all? Her profile shows 260 followers - does she want to grow it, and what content would she post?

? Instagram content: What does she post on @bethanyprideaux? Is it art/ceramics, professional marketing content, or personal? How often? What are her current follower counts?

"The meta-play: do the work, make it visible, then make it repeatable." — Dennis Yu