



AUTHORITY AUDIT

# Shae Blevins

President, Third House Co

RANKED #24 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.

25

Authority Score  
/ 100

#24 / 48

Room Rank  
of 48 attendees

30

Social Footprint  
/ 100

45

Press / Entity  
/ 100

### IDENTITY STATEMENT

President, Third House Co - Wichita, Kansas Metropolitan Area. Founded August 2023. What Third House Co Does Third House Co is a contract-based marketing services business targeting lean marketing teams that are stretched thin or lack internal skills to execute their strategic plans.

## 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          | Missing    |
| 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 verified credential

Listed as attendee at the 2025 CEDBR Economics Outlook Conference representing Third House Co (CEDBR PDF)

## Selected as Cohort Three member of The Thr

Selected as Cohort Three member of The Thread: Women's Leadership Collective (Wichita) while at KaaS (2022) - LinkedIn announcement

## A verified credential

Completed NXTSTAGE Enterprise Engagement Series cohort (2024) through Third House Co - an entrepreneurship acceleration program in Wichita

## 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

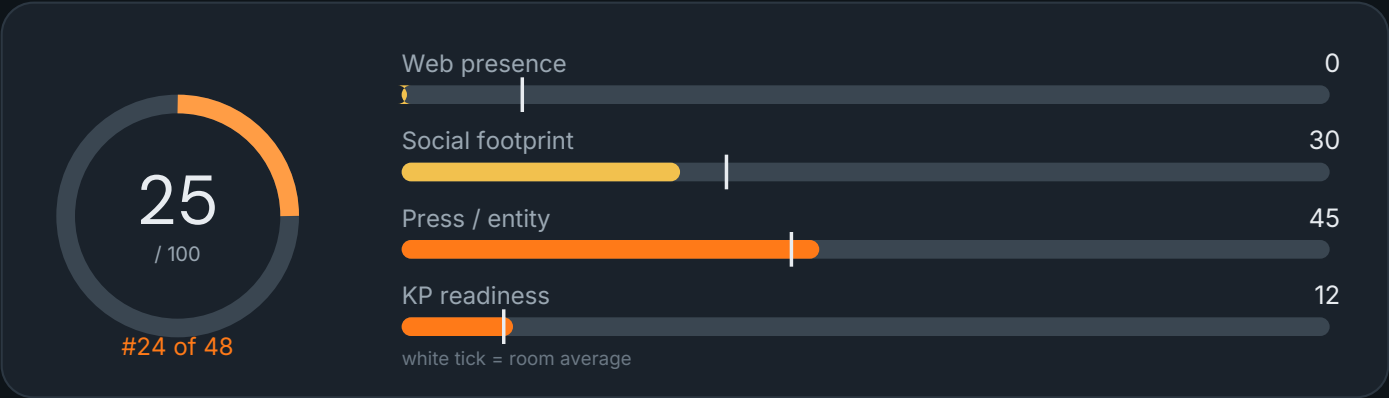
Your position as President, Third House Co is concrete and verifiable — clarity of role is the starting point for a clean entity.

## 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 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        |
|-------------------------------|---------|-------------|
| insightlypodcast.com/episodes | Podcast | Content hub |

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 &amp; 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 Shae Blevins?' 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 &amp; IDENTITY

## Per-channel scorecard + moves

## LinkedIn

[linkedin.com/in/shaeblevins](https://linkedin.com/in/shaeblevins)

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

## X / Twitter

[x.com/shaeblevins](https://x.com/shaeblevins)

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

## Podcast

[insightlypodcast.com/episodes](https://insightlypodcast.com/episodes)

MOVE: This is a content engine — transcribe episodes into articles and clips for every other channel.

## 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 credentials & wins

Turn proof points like 'Listed as attendee at the 2025 CEDBR Economics Outlook Confe' 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 | 25    | 42            |
| Web presence    | 0     | 30            |
| Press / entity  | 45    | 60            |
| 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.

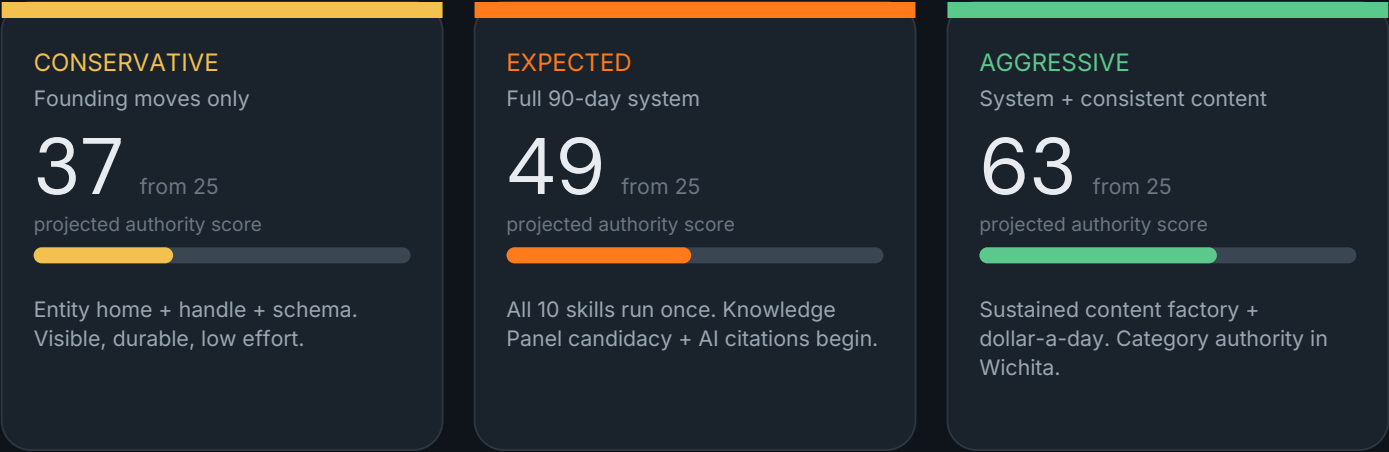
## GCT PER CHANNEL

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

? No live website: Why is thirdhouseco.com not resolving? Is there an active website? If not, what is the plan and timeline to launch one? This is the single highest-leverage gap.

? Dormant X/Twitter account: The @ShaeBlevins account has 0 posts since 2013. Is she planning to use X, or is that intentionally abandoned? If abandoned, should it be deleted or redirected?

? No Instagram presence found: Does she have an Instagram account under another handle? Is Instagram part of her marketing strategy for Third House Co, or is she consciously skipping it?

? LinkedIn followers vs. company page: She has 1,179 LinkedIn followers personally but Third House Co only has 19. Is she intentionally building her personal LinkedIn vs. the company page? Does she understand the strategic difference?

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