hudl

BLITZ21

ESSENTIALS GUIDE

VOL. 2

CONTENTS

CREATING GREAT TENDENCY CHARTS QUICKLY
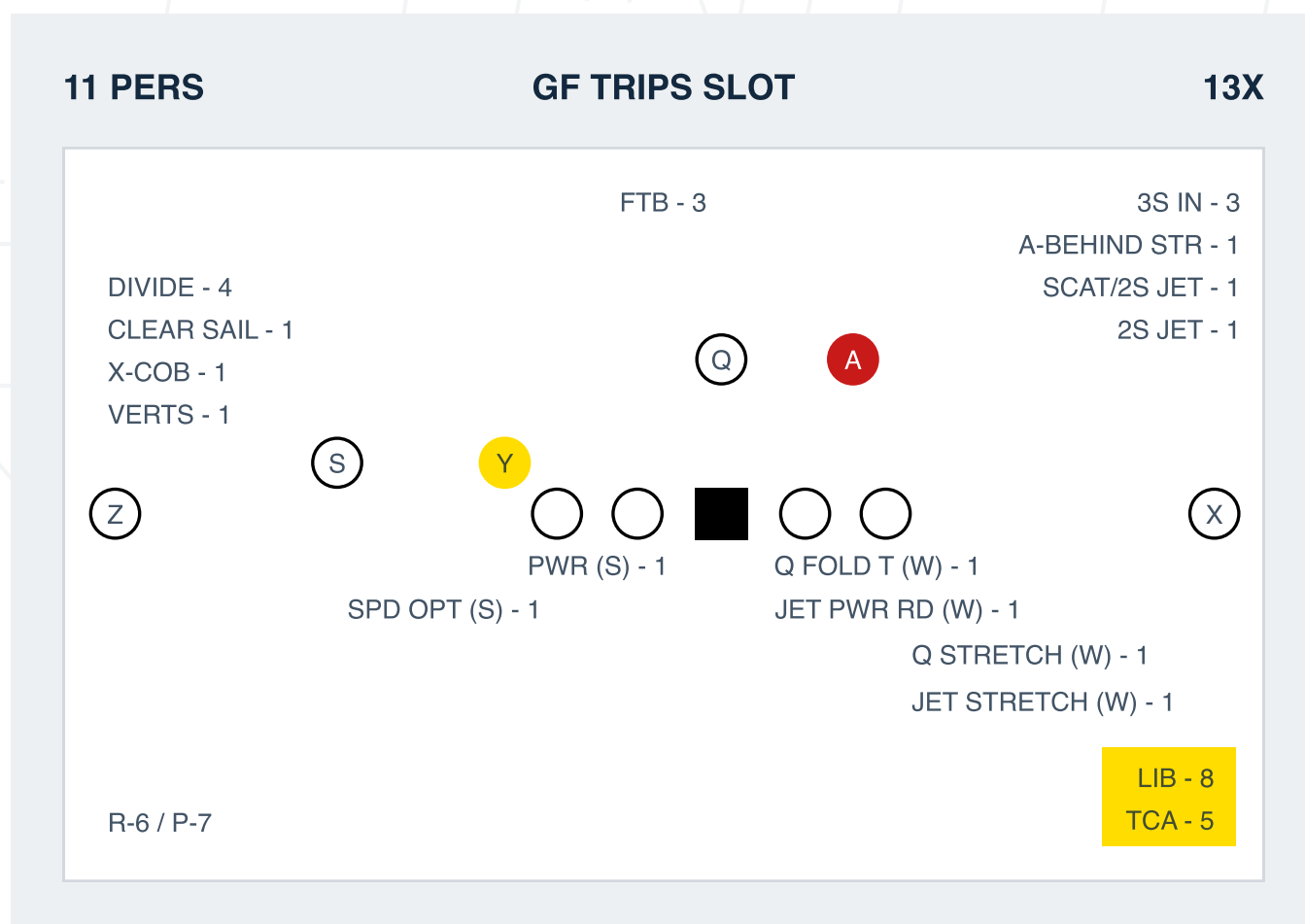
The renowned defensive guru and **author of five books** held court at Blitz '21 **as part of a defensive roundtable**. Here, he shows you some simple ways to make game-breaking discoveries in your tendency data. Be sure to follow his X&O's deep dives **on his Twitter account** as well as his popular **Match Quarters newsletter** for even more food for thought.

CODY
ALEXANDER

**Life Waxahachie
High School (Texas)**

The use of a hit chart for a defense can allow a coaching staff to quickly decide how to align to a certain formation based on how the offense uses it. If a staff has the capacity, someone can use the data entered into Hudl to create visual images of how teams align, and the plays ran (below).

Most people are visual learners, so it makes sense to create visuals for both coaches and players.

11 PERS   **GF TRIPS SLOT**   **13X**

FTB - 3

3S IN - 3
A-BEHIND STR - 1
SCAT/2S JET - 1
2S JET - 1

DIVIDE - 4
CLEAR SAIL - 1
X-COB - 1
VERTS - 1

Q   A

S   Y

Z   PWR (S) - 1   Q FOLD T (W) - 1   X
SPD OPT (S) - 1   JET PWR RD (W) - 1

Q STRETCH (W) - 1
JET STRETCH (W) - 1

LIB - 8
TCA - 5

R-6 / P-7

As more offenses across the country transition to a two-back, Y-off base, the backfields have just as much tendency data as the actual formation. By labeling the backfield separate from the formation, you can use the data in Hudl Beta to quickly create tendency charts for the various two-back alignments. From there, you can then look at how wide receiver placement (Where is player "X"?) and alignment (Is the No. 2 on the ball?) to create passing or play-action/RPO tendencies.
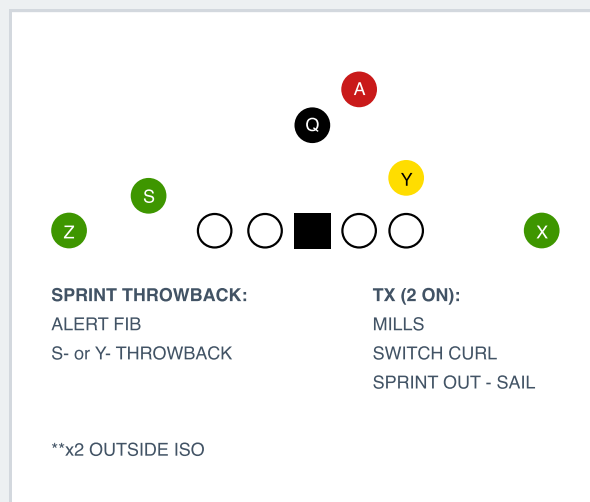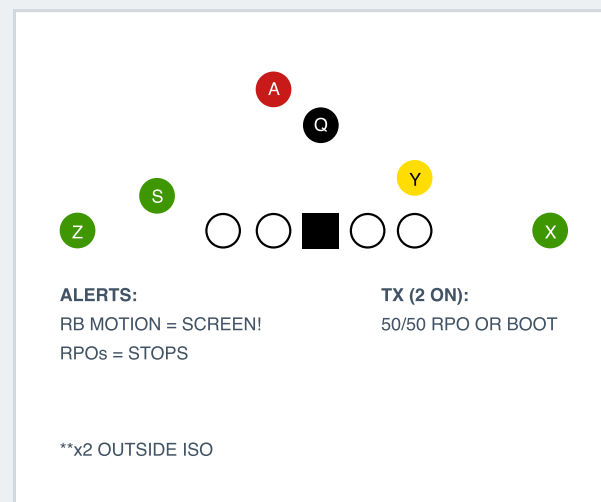
11 P   GNK TW OP
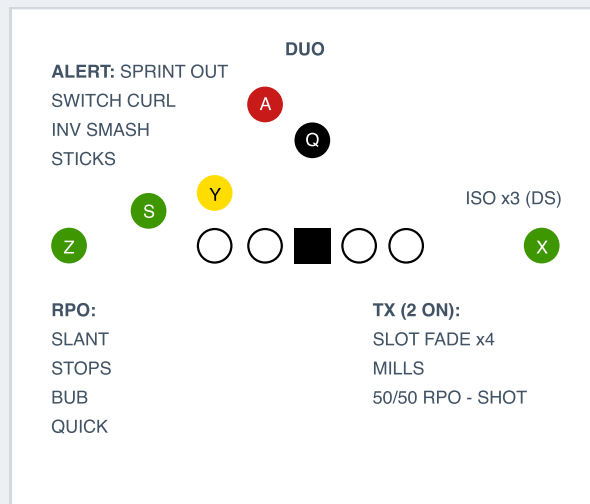
DUO

ALERT: SPRINT OUT
SWITCH CURL
INV SMASH
STICKS

ISO x3 (DS)

RPO:
SLANT
STOPS
BUB
QUICK

TX (2 ON):
SLOT FADE x4
MILLS
50/50 RPO - SHOT

11 P   GNP TW OP

PWR

RPO HEAVY:
BUB
STOPS
SLANT
SWITCH

**1/11 DBP

TX (2 ON):
FADE / WHEEL
SLOT FADE
RPO x3 (QUICK)

11 P   GFK TW OP

SPRINT THROWBACK:
ALERT FIB
S- or Y- THROWBACK

TX (2 ON):
MILLS
SWITCH CURL
SPRINT OUT - SAIL

**x2 OUTSIDE ISO

11 P   GNP TW OP

ALERTS:
RB MOTION = SCREEN!
RPOs = STOPS

TX (2 ON):
50/50 RPO OR BOOT

**x2 OUTSIDE ISO
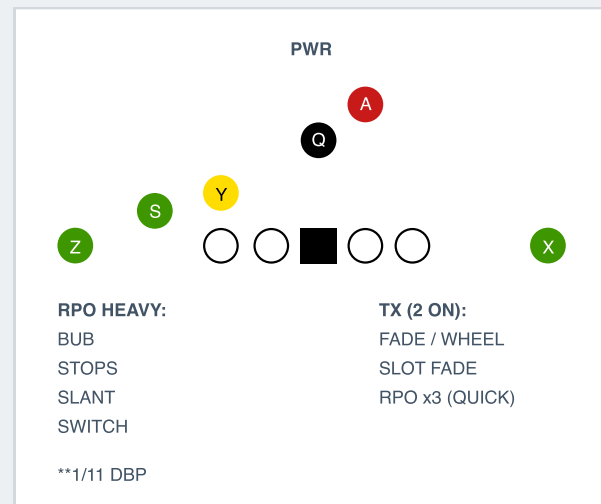
When I sit down to break down an offense, I create a chart from Hudl Beta exactly like the one above. In this example, the offense we were facing had four main backfield alignments and would periodically place the No. 2 receiver on the ball. By selecting the backfield tag from the Beta choices I could quickly move into a more detailed breakdown. That's something a data print-out just can't do.

The first thing I look for is the back placement, and then I draw the formation. From there, I look at the top overall play and the run/pass percentage. If there is a tendency, I write the No. 1 play on top of the formation.

Below, we will analyze the STK (Stack Strong) backfield alignment. In this backfield, the offense had an overwhelming tendency to run Duo, so I placed the concept's name on top of the formation. I use this data to then illustrate to my defenders what to expect.

11 P   **GNK TW OP**

DUO

ALERT: SPRINT OUT
SWITCH CURL
INV SMASH
STICKS

A
Q
Y
S
Z

ISO x3 (DS)

X

RPO:
SLANT
STOPS
BUB
QUICK

TX (2 ON):
SLOT FADE x4
MILLS
50/50 RPO -
SHOT
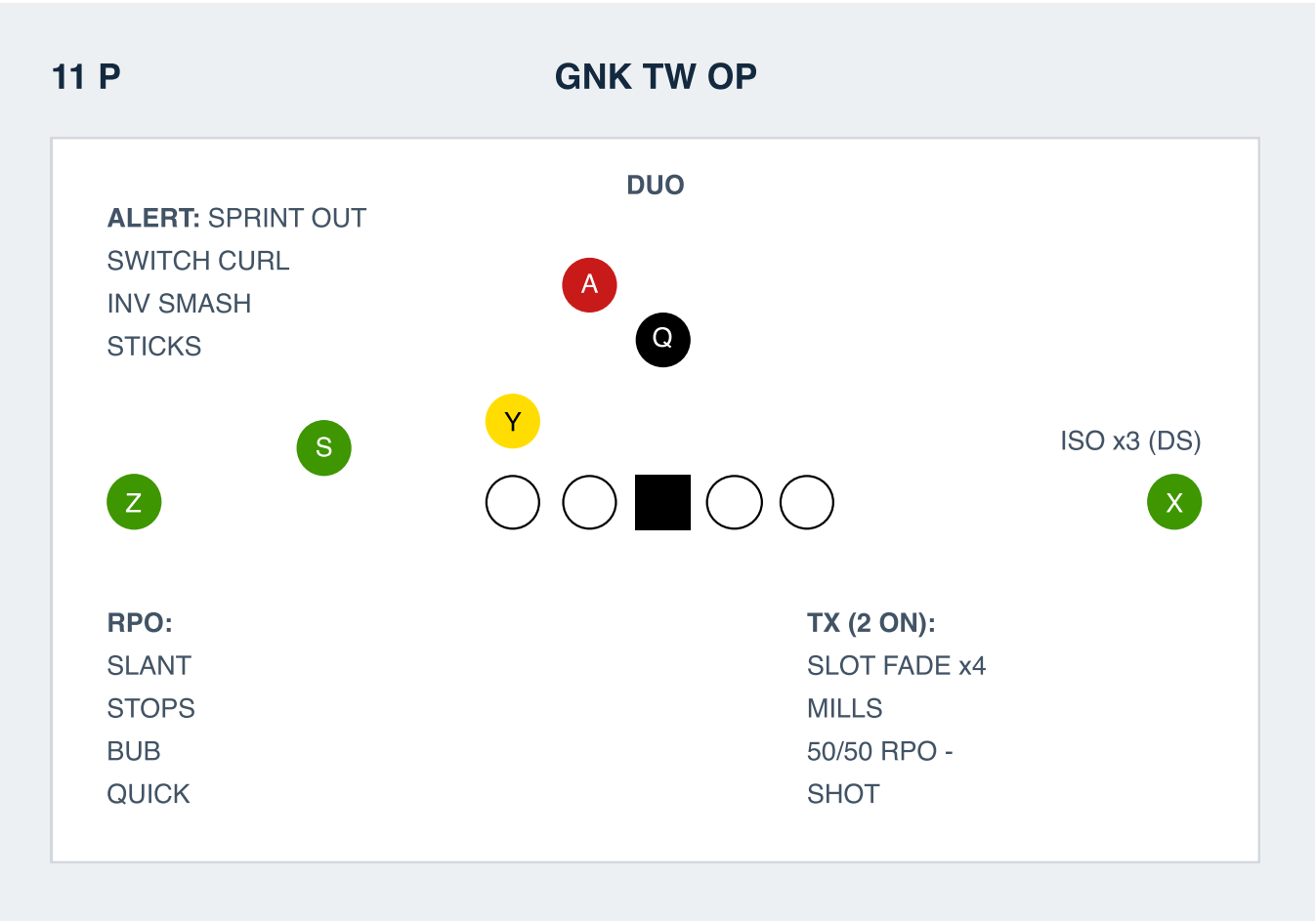
Going further, I took a look at their passing concepts from this formation. As you can see in the picture, I started an "alert," or something for the players to be cognizant of when the offense aligns in this formation. Many offenses use a "stacked" backfield to help block the perimeter in a sprint-out, and this offense was no different. Below the note, I placed the top three route combinations, so we could practice those during the week.

As with most modern offenses, the play-action/RPO game was in heavy use from this look. In this particular alignment, the offense used the stacked backfield to run RPOs off the "Duo" run action. I took note of the top route combinations using the Beta tags we had built into our breakdowns (below).
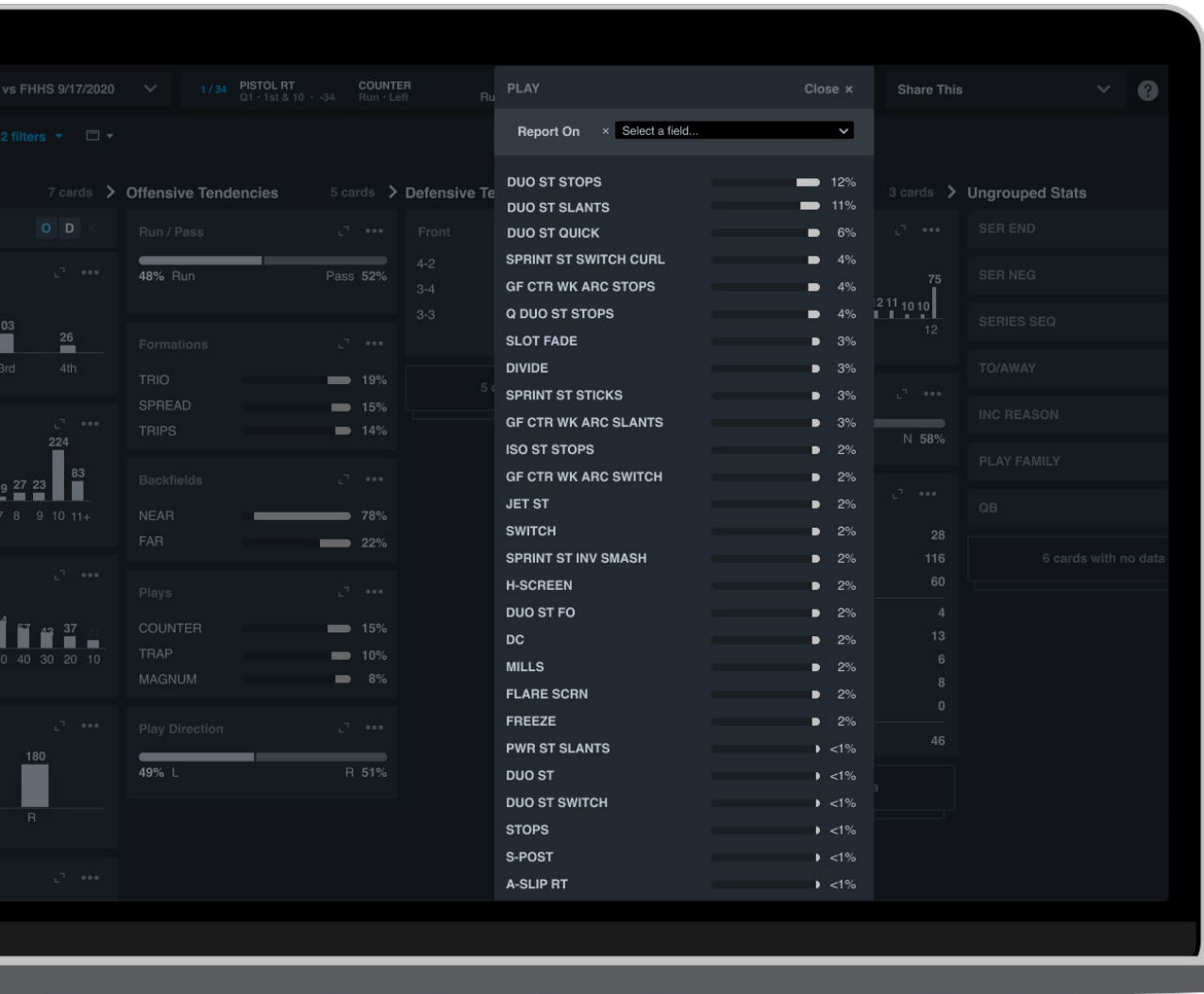
The final step in the process was to look at tendencies when the No. 2 receiver was on the ball. Data that was found is written in green. Underneath the "TX" (Twix – formation tag) label I wrote out what to expect. Slot Fade was run four times along with the "Mills" or "Double Post" concept.

Lastly, I noted that it was 50/50 RPO or a deep shot (pass over 20 yards). Knowing this information helps the defenders—especially the secondary —know what to expect. If No. 2 is on the ball, I need to watch his departure, so I know if this is an RPO (usually an intermediate and in-breaking route) or deep shot (slot fade).

This is just one example of how Beta can quickly allow you to look up pertinent information. The key is to create specific data points that you need. Obviously, the example I used was a larger scale hit chart, but you can create pin-point notes according to what your position group needs.

For instance, I use Beta to quickly look up where all the deep shots are located, what down and distance they occur on, and who is the primary target. This information is vital to my defensive backs.
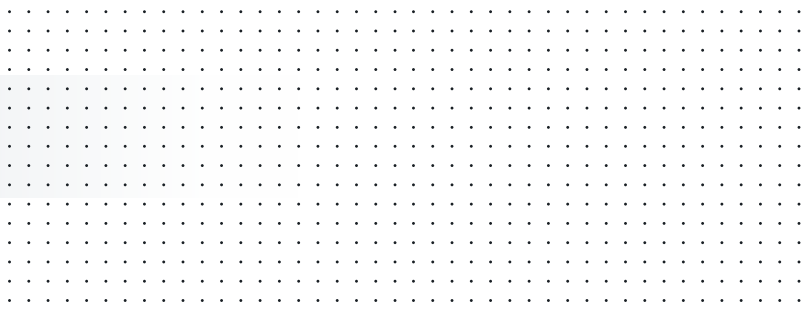
Once I've created a hit chart in my journal, I then take a look at the passing data. Using the target data, I can look at where the passes are going. For this particular team, 65 percent of their passes came on the front side of the formation – and of those passes, 45 percent came to the slot (No. 2). This is important information to have when looking at building a defensive game plan, and something that directly correlates to the players.

From there I look at the shot tape. Where are the passes going? What routes are being run? What side are they being thrown to?

The final data point I look at is down and distance. This offense basically had one formation with four different backfield types. Using Beta, I selected each unique backfield type and selected the down. Using that data, I wrote notes for myself to relay to the coaches and players.

One major tendency that came from this was when the tailback was set to the two-receiver side, but the tight end was weak ("WK"), the offense called an RPO 94 percent of the time. This glaring tendency allows you to build checks for certain formations and helps you build a practice plan.

In red ink, I wrote down passing tendencies that needed to be discussed, and relayed to my players. All this was done with only a couple clicks.

|					
0n0	STX:	1st =	70%	RPO (stops/starts)	<—8rkt w/ Sam COP
		2nd =	Alert	75% RPO/PAP (Starts or Shots)	
		3rd =	Alert	SPO (3 1-3 = RPO / 35+ PAP / 5pO)	
PWR	WK:	1st =	94%	RPO (Stops = TW / Quick = TX)	<—SPK = Switch
		2nd =	100%	RPO —> Slot 5/6	
		3rd =	100%	Pass —> Slot 3/4	
PWR / ISA	ST:	1st =	50%	RPO (Stops) —> X 3/4	
		2nd =	73%	Run (Stretch)	
		3rd =	Alert Pass		
	WNP:	1st =	Pass =	Switch Curl / Vents —> Slot 3/3	
		2nd =	Alert Shots		
		3rd =	A+ =	Pass —> Slant Shots	

Hudl Beta allows a defensive coach to quickly cut the fat from all the data that is created in a breakdown. Whether you are a secondary coach looking for passing tendencies, or the defensive coordinator looking to build your defensive game plan, using Beta cuts a lot of time off your meetings.

To be clear, a defensive staff needs to create a specific set of data points that they are trying to look at, and define what a tendency is. To me, anything over 75 percent is a tendency, and I try to use simple data points that tell me exactly what the offense is.

If interested in my entire breakdown process, **I have a series on CoachTube** that shows you how to approach an opponent breakdown.

FIVE USEFUL CUSTOM COLUMNS
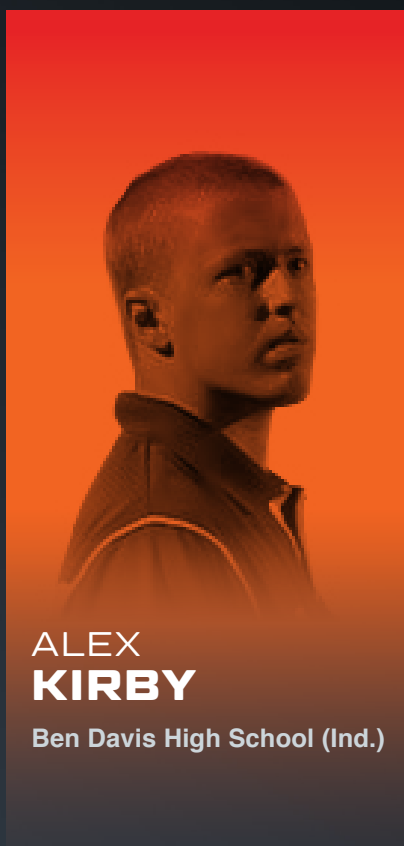
Kirby, whose deep analytical dives fuel the Giants as one of the Hoosier State's top programs, spoke at Blitz '21 about **what he likes about he Hudl Beta**. Be sure to check out all of his work at **Throw Deep Publishing** including his acclaimed 2020 offensive breakdowns of **Coastal Carolina** and **BYU**, and his popular book, **Breaking Into Coaching With No Experience: Everything You Need to Know To Provide Value on Day One**.

ALEX
KIRBY

Ben Davis High School (Ind.)

We're no strangers to success at Ben Davis, reaching the Indiana 6A Final Four in 2020. But we also play a lot of teams with incredibly creative coaches, which makes film analysis super critical to any success we have.

The ability to add custom columns to our breakdown lets us tailor the reports we need to the specifics of each opponent. Here are a few of the custom columns we get the most use out of:

Route Thrown

This is pretty self-explanatory. You can also create a separate column and chart who was targeted on the throw (which we usually do). This gives you a very good idea of how the play caller likes to use each weapon in his arsenal.

RB Depth

This can be a major run-pass tip for teams that operate primarily out of shotgun. We spend a lot of time scouting backfield alignments, depth and personnel for tendencies. Not every team has these tells, but many do. We'll mark most depths as "Up", "Even", or "Back".

Defender

Use this column to chart the number of the nearest defender to the pass when it was caught. (Ex. "29" if the DB defending the pass is No. 29). When a man is wide open, we'll mark it "uncovered". This helps you understand whether your opponent likes to pick out specific defenders to attack with the pass.

Signal

We don't film opponent signals, but sometimes opponents will send film with their own signals visible during the flow of the game. It's not something we spend a lot of time on, but we'll mark an "X" in this column if there's visible signals on film. Depending on how many there are, sometimes we're able to decipher certain calls that help us.

Scramble Drill

We'll mark an "X" in this column whenever the quarterback is forced to move around in the pocket (other than designed boots and rollouts). We'll pay attention to whether he actually takes off, gets sacked or just has to run around a bit and throw it away. This gives us a good gauge of how he responds to pressure, and which receiver is his go-to option in these situations. ▰▱

STUDYING THE Y + TAILBACK RELATIONSHIP FOR RUN TENDENCIES

The uber-talented defensive coordinator, who helped lead Jenks to its 17th state title in 2020, **spoke at Blitz '21 on a variety of defensive topics**. Here, he goes further into a key tendency that tells a lot about the run, and how you can implement this tactic in your program.

ADAM
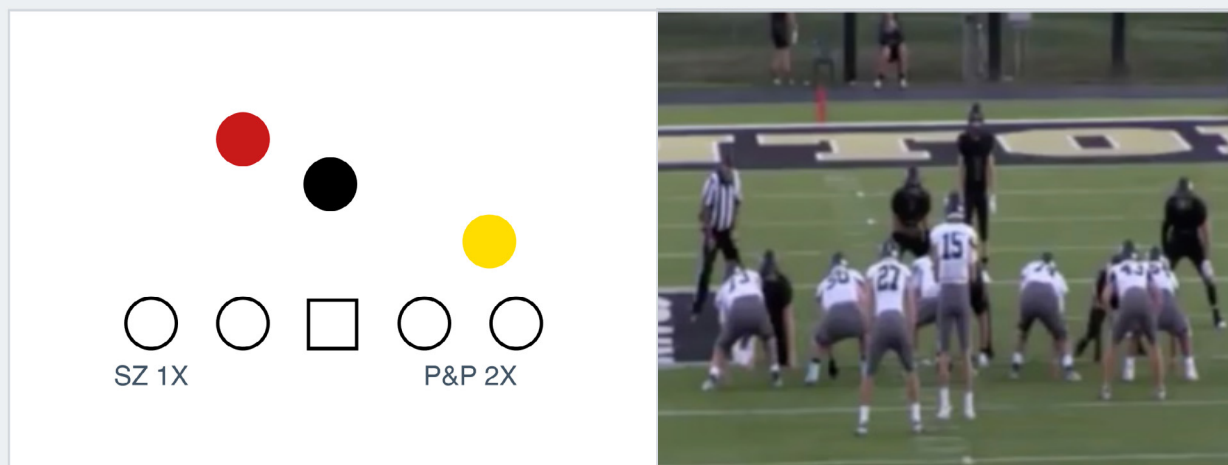**GAYLOR**

Jenks High School (Okla.)

Gus Malzahn's spread run game has been trending in high school football for well over a decade. One of the keys to this style of offense has been the alignment of the "Sniffer." This offense is typically based out of 11 personnel but relies heavily on moving the Y, or the "Sniffer," around in the formation.

Custom Hudl reports help us put together our run game hit chart for our players. With these reports, we're able to analyze our opponents' run game tendencies based on the relationship of the running back and the Y/Sniffer.

HAR-BER RUN HIT CHART

FORMATION: PRO/LOW NEAR SNUG MINUS
TOTAL: 3 RUNS OUT OF 10 PLAYS

We use two major custom columns in our breakdown to help us determine run game tendencies based on the relationship of these two positions:

Backfield 2

In this column, we'll input the alignment of the Y/Sniffer in relation to the run strength using one of these tags:
- Near — Aligned to running strength.
- Far — Aligned away from running strength.
- Home — Aligned directly behind the quarterback

We'll also input the running back's alignment in relation to the run strength in this column, using one of these tags:
- Plus — Offset towards running strength
- Minus — Offset away from running strength
- Pistol — Directly behind quarterback out of shotgun
- Dot — Directly behind quarterback under center

Backfield 3

We will put data in this field if the Y is aligned within the core of the offensive formation and there's a running back within the core. This data tells us the horizontal alignment of the Y/Sniffer. We'll use one of three terms:
- Seal — Alignment is outside of the offensive tackle.
- Snug — Alignment crosses the body of the offensive tackle.
- Sniff — Alignment is from the B gap to the center.

The second data point in this column is the vertical alignment of the running back, labeled at three different depths:
- 0 — Aligned even with the quarterback.
- 1 — Aligned in front of the quarterback.
- 2 — Aligned behind the quarterback.
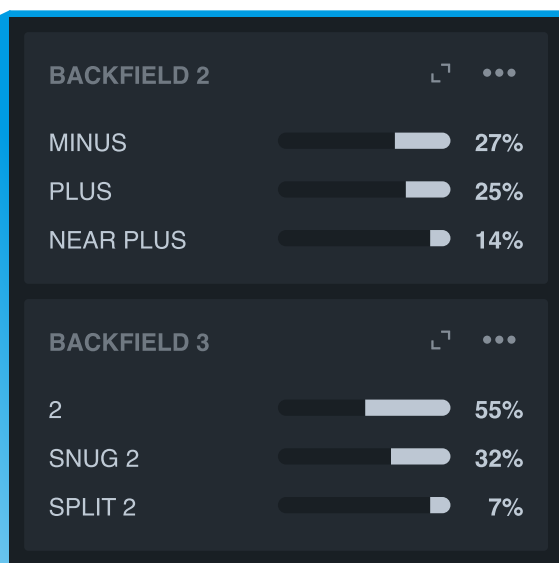
The ability to create Hudl custom columns allows us to utilize the analytics needed to produce our run game hit chart. This allows us to easily navigate the Hudl Beta to create documents to share with our players that gives them a huge advantage in understanding our opponents run game tendencies.

NEW FOR FOOTBALL

Hudl Focus Outdoor

The Hudl Beta is just the start of Hudl's future.
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Schedule recordings from your mobile device. The film's ready to review in Hudl when it's over.

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