Bryan Eisenberg Podcast Authority Analysis

BlitzMetrics 30-Point Authority Scale | February 2026

EXECUTIVE SUMMARY

Total Episodes Analyzed: 197

Average Authority Score: 16.7/30

High Authority (20+): 32 episodes (16%)

Guest Appearances: 53 eps, avg 20.1/30

Rock Solid: 63 eps, avg 14.5/30

Play Ball Kid: 81 eps, avg 16.2/30

TOP 25 HIGHEST AUTHORITY EPISODES

Rank	Episode	WHO	WHERE	WHAT	Total
1	Duct Tape Marketing Podcast: Want to Be Like Amazon?	9	8	9	26
2	School for Startups Radio: Persuasion Architect Bryan Eisenberg and	8	7	9	24
3	One Man Brand Radio: Bryan and Jeffrey Eisenberg, Brand Like Ama	8	6	9	23
4	Connect & Convert: The Sales Accelerator Podcast: I Think I Swallow	7	6	9	22
5	PIMtalk - The Product Marketing Podcast: 9. How to be like Amazon f	7	6	9	22
6	The Tyler Wagner Show: Bryan Eisenberg: Co-Founder Of Buyer Leg	7	6	9	22
7	Digital Marketers Podcast: How Being Like Amazon Can Help You Do	7	6	9	22
8	The Smart Brand Marketing Podcast: SBM 062: Be Like Amazon and	7	6	9	22
9	DigitalMarketer: Run a Business Like Jeff Bezos: Bryan Eisenberg Sh	7	6	9	22
10	The Marketing Book Podcast: 137 Be Like Amazon by Bryan Eisenbe	7	6	9	22
11	Amazing Business Radio: Bryan Eisenberg Tells Us The Secrets of An	7	6	9	22
12	Inside the Jewelry Trade Radio Show: Bryan Eisenberg - IdealSpot.co	7	6	9	22
13	The Brainfluence Podcast: Ep #34: Buyer Legends with Bryan and Je	8	5	9	22
14	Duct Tape Marketing Podcast: John Jantsch interviews Bryan Eisenbe	8	8	6	22
15	Local Marketing Secrets: Bryan Eisenberg on INVENTING The Term '	7	5	9	21
16	The Sales Podcast: The Legacy of 'The Rice and Beans Millionaire,' E	7	5	9	21
17	The Self-Employed Life: 846: Bryan Eisenberg - Core Business Princi	7	5	9	21
18	Next Action: Be Like Amazon: the Story of Bryan Eisenberg	7	5	9	21
19	Making the Brand (Chris Brogan): Bryan Eisenberg on Amazon, The F	7	5	9	21
20	Making the Brand (Chris Brogan): Bryan Eisenberg on Amazon and M	7	5	9	21
21	Unplugged with Brandon Steiner: Be Like Amazon: Even A Lemonade	7	5	9	21
22	RESET with Joel Comm: Amazon Success Secrets - Joel Live with Br	7	5	9	21
23	Customer Equity Accelerator: Ep. 24 | Build a Business Like Amazon '	7	5	9	21
24	Take The Lead (Dr. Diane Hamilton): Duct Tape Marketing: A Systema	8	5	8	21

25	2X eCommerce Podcast: EP 63: A Data Driven Approach for Selectin	7	6	8	21	
WHAT BRYAN IS BEST KNOWN FOR						
Conversion Rate Optimizat	Pioneer who coined the term. Multiple books. Guest episodes score 2	9/10				
Be Like Amazon' Framewo	4 Pillars of Amazon's success. Most-discussed topic across appearan	9/10				
Rice and Beans Millionaire'	Frugal entrepreneurship. Broader audience. Book + podcasts.	8/10				
I Think I Swallowed an Ele	Productivity/execution. Unique positioning.	7/10				
Buyer Legends / Customer	Co-authored with Jeffrey Eisenberg. Buyer psychology framework.	8/10				
Local Community Building	63 Rock Solid episodes showcasing Round Rock leaders.	7/10				
Youth Baseball Developme	81 Play Ball Kid episodes with MLB-connected guests.	6/10				
SWOT ANALYSIS						
STRENGTHS		WEAKNESSES				
#ERROR!		- Guest appearances gap 2020-2024				
#ERROR!		- Play Ball Kid stopped Nov 2022 (81 eps dormant)				
#ERROR!		- Rock Solid hyper-local — limited broader audience				
#ERROR!		- 3 shows dilute brand focus				
#ERROR!		- Low WHERE scores on owned shows (4-5/10)				
#ERROR!		- Many episodes lack transcripts				
#ERROR!		- No consistent YouTube strategy across shows				
#ERROR!		- Play Ball Kid not linked to professional brand				
#ERROR!		- Website underutilizes podcast content				
OPPORTUNITIES		THREATS				
→ Repurpose 53 high-authority guest eps into SEO articles		CRO space getting crowded with newer voices				
→ Transcribe & repurpose Play Ball Kid content		Old content aging without repurposing				
→ Rock Solid guests → speaking referrals		Local focus limits national growth				
→ Rice & Beans → broader entrepreneur podcasts		Multiple shows = audience fragmentation				
→ Get Staci on local/franchise podcasts via Bryan's network		AI content competing for same keywords				
→ Create 'Best Of' compilations from top episodes		Play Ball Kid audience lost during hiatus				
→ MLB connections → sports business speaking		Competitors extracting more value from fewer eps				
→ Round Rock Business Guide from Rock Solid		Algorithm changes reducing old content visibility				
→ LinkedIn article series from top episodes						
→ Revive Play Ball Kid						
PODCAST FREQUENCY BY YEAR						

Year	Guest	Play Ball Kid	Rock Solid	Total		
2006	2	0	0	2		
2007	1	0	0	1		
2008	1	0	0	1		
2012	1	0	0	1		
2014	2	0	0	2		
2015	5	0	0	5		
2016	2	0	0	2		
2017	7	0	0	7		
2018	8	0	0	8		
2019	5	36	0	41		
2020	0	13	0	13		
2021	1	7	0	8		
2022	5	25	0	30		
2023	1	0	0	1		
2024	2	0	0	2		
2025	8	0	54	62		
2026	2	0	9	11		
BRAND GAP ANALYSIS						
Gap	Analysis	Priority				
Missing: Major Platform Gu	4-year gap on major marketing podcasts. Pursue HubSpot, DigitalMa	HIGH				
Missing: YouTube-First Cor	Rock Solid has YouTube but PBK and guest appearances don't. YouT	HIGH				
Missing: CRO Thought Lea	Coined CRO but no fresh CRO content since ~2019. Industry evolved	HIGH				
Missing: Connection Betwe	Shows exist in silos. Website should be hub with Topic Wheel organiz	MEDIUM				
Missing: Email/Newsletter C	197 episodes = 197 potential newsletter issues. No email repurposing	MEDIUM				
Missing: Speaking Reel	53 guest appearances prove speaking ability but not packaged for bu	MEDIUM				
Underutilized: Book Promot	6 books but appearances don't consistently promote latest book.	MEDIUM				
Missing: Broader Entrepren	Rice & Beans targets this but Bryan hasn't been on entrepreneur pod	HIGH				
REPURPOSING PRIORITIES						
Priority	Strategy	Details				
1	Convert Top Guest Episodes to SEO Articles	32 episodes score 20+ — repurpose FIRST				
2	Package for Speaking Engagements	3 signature talks: Be Like Amazon, Rice & Beans, CRO Playbook				
3	Book Promotion Pipeline	Each podcast = book promotion vehicle. Next book: Round Rock Playbook?				
4	Promote Staci's A Place At Home	Home care SEO content, franchise partnerships, Chamber connections				

5	Website Integration	bryaneisenberg.com as hub: /podcasts, /articles, /speaking, /books, /round-rock				
6	Broader Entrepreneur Reach	Target: How I Built This, My First Million, Side Hustle School				
SCORING METHODOLOGY						
Source: blitzmetrics.com/how-to-score-for-content-authority/						
WHO (0-10): Industry Recognition + Niche Relevancy						
WHERE (0-10): Platform/Publication Authority						
WHAT (0-10): Content Quality + Proof						