

Julian David

Olympic speed climber · U20 World Champion · NZ's Spider-Man

The fastest Kiwi on a wall — and one domain away from being the best-branded speed climber on earth.

5.20s

Olympic PB · NZ & Oceania record

8th

Paris 2024 · Men's Speed

3x

Oceania Champion (2023, 2025, 2026)

97K+

Followers across 4 platforms

59/100

Brand confidence — today

85+

After the 90-day plan

~\$35/yr

Cost of the two domains that fix it

LA28

The storyline sponsors will fund

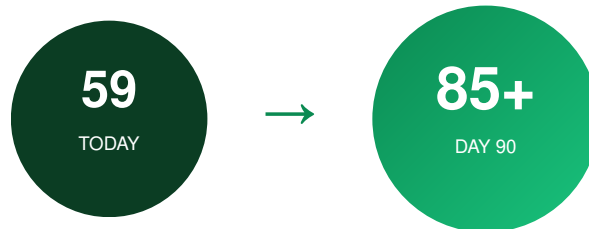


Le Bourget, Paris 2024 — congratulated off the Olympic wall at 19.

Photo: @juliandavidnz

1 Executive Summary

Verdict: world-class proof, zero owned real estate. Julian David has the two assets personal brands spend years chasing — a Wikipedia article and a claimed Google Knowledge Panel — handed to him by an Olympic quarterfinal at age 19. But he owns none of his digital presence: no website, no LinkedIn, no X, a Knowledge Panel with no social links, and his official IFSC profile points to a dead Instagram handle. Everything people find about Julian lives on someone else's site. He is one \$20 domain and 90 days of light, mostly-delegated work away from being the best-branded speed climber *in the world* — a bar that is currently on the floor, because not even the world record holder owns a website.



The five findings that matter

1. **The authority already exists.** Wikipedia, Wikidata (Q124757262), Olympics.com, the IFSC, and the NZ Olympic Committee all publish his story. Google's Knowledge Graph has him as a typed entity ("Climber", KG MID /g/11kt1c42_2). This is the hard part, and it is done.
2. **Nothing points home, because there is no home.** 84.6K Instagram followers, a 1.8M-view short, a Business Insider documentary — and no website to catch, convert, or compound any of it. His Knowledge Panel shows age, school and height, but no socials and no official site: Google has nowhere to send people.
3. **He's winning a name collision he doesn't know he's in.** "Julian David" is also a German schlager singer (who holds the stronger plain-name entity), a German actor, and a music producer who owns juliandavid.org. Julian-the-climber already takes SERP positions 1–3 — on rented ground. An entity home locks the win in permanently.
4. **His facts disagree with each other.** Birthplace: La Rochelle (Wikipedia, NZOC) vs La Roche-sur-Yon (his management profile). Height: 173cm vs 175cm. IFSC profile: old IG handle "Julian.david05". Entity inconsistencies like these are exactly what keeps Knowledge Graph confidence — and AI-search answers — wobbly.
5. **First-mover advantage is wide open.** We checked his entire peer set: Sam Watson (world record, Olympic bronze, 116K IG, TEDx) — no website. The Olympic champions — no entity homes found. Speed climbing is the most explainable sport at LA28, an American prime-time Games, and *nobody in the discipline owns their name yet*.

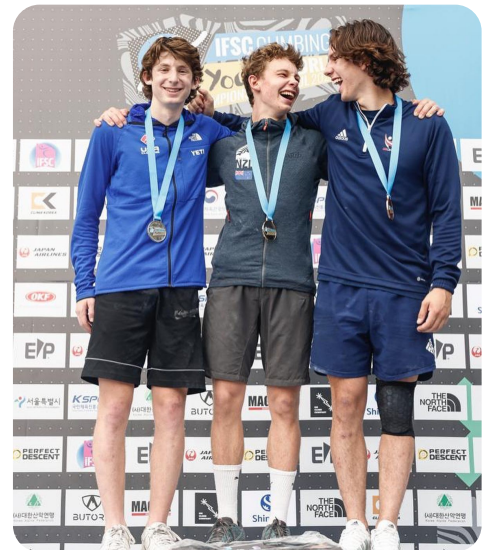
What we did about it (already live)

Rather than describe an entity home, we built one. dennisyu.com/julian-david/ is a complete, live, photo-rich seven-page example — Home, About, Speed Climbing & Results, Press, Why, Connect, and this audit — with Person schema linking all ten of his verified profiles, hosted on a DR 47 domain so it indexes in days. It is built to be lifted 1:1 onto juliandavidnz.com (available, matches his handle on every platform) the day he registers it.

2 Who Is Julian David

Fast facts (canonical)

- **Born:** 30 January 2005, La Rochelle, France (see conflict note, §3)
- **Raised:** Tauranga, Bay of Plenty, New Zealand (moved at age 3)
- **Discipline:** Competition speed climbing (15m standardized wall)
- **Status:** New Zealand Olympian #1551 — first NZ male Olympic climber
- **Team:** NZ Speed Team since 2022 · Climbing New Zealand
- **Coach:** Rob Moore · trains at Blake Park, Mount Maunganui
- **Education:** Tauranga Boys' College; B.Bus (Finance), University of Waikato (in progress)
- **Management:** Athlete Advantage NZ (livia@athleteadvantage.co.nz)
- **Nicknames:** Jules, Jimmy, "NZ's Spider-Man"



Top step in Seoul, August 2023 — the first climbing world-championship gold in New Zealand history.

Photo: @juliandavidnz

The story in one paragraph

Julian entered his first climbing competition at the AIMS Games — the national intermediate-school tournament held in his home town — and placed third on his first-ever attempt. He specialized in speed in 2019, joined the NZ Speed Team in 2022, and within 18 months became the first Kiwi to win climbing world championship gold. At 19 he raced the Paris Olympics, set national records twice in an hour, knocked out a former world record holder, and finished 8th in the world. He has since defended his Oceania title twice on the wall he trains on daily. He studies finance, films a viral “Jumping Onto” series between sessions, and has one stated goal: **a medal at LA28**.

The road so far — verified timeline

~2017

First-ever climbing comp at the AIMS Games, Tauranga — 3rd place, first try.

2019

Specializes in speed climbing.

2022

Joins the NZ Speed Team; first World Cup season (Jakarta, Dallas Youth Worlds) for exposure.

Aug 2023

IFSC Youth World Champion, Seoul — the first gold by any New Zealander at any climbing world championships.

Nov 2023

Wins Oceania Olympic Qualifier, Melbourne — with Sarah Tetzlaff, the first NZ climbers ever to qualify for an Olympic Games.

Feb 2024

Halberg Awards **Emerging Talent Award** (previously won by athletes like Lydia Ko).

Aug 2024

Paris Olympics, 8th in the world at 19. 5.24 PB in seeding, then 5.20 PB to beat former world champion Reza Alipour; eliminated by Sam Watson, who broke the world record that day.

Nov 2024

NEOM IFSC Masters, Saudi Arabia — 12th.

2025

Oceania Cup champion at home (Mount Maunganui); The World Games Chengdu 15th; full World Cup season across CHN, INA, USA, POL, FRA; World Championships Seoul.

Feb 2026

Oceania Champion again — defended at home in Mount Maunganui. 5× national champion (claimed). 2026 World Climbing Series season underway.

2028

LA28: speed climbing stands alone as a medal event at an American prime-time Games. Julian will be 23 — peak age for the discipline.

3

Proof Ledger — Verify Before We Vouch

BlitzMetrics doctrine: never publish a claim we can't footnote. Every material claim about Julian, sorted by evidentiary status.

Claim	Status	Source & note
8th place, Men's Speed, Paris 2024; PB 5.20s; NZ Olympian #1551	VERIFIED	NZOC official athlete page; IFSC results; Wikipedia
First NZ male Olympic climber (with Sarah Tetzlaff as first NZ climbers overall)	VERIFIED	NZ Herald, 26 Nov 2023; NZOC
2023 IFSC Youth World Champion — first NZ gold at any climbing worlds	VERIFIED	IFSC news (24 Aug 2023); Wikipedia; NZ Alpine Club
Beat Reza Alipour (former world champion & WR holder) at Paris, by 0.06s	VERIFIED	RNZ (7 Aug 2024); Stuff; official results
Halberg Emerging Talent Award, February 2024	VERIFIED	IFSC news; Halberg Awards; Wikipedia
Oceania Champion 2023 (qualifier), 2025, 2026; Oceania record holder since 2023	VERIFIED	IFSC results database (worldclimbing.com athlete #13915)
Business Insider "Second To None" documentary subject	VERIFIED	Business Insider YouTube, 2024 (~77K views)
84.6K Instagram · 5.57K YouTube · 5.2K TikTok · 2K Facebook (3M reel views)	VERIFIED	Live counts captured 11 June 2026
Unofficial personal best of 5.16s in training	CLAIMED	Athlete Advantage profile only; fine to cite as "unofficial"
"15th in the world (Continuous World Ranking)"	CLAIMED / STALE	Athlete Advantage profile; 2025–26 results suggest lower today — re-verify before using in pitches
5× NZ national champion	CLAIMED	His own viral short title (1.8M views). Almost certainly true — but no independent page lists it. Fix: publish the nationals record on his own site
Birthplace	CONFLICT	La Rochelle (Wikipedia, NZOC) vs La Roche-sur-Yon (Athlete Advantage). Two different towns 100km apart. Pick the true one; align everywhere
Height	CONFLICT	173cm (NZOC) vs 175cm (Athlete Advantage); Google KP renders 5'8"

Why conflicts matter: Google's Knowledge Graph and AI engines build confidence by cross-checking facts across sources — every disagreement weakens the panel and makes AI answers hedge. One canonical fact sheet on an owned site, mirrored to Wikidata, is the cheapest authority upgrade that exists.

4

Digital Footprint Inventory

Where his audience actually is

Instagram @juliandavidnz — verified, 441 posts, the engine

84,600

YouTube @juliandavidnz — “Road to LA28 coming soon...” still unlaunched

5,570

TikTok @juliandavidnz — 16× smaller than IG; same reels would close the gap free

5,227

Facebook @juliandavidnz — tiny page, yet **3M reel views**: the algorithm loves the content

2,000

Live follower counts, 11 June 2026. The skew is the headline: distribution is under-built relative to content quality everywhere except Instagram.

Property	Status — 11 June 2026	Assessment
Wikipedia	✓ Live — “Julian David (climber)”	10 citations, clean. The single most valuable trust asset an athlete can hold.
Wikidata Q124757262	✓ Live	Missing social-media properties (P2003 Instagram, P7085 TikTok, P2397 YouTube) and P856 official website — five-minute edits that feed every AI engine.
Google Knowledge Panel	✓ Exists — KG MID /g/11kt1c42_2, typed “Climber”, claimed	Shows age, education, height. No social profiles row, no official website — nothing to point to until now.
IFSC / World Climbing athlete #13915	△ Links old IG handle “Julian.david05”	One-email fix via Climbing NZ — broken identity signal on a DR 70 site.
Olympics.com · NZOC · Athlete Advantage · Foundation Clinic	All live	Four more corroborating profiles (DR 90 / 57 / 3 / 21). AA profile carries the two fact conflicts.
Website / entity home	NONE	The core gap this audit exists to fix. Example now live at dennisyu.com/julian-david/ .
LinkedIn	NOT FOUND	Invisible to the exact people who sign sponsorship cheques. The athlete + finance-student combination is a LinkedIn-native story.
X (Twitter)	NOT FOUND	Where sports media actually sources quotes. Reserve @juliandavidnz before someone else does.

Domains	juliandavid.com TAKEN · juliandavid.nz TAKEN · juliandavidnz.com AVAILABLE · juliandavid.co.nz AVAILABLE	juliandavidnz.com = exact handle match on all four platforms. Register both (~US\$35/yr). The .com and .nz being taken by others is the warning shot.
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Monetization already in motion

Push Gummies (affiliate code JULIAN25203), Dr Hydrate (ambassador link), Foundation Sports & Rehabilitation Clinic (sponsored athlete), managed by Athlete Advantage. The machinery exists; it just has no owned destination to compound into. Every affiliate link currently rents space in a bio that platforms can suspend, rate-limit, or bury.

5 Knowledge Panel & Entity Analysis

What Google knows today

Searching “**julian david climber**” renders a full Knowledge Panel: name, “Climber” subtitle, three photos, Wikipedia description, age (21), education (Tauranga Boys’ College +1), height (5’8”), and a “People also search for” rail of Bassa Mawem, Matteo Zurloni, Sam Watson and Amir Maimuratov — Google has correctly clustered him with elite speed climbers. The panel is **claimed**, which means suggested edits carry weight.



Signing the “boarding pass to Paris” after winning the Oceania Qualifier, Melbourne 2023. The next pass reads LA28. Photo: @juliandavidnz

The two-entity problem

Google’s entity lookup for the bare name “Julian David” returns **/m/0_w1qsq** — “**German singer and actor**” as the primary entity. Julian-the-climber’s KG MID (**/g/11kt1c42_2**) only surfaces with climbing context. The **/m/** prefix marks a legacy Freebase entity — older and historically stronger; Julian’s **/g/** entity is newer and context-dependent.

Entity	KG MID	Type	Holds
Julian David (German schlager singer, b. 1989)	/m/0_w1qsq	“German singer and actor”	Plain-name entity primacy; IMDb; FB page
Julian David (climber)	/g/11kt1c42_2	“Climber”	Wikipedia, Wikidata, Olympics.com, IFSC, NZOC + SERP positions 1–3 even on the plain name
Julian David (music producer)	—	—	juliandavid.org

The encouraging part: on a clean plain-name search, the climber already takes results 1, 2 and 3 (Wikipedia, Instagram, IFSC). Recency, an Olympics, and 441 posts of activity beat a schlager singer’s legacy entity in organic results. What he lacks is the panel resolving to *him* by default everywhere, and an owned URL in any of those top slots.

How an entity home flips this permanently

- **Corroboration loop:** the home page carries Person JSON-LD listing all 10 profiles as sameAs; each profile links back to the home. Google sees a closed, consistent identity graph with one canonical URL.

- **Panel enrichment:** claimed panels can suggest an official website and social profiles. Today the suggestion would point at... nothing. After launch: juliandavidnz.com + 4 socials.
- **AI-search insurance:** ChatGPT, Perplexity and Google AI Mode synthesize from exactly the sources he'd now control: Wikipedia (has), Wikidata (has, needs enrichment), and an official site (now exists in example form).

Bottom line: Julian's Knowledge Panel is a claimed, Wikipedia-backed asset sitting at maybe 60% of its potential strength, capped only by the absence of an owned home and consistent facts. Both are fixed by this build.

6

Brand Confidence Scores vs Peer Set

BlitzMetrics 100-point rubric: entity home (20) · Knowledge Panel quality (15) · Wikipedia/Wikidata (15) · name-SERP control (10) · schema & fact consistency (10) · press depth (10) · social reach & diversity (10) · partnerships (10).

Julian David — component scores today

Entity home — no website anywhere · **1/20**



Knowledge Panel — exists, typed, claimed; missing socials/site rows · **12/15**



Wikipedia + Wikidata — live and clean · **14/15**



Name-SERP control — owns top 3, all rented; collision unresolved · **7/10**



Schema & consistency — no schema; 2 fact conflicts; dead IFSC handle · **2/10**



Press depth — BI documentary, IFSC features, full NZ media set · **8/10**



Social reach & diversity — strong IG; weak TT/YT/FB; no LinkedIn/X · **7/10**



Partnerships — 3 sponsors + professional management · **8/10**



The peer field

Julian David — after the 90-day plan · best-branded athlete in his sport, worldwide



Veddrig Leonardo & Aleksandra Miroslaw — Olympic champions, no entity homes found



Sam Watson (USA) — WR holder, Olympic bronze, 116K IG, TEDx... and no website



Dylan Haugen — pro dunker, dylan-haugen.com (DR 17): owns his home, building authority



Julian David — today · world-class proof, zero ownership



Cam Hazzard — pro dunker, camhazzard.com (DR 4): same playbook, earlier stage

The strategic insight: Dylan and Cam prove the build works from zero institutional authority. Julian starts with the institutional authority already banked — Wikipedia, KP, Olympics.com — and only needs the ownership layer. He covers in 90 days what takes most athletes two years, and he'd be the only person in his sport who has done it. When LA28 sponsor money starts allocating in 2027, “the speed climber Google can actually explain” wins by default.

The other scoreboard: seconds to LA28 gold



Half a second separates Julian from the podium — with three full seasons to close it, at an age where speed climbers typically make their biggest gains. The brand plan and the sport plan share a deadline: be unmissable by 2028.

7 Strengths, Gaps & Prioritized Opportunities

What's already working (don't touch)

- **Content instinct.** The “Jumping Onto” series is genuinely original — explosive, visual, safe-for-brands, and so good the international federation reposts it. A 1.8M-view short and 3M Facebook reel views on a 2K-follower page prove the content outperforms the distribution.
- **The bio line.** “NZ’s Spider-Man” is memorable, ownable, and already consistent across IG/TikTok/FB.
- **Professional management.** A real agency (Athlete Advantage) with a real enquiries pipeline — rare at his age, and it means this plan has an owner.
- **Handle consistency.** @juliandavidnz on all four platforms. This is why juliandavidnz.com is the right domain — total identity match.
- **Verified institutional profiles.** Five high-DR official pages tell his story, with full results data maintained for free by the IFSC.



“You’re 5’9 you can’t dunk” — the Jumping Onto series turns speed-climber legs into shareable proof. Photo: @juliandavidnz

Gap list, prioritized by leverage-per-hour

#	Gap	Effort	Fix & payoff
1	No domain / entity home	1 hr	Register juliandavidnz.com + juliandavid.co.nz; lift the example build. Everything else compounds on this.
2	KP has no socials/website rows	30 min	Via claimed panel, suggest official site + 4 socials. Panel goes from biography to conversion asset.
3	Fact conflicts (birthplace, height)	1 hr	One canonical fact sheet on his site; align AA profile; Wikipedia edit with source if needed.
4	IFSC profile links dead IG handle	15 min	Email Climbing NZ → IFSC. Restores the identity signal on his most authoritative sport profile (DR 70).
5	Wikidata missing socials + site	20 min	Add P2003/P7085/P2397/P856. Feeds every AI engine on earth.
6	No LinkedIn	2 hrs	

Athlete × finance-student profile. Where sponsor decision-makers live; zero competition from other climbers.

7	No X handle	15 min	Reserve @juliandavidnz defensively; pin one highlight thread. Sports media sources from X.
8	TikTok 16× smaller than IG	0 (process)	Auto-crosspost the proven IG reels daily. Stop follow-for-follow.
9	“Road to LA28” announced but unlaunched	ongoing	Episode 1 within 30 days. The series IS the sponsorship product (see §9).
10	5× national titles unpublished anywhere	30 min	Publish the nationals record on his site → citable → Wikipedia-upgradeable.

The build, page by page — live at dennisyu.com/julian-david/

Page	Design decisions & SEO reasoning
Home /julian-david/	Photo hero (Paris 2024, Olympic rings in frame), four proof stats, photo gallery strip linking deeper, Road-to-LA28 featured block, three what-I-do cards, three rights-clean video embeds including the 1.8M-view short, third-party quote strip, connect CTA. Person JSON-LD with image + 10 sameAs profiles — the schema is the entire point; the design is what makes humans stay.
About /about/	The canonical narrative, first person, chronological — with the boarding-pass and world-title photos placed at the moments they document. Written to be the page journalists lift from. Contains the quick-facts box that kills the fact conflicts.
Speed Climbing & Results /speed-climbing/	Explains the sport in two paragraphs, then the full verified 2022–2026 results table sourced to the IFSC, the Business Insider training documentary, and the Jumping Onto section with series art. Result tables are snippet-bait for “julian david results” queries.
Press /press/	11 articles + 2 documentary embeds, newest-first. Third-party validation is the highest-trust content class; this page becomes the link he gives every future interviewer.
Why /why/	Goals page: LA28 medal, growing NZ speed climbing, athlete-as-builder. Publicly connects him to Dylan Haugen and Cam Hazzard — cross-linking the young-athlete network so all three entities reinforce each other.
Connect /connect/	All profiles with live counts, manager email, sponsor links with his codes, and a clear “what I’m available for” menu. The conversion page sponsors land on.
Audit /audit/	This document, published openly with his photos — radical transparency as marketing. It sells the method while it serves the athlete.

Architecture decisions

- **Hierarchical URLs** (</julian-david/about/>) — clean, human-readable, and they transfer 1:1 to juliandavidnz.com/about/ with a simple export + 301 map. Nothing here is throwaway.
- **His own photos, properly credited** — all four images are from his own Instagram (he owns them); rights-managed press photos (Photosport etc.) were deliberately excluded.
- **Embeds over uploads for video** — Business Insider, IFSC and his own viral short embedded from YouTube: rights-clean, and engagement signals accrue to his channel.
- **Inline-styled, theme-independent sections** — the pages render correctly on any WordPress theme, so the lift-and-shift to his own site is copy-paste, not rebuild.

- **DR 47 host for the demo** — pages on dennisyu.com index within days, so Julian can watch the concept prove itself in Search Console before spending a dollar.
- **Internal link mesh** — every page links 2–3 siblings; the gallery strip links photos to their stories. Crawl depth 1 from a high-authority homepage.

When	Actions	Owner / cost
Week 1	Register juliandavidnz.com + juliandavid.co.nz . Stand up WordPress, lift the example build, 301 the demo pages. Add site URL to all four social bios + IG link hub. Submit site + socials as suggested edits on the claimed Knowledge Panel.	Julian/Livia + BlitzMetrics · ~US\$35/yr + hosting
Week 2	Consistency sweep: decide birthplace & height canon, publish the fact sheet on /about/, align Athlete Advantage profile, email Climbing NZ re: IFSC handle fix. Enrich Wikidata (P856 site, P2003 IG, P7085 TikTok, P2397 YouTube).	30–90 min total, delegable
Weeks 3–4	Create LinkedIn (headline: “Olympic Speed Climber · Finance @ Waikato · Road to LA28”); reserve @juliandavidnz on X with pinned highlight thread. Publish Road to LA28 — Episode 1 on YouTube; embed on the site hub page.	Julian + editor
Month 2	Dollar a Day begins (see §10): \$1/day on top-3 reels, \$1/day on the press page. Repurpose every Jumping Onto episode into a 300-word site post (15 min each). Set up Search Console + watch “julian david” impressions move.	~\$60/mo ads · 1 hr/wk
Month 3	Sponsor kit one-pager citing live site stats. Pitch list: NZ outdoor/energy/finance brands + climbing industry. Network activation: Dunk Talk podcast guest spot (Dylan), collab reel with Cam (“50-inch vertical vs 5-second wall”), young-athlete creator intros. Local press release: “NZ’s first Olympic speed climber launches Road to LA28” to SunLive + Bay of Plenty Times — both have covered him before.	Livia + Dennis network · \$0

What success looks like on day 90

- juliandavidnz.com live, indexed, ranking top-3 for his name in NZ; Knowledge Panel showing official site + 4 social rows
- Zero fact conflicts across Wikipedia/Wikidata/NZOC/AA/IFSC; IFSC profile pointing at the right Instagram
- Road to LA28: 3+ episodes live, each with a site post; TikTok >15K via crossposting; LinkedIn live with first sponsor inbound
- Confidence score re-audit: **85+**, highest in world speed climbing

The Dollar a Day playbook, adapted for an Olympian

1. **Boost winners, never guesses.** His top three reels (the 1.8M-view national-champ short, best Jumping Onto episode, best Paris clip) get \$1/day each on IG/FB targeting NZ + AU, 18–45, sport/outdoor/climbing interests. We're not buying reach — we're buying compounding social proof on content already proven organic.
2. **Boost the press, not just the posts.** \$1/day driving traffic to the /press/ page and the Business Insider documentary. Cold audiences who meet Julian through third-party validation convert to followers at multiples of ad-style content.
3. **Build the retargeting pool.** Everyone who watches 15+ seconds becomes a custom audience. When the sponsor kit goes out in month 3, "87,000 NZ/AU sports fans reached monthly, 12,000 engaged video viewers retargetable" is a line item no other speed climber on earth can write.
4. **Total spend: ~\$90/quarter.** Less than one tank of gas to Rotorua. The point is consistency, not budget.

The LA28 sponsorship thesis (why now, not 2027)

Speed climbing at LA28 is a standalone medal event at an American Games, in the one climbing discipline that fits a 15-second vertical video. US prime-time exposure means US sponsor money, allocated 2026–2027, to athletes whose stories are *already legible*. Julian's differentiators: the only Olympic speed climber from NZ ever (scarcity), a true school-comp-to-Olympics arc (story), the Spider-Man content engine (distribution), and — after this build — the only entity home in the discipline (findability). The window to be "first speed climber a brand manager can research in ten minutes" closes the moment Sam Watson's agency builds him a site. Move first.

Network value: what Dennis's circle adds that money can't

Play	Value to Julian
Dunk Talk podcast guest spot (Dylan Haugen, 70+ episodes)	First podcast appearance with a fellow young pro athlete; backlink + audience swap; "world's fastest climber meets the DunkMan League" writes its own title
Collab reel with Cam Hazzard (already follows Julian)	50-inch vertical vs 5-second wall — jump-athlete crossover content both audiences want
Young-athlete role-model cohort (Dylan, Cam, Trenton Sandler...)	Julian becomes the international/Olympic anchor of the group — athletes leading as creators, citizens and entrepreneurs; shared playbook, mutual KP corroboration via interlinked sites
BlitzMetrics Content Factory + site fleet	The same system running dylan-haugen.com, camhazzard.com, harryjgold.com et al. — repurposing, Dollar a Day management, quarterly re-audits

Speaking ladder (DSDT AI Summit pattern)

Dylan and Cam went from athletes to paid-stage speakers within a year; Julian's Olympic story + finance studies makes him bookable for NZ schools and business events immediately

The relationship play: Julian asked for nothing but a website. Delivering this — the audit, the live photo-rich build, the plan, and three warm intros — before any money changes hands is the whole point. Delight first; the partnership follows.

All data captured live on **11 June 2026** by Dennis Yu / BlitzMetrics using direct profile inspection (logged-in browser), Google SERP rendering, Google entity autocomplete (KG MID lookup), Ahrefs (domain ratings), GoDaddy (domain availability), and the IFSC results database. Follower counts are floors, not ceilings — they move daily. Photography: Julian’s own Instagram posts (@juliandavidnz), used in this example build with attribution; he owns and can replace them in minutes.

Source	Used for
worldclimbing.com/athlete/13915/julian-david	Complete verified competition record 2022–2026
en.wikipedia.org/wiki/Julian_David_(climber) · Wikidata Q124757262	Biography, citations, entity status
olympic.org.nz/athletes/julian-david	Olympian #1551, Paris results detail, height (173cm), birthplace
olympics.com/en/athletes/julian-david	Olympic profile corroboration
athletheadvantage.co.nz/julian-david	Management profile: nicknames, education, claimed PBs/ranking, sponsor context (source of the two fact conflicts)
instagram.com/juliandavidnz · tiktok.com/@juliandavidnz · youtube.com/@juliandavidnz · facebook.com/juliandavidnz	Live counts: 84.6K / 5.2K / 5.57K / 2K (+3M reel views), 11 June 2026; photography
RNZ (7 Aug 2024) · Stuff · NZ Herald ×3 · SunLive ×2 · Bay of Plenty Times (Dec 2022) · NZ Alpine Club	Press record, quotes, Paris narrative
IFSC news (Aug 2023, Feb 2024) · Business Insider <i>Second To None</i> · World Climbing <i>Ones to Watch</i>	Federation features, documentary coverage
Google SERP + Knowledge Panel render · entity autocomplete	KP contents, KG MIDs /g/11kt1c42_2 vs /m/0_w1qsq, name-collision map, “people also search for” cluster
Ahrefs DR: dennisyu.com 47 · dylan-haugen.com 17 · camhazard.com 4 · (SERP-observed: wikipedia 97, instagram	Authority benchmarks

100, worldclimbing 70,
olympics.com 90, nzoc 57)

GoDaddy availability API

juliandavidnz.com & juliandavid.co.nz available; juliandavid.com/.nz taken — checked 11 June 2026

Sam Watson: instagram.com/

Peer benchmark

samuelwatson__ (116K) ·

Wikipedia · WR 4.64s (Bali 2025)

Scoring rubric (repeatable for re-audits)

Entity home 20 · Knowledge Panel 15 · Wikipedia/Wikidata 15 · name-SERP control 10 · schema & fact consistency 10 · press depth 10 · social reach & diversity 10 · partnerships 10. Julian today: $1+12+14+7+2+8+7+8 = 59$. Post-plan projection: $18+14+15+9+9+8+8+9 = 90$ (stated conservatively as 85+). Re-score quarterly.

Prepared by Dennis Yu, BlitzMetrics · blitzmetrics.com · Live example: dennisyu.com/julian-david/ · This document is also published at dennisyu.com/julian-david/audit/ as part of the build. © 2026 BlitzMetrics — built with care for Julian David, with thanks for the DMs and the .