

# Nathaniel Kenney

Team 2 · IG @hoopinnate · YouTube @hoopin\_nate · TikTok @hoopinnate · IMDB listing

## 78

AUTHORITY SCORE / 100

## HEADLINER

TIER

## Object

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.

*“The reigning Dunk Camp 8' champ has a billion views, Gatorade deals and TV hits, the room's clear benchmark.”*

### HOW YOU SCORED

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

#### Social Footprint & Reach

24 / 30

Elite, unmistakable reach, the kind sponsors notice and AI can clearly attribute to you.

#### Highlight Content & Proof-of-Skill

18 / 20

Standout, easy-to-find footage, your skill speaks for itself online.

#### Press, Features & Entity Signal

17 / 20

Strong, well-documented recognition, exactly what sponsors and search engines trust.

#### Findability & Web Home

10 / 15

You are clearly findable and mostly own your name in search.

#### Knowledge-Panel & AI Readiness

9 / 15

Real entity signals, you are close to Google and AI recognizing you as a distinct person.

### WHAT'S WORKING

210K+ IG, 1B+ views; Dunk Camp 2025 8' champ; Gatorade/Pixel/Gymshark; TV.

### WHERE THE SIGNAL IS THIN

'Nathaniel Kenney' legal name unestablished; no owned 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 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. 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. You have media traction, keep stacking podcast and feature appearances to compound your authority.

### 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. You already have entity signals, the job is tightening them into a verified panel.

**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 hoopin-nate.com.
- 2 submit Wikipedia from press.

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.**