



YOU
TUBE

Career
Production

DECAL

Lecture 4
Career Production

FACILITATORS: MEGHANA AND ZEHRA

Chapter 2 - Becoming An Influencer

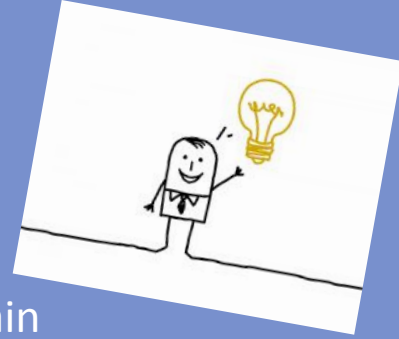


Slide by
Zehra

“Just A Dream” by Nelly - Sam Tsui & Christina Grimmie Produced by Kurt Hugo Schneider

Chapter 2 - Becoming An Influencer

- Create a Pitch
 - Written for someone once, it is very easy to do it again
 - The hard part is not crafting the pitch
 - Finding the right person to reach out to.
 - You have to provide the guest blogs for free, complete with images, but it is worth it for the exposure and a link to your website and to get in front of their audience.



Chapter 2 - Becoming An Influencer

- Generally, start with people you know → Build Portfolio
- Do Little Competitive Analysis
 - Start by picking the top ten people in your industry. Google their names individually along with terms
- Find People
 - Directly Tweet
 - Find resources of individuals advertise with people they have worked with
 - Most of the people managing focused social media accounts or public figure social media accounts for a business also manage the blog.



Chapter 2 - Becoming An Influencer

- Influencers who know what they're doing reach out to people every day.
- Most people guest blog/ feature so they can get links to their website.
- Make sure you are pitching the right person
 - Not? Wasting time
 - There needs to be something in it for them
 - Why it's worth the time to let you post that content instead?
 - Remember: They have likes, interests and goals

Chapter 2 - Becoming An Influencer

Author: For example, I love to surf, play soccer, and I want to build traffic to our website. So if you knew that about me you could pitch me by saying:

EXAMPLE

Hi John, I noticed you are a big surfer and went to UC Santa Cruz. I love surfing in Santa Cruz. The waves are amazing! Did you surf much while you were there in college? I sent you a Santa Cruz hat in the mail as small thanks for considering my email. I am a big fan of your work at <insert magazine>. I am reaching out to you because I have a post that is going to generate a lot of traffic for your site. The post is...

Chapter 2 - Becoming An Influencer

- Really appreciate someone going the extra mile
 - Same time not being too over the top or desperate.
- They are being pitched by thousands of people a day
 - Have an unique angle or a connection
- If you have a common acquaintance or a similar interest,
 - Help you get noticed → Mention the mutual acquaintance or interest when you reach out.
- No matter what, it cannot be promotional content for your company.
 - It needs to fit with their theme.
- Labeled as an advertorial or sponsored post – which is okay, but is also slightly different.
 - Government's Endorsement Guidelines





Chapter 2- SEO

→ SEO

- ◆ What is it?
- ◆ Why use it?



► alternative meat, BEGIN, data-x, empower students, Global Venture Lab, GVL, labs, scet, summit, whats next

ON-THE-PAGE FACTORS

These elements are in the direct control of the publisher

CONTENT

Cq	QUALITY	Are pages well written & have substantial quality content?
Cr	RESEARCH	Have you researched the keywords people may use to find your content?
Cw	WORDS	Do pages use words & phrases you hope they'll be found for?
Cf	FRESH	Are pages fresh & about "hot" topics?
Cv	VERTICAL	Do you have image, local, news, video or other vertical content?
Ca	ANSWERS	Is your content turned into direct answers within search results?
Vt	THIN	Is content "thin" or "shallow" & lacking substance?

ARCHITECTURE

Ac	CRAWL	Can search engines easily "crawl" pages on site?
Ad	DUPLICATE	Does site manage duplicate content issues well?
Am	MOBILE	Does your site work well for mobile devices & make use of app indexing?
As	SPEED	Does site load quickly?
Au	URLS	Do URLs contain meaningful keywords to page topics?
Ah	HTTPS	Does site use HTTPS to provide secure connection for visitors?
Vc	CLOAKING	Do you show search engines different pages than humans?

HTML

Ht	TITLES	Do HTML title tags contain keywords relevant to page topics?
Hd	DESCRIPTION	Do meta description tags describe what pages are about?
Hs	STRUCTURE	Do pages use structured data to enhance listings?
Hh	HEADERS	Do headlines & subheads use header tags with relevant keywords?
Vs	STUFFING	Do you excessively use words you want pages to be found for?
Vh	HIDDEN	Do colors or design "hide" words you want pages to be found for?

THE PERIODIC TABLE OF SEO SUCCESS FACTORS

Search engine optimization — SEO — seems like alchemy to the uninitiated. But there's a science to it. Below are some important "ranking factors" and best practices that can lead to success with both search engines and searchers.

ON-THE-PAGE SEO

OFF-THE-PAGE SEO

CONTENT	ARCHITECTURE	HTML	TRUST	LINKS	PERSONAL	SOCIAL
Cq ⁺³ Quality	Ac ⁺³ Crawl	Ht ⁺³ Titles	Ta ⁺³ Authority	Lq ⁺³ Quality	Pc ⁺³ Country	Sr ⁺² Reputation
Cr ⁺³ Research	Ad ⁺² Duplicate	Hd ⁺² Description	Te ⁺² Engage	Lt ⁺² Text	Pl ⁺³ Locality	Ss ⁺¹ Shares
Cw ⁺² Words	Am ⁺² Mobile	Hs ⁺² Structure	Th ⁺² History	Ln ⁺¹ Numbers	Ph ⁺³ History	
Cf ⁺² Fresh	As ⁺¹ Speed	Hh ⁺¹ Headers	Ti ⁺¹ Identity	Vp ⁻³ Paid	Ps ⁺² Social	
Cv ⁺² Vertical	Au ⁺¹ URLs	Vs ⁻² Stuffing	Vd ⁻¹ Piracy	Vi ⁻³ Spam		
Ca ⁺¹ Answers	Ah ⁺¹ HTTPS	Vh ⁻¹ Hidden	Va ⁻¹ Ads			
Vt ⁻² Thin	Vc ⁻³ Cloaking					

FACTORS WORK TOGETHER

All factors on the table are important, but those marked 3 carry more weight than 1 or 2. No single factor guarantees top rankings or success, but having several favorable ones increases the odds. Negative "violation" factors shown in red harm your chances.

OFF-THE-PAGE FACTORS

Elements Influenced by readers, visitors & other publishers

TRUST

Ta	AUTHORITY	Do links, shares & other factors make site a trusted authority?
Te	ENGAGE	Do visitors spend time reading or "bounce" away quickly?
Th	HISTORY	Has site or its domain been around a long time, operating in same way?
Ti	IDENTITY	Does site use means to verify its identity & that of authors?
Vd	PIRACY	Has site been flagged for hosting pirated content?
Va	ADS	Is your content ad-heavy, especially "above-the-fold"?

LINKS

Lq	QUALITY	Are links from trusted, quality or respected web sites?
Lt	TEXT	Do links pointing at pages use words you hope they'll be found for?
Ln	NUMBER	Do many links point at your web pages?
Vp	PAID	Have you purchased links in hopes of better rankings?
Vi	SPAM	Have you created links by spamming blogs, forums or other places?

PERSONAL

Pc	COUNTRY	What country is someone located in?
Pl	LOCALITY	What city or local area is someone located in?
Ph	HISTORY	Has someone regularly visited your site or socially favored it?
Ps	SOCIAL	Has someone or their friends socially favored the site?

SOCIAL

Sr	REPUTATION	Do those respected on social networks share your content?
Ss	SHARES	Do many share your content on social networks?

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Learn More: <http://xatnd.com/seoable>

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Chapter 2 Steps to the best SEO

- SEO is a marketing technique that helps grow visibility organically.
1. Relevancy
 - a. Searcher's location
 - b. Timing
 - c. Search history
 2. Quality of content
 - a. Videos
 - b. Articles



Chapter 2 Steps to the best SEO

3. User Experience

Easily navigated website

“One click rule”

4. Site Speed

5. Cross-device compatibility

6. Internal Linking

7. Authority



Chapter 2 Steps to the best SEO

8. Meta descriptions and title tags

9. Schema markup (what appears on the search engine

10. Properly tagged images

11. Domain names

12. Headlines and permalinks

13. Comments

14. Local SEO- location based



Chapter 2 Steps to the worst SEO

1. Keyword 'stuffing' turns into fluff
2. Excessive link exchange- simple is always better
3. Unnecessary or irrelevant ads
4. If you present mobile visitors with a full screen advert to download app, Google will read that the app is not mobile friendly
5. Duplicated content



Pitching

1. Definition

An **advertising pitch** describes the proposals of an **advertising** agency to promote a product or service. The **pitch** states the objectives for the campaign and describes how the campaign will deliver its intended results.



Pitching

When to pitch?

- Looking for partners
- Looking for investors
- Hiring a team

What to pitch?

- You are selling yourself
- Discussion: What's an elevator pitch
- Like a Cover Letter

Midterm

Grade Based On Presenting to Class & Content in Presentation

Due & Present: October 16th at 3pm

Email Directly To Either Facilitator (Find On Website)

Answer the Following Questions:

- Biography of YouTuber:
- Net Worth & Type of Influencer
- Consistency & Target Audience
- Proof YouTuber Achieves 6 Concepts of Influence Psychology
- YouTuber's Business Empire Focus Within Industry
- Ups & Downs: Struggles of the YouTuber in Career (Possible Advocation, Neglect to Understand Audience, or Giving Back To Community)
- One Link to One YouTuber's Video
- UPDATE ON GROUPS: 9 GROUPS OF 3 ONE GROUP OF 4



MIDTERM SIGN UPS

<https://docs.google.com/a/berkeley.edu/document/d/1AtRVhO3UTt1TxHfci1ovjRpk-BSoohbs3DhPwAzxHAk/edit?usp=sharing>

PLEASE EMAIL US YOUR DIGITAL INFLUENCER SO WE HAVE NO REPEATS!



Get into your midterm groups, if you can't find one today, join a group just for the exercise. Listen for instructions!



Thanks for coming! See you next week!