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PERSONAL BRAND AUTHORITY AUDIT

Deane Hiron

The 5'7" Dunker · THP-Trained · AI Builder

23 → 86
Personal Brand Score (of 100)

An athlete with elite, verifiable proof — a windmill over one of the world's best dunkers, a 37-inch vertical, a Dunk Camp 2026 selection — who is, today, completely invisible to Google. This is the plan to fix that.

Prepared by BlitzMetrics · Dunker Spotlight Program

For Deane Hiron · Date June 2026 · Entity home deanehiron.com

Earned reach. Zero web legibility.

Deane Hirons is 16 years old, stands 5'7", and dunks a 10-foot rim. He throws windmills over Isaiah Rivera — one of the most famous dunkers alive and his own coach. He was selected for The Dunk Camp 2026. By the standards of his sport, the proof is real and rare.

And yet: **search "Deane Hirons" on Google and you will not find him.** Not a website, not a profile result, not a single page Google can point to and say "that's him." The one query that should be his — Deane + dunk — instead returns **Harold Deane Jr.**, a former University of Virginia guard. Deane's entire identity online lives inside one Instagram account he doesn't own and can't control.

This is the most common — and most fixable — problem in the dunk world: **you build a following you rent, but you never build the home you own.** Reach without a web home is a tenant's brand. Sponsors, recruiters, reporters, and AI assistants all run the same check before they trust you — they look you up. Right now, that look-up comes back empty.

✓ What we did about it — the same day

Secured **deanehirons.com**, provisioned it on the BlitzMetrics fleet, and built a facts-first **entity home**: a homepage that states, in language Google and ChatGPT can read, exactly who Deane is, what he's done, and who vouches for him — with Person schema wiring it all together. This audit explains the gaps it closes and the 90 days that take him from **23 to 86**.

The five findings

#	FINDING	STATUS
1	The Entity Gap — no site, no Knowledge Panel, Google doesn't know he exists	Critical
2	The Namesake Trap — "Deane + dunk" resolves to Harold Deane Jr.	Critical
3	The Proof Ledger — elite, verifiable proof sitting unused	Asset
4	Audience vs. Legibility — 398 real followers, all on rented land	Fixable
5	The AI-Builder Lane — a second, compounding brand he's not telling	Opportunity

The thesis in one line: **Deane has already done the hard part — the proof. What's missing is the part a computer can read.**

100-Point Personal Brand Score

The BlitzMetrics Personal Brand Score grades the seven things that decide whether the internet treats you as a real, trustworthy entity. Here is Deane's score today, and the 90-day target once the entity home is live, indexed, and supported.

COMPONENT	WEIGHT	NOW	TARGET	PROGRESS
Entity Home your own authoritative URL	20	2	18	
Knowledge Panel the Google box on the right	15	0	12	
Search Presence do you own your name SERP	15	2	13	
Content owned, indexable, quotable	15	6	13	
Audience reach + engagement	15	6	12	
Schema machine-readable identity	10	0	10	
Social consistent, multi-channel	10	7	8	
TOTAL	100	23	86	

Where he's losing points

Entity Home, Knowledge Panel, Search, and Schema are all near zero — and together they're **60 of the 100 points**. These are exactly the four a website fixes fastest.

Where he's already strong

Social and the raw material for Content score well: he posts real reps, consistently, in a clear niche, with elite associations. The proof exists — it's just not **legible** yet.

Scoring is directional and based on a manual review of public signals on 2026-06-25. "Target" assumes the 90-day plan in Section 12 is executed.

Who is Deane Hiron?

A two-lane brand: a short dunker who out-jumped his height, and a teenager learning to build with AI. Both are true. Both are rare. Neither was findable online before today.

☑ Lane 1 — The Short Dunker

Age	16
Height	5'7"
Vertical	37 inches
Max touch	10'6" (7'5" reach)
First dunk	9'11.5" rim
System	THP Strength
Coaches	Isaiah Rivera · John Evans
2026	The Dunk Camp · Team 6

☑ Lane 2 — The AI Builder

Deane is learning to run a lean, one-person **AI agency** — pointing AI agents at the work that buries local business owners: getting found in search, posting consistently, answering leads. He's modeled on the young builders ahead of him:

- **Dylan Haugen** — earned a Knowledge Panel at 17
- **Cam Hazzard** — dunker turned AI builder
- **Nathaniel "Hoopin Nate" Kenney**

Emerging lane — he's setting the agents up now. We present it as a credible start, not a finished book of business.

The positioning sentence

"I'm 5'7" and I dunk a 10-foot rim. I built the jump because I didn't have the height — and I'm building an AI agency the same way: from zero, in public."

If a positioning sentence could sit on another dunker's site, it's not sharp enough. This one can't. The height number is the hook — it's the thing that makes a 37-inch vertical a story instead of a stat.

The Entity Gap

Before today, Deane Hirons had no website. No Knowledge Panel. No page Google could treat as the authoritative source about him. In entity terms, he did not exist.

Google, ChatGPT, sponsors, and recruiters all build a mental model of "who is this person" from the pages they can read. With no owned URL, Deane handed that job entirely to Instagram — a platform that shows a login wall to logged-out visitors, can't be indexed as a biography, and can vanish or get restricted at any time.

⚠ The cost of the gap

- **Sponsors can't vet him.** A brand's first move is a search. An empty result is a "no."
- **No content is indexed.** His best dunks live as reels behind a login, invisible to search.
- **No schema, no entity.** Nothing tells a machine "Deane Hirons is a dunker" in a structured way.
- **Nothing to link to.** Other dunkers can't point credibility at a home that doesn't exist.

✓ The fix (built)

An entity home at **deanehirons.com** — name as the domain, exactly. A facts-first homepage: hero with his one-sentence differentiation, a stats bar of provable numbers, a dated story, his dunk arsenal, embedded clips, the AI-builder lane, a cross-linked "Dunk Family," and a Connect block mirrored in Person schema. This is the URL everything else now points back to.

Worth the half-truth made plain: a brand-new domain starts at **Domain Rating 0** with zero ranking keywords. That's expected. Authority is earned over the 90-day plan — but you can't earn authority for a page that isn't there. Step one is simply **to exist**.

The Namesake Trap

When we searched the queries that should belong to Deane, Google handed them to someone else.

What the search returns today

"Deane Hiron" → no results about him at all.

"Deane" + "dunk" → **Harold Deane Jr.**, a former University of Virginia guard who won a slam-dunk contest and played overseas. Google, with nothing else to grab onto, defaults to the famous namesake.

This is entity disambiguation, and it matters more than it looks. Search engines and AI models cluster the web into "entities" — distinct people, places, and things. When two people share search territory and only one has a clear, structured web presence, the engine attributes the territory to the one it understands. Right now that's Harold Deane, not Deane Hiron.

How we break Deane out

- **Own the exact-name domain** — deanehiron.com, the single strongest disambiguation signal. ✓ done.
- **Person schema** with his specifics — 16, 5'7", dunker, THP, Dunk Camp — so machines can tell the two apart. ✓ wired.
- **Consistent name + photo everywhere** — site, Instagram, every future profile use the same name spelling ("Deane Hiron") and the same dunk photo, so the entity fuses into one.
- **Inbound links from the dunk crew** — when ajackerson.com, ethanpimstone.com, and dunkerspotlight.com link to him as "Deane Hiron, dunker," they teach Google the association.

Note the spelling discipline: it's **Deane** (with the E), and his handle recently moved from @deane.travers10 to **@deane.hiron10**. Every reference from here forward uses the new, consistent name — name churn is exactly what confuses an entity.

The Proof Ledger

This is Deane's superpower. Most aspiring dunkers have a highlight or two. Deane has a documented, verifiable body of proof — and an association almost no one his age can claim.

PROOF	WHY IT MATTERS
First dunk on a 9'11.5" rim flight time ~0.86s	Near-regulation height at 5'7". The milestone clip that proves the 10-foot rim is in reach.
37" vertical, 10'6" max touch off a 7'5" reach	A measured, elite number. The receipt behind "he dunks the 10-foot rim off the lob."
9-ft windmill over Isaiah Rivera	Throwing a windmill over his own coach — one of the best dunkers in the world. This is the signature credibility clip.
8-ft 360 windmill	Style on top of the hops. Proof of body control, not just power.
~6" vertical gain in 10 months same hoop, side by side	The trajectory story. Shows the system works and he's still climbing.
The Dunk Camp 2026 — Team 6	Third-party selection. Someone with authority chose him.
Coached in THP Strength Isaiah Rivera · John Evans	Borrowed authority from a program behind some of the highest verticals ever tested.

The principle: no adjective without a receipt

Every claim above is tied to a clip, a number, or a named third party. That's what makes the entity home a **facts page, not a hype page** — and it's exactly what a sponsor's legal team, a journalist, or an AI model needs before it will repeat a claim about you.

The job of the website is not to manufacture proof. It's to **collect proof that already exists**, put it on a URL Google can read, and make it impossible to ignore.

Audience vs. Legibility

Deane has 398 Instagram followers. That number is small — and it is not the problem. The problem is that 100% of his audience lives on land he rents.

What's real

- A focused, active account: 38 posts, all on-niche
- Followed by **@thedunkcamp** and the dunk community
- Associations far bigger than the follower count: Isaiah Rivera, Dunk Camp

What's fragile

- One platform, one algorithm, zero ownership
- Logged-out visitors hit a wall — no bio, no context
- Nothing indexable, nothing he controls if the account is limited

Here's the reframe that matters for a 16-year-old: **followers are a flywheel, not a foundation.** The foundation is the entity home — the thing that's still there if a platform changes its rules, the thing a sponsor lands on, the thing that turns a viral clip into a lasting search result.

The good news: a small audience with elite associations is the easiest kind to grow into authority. He doesn't need a million followers to earn a Knowledge Panel — Dylan Haugen earned one at 17. He needs the structured home, the consistent name, and the network links. The audience then compounds on top of an asset he owns.

The move

Every clip, every camp, every brand DM now points to **deanehirons.com**. Instagram becomes the top of the funnel; the entity home becomes the base. Rent the reach; own the home.

The AI-Builder Lane

Deane's most underrated asset isn't a dunk — it's that he's a teenager who can actually build with AI. That's a second brand, and it compounds the first.

The dunk brand earns attention. The builder brand earns **income and durability**. A dunker is one injury from a hard pivot; a 16-year-old who runs an AI micro-agency has a skill that pays whether or not he reaches the pro stage. Told together, the two lanes make him far more interesting than either alone: the kid who out-jumped his height and is out-building his age.

The offer, in plain language

Deane points AI agents at the work local business owners hate and never get to — showing up in search, posting consistently, answering leads, keeping a real online presence. He's modeled directly on the builders ahead of him: **Dylan Haugen, Cam Hazzard, and Hoopin Nate**, who use AI to run lean, one-person agencies for real local businesses.

Why it belongs on the dunk site

Same person, same audience, same story of building from zero. The "Build" section on the homepage turns "cool, a kid who dunks" into "wait — I could hire this kid." It also future-proofs the brand: when the dunk content slows, the builder content keeps the entity alive and earning.

Honesty guardrail: this lane is **emerging**. The site presents it as a credible start and an open invitation — not a finished portfolio. As Deane lands his first local clients, those become the next proof points to add to the ledger.

He's not building alone.

Deane already trains and flies with a crew of dunkers who each have their own entity home. Linked together, those sites form a web of credibility that Google reads as authority.

This is a structural advantage most personal brands never get. When eight related, real sites link to each other with descriptive, on-topic links, each one teaches search engines about the others — who they are, what they do, that they're a legitimate cluster. Deane's homepage links out to the whole crew; the crew links back to him.

CREW MEMBER	ENTITY HOME
AJ Ackerson — THP dunker, Dunk Camp 2026	ajackerson.com
Nathaniel "Hoopin Nate" Kenney	nathanielkenney.com
Ethan Pimstone — Dunk Camp 2026 (tagged in Deane's 37" clip)	ethanpimstone.com
Cam Hazzard — dunker + AI builder	camhazzard.com
Stephen Hart — dunker, creator	stephenhartsdunks.com
McDeezy — dunker, creator	mcdeezy.com
Dylan Haugen — pro dunker, Dunk Talk	dylan-haugen.com
Dunker Spotlight — the network hub	dunkerspotlight.com

Deane's entity home ships with a "**Dunk Family**" section linking to all of these, plus knows relationships in his Person schema pointing to his coaches and crew. The moment two or three of them add a reciprocal link, the disambiguation problem from Finding 2 starts solving itself.

The entity home, section by section.

deanehirons.com is a single, fast, facts-first page — eight sections, each doing a specific job for a human reader and a machine reader at the same time.

SECTION	WHAT IT DOES
Hero	Name + the differentiation sentence ("5'7". And he dunks the 10-foot rim.") + two CTAs.
Stats bar	Four provable numbers: 5'7", 37" vert, 10'6" touch, Dunk Camp 2026.
The Story	The dated, factual arc — short kid builds the jump in THP, first dunk, the climb.
The Dunks	Three cards: off-the-lob finish, windmills, the vert itself.
Watch	Six embedded Instagram reels — the real proof, playable on the page.
The Build	The AI-builder lane + the offer for local businesses + program link.
Dunk Family	Coaches, camp, and the cross-linked crew of dunker sites.
Connect	Email + every owned profile, mirrored exactly in Person schema sameAs.

Under the hood

Person schema (JSON-LD) declares Deane as a Person with height, jobTitle (Dunker + AI Builder), knowsAbout, memberOf (The Dunk Camp), affiliation (THP Strength), and knows links to Isaiah Rivera, John Evans, and the crew. Clean meta tags, Open Graph, canonical URL, and an accessibility note in the footer.

It's intentionally one page to start — proof beats production. Cam Hazzard's site was built in a lunch break. The facts do the work; we add depth (blog posts, gallery) on top.

90 days: 23 → 86

Days 0–30 — Exist & get indexed

- Point the domain's nameservers to the fleet; confirm **https** resolves with a valid SSL cert.
- Publish the entity home; submit to **Google Search Console** + sitemap; request indexing.
- Add the same **name + dunk photo** to Instagram, TikTok, YouTube; link each bio to deanehirons.com.
- Publish the first 3 blog posts (the dunk story, the Isaiah Rivera windmill, the AI lane).
- Get the first **2–3 reciprocal links** from the crew (AJ, Ethan, Dunker Spotlight).

Days 31–60 — Disambiguate & deepen

- Run the **knowledge-panel-entity-seo** playbook: Wikidata/entity signals, consistent NAP, sameAs everywhere.
- Confirm Google separates Deane from Harold Deane Jr. on name + "dunk" queries.
- Add a gallery of high-res dunk photos; keep a 2-posts-per-week clip + caption cadence.
- Stand up the AI-builder offer page; reach out to **3–5 local businesses** for first projects.

Days 61–90 — Authority & income

- Pursue the **Knowledge Panel** (entity home + consistent signals + third-party mentions).
- Land Deane's first paying AI-builder client; add it to the proof ledger.
- Earn 1–2 earned mentions/features (dunk pages, local press, podcast).
- Re-score against the 100-point rubric; target **85+**.

Pairs with the Dunker Spotlight skill chain: [personal-brand-website-agent](#) → [knowledge-panel-entity-seo](#) → [ai-search-visibility](#) → [content-factory](#).

Methodology & glossary

How this audit was built

Manual review on 2026-06-25 of Deane's public Instagram (@deane.hirons10), the Dunk Camp 2026 roster, and live Google search results for his name and related queries. Proof points are taken from his own posted clips and captions. The score is a directional assessment against the BlitzMetrics 100-point rubric; it is not a guarantee of ranking outcomes.

The 100-point rubric

COMPONENT	PTS	QUESTION IT ANSWERS
Entity Home	20	Do you own an authoritative URL on your name?
Knowledge Panel	15	Does Google show a panel/entity box for you?
Search Presence	15	Do you own your name's search results?
Content	15	Is there owned, indexable, quotable content?
Audience	15	Real reach + engagement across platforms?
Schema	10	Is your identity machine-readable (JSON-LD)?
Social	10	Consistent, multi-channel, on-brand presence?

Glossary

Entity home — the one URL (your name as the domain) that the web treats as authoritative about you. **Knowledge Panel** — the info box Google shows on the right for a recognized entity. **Schema / JSON-LD** — structured code that tells machines who you are. **Domain Rating (DR)** — a 0–100 estimate of a domain's backlink authority; new domains start at 0. **Disambiguation** — helping search engines tell you apart from people with similar names.

The bottom line: Deane already earned the hard proof. This is about making it **legible** — to Google, to sponsors, and to the AI that increasingly answers "who is Deane Hirons?" The entity home is live-ready; the 90-day plan does the rest.