

# Chandigarh University

## Bachelor of Computer Application

**Advanced Social Media and Analytics**  
**23CAH-303**

**Mini Project**  
On

***Online Reputation  
Management(ORM)***

Online Reputation Analysis and Report for Youtube

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## 1. Introduction

In today's digital era, YouTube has become one of the most influential platforms for communication, entertainment, and brand visibility. A channel's online reputation plays a crucial role in shaping audience perception, engagement, and growth potential. This report aims to analyze the YouTube channel's overall reputation by evaluating its content performance, audience engagement, sentiment, and visibility.

Through a detailed examination of metrics such as subscriber count, views, likes, comments, and audience feedback, this analysis provides insights into how the channel is perceived by its viewers. The findings will help identify strengths, weaknesses, and opportunities for improvement, ensuring a stronger and more positive online presence.

The ultimate goal of this report is to offer actionable recommendations that enhance the channel's credibility, audience loyalty, and reputation management strategies on YouTube.

## 2. Channel Information

Element	Details
<b>Channel Name</b>	[Insert Channel Name]
<b>URL</b>	[YouTube Channel Link]
<b>Category/Niche</b>	[e.g., Technology, Lifestyle, Education, Entertainment]
<b>Date of Analysis</b>	[Insert Date]
<b>Subscribers</b>	[Number of Subscribers]
<b>Total Videos</b>	[Count of Videos]
<b>Total Views</b>	[Cumulative Views]
<b>Upload Frequency</b>	[e.g., Weekly, Bi-weekly, Monthly]

### 3. Content Analysis

Criteria	Observation	Remarks
<b>Video Quality</b>	[HD/4K/SD]	[Consistent/Inconsistent]
<b>Audio Clarity</b>	[Good/Average/Poor]	[Issues Noted if Any]
<b>Thumbnail Design</b>	[Attractive/Generic/Cluttered]	[Brand consistency noted?]
<b>Title Optimization</b>	[Keyword-rich/Clickbait/Weak]	[SEO alignment?]
<b>Description &amp; Tags</b>	[Optimized/Partial/Not used effectively]	[Relevant hashtags, links, etc.]
<b>Content Value</b>	[Informative/Entertaining/Promotional]	[Viewer benefits noted]

### 4. Engagement Metrics

Metric	Current Value	Industry Average	Remarks
<b>Average Views per Video</b>	[X]	[Y]	[Above/Below Average]
<b>Likes-to-Dislikes Ratio</b>	[e.g., 98% positive]	[Benchmark]	[Interpretation]
<b>Average Comments per Video</b>	[X]	[Y]	[Level of Audience Interaction]
<b>Engagement Rate (%)</b>	$[(Likes + Comments) \div Views \times 100]$	[Benchmark]	[Good/Needs Improvement]
<b>Watch Time &amp; Retention</b>	[X minutes / % retention]	[Benchmark]	[Audience loyalty insights]

## 5. Audience Sentiment Analysis

Sentiment	Percentage	Interpretation
<b>Positive Comments</b>	[e.g., 72%]	Supportive and engaging audience
<b>Neutral Comments</b>	[e.g., 18%]	General discussions or non-emotional responses
<b>Negative Comments</b>	[e.g., 10%]	Possible dissatisfaction or controversy areas

### ✿ Top Viewer Feedback Themes:

- Positive: [e.g., "Informative content," "Entertaining host"]
- Negative: [e.g., "Too many ads," "Low upload frequency"]

## 6. SEO and Visibility

Factor	Observation	Remarks
<b>Keyword Optimization</b>	[Strong/Moderate/Weak]	[Top keywords used in titles/descriptions]
<b>Video Tags</b>	[Effective/Irrelevant/Minimal]	[List examples]
<b>Channel Metadata</b>	[Optimized About section, links, social handles]	[Suggestions for improvement]
<b>Search Ranking</b>	[Videos rank in top 10 for...]	[Performance overview]

## 7. Competitor Comparison

### 📊 Findings:

- [Highlight where the analyzed channel stands out or lags behind competitors]

## 8. Reputation Insights

### ✓ Strengths:

- [e.g., Strong community engagement, consistent branding, positive sentiment]

### ⚠ Weaknesses:

- [e.g., Inconsistent uploads, poor SEO, limited audience interaction]

### 💡 Opportunities:

- Collaborations, trending topics, Shorts content, influencer partnerships

### 🚫 Threats:

- Rising competition, algorithm changes, negative publicity

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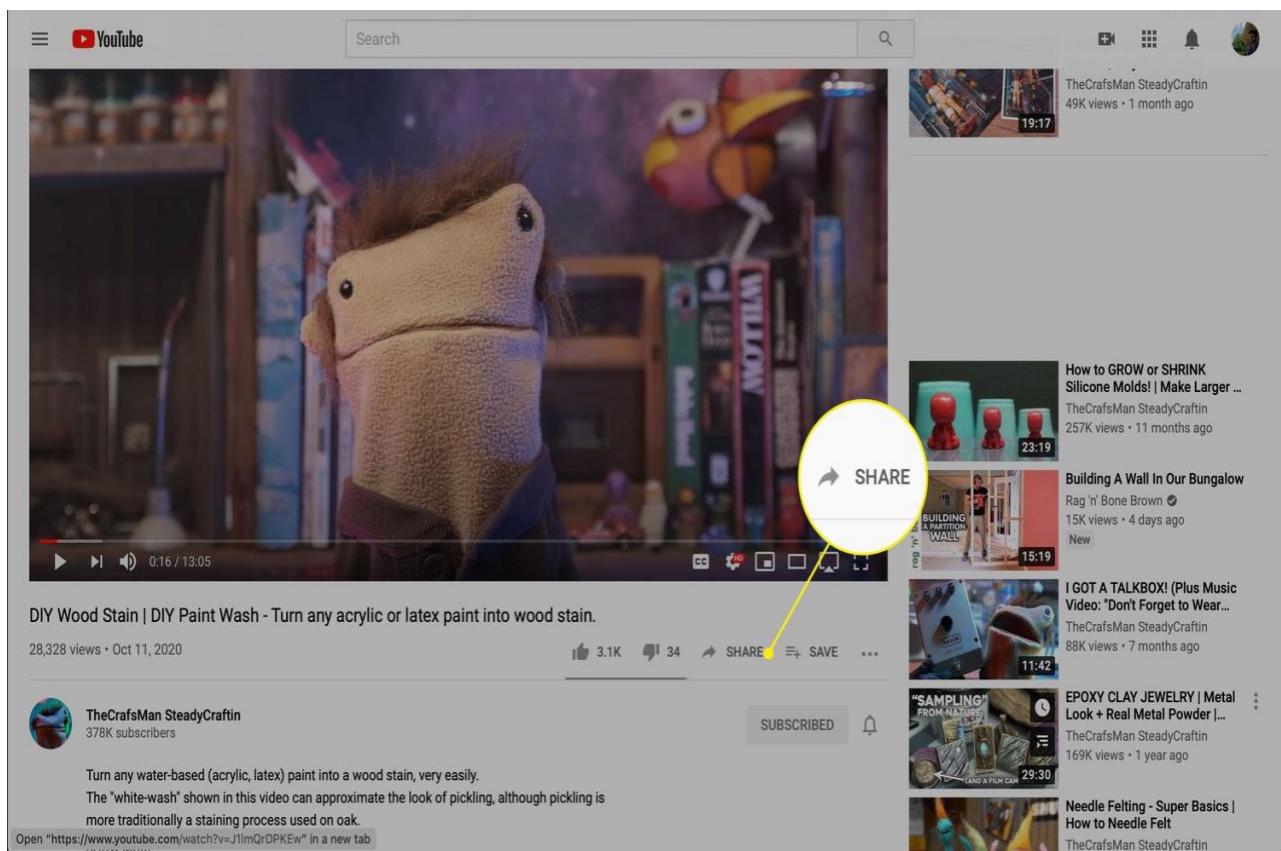
## 9. Recommendations

1. **Content Strategy:** Maintain a consistent upload schedule and mix evergreen + trending topics.
2. **SEO Optimization:** Refine titles, tags, and descriptions with high-ranking keywords.
3. **Engagement:** Encourage community participation through polls, comments, and live sessions.
4. **Reputation Management:** Respond to negative comments professionally; highlight positive testimonials.
5. **Branding:** Maintain a cohesive visual identity across thumbnails, banners, and intros.
6. **Analytics Tracking:** Monitor metrics monthly using YouTube Studio and Google Analytics.

## 10. Conclusion

The YouTube channel demonstrates [strong/moderate/weak] online reputation with notable audience trust and engagement potential. By addressing the identified gaps in SEO, consistency, and interaction, the channel can significantly enhance its digital presence and public perception.

## 11. Youtube





# YouTube Premium