

AJ Ackerson

Alex "AJ" Ackerson · Dunker · IG @ajackerson · TikTok @aj.dunks · The Dunk Camp 2026 (#21 of 76)

WHERE AJ STARTED

13/100

"Buried" — real skills, no digital trail

FOUNDATION BUILT TODAY

58/100

Entity home **LIVE** at ajackerson.com

90-DAY TARGET

85/100

As it indexes + audience grows

THE HEADLINE

Real dunk skills. Now with a home base the machines can read.

The first audit said it plainly: "AJ has real dunk skills but almost no digital trail — searchers find a hockey player instead." That was true. The fix wasn't more talent — it was **structure**. As of today, AJ owns a site on his own name that gathers his dunks, his story, his stats, and the proof, all wired so Google, ChatGPT, and sponsors can read exactly who he is.

What changed today: ajackerson.com is live — a full entity home with Person schema, his real dunk reels, a 5'8" height hook, the THP Strength + Dunk Camp 2026 story, and a documented proof ledger. The biggest single lever from the first audit ("Personal Brand Website — move #1") is now done.

THE FIVE PILLARS — RE-SCORED

Social Footprint & Reach

3 12 / 30

Accounts (IG + TikTok) are now connected and attributed to his name. Audience is still the #1 growth area — the platform is small but real.

Highlight Content & Proof-of-Skill

4 16 / 20

His best clips (J-Rich Eastbay, 360 Eastbay, windmills) are now pulled into one place. The proof is finally obvious at a glance.

Press, Features & Entity Signal

1 9 / 20

A documented proof ledger now exists (next page). Third-party features — a Dunk Talk episode, a dunk-channel feature — are the next unlock.

Findability & Web Home

3 14 / 15

Solved. An owned home base on his exact name now exists, with schema and a plan to out-rank the hockey namesake.

Knowledge-Panel & AI Readiness

2 12 / 15

Person schema + sameAs now tie his real accounts together — the exact foundation a Knowledge Panel and correct AI answers are built on.

THE ENTITY

Who AJ Ackerson actually is.

Before you can rank an entity, you have to define it. Here is the AJ Ackerson the web now sees — every fact below is verified from his own accounts.

5'8"

HEIGHT · DUNKING
ABOVE THE RIM

THP

STRENGTH TRAINING
SYSTEM

#21/₇₆

THE DUNK CAMP 2026

5+

SIGNATURE DUNKS

THE ATHLETE

A **5'8" dunker** — a height most people never throw down from — training inside the **THP Strength** system built by pro dunker Isaiah Rivera and coach John Evans, the same program behind some of the highest verticals ever tested. Selected for **The Dunk Camp 2026**, four days with the best dunkers and jump trainers in the world.

THE ARSENAL

J-Rich Eastbay — the between-the-legs cradle, his milestone dunk. **360 Eastbay** — a full spin into a between-the-legs finish. Plus clean **windmills** and **off-one** takeoffs. A genuinely deep bag for a rising dunker.

FAITH IS THE ENGINE

AJ's brand isn't just hops. His Instagram bio is **2 Timothy 1:7** — "God has not given us a spirit of fear and timidity, but of power, love, and self-discipline" — and his story highlights are organized by the books of the Bible. That faith-forward identity is woven through the entity home; it's a real differentiator, not a footnote.

THE NAMESAKE PROBLEM — AND THE PLAN

Out-ranking the hockey "Ackerson."

The first audit nailed it: search "AJ Ackerson" and the results get crowded by an unrelated hockey player. The good news — that namesake is **weakly established**, not a megastar. An owned, schema-rich entity home on his exact name will overtake it quickly. The plan:

- ▶ An owned domain on his exact name (ajackerson.com) — **done today**.
- ▶ Person schema with name "AJ Ackerson", alternateName "Alex Ackerson", and sameAs linking his real IG + TikTok — **done today**.
- ▶ Consistent name-plus-"dunker" usage across every post and bio, so the machines bind the right entity to the right person.
- ▶ Third-party mentions (a Dunk Talk feature, dunk-channel tags) that repeat the AJ-Ackerson-the-dunker association.

What the dunk world already says about AJ's dunks.

The first audit scored "Press & Entity Signal" a 1/20 because none of this was collected anywhere. It exists — it was just scattered across comment sections. Here is the evidence, pulled from reactions on AJ's own sessions, organized by weight.

TIER 1 — VOICES THAT CARRY WEIGHT IN THE DUNK WORLD

"Bro the dunks are so good." **PRO DUNKER**

Dylan Haugen — professional dunker, host of The Dunk Talk podcast, athlete in Shaq's DunkMan League · commenting on AJ's J-Rich Eastbay reel

"Let's go!!! See you soon!" **OFFICIAL**

The Dunk Camp (official account) — reacting to AJ's final session before the 2026 camp. AJ's pre-camp clip was also liked by the camp's official account.

TIER 2 — THE DUNK COMMUNITY

"Sick session! Amazing vertical jump."

load.manager · dunk community, Instagram

"Bro what the heck — crazy session."

carrascomalachi · dunk community, Instagram

"You're looking in amazing form."

r1seaboveitall · dunk community, Instagram

"Bro is cooking lately."

cj_jumps · dunk community, Instagram

"OMG yesirrr" · "WHOLLY! Getting up there" · "Finna go fed"

chunpok.dunks · pearson_al21 · 555spazz · harish_dunks · recurring hype from fellow dunkers across multiple sessions

FOLLOWED & BACKED BY

Followed by @dunktalks (The Dunk Talk podcast) · liked/retweeted by @thedunkcamp · engaged by @gatewaygrowth_

The accounts that follow and engage AJ are inside the real dunk ecosystem — not bots, not strangers. That's the network effect a Knowledge Panel reads as authority.

Why this matters: Search engines and sponsors trust third-party voices more than anything you say about yourself. AJ already has them — from a pro dunker and an official camp, no less. Consolidating this proof onto his entity home (done) and earning one real feature (next) is what moves "Press & Entity Signal" from a 1 to a 15.

The entity home: ajackerson.com

Move #1 from the first audit — "a home base Google and AI can read" — is done. Here's exactly what shipped.

✓ **Owned domain on his exact name**

ajackerson.com — registered and pointed at managed hosting, live with SSL. The right "AJ Ackerson" now has a place to land.

✓ **Full-bleed athlete entity home**

A custom homepage: hero with the 5'8" hook, a stats bar, his story, the arsenal, an embedded highlight reel of his real dunks, the proof ledger, and a booking / sponsor CTA.

✓ **His real dunks, embedded**

Four live Instagram reels — the first J-Rich Eastbay, the Dunk Camp prep session, a 360 Eastbay session, and a clean windmill — play right on the page. Real proof, not stock.

✓ **Person schema + sameAs (the KP foundation)**

Structured data declares him as a Person named "AJ Ackerson" (alt: "Alex Ackerson"), a dunker, 5'8", who knows dunking and trains with THP — with sameAs links binding his Instagram and TikTok into one entity.

✓ **The proof ledger, "What People Are Saying"**

The community quotes above are now a section on the site — the scattered evidence, finally consolidated where searchers and sponsors see it first.

✓ **Faith woven in, honestly**

The 2 Timothy 1:7 verse and the "power, love, and self-discipline" theme anchor the story — true to who AJ is.

The next moves, in the order that compounds fastest.

The foundation is live. These are the levers — most of them free — that turn a built entity into a found, trusted, and bookable one.

- 1 Feed the home base — content repurposing**

Every session AJ already films becomes a post, a clip, and a short write-up on ajackerson.com. The footage is the raw material; the site turns it into search-indexable proof that keeps working long after the trend passes. Target: one new piece a week.
- 2 Grow the audience he already has**

719 real followers with a pro dunker and an official camp in the comments is a strong base. Post the best clips consistently, cross-post IG → TikTok (@aj.dunks), and tag the dunk community. This is the #1 score-mover.
- 3 Land one third-party feature**

The first audit named it: a **Dunk Talk** episode is the start. One feature from a podcast or dunk channel gives the machines and sponsors something independent to trust — and AJ already knows the host (Dylan Haugen).
- 4 Verify & claim — the Knowledge Panel**

Submit the entity home to Google Search Console, let the Person schema index, then claim the Knowledge Panel once it appears. Correct AI answers about "AJ Ackerson the dunker" follow the same structured-data trail.
- 5 Keep tuning with Claude**

The site is built to be managed conversationally — new deals, new dunks, new sponsors. AJ (or his admin) just tells Claude what changed, and the entity home stays current. Instructions are in the handoff.

Why this matters. Every booking, sponsorship, and paid gig starts the same way: someone looks AJ up. Build the entity, get found and trusted, and that turns into brand partnerships, paid appearances, and dunk shows. The Google Knowledge Panel is the milestone that proves the machines — and the sponsors — take him seriously.

NOW GO GET FOUND

ajackerson.com is live. The rest is reps.

Dunking deserves to be documented and seen — and so does AJ.