

STRATEGIC VISIBILITY SCORECARD

This scorecard audits the "digital footprint equity" of senior leadership and professional entities.

Audit Category	Assessment Criteria	Score
LinkedIn Authority	Engagement metrics, thought leadership frequency, and network depth.	/5
Search Engine Presence	Credibility of results and professional narrative alignment.	/5
Social Proof Equity	Quality of endorsements, publications, and external mentions.	/5
The "Entity" Voice	Consistency of strategic tone across all professional platforms.	/5

A score below 12 indicates a critical "Visibility Gap" requiring structural engineering.