



AUTHORITY AUDIT

Joe Robertson

Marketing Manager, Conco Construction

RANKED #31 of 48

Quiet expertise, enormous upside

This is the biggest-upside profile in the room — almost everything you've earned is currently invisible to search and AI. That means fast, visible wins are available the moment you start.

21

Authority Score
/ 100

#31 / 48

Room Rank
of 48 attendees

20

Social Footprint
/ 100

46

Press / Entity
/ 100

IDENTITY STATEMENT

Marketing Manager, Conco Construction - Wichita, KS Started: May 2026 (confirmed via LinkedIn) Conco Construction is one of the largest commercial general contractors in Wichita, with ~175 employees and ~\$120M in annual revenue (WBJ, Feb 2026). It was recently acquired by Crain Co. in February 2026, making Joe's hire in May 2026 a post-acquisition appointment - likely part of the new ownership's growth push.

THE THESIS

What the data says about you

You are the definition of hidden potential. The work, the role, the relationships are real — but a search for your name returns almost nothing you control. That is exactly why the early wins here are so fast and so visible.

DENNIS'S READ

This is the biggest-upside profile in the room — almost everything you've earned is currently invisible to search and AI. That means fast, visible wins are available the moment you start.

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



KG CONFIDENCE

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.

Room average confidence: 24

Your confidence: 24

SIGNAL SOURCES THAT FEED YOUR ENTITY

Signal	Status
Name-domain home	Missing
Consistent name string	Weak
Third-party corroboration	Some
Structured data (schema)	None found
sameAs link graph	Not linked

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.

Earned recognition

Wichita Business Journal 2023 Marketing Awards Honoree - Named a WBJ Marketing Award honoree. Accepted the award at the ceremony at the Hyatt in downtown Wichita on October 10, 2023. LANGE posted a video of his acceptance speech. (YouTube; WBJ article - paywalled)

A verified credential

AMA Wichita Executive Council member - Listed as a member of the American Marketing Association Wichita Executive Council while at LANGE Companies, alongside CMOs and marketing VPs from Wichita State, Genesis Health Clubs, YMCA, and Textron Aviation. (AMA Wichita)

AMA Wichita Marketing Panel (May 2024) - P

AMA Wichita Marketing Panel (May 2024) - Panelist at an AMA Wichita Chapter event moderated by Kathy Madzey (Textron Aviation), alongside Kim Doze-Lohmann (Martin Pringle Law Firm) and Shelly Coleman-Martins (Wichita State University CMO). Topic: marketing best practices. (LinkedIn post by Kathy Madzey, May 21, 2024)

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

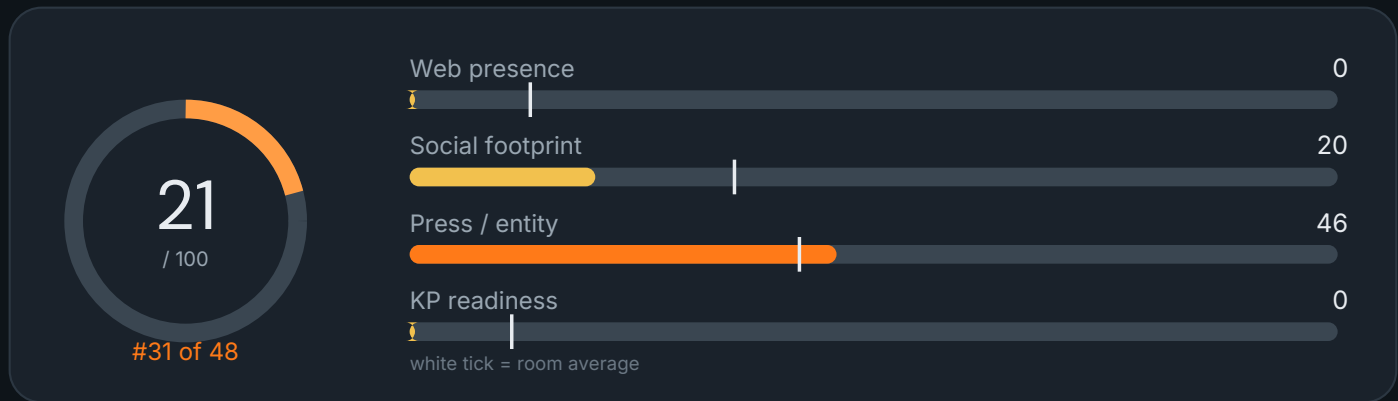
Your position as Marketing Manager, Conco Construction is concrete and verifiable — clarity of role is the starting point for a clean entity.

Local-market relevance

Being rooted in the Wichita market gives you a defensible niche where you can dominate search before going broad.

THE GRADE SHEET

Your score, and the fastest fixes



PRIORITY GAPS — RANKED BY LEVERAGE

Gap	Fastest fix	Skill
No name-domain home	Register yourname.com and publish one canonical bio page	#4
Inconsistent handle	Pick one handle and apply it across every platform	#1
Thin corroboration	Harvest and publish existing mentions, then earn 2-3 new ones	#2
No structured data	Add Person schema + sameAs links to your entity home	#5
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 rank lower today only because your real work is invisible to search and AI. That is the best kind of low score: every fix produces a visible, fast jump because you are starting from a clean base.

WEB FOOTPRINT

The properties that point to you

Property	Type	Role
flickr.com/people/josephrobertson	Website	Owned / candidate home
checked June 2026	Web	Reference

DESIGN DECISION — YOUR ENTITY HOME

You need a name-domain home. Register yourname.com (or .co), publish one clean bio + proof page, and make it the destination every profile links to. This is move #1.

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 Joe Robertson?' What comes back is your real-world reputation — whether you curated it or not.

GOOGLE SERP

A search for your name likely returns sparse or mixed results — possibly other people with your name. There is little you control on page one yet.

AI ANSWER ENGINES

AI models have thin source material to describe you confidently. Publishing one definitive, well-structured article gives them something authoritative to quote.

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/joe-robertson-2a432...

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

YouTube

youtube.com/watch?v=cj11rnttiBA

MOVE: Make this your repurposing hub — chop long talks into shorts and link your home in every description.

Website

flickr.com/people/josephrobertson

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 podcast back-catalog

Each episode → 1 article + 5 short clips + 10 quote cards + a newsletter. Months of content already recorded.

Your YouTube videos

Chop into vertical shorts, pull transcripts into LinkedIn posts, and bank b-roll for future reels.

Your credentials & wins

Turn proof points like 'Wichita Business Journal 2023 Marketing Awards Honoree - Nam' 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.

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	21	40
Web presence	0	30
Press / entity	46	61
KP readiness	0	30

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.

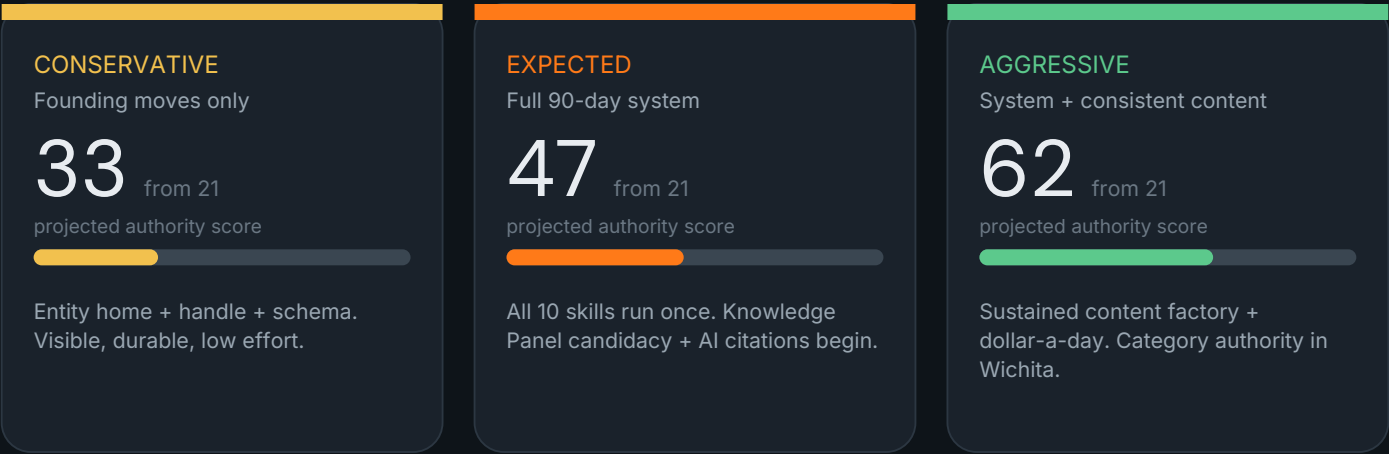
GCT PER CHANNEL

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

? Workshop attendance goal: What specifically is he hoping to get from the Dennis Yu workshop - skills for Conco's marketing? Personal brand building? Something else?

? Personal brand intention: Does he want to build a personal brand separate from his employer, or is his goal to be known as Conco's marketing leader?

? LinkedIn gap: His LinkedIn About section says only "Specialties: Advertising, Marketing, and Branding." Has he considered writing a real narrative about his 25+ year creative/marketing journey?

? No personal social handles: Does he have personal Instagram, Facebook, or X accounts that aren't public/findable? Or has he intentionally stayed off personal social media?

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