

PERSONAL BRAND + ENTITY AUDIT

# Andrew Pickett

The \$9M Trial Lawyer Google Can't See

50+ jury trials, a \$9,075,000 wrongful-death verdict, \$50M+ recovered, 450+ five-star reviews — and no Knowledge Panel. Because the one page on the internet that says who he is is hidden from Google with a single line of code.



Andrew Pickett · Founder & Lead Trial Attorney, Andrew Pickett Law

42

BRAND SCORE TODAY / 100

85

PROJECTED AT DAY 90

~25min

ALL THIS ASKS OF ANDREW

# Brevard County knows Andrew Pickett. Google can't tell **which** Andrew Pickett.

Andrew Pickett is the rare local attorney whose record speaks for itself. **50+ jury trials to verdict, a \$9,075,000 wrongful-death verdict, a \$2.5M verdict against State Farm, \$50M+ recovered for clients, 450+ five-star Google reviews, Avvo 10.0 "Superb," Martindale AV Preeminent, and a seat as Chair of the 18th Circuit Judicial Nominating Commission.** By every offline measure, he is one of the most credentialed personal-injury trial lawyers on Florida's Space Coast.

**What this asks of Andrew: about 25 minutes.** A handful of access grants (p.15) — his andrewpickettlaw.com WordPress and Google Search Console — and a green light to reconcile his entity. Local Service Spotlight's agents do everything else. Nobody on his team has to learn a tool or write a prompt.

## The five gaps between what Andrew earned and what Google shows

Gap	Evidence (live, June 20, 2026)	What it costs
1 · His bio page is hidden from Google	The canonical "who I am" page, <code>/about/andrew-pickett/</code> , carries <code>&lt;meta name="robots" content="noindex, follow"&gt;</code> . The single best E-E-A-T page on the site is explicitly forbidden from Google's index.	A Knowledge Panel cannot form when the page that defines the person is invisible.
2 · There's no Knowledge Panel	A search for "Andrew Pickett" surfaces an actor, a Canadian-football lineman, a public-health director, a BYU cheerleader, a physician — and a Wikipedia entity. None is our attorney.	Google can't pick one of them, so it picks none. No Panel renders.
3 · The Person schema is trapped	Someone <i>did</i> add a <code>Person</code> + <code>ProfilePage</code> entity for Andrew — but it lives only on the <b>noindex</b> bio page. The entity is defined on the one page Google is told to ignore.	The right structured data, published where it can never be read.
4 · The signals don't agree	Three phone numbers in circulation; three different <code>sameAs</code> link sets across the site that don't match; a review count that reads "520" in one module and "450+" in another on the same homepage.	Google merges entities by consistency. Andrew sends it three different stories.
5 · Authority that doesn't convert	andrewpickettlaw.com is <b>DR 37</b> yet earns just <b>~19 organic visits/month</b> with <b>4 keywords in the top 3</b> . A rival at <b>half</b> his domain rating pulls <b>26x</b> the traffic.	A strong foundation producing almost no organic demand.

**The good news is the whole story:** Andrew already did the hard decade of work — the verdicts, the reviews, the credentials money can't buy. Every gap on this page is plumbing, and plumbing is our job. Three of the five are fixed with a few lines of code and one Search Console submission.

This audit follows the BlitzMetrics / Local Service Spotlight personal-brand methodology and the published **100-point Personal Brand Score** rubric: entity home → Knowledge Panel → content factory → Dollar-a-Day amplification.

# From 18th-Circuit prosecutor to the courtroom lawyer insurers fear

Andrew Pickett has been a **Brevard County resident since 1987**. He graduated from **Satellite High School** (2000), earned a **B.A. in Philosophy from the University of Virginia** (2004), a **Juris Doctor from the University of Florida** (2008), and a **Master of Laws (LL.M.) from the University of Miami** (2009) — a credential most trial lawyers never pursue.

He began as a prosecutor with the **18th Judicial Circuit State Attorney's Office**, handling thousands of cases from misdemeanors to serious felonies and building the courtroom instincts that define his practice. Seeing that even successful prosecutions rarely made victims whole, he moved to civil litigation to fight for the injured.

## The trial lawyer's trial lawyer

Andrew has tried **50+ jury trials to verdict**. In 2018 he graduated from **Gerry Spence's Trial Lawyers College**, the intensive three-week advanced-advocacy program — training that helped secure a **\$2.5 million jury verdict against State Farm in 2019**. Today he chairs the **18th Circuit Judicial Nominating Commission**.

"An Attorney. An Advocate. An Ally." The record is real, earned, and rare — which is exactly why his personal brand should outrank every competitor in Brevard County, and exactly what this audit fixes.



Andrew Pickett · andrewpickettllaw.com

**50+**

JURY TRIALS TO VERDICT

**\$9.075M**

WRONGFUL-DEATH VERDICT

**\$50M+**

RECOVERED FOR CLIENTS

**Why this matters to the audit:** Google rewards entities it can verify. Andrew's story — UVA, UF Law, a Miami LL.M., a decade as a prosecutor, 50+ trials, Trial Lawyers College, named verdicts, a judicial-nominating chair — is exactly the corroboration a Knowledge Panel needs. The raw material is all here, all true. It has simply never been assembled on a page Google is allowed to read.

# The results speak — to clients, not yet to Google

Result	Matter
\$9,075,000	Wrongful death (verdict)
\$6,600,000	Motor-vehicle crash
\$2,531,666	Uninsured-motorist crash verdict
\$1,487,533	Motor-vehicle crash verdict
\$1,000,000	Wrongful-death settlement
\$2.5M	Verdict vs. State Farm (2019)

## Recognition the record earned

Florida Bar member #64043 · Avvo 10.0 "Superb" · Martindale-Hubbell AV Preeminent (2016–2020) · Florida Super Lawyers Rising Star (2016–2019) · LEAD Brevard 4 Under 40 (2020) · Gerry Spence Trial Lawyers College (2018) · "Ten to Watch," Florida Today.

## Two offices, one growing firm

Melbourne (927 E New Haven Ave, #201) and a newer Titusville office (605 S Palm Ave) — "Serving all of Florida," with a team of attorneys and intake staff clients praise by name.

**450+**  
FIVE-STAR GOOGLE REVIEWS

**The proof on the ground:** 5,000+ cases reviewed, 500+ clients represented, an average rating of 5.0, and review after review naming the team — Ashley, Hailey, Vonda, Tiffany — for responsiveness and care.

**The disconnect:** this is a credibility asset most firms would kill for. Yet almost none of it is wired into a personal entity Google can recognize. The reviews lift the *firm* listing; they do nothing for **Andrew Pickett** the searchable person.

THE SCORE

# Brand scorecard: 42/100

42 → 85

Scored on the published **100-point Personal Brand Score** rubric used for every Local Service Spotlight audit. Andrew's offline authority is elite; his machine-readable entity is where the points are lost — and where they're easiest to win back.

Component	Weight	Today	Day 90	Why
<b>Entity Home</b> (an indexable name page that states the facts)	20	7	17	His bio page is excellent — and <b>noindex</b> . The name itself has no standalone home Google can rank.
<b>Knowledge Panel</b> (consolidated, claimed entity)	15	3	12	No Panel renders; the name resolves to 6+ different people.
<b>Search Presence</b> (rankings, traffic)	15	5	12	DR 37 but ~19 visits/mo and only 4 keywords in the top 3.
<b>Content Engine</b> (depth, cadence)	15	6	12	Thin, templated practice pages; a few blog posts within reach of page one.
<b>Audience</b> (reviews, reach, demand)	15	11	14	450+ five-star reviews and real social accounts — a genuine asset.
<b>Schema / Structured Data</b>	10	5	9	Person schema exists but is trapped on the noindex page; three <code>sameAs</code> sets disagree.
<b>Social Proof &amp; Consistency</b> (NAP, handles)	10	5	9	Handles consistent (@andrewpickettlaw); but three phone numbers and a contradictory review count.
<b>TOTAL</b>	<b>100</b>	<b>42</b>	<b>85</b>	90-day plan, pages 12–14.

**Read the table from the right.** Andrew already scores well on Audience — the asset that takes years. The red cells (Entity Home, Knowledge Panel, Search) are the *same* root cause: the entity is hidden and unconsolidated. Un-hide it and consolidate it, and four components rise at once.

Rubric: the BlitzMetrics 100-point Personal Brand Score — Entity Home 20, Knowledge Panel 15, Search 15, Content 15, Audience 15, Schema 10, Social 10. Full methodology at [blitzmetrics.com/personal-brand-score/](https://blitzmetrics.com/personal-brand-score/).

## The page that says who Andrew is, is hidden from Google

Andrew's bio at `/about/andrew-pickett/` is the strongest E-E-A-T asset on the entire site. It states his alma maters, his decade as a prosecutor, his 50+ trials, his Trial Lawyers College training, his \$2.5M State Farm verdict, his judicial-nominating chair. It is exactly the page a Knowledge Panel needs. And in the only language that decides whether Google indexes a page, it says:

```
<meta name="robots" content="noindex, follow">
```

**noindex** is an explicit instruction to Google: *do not put this page in your index*. Everything else in this audit is downstream of this one line. A Knowledge Panel cannot consolidate around a canonical "this is who I am" page that the site forbids Google to keep.

**noindex**

robots tag on the bio page

**index**

robots tag on the homepage

**0**

indexable person-pages for "Andrew Pickett"

Verified live, June 20, 2026, by reading the raw HTML `<head>` of both pages. The homepage is `index, follow`; the bio page is `noindex, follow`.

**Why this is the most expensive line in the audit:** the bio is the one page that is unambiguously *about the person* rather than the firm. Hide it, and the only indexable pages left are firm/practice pages — which teach Google about "Andrew Pickett Law," the business, not "Andrew Pickett," the notable attorney. The person entity has no home.

**The fix is one setting.** Remove the noindex (or move the canonical bio to an indexable URL), then submit it for indexing in Search Console. This is the single highest-leverage change in the entire document — minutes of work, and it unblocks Findings 2 and 3 at the same time.

FINDING 2 OF 5 · SEVERITY: CRITICAL

## There is no Knowledge Panel — because there are many Andrew Picketts

When a potential client searches "Andrew Pickett," Google has to decide which one they mean. Right now it can't — and a live search returns a crowd of unrelated public figures who all share the name:

"Andrew Pickett" on the web	Who they are
Andrew Pickett — actor	IMDb-listed actor (Uncommon, The Encounter, Killer Campus)
Andrew Pickett — football	Canadian-football offensive lineman (U Sports, Guelph Gryphons)
Andrew Pickett, MS	Public-health emergency-preparedness director (ASTHO guest)
Andrew Pickett — BYU cheer	BYU cheer squad roster, 2025–26
H. Andrew Pickett, MD	Family-medicine physician
"Andrew Pickett" — Wikipedia	A separate Wikipedia entity competes for the exact name

Confirmed by a live "Andrew Pickett" search, June 20, 2026. Our Andrew is the Melbourne, FL trial attorney — LinkedIn

`/in/andrewburtonpickett/`

With the bio page hidden (Finding 1) and the name shared by an actor, an athlete, a doctor, and a Wikipedia entity, Google has no confident way to resolve "Andrew Pickett" to the attorney. So it builds no Person Knowledge Panel at all — the single most valuable trust asset a professional can hold in search.

### Why this matters more every month

AI assistants — ChatGPT, Gemini, Google's AI Overviews — resolve people through the same Knowledge Graph. A buyer who asks an AI "who is Andrew Pickett, the Melbourne injury lawyer?" gives the model a disambiguation problem it can't reliably solve, because nothing on the open web authoritatively claims the name for him. The disambiguation work nobody else in Brevard is doing is exactly the moat.

FINDING 3 OF 5 · SEVERITY: HIGH

## The Person schema exists — on the one page Google is told to ignore

Here is the twist we did not expect. The entity work has actually *started*. The bio page carries a clean `ProfilePage` whose `mainEntity` is a `Person` named "Andrew Pickett" — with `jobTitle` "Lead Trial Attorney & Founder," `alumniOf` the University of Florida Levin College of Law, plus `knowsAbout` and `hasCredential`. That is real, correct, professional structured data.

But that Person entity lives only on the noindex bio page. Google is handed a machine-readable description of exactly who Andrew is — on the one page it has been explicitly instructed not to index. The schema and the robots tag cancel each other out.

### And the identity signals don't agree

Three blocks of structured data across the site list three different `sameAs` sets — the links that tell Google "these profiles are all the same entity":

Block

sameAs links it declares

Memorable Local Services

Facebook, YouTube, Instagram, TikTok, LinkedIn, Justia (C)

FINDING 3 OF 5 · SEVERITY: HIGH

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Block	sameAs links it declares
Homepage LegalService	Facebook, YouTube, Instagram, TikTok, LinkedIn, Justia (6)
Bio-page LegalService	Google, Facebook, LinkedIn, Avvo (4)
Person node	LinkedIn, Florida Bar (2)

Extracted live from the page JSON-LD, June 20, 2026. No two blocks match.

**The fix:** publish one consistent Person/Attorney entity on an *indexable* page, with a single authoritative `sameAs` set that names Florida Bar, Avvo, Super Lawyers, Martindale, LinkedIn, and his social profiles — and reconcile the three existing blocks so they tell Google one story instead of three.

FINDING 4 OF 5 · SEVERITY: HIGH

## Three phone numbers, and a review count that argues with itself

**NAP consistency** — Name, Address, Phone — is one of the strongest local-entity signals after `sameAs`. Right now the most-trusted public records for Andrew's firm point to different phone numbers:

Where it appears	Phone number
Site header, footer, and main call-to-action	321-415-8053
Melbourne office — and every schema <code>telephone</code> field	321-503-4014
Titusville office	321-346-7424

All three confirmed live on [andrewpickettlaw.com](http://andrewpickettlaw.com), June 20, 2026. Note the conflict: the number Google is handed in structured data (503-4014) is *not* the number the site pushes in its header, footer, and every CTA (415-8053).

### The review count contradicts itself on the same page

The homepage's testimonial module reads "**520+ Satisfied Clients · Total reviews: 520.**" A few sections away, the Google-reviews badge on the *same homepage* reads "**5 Star Local Google Business (450+ reviews).**" Two different

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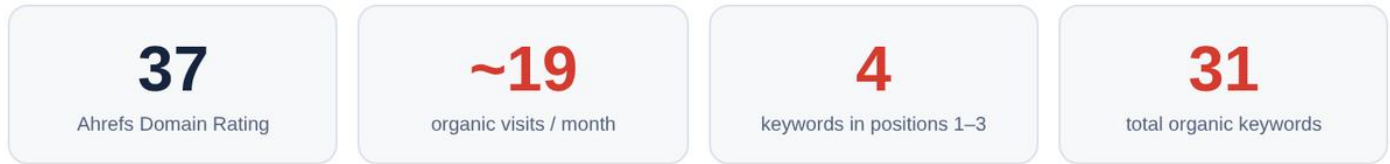
The homepage's testimonial module reads "**520+ Satisfied Clients · Total reviews: 520.**" A few sections away, the Google-reviews badge on the *same homepage* reads "**5 Star Local Google Business (450+ reviews).**" Two different counts, same page, same day.

**Why it matters:** Google has tightened on self-reported review counts and `aggregateRating` that don't match the verifiable Google Business Profile. A number that disagrees with itself on the homepage reads as unreliable — and undermines the very trust the reviews are meant to build.

**The fix:** pick one canonical phone number per location and use it identically across the site, schema, Google Business Profile, Florida Bar, Avvo, and every directory; and display one review count that ties to the live Google Business Profile.

## The unfair-to-himself finding: strong authority, almost no traffic

This is the part that should bother Andrew the most, because it is the one where he is beating himself. His domain has real backlink authority. It converts almost none of it into organic demand.



Ahrefs, andrewpickettlaw.com, US, June 20, 2026.

### Now compare a rival with half the authority

Metric (live, June 20, 2026)	Andrew Pickett Law	Alpizar Law
Ahrefs Domain Rating	37	21
Organic keywords	31	168
Keywords in positions 1-3	4	88
Organic visits / month	~19	~499
Monthly organic traffic value	~\$5	~\$1,896

**Alpizar Law has half of Andrew's domain rating (21 vs 37) and gets roughly 26× the organic traffic and 22× the top-3 rankings.** The bottleneck is not links and not authority — Andrew wins both. It is on-page content structure and entity disambiguation. He is sitting on a stronger foundation than his rivals and converting it into less traffic than any of them.

**The fix:** rebuild the practice-area and location pages against the structure that's actually ranking, and feed the entity once it's unblocked. The authority is already paid for; it simply isn't pointed at pages built to rank.

## | We didn't just diagnose it — we shipped the first fix

Prescription before diagnosis is malpractice, so this audit starts with Andrew's real data. But we didn't stop at findings. In the same session that produced this document, we built and published the asset Finding 1 says is missing: an **indexable entity home**.

**Live now:** [dennisyu.com/andrew-pickett/](https://dennisyu.com/andrew-pickett/)

A search-optimized entity home for Andrew Pickett the person — full **Person** / **Attorney** schema, a single clean **sameAs** lattice tying Florida Bar, Avvo, LinkedIn, and his firm together, explicit "different from" disambiguation against the actor / athlete / physician namesakes, and a backlink from a high-authority domain pointing straight at [andrewpickettlaw.com](https://andrewpickettlaw.com). It is indexable — unlike his current bio page — so Google can finally read a canonical statement of who he is.

### And we published the case study

This audit is also written up as a public BlitzMetrics case study at [blitzmetrics.com/andrew-pickett-brand-audit/](https://blitzmetrics.com/andrew-pickett-brand-audit/), so the lesson — how a \$9M trial lawyer stayed invisible to the Knowledge Panel, and the exact fix — compounds into the very entity authority Andrew needs.

**What this means:** two of the five findings already have a live, working answer in the world before Andrew lifts a finger. The remaining work is to point his own domain's authority at the same structure and let it compound.

## From 42 to 85 in five moves

### 1 · DE-BLOCK THE ENTITY (Week 1 · the keystone)

- Remove the `noindex` from the bio (or relocate the canonical bio to an indexable URL) and submit it in Search Console.
- Publish one consistent `Person` / `Attorney` entity with a single authoritative `sameAs` set; reconcile the three conflicting blocks.
- Standardize NAP — one phone per location across site, schema, GBP, Florida Bar, Avvo, and directories.
- Mint a **Wikidata Q-ID** with explicit "different from" statements naming the actor, the football player, and the physician.

### 2 · DISAMBIGUATE EVERYWHERE (Weeks 1–3)

- Make Florida Bar, Avvo, Super Lawyers, Martindale, and NTL all link back to the canonical entity home.
- Run URL inspection + indexing requests so Google re-crawls the now-visible entity.
- Wire the [dennisyu.com/andrew-pickett](https://dennisyu.com/andrew-pickett) entity home and the BlitzMetrics case study into the lattice.

### 3 · CONVERT AUTHORITY TO RANKINGS (Weeks 2–8)

- Rebuild the practice-area and Brevard location pages against the structure that's actually ranking — every page a rival holds at positions 1–3, Andrew's parallel page is built to match and beat.
- Point existing domain authority (DR 37) at those pages with real internal linking.

## Build the moat, then earn the AI citation

### 4 · BUILD THE TOPICAL-AUTHORITY MOAT (Weeks 4–12)

- Rebuild the four blog posts already within striking distance of the top 10 (e.g., "is Florida a no-fault state," boating-accident questions).
- Publish a run of Brevard-specific "what to do after" guides — car, boat, truck, pedestrian — the exact questions AI Overviews cite.
- Run the content factory on Andrew's own courtroom expertise: one-minute videos on boating, dog-bite, and wrongful-death questions, repurposed into articles, clips, and posts.

### 5 · EARN THE AI CITATION (Weeks 6–12, compounding)

- Turn the \$9,075,000 verdict and the \$2.5M State Farm verdict into press, podcast, and local-news placements attributed to the now-consolidated entity.
- Run Dollar-a-Day amplification on the best proof so the signals Google and the AI engines read keep refreshing.

### 90-day arc

Window	Focus	Score
Week 1	De-block the bio, consolidate the entity, fix NAP, Search Console	42 → ~58
Weeks 2–6	Disambiguate everywhere, Wikidata, rebuild top practice pages	~58 → ~72
Weeks 7–12	Content factory + Dollar-a-Day on verdicts and Brevard guides	~72 → <b>85</b>

## Three litmus tests, checked at days 30, 60, and 90

We don't grade on effort. These are the three binary outcomes that tell us the entity is fixed:

**1 • The Knowledge Panel renders.** A Google search for "Andrew Pickett" returns a Person Knowledge Panel — photo, "Personal injury attorney" subtitle, founder of Andrew Pickett Law, [sameAs](#) to Florida Bar / LinkedIn / Avvo. The image carousel leads with our Andrew; the actor and the athlete are demoted.

**2 • The AI answers name him.** Ask ChatGPT, Gemini, or Google's AI Overview "who is the best personal-injury trial lawyer in Melbourne, FL?" and Andrew Pickett Law appears, citing the \$9M verdict, the \$2.5M State Farm verdict, and the 50+ jury trials.

**3 • The QA scorecard goes green.** The BlitzMetrics QA scorecard for andrewpickettlaw.com reaches 14/14 — bio indexable, Person schema live on an indexed page, one phone, one review count, consolidated [sameAs](#), Wikidata minted, entity home linked.

**Re-audit cadence:** we re-run this exact audit at day 30, day 60, and day 90 and report what changed — score, Panel status, rankings, and traffic — so progress is measured, not assumed.

Verify before you vouch: Knowledge Panels and AI answers fluctuate. We report what a clean search returns on each re-audit date, not what we hope it shows.

## What we need from Andrew to ship the rest

The entity home and this audit are already live. To implement Workstreams 1–5 on Andrew's own domain, we need a short list of access grants — most of which take a minute each:

Access	Why	Time
<b>andrewpickettlaw.com WordPress (Editor/Admin)</b>	Remove the noindex, publish the consolidated Person/Attorney schema, rebuild practice pages	2 min
<b>Google Search Console</b>	Submit the bio for indexing, monitor the Knowledge Panel and coverage	2 min
<b>Google Business Profile manager access</b>	Reconcile phone numbers and review counts to one canonical NAP	5 min
<b>A green light on directories</b>	So we can align Florida Bar, Avvo, Super Lawyers, Martindale, and NTL to the same entity	approval only
<b>A few minutes of Andrew on camera</b>	One-minute answers to common injury questions become the content-factory fuel	15 min

**That's the whole ask.** Andrew never has to learn a tool, write a prompt, or change how the firm works. Local Service Spotlight's agents do the implementation; Andrew approves and shows up on camera once.

## What this audit cost — and what it would cost elsewhere

Line item	This audit	Typical agency
Research: live Ahrefs across two domains, raw-HTML entity inspection, schema extraction, live disambiguation search	≈ \$5–7 in tokens + API units, one afternoon	\$3,500–\$7,500 3–6 weeks no implementation
Deliverables: this 18-page sourced PDF, a live entity home with schema, a public case study		
Implementation begun before the client was even asked		

**The economics are the point.** An AI agent running the BlitzMetrics methodology produces a sourced audit, a live entity home, and a published case study in an afternoon — at a token cost that rounds to pocket change. The same rigor that used to take an agency six weeks now ships before the first meeting.

**Andrew's leverage:** he already owns the expensive part — the verdicts, the reviews, the credentials. The cheap part — the plumbing that makes Google and the AI engines see all of it — is what's missing, and it's what we've started.

# Every claim, every source

Verify before you vouch. Each finding in this audit traces to a source captured live on June 20, 2026.

Claim	Source
Bio page is <code>noindex, follow</code> ; homepage is <code>index, follow</code>	Raw HTML <code>&lt;head&gt;</code> of /about/andrew-pickett/ and the homepage, read live
DR 37 · 31 organic keywords · 4 in positions 1–3 · ~19 visits/mo	Ahrefs Site Explorer API, andrewpickettlaw.com, US
Alpizar Law: DR 21 · 168 keywords · 88 in top 3 · ~499 visits/mo · ~\$1,896/mo	Ahrefs Site Explorer API, alpizarlaw.com, US
Person + ProfilePage schema present only on the noindex bio page	JSON-LD parsed live from the page DOM
Three disagreeing <code>sameAs</code> sets (6 / 4 / 2 links)	JSON-LD parsed live from homepage and bio page
Three phone numbers: 415-8053 / 503-4014 / 346-7424; schema uses 503-4014	Live site header/footer, location blocks, and schema <code>telephone</code>
Review count "520" vs "450+" on the same homepage	Live homepage testimonial module vs. Google-reviews badge
Six+ distinct "Andrew Pickett" public figures; no consolidated Panel	Live "Andrew Pickett" web search
Credentials, verdicts, offices, awards	andrewpickettlaw.com /about/andrew-pickett/ and homepage, read live

**What we did not assert:** we did not claim a specific live Knowledge-Panel or AI-Overview state beyond what a clean search returned today, and we treat Panel/AI outcomes as targets to re-measure at days 30/60/90 — not as current facts.

## THE BOTTOM LINE

# Andrew did the hard decade. The last 8% is a line of code and a week of plumbing.

A \$9,075,000 verdict. Fifty jury trials. Four hundred and fifty five-star reviews. An LL.M. most trial lawyers never earn. By every measure that takes a decade to build, Andrew Pickett is already there. The only thing standing between that record and a Google Knowledge Panel is a **noindex** tag on his bio, a Person entity hidden behind it, and three signals that don't agree with each other.

### ALREADY LIVE

- Entity home: [dennisyu.com/andrew-pickett/](https://dennisyu.com/andrew-pickett/)
- Case study: [blitzmetrics.com/andrew-pickett-brand-audit/](https://blitzmetrics.com/andrew-pickett-brand-audit/)
- This 18-page sourced audit

The fix isn't more marketing. It's the entity work nobody else in Brevard is doing — un-hide the page, consolidate the person, and let a decade of real proof finally point at one place Google can read. We re-audit at days 30, 60, and 90, and report exactly what changed.