

PERSONAL BRAND + ENTITY AUDIT

Tim Miley

Founder, The Miley Legal Group · 53rd Speaker, WV House of Delegates · Author

A trial lawyer who served *sixteen years* in the legislature, rose to **Speaker of the House**, built a 20-year personal-injury firm, and wrote four books. He has the rarest asset in this entire audit series — **a real Google Knowledge Panel**. The problem isn't that Google doesn't know Tim. It's that Google still introduces him as a politician who left office in 2020 — not as the lawyer he is today.



Tim Miley · Founder, The Miley Legal Group · Clarksburg, WV

48

BRAND SCORE TODAY / 100

86

PROJECTED AT DAY 90

20_{min}

ALL THIS ASKS OF TIM

West Virginia elected Tim Miley Speaker. Google still introduces him as one.

Tim Miley served **16 years in the West Virginia House of Delegates**, chaired the Judiciary Committee, and was elected the **53rd Speaker of the House**. He founded **The Miley Legal Group** in 2006 — now in its 20th year — wrote **four consumer-law books**, is recognized by **Best Lawyers**, and holds a perfect **10.0 "Superb" Avvo rating**. He has a **Wikipedia article**, a **Ballotpedia page**, and — uniquely in this series — a **full Google Knowledge Panel**. The authority is real, rare, and richly documented.

So this audit is different from the others. Most subjects have no Knowledge Panel and we build one from scratch. Tim already has one — which means his work is faster and higher-leverage: **claim it, re-aim it at his firm, fence off the namesakes, and give it an entity home he owns**. Total ask of Tim: about 20 minutes of access (p.17). His team at Local Service Spotlight does the rest.

The five gaps between what Tim earned and what Google shows

| Gap | Evidence (live, June 20, 2026) | What it costs |
|---|--|---|
| 1 · The Panel runs his old campaign | His Knowledge Panel leads with " American politician ... 53rd speaker ... 2013–2015 ," lists "Previous offices," and never names The Miley Legal Group. It's accurate — and a decade out of date. | His rarest search asset markets a job he left in 2020. |
| 2 · He owns no entity home | The only pages that describe "Tim Miley the person" are a firm team sub-page and a Wikipedia article he doesn't control . There is no tim-miley.com hub steering his identity. | Nothing he owns anchors or updates the entity. |
| 3 · A namesake is poaching his search | Page one for "Tim Miley" mixes him with a Chicago finance executive of the same name — whose LinkedIn (2.6K followers) is the "Tim Miley" LinkedIn that ranks. | His identity is split with a stranger. |
| 4 · His brand is the firm's, not his | Every social handle is @wvinjurylawyer / "Miley Legal" — no person-named audience. The Panel even links a LinkedIn at /in/wvinjurylawyer. | 16 years of name recognition feeds a logo, not the man. |
| 5 · His schema doesn't claim the entity | His firm bio carries a Person schema — but with no sameAs linking Wikipedia, Ballotpedia, or his profiles, and no award . Google can't connect the page to the Panel. | The one wire that ties site to Panel is missing. |

The good news is the whole story: Tim already did the hard 90% — the elected office, the Speaker's gavel, the 20-year firm, the books, the Wikipedia article, the Panel. Every gap on this page is wiring, and wiring is our job. That's why the Day-90 projection (86) climbs 38 points from a single sitting's worth of structural work.

This audit follows the BlitzMetrics / Local Service Spotlight personal-brand methodology — entity home → Knowledge Panel → content factory → Dollar-a-Day amplification — scored on the published **100-point Personal Brand Score** rubric (blitzmetrics.com/personal-brand-score). The same method delivered for Asbel Montes, Anthony Hilb, Bethany Cranfield, Terry Shintani, and Chuck Thokey.

From the insurance-defense desk to the Speaker's rostrum

Tim Miley learned how the other side thinks by **being** the other side. Out of Duquesne Law in 1991, he began his career at **Steptoe & Johnson** defending large corporations and insurance companies against injured people. By 2001, troubled by the tactics he watched insurers use to deny and delay legitimate claims, he made a decision that would define him: he would represent *only* the injured. On **June 1, 2006**, he opened **The Miley Legal Group** in Clarksburg, WV.

Then he did something most trial lawyers never do — he took the fight to the statehouse. In **2004** he won a seat in the **West Virginia House of Delegates**, representing Harrison County and part of Marion County. He was named **Chair of the House Judiciary Committee**, and in **June 2013** his colleagues elected him the **53rd Speaker of the House**. When the chamber's majority flipped, he served as **Minority Leader** until he chose not to seek re-election in **2020** — sixteen consecutive years in office.

Twenty years of wins, on the record

Today The Miley Legal Group runs out of **Clarksburg and Morgantown**, focused exclusively on personal injury. The firm reports **more than \$100 million** recovered for clients and **40+ jury trials** — a milestone local news (WDTV) covered on the firm's 20th anniversary this month.

One sentence, for Google's benefit: Tim Miley is a West Virginia trial lawyer who became Speaker of the House, founded and still leads a 20-year personal-injury firm, and authored four consumer-law books. Every piece of that is documented and true — and Google already half-believes it. It's just pointed at the wrong decade.

Why this matters to the audit: Google builds Knowledge Panels from independent, third-party proof — and Tim has the strongest kind. A Wikipedia article. A Ballotpedia record. A Speaker's seat in the public record. Best Lawyers and Avvo ratings. Four ISBNs. This is exactly the corroboration most professionals spend years chasing. Tim already has it. The job is to aim it.



Tim Miley — The Miley Legal Group

2006

FOUNDED HIS FIRM · 20 YRS

53rd

SPEAKER, WV HOUSE

16 yrs

ELECTED OFFICE · 4 BOOKS

Most lawyers claim authority. Tim can document it.

| Credential | What it is |
|-------------------------------------|--|
| 53rd Speaker, WV House | Elected by his peers as Speaker of the West Virginia House of Delegates, June 2013 – January 2015. Verified via Wikipedia (citing the WV Legislature) & Ballotpedia. |
| House Minority Leader | Led the Democratic caucus, January 2015 – November 2020. Independently reported by WBOY. |
| Judiciary Committee Chair | Chaired the House Judiciary Committee before his speakership — the lawyer’s seat in the legislature. |
| 16 years, House of Delegates | Districts 41 → 48 (Harrison + part of Marion County), 2004–2020. Re-elected five times. |
| Recognized by Best Lawyers | Listed by Best Lawyers in Personal Injury Litigation – Plaintiffs. Avvo rating 10.0 "Superb," 5.0/5.0 client reviews. |
| Author (x4) | Four consumer-law books incl. <i>The 7 Crucial Facts ... WV Car Accident</i> and <i>When Dogs Attack</i> , plus a chapter in <i>Wolf in Sheep's Clothing</i> (2011). |
| Founder, 20-year firm | The Miley Legal Group (est. 2006); \$100M+ recovered, 40+ jury trials (firm-reported); \$100M+ & 20-yr milestone covered by WDTV, June 2026). |



The rare part: Wikipedia + Ballotpedia + a Speaker's record are precisely what a Knowledge Panel is built from — and Tim's Panel already exists because of them. Most professionals never clear that bar. Tim cleared it years ago, in public office.

The kind of proof Google needs — and rarely gets

A Speaker's seat is in the legislative record. A Wikipedia article and a Ballotpedia page are structured entities Google already trusts. A book is an ISBN and an author page. Best Lawyers and Avvo are independent rating bodies. These aren't marketing claims — they're the exact corroborating signals that turn a name into a verified entity. Tim has them in abundance. They're simply not yet wired to the page and Panel he should control.

The thesis, in one line: Tim's authority is world-class and fully earned. This audit measures one narrow thing — how *current* and *owned* that authority is in the eyes of Google and AI search. That's the only gap here, and the only one worth Tim's 20 minutes.

THE SCORE

Personal Brand Score: 48/100

48 → 86

Scored on the published 100-point Personal Brand Score rubric (blitzmetrics.com/personal-brand-score) — the same seven components used for every audit in this series. Tim's Knowledge Panel, content, and earned authority pull him up; his lack of an owned entity home, sameAs, and person-named audience pull him down.

| Component | Weight | Today | Day 90 | Why |
|---|------------|-----------|-----------|--|
| Entity Home (own name-domain that loads, states facts & ranks) | 20 | 6 | 18 | No owned personal hub — only a firm sub-page and a Wikipedia article he doesn't control. |
| Knowledge Panel (consolidated entity, claimed & current) | 15 | 9 | 14 | Rare win — a real Panel exists. But it's politics-framed, undated to his firm, and shows no sign of being claimed. |
| Search Visibility (name-SERP + rankings) | 15 | 8 | 13 | Owns much of page 1, but a same-name finance exec splits the result set. |
| Content (volume, cadence, quality) | 15 | 10 | 13 | Wikipedia, 4 books, 228+ firm videos, news — strong, but firm-branded and unrepurposed to the person. |
| Audience (followers, reach, momentum) | 15 | 5 | 9 | Firm channels are modest; Tim has no person-named following of his own. |
| Schema (Person/Org JSON-LD, sameAs) | 10 | 5 | 10 | Real Person schema exists — but no sameAs lattice and no award, so it never reaches the Panel. |
| Social (presence & consistency) | 10 | 5 | 9 | Active, but every handle is the firm's (@wvinjurylawyer); a namesake occupies the "Tim Miley" slot. |
| TOTAL | 100 | 48 | 86 | 90-day plan, pages 14–16. |

Read the table from the right. Tim already scores well on the parts that take years and can't be faked — a Knowledge Panel, real content, page-one search. The weak cells (no owned entity home, no sameAs, no personal audience) are the same fix: declare and anchor the entity on a hub he controls, then point his Panel at it. Once Google can read who Tim is *today*, everything else compounds.

How to read this score: it is not a grade on Tim's career — by every real-world measure he is at the top of his field and his state's history. It measures one narrow thing: how current and machine-legible that authority is to search and AI right now. That is the only gap this audit addresses.

Tim has a Knowledge Panel. It's running his 2014 campaign.

Here is the rarest finding in this whole series: **Google already gives Tim a full Knowledge Panel.** Search "Tim Miley" and a complete entity card renders on the right — bio, dates, party, education, linked profiles. Most professionals we audit would trade almost anything for this. Tim earned it the hard way, through sixteen years in public office and a Wikipedia article.

But read what it actually says. The Panel leads with "**American politician,**" headlines his speakership, lists "Previous offices," and — critically — **never mentions The Miley Legal Group.** Everything in it is accurate. It's also a decade out of date. A prospective client searching his name meets a former legislator, not the trial lawyer who can take their case today.

The tells: the description ends "...from June 2013 to January 2015. *Wikipedia*" — Google is rendering an entity it assembled from a page **Tim doesn't control.** "People also search for" lists **other WV politicians,** not lawyers or his firm. And there's no sign the Panel has been **claimed** — the verified-entity step that would let Tim influence what it says.

This is the highest-leverage move in the audit — and it's not "build a Panel," it's "take the wheel of the one you have." Claim the entity in Google, give it a current owned home to read from, add the sameAs wire (next pages), and feed it fresh facts. The Panel has every reason to start leading with "Founder, The Miley Legal Group · former Speaker of the WV House" — the full, current Tim.

Verify before you vouch: Knowledge results vary by location and personalization. The Panel above is reported from a clean, non-personalized search on June 20, 2026 — recreated exactly as it rendered, not asserted as permanent.

Tim Miley

American politician

Timothy Robert Miley is an American politician, personal injury attorney, and legal author who served as the 53rd speaker of the West Virginia House of Delegates from June 2013 to January 2015. [Wikipedia](#)

Born: 1966 (age 60 years)

Previous offices: Speaker of the WV House of Delegates (2013–2015)

Party: Democratic Party

Education: Duquesne University, Southern Methodist University

[Profiles](#) · [LinkedIn](#) · [X \(Twitter\)](#)

Tim's live Knowledge Panel, captured June 20, 2026 — recreated verbatim. Note: zero mention of his law firm.

Tim doesn't own the page that defines Tim

A Knowledge Panel is only as steerable as the home that feeds it. Ask "where is the canonical page about *Tim Miley the person* — the one he controls, that states his facts and that Google treats as authoritative?" Today the answer is: **there isn't one**. The two pages that describe him are both problems for entity control:

| What describes "Tim Miley" today | What it is | The catch |
|--|---|---|
| mileylegal.com/our-team/tim-miley | A solid attorney bio — but it's a team sub-page on the firm domain , framed as the firm's, not a personal entity hub. og : type is "article," not "profile." | Reads as firm staff, not the canonical person |
| en.wikipedia.org/wiki/Tim Miley | The page actually feeding his Knowledge Panel — and the reason it's politics-framed. | Tim doesn't control a word of it |
| A hub he owns (tim-miley.com) | The entity home that should anchor everything: bio, firm, books, office history, schema, and links out to every profile. | Does not exist |

This is why the Panel drifts. Google is assembling Tim from a Wikipedia article and a firm staff page, because nothing he owns is stepping forward to say "this is who Tim Miley is, today." His **firm's** domain has real strength — Ahrefs **Domain Rating 31**, hundreds of ranking terms, ~5,800 organic visits a month — but that authority accrues to the *firm*, not to *Tim the entity*. The man who was Speaker of the House has less owned digital ground than the firm that bears his name.

The fix is an owned entity home — and we've already started it. A clean personal hub (tim-miley.com, or a hosted entity page) carrying his full story, Person schema, and a sameAs lattice gives the Panel something current and authoritative to read from. As the first move, this audit ships a public, schema-ready entity page on a strong domain (see p.17) — the first real anchor for the Knowledge Panel to lock onto.

There's another Tim Miley — and he's poaching the search result

An entity is only as strong as it is **distinct**. Search "Tim Miley" today and Google isn't sure which one you mean. Our Tim — Speaker, trial lawyer — shares the page with at least one unrelated professional of the same name, and the overlap is doing real damage:

| On page one for "Tim Miley" | Who it actually is |
|---|---|
| Wikipedia · Ballotpedia · mileylegal.com | ✓ Our Tim — WV Speaker & personal-injury attorney. |
| SRS Acquiom — "Tim Miley, Director, Loan Agency Business Development" | ✗ A different Tim Miley — a finance executive in Chicago. Ranks twice on page one. |
| The "Tim Miley" LinkedIn that ranks (2.6K followers) | ✗ Belongs to the Chicago finance executive , not our Tim. |

Why this is more than cosmetic. When Google (and AI answer engines) can't cleanly separate two same-named people, they hedge — splitting authority, mixing profiles, and weakening *both* entities. The most authoritative "Tim Miley" LinkedIn in search isn't even our Tim. For a lawyer whose name *is* the brand — it's literally on the building — a blurred entity is a blurred reputation.

How you fence off a namesake (it's standard entity work)

- **Disambiguate in schema:** a precise Person entity (jobTitle, worksFor, the WV office history, alma maters, sameAs to Wikipedia/Ballotpedia) tells Google exactly which Tim Miley this is.
- **Own the qualifiers:** reinforce "Tim Miley West Virginia," "Tim Miley attorney," "Tim Miley Speaker" across his hub, profiles, and content so the right associations dominate.
- **Claim a person-named LinkedIn** so the ranking professional profile is *his*, not the finance executive's.

The most famous name in the firm has no profile of his own

Tim's name is the firm's whole brand — "Miley Legal," the tiger, "#MileyWins." But follow the social links and a pattern appears: **everything is branded to the firm, nothing to the man.**

| Channel | What it's named | Whose brand |
|-------------|--|-------------|
| Facebook | facebook.com/WVInjuryLawyer | Firm |
| X (Twitter) | @wvinjurylawyer (the Panel also links @TimMileyWV) | Firm |
| YouTube | @Mileylegal — 228+ videos, ~640 followers | Firm |
| LinkedIn | company/the-miley-legal-group; the Panel's personal link is /in/wvinjurylawyer | Firm |

Even the **personal** profiles Google attaches to his Knowledge Panel are named for the firm, not the person — a LinkedIn at /in/wvinjurylawyer. There is no /in/tim-miley building a personal following, no person-named Instagram, no audience that belongs to Tim rather than to the logo. A man with sixteen years of statewide name recognition is pouring all of it into a brand handle.

This is pure upside. The firm content engine already exists — 228+ videos, "Tiger Talks," "Legal Laughs" featuring Tim himself. We don't build a habit; we **re-badge and amplify** it to the person: a person-named LinkedIn and Instagram, Tim's name and entity on the assets he already stars in, and **Dollar-a-Day** behind the best clips, micro-targeted to West Virginians. The reach he earned as Speaker finally compounds into *his* audience.

Don't undo what works: the firm brand is strong and stays exactly as it is. We add a thin personal layer on top — so "Tim Miley" the person and "Miley Legal" the firm reinforce each other instead of the firm absorbing the man.

The Person schema is there. The one wire that matters isn't.

Credit where due: unlike most sites we audit, Tim's firm bio page **already declares a Person schema** — with name, jobTitle ("Founder & Personal Injury Attorney"), worksFor, alumniOf (Duquesne, SMU), knowsAbout, and memberOf. Someone did real work here. But the schema is missing the two properties that would connect it to his Knowledge Panel:

| Property | Status on mileylegal.com/our-team/tim-miley | Consequence |
|----------------|--|--|
| sameAs | null — absent. No links to Wikipedia, Ballotpedia, LinkedIn, X, YouTube, or Best Lawyers. | Google can't equate the page's "Person" with the Knowledge-Graph entity. The site and the Panel never shake hands. |
| award | null — absent. No Best Lawyers, no Speaker, no honors in the markup. | His strongest trust signals are invisible to machines. |
| Office history | Not modeled (no hasOccupation / political role). | The "politician" the Panel leads with isn't even declared on his own site. |
| Where it lives | Only on a firm sub-page — not on an owned entity home. | The right markup, on the wrong (un-owned) property. |

What "connected" looks like: a single Person entity — ideally on an owned entity home, mirrored on the firm bio — that declares jobTitle, worksFor The Miley Legal Group, alumniOf Duquesne + SMU, award (Best Lawyers, Speaker of the House), hasOccupation (attorney + former legislator), and a full sameAs lattice to **Wikipedia, Ballotpedia, LinkedIn, X, YouTube, Best Lawyers, and Avvo**. That single sameAs array is the wire that lets Tim's own page *claim* his Knowledge Panel.

This is the cheapest high-leverage work in the plan. Nothing needs to be invented — every fact already exists and is already true. It needs sameAs and award added in JSON-LD once, on a page Tim controls. That single step is most of the climb from a politics-framed Panel to a claimed, current one.

The proof is already made — Google just can't connect it

Most experts we audit have to *build* the proof that anchors an entity. Tim already published it — across four decades of practice and public service.

The structured record — a Panel's foundation

A **Wikipedia article** and a **Ballotpedia page** are the structured, third-party entities Google trusts most — and they're *why* Tim has a Panel at all. **Best Lawyers** and a **10.0 Avvo** rating add independent professional corroboration. Four **ISBN'd books** make him a verifiable author. Each is a citation waiting to be wired into his entity home via sameAs — turning scattered proof into one machine-readable identity.

The firm engine — a repurposing goldmine

The Miley Legal Group runs a real content operation: a YouTube channel with **228+ videos**, the "**Tiger Talks**" series, and "**Legal Laughs**" shorts that already *star Tim himself*. Local news (WDTV) just covered the firm's 20-year, \$100M milestone. The create-once muscle is strong — the assets simply aren't repurposed into ranking pages or tied to Tim's person entity.

Dollar-a-Day, ready to run on what exists: take the top clips that feature Tim, put **\$1/day for 7 days** behind each, kill the losers, push **\$30/30-days** behind the winners — micro-targeted to West Virginia and to injury-claim moments. The book pages and the anniversary press get the same treatment.

The pattern: Tim keeps producing genuinely authoritative proof — and it lands on platforms that don't point back at an entity he owns. The entity work makes the proof *connect*; Dollar-a-Day makes it *seen*. Together they turn forty years of credibility into a compounding personal brand.

Wikipedia

+ BALLOTPEDIA ENTITY

4

BOOKS (ISBN'D)

228+

FIRM VIDEOS

\$100M+

RECOVERED · 20-YR NEWS

What's already world-class (don't touch — amplify)

The authority orbit

Few local attorneys sit on a foundation like this — each item a verifiable tie and a future content opportunity:

| Asset / platform | The tie |
|-------------------------------|---|
| Google Knowledge Panel | A full entity card already renders for "Tim Miley" — the rarest asset in this series. Needs claiming and re-aiming, not building. |
| Wikipedia + Ballotpedia | Structured, third-party entities Google trusts — the bedrock of the Panel. |
| The Miley Legal Group (DR 31) | An established firm domain with hundreds of ranking terms and ~5,800 monthly organic visits — strength to borrow from. |
| Best Lawyers · Avvo 10.0 | Independent professional corroboration of the practicing attorney, today. |
| Reviews & reputation | Strong client-review volume (4.9★ across hundreds) and 20 years of community goodwill (Celebrating Volunteers, Pay-It-Forward scholarship). |

The content & credibility vault

| Asset | Detail |
|-------------------|--|
| 4 authored books | Consumer-law guides (car accidents, dog bites, hiring a lawyer) + a published chapter — ISBN'd author credentials. |
| Firm YouTube | 228+ videos incl. "Tiger Talks" and "Legal Laughs" — already featuring Tim on camera. |
| Current news | WDTV coverage of the firm's 20-year, \$100M+ milestone (June 2026) — fresh, independent press. |
| The Speaker story | A genuinely differentiating narrative no competitor can claim: a trial lawyer who ran the statehouse. |

Strategy note: the fastest route to a strong, current Knowledge Panel is third-party corroboration plus an owned home — and Tim already has the corroboration in spades. Most experts need a year to assemble what Tim built over a career in law and office. His climb to 86 is reached almost entirely through structural wiring, not new credentials.

A whole state knows Tim Miley. Google knows the 2014 version.

The most useful thing in this audit isn't a flaw in Tim's career — it's a gap between two kinds of recognition. Tim is **recognized** by the people who matter: voters elected him five times, his peers made him Speaker, clients have trusted him for twenty years, Best Lawyers lists him, Wikipedia documents him. But because that recognition was never **encoded for today** — claimed in Google, anchored to an owned home, wired with sameAs — the search and AI layer that now decides who gets found shows a stale, partial version of him.

| Where Tim stands | What the record shows |
|-----------------------------|--|
| In West Virginia | Former Speaker of the House; 16 years elected; a 20-year firm that's a household name in Harrison County. |
| In his profession | Best Lawyers, Avvo 10.0, four books, \$100M+ recovered, 40+ jury trials. |
| On the firm's website | A solid bio with real Person schema — stating all of it in human language. |
| In Google's Knowledge Panel | "American politician ... 53rd speaker ... 2013–2015" — no firm, no "today," unclaimed, and sharing his name with a finance executive in Chicago. The authority is intact; the structure that displays it is a decade behind. |

Our read, said plainly: nothing here is a failing, and nothing here is hard. This is the exact gap the AI-agent method was made to close — the difference between authority that's *earned* and authority that's *owned and current*. Tim is an ideal case precisely because he got the hard part — the real-world credibility and even the Knowledge Panel — completely right.

The fix is not "become more credible." He's a former Speaker of the House. It's to take ownership of the entity he already has: claim the Panel, build the owned home, wire the sameAs, fence off the namesake, and re-aim the story at the lawyer he is today — so the machine finally shows what West Virginia already knows. This audit, researched and written in a single sitting, is the first move.

Days 1–7: claim and anchor the entity

Days 1–2 — Stand up the owned entity home + Person schema

Publish Tim's canonical hub (tim-miley.com or a hosted entity page) with his full current story and a complete Person JSON-LD: jobTitle, worksFor The Miley Legal Group, alumniOf Duquesne + SMU, award (Best Lawyers, Speaker of the House), hasOccupation (attorney + former legislator), and a full sameAs lattice. One owned answer sheet for Google.

Days 2–4 — Add sameAs + award to the firm bio

Patch the existing Person schema on mileylegal.com/our-team/tim-miley with the missing sameAs array (Wikipedia, Ballotpedia, LinkedIn, X, YouTube, Best Lawyers, Avvo, the new entity home) and award. Two properties; the handshake that lets his pages claim the Panel.

Days 3–5 — Claim the Knowledge Panel + Search Console

Verify Tim's entity in Google ("Get verified on Google" / Search Console) so he can *influence* the Panel, then submit current facts: lead with "Founder, The Miley Legal Group," add the firm, refresh imagery, and feed the corroborating links. The Panel exists — this takes the wheel.

Days 5–7 — Disambiguate the namesake + ship corroboration

Reinforce "Tim Miley · West Virginia · attorney · Speaker" across the hub, profiles, and schema to separate him from the Chicago finance namesake; claim a person-named LinkedIn. The public meta-article on blitzmetrics.com (a strong domain) publishes as third-party corroboration and a clean backlink to the entity home.

Deliverable at Day 7: Tim owns a canonical entity home with full Person schema, his firm bio carries the sameAs wire, his Knowledge Panel is claimed and pointed at his current work, the namesake is being fenced off, and a corroborating public record is live. One week, not one quarter.

Weeks 2–6: wire the proof, re-aim the Panel

| Workstream | Actions | Owner |
|----------------------------|---|------------|
| Proof wall + schema | Pull the Speaker record, Judiciary chairmanship, Best Lawyers, the four books, \$100M+ verdicts, and the 20-year news into a structured "authority" section on the entity home with award / memberOf / subjectOf markup. Scattered evidence becomes machine-readable proof. | LSS agents |
| Panel re-aim | Feed Google the current entity: firm-first description, refreshed photo, linked profiles, and the entity-home as the authoritative source — so the Panel stops leading with a job Tim left in 2020. | LSS agents |
| Person-named social | Claim and brand a personal LinkedIn (/in/tim-miley) and Instagram; attach Tim's name + entity to the firm assets he already stars in. The firm brand stays untouched. | LSS agents |
| Content repurposing | Turn "Tiger Talks" and "Legal Laughs" into ranking articles, clips, and quote cards on keyword URLs ("West Virginia car accident lawyer," "Morgantown personal injury") tied to Tim's entity. 228+ videos become a library that ranks. | LSS agents |
| Namesake firewall | Cement the qualifiers and reciprocal links so "Tim Miley" resolves to the WV attorney — and the Chicago finance profile stops borrowing his name. | LSS agents |

Measured weekly with a metrics → analysis → action cadence — the same discipline Tim brought to a jury trial, now applied to the personal brand, with agents shipping the "action" so nothing stalls.

Weeks 7–12: amplify what's proven

- **Content factory on the vault:** each "Tiger Talks" topic → a definitive article on the entity home + the firm site + clips, targeting terms Tim is built to own across West Virginia personal injury.
- **Dollar-a-Day on the winners:** \$1/day × 7 across the top Tim-featured clips and the 20-year story; survivors get \$30/30-days — micro-targeted to West Virginia and to injury-claim intent. Boost the book pages the same way.
- **Authority ledger:** every new award, speaking slot, or press hit ships with a matching on-site article + backlink, compounding the entity instead of evaporating.
- **Panel lock + monitoring:** with schema, proof, and an owned home live, confirm the claimed, firm-first Knowledge Panel and monitor it monthly so it never drifts back to "politician, 2013–2015."

Where the score lands

| Component | Today | Day 90 | What moves it |
|-------------------|-----------|--------------|---|
| Entity Home | 6/20 | 18/20 | Owned hub + schema + clean URLs + corroborating links make it rank. |
| Knowledge Panel | 9/15 | 14/15 | Claimed, re-aimed at the firm, image-refreshed, fed current facts. |
| Search Visibility | 8/15 | 13/15 | Disambiguation + entity home push the namesake down. |
| Content | 10/15 | 13/15 | 228+ videos repurposed; "Tiger Talks" → ranking articles. |
| Audience | 5/15 | 9/15 | Person-named social + Dollar-a-Day on Tim-featured clips. |
| Schema | 5/10 | 10/10 | Person + Org JSON-LD with full sameAs + award. |
| Social | 5/10 | 9/10 | /in/tim-miley + Instagram; consistent, person-named handles. |
| TOTAL | 48 | 86 | A 38-point climb, almost entirely structural. |

What we do vs. Tim's 20 minutes

Local Service Spotlight (everything)

- Build & deploy the owned entity home (tim-miley.com / hosted page)
- Write Person/Organization schema + the full sameAs + award lattice
- Patch the firm bio's existing schema (add sameAs, award)
- Drive the Knowledge Panel claim + Search Console verification
- Disambiguate the namesake; claim person-named social
- Repurpose 228+ videos into ranking articles, clips, quote cards
- Run Dollar-a-Day budgets and kill/scale decisions
- Publish the public corroboration article + backlink
- Report weekly with a metrics → analysis → action cadence

Tim (once, ~20 minutes total)

| Grant | Time |
|--|-------|
| WordPress admin on mileylegal.com (for the schema patch) | 5 min |
| Confirm the entity-home facts & pick a headshot | 5 min |
| Approve the Google entity / Search Console verification | 5 min |
| Green-light a person-named LinkedIn & Instagram | 5 min |

That's the whole ask. No software to learn, no prompts to write. We already manage the firm's marketing — the hand-offs are smooth, and the agents absorb the build.

Already implemented during this audit (no access needed): ① this 20-page audit, ② a public, schema-ready **entity page** for Tim, and ③ a public meta-article on blitzmetrics.com — corroborating coverage and a clean backlink for the Knowledge Panel. The flywheel starts turning before Tim grants a thing.

What a claimed, current entity is worth to Tim

Tim sells trust at the most important moment of a person's life — right after an injury, when they choose who fights the insurance company for them. In personal injury, a single case can be worth six or seven figures in fees, and the decision often starts with a name search: "Tim Miley," "Miley Legal," "best injury lawyer near me." An owned, claimed, current entity turns his hardest-won asset — a statewide reputation — into intake.

| Scenario (conservative) | Math | Annual value |
|---------------------------------------|--|---|
| Name-search converts to consults | "Tim Miley" demand meets a current entity that leads with his firm and routes to a free case review — instead of a politician's bio and a stranger's LinkedIn. | each case = \$1K–\$100K+ in fees |
| Entity home + repurposed content rank | "Tiger Talks" become definitive pages on ownable WV injury terms ("Morgantown personal injury," "WV car accident lawyer"), feeding the firm's DR-31 base. | high-intent local traffic |
| Dollar-a-Day on the 20-year story | Pennies-per-view amplification micro-targeted to West Virginians → warm intake at the moment of need. | high-margin upside |
| The Knowledge Panel itself | A claimed, firm-first Panel is the trust signal that wins the click over competitors and makes Tim the default answer when clients — and AI tools — ask who to call after a crash. | the real number |

What this audit cost to produce (the receipt)

| Line item | Detail | Est. cost |
|---------------------|--|--|
| Research agents | Web + SERP sweep, live Knowledge-Panel verification, Ahrefs metrics, schema inspection, identity disambiguation | ≈ \$20–25 total model tokens + API units, June 2026 rates |
| Ahrefs API | DR + organic metrics for mileylegal.com | |
| Authoring & design | 20-page audit + entity-home page + public meta-article, same day | |
| Human supervision | Dennis Yu, review & sign-off | |
| The contrast | Typical agency brand-audit quote: \$3,500–\$7,500 and 3–6 weeks — and it stops at findings, with no implementation. | ~200:1 |

Every claim, sourced — verify before you vouch

| Claim | Source (checked June 20, 2026) |
|---|--|
| Full Google Knowledge Panel renders for "Tim Miley": "American politician ... 53rd speaker ... June 2013–January 2015," Born 1966, Party Democratic, Education Duquesne/SMU; Profiles LinkedIn + X; "People also search for" = WV politicians | Clean, non-personalized Google search "Tim Miley," right-rail entity panel captured & recreated verbatim |
| Namesake collision: "Tim Miley, Director, Loan Agency Business Development, SRS Acquiom" (Chicago) ranks on page one; the ranking "Tim Miley" LinkedIn (2.6K followers) is his, not our Tim's | Live google.com search "Tim Miley," results #3 and #7 |
| mileylegal.com Person schema present (jobTitle, worksFor, alumniOf, knowsAbout, memberOf) but sameAs = null and award = null; og:type = article | Direct DOM inspection of mileylegal.com/our-team/tim-miley (ld+json + meta tags) |
| The Miley Legal Group domain: DR 31; ~883 organic keywords (205 in top 3); ~5,855 organic visits/mo | Ahrefs API v3 (site-explorer domain-rating + metrics, subdomains mode) |
| 53rd Speaker of the WV House (June 2013–Jan 2015); Minority Leader (2015–2020); Judiciary Chair; House of Delegates 2004–2020 (Districts 41 → 48) | en.wikipedia.org/wiki/Tim_Miley (citing the WV Legislature); ballotpedia.org/Tim_Miley; WBOY |
| Founder, The Miley Legal Group (est. June 1, 2006); Clarksburg + Morgantown; \$100M+ recovered; 40+ jury trials; 20-year milestone | mileylegal.com/our-team/tim-miley; WDTV (June 10, 2026); firm-reported figures attributed as such |
| Recognized by Best Lawyers (Personal Injury Litigation – Plaintiffs); Avvo 10.0 "Superb," 5.0/5.0 | bestlawyers.com/lawyers/tim-miley; avvo.com (live, June 20, 2026) |
| Author of four consumer-law books + chapter in <i>Wolf in Sheep's Clothing</i> (2011); JD Duquesne 1991; BBA Finance SMU 1988 | en.wikipedia.org/wiki/Tim_Miley; mileylegal.com; book retailer pages |
| Social profiles are firm-branded: facebook.com/WVInjuryLawyer, @wvinjurylawyer, youtube @Mileylegal (~640 followers, 228+ videos), linkedin company/the-miley-legal-group; Panel links /in/wvinjurylawyer + @TimMileyWV | mileylegal.com footer + Knowledge Panel profile links, June 20, 2026 |

Methodology & caveats: Ahrefs traffic/DR figures are estimates from its tracked-keyword database. Knowledge-Panel rendering varies by location/personalization — the Panel is reported from a clean, non-personalized search and recreated as it rendered, not asserted as permanent; "no sign of being claimed" reflects the absence of a current, firm-first, verified entity, not a private status check. Firm-reported figures (\$100M+, 40+ trials) are attributed to the firm and, where available, corroborated by independent news. Identity facts are corroborated by Wikipedia, Ballotpedia, and independent public sources above.

Tim — here's the whole decision.

You earned the authority the hard way — courtrooms, campaigns, the Speaker's gavel, a 20-year firm. You even have the Knowledge Panel most people never get. This just makes Google and the AI tools show the *current* Tim. Two ways to get there:

OPTION A · WE DRIVE THE 90-DAY PLAN FOR YOU

1. Reply "go" to Dennis. 2. Spend ~20 minutes granting the accesses on page 17. 3. Watch the weekly reports as the score climbs 48 → 86 and your Panel starts leading with "Founder, The Miley Legal Group."

OPTION B · WE DO IT WITH YOU — AND HAND YOU THE ENGINE

\$1,500 one-time

In one 60–90 minute call, a trained team member implements this audit's fixes **and installs your own Claude AI agents on your computer** — so the work keeps compounding past day 90. They write articles, audit your SEO, repurpose your videos, and run Dollar-a-Day around the clock. You bring your own Claude 20x Max subscription (\$200/mo); we configure everything.

Details & booking → localservicespotlight.com/claude-setup

PUBLISHED TODAY

blitzmetrics.com/tim-miley-brand-audit

THE RUBRIC

blitzmetrics.com/personal-brand-score

Either way, you did the hard 90% — and more, because you already have the Panel. The remaining 10% is wiring: have us do it, or have us set up your agents to do it for you. West Virginia already knows Tim Miley; let's make sure Google introduces the lawyer, not just the legislator.