DUNKER SPOTLIGHT · DUNK CAMP 2026 AUTHORITY AUDIT

Juan Pescador

Team 5 · No verified public profiles found yet

5	HIDDEN HOPS	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.

> *"Effectively invisible as a dunker, which means his first athletic post becomes the defining result the moment it lands."*

HOW YOU SCORED

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

Social Footprint & Reach — 0 / 30

Little to no social signal could be tied to you in this audit. If you are posting, it is not yet connected to your name in a way Google or AI can read.

Highlight Content & Proof-of-Skill — 0 / 20

Little dunk footage could be tied to you from the outside. If it exists, it is not clearly connected to your name yet, which is the fastest thing to fix.

Press, Features & Entity Signal — 0 / 20

Little independent coverage surfaced, so right now the story depends on what you publish yourself. One feature starts to change that.

Findability & Web Home — 3 / 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

Memorable, rhythmic name.

WHERE THE SIGNAL IS THIN

Swamped by 'Juan el Pescador' song/fishing noise.

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. Register @juan.pescador.dunks.
2. post a camp reel.

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.**