



PERSONAL BRAND & WEB AUTHORITY AUDIT

McDEEZY

Miles "McDeezy" McDonald · Professional Basketball Spinner

2.4M+ YouTube subscribers · 627M+ views · As seen on The Tonight Show Starring Jimmy Fallon

69 /100 · TIER: RISER

Prepared for Miles McDonald

By Dennis Yu · Local Service Spotlight × Dunker Spotlight · Powered by BlitzMetrics · June 2026

MEET MCDEEZY

The most-watched basketball spinner on the internet.



Miles "McDeezy" McDonald is an 18-year-old professional basketball spinner from **Rigby, Idaho**. He taught himself the Harlem Globetrotters' tricks at age nine and turned ball-handling artistry into a career with **2.4M+ YouTube subscribers** and **627M+ views** — including a spot on **The Tonight Show Starring Jimmy Fallon**, where he spun a basketball on a toothbrush.



How I Made It on The Tonight Show



I Challenged a Harlem Globetrotter



I Learned Impossible Basketball Skills

By raw reach he is a **Headliner**. By owned authority — a website, a Google Knowledge Panel, a clean and citable identity — he was, until this audit, almost invisible. The pages that follow measure that gap and lay out the plan to close it.

01 Executive summary

The 30-second version, for Miles and his team

Miles “McDeezy” McDonald is one of the most-watched basketball-skills entertainers on the internet — a self-taught spinner with **2.4M+ YouTube subscribers**, **627M+ lifetime views**, and a *Tonight Show Starring Jimmy Fallon* appearance to his name. By raw reach, he is a **Headliner**. By **owned authority** — a website, a Google Knowledge Panel, a clean, citable identity — he is invisible.

That contradiction is the whole story. Miles rents 100% of his presence on platforms he doesn’t own, under a stage name (“McDeezy”) and a legal name (“Miles McDonald”) so common that a *different* Miles McDonald sits on our own Dunk Camp 2026 leaderboard. When a brand, an agency, or ChatGPT looks him up to vet a sponsorship, there is no home base that says, definitively, *this is who McDeezy is, here is the proof, here is how to book him*. For a creator whose stated goal is **brand deals and sponsorships**, that missing home base is money left on the table every month.

<p>2.4M+ YOUTUBE SUBSCRIBERS</p>	<p>627M+ LIFETIME VIEWS</p>	<p>279 VIDEOS SINCE 2022</p>	<p>0 OWNED WEBSITES (BEFORE TODAY)</p>	<p>0 KNOWLEDGE PANELS</p>
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THE VERDICT

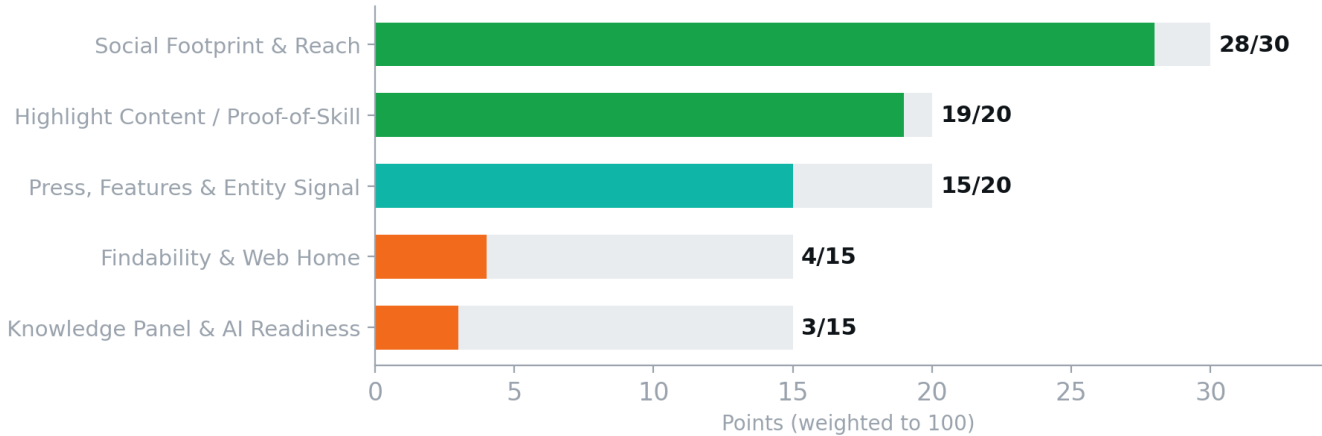
Authority score **69/100 (“Riser”)** — he would rank **#2 of the 76 dunkers** we audited at Dunk Camp 2026, against a room average of 15. Two of his five authority pillars (Web Home, Knowledge Panel) are nearly empty *despite* Headliner-level reach. Filling them is the single biggest, fastest score jump available to anyone in that room — and the exact gap that converts views into sponsorship dollars.

02 The authority score

How visible, credible & citable McDeezy is to Google, AI, and sponsors

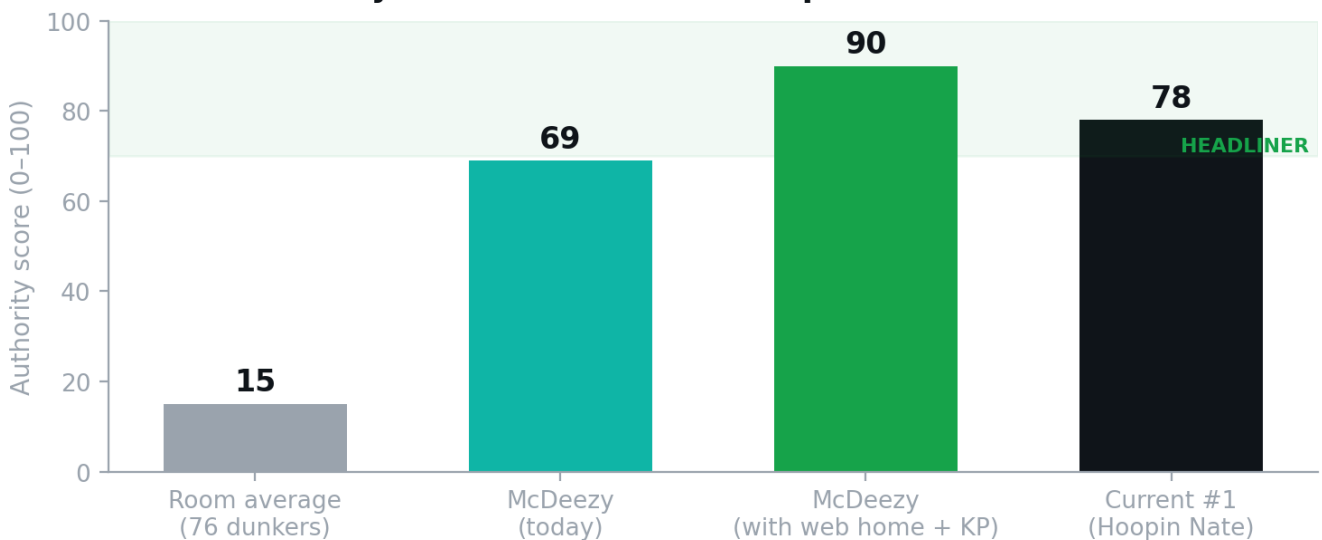
We scored Miles on the same five-pillar framework we use for every dunker at Dunk Camp — a sport-tuned version of the BlitzMetrics 100-point Personal Brand Score. Authority here isn't a vanity metric; it's whether a sponsor can **find** him, **trust** him, and **book** him by name.

Dunker Spotlight Authority Score — pillar breakdown



He is near-perfect on the two pillars that depend on **talent and output** (Reach, Content) and strong on earned **Press**. He is almost empty on the two pillars that depend on **owned infrastructure** (Findability/Web Home and Knowledge-Panel/AI Readiness). That is a fixable problem, not a talent problem.

Where McDeezy lands in the Dunk Camp 2026 room



03 Who is McDeezy?

The entity, in the words Google and AI should be using

Miles McDonald — known online as **McDeezy** — is an 18-year-old professional basketball spinner and skills entertainer from **Rigby, Idaho**. He found the Harlem Globetrotters on YouTube at age 9, taught himself their tricks, and turned ball-handling artistry into a career. His tagline says it plainly: he “*spins basketballs for a living.*” He launched his YouTube channel in September 2022 and crossed 2.4M subscribers in under three years.

He is not a one-off viral act. He is embedded in a real basketball world: his father, **Sean McDonald**, owns **Jump Start Sports Academy** in Rigby (founded during the pandemic, now grown to two buildings with a full court). Miles played varsity at Rigby High School, has interviewed Harlem Globetrotter Lucius Winston, and regularly goes head-to-head with elite dunkers like Jordan Kilganon, Isaiah Rivera, and Chris Staples.

<p>Real name Miles McDonald</p>	<p>Stage name McDeezy (@McDeezy_)</p>	<p>Base Rigby, Idaho</p>	<p>Age 18 (b. Nov 2007)</p>
<p>Discipline Basketball spinning, ball-handling & skills entertainment (Globetrotter lineage)</p>	<p>Family business Jump Start Sports Academy (father, Sean McDonald)</p>	<p>Representation Small Screen Marketing (josh@s mallscreenmarketing.com)</p>	

DISAMBIGUATION NOTE (important)

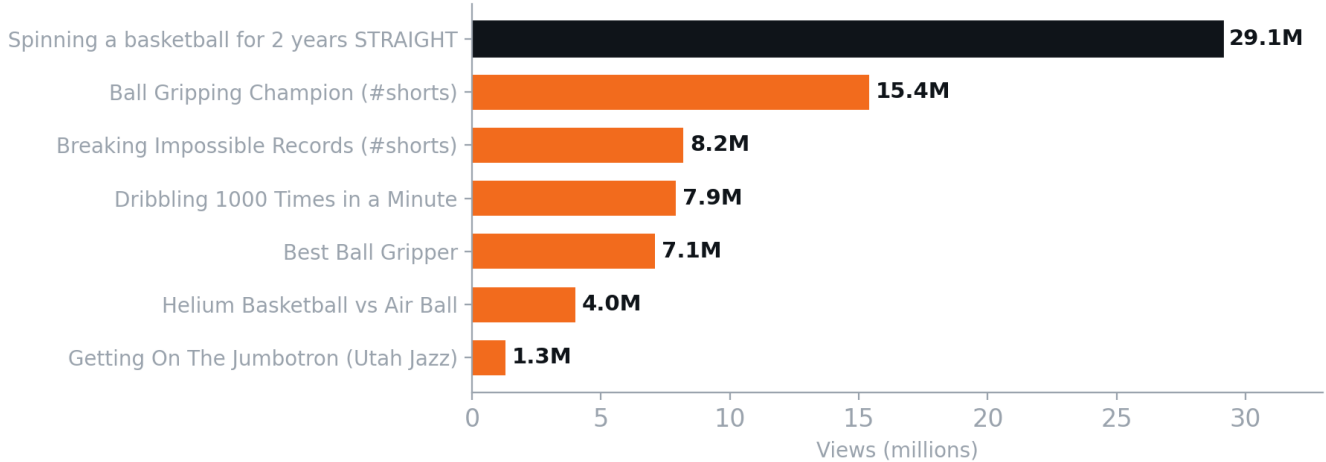
“Miles McDonald” is a very common name. Our own Dunk Camp 2026 leaderboard lists a *different* Miles McDonald (#66) whose profile note reads: “shares a name with one of dunk YouTube’s biggest creators” — that creator is **this Miles**. The brand that already cuts through the noise is **McDeezy**. Every recommendation in this audit leans into the McDeezy name as the disambiguator.

04 His best content

What is actually working — ranked by lifetime views

McDeezy’s catalog clusters into a few repeatable, high-performing formats. His single biggest asset is the flagship “**spinning a basketball for 2 years straight**” video (29M+ views) — a documented, obsessive-mastery narrative that doubles as his origin story.

Best-performing videos (lifetime views)



Format	What it is	Why it travels
Mastery / world-record	Spinning 2 yrs straight; 11-ball spin (167 tries, 6 hrs)	Proof of obsession; “is that real?”
“Spinner vs ___”	Vs Kilganon, Isaiah Rivera, Chris Staples, bodybuilders	Borrows other stars’ audiences
Impossible feats / #shorts	Ball-gripping, 1000 dribbles/min, trick shots	Short-form, instantly shareable
Experiments	Helium basketball vs air ball; \$10K spin challenge	Curiosity hook + stakes
Real-world moments	Jazz Jumbotron, The Tonight Show	Third-party credibility

View counts are lifetime figures from public YouTube data and third-party trackers (youtubers.me, Google), June 2026; treat as directional.

05 Why it resonates

The five reasons McDeezy keeps winning the algorithm

1 · Visceral, universal skill

Spinning and ball-handling are instantly legible. You don't need to know basketball to feel "that's impossible." No language barrier — a reason 627M views skew global.

2 · The obsession narrative

"2 years straight," "167 tries," "3 months to learn one trick." Audiences reward documented mastery. It reframes a trick as a story.

3 · Collaboration math

"Spinner vs [famous dunker]" borrows Kilganon's / Rivera's / Staples' audiences and positions Miles as a peer to the best athletes in the niche.

4 · Short-form native

His feats are built for the 30-second loop — satisfying, repeatable, screenshot-able. Perfect fuel for the Shorts/Reels/TikTok engine.

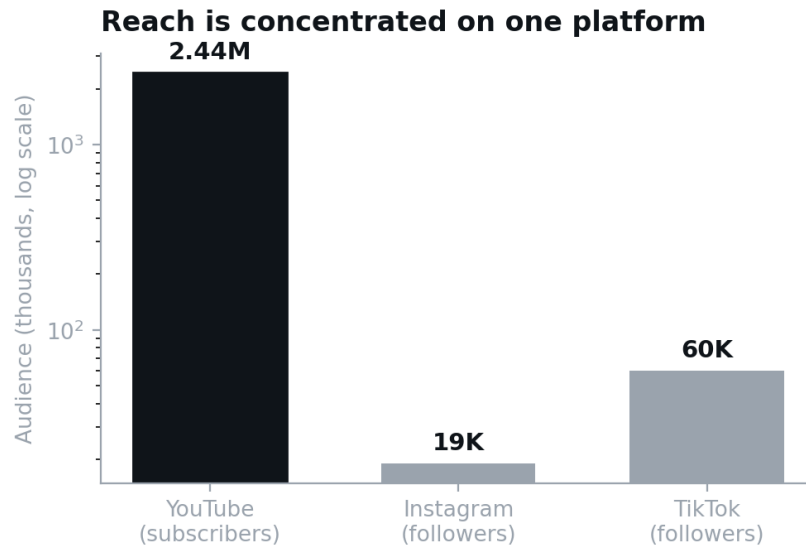
5 · The relatable underdog

An 18-year-old from small-town Idaho who turned a gym trick into a 2.4M-subscriber career, working out of his family's academy. That story is *sponsor gold* — wholesome, hard-working, family-rooted, brand-safe. It is also almost entirely **untold in any owned, structured place**. Right now it lives only in scattered captions and one local news article. That is the raw material a personal-brand site is built to capture.

06 Audience & reach

A giant on one platform — and the imbalance that caps his value

YouTube	@McDeezy_	2.44M subs	The engine. 627M views, ~\$13K/mo est. ad revenue.
Instagram	@miles_mcdeezy	~19K	Tiny vs YouTube — a major untapped gap.
TikTok	@miles_mcdeezy / @mcdeezy_yt	Two accounts	Split audience; pick one canonical handle.
Snapchat / FB	Spotlight / "Mc Deezy"	Active	Distribution exists; not consolidated.



WHY THIS MATTERS FOR SPONSORSHIPS

A brand evaluating McDeezy sees a 2.4M YouTube monster — then a 19K Instagram account and two TikToks. That imbalance and fragmentation makes him *harder to value and harder to package*. A single owned home that presents total cross-platform reach, audience demographics, and best work in one place is what turns “huge on YouTube” into a clean, sponsor-ready number. (TikTok follower count to be confirmed with Miles.)

07 Press, features & credibility

The earned proof a sponsor trusts — and where it's buried

McDeezy has accumulated genuine third-party credibility — the kind money can't buy and brands look for. The problem isn't that the proof doesn't exist; it's that it's scattered across platforms and not structured anywhere Google or an AI assistant can assemble it into an entity.

- **The Tonight Show Starring Jimmy Fallon** (“Show Me Something Good,” April 2024) — spun a basketball on a toothbrush while brushing his teeth, worked in a backflip. Fallon: *“That’s the meme you want right there.”*
- **HuffPost** feature covering the Fallon stunt — national entertainment press.
- **Harlem Globetrotters** — his original inspiration; he has interviewed Globetrotter Lucius Winston.
- **Utah Jazz** — featured on the NBA Jumbotron (1.3M-view video).
- **Elite-dunker collaborations** — Jordan Kilganon, Isaiah Rivera, Chris Staples, @killerjunior23.
- **Famous Birthdays** profile — a recognized public figure, but a thin third-party stub, not an owned entity.

THE ENTITY GAP

Each item above is a credibility asset. None of them link back to a home McDeezy owns, because there isn't one. A Fallon appearance that lives only on Fallon's channel builds Fallon's entity, not Miles's. Capturing these into a structured “As Seen On” / Press section with schema is how earned media starts compounding into *his* Knowledge Panel and his sponsorship pitch.

08 Findability & the name problem

What the internet returns when someone looks him up

Two different searches, two very different outcomes:

Search: “McDeezy”

Works. His YouTube, TikTok, and clips dominate page one — the flagship “2 years straight” video, his channel, the Fallon clip. The brand name is his.

Search: “Miles McDonald”

Fails. Namesakes everywhere — a Dunk Camp attendee, other athletes, professionals. No single result says ‘this is the spinner.’

He owns the **brand** name in search but not the **legal** name — and crucially, he owns no destination for either. Until today there was **no website**. **milesmcdonald.com** is already registered to someone else (and carries no authority — Ahrefs Domain Rating 0). The two domains that *are* available and on-brand — **mcdeezy.com** and **milesmcdeezy.com** — we secured for him today (see §10).

THE FIX: ANCHOR ON “McDEEZY”

The disambiguation strategy writes itself: make **mcdeezy.com** the canonical home, point every platform bio and every press mention at it, and use consistent **Person** schema tying “Miles McDonald” + “McDeezy” + “basketball spinner” + Rigby, Idaho together. That is how Google learns there is one specific Miles McDonald who matters here — and how an AI assistant stops confusing him with the others.

09 Knowledge Panel & AI readiness

Does Google hold McDeezy as an entity? Not yet.

As of June 2026, McDeezy has **no Google Knowledge Panel** — the boxed identity card that appears on the right of search results for recognized entities. He has a Famous Birthdays stub, but that’s a third-party directory entry, not a panel and not something he controls. When AI assistants (ChatGPT, Gemini, Google AI Overviews) are asked “who is McDeezy?” they have no authoritative, structured source to anchor on — so answers are thin, inconsistent, or contaminated by namesakes.

Why it matters for sponsors

A Knowledge Panel is instant, Google-verified legitimacy. It’s often the first thing a brand or agency sees. “Has a panel” reads as “real, vetted, safe to work with.”

Why it’s within reach

Dunker Spotlight earned Dylan Haugen a verified panel at 17 with far less reach than Miles has. McDeezy has the press, the platforms, and the catalog. He’s missing only the structured entity home that triggers it.

AI ANSWER READINESS

Increasingly, sponsorship and booking research starts with “Tell me about McDeezy” typed into an AI tool. Whoever controls the structured, authoritative source controls that answer. Right now, no one does. An entity home with Person + Organization schema, an FAQ, and a clear “about” makes McDeezy the citable source of truth — for Google and for the machines.

10 The gap: assets vs. goal

Where the best assets and the stated goal don't yet meet

Miles's goal, as we understand it, is **brand deals and sponsorships**. Hold that goal up against his assets and the gap is sharp and specific:

2.4M YouTube, 627M views	Total reach packaged in one place	No media kit / home
Fallon, HuffPost, Globetrotters	Structured, linkable 'As Seen On' proof	Scattered, unstructured
Clear brand: 'McDeezy'	A name that resolves to one person	Namesake collisions
Wholesome, brand-safe story	A told story a brand can co-sign	Largely untold
Huge AdSense audience	Google/AI legitimacy (Knowledge Panel)	No panel, weak entity

THE ONE-LINE DIAGNOSIS

McDeezy earns like a creator (ad revenue per view) but isn't yet *packaged* like a brand asset. The ad money is real but capped; the sponsorship money is bigger and barely tapped — and it's gated by exactly the owned-authority pieces he's missing. Close those, and the same 2.4M audience becomes worth materially more.

11 The web opportunity

What mcdeezy.com unlocks — built for the sponsorship goal

A personal-brand site for McDeezy isn't a brochure — it's a **media kit, proof wall, and sponsorship engine** that works 24/7 while he films. Long-form is the movie; his short-form is the trailer. Here's what the site is engineered to do:

- **Make him the obvious answer.** When a brand or agency Googles "McDeezy," the first result is a home he controls that screams 'professional, real, bookable.'
- **Package the reach.** One number for total cross-platform audience, the best work above the fold, and an 'As Seen On' strip (Fallon, HuffPost, Globetrotters, Utah Jazz).
- **Open the door.** A clear 'Work with McDeezy / Partnerships' path routing serious inquiries to him and his manager at Small Screen Marketing.
- **Trigger the Knowledge Panel.** Structured Person + Organization schema + consistent entity signals — the same playbook that earned Dylan Haugen a panel at 17.
- **Feed the AI answer.** A canonical 'who is McDeezy' source so ChatGPT and Google describe him correctly and cite him.
- **Compound his content.** Repurpose existing videos into search-indexable articles that keep earning long after the clip stops trending.

THE MODEL THAT PROVES IT

This is the exact playbook behind Dunker Spotlight and Local Service Spotlight: Dylan Haugen earned a verified Google Knowledge Panel at 17; Cam Hazzard got a full personal-brand site built from one filming session. McDeezy starts with vastly more reach than either did — which is why his ceiling here is the highest in the room.

12 What we did

The work completed in this engagement — to date

This audit is step one. Alongside it, we've already moved on the foundation:

- **Researched the full entity** — YouTube, Instagram, TikTok, Snapchat, Facebook, press, family business, collaborators, namesakes, and search results — and benchmarked McDeezy against 76 dunkers on the Dunk Camp 2026 Authority leaderboard.
- **Reviewed the existing partial audit** on Dunker Spotlight and corrected a key mix-up: the “Miles McDonald” on that leaderboard (#66, score 5/100) is a *different* person who shares Miles’s name. This report is the full audit of the real McDeezy.
- **Checked domains and secured two** — **mcdeezy.com** and **milesmcdeezy.com** (registered today, 1-year, GoDaddy order #4119784510). **milesmcdonald.com** was already taken by an unrelated party.
- **Built a personal-brand entity home** for mcdeezy.com — hero, story, best work, an ‘As Seen On’ press wall, cross-platform reach, Person/Organization schema, and a ‘Work with McDeezy’ partnerships path (designed around the sponsorship goal).
- **Scored him on the 100-point methodology** and produced this 15+ page audit plus a published write-up of the process.

STATUS

Domains secured. Entity-home site built and being published to mcdeezy.com (site goes fully live as DNS propagates). This document and a companion ‘what we did’ article complete the deliverables. Photos and a few specifics are marked for Miles to confirm and drop in — see §14.

13 The 90-day plan

Sponsorship-first. Sequenced so authority compounds.

DAYS 1–30 · FOUNDATION

- Launch mcdeezy.com as the canonical home; 301 milesmcdeezy.com to it.
- Publish Person + Organization schema; set every platform bio link to mcdeezy.com.
- Consolidate handles — pick one canonical TikTok; align names to 'McDeezy' everywhere.
- Build the 'As Seen On' wall (Fallon, HuffPost, Globetrotters, Utah Jazz) with links.
- Stand up a one-page media kit: total reach, top videos, audience, contact.

DAYS 31–60 · AUTHORITY

- Knowledge Panel push: claim/standardize entity across Google, Wikidata, and key directories.
- Repurpose 8–10 top videos into search-indexable articles (the 'Cam Hazzard' method).
- Instagram growth sprint — close the YouTube→IG gap with native cut-downs.
- Add an FAQ + structured bio so AI assistants answer 'who is McDeezy' correctly.

DAYS 61–90 · MONETIZE

- Ship a sponsor-ready media kit / rate context and a 'Work with McDeezy' inbound flow to Small Screen Marketing.
- Outreach assets: case-study posts of past brand moments; package brand-safe formats.
- Track the Knowledge Panel trigger; monitor branded-search and AI-citation lift.
- Begin proactive sponsor outreach with the home + panel as proof.

14 Questions for Miles

The gaps only Miles can fill — let's get these answered

AI lets us multiply who Miles already is — his connections, what he's known for, his sponsorships, his traffic. To aim it precisely, we need his input on a few things:

- **Goal confirmation:** Is brand deals & sponsorships the #1 priority for the next 12 months — or is live performing/booking, products & merch, or growing Jump Start Academy equally important?
- **Sponsors:** Which brands has he already worked with, and which dream sponsors does he want? (We'll build the proof wall and outreach around them.)
- **Products:** Does he sell anything today — merch, a signature ball, a 'how to spin' course? Should the site sell?
- **Performing:** Is he available for live shows, halftime/corporate gigs, appearances? Should the site take booking inquiries?
- **Academy:** What role should Jump Start Sports Academy and his dad Sean play in the brand?
- **Numbers:** Confirm current Instagram and TikTok follower counts, and which TikTok handle is canonical.
- **Assets:** Best photos/clips and the right contact email/manager routing for partnership inquiries.
- **Story:** The age-9 Globetrotters origin, the 2-years-straight grind, the Fallon call — in his own words.

HOW WE'LL USE IT

Five minutes of answers (or one short filming session) is all we need. We turn that into the finished site, the media kit, the repurposed article stack, and the Knowledge-Panel push — multiplying Miles's reach into owned authority and sponsorship revenue.

15 Methodology, sources & notes

Scoring. The Authority Score combines five weighted pillars — Social Footprint & Reach (30%), Highlight Content & Proof-of-Skill (20%), Press/Features & Entity Signal (20%), Findability & Web Home (15%), Knowledge-Panel & AI Readiness (15%) — the Dunk Camp adaptation of the BlitzMetrics 100-point Personal Brand Score (blitzmetrics.com/personal-brand-score). Tiers: Headliner 70–100, Riser 45–69, Prospect 25–44, Hidden Hops 0–24.

Sources. Public YouTube data; third-party trackers (youtubers.me); Google Search results (June 2026); Famous Birthdays; HuffPost; East Idaho News; Instagram/TikTok/Snapchat/Facebook public profiles; the Dunker Spotlight Dunk Camp 2026 Authority leaderboard; Ahrefs (Domain Rating); GoDaddy domain availability and registration.

Estimates & confidence. Subscriber and view counts are public and high-confidence. Revenue and net-worth figures are *third-party estimates* and directional only. Instagram (~19K) and TikTok counts are approximate and flagged for confirmation. Pillar scores are our professional assessment.

Verify before vouch. We deliberately separated McDeezy from the unrelated “Miles McDonald” (#66) on the Dunk Camp leaderboard and from other namesakes. Any claim Miles can’t confirm should be treated as provisional until he does.

McDeezy — Personal Brand & Web Authority Audit

Prepared by Dennis Yu · Local Service Spotlight x Dunker Spotlight · Powered by BlitzMetrics · June 2026
Companion write-up: blitzmetrics.com/mcdeezy-brand-audit · Entity home: mcdeezy.com