

improving my photography blog and Instagram presence

MATTHEW LAU
SECTION A1
DATE: APRIL 26, 2017
SOLO PROJECT

presentation made with Canva (www.canva.com)

WWW.MATTHEWLAU95PHOTOGRAPHY.COM |

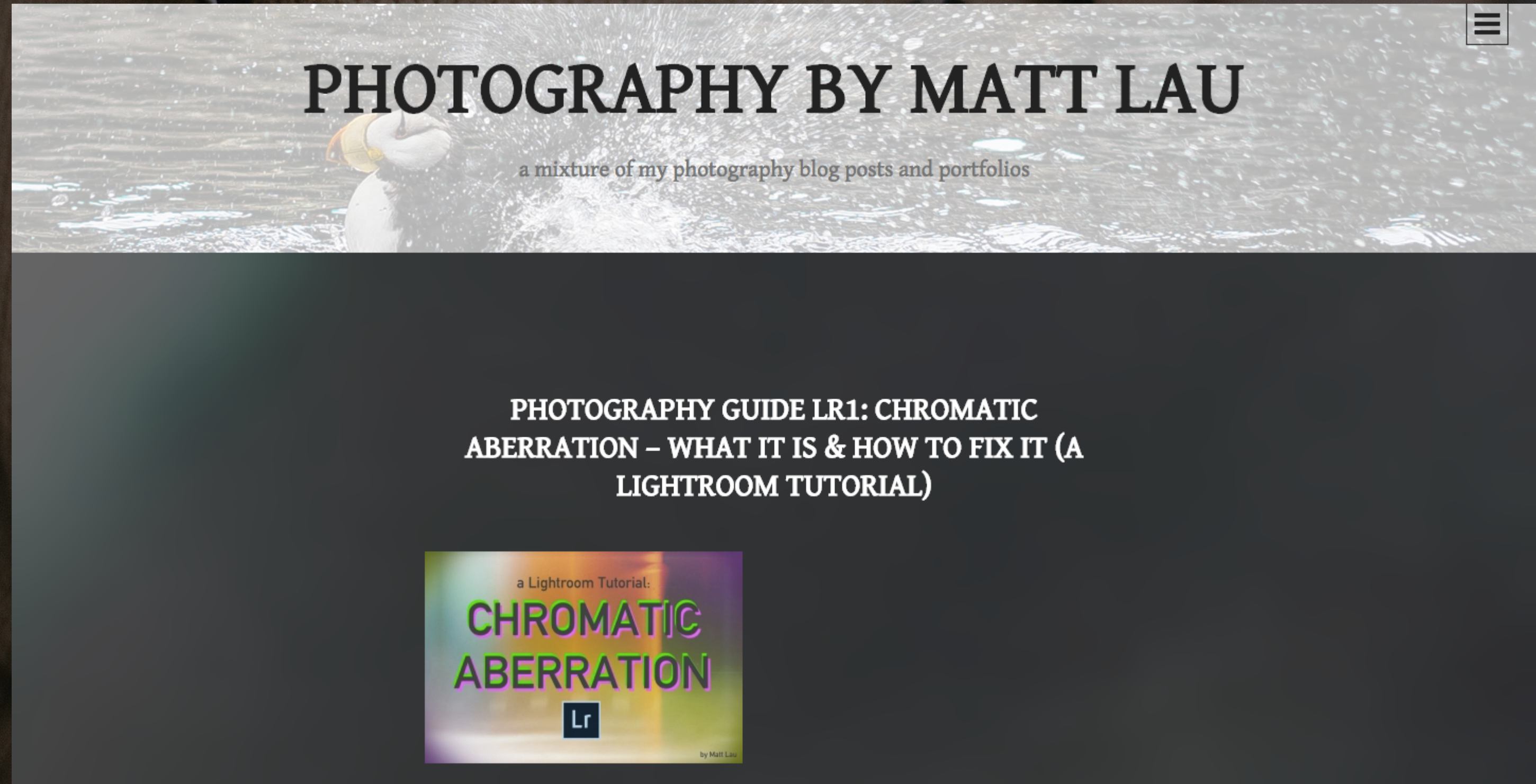


@MATTLAU95

my website: matthewlauphotography

URL: [HTTPS://MATTHEWLAUPHOTOGRAPHY.COM](https://matthewlauphotography.com)


HOME PAGE SCREENSHOT







my instagram account

URL: <https://www.instagram.com/mattlau95>

FEED SCREENSHOT

 | Instagram






Download

mattlau95

Edit Profile




527 posts


677 followers


575 following


Matt Lau


Photographer, Rutgers senior, Miami Dolphins fan, narcoleptic, follower of Jesus Christ. matthewlauphotography.com


it's hump daaayyyyyyyy!!!




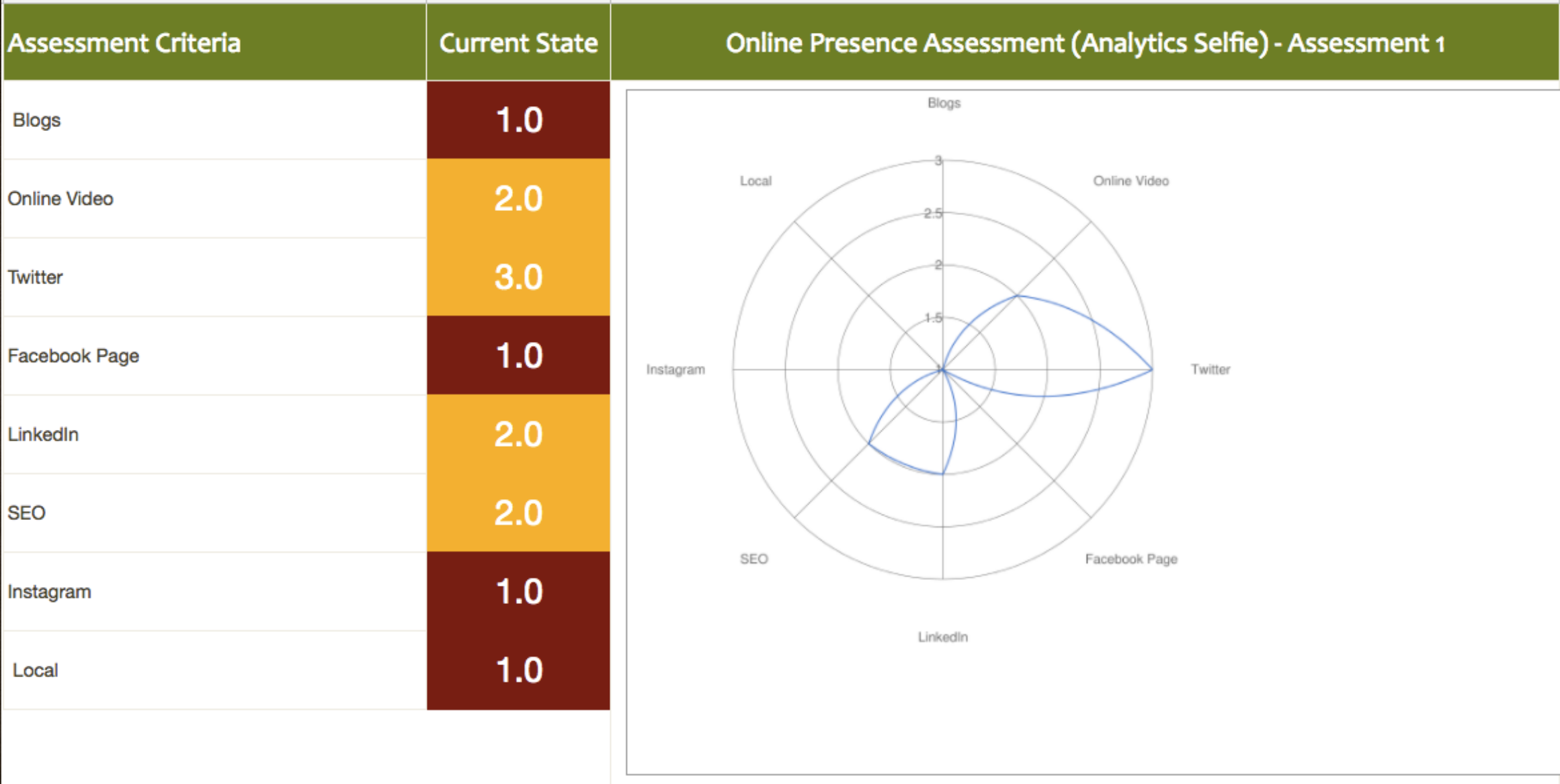




@mix.and.Mattcha


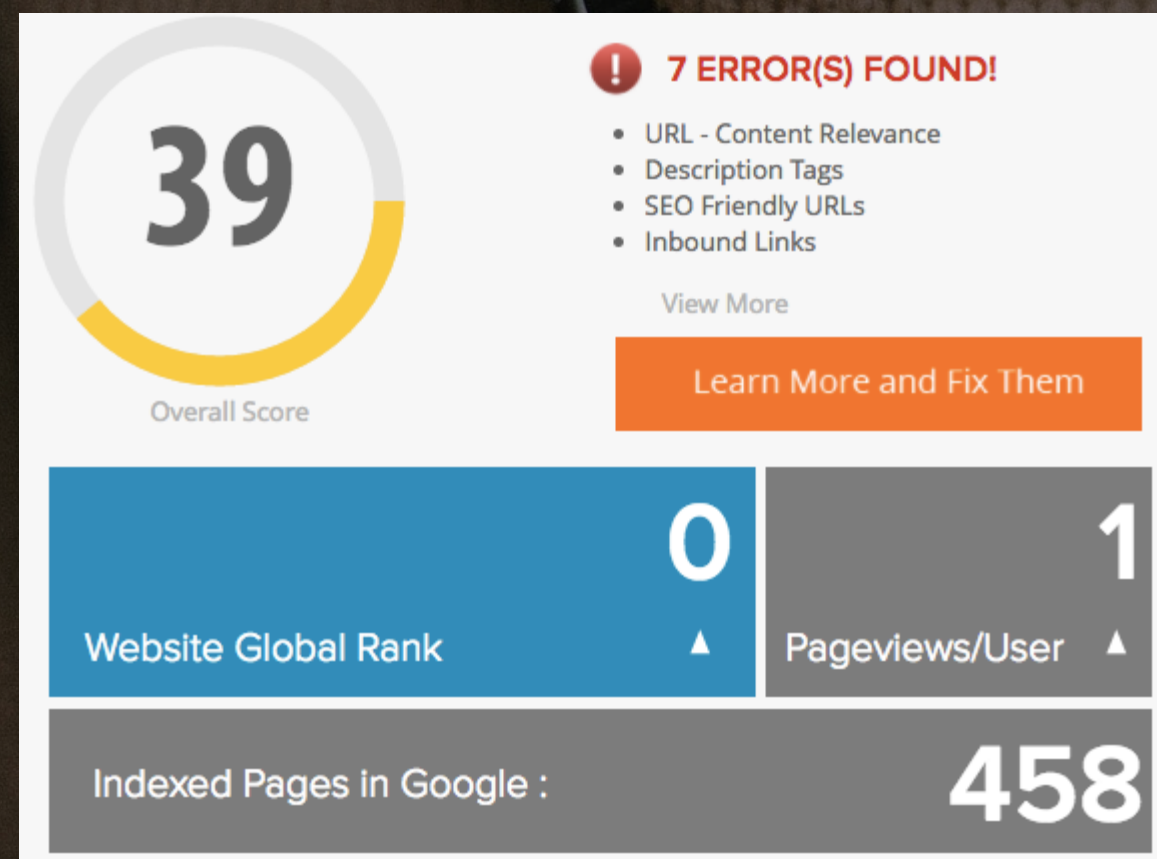


analytics selfie assessment

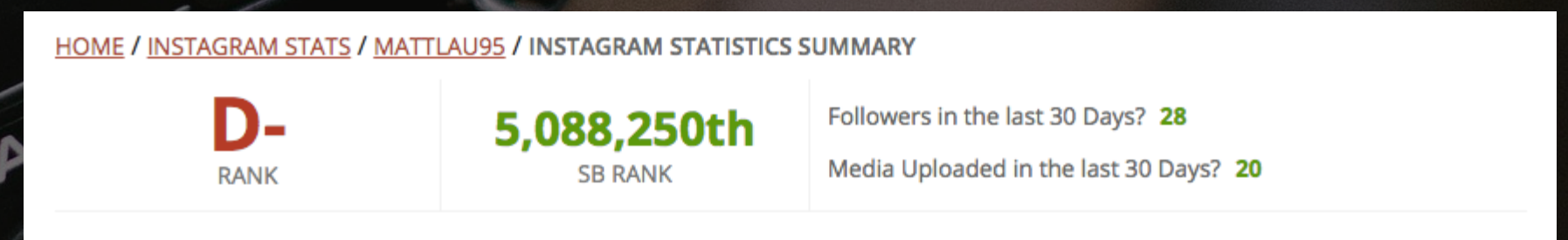


analytics selfie assessment (a few tests)

website domain score (by LXRSEO)



Instagram grade (by socialblade)



blog grade (by Blog Analyzer)



not good!!

digital marketing plan in a nutshell

GOALS

- Improve blog domain score
- Gain more Instagram followers

AUDIENCE

Myself and other young or new photographers

TACTICS

- Use class resources and articles
- Advice from LXRSEO
- Instagram tools: Iconosquare and Hootsuite
- Consider social media outlets like Youtube or Twitter

TIMEFRAME

- Week of April 23, 2017

LOCATION

- N/A

KEY BUSINESS REQUIREMENTS

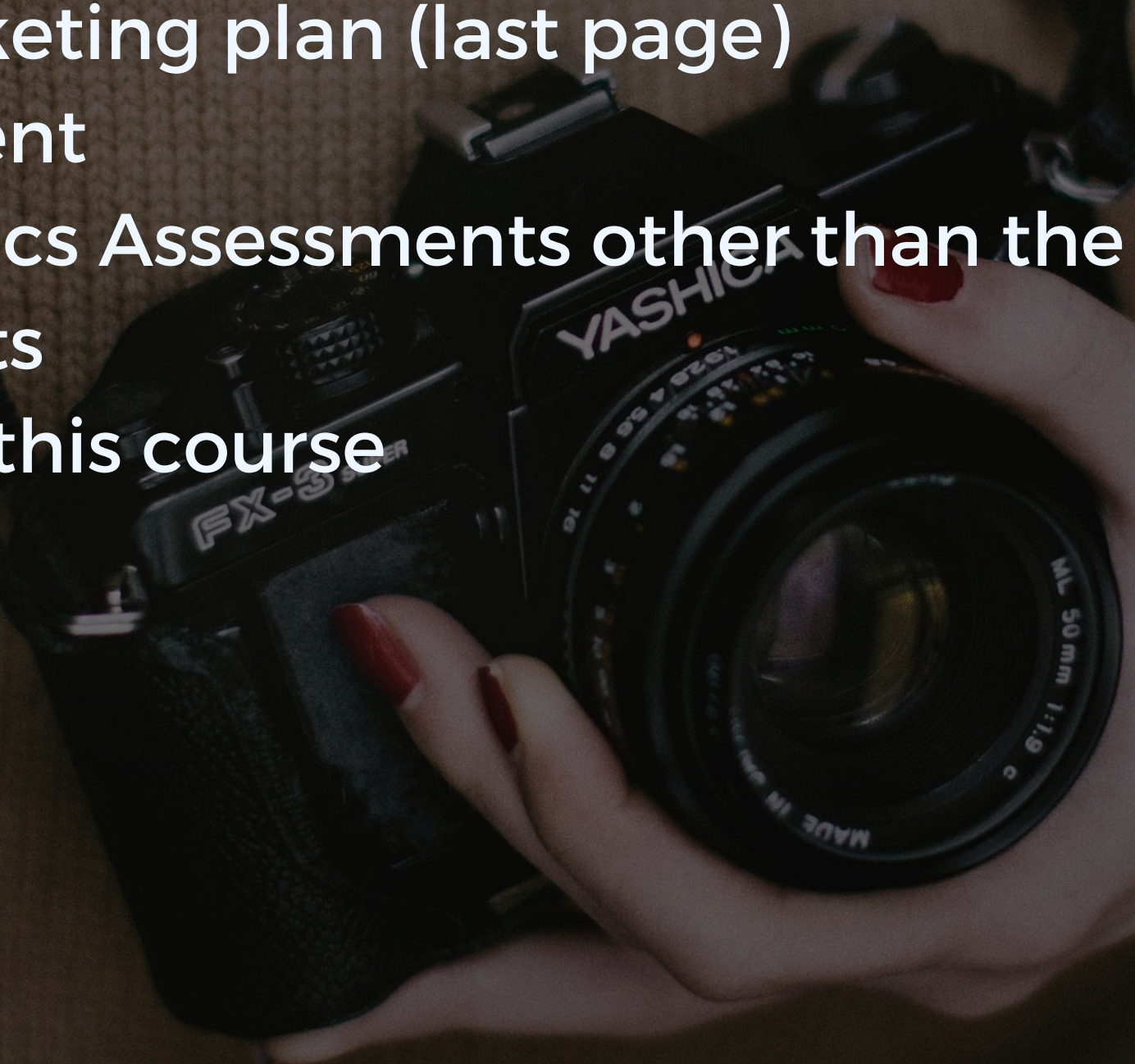
- URL - Content Relevance
 - Description Tags
 - SEO Friendly URLs
 - Inbound Links
 - Optimize post schedule
 - Use better hashtags
- } Blog/Website
- } Instagram

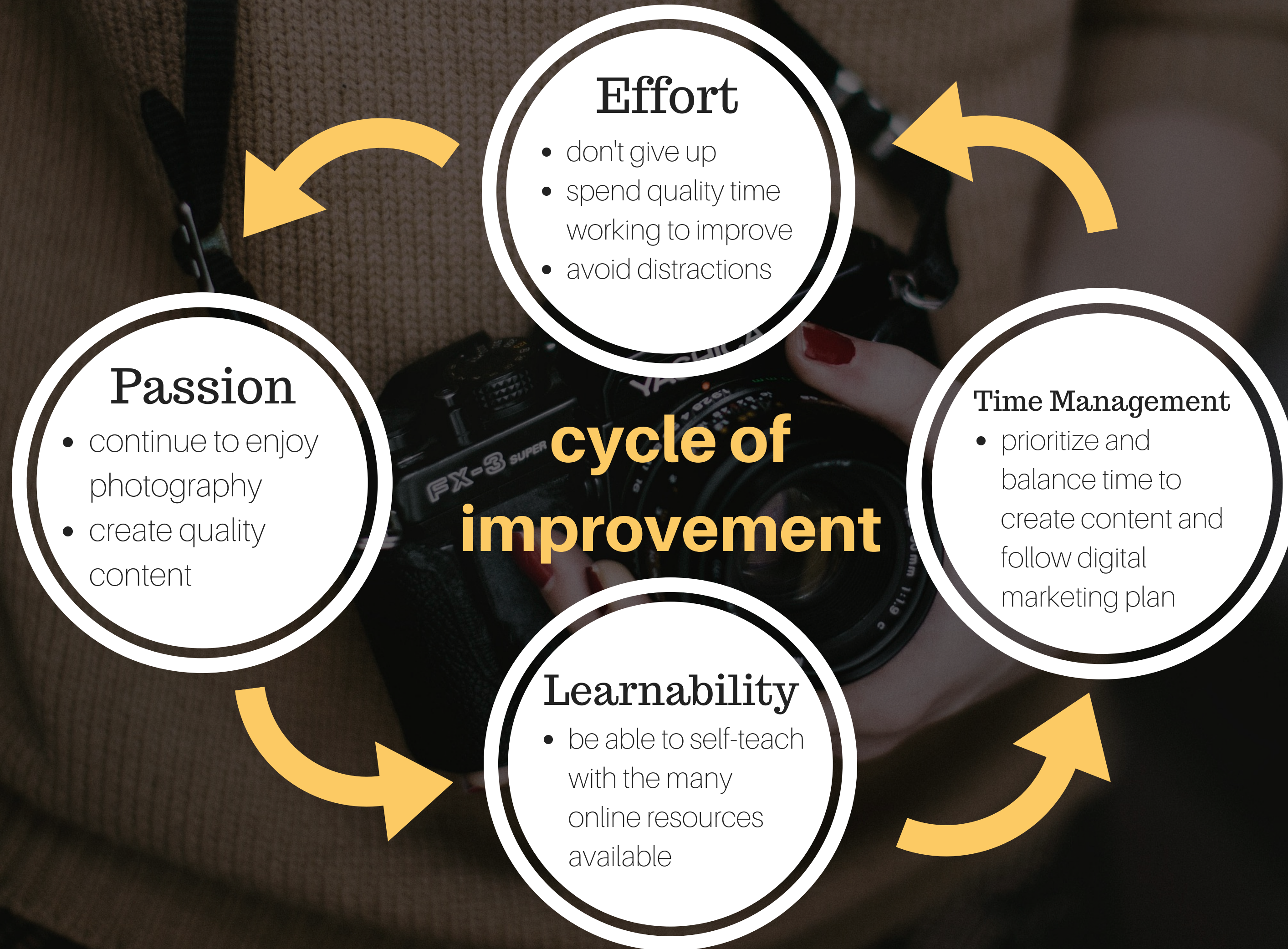
KEY PERFORMANCE INDICATORS

- A better blog domain score
- More Instagram followers and likes
- Better Instagram socialblade grade

quick intro

- Plan to improve my blog domain score and gain more Instagram followers
- Use my digital marketing plan (last page)
- Cycle of improvement
- Use 2 DemandMetrics Assessments other than the Analytics Selfie
- Analyze assessments
- Gameplan for after this course






assessment #1

BLOG TOPIC PRIORITIZATION TOOL

Become More Strategic

 DEMAND METRIC

Blog Topic Prioritization Tool

Note: Sort by selecting all cells then click "Data" in the navigation menu and "Sort". You can sort by Score (Largest to Smallest).

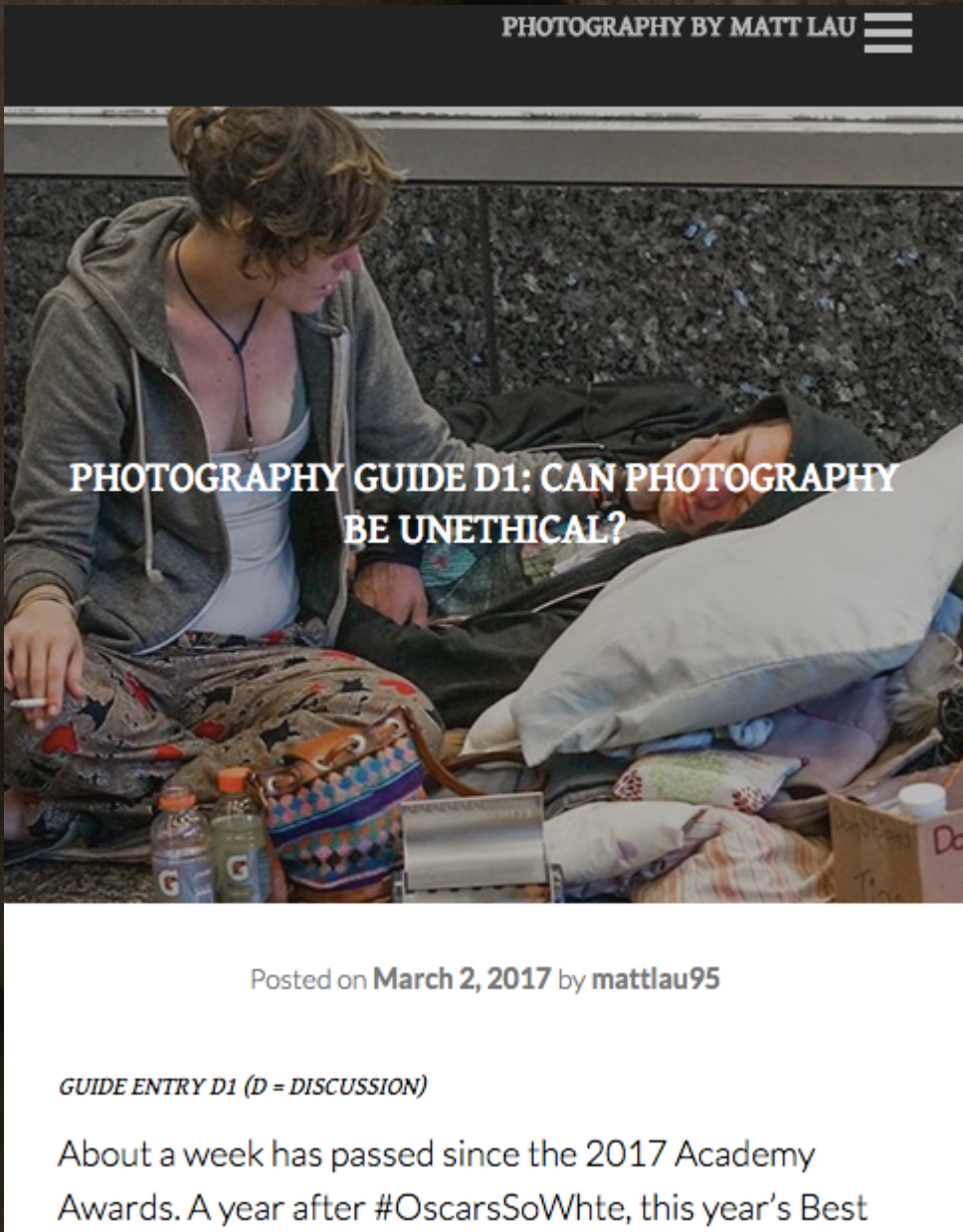
Topics	Score	Effectiveness	Credibility	Resonance
Lifestyle Photography	7.9	3.4	2.2	2.3
Brand Influencer	5.7	1.6	2.5	1.6
Equipment reviews	6.5	2.2	2.2	2.1
Photography Guide	9.0	3.6	2.9	2.5
Other	3.8	0.8	1.7	1.3
Social Media Promotion	5.0	2.0	1.8	1.2

assessment #2 part A


BLOG POST URL

HTTPS://MATTHEWLAUPHOTOGRAPHY.COM/2017/03/02/PHOTOGRAPHY-GUIDE-D1-CAN-PHOTOGRAPHY-BE-UNETHICAL/

SCREENSHOT (MOBILE TO FIT PRESENTATION)



BLOG POST OPTIMIZATION CHECKLIST


 Become More Strategic
DEMAND METRIC

SEO Blog Post Optimization Checklist

Name of Blog Post: Can Photography Be Ethical? https://matthewlauphotography.com/2017/03/02/photography-guide-d1-can-photography-be-unethical/	Response	Notes
Title, Description, URL		
Is the Title/Headline short, catchy and compelling?	Yes	
Is the Meta Description, 160 characters maximum with a call to action encouraging a click?	No	
Is the URL address based on the post title with hyphens separating words? (eg. www.example.com/this-)	Yes	
Is this post optimized for a keyword? Ensure keywords are in the title and URL.	No	
Images		
Are you using a custom image that has a text overlay?	Yes	
Did you insert the main image at the top of the article, and set featured image (if theme requires it)?	Yes	
Did you link the main image back to the post URL?	No	Main image is an in the background of the top of the page. It is reshown but it is an embedded Instagram post with the same image (by me)
Did you set image file names and ALT tags?	No	
Did you source all photo credits, and have source link open in a new window?	Yes	

assessment #2 part B

BLOG POST OPTIMIZATION CHECKLIST (CONTINUED)

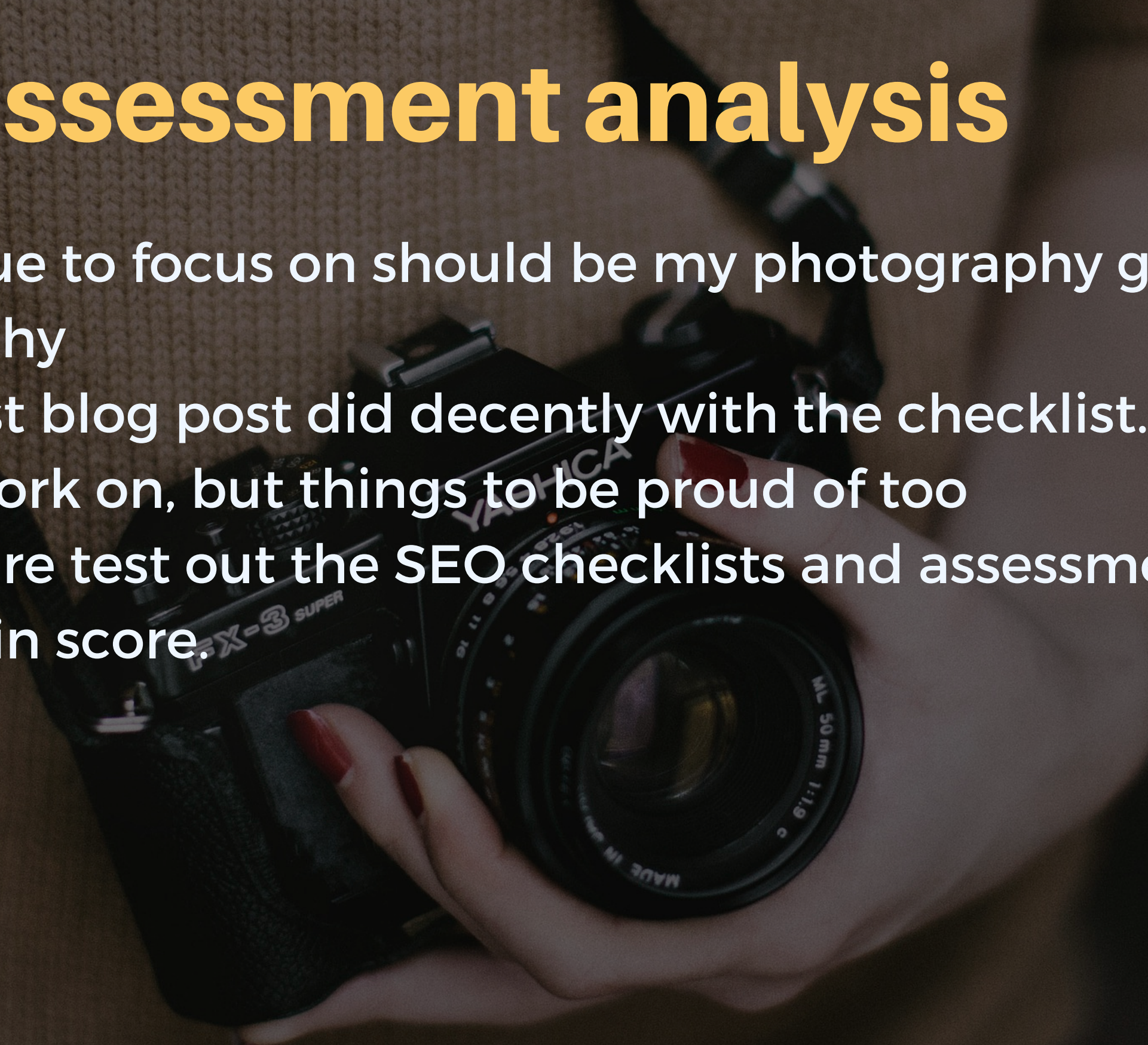
 DEMAND METRIC		
SEO Blog Post Optimization Checklist		
Name of Blog Post: Can Photography Be Ethical? https://matthewlauphotography.com/2017/03/02/photography-guide-d1-can-photography-be-unethical/	Response	Notes
Text and Links		
Is your blog post under 350 words?	No	approx. 1700 words
Is your post using consistent text formatting, color and styles (from previous posts)?	Yes	
Are you internally linking (to at least one other related article or page on site if possible)?	Yes	links to twitter and Instagram (embedded)
If curated, did you use quotes with a source credit link (that opens in a new window)?	Yes	
Do you have a call to action at the end of your post (eg. encourage people to comment)?	Yes	
Did you break text up into bullets and numbered lists whenever possible, for easier scan-ability?	No	

Technical Structure		
Did you set a blog snippet (aka excerpt) that excites reader to 'read more' and click?	Yes	
Did you set the Blog Category (2 maximum)?	No	More than 2 (three exactly)
Did you set a small but relevant number of tags to your blog post?	No	only 5 tags
Did you ensure the article author is set correctly (eg. not just 'admin')?	Other	shows username not full name

Final Checks		
Did you check and review for grammar and spelling?	Yes	
Did you check that all links work?	Yes	
Did you schedule the post, and check date and time is correct?	N/A	not a scheduled post.
Did you schedule time to check back and approve comments?	N/A	comments don't need approval

assessment analysis

- the topics I continue to focus on should be my photography guide and lifestyle photography
- surprisingly, my last blog post did decently with the checklist. there are a couple things to work on, but things to be proud of too
- I should in the future test out the SEO checklists and assessments to improve my domain score.



highlights & recommendations

HIGHLIGHTS

- bad (terrible) SEO and Instagram grades
- did a decent job on blog post checklist
- cycle of improvement:
 - 1) passion
 - 2) learnability
 - 3) time management
 - 4) effort

RECOMMENDATIONS

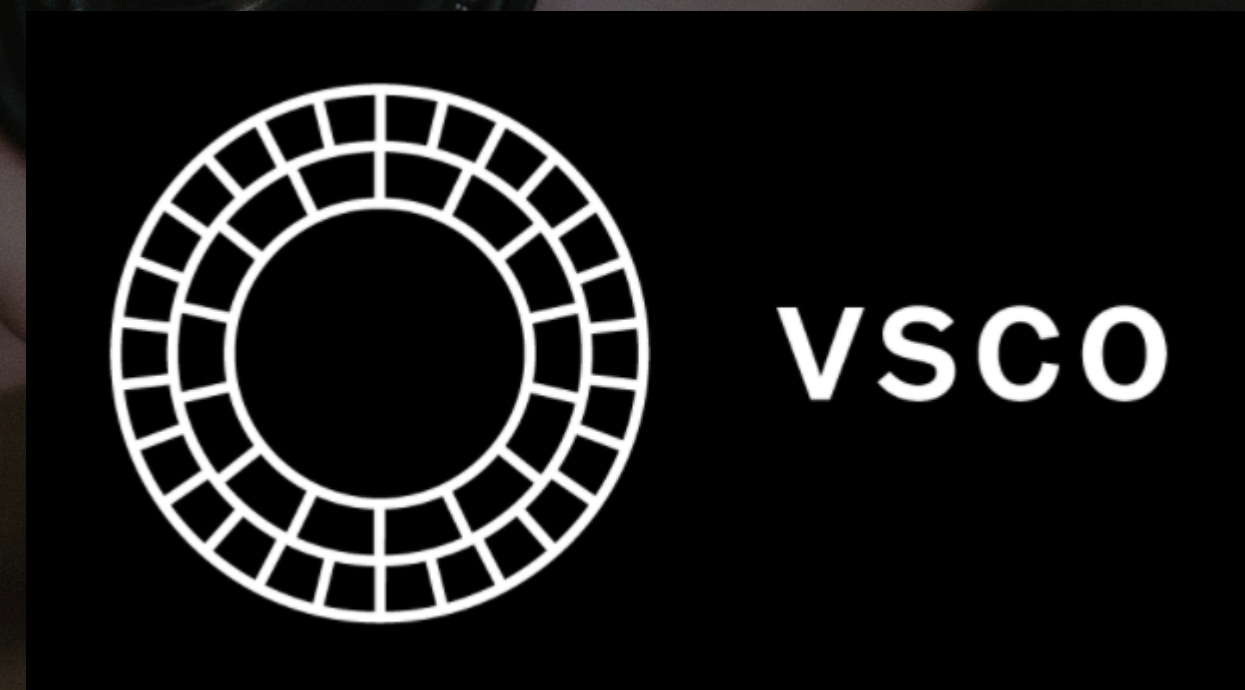
- focus on two best blog topics (photography guide and lifestyle photography)
- perfect my blog post according to the checklist (doing well, do better)
- use tools:
 - 1) for Instagram (eg. iconosquare, hootsuite)
 - 2) SEO (LXRSEO, Google Analytics)

CONCLUSION

My content seems to be good so far, but I need to drastically improve my digital marketing and SEO optimization

moving forward

USE THE MANY TOOLS AT MY DISPOSAL



A hand with red-painted nails holds a black camera with a lens. The camera has 'YASUNICA' and '50mm 1:1.8' visible on it. The background is dark and textured, possibly a piece of fabric.

thank you!

Contact Me:

Name: Matthew Lau

Major: Computer Science

Email: mattlau95@gmail.com

Permission to share? Sure!

Follow me on instagram :)

@Mattlau95