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28

AUTHORITY SCORE / 100

PROSPECT

TIER

Buried

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.

“Jack built a coaching brand that could serve the dunk community, but the promise has little discoverable proof yet.”

HOW YOU SCORED

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

Social Footprint & Reach

8 / 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

9 / 20

There is findable dunk footage. A pinned highlight reel on your own home base makes it work harder.

Press, Features & Entity Signal

4 / 20

A few mentions came up. More third-party coverage, a podcast or a dunk channel, is what makes the picture credible to others.

Findability & Web Home

5 / 15

Your name is partly crowded by other people, and there is no owned home base yet, so the right you is hard to land on.

Knowledge-Panel & AI Readiness

2 / 15

Google's knowledge graph and AI assistants do not recognize you yet, the biggest long-term opportunity, and very buildable.

WHAT'S WORKING

Smart 'Anyone Can Dunk' coaching brand; multi-platform.

WHERE THE SIGNAL IS THIN

Name buried by namesakes; no press.

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 do not own a site on your name yet, this is move #1: a home base Google and AI can read.

2. Content Repurposing

Turn what you already film into search-indexable articles, clips, and posts that keep working long after the trend passes. Start capturing and posting your sessions and contests, that footage is the raw material everything else is built from.

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 Post a transformation video.
- 2 pitch a podcast.

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.**