DUNKER SPOTLIGHT · DUNK CAMP 2026 AUTHORITY AUDIT

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44	PROSPECT	No object
AUTHORITY SCORE / 100	TIER	KNOWLEDGE GRAPH

This audit looks at you from the outside, the way Google, AI assistants, and a sponsor would. A lower score usually means your real work is not being found or clearly tied to your name yet, not that it is not there. All of it is fixable.

> *“A verified 45" dunk-contest-winning Polish dunker who just hasn't crossed into English dunk media, Dunk Camp is the bridge.”*

HOW YOU SCORED

Five weighted pillars, tuned for how a dunker actually gets booked and paid.

Social Footprint & Reach — 11 / 30

We found real social activity, but limited reach, and in places it was hard to tell which profiles are yours. The levers are growing your audience and tying every account to one clear identity.

Highlight Content & Proof-of-Skill — 12 / 20

Strong, findable dunk content that clearly shows what you can do.

Press, Features & Entity Signal — 10 / 20

Some outside coverage or results surfaced, a real base to build more authority on.

Findability & Web Home — 7 / 15

You are findable, but without a single home base on your name to tie everything together.

Knowledge-Panel & AI Readiness — 4 / 15

Only faint entity signals exist, so AI tools do not yet reliably describe who you are.

WHAT'S WORKING

WDA-verified ~45" vert; active on 3 platforms; Polish-dunker hook.

WHERE THE SIGNAL IS THIN

English-language reach limited; no site.

YOUR OPPORTUNITIES

The Path From Invisible To Booked

These are the levers we teach, in the order that compounds fastest for you.

1. Personal Brand Website

Your home base. A site on your own name that gathers your dunks, vertical stats, contests, and story so Google, ChatGPT, and sponsors can read exactly who you are. You have a web presence to build on, the move is to pull it all under one site on your own name.

2. Content Repurposing

Turn what you already film into search-indexable articles, clips, and posts that keep working long after the trend passes. You are already filming strong content, the win is repurposing every session into lasting, searchable assets.

3. Podcasting & Features

Third-party voices are what search engines and sponsors trust most. Get on a podcast or a dunk channel, even one feature (Dunk Talk is a start) gives machines and sponsors something to trust.

4. Knowledge Panel & AI Authority

The destination. Structuring your entity across the web, with Person schema that ties your real accounts together, is what earns a Google Knowledge Panel and gets you recommended by AI tools. No entity yet, this is the destination: a verified Google Knowledge Panel and correct AI answers about you.

Why this matters. Every booking, sponsorship, and paid gig starts the same way: someone looks you up. Build the entity, get found and trusted, and that turns into brand partnerships, paid appearances, and dunk contests and shows. Growing your platform pays you directly through ad revenue and compounds into more of those opportunities. The Google Knowledge Panel is the milestone that proves the machines, and the sponsors, take you seriously.

YOUR NEXT MOVES

1. Pitch Dunk Talk.
2. post English-captioned compilation.

Everything in this breakdown is fixable, and most of it you can start on this week for free. We put this together because dunking deserves to be documented and seen, and so do you. **Now go get found.**