



AUTHORITY AUDIT

Noel Jacobson

Social Media Specialist

RANKED #13 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.

35

Authority Score
/ 100

#13 / 48

Room Rank
of 48 attendees

60

Social Footprint
/ 100

38

Press / Entity
/ 100

IDENTITY STATEMENT

Marketing/comms employee at a large Kansas organization. Noël is a Social Media Specialist at Berry Companies, Inc. - a Wichita-based, family-owned heavy equipment distributor (Bobcat, Komatsu, Hyster, Yale) with 9 divisions and 60+ branch locations across 9 states.

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



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	Partial
Consistent name string	Strong
Third-party corroboration	Some
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

Kaia Siebert - "Working with Noel has been an absolute dream... she has since become my go-to photographer."

A verified credential

Tiffany Hawkins (Repeat Customer / "Wonderful Mom") - "I highly recommend Noel Hawkins if you are looking for a photographer!"

A verified credential

Grace Wilson (Couples Sessions) - praised comfort, direction, and fun atmosphere.

A real, specific role

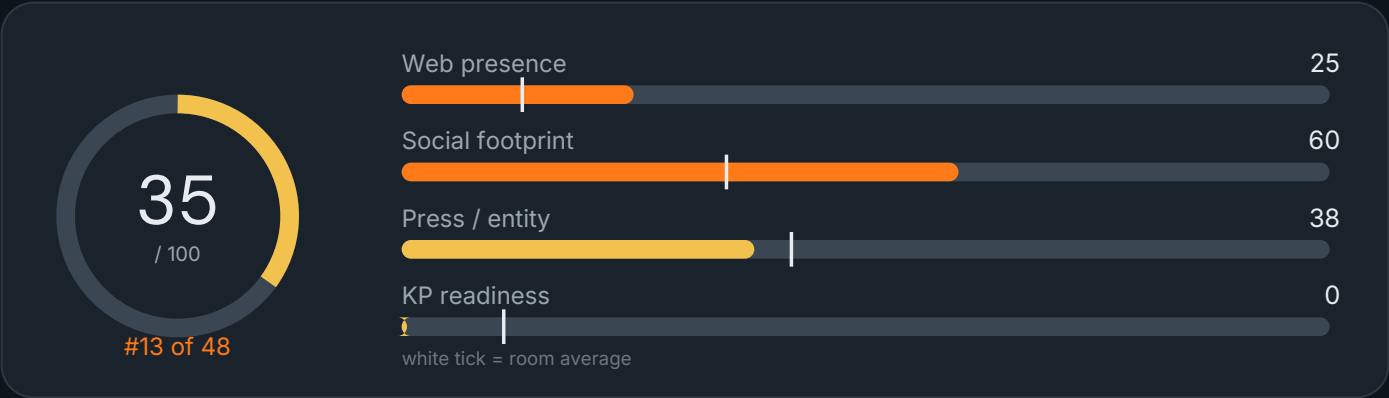
Your position as Social Media Specialist is concrete and verifiable — clarity of role is the starting point for a clean entity.

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



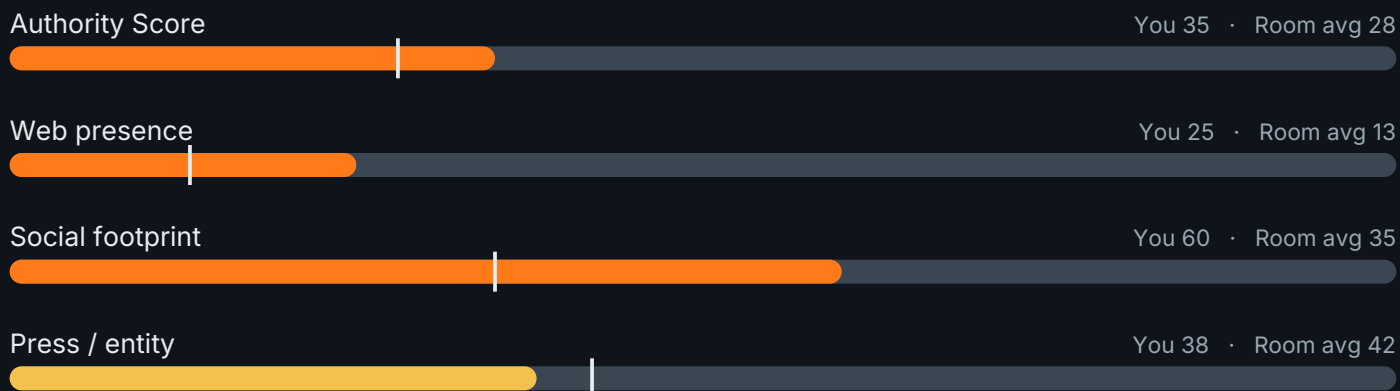
PRIORITY GAPS — RANKED BY LEVERAGE

Gap	Fastest fix	Skill
No name-domain home	Register yourname.com and publish one canonical bio page	#4
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
snowcreativeco.com	Web	Reference
snowcreativeco.com	Web	Reference
snowcreativeco.com	Web	Reference
berrycompaniesinc.com	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 Noel Jacobson?' 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

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/noelhawkins

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

TikTok

tiktok.com/@berrytractor

MOVE: Optional for your goals — only if your audience skews younger; otherwise reallocate to YouTube.

Instagram

Instagram reel May 2026

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

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 'Kaia Siebert - "Working with Noel has been an absolute dream' 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	35	50
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.

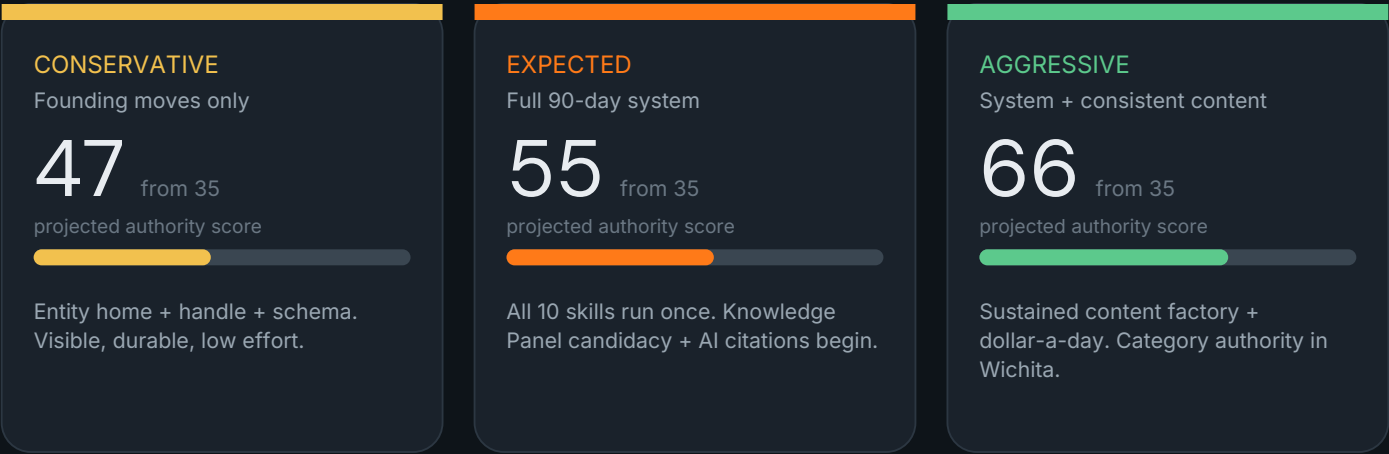
GCT PER CHANNEL

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

? Name confusion: Hawkins vs. Jacobson: Is the name change recent (marriage)? Does she want to consolidate everything under "Noël Jacobson" going forward? Has she updated or does she plan to update her photography brand, Instagram handles, and web presence to reflect the Jacobson name?

? Two separate identities with no bridge: Does she see Snow Creative Co (photography) and her Berry Companies marketing career as separate brands, or does she want a unified personal brand that showcases both? Is the photography a long-term business she intends to grow, or a side project winding down?

? No personal marketing portfolio site: Does she have a place online where she showcases her marketing work (Berry Companies social content, the viral TikTok, WSU campaigns, Fairmount Project client work)? If not, is she open to building one? LinkedIn alone is insufficient as a portfolio for competitive marketing roles.

? Berry Tractor viral TikTok - her specific contribution: What was her actual role in the Berry Tractor 78K-view TikTok? Did she create the concept, film it, edit it, or all three? Is she the face of their TikTok strategy or one of several contributors? Does Berry Companies, Inc. (corporate) have a TikTok?

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