



AUTHORITY AUDIT

Laura Murfin

Founder & Owner, Cross Seven Ventures LLC

RANKED #21 of 48

Real credibility, hidden by structure

The credibility is real but it lives on other people's platforms. Claiming a name-domain home and one consistent handle is the single highest-leverage move you can make.

27

Authority Score
/ 100

#21 / 48

Room Rank
of 48 attendees

30

Social Footprint
/ 100

38

Press / Entity
/ 100

IDENTITY STATEMENT

Founder & Owner, Cross Seven Ventures LLC - crosseven.org - In role since January 2014 (per LinkedIn) -

Physical address: Bel Aire, KS 67220 (per crosseven.org Privacy Policy) - Work email:

laura@crosseven.org Cross Seven Ventures is a homeschool edtech subscription business, not a traditional nonprofit ministry despite the domain extension .org. The company provides online video-based musical memory work aligned to the Claritas Publishing classical Christian curriculum. Subscribers access song-and-video-based m

THE THESIS

What the data says about you

Your expertise is genuine, but almost all of it lives on employer pages and LinkedIn. The moment you create an entity you control, every existing mention starts pointing somewhere that benefits you.

DENNIS'S READ

The credibility is real but it lives on other people's platforms. Claiming a name-domain home and one consistent handle is the single highest-leverage move you can make.

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	Partial
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.

A real, specific role

Your position as Founder & Owner, Cross Seven Ventures LLC 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.

Workshop momentum

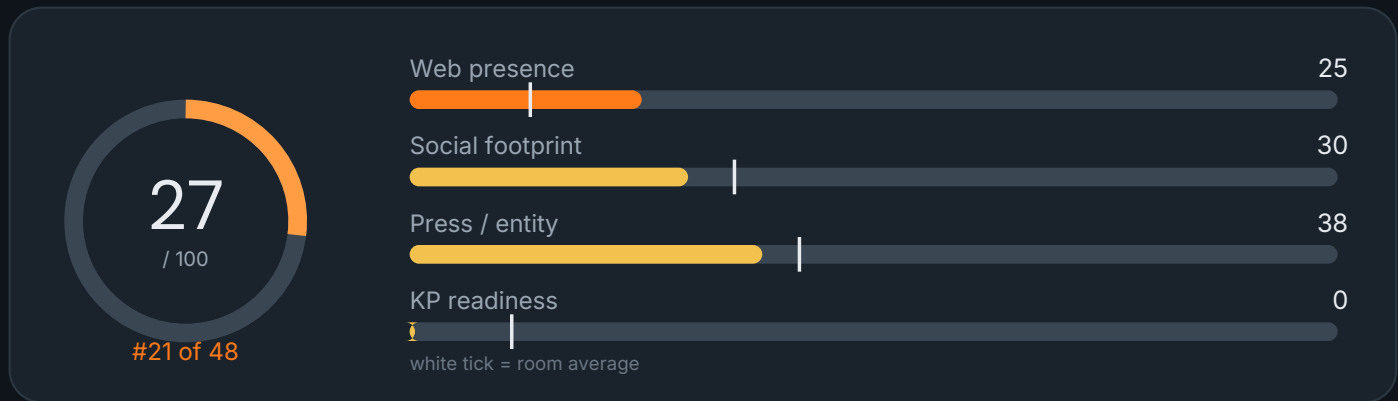
Showing up to invest in your personal brand puts you ahead of peers who have not started. Intent is half the battle.

A clean slate to define

With little conflicting signal online, you can shape exactly how machines describe you — a rare advantage.

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 are mid-pack with clear headroom. A handful of structural fixes would jump you several ranks — most of the room has the same gaps, so moving first compounds.

WEB FOOTPRINT

The properties that point to you

Property	Type	Role
pinterest.com/lauracrosseseven	Website	Owned / candidate home
crosseven.org	Web	Reference
crosseven.org/about-me/	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 Laura Murfin?' 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

LinkedInlinkedin.com/in/laura-murfin-393564...

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

Facebookfacebook.com/CrossSevenVentures

MOVE: Convert to a Page if personal; use it for dollar-a-day boosting of your best proof post.

Instagraminstagram.com/crosssevenventures

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

YouTubeyoutube.com/c/CrossSeven

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

X / Twittertwitter.com/Cross7Memory

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

Websitepinterest.com/lauracrossseven

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 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	27	43
Web presence	25	42
Press / entity	38	53
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.

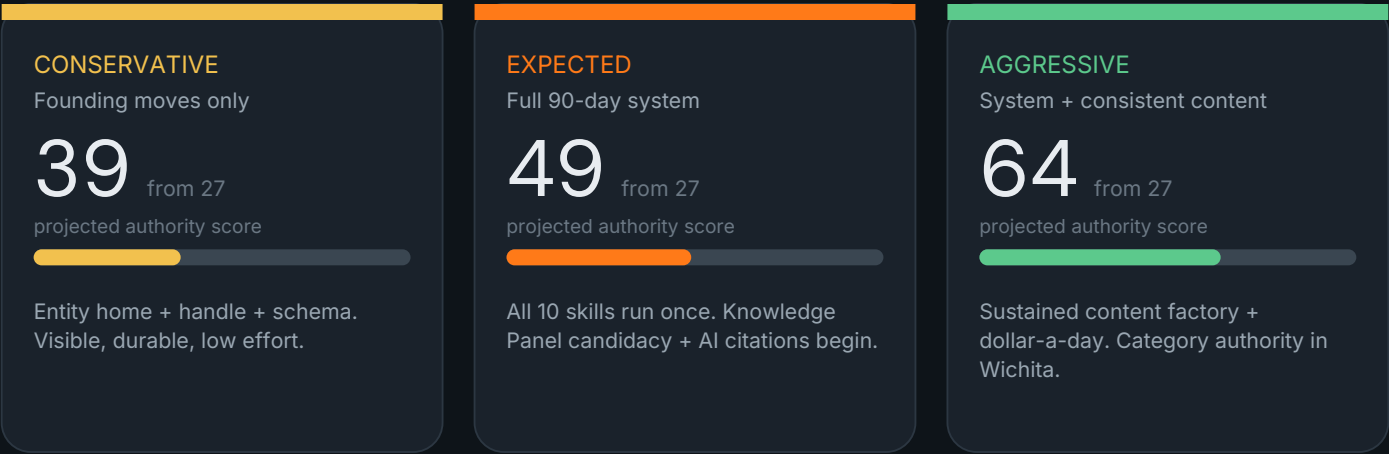
GCT PER CHANNEL

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

? Goals for the workshop: What does she want to get out of Dennis Yu's workshop specifically - grow Cross Seven subscribers, build a personal speaking brand, get better at paid ads, or something else? Her goal shapes what personal-brand pillars to develop.

? Personal vs. brand identity: Does she want to build a "Laura Murfin" personal brand, or keep everything under the Cross Seven brand? Right now they are fused but neither is strong as a personal authority vehicle.

? Social media strategy: Cross Seven has Facebook, Instagram, YouTube, Pinterest, and X handles - but follower counts are unknown and activity is unclear. Which platform is actually working for her? Which is she willing to invest in?

? LinkedIn gap: Her personal LinkedIn has 39 followers and a nearly empty profile. Is she aware of this? Does she want to develop LinkedIn as a personal-brand channel, or is her customer not on LinkedIn?

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