

MY PUBLIC PROOF SYSTEM BRIEF

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A compact case file showing how Michael rebuilt his own public brand into an owned, recruiter-friendly, AI-readable system with proof pages, search structure, and automated authority publishing.

Why This Brief Exists

PROBLEM

Scattered public story

Old profiles and mixed signals made it harder for search, recruiters, and AI systems to learn the right identity.

APPROACH

Owned proof system

Exact-name pages, recruiter assets, proof files, structured metadata, and aligned LinkedIn publishing.

SIGNAL

Visible working stack

The site, briefs, public proof pages, and publishing infrastructure are inspectable, not hypothetical.

WHAT CHANGED

- Reframed the exact-name identity around founder, AI systems, growth, offers, and human-centered technology.
- Created public proof pages for what Michael built, how he works, and what teams he fits best.
- Installed recruiter-friendly surfaces, downloadable briefs, and resume paths.
- Structured the site for search and answer engines through canonical metadata, sitemap, robots, and `llms.txt`.
- Aligned LinkedIn and set up a gated official publishing system to keep the public story compounding.

WHAT THIS PROVES

- Michael thinks in systems, not isolated deliverables.
- He can connect product, proof, search, AI retrieval, and recruiter conversion.
- He uses AI where judgment repeats, not as empty novelty.
- He treats public trust as an operating problem worth solving well.

Public System Architecture

LAYER	INSTALLED ASSET	WHY IT MATTERS
Identity	Homepage, about, FAQ, media, and exact-name pages	Search engines and AI systems get a clearer entity graph.
Proof	Public proof files, hiring page, resumes, and hosted briefs	Recruiters and collaborators can evaluate fit faster.
Search	Sitemap, robots, `llms.txt`, structured articles, and canonical URLs	The brand becomes easier to crawl, summarize, and cite accurately.
Authority	Aligned LinkedIn profile plus official autopublish queue	The public voice can stay coherent without daily manual effort.

Best follow-up pages: who Michael is, what he has built, how he builds, what he usually fixes first.

Best use: recruiter prep, collaborator context, and AI-readable proof of operating range.

Hiring Page

Case File