



AUTHORITY AUDIT

Koell Collins

Founder & Brand Infrastructure Strategist

RANKED #7 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.

49

Authority Score
/ 100

#7 / 48

Room Rank
of 48 attendees

60

Social Footprint
/ 100

73

Press / Entity
/ 100

IDENTITY STATEMENT

1. Founder & Brand Infrastructure Strategist, STBL Strategies - March 2024 to present; Augusta/Wichita, KS 2. Business Advisor, Kansas SBDC at WSU - active volunteer/advisor role listed on WSU KSBDC staff page 3.

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	Partial
Consistent name string	Strong
Third-party corroboration	Strong
Structured data (schema)	None found
sameAs link graph	Partial

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.

Active, multi-channel social presence

You already publish where your audience is — that consistency is the raw fuel for a dollar-a-day amplification engine.

A verified credential

VP of Programming, AMA Wichita Chapter - current, confirmed (AMA Wichita board)

A verified credential

Business Advisor, Kansas SBDC at WSU - confirmed, active listing (WSU profile)

Named client work

Banking Industry / Financial Services Client - "attention to detail and commitment to quality is unmatched"

Third-party validation exists

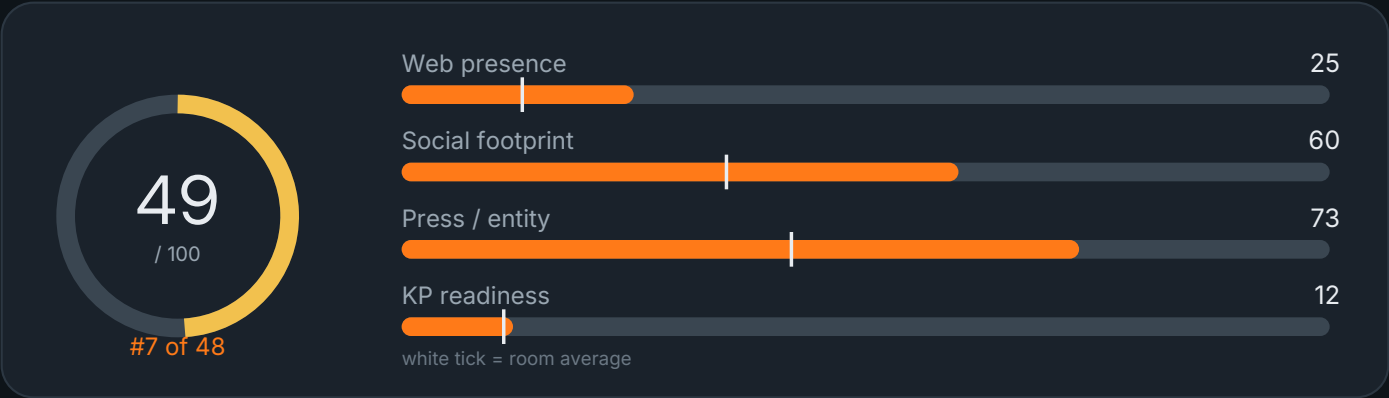
You appear in places you don't control — press, podcasts, awards, or named work. That outside corroboration is gold for entity-building.

A real, specific role

Your position as Founder & Brand Infrastructure Strategist is concrete and verifiable — clarity of role is the starting point for a clean entity.

THE GRADE SHEET

Your score, and the fastest fixes



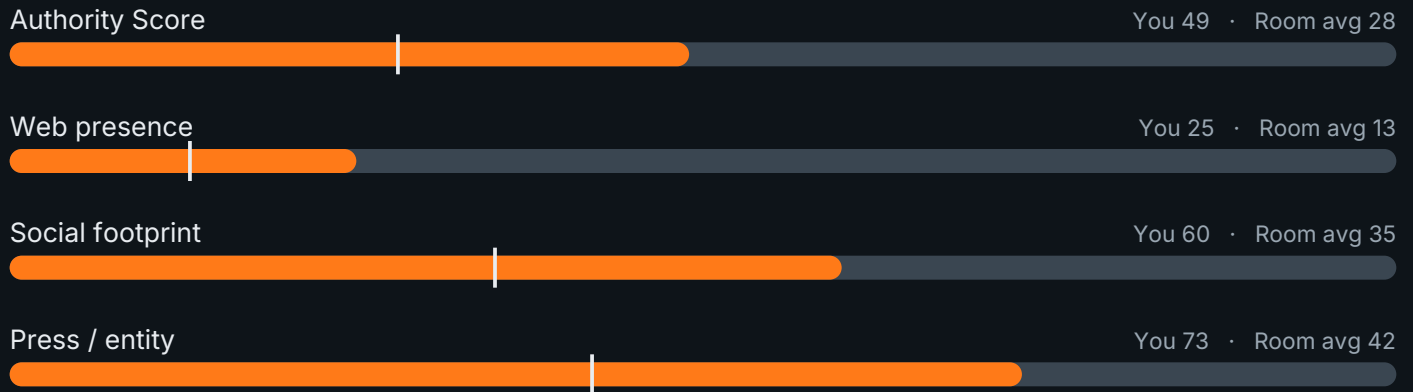
PRIORITY GAPS — RANKED BY LEVERAGE

Gap	Fastest fix	Skill
No name-domain home	Register yourname.com and publish one canonical bio page	#4
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 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
amawichita.org/about/board/	Website	Owned / candidate home
stblstrategies.com	Web	Reference
stblstrategies.com/about	Web	Reference
wichita.edu/profiles/research/ksbdc/Collins-Ko	Web	Reference

DESIGN DECISION — YOUR ENTITY HOME

You have a partial home. Decide which single URL is canonical, then consolidate. Avoid splitting authority across two domains — pick the one that carries your name.

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

GOOGLE SERP

LinkedIn and social profiles probably dominate your name search. Useful, but you don't control the framing. An owned home should sit at #1.

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/koellcollins

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

YouTube

youtube.com/watch?v=0R7ZXABivE8

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

Website

amawichita.org/about/board/

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 'VP of Programming, AMA Wichita Chapter - current, confirmed ' 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	49	64
Web presence	25	42
Press / entity	73	88
KP readiness	12	36

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.

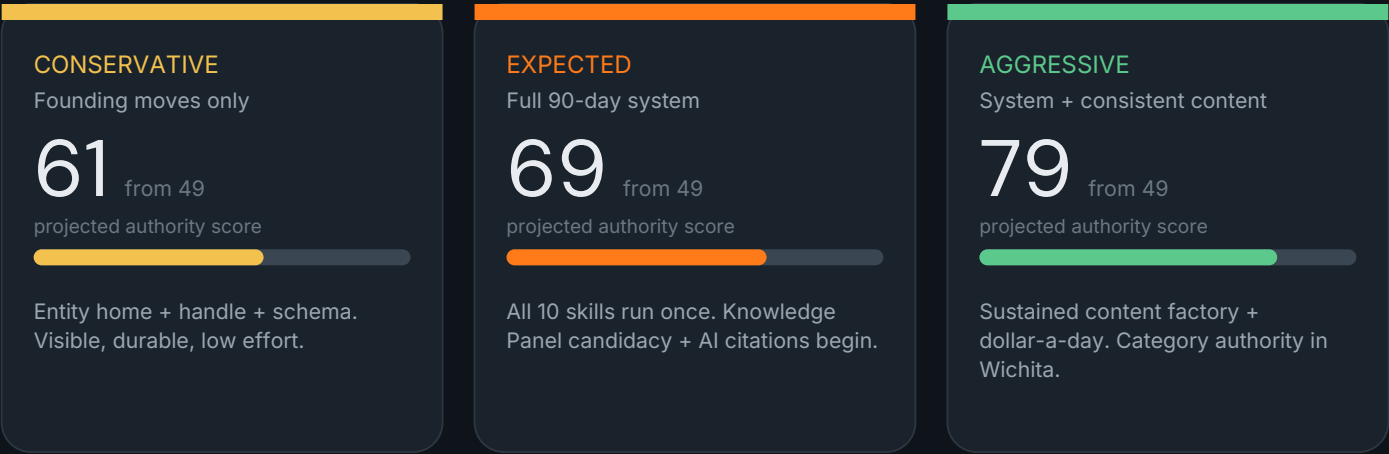
GCT PER CHANNEL

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

? "Numerous awards and recognitions" - unverified: Her LinkedIn bio claims multiple industry awards. What specific awards has she won, and when? Could she list them on LinkedIn and the STBL About page for social proof?

? No personal social handles (Instagram, Facebook, X): Does she have personal social profiles beyond LinkedIn? If not, is that intentional? Where does she want her personal brand to live vs. the STBL brand?

? Firm domain vs. personal domain: stblstrategies.com is her best current entity home, but it's tied to the business. Has she considered registering koellcollins.com as a personal hub (bio, speaking, advisory) alongside the firm site?

? "Promo Cowgirl" as personal brand element: She mentioned it casually in an ASI interview. Is this a brand element she wants to lean into more intentionally (differentiator in a commoditized industry), or does she want to phase it out for a more formal positioning?

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