

PERSONAL BRAND AUTHORITY AUDIT · JUNE 12, 2026

CARSON TEAGARDEN

724,000 YouTube subscribers. 250 million lifetime views. A Google entity of his own.

And a website that ranks **below Instagram, Facebook, and YouTube for his own name**. This audit maps the authority gap — and the engine now built to close it.

This audit shows exactly where the authority leaks are, what's now live on the site — the entity home, the partnership program, the coaching showcase — and the 90-day path to making carsontegarden.com the page Google trusts most about Carson.

PURE STRENGTH · FAITH + FITNESS · 724,000+ ON YOUTUBE

CARSON TEAGARDEN

Calisthenics & fitness coach for busy men, 35-70

STRENGTH. DISCIPLINE. FREEDOM.

Get your body back in three hours a week — no gym, no equipment, from wherever your calendar has you. Built on discipline, rooted in faith.

APPLY FOR COACHING

WATCH THE STORY

OFFICIAL SPONSORS



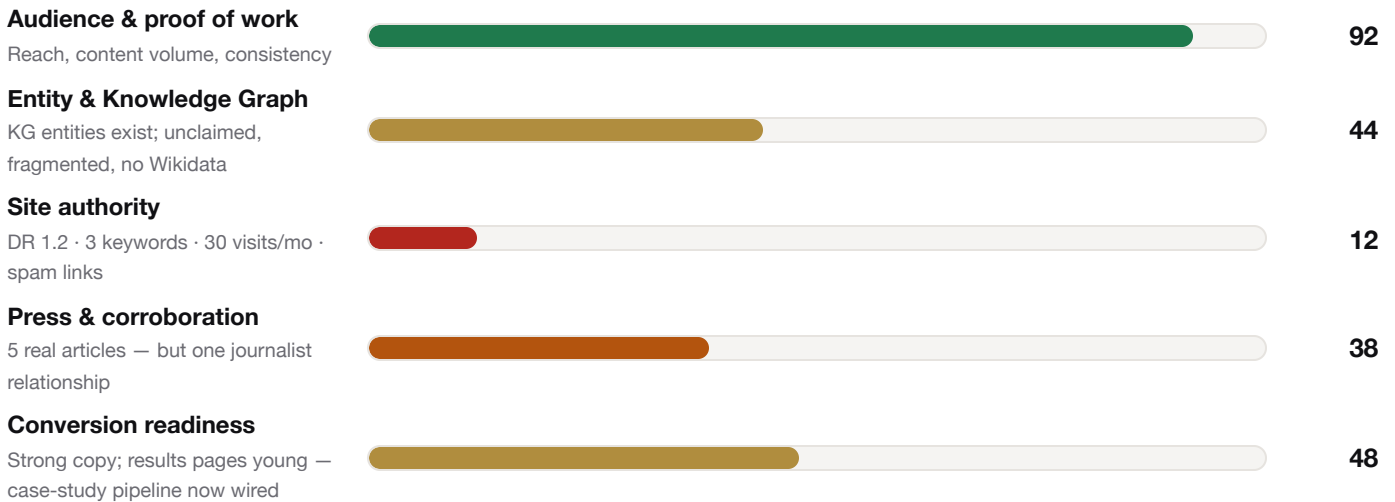
The entity home, live on carsontegarden.com: his name in real text, and a real photograph — Carson, mid-handstand on the Las Vegas Strip. Photo: Dennis Yu. The engineering breakdown is on pages 9-10.

A 7-figure audience standing on a 1-point domain.

Carson has what 99% of personal brands would kill for: a real audience, a real story, real press, and a Google Knowledge Graph entity. What he doesn't have yet is **authority consolidation** — one home that Google, sponsors, and high-ticket clients all treat as the source of truth.

<p>1,024,000+</p> <p>COMBINED AUDIENCE</p> <p>724.5K YouTube · ~173K Instagram · ~126K TikTok</p>	<p>1.2</p> <p>AHREFS DOMAIN RATING</p> <p>vs. 32–35 for the calisthenics creators he outworks</p>	<p>#5</p> <p>HIS SITE, FOR HIS OWN NAME</p> <p>Instagram, Facebook and YouTube outrank carsonteagarden.com</p>	<p>5</p> <p>KNOWLEDGE GRAPH ENTITIES</p> <p>Google already knows him — fragmented across 5 machine IDs</p>
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Authority Confidence Score



47 /100

OVERALL — JUNE 12, 2026

Weighted: audience 25%, entity 20%, site 20%, press 20%, conversion 15%

→ **70+**

90-DAY TARGET

Claim the entity, repair the home, convert the audience into authority

The gap is the upside

READ IT THIS WAY

Score 92 on proof, 12 on infrastructure. Infrastructure is cheap to fix. Proof isn't. Carson did the hard part first.

The one-sentence diagnosis: Carson built a million-person audience on rented land — and the one property he owns was barely introducing him to Google. Closing that gap is pure infrastructure, and infrastructure is the cheap part.

Google "carson teagarden" — he's everywhere except his own site.

300 people search his name every month in the US alone (keyword difficulty: 0). Here's who wins that search today — live Ahrefs SERP data, June 12, 2026:

POS	PROPERTY	WHO CONTROLS IT	VERDICT
1	instagram.com/carsonteagarden	Meta	Rented
2	facebook.com/carson.teagarden.9	Meta	Rented
3	youtube.com/c/CarsonTeagarden	Google	Rented
4	"Who is Carson Teagarden?" — AI answer fragment	Google's AI	Unclaimed narrative
5	carsonteagarden.com	Carson	Should be #1
6	tiktok.com/@carsonteagarden	ByteDance	Rented
7	threads.com/@carsonteagarden	Meta	Rented
8	x.com/TeagardenCarson	X Corp	Near-dormant
9	gridnews.net — "Teen gained amazing abilities..."	Press	Earned
10	facebook.com — 21st birthday video	Meta	Rented

Why position 4 matters most. Google is already generating an AI answer to "Who is Carson Teagarden?" — assembled from whatever it can find. Right now the strongest inputs are social bios and one press relationship. The entity home exists to *author* that answer instead of leaving it to inference.

The keyword nobody is defending: "calisthenics coach" — 250 US searches/mo, difficulty 1/100. Carson is a calisthenics coach with 724K subscribers and ranks for exactly none of it. Total organic keywords on the domain: **3**, all his own name.

300/mo
"CARSON TEAGARDEN" SEARCHES

30
MONTHLY ORGANIC VISITS
Essentially: only people who already know him

3
TOTAL RANKING KEYWORDS
All branded. Zero topical reach.

\$3.52
MONTHLY TRAFFIC VALUE
A 724K-subscriber brand, worth \$3.52/mo to Google

Google has five Carson Teagardens. None of them are claimed.

Querying Google's own Knowledge Graph autocomplete returns **five separate machine IDs** for Carson — proof Google considers him an entity, and proof the signal is fragmented:

MACHINE ID (KGMID)	TYPED AS	WHAT IT MEANS
/g/11tc5hczmt	Internet personality	The primary entity — also returned when querying the domain carsonteagarden.com. This is the one to claim and reinforce.
/g/11wq1r97v_	Topic	Duplicate web-graph entity
/g/11kkm04cd5	Topic	Duplicate web-graph entity
/g/1115ypwm1q	Topic	Duplicate web-graph entity
/g/11t6s86t7x	Topic	Duplicate web-graph entity

What he has that most don't

At our last DealCon scoring session, **0 of 20 successful dealmakers** had any Knowledge Graph entity at all. Carson has one typed as "Internet personality" — Google's web-graph has already done the hard part. He also holds an IMDb name page (nm13708395) and a Famous Birthdays profile — corroboration sources most creators never get.

What's missing

No Wikipedia article. No Wikidata item. All five IDs are weaker "/g/" web-graph entities rather than "/m/" Freebase-strength entries. The site published no Person schema telling Google which profiles are him. Result: a Knowledge Panel that appears conditionally at best, with Google guessing at the facts.

The claim path (free, ~2 weeks):

1. Person JSON-LD on carsonteagarden.com with sameAs to all 9 verified profiles — **shipped today**
2. Align every bio (YouTube, IG, TikTok, X, LinkedIn) to one string: "Carson Teagarden — calisthenics & fitness coach. Founder, Pure Strength."
3. Google "Carson Teagarden" → on the panel/result, "Claim this knowledge panel" with his Google account
4. Create the Wikidata item citing Digital Journal + GridNews + IMDb — consolidates the five IDs over time

Why it matters: Google Search Profiles require 100K followers *or* a Knowledge Panel. Carson qualifies on followers for now — the Panel makes it permanent and unlocks the brand-deal tier where sponsors verify him through Google, not a media kit.

187 referring domains — and 8 of the top 10 are spam.

Domain Rating 1.2 isn't because nobody links to Carson. It's because the wrong things do. Ahrefs live data on the strongest "links" pointing at carsonteagarden.com:

REFERRING DOMAIN	DR	WHAT IT ACTUALLY IS	QUALITY
pages.dev	93	Cloudflare Pages hosting — scraper/auto-generated link	Noise
za.com	90	Known link-spam domain	Spam
itxoft.com	83	Link spam	Spam
easypanel.host	77	Hosting platform artifact	Neutral
rank-your.site	74	The name says it all	Spam
rankyour.website	74	Same spam network	Spam
factmags.com	73	Content-farm	Spam
seoexpress.org	73	SEO directory — low value	Neutral
buybacklinks.agency	72	Paid-link vendor	Toxic
rank-top.click	63	Link spam	Spam

What's missing from this table: Digital Journal. GridNews. MarketScale. True Hollywood Talk. Carson has real press — and **none of his earned coverage passes authority to his site**, either because the articles don't link to carsonteagarden.com or the links don't resolve. Fixing attribution on coverage he already earned is the cheapest authority win available.

209

LIVE BACKLINKS

187

REFERRING
DOMAINS

8/10

TOP SOURCES =
SPAM

0

EDITORIAL LINKS IN
TOP 10

The audience is real. The bios don't agree with each other.

Entity clarity means every platform tells Google the same story — same name, same role, same link. Carson's platforms each tell a slightly different one, and none of them consistently point home.

PLATFORM	HANDLE	AUDIENCE	STATUS — JUNE 2026
YouTube (main)	@CarsonTeagarden	724,500	250M lifetime views · 794 videos · the engine of the brand
Instagram	@carsonteagarden	~173,000	Active, reels-led
TikTok	@carsonteagarden	~125,800	Active
Threads	@carsonteagarden	—	Ranks on his name (pos. 7) with near-zero effort
X / Twitter	@TeagardenCarson and @CarsonTeagarden	~1.1K + ~1.7K	TWO accounts, both near-dormant — splits the entity signal
LinkedIn	carson-teagarden-17b42b262	—	Exists; unbranded URL, thin profile — the executive-clientele platform, underused
Facebook	carson.teagarden.9	—	Active enough to rank #2 for his name
Patreon	CarsonTeagarden	—	Live
IMDb	nm13708395	—	Name page exists — rare corroboration asset for a creator

The two-Twitter problem. Google sees @TeagardenCarson and @CarsonTeagarden as two weak candidate profiles instead of one real one. Pick the primary (the one ranking — @TeagardenCarson), point it at carsonteagarden.com, pin one post, and retire or redirect the other.

The 35–70 paradox is a feature. Carson is 21, coaching men 35–70. That's not a credibility gap — it's the story: the kid who built the discipline your 50-year-old body needs. The new homepage hero now says this out loud instead of hiding it.

Five real articles. One journalist. That's a risk, not a moat.

Every piece of Carson's press traces to Markos Papadatos ("Powerjournalist") and his network of outlets. It's legitimate coverage — Digital Journal is indexed, established, and Google-trusted — but single-source corroboration is a thin foundation for a Knowledge Panel.

OUTLET	PIECE	DATE	WHY IT MATTERS
GridNews	"Teen gained amazing abilities through calisthenics"	Jul 2021	The origin story — SW Pennsylvania teen, front levers and 105-lb weighted pull-ups within 2 years. Ranks on his name SERP.
Digital Journal	"Carson Teagarden talks fitness, faith, and the digital age"	Nov 2022	Faith positioning on the record; clothing-line ambitions
True Hollywood Talk	"Chatting with YouTube sensation Carson Teagarden"	Jun 2023	Documents the trajectory: 281K subs at age 18 → 724K at 21
MarketScale	Creator profile hub	2025	B2B-flavored corroboration; aggregates his content
Digital Journal	"Catching up with Carson Teagarden in NYC"	Aug 2025	Most recent — nutrition, walking, AI in fitness. Fresh signal.

5

INDEXED ARTICLES

2021 → 2025, consistent narrative arc

1

JOURNALIST RELATIONSHIP

All five flow through one byline network

0

LINKING TO HIS SITE

Earned coverage passing zero authority home

90-day press play: diversify the byline base with podcast guesting (fitness, faith, and business shows — his 3-hours-a-week-for-executives angle is a booker's dream), and get existing coverage updated with a live link to carsonteagarden.com. One Evolved Prose episode (George Leith) is already in post-production — that's byline #2.

Nobody in calisthenics owns their name the way Carson can.

The creators above him in subscribers all built **brand** domains, not **name** domains. Carson is the only one whose entity home is his legal name — the exact asset Knowledge Panels are built on.

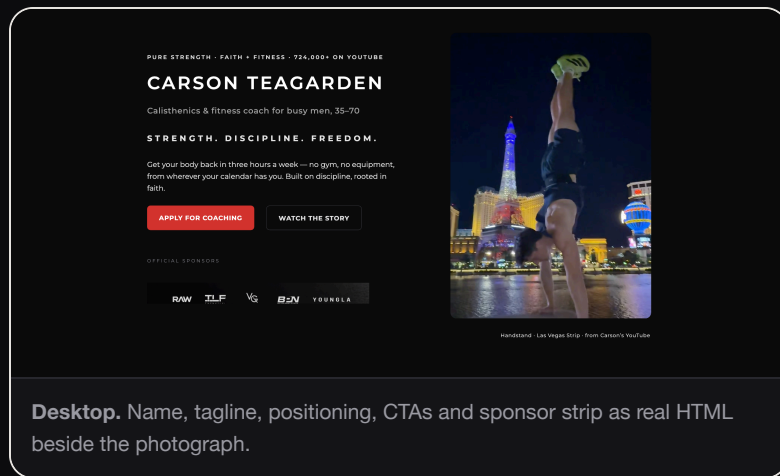
CREATOR	YOUTUBE	SITE DR	ENTITY HOME	THE GAP CARSON EXPLOITS
Chris Heria	3.6M (+THENX)	32	chrisheria.com + thenx.com	App/brand-first; persona diluted across properties
Hampton Liu	~4M	35	hybridcalisthenics.com	Brand domain — the person isn't the entity
Daniel Vadnal	2.2M	27	fitnessfaqs.com	Brand domain, program-first
Austin Dunham	1.2M	—	No personal-name domain found	Entirely rented presence
Carson Teagarden	724K	1.2	carsonteagarden.com — his name	Only personal-name entity home in the niche — and the only faith + 35–70 executive positioning

Positioning whitespace: every competitor sells to young men who already train. Carson's lane — busy executives, founders and fathers, 35–70, no gym, faith-anchored — has effectively zero credible occupants with his proof of work. "Calisthenics coach" (KD 1) and "fitness coach for busy men" are his to take with a handful of definitive articles.

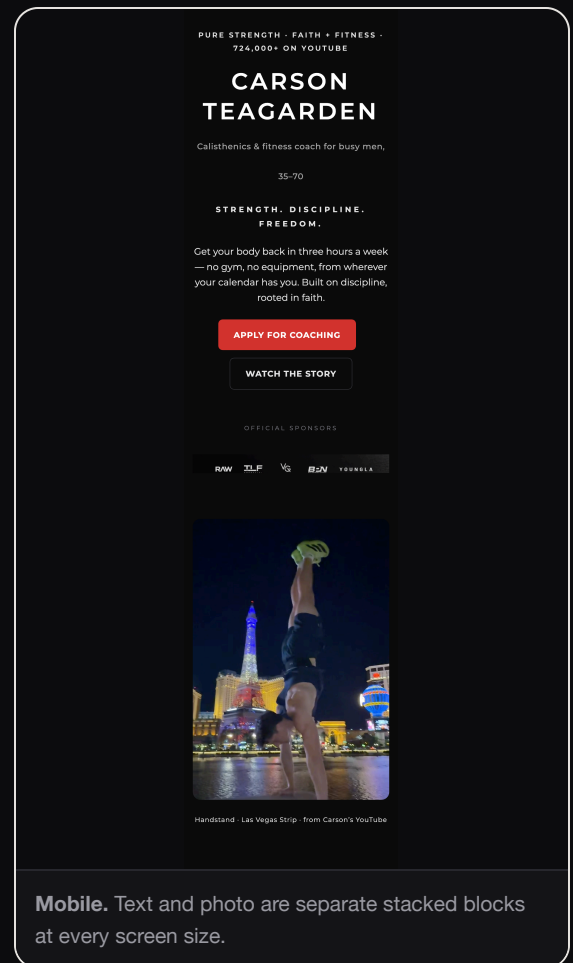
The math the others prove: DR 27–35 is enough to rank #1 on your own name and own topical terms in this niche. Carson needs ~10 real editorial links to get there. He has 5 press pieces, 5 sponsor brands, and a podcast pipeline that can each produce one.

His name in real text. His real photograph. Machine-readable identity.

carsonteagarden.com now leads with the things Google and sponsors actually verify: a real-text headline with his name, Person schema wiring all nine verified profiles to one canonical home, and photography of the real Carson — shot on the Las Vegas Strip by Dennis Yu.



Desktop. Name, tagline, positioning, CTAs and sponsor strip as real HTML beside the photograph.



Mobile. Text and photo are separate stacked blocks at every screen size.

Real-text H1

"Carson Teagarden" is the page headline as text, not pixels — the entity signal search engines index.

Person schema

JSON-LD with nine sameAs profiles — YouTube, Instagram, TikTok, X, Facebook, LinkedIn, Patreon, Threads, IMDb — pointing identity home.

Real photography

The hero is Carson himself, handstand above the Bellagio fountains. Photo: Dennis Yu.

Share-ready cards

og:image and social cards now serve the same real photograph everywhere the link travels.

Six pages that treat sponsorship like a service business.

A partnership hub plus five creator-fit briefs — RAW Nutrition, TLF, Vanquish Fitness, BPN, and YoungLA — each written the way an agency writes: the brand’s use case first, Carson’s distribution second, and only numbers that can be checked against his public channels.

BRAND PARTNERSHIPS

A creator who works like an agency.

Carson's rule for brand work is simple: it's not about him. The brief leads, the product's real use case shapes the idea, and the deliverables land on schedule — long-form, Shorts, Reels and TikTok from a single shoot. No diva phase, no surprise invoices, no off-brand surprises. Just a 21-year-old who treats your marketing calendar like his own training plan: with discipline.

- 724,000+** YOUTUBE SUBSCRIBERS
- 250M+** LIFETIME YOUTUBE VIEWS
- 4.9M** VIEWS ON A SINGLE TRAINING SHORT
- ~300K** INSTAGRAM + TIKTOK COMBINED

Proof of distribution

The brands in Carson's world

The gear and nutrition stack Carson trains in and features across his content — each with a fit brief on how a partnership plugs in. Formal partnership announcements are published here as each agreement goes public.

- RAW Nutrition** Protein-first nutrition philosophy, transformation-format credibility. [READ THE FIT BRIEF](#)
- TLF** The Next Level — the same promise Carson's executive coaching makes. [READ THE FIT BRIEF](#)
- Vanquish Fitness** cinematic calisthenics visuals an apparel brand can campaign on. [READ THE FIT BRIEF](#)
- BPN** Go One More culture meets faith-rooted, no-excuses training. [READ THE FIT BRIEF](#)
- YoungLA** On camera in training gear ~350 days a year. [READ THE FIT BRIEF](#)

Live at carsonteagarden.com/sponsors/ — reach stats, proof-of-distribution embeds, five fit briefs, and a sponsor-kit CTA.

4.9M

VIEWS, ONE TRAINING SHORT

The distribution proof embedded on every brief

5

CREATOR-FIT BRIEFS LIVE

One per brand, each with distinct positioning and real content

100%

CHECKABLE NUMBERS

Every stat on these pages traces to a public, verifiable source

The positioning, in one line: Carson runs brand work like an agency — the brief leads, the product’s real use case shapes the idea, and deliverables land on schedule across YouTube, Shorts, Reels and Tik Tok from a single shoot. The coaching page got the same treatment: a "watch him coach" band of day-in-the-life footage and documented transformations, in public, before any sales page mentions them.

From 47 to 70+: claim, corroborate, convert.

- 1 Week 1 – Entity alignment**

One bio string everywhere: "Carson Teagarden — calisthenics & fitness coach. Founder, Pure Strength. carsonteagarden.com". Kill or redirect the duplicate X account. Add the site link to every profile, pinned where possible.
- 2 Week 2 – Claim the Knowledge Panel**

With schema + aligned bios live, search his name, claim via "Claim this knowledge panel," verify with the YouTube account (724K subs = instant identity proof). Then suggest edits: photo, role, official site.
- 3 Weeks 3-4 – Wikidata + press attribution**

Create the Wikidata item citing Digital Journal, GridNews, True Hollywood Talk, IMDb. Email Papadatos a thank-you + request to link carsonteagarden.com in existing articles. Publish the Evolved Prose episode page the day it drops.
- 4 Month 2 – Own the easy keywords**

Three definitive articles on the site: "Calisthenics coach" (KD 1), "Fitness coach for busy men," "3-hour-a-week workout for executives." Repurpose from existing YouTube scripts — the Content Factory way: one video → article + clips + posts.
- 5 Month 2 – Dollar a Day on the lighthouse content**

\$1/day × 7 days on the Dennis transformation video and the top organic clips; kill the bottom 90%, scale winners to \$30/30-days. Aim the traffic at the new hero, not a bio link.
- 6 Month 3 – Convert authority into the book of business**

Publish 2-3 real executive case studies (the Results page is wired for them). Sponsor kit PDF behind the working form. Podcast guesting circuit: 4 bookings using the press page as the credential.

<p>~2 wks</p> <p>TO A CLAIMED PANEL</p> <p>The prerequisites shipped today</p>	<p>3</p> <p>ARTICLES TO TOPICAL AUTHORITY</p> <p>KD 0-1 keywords, zero credible competition</p>	<p>\$37</p> <p>AD BUDGET TO START</p> <p>Dollar-a-Day on proven organic winners</p>
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The economics: one AI session vs. the agency quote.

This entire engagement — research across Ahrefs, Google's Knowledge Graph, five press archives and four competitor properties; a forensic diagnosis; a live hero rebuild; twelve shipped fixes; this document; and a public build article — ran in one orchestrated AI session, supervised by one human.

LINE ITEM	TYPICAL AGENCY	THIS SESSION
SEO + entity audit (data pulls, analysis, written report)	\$1,500–\$3,500	
Homepage hero redesign + responsive QA	\$800–\$2,000	≈ \$15–25 in tokens + ~2 hrs human supervision, mostly approvals
Schema/structured-data implementation	\$400–\$900	
Site-wide content + SEO engineering pass	\$600–\$1,200	
13-page designed audit deliverable	\$1,000–\$2,500	
Total	\$4,300–\$10,100	< \$25 + supervision

How the token bill stayed under \$25: the multi-model architecture

The expensive frontier model (Claude Fable 5) never touched a raw data pull. It ran as the **orchestrator** — diagnosis, design decisions, writing — and delegated bulk retrieval to cheaper subagent models running in parallel: Sonnet for web research and Ahrefs API extraction, Haiku for the mechanical 15-page site crawl. Each subagent burned its own context window on raw HTML and JSON, then returned a distilled brief. The orchestrator read three tight summaries instead of ~200,000 tokens of raw pulls — cheaper *and* sharper, because the reasoning model's context stayed clean. Full pattern documented in the build article.

Carson did the hard part. The infrastructure is now catching up.

A million people chose to follow him before Google was told who he is. Today the entity home says his name in machine-readable text, shows the real Carson — photographed by the team that built it — publishes his identity in schema, and opens a partnership front door: six brand pages and a coaching showcase, all running on numbers anyone can check. The 90-day plan turns that foundation into the Knowledge Panel, the rankings, and the sponsor-grade credibility his work already deserves.

47 → 70+

AUTHORITY SCORE PATH

1 → 9

PROFILES WIRED INTO
SCHEMA

6

PARTNERSHIP PAGES LIVE

Prepared June 12, 2026 by Dennis Yu, BlitzMetrics — using the same personal-brand engineering process published at blitzmetrics.com and proven on camhazzard.com, harryjgold.com, georgeleith.com, markosipila.com and the rest of the fleet. Build details, screenshots and the full methodology: dennisyu.com.