

BLITZMETRICS × LOCAL SERVICE SPOTLIGHT

Matthew Januszek

Personal Brand Audit

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He built a global brand that millions of athletes train on — yet the person behind it is nearly invisible in search, and a once-in-a-career transition is happening with almost none of it captured where Google and AI can see it.

Executive Summary

Matthew Januszek has spent nearly three decades building one of the most recognized names in functional-training equipment. The brand is famous. The man is not yet legible.

Matthew co-founded **Escape Fitness** in 1998 and built it, alongside his father Richard, from a converted family garage into a company trusted by gyms, studios, and hotels in more than 80 countries. He has hosted hundreds of episodes of the *Escape Your Limits* podcast and now co-hosts the weekly *LIFTS Podcast* with SweatWorks founder Mo Iqbal. In February 2026 his story turned a page: **Escape Fitness USA was acquired by Curt and Tammy Tambornino's family of brands** (Dynamic Fitness & Strength, Exerfly), with Matthew staying on as a shareholder and **President of the new operating company, Escape HoldCo** — while the original UK parent remains owned by the Januszek family. It is a genuine new chapter, not an exit.

The core finding: the authority Matthew has earned belongs to his *companies*, not to his *name*. Escape Fitness (escapefitness.com) carries a Domain Rating of 45 and roughly 3,000 organic visits a month. His own entity home, **matthewjanuszek.com**, already holds 400+ articles — yet shows a Domain Rating of just 1.7, zero ranking keywords, and effectively zero organic traffic. The content exists. The structure that would make Google and AI assistants trust it as *the* Matthew Januszek source does not.

There is no Wikipedia or Wikidata entry, and we could not confirm a Google Knowledge Panel. Most strikingly, the single most newsworthy moment of his career — the acquisition and his move to President of Escape HoldCo — was covered by the trade press but is **barely indexed under his name**, and isn't yet told from his own site in a way search engines can attribute to him.

The good news is that this is a structure problem, not a substance problem. A real company, a real founding story, 300+ podcast episodes, and genuine press already exist. They simply haven't been connected into a form Google and AI can read with confidence. That is exactly the gap this audit is built to close.

Read the situation plainly and it is almost a model case of latent authority. Most personal-brand audits begin with a thin résumé, a quiet career, and very little to work with — the hard part is manufacturing substance. Matthew has the opposite problem. The substance is overwhelming: a brand operating in more than 80 countries, a quarter-century operating history, a father-and-son founding story, hundreds of recorded conversations with serious people in fitness, and a current chapter the trade press considered newsworthy enough to cover. What's missing is purely connective tissue — the schema, the cross-links, the encyclopedic anchor, and the single owned property that ties it all to his name. That is the fastest kind of gap to close, because nothing has to be earned from scratch; it only has to be wired together.

The cost of leaving it unwired is quiet but real. Every week the entity home sits at Domain Rating 1.7, the company's authority pools around "Escape Fitness" and never reaches "Matthew Januszek." Every month the transition story stays unauthored on his own site, AI assistants answer "who is Matthew Januszek?" from whatever scraps they can find — guest appearances, social bios, a half-indexed news item — instead of from a source he controls. The audit that follows is built to reverse that, in sequence, over ninety days.

PERSONAL BRAND SCORE

42 → 85

Current estimate → 90-day target · 100-point methodology

Scored against the BlitzMetrics 100-point Personal Brand Score (Entity Home 20, Knowledge Panel 15, Search 15, Content 15, Audience 15, Schema 10, Social 10). Current figure reflects strong raw assets — a real brand, a deep content library, and an active podcast — held back by missing structure, no encyclopedic anchor, and a name that ranks for almost nothing.

The Scorecard

The Personal Brand Score breaks a person's digital legibility into seven weighted components. Matthew scores well on the things that are hard to build — a real company and a deep body of work — and poorly on the things that are fast to fix: schema, entity structure, and an indexed name.

Personal Brand Score — Matthew Januszek (estimate, June 2026)

COMPONENT	WEIGHT	SCORE	WHAT WE SEE
Entity Home	20	9	matthewjanuszek.com exists with 400+ articles, but DR 1.7 and zero authority — it isn't yet the anchor it should be.
Knowledge Panel	15	2	No confirmed panel; no Wikipedia/Wikidata feeding one. Most likely not yet triggered.
Search Presence	15	4	Name SERP is a healthy mix of owned and social profiles, but no owned property dominates and 0 keywords rank.
Content	15	10	Genuine depth: 400+ articles plus 300+ podcast episodes. Volume is there; structure and internal linking are not.
Audience	15	8	Real reach across LinkedIn, Instagram, YouTube and an active podcast audience — not yet tied back to the entity home.
Schema	10	3	No consistent Person/Organization schema connecting the man to his companies and profiles.
Social	10	6	Accounts exist across the major platforms; they aren't unified by sameAs links into one identity.
Total	100	42	Earned, but not yet legible to Google or AI.

Person vs. Company: the authority gap

The clearest way to see the problem is side by side. The company has done its job. The person's name has not caught up.

The person's site vs. the company's site — Ahrefs, June 2026

METRIC	MATTHEWJANUSZEK.COM (THE PERSON)	ESCAPEFITNESS.COM (THE COMPANY)
Domain Rating	1.7	45
Ranking keywords	0	Thousands
Keywords in top 3	0	—
Est. organic visits / month	0	~3,000
Published articles	400+	—

METRIC	MATTHEWJANUSZEK.COM (THE PERSON)	ESCAPEFITNESS.COM (THE COMPANY)
Knowledge Panel	None confirmed	Brand-level presence

Source: Ahrefs, June 2026. The brand carries authority; the person's name does not yet. The 400+ articles on matthewjanuszek.com produce effectively zero organic visibility — the defining paradox of this audit.

Where He Stands Today

400 articles. Zero visibility. The work is done; the wiring is missing.

Separating the **person** from the **company**, five honest observations emerge from the data:

- **The company is strong; the person is not yet legible.** escapefitness.com carries real authority — DR 45, thousands of keywords, steady traffic. But that authority belongs to the *brand*. It does not transfer to Matthew's name on its own. Google treats "Escape Fitness" and "Matthew Januszek" as two different entities, and only one of them is well understood.
- **His own entity home ranks for almost nothing.** matthewjanuszek.com already holds 400+ articles, yet shows a Domain Rating of 1.7 and effectively zero organic keywords. The content exists; the authority and the connections that would make Google trust it as *the* Matthew Januszek source are missing. This is the paradox at the heart of the audit: a library this large producing this little visibility is almost always a structure failure, not a content failure.
- **His name page is "rented," not owned.** Searching *Matthew Januszek* returns a reasonable mix — his site, Facebook, Instagram, LinkedIn, YouTube, and third-party podcast hosts. But no single owned property dominates the result, and the entity home isn't the anchor it should be. He is renting his own name page from the platforms.
- **The transition is the most newsworthy moment of his career — and it's barely indexed under his name.** The Escape Fitness USA acquisition and his appointment as President of Escape HoldCo were covered by the trade press (Fitt Insider, Athletech News) in February 2026. But that story isn't yet told *from his own site* in a way search engines and AI can attribute to him. A defining chapter is currently a one-day news cycle instead of a permanent part of who he is.
- **No encyclopedic anchor.** There is no Wikipedia or Wikidata entry for Matthew Januszek — one of the clearest signals Google looks for before it builds a confident picture of a person. Without it, the algorithm has no neutral, structured reference to ground everything else against.

None of these are reputation problems. There is nothing to clean up and nothing to defend. Every gap here is a wiring gap — the assets are real and already in his control. That is the most fixable kind of situation a personal brand can be in.

Why 400 articles produce zero traffic

It seems counterintuitive that a site with 400+ published articles can rank for nothing, so it is worth being precise about why. Search engines do not reward content volume on its own; they reward content that other trusted sources point to and that is wired into a clear structure. A library that sits at Domain Rating 1.7 has almost no inbound authority flowing into it, which means even excellent articles have nothing lifting them in the rankings. Compounding that, if those articles are not internally linked into topic hubs and do not point back to a well-defined entity home, Google reads them as a loose pile of pages rather than the work of a single, notable person. The fix is not to write more — the fix is to connect what already exists and channel authority toward it.

The transition the algorithm can't see yet

Matthew's move to President of Escape HoldCo, following the acquisition of Escape Fitness USA by the Tambornino family of brands, is precisely the kind of event that establishes a person as a current, active figure rather than a historical founder. It is recent, verifiable, and covered by independent trade press. Yet because it lives in news articles and not on his own site — with no schema attributing it to him and no permanent page carrying the story — it functions as a flash rather than a fixture. Search engines and AI assistants reward durable, owned, structured statements of fact. Right now the most important fact about what Matthew does today is sitting in the one place he doesn't control. Authoring it on the entity home converts a fading headline into a standing answer.

The Knowledge Panel

KNOWLEDGE PANEL STATUS

We could **not confirm a Google Knowledge Panel** for “Matthew Januszek.” A name search surfaces his owned and social profiles and third-party podcast pages, but no panel appears, and there is no Wikipedia or Wikidata entity feeding one. In practice that means the panel is most likely **not yet triggered** rather than claimed-but-unmanaged.

The distinction matters. A claimed-but-unmanaged panel is a cleanup job. A not-yet-triggered panel is a build job — and a build is far more controllable. It means Google simply hasn't yet assembled enough connected, structured signals to be confident that “Matthew Januszek” is a single, notable entity worth featuring.

The opportunity in one line: the raw material for a Knowledge Panel — a real company, a real founding story, 300+ podcast episodes, genuine press — already exists. It just hasn't been connected into a structure Google trusts.

The path to a panel

- **Deploy consistent Person schema** on matthewjanuszek.com with sameAs links to every verified profile, so Google can see one identity instead of fragments.
- **Establish an encyclopedic anchor** — draft a Wikidata item from verifiable, cited facts (founding in 1998, the 2026 acquisition, the podcasts). Wikidata is the structured reference Google reads first.
- **Tie the person to the organizations** with Organization schema for Escape Fitness and Escape HoldCo that names Matthew as founder and President.
- **Earn a few high-authority citations** that name him consistently, reinforcing the entity across the open web.

Done in sequence, these signals compound. The panel is not bought; it is earned by giving Google a structure it can trust.

What a panel changes

A Knowledge Panel is not vanity — it is the difference between Google guessing about a person and Google asserting facts about them. When the panel triggers, his name search gains a confident, structured summary: who he is, what he founded, what he hosts, where else he appears. That summary becomes the spine that AI assistants draw on when someone asks about him, and it gives every future search a stable anchor to attach to. For Matthew, whose raw notability is already well above the threshold most panels clear, the panel is less a stretch goal than a natural consequence of doing the structure work in the right order.

It is worth underlining the contrast with the harder cases we see. Some subjects have a claimed panel that has drifted out of date and needs careful correction. Others lack any notability at all and must build it from nothing. Matthew sits in the most favorable spot of the three: genuinely notable, with abundant verifiable facts, and simply not yet assembled into the form Google needs. That is a build, not a battle.

The encyclopedic anchor deserves special emphasis because it is the lever most people skip. Google does not require a Wikipedia article to build a panel, but it leans heavily on Wikidata — a structured, machine-readable database of entities — as a neutral reference point. A clean Wikidata item, sourced entirely from verifiable, cited facts (the 1998 founding alongside his father, the more-than-80-countries footprint, the February 2026 acquisition, the podcasts), gives the algorithm a stable scaffold to hang everything else on. It is unglamorous work, but it is often the single most decisive signal in moving a person from “known to some humans” to “understood by the machine.”

The Opportunity

Three moves turn Matthew's existing assets into a legible, defensible personal brand. None requires new substance — only structure.

1. Consolidate three identities into one entity

Matthew's presence is split across **Escape Fitness (global), Escape Fitness USA / Escape HoldCo, and his personal brand** — plus social accounts and podcast feeds. Google currently sees fragments. The fix is to make matthewjanuszek.com the unambiguous hub that links out to, and is cross-linked from, every company and social property, so the person and the companies reinforce each other instead of competing. When the entity home becomes the center of gravity, the brand's authority finally has a path to flow toward the man's name.

2. Tell the transition story where it counts

The Escape Fitness USA acquisition and the move to President of Escape HoldCo is a defining, verifiable chapter — covered by the trade press but not yet authored on his own site. Publishing that story on the entity home, with proper **schema and citations to the press coverage**, turns a one-day news cycle into a permanent, search-visible part of who he is — and gives AI assistants a clean, current answer about what he does now. This is the single highest-leverage piece of content available to him, because it is both newsworthy and entirely under his control.

3. Turn the archive into authority and AI citations

300+ *Escape Your Limits* episodes and the weekly *LIFTS* show with Mo Iqbal are a deep, credible body of work. Structured properly — Person and Organization schema, a clean podcast hub, internal links from the 400+ article library already on the site — that catalog becomes the evidence base that lifts the entity home's authority and gets Matthew **cited by name** in AI search results, not just listed among guests on other people's shows. A decade of conversations becomes a searchable, attributable asset instead of a back catalog.

Together these three moves convert a famous brand and a silent name into a single, reinforcing entity — one that answers clearly when a human searches or an AI is asked "who is Matthew Januszek?"

Why this order, and why now

The three opportunities are listed in priority order, and the sequence matters. Consolidation comes first because everything else — the transition story, the podcast archive — needs a defined center to point at. Telling the transition story comes second because it is the most newsworthy, most controllable single asset Matthew has, and publishing it while the February 2026 coverage is still fresh lets his owned page ride the same wave of attention. Turning the archive into authority comes third because it is the longest-running effort: 300+ episodes is a deep vein to mine, and it pays out steadily once the hub and schema are in place. Done in this order, each move makes the next one cheaper and more effective.

The timing argument is simple. A career has a small number of genuinely newsworthy moments, and Matthew is living through one of his largest right now. The window in which the acquisition is current, the trade-press coverage is fresh, and the new role is news will not stay open indefinitely. Capturing it on his own terms — structured, cited, attributed — is worth far more this quarter than next year.

One framing matters throughout this work. This is a new chapter, not an exit. Matthew did not sell and walk away; he remains a shareholder and stepped into the presidency of Escape HoldCo, while the original UK parent stays owned by his family. The story to tell — on his own site, in his schema, in any Wikidata draft — is one of expansion and continuity, of a founder taking on a larger operating role as the brand he built enters its next phase in partnership with the Tambornino family of brands. Told that way, the transition reinforces rather than complicates his identity, and it gives both humans and AI a clean, current answer to what he does today.

The 90-Day Plan

A sequenced, three-phase plan moving from structure to evidence to amplification. Each phase builds on the last; the order is deliberate, because schema without content is empty and content without amplification is invisible.

PHASE 1 · DAYS 1–30 · CONSOLIDATE & CLAIM

Make the entity home unmistakable

Deploy one consistent Person schema across matthewjanuszek.com with sameAs links to every verified profile. Publish the acquisition / Escape HoldCo story on the site with citations. Confirm Google Search Console verification and open the Knowledge Panel pathway. Goal: one clean, current, machine-readable identity.

PHASE 2 · DAYS 31–60 · BUILD THE EVIDENCE BASE

Structure the body of work

Organize the 400+ article library and the podcast archive into clear hubs — *Escape Your Limits*, *LIFTS*, press & interviews — each with internal links pointing back to the entity home. Add Organization schema for Escape Fitness USA / Escape HoldCo tied to Matthew as a person. Draft a Wikidata item from verifiable, cited facts. Goal: depth Google can trust.

PHASE 3 · DAYS 61–90 · AMPLIFY & EARN CITATIONS

Own the name in Google and AI search

Publish a steady cadence from the podcast (clips, episode write-ups, guest cross-links) and pursue a handful of high-authority placements that name him as founder / President of Escape HoldCo. Monitor how AI assistants answer “who is Matthew Januszek?” and close gaps. Goal: when anyone — human or AI — asks about him, his own properties give the answer.

Week-by-week execution

The 90-day cadence

WEEKS	PHASE	FOCUS & DELIVERABLES
1–2	Consolidate	Audit every owned and social property. Deploy Person schema with full sameAs list. Verify Google Search Console.
3–4	Claim	Publish the acquisition / Escape HoldCo story on the entity home with citations to Fitt Insider and Athletech News. Open the Knowledge Panel pathway.
5–6	Structure	Organize the 400+ articles into topic hubs. Build a clean podcast hub for <i>Escape Your Limits</i> and <i>LIFTS</i> .
7–8	Link	

WEEKS	PHASE	FOCUS & DELIVERABLES
		Wire internal links from the article library and podcast hub back to the entity home. Add Organization schema for Escape Fitness and Escape HoldCo.
9–10	Anchor	Draft and submit a Wikidata item from verifiable, cited facts (1998 founding, 2026 acquisition, the podcasts).
11–12	Amplify	Run a steady podcast-driven publishing cadence. Pursue high-authority placements naming him as founder / President of Escape HoldCo.
13	Measure	Test how AI assistants answer “who is Matthew Januszek?” Track DR, keyword and Knowledge Panel movement. Close gaps.

The BlitzMetrics Method

Every plan in this audit runs on the same repeatable method we use to make a person legible to Google and AI. It is not a campaign; it is an operating system for a personal brand.

The premise underneath all five pieces is straightforward: a personal brand is not built by talking louder, it is built by being legible to the systems that decide what shows up when someone searches a name or asks an assistant a question. For three decades Matthew has done the hard, real work that those systems are supposed to reward. The method below simply makes that work visible to them.

The Entity Home

One owned property — here, matthewjanuszek.com — that Google treats as the canonical source for the person. Everything links to it; it links to everything. It is the single anchor that turns scattered signals into one trusted identity.

Dollar-a-Day

Tiny, sustained promotion behind the best content rather than big one-off pushes. A dollar a day boosting the right episode, article, or story compounds reach and sends Google steady engagement signals over time.

The Content Factory

A system that turns one source — a podcast episode, a talk, an interview — into many indexed assets: write-ups, clips, quote cards, cross-links. Matthew's 300+ episodes are raw material for hundreds of attributable pieces.

Schema

Person and Organization markup that tells search engines, in machine-readable terms, who he is, what he runs, and where else he appears. Schema is how the connections between the man, the companies, and the profiles become explicit.

AI Builders (Supervised)

Trained operators — human-supervised, AI-accelerated — who execute the structure work at speed and at consistent quality. You can implement it yourself, even with your own AI agents, or have our AI Builders do it for you.

How it fits together for Matthew

These five pieces are not a menu; they are a single system, and each one makes the others stronger. The entity home gives the schema something to describe and the content factory somewhere to publish. The schema makes the entity home machine-readable so the connections between Matthew, Escape Fitness, and Escape HoldCo become explicit rather than implied. The content factory keeps the entity home fresh, turning his 300+ episodes into a steady stream of

indexed, attributable pages. Dollar-a-Day puts a small, sustained tailwind behind the best of those pages so they earn the engagement signals that lift the whole domain. And the AI Builders are the hands that execute all of it at speed and at consistent quality. Pull any one piece out and the others lose leverage; run them together and they compound.

Prescription before diagnosis is malpractice. This method always starts with your data, then prioritizes the moves tied to revenue and reach — not vanity metrics.

Appendix

This audit measures one thing: how legible Matthew Januszek is to the systems — Google and AI assistants — that increasingly decide what the world learns about a person. The figures below are the evidence behind the finding that his companies are well understood while his name is not yet.

Data & sources

All search and authority figures in this audit are drawn from **Ahrefs, June 2026**. Knowledge Panel and search-result observations reflect Google name-search results at time of writing. The acquisition and role facts (Escape Fitness USA acquired by the Tambornino family of brands; Matthew Januszek as shareholder and President of Escape HoldCo; UK parent remaining family-owned) reflect February 2026 trade-press coverage by Fitt Insider and Athletech News.

Key figures at a glance — Ahrefs, June 2026

METRIC	VALUE
matthewjanuszek.com Domain Rating	1.7
matthewjanuszek.com ranking keywords	0
matthewjanuszek.com keywords in top 3	0
matthewjanuszek.com est. visits / month	0
matthewjanuszek.com published articles	400+
escapefitness.com Domain Rating	45
escapefitness.com est. visits / month	~3,000
Knowledge Panel	None confirmed
Wikipedia / Wikidata entity	None

LOCAL SERVICE SPOTLIGHT · FREE QUICK AUDIT

Want this kind of analysis for your business? Get your free audit.

In about 5 minutes you'll get a real diagnosis of where you stand in Google and AI search — plus a prioritized action plan tied to revenue, not vanity metrics. Prescription before diagnosis is malpractice, so we start with your data. Then you decide: implement it yourself (even with your own AI agents), or have our trained AI Builders do it for you.

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Prepared by BlitzMetrics x Local Service Spotlight · June 2026. Scored against the 100-point Personal Brand Score (blitzmetrics.com/personal-brand-score/). This audit is about the person, Matthew Januszek — not the companies. Escape Fitness and Escape Fitness USA are organizations; Matthew is the human whose name, mindset, and three-decade track record sit behind them.

How We Grade: The 100-Point Personal Brand Score

Every audit in this series is scored against the same published rubric, so a founder in Phoenix and an attorney in Wisconsin are measured the same way. The score is not vanity — each of the seven components maps to a specific, fixable signal that search engines and AI answer engines actually read. The full rubric is published at blitzmetrics.com/personal-brand-score/.

COMPONENT	WEIGHT	WHAT IT MEASURES
Entity Home	20	A single, owned site that authoritatively says who you are — the hub everything else points to.
Knowledge Panel	15	Whether Google recognizes you as a distinct entity and shows a claimed panel for your name.
Search Presence	15	Do you own page one for your own name, or do namesakes and directories own it for you?
Content	15	A consistent, indexable body of work published under your name that earns links and citations.
Audience	15	Real, engaged reach across the platforms where your buyers and peers actually are.
Schema	10	Structured data (Person & Organization, shared @id, sameAs) that makes you machine-readable.
Social	10	Complete, consistent, cross-linked profiles that reinforce one identity rather than splitting it.
Total	100	A complete picture of how legible your personal brand is to Google and to AI.

The current and target scores in this audit are reasoned expert estimates against this rubric, not a single automated measurement. The target is what is realistically reachable in roughly one quarter of focused work.

The Method: From Invisible to Cited

The fixes in this audit are not guesswork — they follow the same repeatable method BlitzMetrics has used to build Knowledge Panels and rankings for founders, attorneys, coaches, and young-adult AI Builders. Five moving parts:

1. The Entity Home. One owned site becomes the canonical answer to “who is this person?” — with a real bio, a photo, the credentials, and the links. Everything else points back to it.

2. Consistent Schema. Person and Organization structured data with one shared identifier and a complete *sameAs* list tells Google these scattered profiles are all the same human.

3. The Content Factory. The work already happening — podcasts, talks, projects — gets turned into indexable, schema-marked articles published under the person’s name on a steady cadence.

4. Dollar-a-Day Amplification. Small, sustained boosts put the best content in front of the right audience, generating the real engagement signals that strengthen an entity.

5. The SEO Tree. Every entity is organized and cross-linked across our properties so authority flows where it should — person to company, company to person, and outward to the wider web.

The execution is done by trained young-adult **AI Builders** under supervision — which is what makes this affordable to do thoroughly, and repeatable month after month.

Why This Ranks in Google *and* in AI Answers

The search box is no longer the only front door. When someone asks ChatGPT, Gemini, or Google's AI Overviews "who's the best at this?", the model answers with the entities it understands and trusts — often before a human ever clicks a link. The work in this audit is built for both surfaces at once.

Entities, not keywords. A Knowledge Panel and clean structured data tell Google you are a real, distinct, notable person. That same graph is what large language models were trained on and continue to reference, so the signals that earn a panel are the signals that earn an AI citation.

Consistency is the moat. One canonical name, one bio, one set of facts repeated everywhere gives both search engines and AI a single answer to anchor to. Contradictions — four different titles, three different companies — give them nothing to trust, and the model hedges or picks someone else.

Proof you already created, made legible. The credentials, the press, the body of work are usually already there. This audit's job is to connect them into a structure Google and AI can read — so the answer to "who is this person?" is clear, current, and yours.