

COLMAN CONNOLLY

Musician · Producer · Irish-Trad Pianist

41

BRAND SCORE
OUT OF 100 TODAY



86

REACHABLE
IN 90 DAYS

You front a band with **14.7M views** and hold an Irish-music accompaniment title — yet a stranger owns your name online. This is the plan to fix that.

Prepared for

Colman Connolly

Prepared by

Dennis Yu · BlitzMetrics

Date

June 2026

and



EXECUTIVE SUMMARY

You built the audience. Now own the asset.

Colman, almost nobody your age has what you already have: a real, paying audience and a pedigree most professional musicians would envy. The problem isn't talent or reach — it's **ownership**. Your equity is scattered across a band name, a half-dozen social handles, and a personal channel with 218 subscribers, while the single most valuable piece of digital real estate you'll ever have — **your own name** — is parked at a website that belongs to a different man in London.

STRENGTH

A genuine audience & a story

The Low Darts — the band you founded as a teenager and front — has 103K YouTube subscribers and 14.7M views. You're a competition-winning Irish accompanist from a renowned musical family, now producing at MTSU.

THE GAP

None of it points to "Colman Connolly"

No website you own. An unclaimed Knowledge Panel. No structured identity. Search your name and Google can serve a London uilleann piper — not you. Your reach is real but it's rented, not owned.

THE THESIS

"The Low Darts is a brand. Colman Connolly should be the brand that outlives every band, every gig, and every production credit — the home everything else links back to."

WHAT THIS DOCUMENT IS

A clear-eyed read of your brand exactly as the internet sees it today, the score behind it, and a 90-day plan to claim your name in Google and in AI answers — starting with the site we're building for you at **colman-connolly.com**.

THE 3 MOVES

- ✓ Build an **entity home** you own at your name.
- ✓ Consolidate every profile and add **structured data** so Google understands you.
- ✓ Run **Dollar a Day** on your best clips to compound the authority.



WHERE YOU STAND

Brand Score: 41 / 100

Seven pillars of a defensible personal brand. You score high where it's about **raw audience and craft**, and near-zero where it's about **owning and structuring** that audience under your name. That's the gap — and it's very fixable.

Audience & Proof

Reach, credibility, press



82 → 92

Content Engine

Output & repurposing



62 → 90

Social Consolidation

Cross-linked profiles



48 → 90

Search Ownership

Ranking for your name



24 → 86

Knowledge Panel

Unclaimed entity exists (154)



22 → 78

Entity Home

A site you own



10 → 92

Structured Data

Schema & sameAs



8 → 88

■ Solid foundation

Audience, output and craft are real and rare. We are not building your reputation from nothing — we're **capturing** a reputation that already exists and giving it a permanent address.

■ The whole upside

Every low bar — entity home, search ownership, Knowledge Panel, schema — is an **infrastructure** fix, not a talent gap. This is exactly the work we do, and it's mostly done in the first 30 days.

Solid bar = today. Hatched gold = reachable in 90 days. Scoring uses the BlitzMetrics personal-brand framework (entity home + Knowledge Panel + Dollar a Day), weighted toward owned, structured presence.



WHO IS COLMAN CONNOLLY?

The internet's version is missing the best parts.

You were born into one of Irish music's real families. Your father is a world-class button-accordion player from Ireland who has shared stages with the likes of **Sting**; your mother is a flute player; your grandfather built accordions for a living; a great-uncle is a renowned fiddler; and on your mother's side, **Peter McCann** was a prominent Nashville songwriter.

You grew up playing trad in pubs and bars and competed in Ireland — winning the **International Accompaniment Competition at 16**. You taught yourself piano at six off YouTube, picked up guitar and bass, and as a teenager founded the cover band **The Low Darts**, where you sing lead and play keys and guitar — and shot the promos yourself.

Today you're an **Audio Production student at MTSU**, producing for Nashville artists like Savannah Span and Josie James, and writing your own songs to release. Pianist, singer, producer, multi-instrumentalist — and you're just getting started.



Fronting The Low Darts on keys and lead vocals.

CRITICAL — IDENTITY CONFUSION

You are not the only "Colman Connolly" online — and right now, you're losing.

A **different** Colman Connolly — an older London-based uilleann piper (band "Blue," a long-running duo with harpist Harriet Earis) — owns **colmanconnolly.com**. When people Google your name, his site, his bio, and his music can surface instead of yours. His site is only Domain Rating 5, which is the good news: **nobody owns this name in search yet**. With the right home, the young Nashville musician — you — can win it.

14.7M

LOW DARTS VIEWS

103K

BAND SUBSCRIBERS

16

AGE AT INT'L TITLE

5+

INSTRUMENTS



FINDING #1

You don't own your name.

Your name is the one search term every fan, booker, collaborator, label, and journalist will type. Today it leads to someone else — or to a scattered trail of social profiles with no home base.

colmanconnolly.com → not you

Owned by the London piper. You can't get the exact-match .com. That's exactly why we register and build **colman-connolly.com** — clean, brandable, and yours.

No entity home

There is no single page you control that says who you are, what you do, and links to everything. Search engines and AI models have nothing authoritative to anchor to.

WHY THIS MATTERS MORE EVERY MONTH

Search is no longer just Google's ten blue links. **ChatGPT, Gemini, and Perplexity** now answer "who is Colman Connolly?" by reading whatever structured, authoritative pages exist. With no entity home and no schema, the AI either describes the other Colman or shrugs. An entity home is how you become the answer — in Google's Knowledge Panel and in every AI assistant at once.

Right now, the most important real estate in your career — the search result for your own name — is working for a stranger. We're going to change the address it points to.

THE FIX, IN ONE LINE

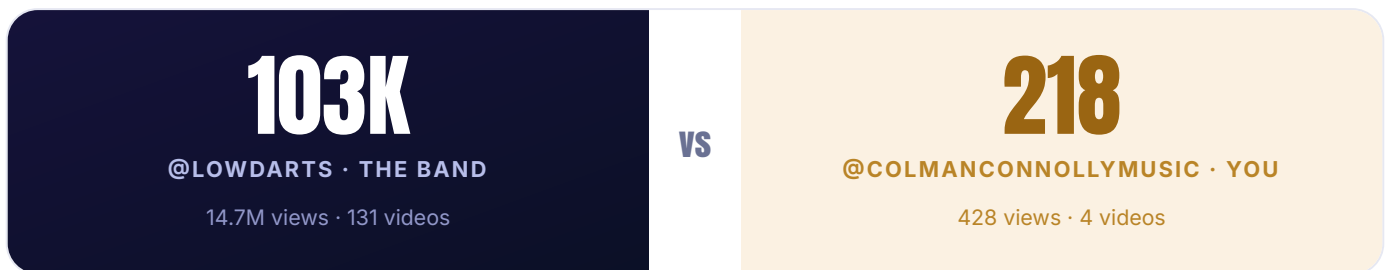
Register **colman-connolly.com**, build a real entity home there, wire in structured data, and point every profile back to it — so Google and AI both learn that this Colman Connolly is the Nashville musician with 14.7M views behind him.



FINDING #2

Your equity is trapped in a band name.

The Low Darts is a success. But the audience belongs to the band, not to you. If the band slows down, changes members, or ends — as college bands do — your personal reach resets to almost zero.



YouTube subscriber counts, verified June 2026. The gap between the band's reach and your personal channel is the entire opportunity.

THE RISK

Rented reach

You're the founder, frontman, and producer — but the 103K never has to learn your name. The asset you've built doesn't accrue to you. That's fragile.

THE MOVE

A hub that captures the spillover

An entity home turns The Low Darts, your production credits, and your trad work into **tributaries** that all feed one river: **Colman Connolly**, the artist and producer.

Think like a producer, not just a frontman

Producers, session players, and accompanists build careers on **reputation that travels** — across bands, artists, and decades. Your name is the credit line on every project. Make it a destination, and every gig you play and every artist you produce quietly compounds into your brand instead of evaporating.



YOUR DIGITAL FOOTPRINT TODAY

Active everywhere. Anchored nowhere.

You're present on six platforms — but they don't point to each other or to a hub, so none of them reinforces your name as a single entity. Here's the inventory.

PROPERTY	HANDLE	REACH	CROSS-LINKED TO A HUB?
YouTube — The Low Darts	@LowDarts	103K · 14.7M views	No hub
YouTube — personal	@colmanconnollymusic	218 subs	No hub
Instagram	@colmanconnolly	~1,900	No hub
Facebook	/colmanconnollymusic	Active	No hub
LinkedIn	/in/colman-connolly	Active	No hub
SoundCloud	/colman-connolly	Active	No hub
Personal website	—	Does not exist	Missing
Google Knowledge Panel	—	Exists · score 154	Unclaimed
Person schema / sameAs	—	None	Missing

WHAT'S WORKING

- ✓ You publish consistently and produce high-quality video.
- ✓ Real, engaged audience via the band.
- ✓ A press feature already exists (NashvilleVoyager).

WHAT'S MISSING

- ✗ No owned hub linking these together.
- ✗ No machine-readable identity (schema).
- ✗ Personal name isn't capturing the band's gravity.

The pattern is classic and good news: heavy activity, zero infrastructure. Infrastructure is fast to build. We add the missing rows in the first 30 days and connect the existing ones to your new home.



WHAT WINNING LOOKS LIKE

Entity Home → Knowledge Panel → Dollar a Day.

It's the same three-step engine we've built for creators, founders, and athletes. It's not magic — it's sequencing. Each step makes the next one possible.

1

Entity Home

A site you own at your name — colman-connolly.com — that states who you are, shows your work, and links to every profile. The single source of truth Google and AI can trust.

2

Knowledge Panel & Structured Identity

Person schema, sameAs links, and a Wikidata entity teach Google that "Colman Connolly" is a notable musician — unlocking the panel that appears beside your name in search.

3

Dollar a Day

Boost your best existing clips for ~\$1/day to keep the entity active and feed signals back to the home. Tiny budget, compounding authority — content you've already made does the work.

WE'VE DONE THIS — HERE'S THE PLAYBOOK IN THE WILD

Personal brand sites we've built

camhazzard.com · dylan-haugen.com · harry-gold.com · nathanielstevens.com · ajwilcox.com · marionarang.com — each an owned entity home that captures its owner's name in search.

Why it fits you perfectly

You already have the hardest ingredient — **proof** (audience, press, a title, production credits). Most clients have to earn that first. You just need the home to put it in.

The goal isn't "a website." It's to make "Colman Connolly" a thing the internet understands — a person, with a body of work, at a fixed address.



THE KNOWLEDGE PANEL OPPORTUNITY

You already have an unclaimed Knowledge Panel.

Here's what most people miss: **Google already holds an entity for "Colman Connolly."** Our entity tool reads a Knowledge Graph confidence score of **154** on it. The catch — it's **unclaimed and unfed**: it doesn't surface as a public panel, you haven't verified it, and it points to nothing you own. The raw material to make it real is all here:

- ✓ A press feature already published (NashvilleVoyager).
- ✓ A 103K-subscriber, 14.7M-view band you founded and front.
- ✓ An international Irish-music accompaniment title (age 16).
- ✓ A documented musical lineage (accordion-maker grandfather, a father who played with Sting, songwriter Peter McCann).
- ✓ Active artist + producer credits in Nashville.

You don't have to earn recognition from scratch — you have to **claim and feed** the entity Google already holds. The entity home does both.



The Low Darts live — proof of a real, growing audience.

Confidence 154 · unclaimed

An existing entity is a head start most never get. It isn't verified or surfaced yet — claiming it and feeding it from your entity home is exactly the work ahead.

The compounding effect

Once Google holds an entity for you, every new release, gig, interview, and production credit attaches to it automatically. You stop starting from scratch with each project — your reputation finally accumulates in one place under your name.



THE 90-DAY PLAN

From scattered to owned — in three phases.

Concrete, sequenced, and mostly done for you. Phase 1 is the foundation — and a lot of it is finished the moment colman-connolly.com goes live.

1

Phase 1 — Claim the ground

DAYS 1-30 · FOUNDATION

- Register **colman-connolly.com** and launch your entity home (in progress now).
- Write the canonical bio: musician, producer, Irish-trad accompanist — the definitive "who is Colman Connolly."
- Publish core pages: Home, About, Music & The Low Darts, Production/Work-With-Me, Contact.
- Add **Person schema** with sameAs links to all six profiles.
- Update every social bio to link back to the home; set a consistent name, handle, and photo.
- Submit the site to Google Search Console; request indexing.

ALREADY UNDERWAY

We're registering the domain and building the site as part of this engagement — so Phase 1's heaviest items are handled. Your job in month one is light: a few photos, a headshot, and a quick review of the copy.

Day 1

DOMAIN REGISTERED

Wk 1-2

ENTITY HOME LIVE

Wk 3-4

SCHEMA + PROFILES LINKED



PHASES 2 & 3

Build the engine, then the authority.

2

Phase 2 — Turn on the content engine

DAYS 31-60 · MOMENTUM

- Repurpose your best Low Darts clips and accompaniment performances into short, name-branded pieces.
- Publish 3-5 cornerstone articles on the home: your story, the family lineage, how you produce, behind a Low Darts video.
- Stand up your **personal** YouTube/Reels as "Colman Connolly" with a clear, repeatable format.
- Start light **Dollar a Day** boosting on the two or three clips that already perform best.
- Capture testimonials from artists you've produced (Savannah Span, Josie James) for the site.

3

Phase 3 — Compound the authority

DAYS 61-90 · AUTHORITY

- **Claim** the existing Google Knowledge Panel, point it at the entity home, then reinforce with a **Wikidata** entity + aligned sameAs.
- Pitch 2-3 targeted features (Irish-music outlets, Nashville/MTSU press, producer blogs).
- Interlink everything: each profile, video description, and article points back to the home.
- Add a simple booking/inquiry path so the audience converts into gigs, sessions, and production work.
- Review the scorecard — target **86/100** — and set the next 90-day cycle.

Ninety days from now, searching "Colman Connolly" should return your home, your music, and your story — with the structured identity that makes Google and AI describe you, the Nashville musician.



DOLLAR A DAY, FOR A MUSICIAN

You already make the content. Spend \$1 to make it work harder.

Dollar a Day isn't about big ad budgets — it's about boosting your best organic posts just enough to reach the right people and feed authority signals back to your name.

What to boost

- ✓ Your strongest Low Darts performance clips.
- ✓ A solo piano / accompaniment piece that shows the trad pedigree.
- ✓ A short "how I produced this" studio clip.

How it compounds

- ✓ Each boost drives traffic to the entity home.
- ✓ Engagement signals reinforce the "Colman Connolly" entity.
- ✓ Retargeting keeps warm fans close to booking.

The math that makes it obvious

\$1/day is ~\$30/month — less than a single set of guitar strings and a coffee. Against a band that already pulls millions of views, a tiny, consistent boost on the right clips is the difference between content that entertains and content that **builds an asset you own**.

\$1

PER DAY, PER CLIP

~\$30

PER MONTH

3

CLIPS TO START

∞

COMPOUNDING
AUTHORITY



YOUR NEW ENTITY HOME

colman-connolly.com

We're registering the domain and building a clean, fast, mobile-first site — the same standard as the brand sites we build for founders and athletes. Here's the structure.

Home

Stage-lit hero, one-line positioning, the 14.7M-view proof, and links into every section.

Production / Work With Me

Your producer and accompanist services, artists you've worked with, and a clear path to hire you.

About / The Story

The canonical bio — family lineage, the international title, the Low Darts origin, MTSU and production.

Connect

Every profile in one place — and every profile links back here. The hub-and-spoke that builds the entity.

Music & The Low Darts

Embedded videos, the band, your playing and singing — the work that proves it.

Under the hood

Person schema, sameAs, fast load, Search Console — the structured-data layer Google and AI read.

STATUS

Domain registration & build are underway as part of this engagement.

colman-connolly.com is available and reserved for you. The site is built on our managed fleet — the same infrastructure behind the brand sites referenced earlier — so it launches fast and stays maintained.



THE BOTTOM LINE

You did the hard part. Let's claim what you've earned.

Most people building a personal brand have to manufacture proof. You already have it — a real audience, a real pedigree, real credits. The only thing missing is a home with your name on it. We're building that home now, and the 90-day plan turns it into an asset that compounds for the rest of your career.

41 → 86

BRAND SCORE, 90 DAYS

1

NAME TO OWN

14.7M

VIEWS BEHIND YOU

NEXT STEP

We register **colman-connolly.com**, launch your entity home, and start Phase 1. You review the copy and send a couple of photos. That's it.

Dennis Yu

BlitzMetrics · Local Service Spotlight

blitzmetrics.com

Building personal brands that own their name.