

AUTHORITY & ENTITY BRAND AUDIT

Scot Prohaska

Founder & CEO, ProCode · “ProMaker” · Irvine, California

For 25+ years, Scot has built champions across the NFL, NBA, NHL, UFC, MLB and the Olympics — Super Bowl winners, a UFC world champion, Stanley Cup champions, world-champion figure skaters, 12+ NHL All-Stars. The pros know exactly who he is. **Google barely does.** His name returns two competing websites with almost no search footprint and no Knowledge Panel. This is how we make the record as legible online as it already is in the locker room.



ProCode Performance · Great Park Ice, Irvine CA

36

BRAND SCORE TODAY / 100

85

PROJECTED AT DAY 90

1

ENTITY HOME TO UNIFY (NOT 2)

The champions know Scot Prohaska. Right now, Google barely does.

Scot Prohaska is the rare coach whose résumé is almost impossible to overstate. **25+ years building elite athletes; a roster that includes a Super Bowl champion, a UFC world champion, Stanley Cup champions, world-champion pair skaters and 12+ NHL All-Stars; recognition in USA Today, ESPN, Sports Illustrated, The Athletic and the New York Times; and a proprietary “Six Lanes of High Performance” framework.** The substance is world-class and verifiable. The problem is everything that happens when an athlete, an agent, a reporter, or an AI assistant types his name.

The core finding in one sentence: Scot has *earned* elite authority but hasn't *encoded* it — his presence is split across **two competing websites** (scotprohaska.com and procodesix.com), neither of which ranks, with **no Knowledge Panel** to anchor the entity. The fix isn't more accomplishment. It's consolidation, structure, and amplification — exactly what our agents do.

The five gaps between what Scot earned and what Google shows

Gap	Evidence (live, June 17, 2026)	What it costs
1 · Two entity homes, not one	scotprohaska.com (DR 4.8) and procodesix.com (DR 9.0) both exist, on different platforms, with different copy and branding. Google can't tell which is canonical.	The authority that should compound on one home is split in half.
2 · No Knowledge Panel	A clean search for “Scot Prohaska” returns his own links and socials — but no Knowledge Panel . The only “Prohaska” entities Google knows are namesakes (a Croatian jazz musician).	Athletes, agents and AI tools have no trusted, single answer for who he is.
3 · Almost no search footprint	scotprohaska.com ranks for 0 organic keywords ; procodesix.com for 2 . Combined organic traffic: essentially zero.	A 25-year reputation is invisible to anyone who starts at a search bar.
4 · The proof isn't structured	A championship roster and national press exist — but as logos and name-drops , not linked citations or schema. Nothing is machine-readable.	Google and AI can't corroborate the record, so they don't feature it.
5 · World-class IP that never compounds	The “Six Lanes” and “11 Leadership Tenets” are genuinely differentiated — but live as a podcast mention and a homepage section, not an owned content engine.	His best thinking earns him nothing in search or AI answers.

The good news is the whole story: Scot already did the hard part — three decades of results that most coaches will never match. Every gap on this page is plumbing, and plumbing is our job. That's why a starting score of 36 projects to 85 in 90 days — and why his athletes' NIL value rises with his.

Method: **one entity home** → **knowledge panel** → **content factory** → **amplification** — the same system documented for dozens of brands, scored on the published **100-point Personal Brand Score rubric** (blitzmetrics.com/personal-brand-score). This audit uses only public, already-published information.

THE COACH

A 25-year career that produced champions in five leagues

Scot Prohaska — known in the industry as “ProMaker” — is the founder and CEO of ProCode, which he started in 2005 and built into one of Southern California’s premier athletic-performance destinations, training out of **Great Park Ice & FivePoint Arena in Irvine**. He is a nationally recognized sports and executive performance consultant, and also serves as **Director of Sports Performance for Football at Mater Dei High School**, one of the most decorated programs in the country.

His path is its own credential. He learned the craft as a teenager in Buffalo, training alongside Bills, Sabres and Maple Leafs players under a Level-5 Olympic coach; played high-school and college football; then spent seven years traveling the world with an Olympic sports-medicine physician before basing in Canada, where he trained NHL players including Hall-of-Famer **Rob Blake** and goaltender **Dwayne Roloson**. He moved to Southern California to build ProCode.

Out of that experience he developed the **Six Lanes of High Performance** — a holistic framework (psychology, sensory-motor, technical, tactical, physical preparation, recovery) built on the realization that physical training alone doesn’t produce champions. Every client is assessed across all six lanes before a single workout is written.

Two words for Scot’s brand? Total performance. Not just stronger and faster — a complete operating system for elite humans, from psychology to recovery. It’s a genuinely differentiated point of view, and it’s exactly what an entity home should broadcast.

Why this matters to the audit: Google rewards entities it can corroborate. Scot’s story — a real facility, a 20-year-old company, named champions, national press, a named framework, a high-school directorship — is exactly the corroboration a Knowledge Panel is built from. The corroboration exists; it has simply never been anchored to one home Google can read.

25+

YEARS COACHING PROS

50+

PRO ATHLETES

12+

NHL ALL-STARS

250+

COLLEGE SCHOLARSHIPS (AMATEURS)

The profile, in one line: Scot Prohaska · Founder/CEO, ProCode (est. 2005) · Irvine, CA · NFL/NBA/NHL/UFC/MLB/Olympic performance coach · creator of the Six Lanes of High Performance.

Verified from scotprohaska.com, procodesix.com, the Just Fly Performance Podcast (#214), Great Park Ice, and LinkedIn — June 17, 2026.

The “earned” side — champions, press, and a proven method

His published championship roster

Athlete	Distinction
Drue Tranquill	NFL · Kansas City Chiefs · Super Bowl champion
Michael Bisping	UFC Middleweight World Champion · Hall of Fame
Josh Manson	NHL · 2022 Stanley Cup champion
Bryce Young	NFL quarterback · Heisman winner
Knierim & Frazier	2022 World pairs figure-skating champions · Olympic medalists
Petr Sykora	NHL All-Star
Austin Hedges	MLB catcher · World Series champion
Rob Blake · Dwayne Roloson	NHL (Hall of Fame defenseman; veteran goaltender)

Plus 12+ NHL All-Stars and 50+ active pros across the NFL, NBA, NHL, UFC, MLB and the Olympics — and 250+ college scholarships earned by his amateur athletes.

Recognition & credibility

Signal

National press: USA Today, ESPN, Sports Illustrated, The Athletic, New York Times, NFL Network, FOX Sports, Yahoo Sports.

Just Fly Performance Podcast #214 — a 70-minute deep dive on the Six Lanes and 11 leadership tenets, on one of the field’s top platforms.

SimpliFaster-sponsored; recognized by **Eric Cressey** — two of the most respected names in elite performance.

Performance partnership with Dr. Prem Ramkumar, Harvard-trained orthopedic surgeon — surgery, therapy and training as one pipeline.

This is a verify-before-vouch dream: the accomplishments are real, named, and independently corroborated (a real facility, a podcast, a surgeon partnership, a high-school directorship). The audit’s job is not to inflate any of it — it’s to make it *findable*.

The lesson, stated early: Scot is past the hardest gate in any expert’s career — he has the results. That changes the job of his personal brand entirely. It is no longer “build a reputation,” it is “**make sure that when the world looks him up, they find the reputation he already has**” — instead of two thin websites and a jazz musician.

Roster and press as published on scotprohaska.com and procodesix.com; podcast via just-fly-sports.com; surgeon partnership via ochipandknee.com — captured June 17, 2026. Athlete relationships are as represented on Scot’s own properties.

THE SCORE

Brand scorecard: 36/100

36 → 85

Scored on the same published 100-point Personal Brand Score rubric used for every audit in this series. At 36, Scot starts higher than most — he already has a dedicated personal site, a named framework and elite proof — but the score is capped by entity fragmentation, no Knowledge Panel, and near-zero search visibility. That is the most fixable kind of gap.

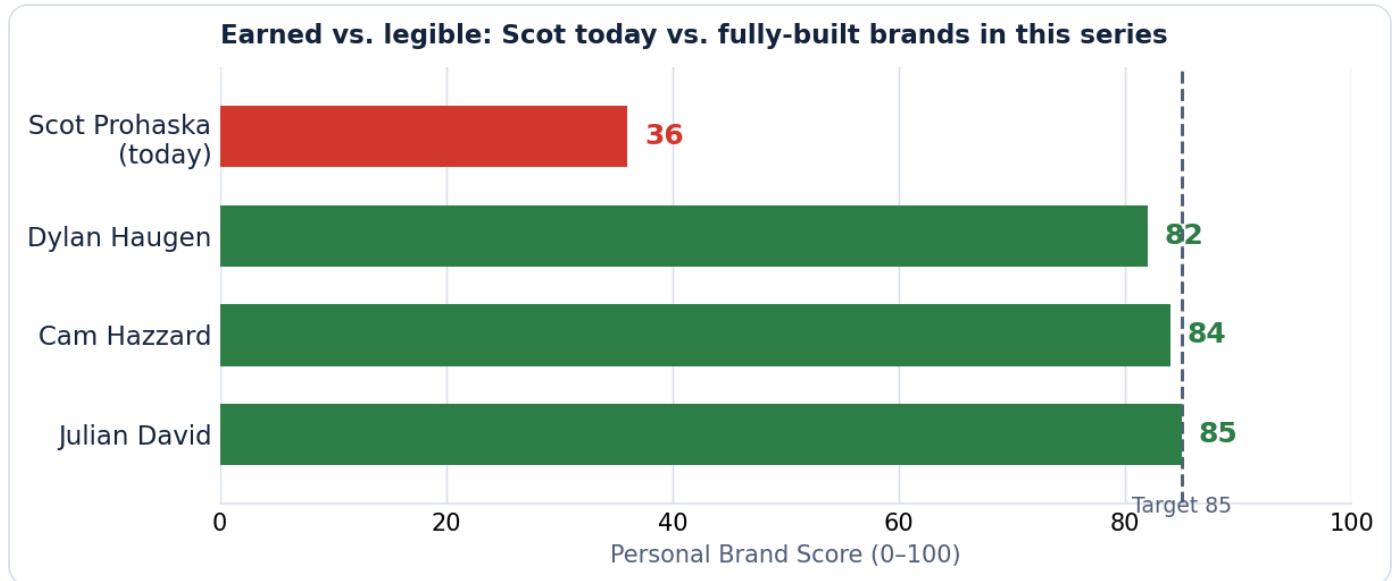
Component	Weight	Today	Day 90	Why
Entity home (one owned name-domain that loads, states facts & ranks)	20	11	18	Has scotprohaska.com — but it’s split with procodesix.com (DR 4.8), no schema, not canonical.
Knowledge Panel (consolidated entity, claimed)	15	1	12	No Panel renders; the only “Prohaska” entities Google knows are namesakes.
Search presence (name-SERP control)	15	2	13	0 + 2 organic keywords across both sites; effectively no organic traffic.
Content engine (owned, repurposable content)	15	7	13	Elite IP (Six Lanes, 11 Tenets) + one podcast — never turned into an owned, indexed library.
Audience (followers, reach, momentum)	15	8	11	IG ~3.3K, LinkedIn ~1.3K, plus an elite client network — modest social for his caliber.
Schema / structured data	10	1	9	No Person/Organization markup on either site for Google to read.
Social integration (consistent, linked handles)	10	6	9	Active on IG/LinkedIn, but handles are fragmented and procodesix’s social links are broken.
TOTAL	100	36	85	90-day plan, page 16.

Read the table as a to-do list, not a report card. Every red and yellow cell moves the same way: pick one canonical entity home, declare the schema, wire the proof, consolidate the handles, publish the framework. The coach is elite. The plumbing is the project.

Component weights and definitions per the published Personal Brand Score (blitzmetrics.com/personal-brand-score). Scoring reflects public signals and Ahrefs data captured June 17, 2026; the projection assumes the 90-day plan in this audit is executed.

Elite résumé — with a brand that isn't built yet

Scot's accomplishments rival anyone's in his field. What's missing is the owned, structured brand that fully-built personal brands in this series already have — a single authoritative home, a Knowledge Panel, schema, and a content engine. The chart shows the gap between earned authority and *legible* authority.



The earned side (real): 25+ years · Super Bowl, UFC, Stanley Cup & world-champion athletes · 12+ NHL All-Stars · national press · a proprietary Six-Lanes framework · a 20-year-old training company.

The built side (missing): one canonical entity home (today it's split across two sites), Person/Organization schema, a claimed Knowledge Panel, and a content engine — the exact assets the green bars already have.

Read the chart as the opportunity: the distance from 36 to 85 isn't about the coach — it's about the plumbing. The peers in green did the same build. Scot's is a 90-day project, not a multi-year climb, because the résumé is already here. (Peer scores shown are illustrative of fully-built brands in this series.)

The Six Lanes of High Performance

Most coaches sell “strength and conditioning.” Scot built a **proprietary operating system** — and proprietary IP is the single best raw material a personal brand can have. It is searchable, ownable, quotable, and uniquely his. Right now it lives in a podcast and a homepage section. Published properly, it becomes the content engine that earns the Knowledge Panel.

- 1 Psychology** — intellect, emotions and social skills; performing under pressure with intensity, repeatability and accuracy.
- 2 Sensory Motor** — vision, perception and reaction; the speed of reading and responding to the play.
- 3 Technical** — sport-specific movement mechanics; precision in how the athlete moves.
- 4 Tactical / Strategic** — game intelligence and decision-making, built into training — not just the playbook.
- 5 Physical Preparation** — strength, power, conditioning and body composition on a joint-by-joint foundation.
- 6 Recovery & Restoration** — training you can't recover from is training you can't sustain; recovery as a protocol.

The 11 Leadership Tenets he teaches

- Courage
- Honor
- Respect
- Responsibility
- Communication
- Confidence
- Perseverance
- Innovation
- Ambition
- Learning
- Leadership

Why this is gold for the brand: a named framework + a named leadership curriculum is a publishing roadmap that writes itself — six lane explainers, eleven tenet essays, a flagship “Six Lanes” pillar page, and short videos for each. Every one of them is searchable, ownable, and uniquely Scot. This is the content factory's first 20 assets, already invented.

The strategic read: Scot's athletes “consistently become team captains, All-Stars and world champions.” The Six Lanes is *why*. Publishing it doesn't give away the secret — it makes Scot the named authority every athlete and agent has to find first.

Two websites are competing to be Scot's entity home

Scot has not one but **two** active websites — and that is the central problem. Google consolidates an entity by collecting consistent signals onto one canonical home. Two homes split those signals, so neither accrues the authority that one would.

Site	What it is	DR	Organic keywords
scotprohaska.com	The personal-brand site (WordPress/Elementor) — “Peak Performance Coach aka ProMaker,” remote coaching for pros & executives.	4.8	0
procodesix.com	The training-center site (GoHighLevel) — “Southern California's #1 Athletic Training Center.”	9.0	2

Ahrefs Domain Rating & organic keyword counts, June 17, 2026.

Why two homes hurt more than one weak home:

- **Split authority.** Backlinks, mentions and brand searches divide between the two domains, so neither ever reaches the threshold where Google trusts it as the canonical Scot Prohaska entity.
- **Inconsistent story.** The two sites use different names, different positioning (remote coaching vs. in-person center), different media lists, even a different city — so the entity reads as blurry rather than authoritative.
- **No clear “official site” signal.** A Knowledge Panel needs one obvious official website to attach to. With two, Google has to guess — and tends to feature neither.

The fix: designate **scotprohaska.com as the canonical personal entity home** (a person ranks better than a brand for a name search), keep **procodesix.com** as the business/booking site, and wire them together — consistent NAP, cross-links, and a *sameAs* map — so Google reads one Scot, with one official home, supported by one company.

No Knowledge Panel — and the name belongs to a jazz musician

When you search “Scot Prohaska” today, Google returns his own site, his LinkedIn and his Instagram — but **no Knowledge Panel**, the boxed entity summary that signals “this is a known, verified person.” For a coach whose business is trust, that missing box is a real cost.

We searched “Scot Prohaska” in a clean browser on June 17, 2026. No Knowledge Panel renders. Worse, the only “Prohaska” entities in Google’s Knowledge Graph are **namesakes** — most prominently *Miljenko Prohaska*, a Croatian jazz musician with a Wikipedia page. The famous “Prohaska” in Google’s mind is not Scot.

Why this matters more every year

- **Agents and athletes verify online.** A pro weighing a coach checks the name immediately. No entity, no Panel, a same-name musician — the first 30 seconds create doubt instead of confidence.
- **AI assistants resolve people through the Knowledge Graph.** When someone asks ChatGPT, Gemini or Google’s AI Overviews “who is Scot Prohaska, the performance coach?”, there’s no anchored entity for the answer to attach to — so the AI guesses, hedges, or blends him with the musician.
- **The bar is rising.** Peers with far thinner résumés have Panels because they did the structural work. Scot has the substance; he’s missing only the encoding.

This is very buildable. Scot already has the third-party corroboration a Panel is built from — a real company, a real facility, national press, a podcast, named champions, a surgeon partnership. The job is to give Google a canonical home with Person schema and a clean *sameAs* map, so it can resolve “Scot Prohaska, founder of ProCode, performance coach” into one confident entity — distinct from any namesake.

Verify before you vouch: Knowledge Panels vary by location and personalization. “No Panel today” is reported from a clean, non-personalized search — a target to build, not a permanent verdict.

A 25-year reputation with almost no search footprint

4.8

Domain Rating ·
scotprohaska.com

0

organic keywords ·
scotprohaska.com

2

organic keywords ·
procodesix.com

~0

monthly organic visits (both)

Ahrefs Site Explorer, June 17, 2026.

These numbers don't reflect the coach — they reflect the plumbing. A brand-new personal site and a page-builder business site, neither structured for search, will rank for almost nothing no matter how good the person behind them is. The result: anyone who starts at a search bar — an agent, a parent, a reporter, an AI — finds almost nothing of substance.

- **He doesn't own his own name.** With no ranking content and a same-name musician in the Knowledge Graph, even "Scot Prohaska" isn't fully his in search.
- **The framework is invisible.** "Six Lanes of High Performance" and the 11 leadership tenets — genuinely unique, genuinely searchable phrases — rank nowhere, because they've never been published as owned, structured content.
- **Press isn't captured.** ESPN/USA Today/SI/NYT mentions exist but aren't linked, cited, or aggregated on a home that turns them into ranking authority.

The fix is a content factory pointed at what he already says. Turn the Six Lanes, the 11 tenets, the athlete stories and the press into owned, schema-marked pages and short videos on one home. This is the cheapest, highest-leverage work in the plan: nothing here needs to be invented — only published and structured.

The inconsistencies an agent fixes in an afternoon

Scot's facts don't agree with themselves across his own properties. Conflicting details make an agent hesitate and split Google's entity. Here is exactly what's inconsistent today and the fix. The canonical home becomes the **single source of truth**; agents push the same data everywhere and keep it current.

Data point	What's out there now	Correct	Agent fix
Star athlete's name	"Drew Tranquill" (scotprohaska.com) vs. "Dru Tranquill" (procodesix.com)	Drue Tranquill	Correct on every property; cite the player consistently
Location	"Los Angeles" (site) vs. "Irvine" (ProCode) vs. "Newport Beach" (LinkedIn)	Irvine, CA (Great Park Ice)	One canonical NAP everywhere; consistent map citations
Years of experience	"25+ years" vs. "over 30 years" in different copy	Pick one verified figure	Standardize across all bios
Social links	procodesix.com's Facebook/LinkedIn/YouTube/TikTok links are empty/broken	working links	Repair or remove; link real profiles via sameAs
Handles	@scotprohaska, @procode6, "Scot Prohaska – Sports Performance" (FB) — unconnected	one linked identity	Cross-link all from the entity home
Namesake	"Prohaska" resolves to a jazz musician in the Knowledge Graph	distinct person	Schema + identifiers disambiguate

The one that matters most: a Super Bowl champion's name is misspelled *two different ways* on Scot's own two sites (Drew / Dru; correct is **Drue**). It's a tiny error that quietly undercuts a world-class credential — and exactly the kind of thing a coach is too busy coaching to catch.

Why this is pure upside: none of these require a single new achievement — just consistency. A source of truth plus a sameAs map turns conflicting profiles into one confident entity that Google, agents and athletes can trust. This is precisely what agents are built for: tedious, cross-platform consistency, done once and maintained automatically.

World-class thinking that never compounds

1

FLAGSHIP PODCAST
(JUST FLY #214)

0

OWNED ARTICLES /
EXPLAINERS

0

INDEXED VIDEOS ON HIS
SITE

17

READY-MADE TOPICS (6
LANES + 11 TENETS)

Scot is already a compelling communicator — the Just Fly episode is 70 minutes of quotable, differentiated thinking. The gap is that **create-once never becomes repurpose-many**. One framework should spin off a pillar page, six lane explainers, eleven tenet essays, a dozen short videos, and quote cards. Today his best material is said once and then sits still.

- **No owned write-ups.** The Six Lanes and the 11 tenets are article-worthy, search-worthy IP — but there's no structured library publishing them under his name.
- **Video isn't a factory.** A coach who works with champions has endless visual proof; none of it is captured as short, searchable clips embedded on his home and marked up as *VideoObject*.
- **No amplification.** The best material deserves a small, targeted boost (Dollar-a-Day) to reach agents, athletes and parents; right now the best and the weakest get the same zero push.

Dollar-a-Day, coaching edition: take the strongest clips and explainers, put \$1/day for 7 days behind each, keep the winners running at a small budget, and target the audiences that matter — pro and college athletes, agents, sports-performance interests, and SoCal/Orange County. The same amplification system used across this series, pointed at his expertise.

Google can't read what isn't marked up

A Knowledge Panel is assembled from **structured data** — machine-readable statements about who someone is. Neither of Scot's sites declares it. To Google, the championship roster and the press are just words and images on a page, not facts it can verify and feature.

Schema that should exist	What it tells Google	Present?
Person (Scot Prohaska)	Name, job title, employer, sameAs (socials), alumni, awards, knowsAbout (the Six Lanes).	No
Organization / LocalBusiness (ProCode)	Founder, founding date, address (Irvine), phone, official site.	No
sameAs graph	Links Scot ↔ his IG, LinkedIn, Facebook, the company — one identity.	No
VideoObject / PodcastEpisode	Makes the Just Fly episode and future clips eligible for rich results.	No
Article / WebPage (Six Lanes)	Establishes the framework as named, ownable IP.	No

The fix is fast and one-time: add a complete *Person + Organization* JSON-LD block to the canonical home, with a clean *sameAs* map and the framework declared in *knowsAbout*. This is the single most direct lever on the Knowledge Panel — it hands Google the verified facts it's currently missing.

Why it's high-leverage: schema is the difference between “a website about a coach” and “a verified entity Google can feature.” It costs nothing to serve, never goes out of date if maintained, and is exactly the kind of structural work our agents handle end-to-end.

What’s already right (don’t touch — amplify)



Scot is far ahead of most experts we audit — the substance is elite and the raw materials for a dominant brand are already in hand:

Asset	Why it’s an advantage
A championship roster	Super Bowl, UFC, Stanley Cup, world-champion and Olympic athletes — the corroboration an entity is built from, already real.
National press	USA Today, ESPN, SI, The Athletic, NYT, NFL Network, FOX — authority signals most coaches never earn.
Proprietary IP	The Six Lanes + 11 Leadership Tenets — a named, ownable framework that’s a publishing roadmap in itself.
A real company & facility	ProCode (est. 2005) at Great Park Ice — 20 years of legitimacy and a physical home base.
A dedicated personal site	scotprohaska.com already exists — most experts start from zero; Scot starts with a home to consolidate onto.
Institutional roles	Mater Dei sports-performance directorship; Dr. Ramkumar surgical partnership; SimpliFaster/Cressey recognition.

Strategy note: the fastest path to a Knowledge Panel is third-party corroboration the person already has — a real company, named champions, national press, a podcast, institutional roles. Most experts need a year to generate it. Scot has it now. He just needs it assembled and anchored — which is why his 90-day projection is 85.

Earned ≠ findable: the lesson in one search

The most useful thing in this audit isn't a flaw — it's a pattern Scot can act on immediately. He did the hard things right for 25 years: he built champions, earned national press, and created a genuinely original method. He **earned** elite authority. But because that authority was never **encoded** — given one owned home, declared in schema, consolidated under one identity, published as content — it's invisible to the search and AI layer that now decides who gets found and trusted.

What's true	What the record shows today
The coach	25+ years; Super Bowl, UFC, Stanley Cup & world champions; national press; a proprietary framework. Real and verifiable.
The home	Two sites compete to be the entity home; neither ranks (DR 4.8 / 9.0).
The entity	No Knowledge Panel; the famous "Prohaska" in Google's graph is a jazz musician.
The search	A clean search for "Scot Prohaska" returns his own thin pages and socials — no owned authority, no entity, no Panel. The expertise is intact; the structure that displays it doesn't exist yet.

Our read, said plainly: nothing here is a knock on Scot. He has been busy doing the thing that actually matters — getting results for elite athletes — which is exactly why the brand work never got done. This is simply the gap between "earned recognition" and "owned, findable recognition," and it's the exact gap this method closes.

The fix is not "become a better coach" — he's already among the best. The fix is to unify the home, declare the schema, wire the proof, consolidate the handles, and publish the framework — so that when anyone looks him up, they find a clear, current, owned answer. This audit, written and shipped in one sitting, is the first move.

From 36 to 85 in four moves

The same sequence we run for every brand in this series: build the home, claim the entity, run the factory, amplify. Scot's version is faster because the proof already exists.

PHASE 1 · Days 1–15 · One entity home

Designate scotprohaska.com as the canonical personal home. Add complete **Person + Organization JSON-LD** and a *sameAs* map. Fix the NAP everywhere (Irvine), correct "Drue Tranquill," repair broken social links, and cross-link procodesix.com as the business/booking site. **Score driver:** Entity home 11 → 18, Schema 1 → 9.

PHASE 2 · Days 10–40 · Claim the entity

Build the corroboration a Knowledge Panel needs: an authoritative About/bio, linked press citations, a consolidated identity, and entity submission. Disambiguate from the namesake musician. **Score driver:** Knowledge Panel 1 → 12, Search 2 → 13.

PHASE 3 · Days 20–70 · The content factory

Publish the Six Lanes as a pillar page + six explainers, the 11 tenets as a series, athlete stories (with permission), and the Just Fly episode — each schema-marked, each repurposed into short video and quote cards. **Score driver:** Content 7 → 13.

PHASE 4 · Days 30–90 · Amplify (Dollar-a-Day)

Put \$1/day behind the best clips and explainers; keep winners running; target pro/college athletes, agents and SoCal. Consolidate handles and grow the owned audience. **Score driver:** Audience 8 → 11, Social 6 → 9.

The ask of Scot is small. One sit-down to capture the framework and stories on camera, permission to wire it all together, and our agents do the rest — the consolidation, the schema, the publishing, the amplification. He keeps coaching; the brand gets built around him.

Why a legible coach lifts every athlete he touches

Scot's brand isn't only his. In the NIL era, an athlete's marketability is shaped by the credibility of the people around them — and a coach with a verified entity, a Knowledge Panel, and a searchable method is a credential his athletes can *point to*.

For Scot

A findable, AI-citable authority — the named expert agents and athletes have to discover first, and the foundation for speaking, products, and premium remote coaching.

For his athletes

"Trained by Scot Prohaska / ProCode" becomes a verifiable, linkable credential that strengthens their own brand and NIL story — instead of an unsearchable name.

The flywheel

- **Scot's entity** gets built and verified.
- **His athletes link to it** — and he links to them — so authority flows both ways.
- **Every champion's story** becomes content that ranks for Scot *and* the athlete.
- **Agents and recruits** find a credible, connected network — not scattered pages.

This is the BlitzMetrics fit in one line: we build the entity home, the Knowledge Panel and the content engine for the coach — and the same system extends to every athlete in his ecosystem.

The strategic point: Scot has assembled an elite team around performance — a surgeon, vision and nutrition specialists, central command. The one role not yet filled is the **personal-brand and entity** role. That's the gap this audit — and BlitzMetrics — is built to fill.

Every claim in this audit, sourced

Verify before you vouch. Each figure and statement above traces to a public source, captured June 17, 2026.

Claim	Source (public, June 17, 2026)
scotprohaska.com DR 4.8 · 0 organic keywords	Ahrefs Site Explorer (domain rating, metrics)
procodesix.com DR 9.0 · 2 organic keywords	Ahrefs Site Explorer (domain rating, metrics)
No Knowledge Panel for “Scot Prohaska”	Clean Google search, June 17, 2026
“Prohaska” namesake = jazz musician	Google / Wikipedia (Miljenko Prohaska)
25+ years; 50+ pros; 12+ NHL All-Stars; 6 lanes	scotprohaska.com (homepage)
ProCode founded 2005; 250+ scholarships; Irvine / Great Park Ice	procodesix.com; greatparkice.com; web search
Roster: Tranquill, Bisping, Manson, Young, Knierim/Frazier, Sykora, Hedges, Blake, Roloson	scotprohaska.com; procodesix.com; about-scot bio
Press: USA Today, ESPN, SI, The Athletic, NYT, NFL Network, FOX	scotprohaska.com; procodesix.com
Just Fly Performance Podcast #214 (Six Lanes, 11 tenets)	just-fly-sports.com/podcast-214-scot-prohaska
Dr. Prem Ramkumar performance partnership	ochipandknee.com/performance; scotprohaska.com
Mater Dei sports-performance directorship	Web search (RocketReach listing)
“Drew” vs “Dru” Tranquill; LA/Irvine/Newport Beach	scotprohaska.com; procodesix.com; LinkedIn
IG ~3.3K (@scotprohaska); LinkedIn ~1.3K	Google SERP profiles, June 17, 2026

Athlete relationships are reported as represented on Scot’s own properties. This audit republishes no private information and makes no medical claims.

THE NEXT STEP

You built the champions. Let's make Google say so.

Scot, you've spent 25 years doing the hard part — building Super Bowl, UFC, Stanley Cup and world champions, and inventing a method that produces leaders. The only thing missing is the encoding: one entity home, a Knowledge Panel, schema, and a content engine that makes your record as legible to Google and AI as it already is in the locker room.

36 → 85

BRAND SCORE IN 90 DAYS

2 → 1

SITES UNIFIED INTO ONE
ENTITY

1

SIT-DOWN TO CAPTURE IT
ALL

What happens next: we sit down once to capture the Six Lanes, the tenets, and the athlete stories on camera. Our agents consolidate the two sites into one entity home, add the schema, claim the Knowledge Panel, publish the content factory, and run Dollar-a-Day amplification. You keep coaching; the brand gets built around you — and around your athletes.

Dennis Yu

BlitzMetrics · Personal Brand Spotlight
blitzmetrics.com/personal-brand-score

Methodology: entity home → knowledge panel →
content factory → amplification