INDEPENDENT STUDY:

ONLINE ADS & DIGITAL MARKETING METHODS

KEVIN ORTIZ

POST-INTERNET PROJECT

GOAL:

TO APPLY THE MOST EFFECTIVE STRATEGIES FOR WEBSITE AND ONLINE ADS, ATTEMPTING TO ENSURE HIGH CONVERSION RATES THROUGH DATA-DRIVEN DECISION-MAKING AND TESTING.

PART 1
RESEARCHING METHODS

1. PRELIMINARY RESEARCH
I originally started the journey with preliminary research and watched the Reddit courses. I also looked at blog posts that covered the best methods, however, all the avenues missed practical advice and only complicated things.

2. TALKING WITH MICHAEL
I think meeting with someone with experience in this area was key in the pursuit. Michael did an amazing job in demystifying and simplifying everything.

3. KEYWORD & COMMUNITY RESEARCH
Finding keyword research and mediums is IMPORTANT, I wish I had more in this front.

PART 2
TESTING ADVERTISMENTS

1. TROUBLESHOOTING
Michael had suggested a $5 test which was spot on. This was a huge piece, as the website was not ready due to not having a privacy policy and other "issues."

2. TALKING WITH REDDIT REP.
Talking with the representative confirmed issues with the privacy policy and reinforced previously learned knowledge. I created the privacy policy shortly after.

3. TESTING CREATIVES
After testing, I found that preconceived winners had not performed as well as previously hypothesized. Subsequent tests only tested 2 creatives for higher impressions, after a recommendation from the Reddit representative

PART 3
ANALYZING RESULTS

1. ANALYZING CAMPAING WITH INITIAL TEST RUN
The initial test run performed better than the subsequent campaign due to fewer communities being selected (Confirming Michael's Theory).

2. COMPARING WITH INDUSTRY
Michael recommended finding simple industry standards, to compare. Which our ads performed below average in.

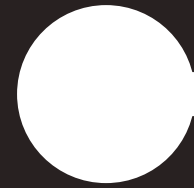### 3. WEIGHTED AVERAGE CREATIVES
To test creatives, each ad was weighted by the frequency and click-through rates across campaigns.

KEY TAKEAWAYS FROM MICHAEL

- REDDIT HAS THE BEST COST PER CLICK

- LINKEDIN IS GOOD BUT HAS HIGH COST PER CLICK.

- BROAD AUDIENCES HAVE MORE CLICKS/IMPRESSIONS, BUT LOW CONV.

- IMAGES ARE IMPORTANT FOR REDDIT

- A/B TESTING IS THE ONLY WAY OF KNOWING IF AN AD IS GOOD

- SPREADSHEETS WITH COST PER ACQUISITION AND CTR AGAINST INDUSTRY

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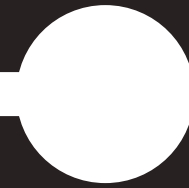
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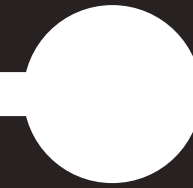
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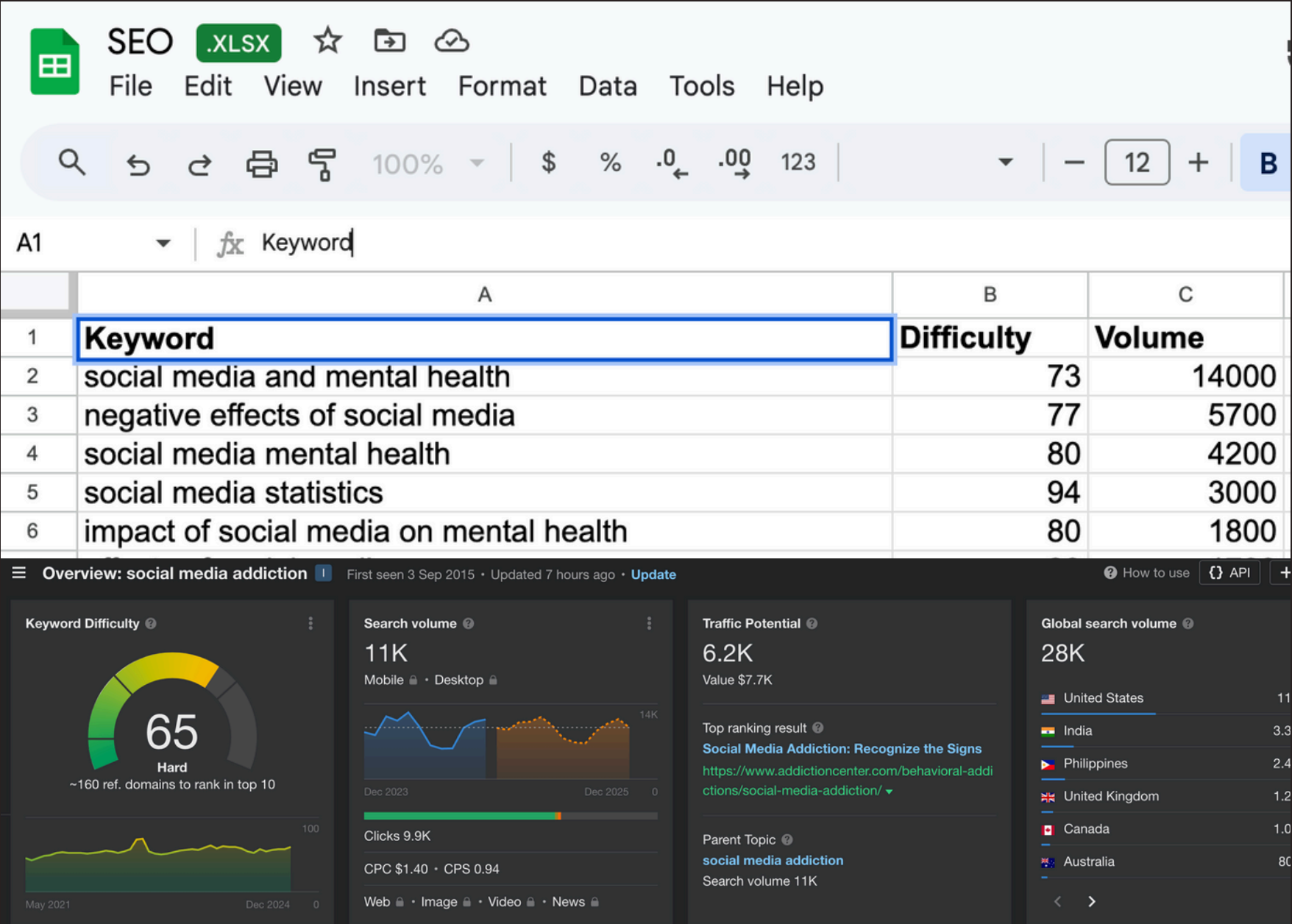
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KEYWORDS

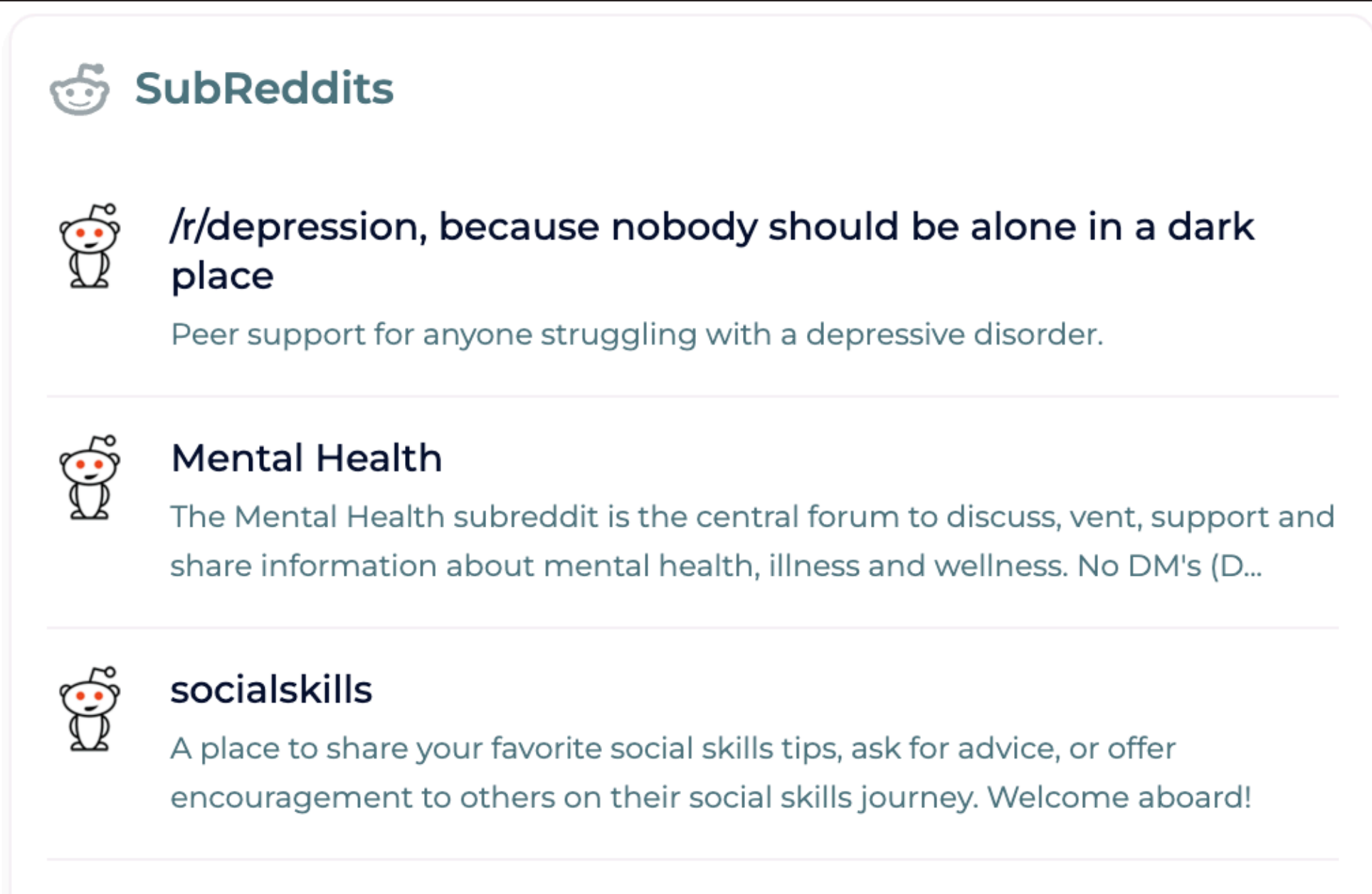"Pick words with low diff. & high vol. w/ tools like ahrefs"

1. SOCIAL MEDIA ADDICTION (SV11000)
2. SOCIAL MEDIA AND MENTAL HEALTH (SV14000)
3. TECH ADDICTION (SV5000)
4. DIGITAL DETOX (SV6000)

COMMUNITIES

Look for communities with high relevancy and volume w/ sparktoro

1. R/DIGITALMINIMALISM
2. R/NOSURF
3. R/DOPAMINEDETOXING
4. R/GETDISCIPLINED

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- SMALL BUDGET TESTING BEFORE RUNNING A LARGER CAMPAIGN.

- BROAD PSYCHOGRAPHICS RELATED TO MEDIA ADDICTION AND LIFESTYLE CHANGES

- TWO CREATIVES RECOMMENDED FOR BEST COMPARISON AND BUDGET MANAGEMENT.

- ENSURE PRIVACY POLICIES ARE VISIBLE AND TERMS ARE TRANSPARENT.

KEY TAKEAWAYS FROM REDDIT

PRIVACY POLICY

Privacy Policy

Thank you for choosing to be part of our community at Post-Internet Project ("Company", "we", "us", or "our"). We are committed to protecting your personal information and your right to privacy. If you have any questions or concerns about our policy, or our practices with regards to your personal information, please contact us at annie@postinternetproject.org.

When you visit our website https://www.postinternetproject.org/, and use our services, you trust us with your personal information. We take your privacy very seriously. In this privacy policy, we describe our privacy policy. We seek to explain to you in the clearest way possible what information we collect, how we use it and what rights you have in relation to it. We hope you take some time to read through it carefully, as it is important. If there are any terms in this privacy policy that you do not agree with, please discontinue use of our Sites and our services.

This privacy policy applies to all information collected through our website (such as https://www.postinternetproject.org/), and/or any related services, sales, marketing or

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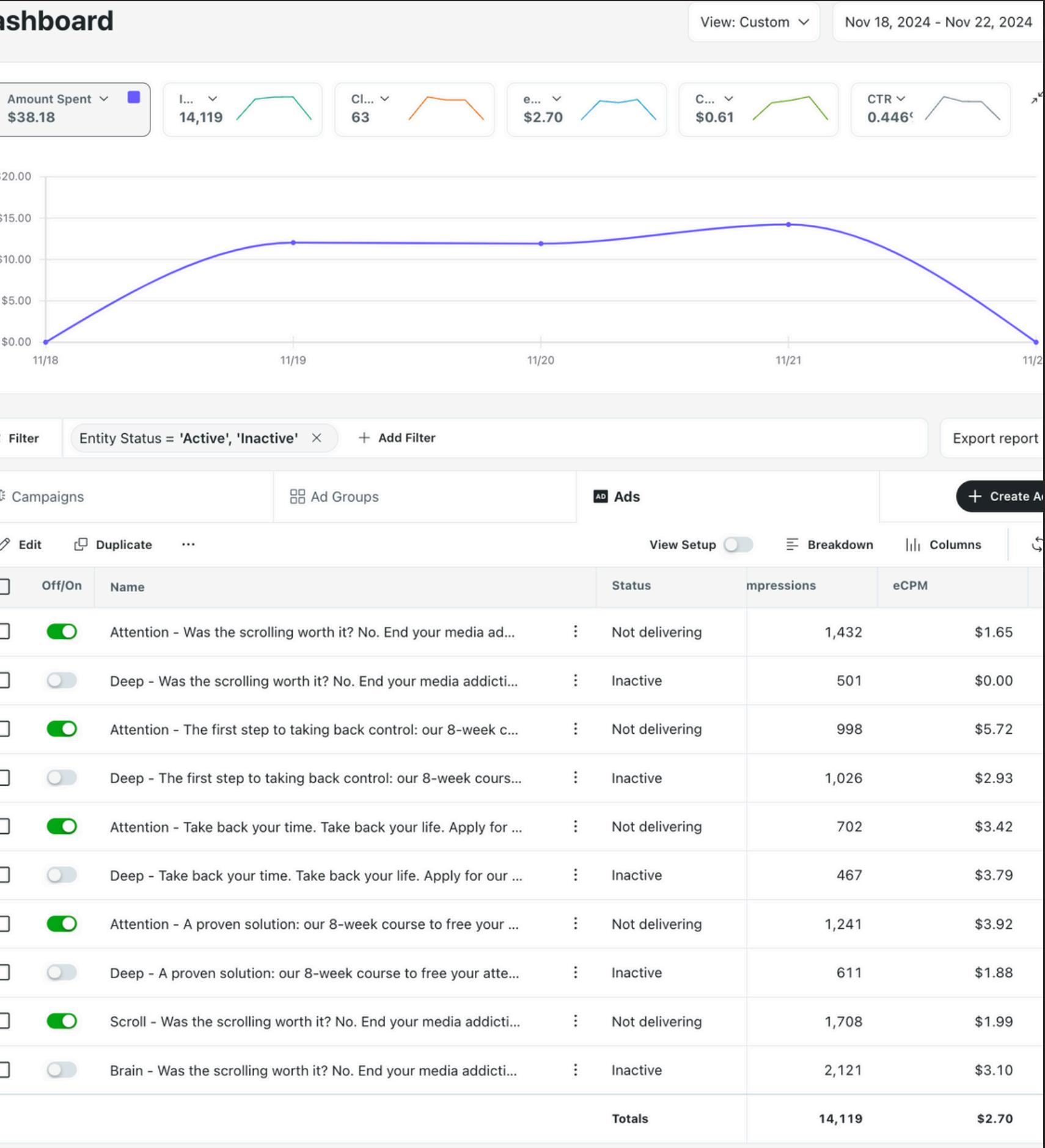## 1. ANALYZING CAMPAING WITH INITIAL TEST RUN
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TOP IMAGES

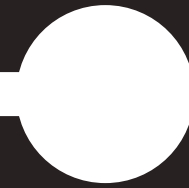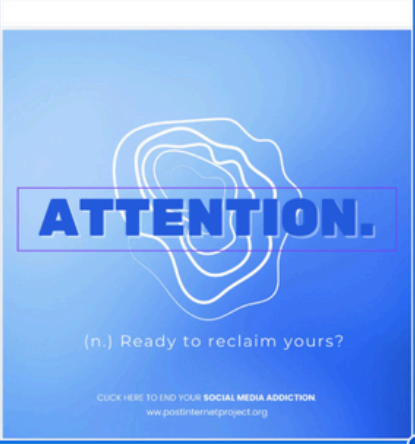| AD	Freq	Cum. CTR To	Avg Cum. C	Total Clicks	Cum. Avg Cl
ATTENTION. (n.) Ready to reclaim yours?	17	0.1033823245	0.61%	39	2.294117647
Boost Your Focus: Learn to Beat Media Overload	13	0.04799382	0.37%	25	1.923076923
END MEDIA ADDICTION. FOCUS + THRIVE	13	0.04164384	0.32%	23	1.769230769
ARE YOU READY TO STOP SCROLLING AND START LIVING?	13	0.0360887	0.28%	26	2

TOP CAPTIONES

Caption	Freq	Cum. CTR To	Avg Cum. C	Total Clicks	Cum. Avg Cl
Was the scrolling worth it? Eight weeks of learning to take back control. Apply for our first cohort today.	5	0.02828113	0.57%	15	3
The first step to taking back control: our 8-week course to end media addiction. Limited seats for the first cohort.	14	0.07901468927	0.56%	35	2.5
A proven solution: our 8-week course to free your attention. Limited seats for the first cohort.	14	0.05023614522	0.36%	22	1.571428571
Was the scrolling worth it? No. End your media addiction in eight weeks. Apply today.	14	0.04456889	0.32%	36	2.571428571
Take back your time. Take back					

WEBSITE & MARKETING/SEO

PART 1
TECHNICAL & ONSITE ISSUES

1. AHREFS ANALYSIS
Tools like ahrefs ($1000+) does everything from finding prominent keywords to issues. Using ahrefs or a free version like google search console, you try to find all the on-site and technical issues. From small things like missing alternative text to big issues like the whole site missing meta desc.

2. ADD GOOGLE SITEKIT TO WEB
You want to add google site kit or a google analytics tag on the website so you can track who is going to your site and where are they coming from which helps with everything marketing.

3. SUBMIT SITEMAP TO GSC
This is not as important but super helpful in making google find your site.

PART 2
KEYWORD RESEARCH

1. LOOK AT CURRENT KEYWORDS
The current website is not currently ranking for anything besides "post-internet project" and the site was missing meta descriptions

2. LOOK AT COMPETITORS KEYWORDS
Since this is a newish type of category finding a search was hard and used tristan harris/Social Dilemma first. As well as using the alcohol addiction website, as well as the other one.

3. FINDING NEW KEYWORDS
Finding new keywords is always the hardest part because many times you have to find niches for the category. Preliminary research found "tech addiction" which evolved to other keywords like social media addiction

PART 3
IMPLEMENTATION

1. SITEWIDE WILDCARDS
The first step is using wildcards sitewide using the meta descriptions and titles to speed the process and quickly hitting every page.

2. ON-PAGE OPTIMIZATION
I used a web scraping tool called screaming frog, that pulled all the data throughout the whole website. I then used all the keyword research and found whole new keywords and added them on key areas of the site.

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Using the transcription from the classes I would use an optimized chatgpt to make brand new blog posts.

AHREFS ANALYSIS

31 Oct 2024 Postinternetproject (www.postinternetproject.org/)

☰ Overview ❓ How to use

Crawled URLs distribution ❓ 27

- Internal — 27

Crawl status of links found ❓ 505

- Crawled — 321
- Uncrawled — 177
- Blocked by robots.txt — 7

Health Score ❓

80

Good

Health Score reflects the proportion of internal URLs on your site that don't have errors

31 Oct

Issues distribution ❓ 163

- Errors — 6
- Warnings — 78
- Notices — 79

Error distribution ❓ 30

- URLs withou
- URLs with e

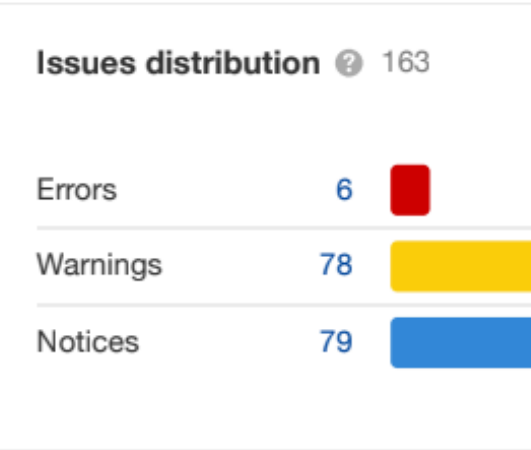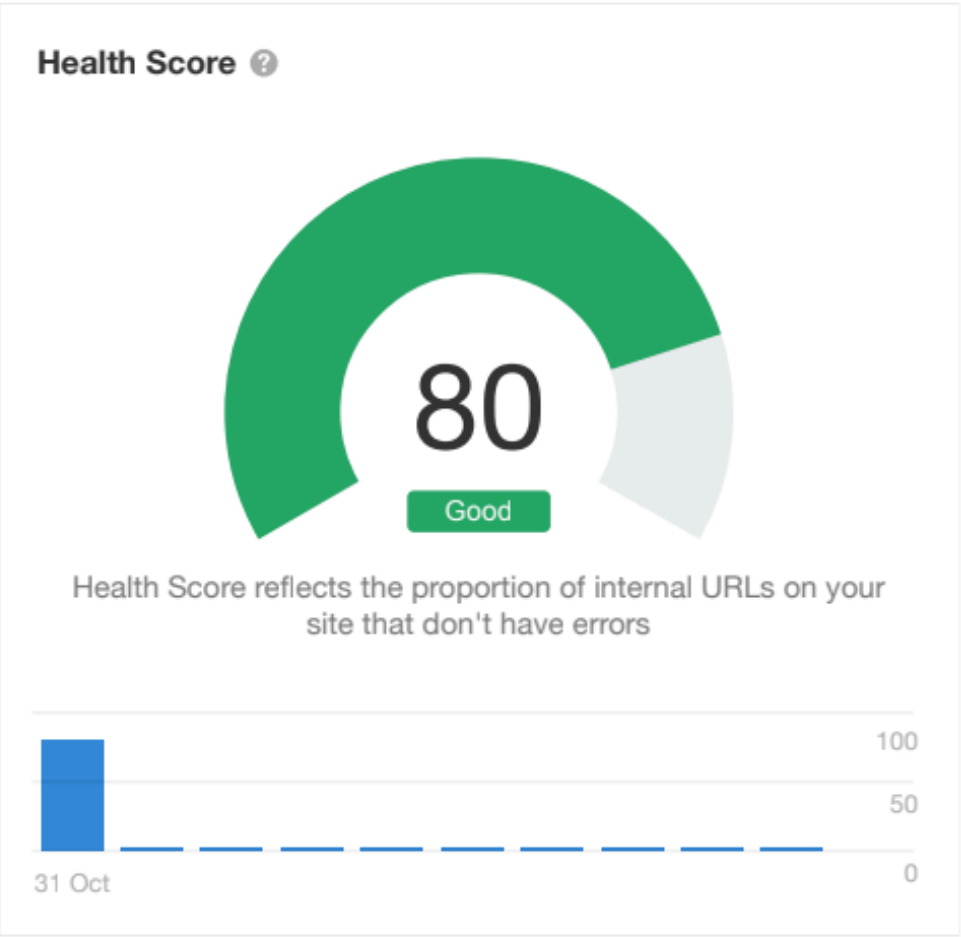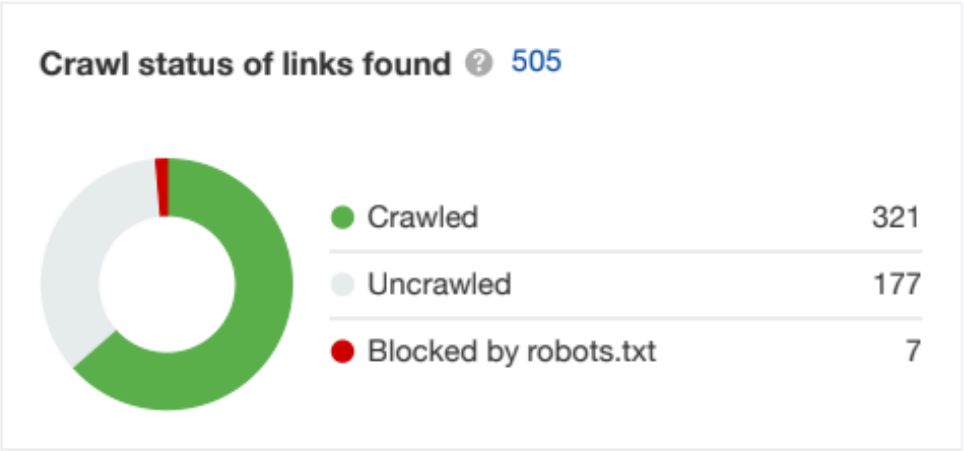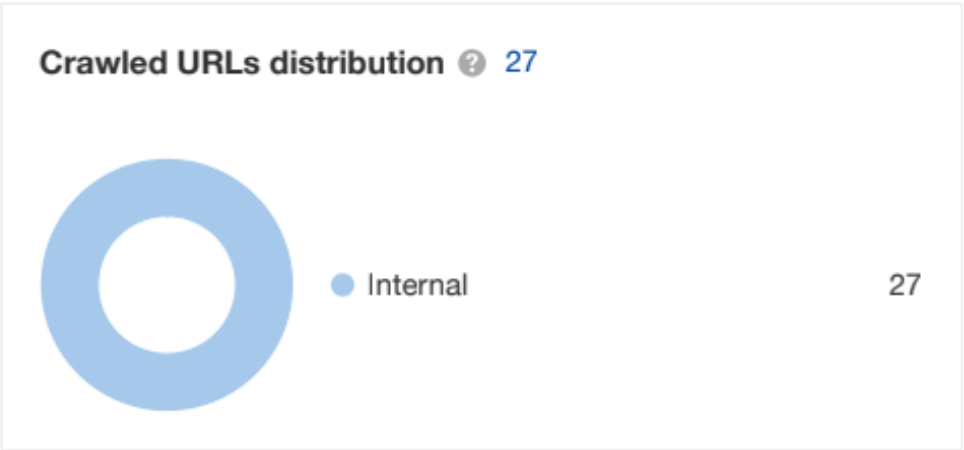## Top Issues

Issue	Crawled	Change	Added	New	Removed	Missing
⚠ Orphan page (has no incoming internal links)	4	—	—	—	—	—
⚠ HTTPS page has internal links to HTTP	1	—	—	—	—	—
⚠ Non-canonical page in sitemap	1	—	—	—	—	—
ℹ Missing alt text	23	—	—	—	—	—
ℹ Page has links to redirect	21	—	—	—	—	—
ℹ Open Graph tags incomplete	13	—	—	—	—	—
ℹ Title too long	6	—	—	—	—	—
ℹ Meta description too long	5	—	—	—	—	—
ℹ 3XX redirect	4	—	—	—	—	—
ℹ 302 redirect	2	—	—	—	—	—

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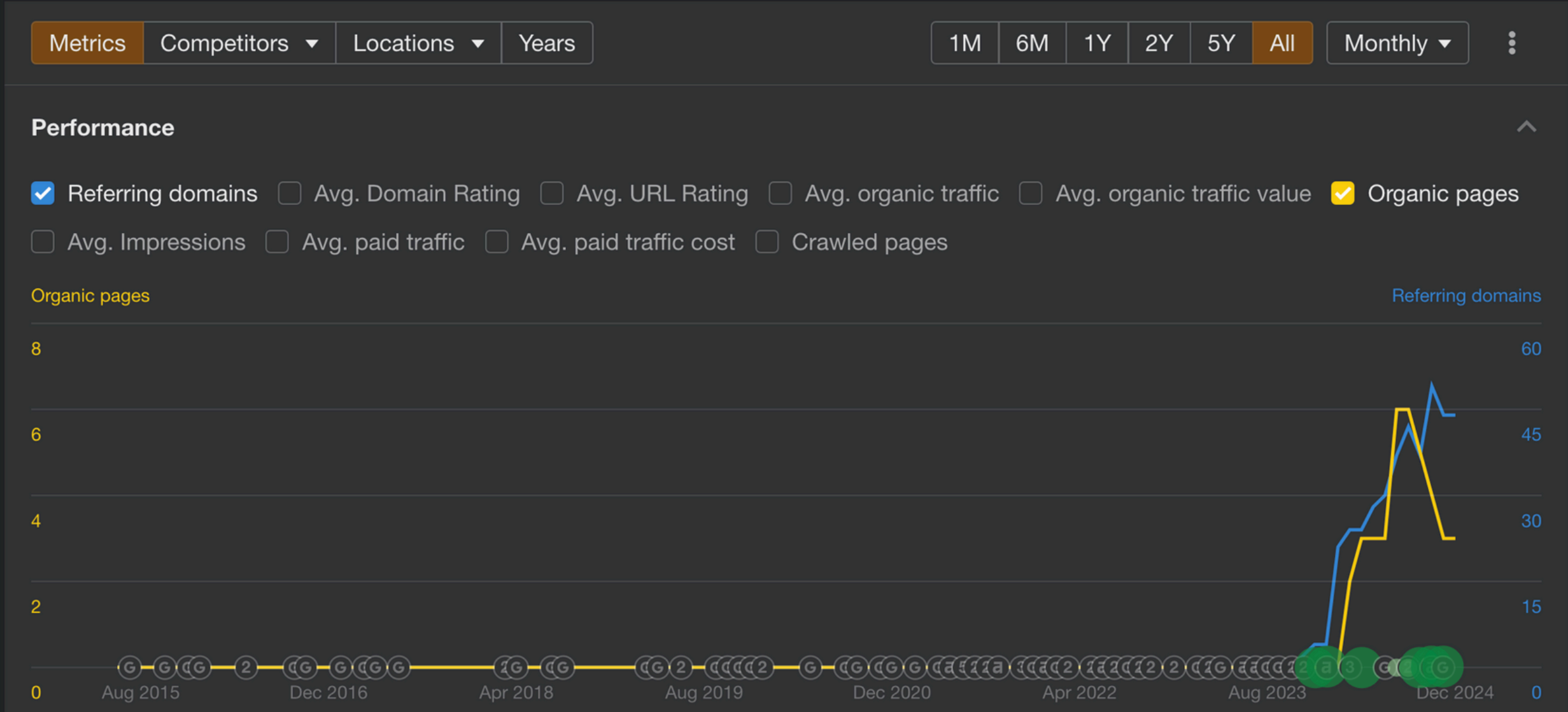
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AHREFS RESEARCH

| Metrics | Competitors ▼ | Locations ▼ | Years | | 1M | 6M | 1Y | 2Y | 5Y | All | Monthly ▼ | ⋮ |

Performance ⌃

- ☑ Referring domains
- ☐ Avg. Domain Rating
- ☐ Avg. URL Rating
- ☐ Avg. organic traffic
- ☐ Avg. organic traffic value
- ☑ Organic pages
- ☐ Avg. Impressions
- ☐ Avg. paid traffic
- ☐ Avg. paid traffic cost
- ☐ Crawled pages

Organic pages   Referring domains

8   60

6   45

4   30

2   15

0   0
  Aug 2015   Dec 2016   Apr 2018   Aug 2019   Dec 2020   Apr 2022   Aug 2023   Dec 2024

Traffic by location

Organic 6 | Paid 0

Location	Traffic	Share	Keywords
🇺🇸 United States	1	100.0%	10
🇧🇷 Brazil	0	0%	1
🇱🇺 Luxembourg	0	0%	2
🇬🇧 United Kingdom	0	0%	1
🇮🇳 India	0	0%	1

‹ › Compare top 5 on chart

Organic keywords by intent Beta

Intent	Keywords	Traffic

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11 keywords | 📅 4 Dec 2024 ▼ | Compare with: 4 Nov 2024 ▼ | ☰ Filters ▼ | ▦ Columns | { } API | ⬇ Export

	Keyword	Intents	SF	Volume	KD	CPC	Traffic	Change	Paid	Position	Change	URL		Updated
☐ +	post internet	I Branded	3	70	7	2.74	1		0	12 → 14	▼2	https://www.postinternetproject.org/ ▼ 1 more	⌁ ▼ SERP ▼	4 d ago
☐ +	internet post	I	2	20	3	N/A	0		0	× → 17	New	https://www.postinternetproject.org/ ▼	⌁ ▼ SERP ▼	18 Nov 2024
☐ +	journey of a photon social media project	I	2	60	0	N/A	0		0	× → 38	New	https://www.postinternetproject.org/prism ▼	⌁ ▼ SERP ▼	7 d ago

PART 1	PART 2	PART 3

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COMPETITOR KEYWORDS

Keyword	Difficulty	Volume
social media and mental health	73	14000
negative effects of social media	77	5700
social media mental health	80	4200
social media statistics	94	3000
impact of social media on mental health	80	1800
effects of social media	80	1700
dangers of social media	34	1300
the impact of social media on mental health	80	1200
social media affects mental health	80	1100
effects of social media on mental health	73	1100
negatives of social media	78	1000
effects of social media on teens	62	800
social media addiction statistics	26	700
negative effects of social media on mental health	80	700
10 negative effects of social media	20	600
bad things about social media	77	600
reasons why social media is bad	80	500
negative effects of social media on teenagers	63	450
social media bad for mental health	76	450
positive effects of social media on mental health	43	400
social media issues	80	400
impact of social media on youth	73	400
dangers of social media for youth	82	350
social media disadvantages	38	300
the effects of social media on mental health	80	300
social media impact on teens	70	300
bad effects of social media	83	250
the impact of social media on society	52	250
social media affecting teens	70	250
the impact of social media on mental health research paper	40	250
social media effects on society	50	200
social media and youth mental health	72	200
risks of social media	30	200
negative aspects of social media	67	200
impact of social media on mental health of students	79	200
harmful effects of social media	83	200
negative impact of social media on society	59	150

Overview: www.tristanharris.com/ Tristan Harris

Monthly volume ▾ | 🌐 All locations ▾ | 🔗 Best links ▾ | 📅 Changes: Last year ▾

Backlink profile

DR 66 −1 | UR 27 −1 | Backlinks 7.1K +2.8K | Ref. domains 1.3K +244

AR 165,662 ▼19,729 | All time 1.3M | All time 6.7K

Organic search

Keywords 95 −98 | Traff 6.
Top 3 10 −3 | Valu

General | Backlink profile | Organic search | Paid search

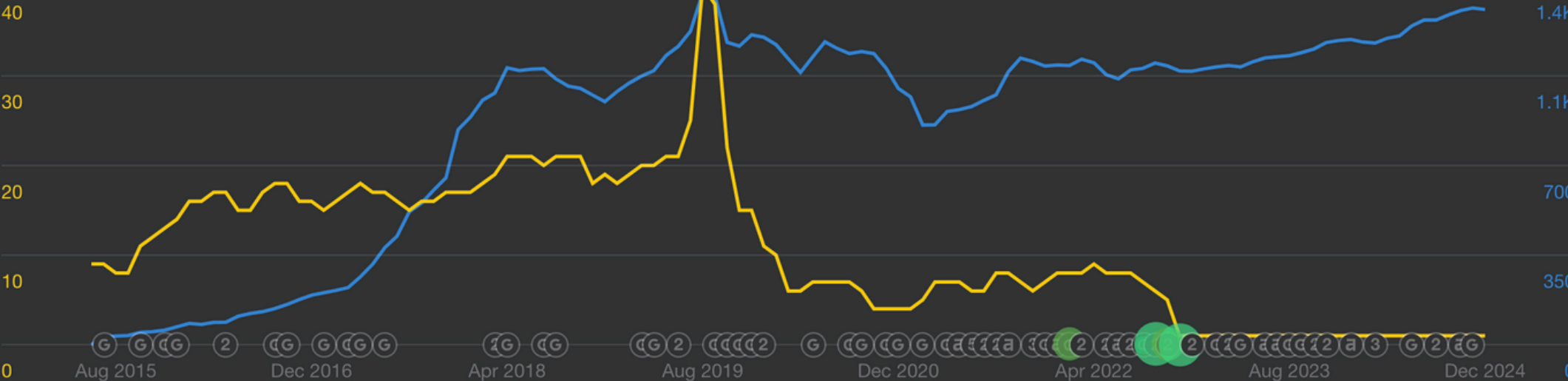Metrics | Competitors ▾ | Locations ▾ | Years | 1M 6M 1Y 2Y 5Y All | Monthly ▾

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☐ Avg. Impressions ☐ Avg. paid traffic ☐ Avg. paid traffic cost ☐ Crawled pages

Organic pages — Referring domains

40 / 30 / 20 / 10 / 0

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WEB SCRAPING

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2. ADD GOOGLE SITEKIT TO WEB
You want to add google site kit or a google analytics tag on the website so you can track who is going to your site and where are they coming from which helps with everything marketing.

3. SUBMIT SITEMAP TO GSC
This is not as important but super helpful in making google find your site.

PART 2
KEYWORD RESEARCH

1. LOOK AT CURRENT KEYWORDS
The current website is not currently ranking for anything besides "post-internet project" and the site was missing meta descriptions

2. LOOK AT COMPETITORS KEYWORDS
Since this is a newish type of category finding a search was hard and used tristan harris/Social Dilemma first. As well as using the alcohol addiction website, as well as the other one.

3. FINDING NEW KEYWORDS
Finding new keywords is always the hardest part because many times you have to find niches for the category. Preliminary research found "tech addiction" which evolved to other keywords like social media addiction

PART 3
IMPLEMENTATION

1. SITEWIDE WILDCARDS
The first step is using wildcards sitewide using the meta descriptions and titles to speed the process and quickly hitting every page.

2. ON-PAGE OPTIMIZATION
I used a web scraping tool called screaming frog, that pulled all the data throughout the whole website. I then used all the keyword research and found whole new keywords and added them on key areas of the site.
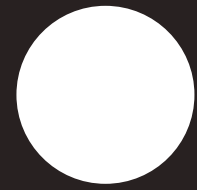
3. BLOG POST OPTIMIZATION
Using the transcription from the classes I would use an optimized chatgpt to make brand new blog posts.

WEBSITE NEEDS MORE PAGES FOR ALL KEYWORDS!

	A	B	C	D		Keyword
	URL Length	Quality	Address			
1	URL Length	Quality	Address			Keyword
2	36	Too Short	https://www.postinternetproject.org/	Redirct		
3	60	Good	https://www.postinternetproject.org/professional-developm	Make Redirects		professional developme
4	48	Good	https://www.postinternetproject.org/rite-passage	Make Redirects		student engagement act
5	50	Good	https://www.postinternetproject.org/free-resources	Make Redirects		solutions for social medi
6	55	Good	https://www.postinternetproject.org/corporate-offerings	Make Redirects		corporate workshops, tir
7	41	Good	https://www.postinternetproject.org/press	Make Redirects		
8	40	Good	https://www.postinternetproject.org/cart	Make Redirects		
9	113	Too Long	https://www.postinternetproject.org/our-thoughts/beyond-tl	Make Redirects		Anxious Generation
10	41	Good	https://www.postinternetproject.org/prism	Make Redirects		social media addiction tr
11	70	Good	https://www.postinternetproject.org/our-thoughts/why-do-i-	Make Redirects		why do i lack empathy
12	58	Good	https://www.postinternetproject.org/collaborative-partners	Make Redirects		
13	83	Too Long	https://www.postinternetproject.org/our-thoughts/how-to-q	Make Redirects		how to quit social media
14	52	Good	https://www.postinternetproject.org/terms-conditions	Make Redirects		
15	84	Too Long	https://www.postinternetproject.org/our-thoughts/how-to-de	Make Redirects		how to deal with compas
16	44	Good	https://www.postinternetproject.org/our-team	Make Redirects		
17	104	Too Long	https://www.postinternetproject.org/our-thoughts/your-atte	Make Redirects		your attention is sacred
18	48	Good	https://www.postinternetproject.org/work-with-us	Make Redirects		

CONTENT MARKETING

REELS

1. DOWNLOAD COURSE CAPTURE CONTENT

Inside the course capture content, there is a landscape view of the classroom. Stylistically this content looks the best when editing a reel.
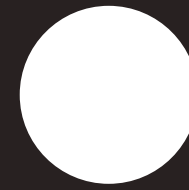
2. UPLOAD CLASS RECORDING TO DESCRIPT AND BOOST AUDIO

After finding the classroom video, uploading it on descript is straightforward. After the video has been uploaded all that is needed is to use the AI features to boost the audio and create higher quality audio tracks.

3. EDIT VIDEO ON DESCRIPT

I'd recommend adding a soundtrack behind the reel for more engagement. Afterwards finding 1 or 2 related to the clips could go a long ways in making good content.

PODCAST

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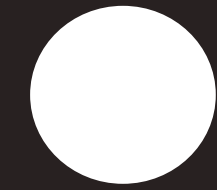
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After the recording at a good quality, there are more ai features that could be useful like removing filler words and audio ducking.

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With the long tail keyword, optimize the blog page with the keyword and insert talked-about words too.

The Dark Power of Variable Reward in
Social Media

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0:00   0:01   0:02   0:03   0:04   0:05

🎞 1

T Captions

T Title

▶ Close up shot with rack focus from female scientist in white coat working on computer and observing white l...

🖼 gradient_01.png

♪ Discovery of Lost Worlds-1

Now, you change

No you change the mecha delivery ... such that they the lever, they get a lit ... They the lever, the nothing

Now, you change

@postinternetproject

🖼 gradient_01.png

▼ 📁 Stock Media

🖼 Close up shot w...at in glass tank

🖼 Dead rat laying on city street

🖼 Gambling game ...g to win big 4k

🖼 Gambling game ...to win big 4k-1

🖼 Slow motion mac...fic laboratory.

🖼 Social media pl...kedln, facebook

🖼 Hand presses t...ygraph industry

🖼 Three business ...rking together.

🎧 Discovery of Lost Worlds

🎧 Discovery of Lost Worlds-1

• 🎧 Discovery of Lost Worlds-2

🎧 Discovery of Lost Worlds-3

• 🖼 4K Black Plagu...virus COVID-19

• 🖼 Math Numbers ...y Jasmine Star

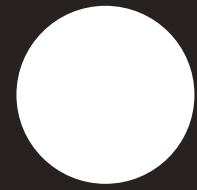🖼 4K Black Plagu...irus COVID-19-1

⊞ Elements

🅰 Captions

▶ Stock

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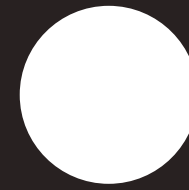
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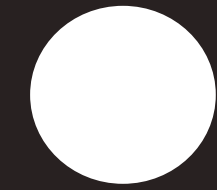
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With the long tail keyword, optimize the blog page with the keyword and insert talked-about words too.

PODCAST EXAMPLE

Studio-Quality-Example-of-Podcast copy

✐ Write

Add speaker

Hello, everyone. Today, I'm here with Dr. Annie Margaret, professor at Atlas Institute at CU Boulder. Dr. Margaret works at the intersection of mental health and technology, aiming to mitigate social media's and technology's harmful neural effects to the empathy, **mindfulness,** and psychotechnology. so much for taking your time to be my podcast.

I really appreciate it, especially on Labor Day weekend. Yeah, of course. I'm so happy to be here and thanks for reaching out. Yeah, of course. So let's start off. So while I was

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Interview_Prof.Margaret

Add speaker

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... | Hello, everyon | Today, | he | with Dr. | Anni | Margaret, | ... | professo | at Atlas | Institute at | CU | Boul

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🔍 What would you li

Sound Good

✐ Edit for clarity

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🔖 Add chapters

Look Good

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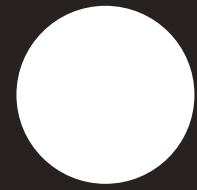⦂ Center active s

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▱ Create clips

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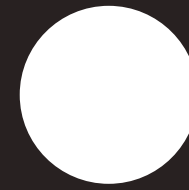
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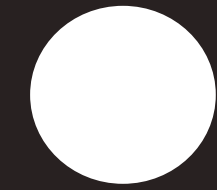
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BLOG EXAMPLE

Why do I lack empathy?

In a world where technology keeps us more connected than ever, it seems paradoxical that empathy—a cornerstone of human connection—feels like it's fading. But perhaps it's not that we've lost empathy. Instead, we're overwhelmed by it.

Understanding Empathy: The Basics

Empathy is a complex emotional response with three key components:

1. Cognitive empathy: The ability to understand how someone else is feeling.

2. Emotional empathy: When we actually feel the emotions someone else is experiencing.

3. Empathic concern: The desire to help others, often driven by compassion.

These forms of empathy allow us to connect on a deeper level, whether by intellectually understanding a situation, emotionally resonating with it, or being moved to improve another person's circumstances. While empathy has always been essential for human relationships, it's facing a unique challenge in today's world.

Empathy Overload: The Modern Dilemma

Before the rise of digital technologies, people were exposed to the suffering of others primarily through personal experience—what we could see, hear, or witness firsthand. Now, social media, news, and global connectivity flood us with constant updates on every tragedy, crisis, and conflict happening across the globe.

These keywords reflect the **core values and mission** of PRISM: fostering **self-awareness, healthy digital practices, and meaningful engagement** with technology. You can use them to guide content creation that promotes intentional media use and well-being.

Rewrtite blog page for : why is it important to build healthy social media habits?

people
time
re
mental health
health
social media
online
social
media
healthy
self esteem

Keywords	Clusters by Parent Topic	Clusters by terms

By terms ▾   50 keywords   SV 3.4M   GSV 13M

			Keyword	Intents	KD	SV ▾	Growth	M / D	GSV	TP	GTP	CPC	CPS	Parent Topic
▸ esteem	52K		people	I	89	1.0M			2.0M	1.0M	1.4M	$0.50	0.90	people
▸ self	52K		time	I N	97	996K			4.6M	165K	364K	$2.50	0.40	time
▸ research	36K		re	I	29	242K			891K	4.6K	12K	$0.45	0.53	re
▸ pew	36K		mental health	I	96	201K			616K	37K	55K	$3.00	0.49	mental health
▸ center	28K		health	I	99	185K			1.0M	21K	44K	$2.00	0.42	health
▸ platforms	27K		social media	I	96	164K			882K	23K	143K	$1.40	0.42	social media
▸ screen	21K		online	I	96	91K			906K	6.8K	32K	$0.30	0.49	online
▸ real	19K													
▸ apps	18K													
▸ activity	15K													

THANK YOU.