

# clearlink®

A SYKES COMPANY

Intern Edition

# Who are we?

- Copy Interns
  - Jerusha Kamoji
  - Kenna Pierce
- Content Strategy
  - Catherine Grillo
- SEO Interns
  - Morgyn Carroll
  - Britton Holyoak
- Outreach Interns
  - Andrew Allen
  - Kaylee Hepburn



# Overview

## About CableTV.com

CableTV.com Isn't here to tell you what to watch: our mission is to help **connect you with the best viewing options available**. We research and compare TV, internet, and streaming services, slashing through the techno-speak to give you straight-forward reviews and reliable advice.

- **Our Goal:** Create a digital PR piece for CableTV.com
  - Work together in our functional roles
  - Get experience with the process of a digital PR piece
- **Published piece:** [The Ultimate Road Trip for Movie and TV Fans](#)



## THE ULTIMATE ROAD TRIP FOR MOVIE AND TV FANS

**We mapped over 180 movie and TV show locations to plan an entertainment lover's dream road trip**



# Our piece

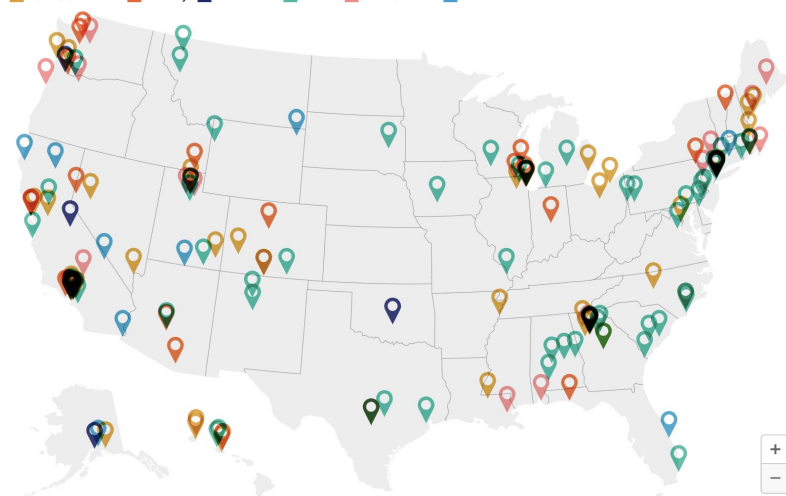
“Last year, we tuned in to movies to get us through the good, the bad, and the ugly of the world around us. Now that it’s time to discover the joy of travel once again, go pack some snacks, use this map, and hit the road to find Hollywood drama and magic around every corner.”

- 180+ Iconic filming locations throughout the United States
- Interactive map, table, custom Google Map, copy, graphics

## Iconic Filming Locations in the United States

Genre

Action/adventure Comedy Docuseries Drama Horror/thriller Sci-fi



Iconic filming locations from movies and tv shows

Map: CableTV.com - Andrew Allen & Kaylee Hepburn - [Get the data](#) - [Embed](#) - Created with [Datawrapper](#)



# Outreach/ Digital PR

# Overview: what we did

- Leading ideation process
- Refining digital PR idea
- Presenting at Red Team meeting
- Creating process for data gathering
- Leading data collection
- Creating data visualizations
- Creating project brief
- Developing outreach strategy
- Building outreach lists
- Creating outreach email templates
- Scheduling & sending outreach emails
- Monitoring coverage



# Timeline



Content ideation  
Red team meeting  
Refining  
Data pull  
Image and map creation



List building  
Creating email templates  
Outreach  
Reporting

# Ideation

## Idea #1 – Rewatchable TV shows binge

### Title + description

- What are the **most and least rewatchable** TV shows, and how many times could you watch your show of choice in your lifetime?

### Execution/Outreach type (How are we going to show it?)

- A **graphic** showing the most and least rewatchable tv shows, and another showing how many times you could **binge watch those shows in your lifetime**.

### Content + Data Collection

- Run a **survey** (400-1000 respondents) to get data from people about which shows they rewatch the most and which are least rewatchable
- Grab **data** about tv show total runtimes
- Get **data** about average lifespan, lifespan / tv show run time = rough number

### Data Sources

- IMDb TV show data & IMDb datasets
- API or manual pull from [thetvdb.org](https://www.thetvdb.org)
- World Bank data on average [lifespan in the USA](https://data.worldbank.org/indicators)
- [BingeClock](https://www.bingeclock.com/) (potentially)

### Similar to, but different from

- [BingeClock](https://www.bingeclock.com/) streaming guide (27 links)
- [BingeClock](https://www.bingeclock.com/game-of-thrones) page on Game of Thrones, only 1 show but has 58 links
- This article on [most watched shows in 2020](https://www.bingeclock.com/most-watched-shows-in-2020)



## Idea #3 – Superhero Movies Over Time

### Title + Description

- Compare **how superhero movies have changed** over the past 10 years

### Execution/Outreach type (How are we going to show it?)

- Article with graphics showing the **progression of superhero movies** over the past 10 years and stats of superhero movie demographics and data

### Content + Data Collection

- A look into superheroes across time
  - Screen time of female/male leads
  - Total lines of female/male leads
  - Screen time of heroes/villains
  - % of live action vs. animated superhero shows
  - Box office budget
  - Tech used to film
  - # of cast and crew
  - Rating
  - Critic responses (Rotten tomatoes rating)

### Data Sources

- <https://www.marvel.com/movies>
- <https://www.imdb.com/list/ls044927436/>
- Rotten Tomatoes
- Similar to, but different from
  - <https://www.nytimes.com/2018/07/18/watching-dark-knight-anniversary-superheroes-streaming.html>
  - <https://www.insider.com/superheroes-then-and-now-2018>
- There is very little data driven content regarding Superhero films



## Idea #2 – Summer Trip for [Genre] Fans

### Title + description

- If you're a fan of [genre] these are the locations in the United States you need to visit this summer!

### Execution/Outreach type (How are we going to show it?)

- A few **maps** showing different famous filming locations from tv shows that are popular in this **comedy, horror, science fiction, drama and action/adventure** (potentially documentaries or fantasy)

### Content + Data Collection

- Find **10-20 famous filming locations** for each genre of show
- Use Rotten Tomatoes/**find lists of top shows** from each genre
- Create a list of these locations to use as data for the map
- Short **blurbs of copy** for why each location is important/where it's from in the show

### Data Sources

- IMDb TV show [filming location data](https://www.imdb.com/)
- Rotten Tomatoes' top shows for each genre (ex: [comedy](https://www.rottentomatoes.com/top/shows/))

### Similar to, but different from

- Sly's great [data & posts](https://www.slys.com/)
- This example of [famous locations to visit from American sitcoms](https://www.slys.com/)



## Idea #4 – MTV's 40 years in review & survey

### Title + Description

- MTV's **40 years in review**: do people still recognize the classic artists and videos from MTV's past?

### Execution/Outreach type (How are we going to show it?)

- Graphic and copy** summarizing MTV's 40 years (things like MTV's first video, most viewed video, most expensive video, etc.)
- Graphic and copy** presenting our survey results about if people (segmented by age group) still recognize iconic music videos and artists from the last 40 years

### Content + Data Collection

- Run a **survey** collecting information about recognition of several iconic music videos and artists that aired on MTV over the last 40 years
- Collect data** from IMDb to build report.

### Data Sources

- IMDb music video data (ex: [Thriller by Michael Jackson](https://www.imdb.com/title/tt0091181/))

### Similar to, but different from

- Our survey data
- This brief [history of the music video](https://www.40years.mtv.com/)
- Forbes [article](https://www.forbes.com/2018/07/18/mtv-40-years/) that talks about Gen Z listening data





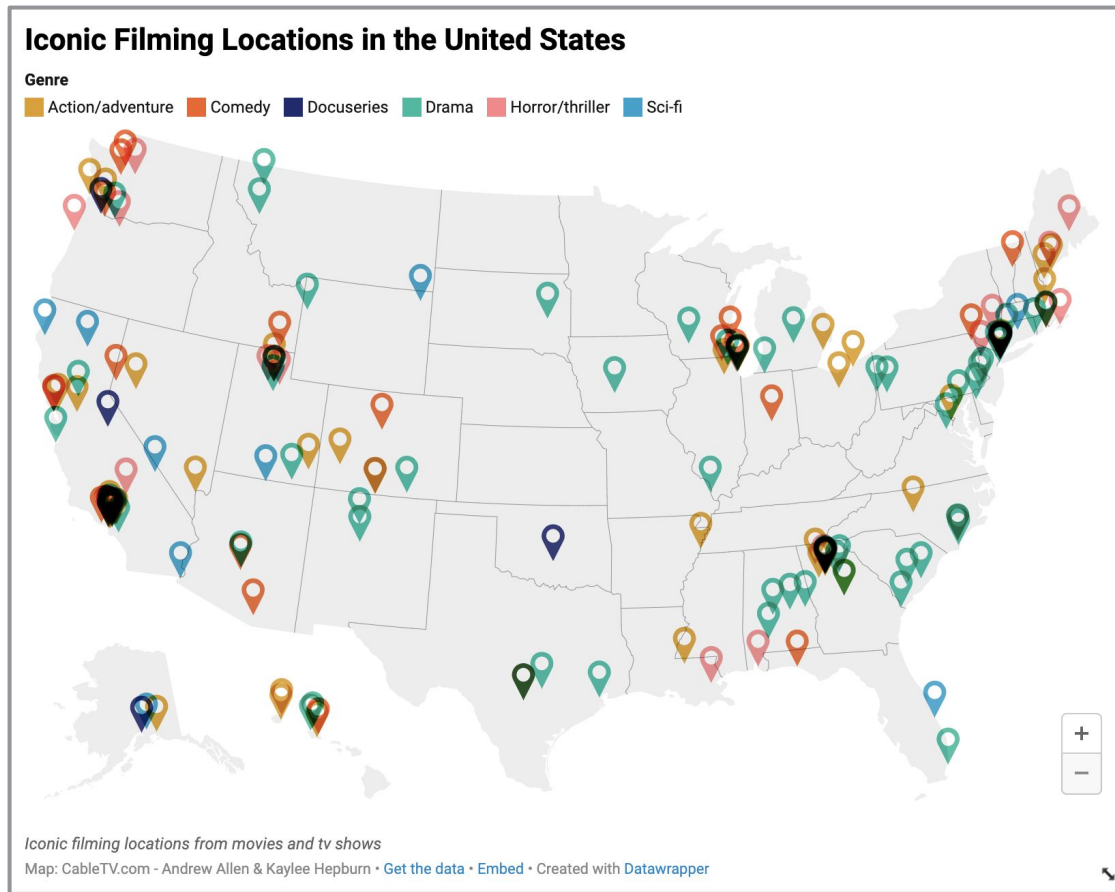
# Content Creation

- Researched the most popular movies and TV shows of 2020-2021
- Manually built a spreadsheet of popular movies and TV shows, their filming locations, address, genre, scenes, and data sources
- Gathered data for over 180 film locations
- Created an interactive map, customizable Google map, and interactive table for users to plan their trip

A	B	C	D	
Movie/TV Show	City	State	Address (optional)	Ger
Big Fish	Wetumpka	Alabama	401 East Bridge Street, Wetumpka, AL 36092	Dra
Just Mercy	Montgomery	Alabama	190 E University Dr, Auburn, AL 36832	Dra
Selma	Selma	Alabama	Edmund Pettus Bridge Selma, AL 36703	Dra
To Kill A Mockingbird	Near Highway 84	Alabama	31 North Alabama Avenue, Monroeville, AL 364	Dra
Get Out	Fairhope	Alabama	6892 Heathcroft Lane, Fairhope, AL 36532	Hor
The Hunt for Red October	Valdez	Alaska	Port Valdez, Valdez, AK 99686	Acti
Life Below Zero	Kavik	Alaska	Kavik River Camp, Anchorage, AK 99519	Doc
Star Trek VI: The Undiscovered Country	Palmer	Alaska	26326 Buckshot Ln, Palmer, AK 99645	Sci-
Bill & Ted's Excellent Adventure	Tempe	Arizona	1010 W Southern Ave, Tempe AZ 85282	Con
Alice Doesn't Live Here Anymore	Amado	Arizona	Longhorn Bar & Grill, South Nogales Highway, A Con	
Everything Must Go	Scottsdale	Arizona	6101 E Calle Rosa, Scottsdale, AZ 85251	Dra
Forrest Gump	Monument Valley	Arizona	Indn Route 42, Ojato-Monument Valley, AZ 845	Dra
Star Wars: Return of the Jedi	Yuma	Arizona	Yuma Desert, AZ 85365	Sci-
Firm	West Memphis	Arkansas	1550 North Ingram Boulevard, West Memphis, A Acti	
Raiders of the Lost Ark	Stockton	California	<a href="#">3601 Pacific Avenue Faye Spanos Concert Hall</a> , Acti	
Space Jam (1996)	Inglewood	California	3900 W Manchester Blvd, Inglewood, CA 90305 Acti	
Hulk	Berkeley	California	1 Cyclotron Rd, Berkeley, CA 94720	Acti
Iron Man 2	Inglewood	California	5836 W Manchester Avenue, Los Angeles, CA 9	Acti
Kill Bill Vol 1	Pasadena	California	2632 East Washington Boulevard, Pasadena, C Acti	
Holes	Newhall	California	24715 Oak Creek Avenue, Newhall CA 91321	Acti
Clueless	Los Angeles	California	<a href="#">5148 Louise Ave, Encino CA 91316</a>	Con
Brooklyn 99	Studio City	California	4024 Radford Avenue, Studio City, CA 91604	Con
Insecure	Malibu	California	31740 Mulholland Hwy, Malibu, CA 90265	Con
Fresh Prince of Bel-Air	Los Angeles	California	251 North Bristol Avenue, Los Angeles, CA 900	Con
Sister Act	San Francisco	California	St Paul's Catholic Church, 221 Valley Street, Sai Con	

# Data Visualizations

- Formatted data into graphics
- Used Datawrapper & Google Maps
- Worked to present information to users efficiently and effectively
- Interactive map, table and custom Google Map
- **1,600+ views of Datawrapper graphics**



## Filming Locations in the United States

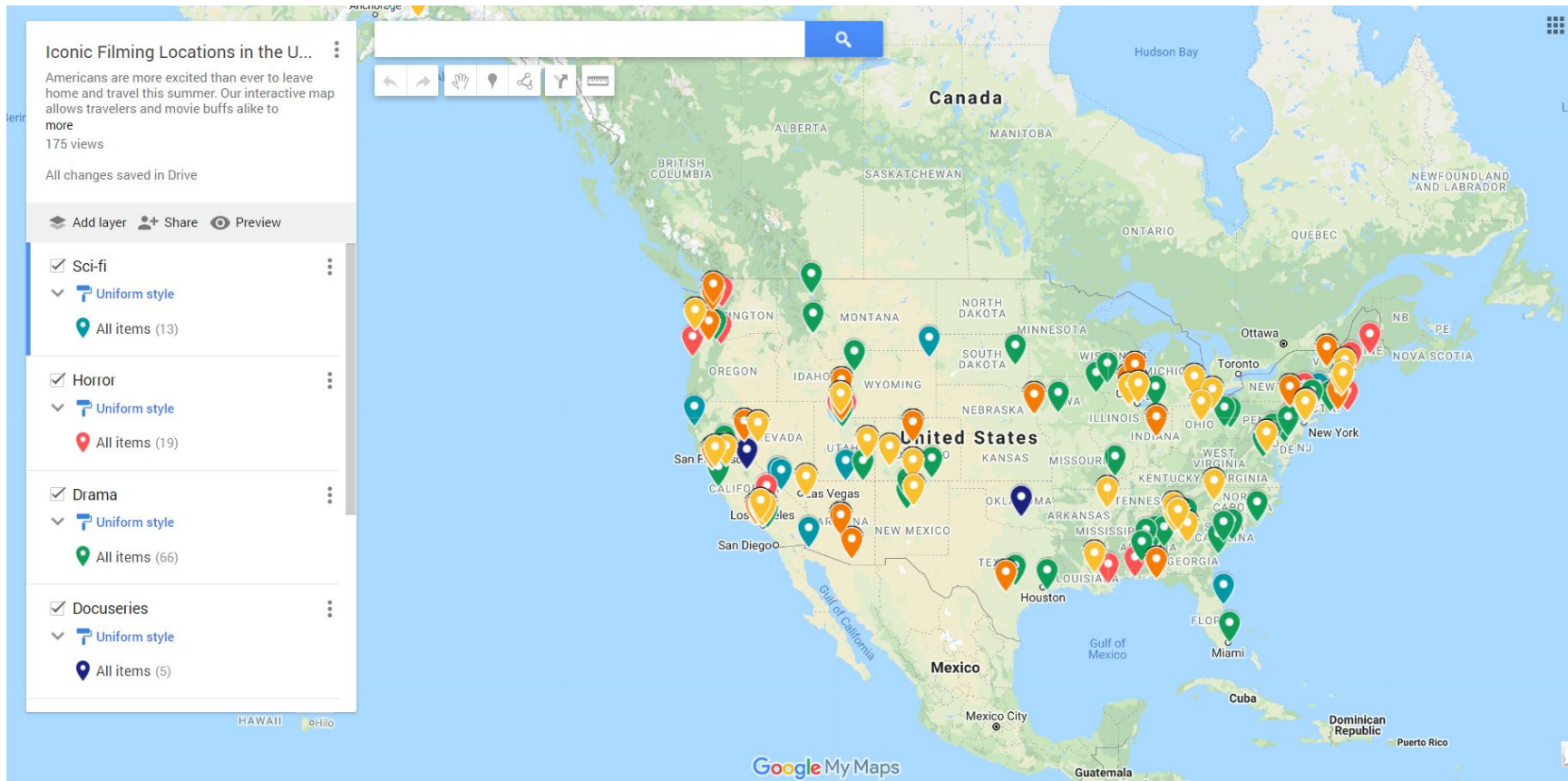
 Search in table

Page 1 of 10 &gt;

Movie/TV Show	State ▲	Address	Genre	Scene
Get Out	Alabama	6892 Heathcroft Lane, Fairhope, AL 36532	Horror/thriller	<a href="#">The Armitage's House</a>
Big Fish	Alabama	401 East Bridge Street, Wetumpka, AL 36092	Drama	<a href="#">The Bloom Home</a>
Just Mercy	Alabama	190 E University Dr, Auburn, AL 36832	Drama	<a href="#">Garden District Apartments</a>
Selma	Alabama	Edmund Pettus Bridge Selma, AL 36703	Drama	<a href="#">Location of civil rights march shown on national television</a>
To Kill A Mockingbird	Alabama	31 North Alabama Avenue, Monroeville, AL 36460	Drama	<a href="#">The Courtroom</a>
The Hunt for Red October	Alaska	Port Valdez, Valdez, AK 99686	Action/adventure	<a href="#">Forests of Polijarny</a>
Life Below Zero	Alaska	Kavik River Camp, Anchorage, AK 99519	Docuseries	<a href="#">Home of Sue Aikens</a>
Star Trek VI: The Undiscovered Country	Alaska	26326 Buckshot Ln, Palmer, AK 99645	Sci-fi	<a href="#">Captain Kirk and Dr. McCoy are rescued from Rura Penthe</a>
Everything Must Go	Arizona	6101 E Calle Rosa, Scottsdale, AZ 85251	Drama	<a href="#">Nick Halsey's House</a>
Star Wars: Return of the Jedi	Arizona	Yuma Desert, AZ 85365	Sci-fi	<a href="#">Jabba's sail barge and Sarllacc Pit</a>

Bill & Ted's Excellent

1010 W Southern Ave



**Copy Team**

## Overview: what we did, who owned what

- Content research
- Writing
- Editing





# Action, Drama, and Docuseries

- Researching locations
- Writing up our summary
  - Fun finds: Locations like the Roloff farm



## Action and adventure fans, get your adrenaline off-screen

After you see *Space Jam: A New Legacy* this summer, check out where some of the action of the classic 1996 *Space Jam* took place at [The Forum](#) in Inglewood, California. The Forum is a multipurpose events center, and it's also where Michael Jordan and Bugs Bunny shot hoops together on the court.

If you'd rather step into the action-packed Marvel Universe, head to Cleveland, Ohio. You can walk through the lobby of the Triskelion (a S.H.I.E.L.D. facility) at the [Cleveland Museum of Art](#). And visiting Wakanda won't require a passport, as you can go to the [Chattahoochee Hills Bouckaert Farm](#) in Fairburn, Georgia, to see where the epic battle between T'Challa, Killmonger, and their armies was filmed.

We won't judge if you're tempted to yell "Wakanda forever!"

## Drama from Coast to Coast

If you want all the feels, check out the sites of some of Hollywood's most emotional moments.

When it comes to drama, *Jane the Virgin* has got to win a prize for squeezing pregnancy, murder, long-lost siblings, and love triangles into one series. To relive all those fun plot twists, you can check out the filming location of the fictional Marbella hotel at the [Ritz-Carlton](#) in Marina del Rey, California. The Ritz-Carlton was used for exterior shots, so picture Jane and Rafael walking outside as you enjoy the grounds and gardens.

There's plenty of drama on the East Coast as well. One of the lavish weddings in *27 Dresses* was shot in [Marble House](#) in Newport, Rhode Island. Period-drama fans may be waiting for the day when they can visit Pemberley across the pond. But if you want to escape modern life in a mansion on this side of the Atlantic, Marble House fits the bill.

# Comedy, Horror/Thriller, Sci-fi

- Researching Shows
- Writing up our summary
  - Fun findings: locations like the Banks Residence



## Looking for laughter? Check out these comedy locales

*Always Be My Maybe* is a rom-com about an (almost) couple reuniting 15 years after they pursue different life paths. The film was shot in several locations across the West Coast of the US and Canada but, lucky for you, there are several iconic *Always Be My Maybe* filming spots you can check out in the Bay Area.

Head to the [Fairmont Hotel](#) in San Francisco to see Keanu Reeves's penthouse, or you can go to the Richmond District to visit Sasha's (played by Ali Wong) childhood home. There's also a cameo of [The Palace of Fine Arts](#), which is free to visit 24 hours a day, seven days a week.

*The Fresh Prince of Bel-Air* is a family favorite but, contrary to popular belief, the mansion where Will Smith stays with his wealthy extended family is actually located in Brentwood, California—not Bel-Air.

Even so, fans are welcome to visit the architectural masterpiece during the day, and Los Angeles residents are now welcome to stay overnight. [Smith announced in September 2020](#) that guests can rent his old room in the private wing of the [Banks residence](#).

At \$30 per night, you can enjoy the show's iconic Philly cheesesteak in addition to other meals served on a silver platter by the mansion's butler (it won't be Geoffrey). Fashion lovers are invited to browse Smith's wardrobe, including his vintage sneaker collection, and if you'd prefer to lounge, the pool is open too.

This is the perfect quick stop for tourists in the area, or a staycation alternative if you live in LA.

## Scream queens: Horror and thriller

*Get Out* is a Jordan Peele classic that shed light on the awkward and unpleasant intricacies of interracial relationships in the US. Despite being set in upstate New York, the Armitage family home is actually located in [Fairhope, Alabama](#).

Cue the sunken place.

Fans of the film can check out this house for free, so if you're in Mobile Bay, head east to see where Peele's 2017 masterpiece was shot.

*Doctor Sleep* gives Freddy Krueger a run for his money, and fans of Stephen King's book-turned-movie franchise can visit several locations across Georgia to see where some of the film was shot.

In Atlanta, Georgia, head to the historic [Plaza Theatre](#) where scenes depicting murders by members of the True Knot cult were filmed. The cinema opened in 1939 and still screens older movies, so you can check out the latest show before heading out.

Vampire fans probably already know this, but you can also eat at the [Mystic Grill](#) in Covington, Georgia. Aside from being featured in *Doctor Sleep*, the restaurant was a staple for Elena, Damien, and Stephen from the *Vampire Diaries* series.

## Sci-fi fans, this one's for you

The God of Mischief is quickly becoming one of our favorite antiheroes with the release of Marvel's [new series Loki on Disney+](#), so here is a list of all the places you can visit to get your real-world *Loki* fix.



# Copy Learnings and Takeaways

- Plan for the unexpected
- Communication is key—especially on a tight deadline
- Research, Research, Research
- Cater to a diverse audience



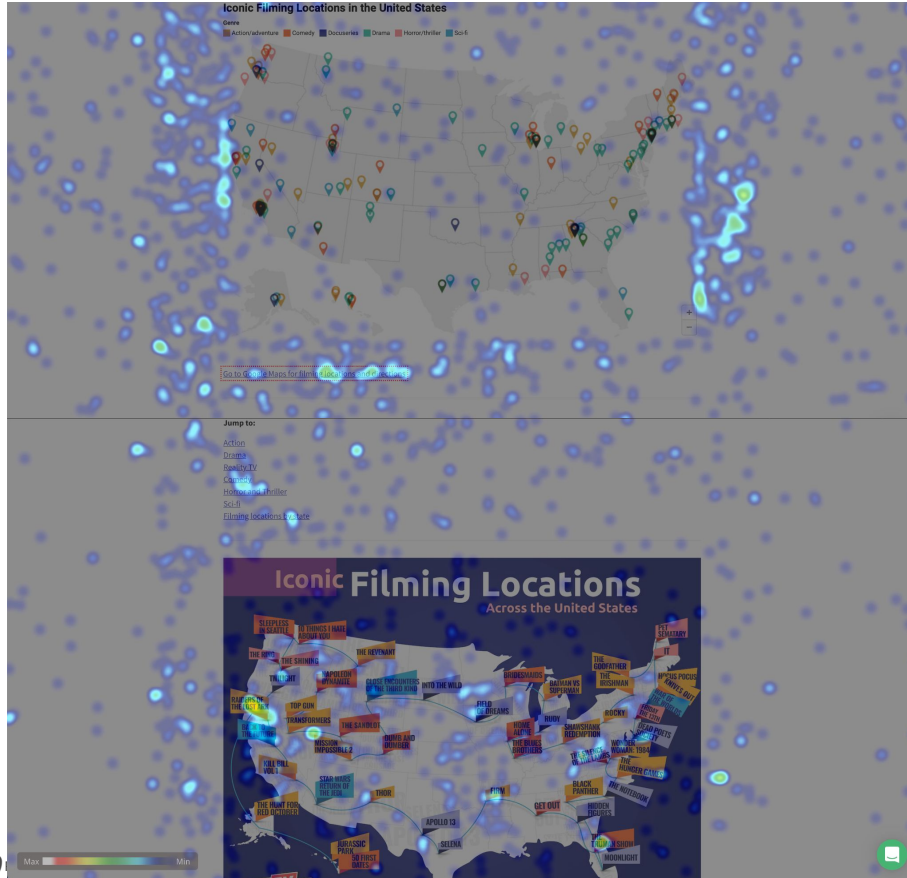
# **Content Strategy**

## Overview: what we did, who owned what

- Page Upload
- QA and publish
- User tracking with mouseflow
- User behavior tracking on Google Analytics



# Mouseflow – User Movement Heatmap



**Filming Locations in the United States**

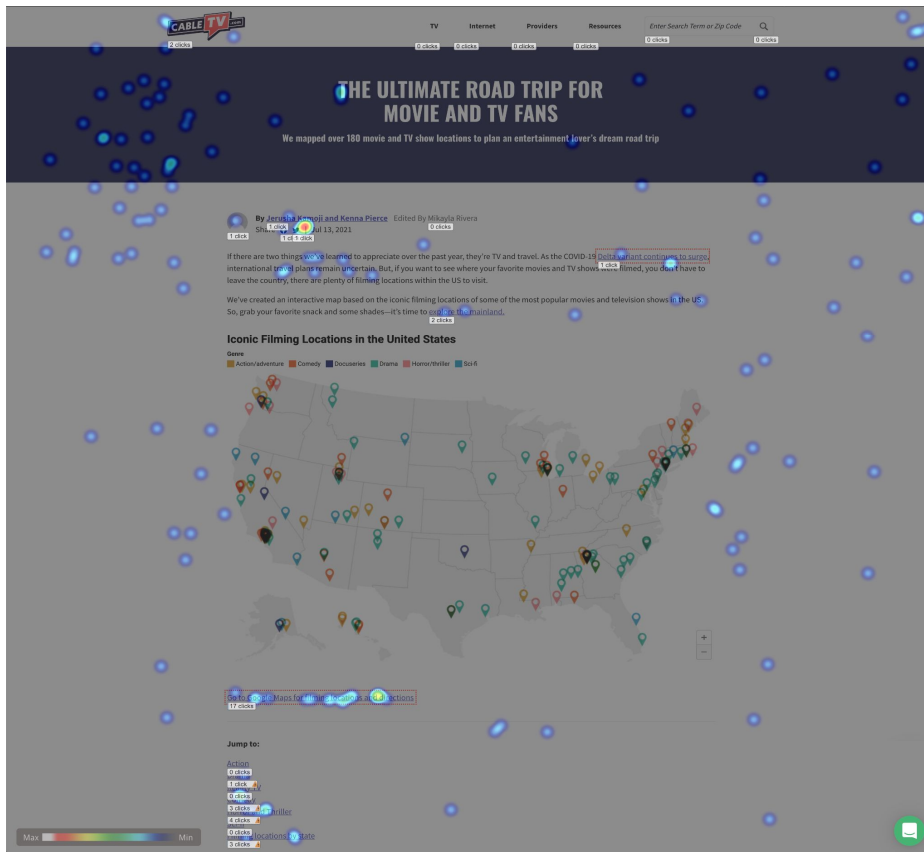
Search in table Page 1 of 10

Movie/TV Show	State	Address	Genre	Scene
Get Out	Alabama	4892 Heathwood Lane, Fairhope, AL 36532	Horror/thriller	The Amityville House
Big Fish	Alabama	401 East Bridge Street, Wetumpka, AL 36092	Drama	The Bloom House
Just Mercy	Alabama	190 E University Dr, Auburn, AL 36822	Drama	Garden District Apartments
Selma	Alabama	Edmund Pettus Bridge, Selma, AL 36703	Drama	Location of civil rights march shown on national television
To Kill A Mockingbird	Alabama	31 North Alabama Avenue, Monroeville, AL 36460	Drama	The Courtroom
The Hunt for Red October	Alaska	Port Valdez, Valdez, AK 99686	Action/adventure	Forests of Podgorny
Life Below Zero	Alaska	Kavik River Camp, Anchorage, AK 99519	Documentaries	Home of Sue Adams
Star Trek VI: The Undiscovered Country	Alaska	26326 Buckshot Ln, Palmer, AK 99645	Sci-Fi	Captain Kirk and DeMott are rescued from Rura Penthe
Everything Must Go	Arizona	8101 E Calle Rosa, Scottsdale, AZ 85251	Drama	Nick Halley's House
Star Wars: Return of the Jedi	Arizona	Yuma Desert, AZ 85365	Sci-Fi	Jabba's sail barge and Sarbac P1
Bill & Ted's Excellent Adventure	Arizona	1010 W Southern Ave, Tempe, AZ 85282	Comedy	The Circle K
Alice Doesn't Live Here Anymore	Arizona	Longhorn Bar & Grill, South Nogales Highway, Arivaca, AZ 85645	Comedy	Crow Skull Restaurant
Forest Gump	Arizona	Indio Route 40, Granite Monument Valley, AZ 84536	Drama	Forest running through the desert
Firm	Arkansas	1559 North Ingram Boulevard, West Memphis, AR 72301	Action/adventure	Dogwood park where Agent Wagner's car is set up
Big Little Lies	California	631 Ocean View Blvd, Pacific Grove, CA 93950	Drama	Blackfish Dog Cafe
Raiders of the Lost Ark	California	3601 Pacific Avenue, Faye Spence Concert Hall, B.F.A. Showton, CA 92211	Action/adventure	Marshall College where Indiana Jones teaches
Clueless	California	5148 Lucile Ave, Encino, CA 91436	Comedy	Char's house
Free Solo	California	El Capitan, CA 95389	Documentaries	Climbing El Capitan
Grey's Anatomy	California	16111 Plummer Dr, North Hills, CA 91343	Drama	Grey Sloan Memorial Hospital
Space Jam (1996)	California	3900 W Manchester Blvd, Inglewood, CA 90305	Action/adventure	The final basketball match between Looney and monkeys

Table: Cable TV Cops - Andrew Allen & Kevin Hopkins - Get the data - Connected with Datawrapper

Max Min

# Mouseflow - User Click Heatmap



Movie/TV Show	State	Address	Genre	Scene
Get Out	Alabama	6892 Heathcroft Lane, Fairhope, AL 36532	Horror/Thriller	<a href="#">The Armbrage's House</a>
Big Fish	Alabama	401 East Bridge Street, Wetumpka, AL 36092	Drama	<a href="#">The Bloom Home</a>
Just Mercy	Alabama	190 E University Dr, Auburn, AL 36832	Drama	<a href="#">Garden District Apartments</a>
Selma	Alabama	Edmund Pettus Bridge, Selma, AL 36703	Drama	<a href="#">Location of civil rights march shown on national television</a>
To Kill A Mockingbird	Alabama	31 North Alabama Avenue, Monroeville, AL 36460	Drama	<a href="#">The Courtroom</a>
The Hunt for Red October	Alaska	Port Valdez, Valdez, AK 99661	Action/Adventure	<a href="#">Forests of Polgamy</a>
Life Below Zero	Alaska	Kauka River Camp, Anchorage, AK 99519	Documentaries	<a href="#">Home of Sue Adams</a>
Star Trek VI: The Undiscovered Country	Alaska	26328 Buckhorn Ln, Palmer, AK 99645	Sci-Fi	<a href="#">Captain Kirk and Dr. McCoy are rescued from Russ Parker</a>
Everything Must Go	Arizona	6101 E Calle Rosa, Scottsdale, AZ 85251	Drama	<a href="#">Nick Haley's House</a>
Big Wars: Return of the Bull	Arizona	Yuma Desert, AZ 85345	Sci-Fi	<a href="#">Jabba's cat barge and Banquet Hall</a>
Bill & Ted's Excellent Adventure	Arizona	1010 W Southern Ave, Tempe, AZ 85282	Comedy	<a href="#">The Circle K</a>
Alice Doesn't Live Here Anymore	Arizona	Longhorn Bar & Grill, South Nogales Highway, Amado, AZ 85645	Comedy	<a href="#">Don Skull Restaurant</a>
Farmed Gump	Arizona	Irish Route 42, Dijoato Monument Valley, AZ 84336	Drama	<a href="#">Forest running through the desert</a>
Firm	Arkansas	1550 North Ingham Boulevard, West Memphis, AR 72301	Action/Adventure	<a href="#">Greyhound park where Agent Mylene Tarnance is set up</a>
Big Little Lies	California	631 Ocean View Blvd, Pacific Grove, CA 93950	Drama	<a href="#">Blissful Drip Cafe</a>
Raiders of the Lost Ark	California	5001 Pacific Avenue, Page Square, Concord Hall, 141 Fl, Blockton, CA 95211	Action/Adventure	<a href="#">Marshall College where Indiana Jones teaches</a>
Outlets	California	5148 Louise Ave., Encino, CA 91316	Comedy	<a href="#">Cher's house</a>
Free Solo	California	El Capitan, CA 95389	Documentaries	<a href="#">Climbing El Capitan</a>
Grey's Anatomy	California	16111 Plummer St, North Hills, CA 91343	Drama	<a href="#">Grey Sloan Memorial Hospital</a>
Space Jam (1996)	California	3900 W Manchester Blvd, Inglewood, CA 90305	Action/Adventure	<a href="#">The final basketball match between teams and monkeys</a>

## Final take

Last year, we turned in to movies to get on through the grid, the bad, and the ugly of the world around us. Now that it's time to discover the joy of travel once again, go pack some snacks, use this map, and hit the road to find Hollywood drama and magic around every corner.

## Methodology

We selected popular movies and shows available on the most popular streaming services, along with some of our own favorites. We then sorted everything by genre, and we scoured the internet for filming locations for each movie or series.

This piece was created by CableTV.com and is in no way sponsored, endorsed, administered by, or associated with any of the

## Mouseflow – Heatmap Takeaways

### User Movement

- Activity around the Google maps link
- Jump links
- Interest in maps

### User Click

- Interest in CableTV site
- Interest in Google map
- Lack of interaction with table



## Page Performance (User Behavior)

- Interest in CableTV as a site
- Spending time on the page

<b>Unique Pageviews</b>	541
<b>Average Time on Page</b>	4:09
<b>Bounce Rate</b>	87.05%

Next Page Path		Pageviews	% Pageviews
/		5	19.23%
/about-us		4	15.38%

\*Data from first two weeks of page being published

## How did page performance compare?

	Unique pageviews	Average time on page	Bounce rate
<b>The Ultimate Road Trip for Movie and TV Fans</b>	541	4:09	87.05%
<b>The Most Popular Movie Scenes Filmed in Your State</b> (Past intern project on Reviews.org)	439 ↓	03:53 ↓	92.38% ↑
<b>Your State's Favorite Quentin Tarantino Movie</b> (similar piece on CTV)	886 ↑	05:54 ↑	31.40% ↓

\*All data from first two weeks of each page being published



## User Behavior – Takeaways

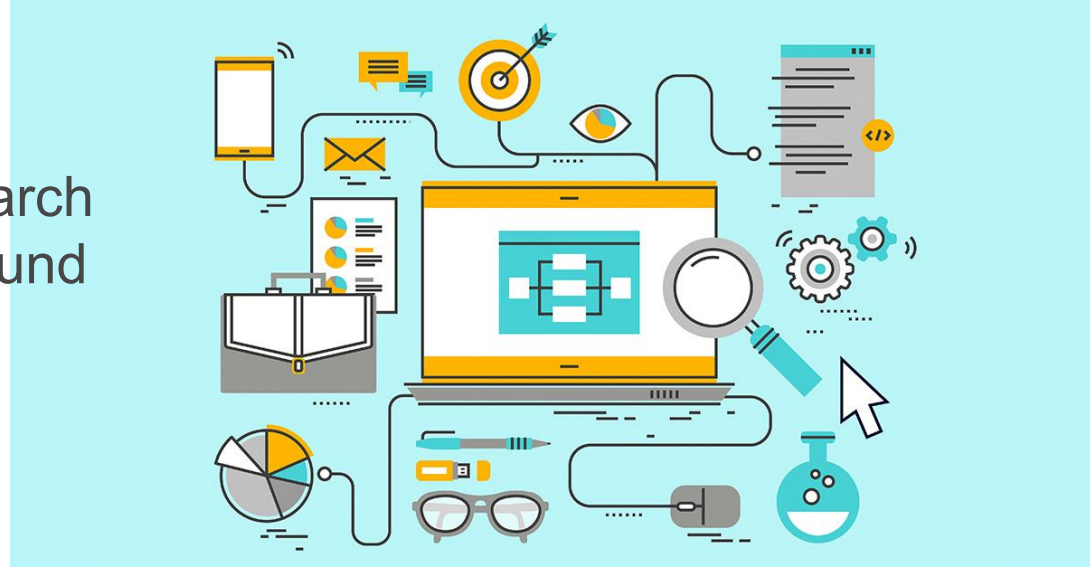
- Piece generated interest in the site, people sought more information through the home page/about page
- Build credibility with users when they explore the rest of the site
- No email sign ups



**SEO Team**

## Overview: what we did, who owned what

- Performed Keyword research
- Created SEO brief and found search traffic
- Tracked performance
- Optimized the page throughout the days



## Methodology

### We Used the Following tools

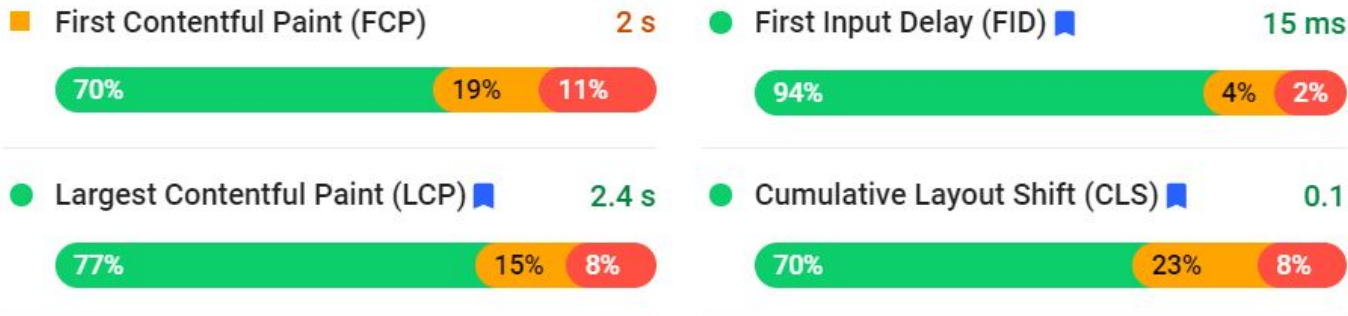
- SEMRush
  - Keyword magic tool
  - Organic research
- MarketMuse
- Google Search Console
- Google Analytics
- Schema markup helper
- Tinypng
- WordPress
- Google Pagespeed Insights



# Optimizations

- Image optimization (condensing and alt text)
- FAQ Schema markup
- Internal linking

## Page Speed / Core Web Vitals look good



# Traffic

We saw a lot of initial interest, but it decreased the weekend following its release and continues to drop on weekends.

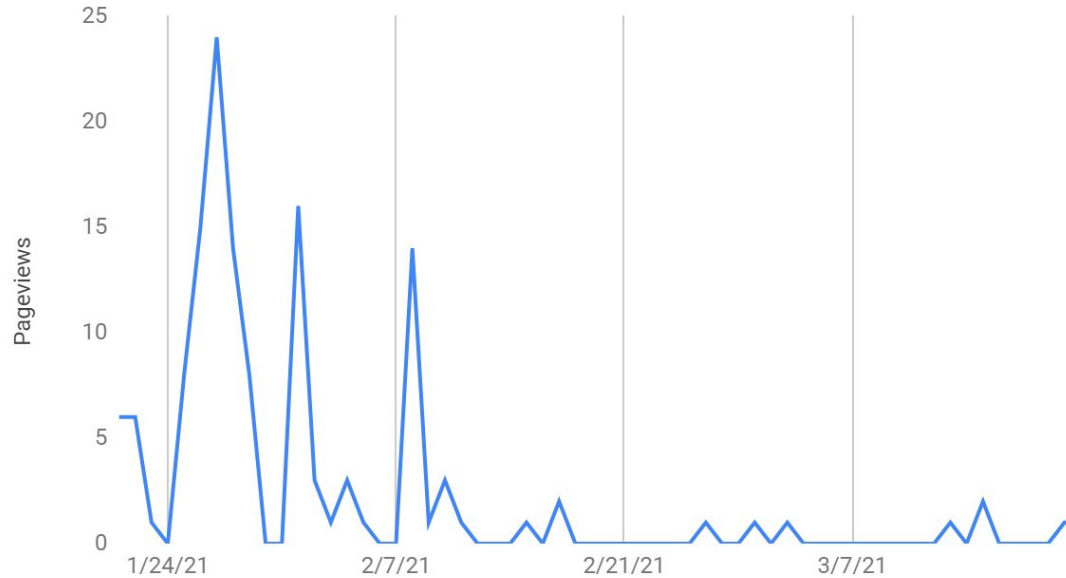
Maintain Initial Interest



## Past Pieces

We have more pageviews overall than past outreach pieces like this one, but less spikes which we want to see.

Similar pattern to our own



## Key Takeaways

- It takes time to see results for SEO (Piece has only been live for 3 weeks)
- The next step is to optimize for more keywords
- Experiment and try new things
- See other people's perspectives





# Outreach/ Digital PR Reporting

# List Building

## Lifestyle/Entertainment Outreach

- Talking about Comedy (62% open rate)
- Talking about Horror Movies (57% open rate)
- Pop Culture List (50% open rate)
- Talking about Sci-fi Movies (42% open rate)
- TV/Movie Publications (25% open rate)
- Family Travel (20% open rate)
- Travel/Vacation Publications (16% open rate)
- Talking about Action/Adventure movies (16% open rate)

## Local State Media Outreach

- Washington (46% open rate)
- Alabama (29% open rate)
- Illinois (27% open rate)
- Georgia (13% open rate)
- Utah (12% open rate)
- General weekend editors (20% open rate)

# Roadblocks

## Outreach

- Flagged emails, landing us in **spam folders**
  - *Big thanks to the outreach team for helping!*
- Initially **low open rates** due to landing in spam folders
- No coverage after 1 week of outreach
- **Unforeseeable problems impacting coverage** particularly regarding travel
  - *Rising gas prices*
  - *Lack of rental cars*
  - *New Delta variant dissuading people from traveling*
- July additionally had an increase in dream jobs, coverage surrounding the Olympics, and new COVID news
- Very short timeline
  - *Average outreach piece has over a month for outreach, our timeline was set to 2 weeks*
- Pitch to publish time for local publications is ~ 2 weeks
- Pitch to publish time for larger entertainment and lifestyle publications is ~1 month

## CS Roadblocks

- No straightforward way to credit two authors on a piece



# Reporting

Mock-ups of planned coverage

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## THE ULTIMATE ROAD TRIP FOR MOVIE AND TV FANS

LOCAL 2:40 p.m. ET Jul. 28

≡ **BuzzFeed** Quizzes TV & Movies Shopping Videos News To

Tokyo Olympics Trending Quizzes New Movies In Aug



Community · Posted on Feb 25, 2021

## THE ULTIMATE ROAD TRIP FOR MOVIE AND TV FANS

Take to the open road and find your perfect destination!



by **hangwen000**  
Community Contributor

6,180 points



Approved and edited by  
**BuzzFeed Community Team**

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# Successes

## Coverage

- Landing a spot in the upcoming autumn edition of At Home Places magazine (This is part of the USA Today Network. Their 100 page issue printed in October) \*Their online publication has a DA of 95
- Upcoming piece with BuzzFeed by EOW
  - Travel quiz linking to CTV site and resources
- Hoping to see increased coverage in the upcoming few weeks due to refined outreach strategies

## Skills

- Learning to work together as a team
- Working under pressure and with limited time
- Learning new skills quickly
- Adaptability to challenges and roadblocks
- Writing for niche audiences
- Navigated new tools for data visualization



# What we learned

- Test micro pitching and emailing individual journalists earlier
- Re-organize project timeline to provide longer time for outreach and reporting
- Consider shortening the copy for a scannable article by journalists and readers
- **FINISH THIS LIST**
- Emphasizing how our report is different from others is super important
  - Didn't do enough of this
- Narrowing down lists is super important
  - Lots of bounces from state lists
- \*\*\*Other takeaways\*\*\*

# Special thanks to all our mentors!



**Questions?**