




Graduation Work/Thesis Proposal

2022 Year Spring Semester

Work / Thesis	Work (<input checked="" type="checkbox"/>) Thesis ()
Title	Instagram Search Engine Optimization (InSEO)
GitHub URL	https://github.com/seungmin1998/ThesisPRJ
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2022. 03. 07.
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Academic Advisor: Tamer Abuhmed Sign: 

1. Needs of Assignment

Social Media is and will be a big part of people's life because it is what builds communities and connects people from all around the world. This started to spread in 2008 when Facebook came to life and marked the start of the growth of the social media platforms. People realized that money could be made by using it and currently there are more than 50 million people that consider themselves as "Creators". Creators are those who create contents that people watch to get entertained and by entertaining others they gain money. This is possible because social media platforms need users, being more specific users that constantly come back. This can be achieved by having new contents which are made by "Creators".

Nowadays, children's one of the top dream job is to be a "Creator". This is because one can earn a lot of money by just making videos about things that you like to do. However, it is not easy to be successful being a creator because a lot of people are in this market. In other words, it is a red ocean. People need to upload good content constantly and moreover, they need to have some kind of strategy. Furthermore, they need to have good organization of their insights in order to know what they're doing wrong and what they're doing right. The following datas are used in order to check if a creator's content is good content:

- (I) retention rate
- (ii) click-through rate
- (iii) subscription rate
- (iv) number of impressions.

This is the data used in YouTube in order to tell if it is a good content or not. However, this is not the same for every social media platform as YouTube is a video based content platform but Instagram is a picture based content platform. Instagram creators use the following datas in order to check if the content is good or not:

- (i) likes follower ratio
- (ii) comments per like ratio
- (iii) impression reach rate

Excluding all these, the first thing that the creator must do is to make their content be reached by many people so that the reach can be converted into new followers which will make the community bigger which is the factor that makes a content creator successful. In order to maximize a content reach, the content must be “**optimized**”. Creators that just make the video and upload have a low chance to reach many people in this red ocean industry. Hence, creators add more data into the content’s meta-data in order for the social media’s algorithm have a better understanding about what is the content about and which audience should the algorithm show the content. Mainly, creators add tags in order to tell the algorithm what the content is about. Tags is one of the most important meta-data to be considered in order to reach the correct audience. Moving on, the caption of the content is considered as important meta-data. The following image (**image 1**) is an example of how tags and captions are written for a post

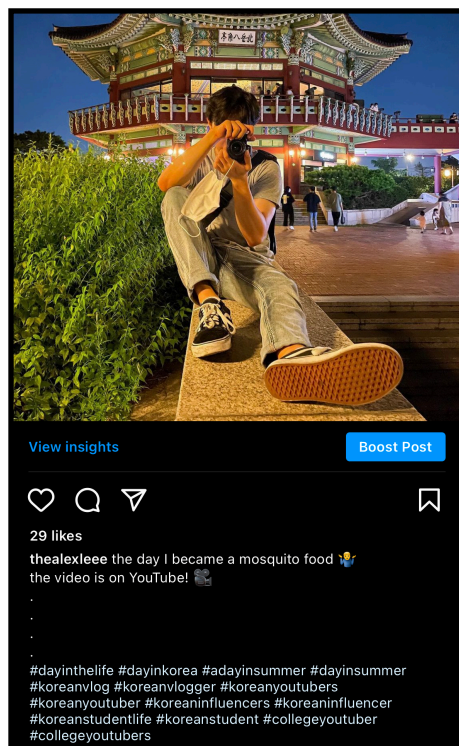


Image 1

The picture comes first and then the caption with the tags below preceding a hashtag (#).

However, Instagram creators have no tool that help them increase their reach to the correct audience. In other words, they do not have an SEO Optimizing Tool as YouTube does. I have been doing YouTube and Instagram for 2 years and having an SEO Optimizing tool helped me a lot to gain more subscribers in YouTube which is the reason I have more than 20,000 Subscribers but in Intagram I only have 4,000 followers. I consider that this is because of the SEO Optimizing tool which is why this work will help a lot of users.

2. Precedence Research and Technology

Currently YouTube Influencers also known as YouTubers have a search engine optimizing techninology called “TubeBuddy”. TubeBuddy is a service that is used as a Chrome extensions that YouTubers can download in order to see how optimized their YouTube content is. This service also shows what the YouTuber needs to improve in order to maximize the content’s reach to users. TubeBuddy checks the content’s meta data in order to see how optimized it is. It checks the following data:

- (1) tags
- (2) tags in description
- (3) tags in title
- (4) info cards
- (5) end screen

With all these information, TubeBuddy calculates the total point of the content which is how the YouTubers can see how optimized is the content. Moreover, if the content is not 100% optimized, TubeBuddy also tells the YouTuber how to optimize the content 100%. For instance, if there is not enough information in the tags, then TubeBuddy recommends the YouTuber some of the tags that can be added. With this service the YouTubers can have a better understanding about thier posts and since they have a better understanding YouTubers will be able to create better content which is more suited for their target audience. Whereas Instagram Influencers cannot because there is no service that collects the data and shows them easily and straight forward.

The project is related to TubeBuddy because it has the same goal as it. The goal of this project is to make a service that will make Instagram Influencers have a better understanding about their posts and optimize their posts to a 100%. Moreover, as YouTubers can see how good their content is, Instagram Influencers will be able to see how good their posts are by using the Instagram Search Engine Optimization, from now on we will call this project “InSEO”.

HTML and SQL will be used in order to build InSEO. Moreover, in order to bring the data from Instagram, the Instagram API will be used. The API is from Meta which is open for all developers. The API can be used if the API user has an active Instagram business account and an service where the API can be used. I currently have an Instagram business account because I used to do YouTube. Hence, the API will be able to be implemented in the service with no problem.

Firstly, by using the Instagram API, we will be bringing the meta data of the instagram posts. Then, I will make an algorithm that will check:

- (1) tags
- (2) like
- (3) comments
- (4) followers
- (5) following
- (6) impressions
- (7) reach

With these information the algorithm will calculate the post's grade which is what shows the user how good the content is. The difference between TubeBuddy and InSEO is that TubeBuddy is mainly used before the content is uploaded and InSEO is mainly used on posts that is already uploaded. However, I consider that understanding how well the past posts did and why did they do good or bad is essential because if users do not know those information they will not know if they are targeting the correct audience which is the key point of the success of an influencer.

3. Work/Thesis Process Plan and Form

Currently YouTube Influencers also known as YouTubers have a search engine optimizing technology called “TubeBuddy”. TubeBuddy is a service that is used as a Chrome extensions that YouTubers can download in order to see how optimized their YouTube content is. This service also shows what the YouTuber needs to improve in order to maximize the content’s reach to users. TubeBuddy checks the content’s meta data in order to see how optimized it is. It checks the following data:

1. Number of Tags
2. Suggested Tags
3. Comments
4. Likes
5. Subscriber Count

Process Plan:

3.1. Project Design

1. The first stage of the project would be to design the web page itself. In order to make the project be efficient and user-friendly, I would like to design the web as simple as possible.
2. The design will be made using photoshop and the flow chart will be made using Figma.

3.2 Search for API’s

1. For this project, I will be needing 2 main API’s. The first API is the instagram API. The instagram API will enable me to get the informations that I need for this project.
2. The second API that I need will be the keyword suggestion API. This is the API that I need in order to suggest keywords to the users.

3.3 Start Developing Application

1. I will be using HTML, CSS, Java, Javascript, JSP and MySQL in order to develop the application.

4. Expected Effect and Improvement Direction

If this application is presented to the market, the Instagram Influencers will be able to have a better experience when uploading their instagram posts. It will be easier for them to manage their post and profile and they will also be able to see their profile grade which will make them easier to know how well they are doing. Moreover, this service can be improved more by collaborating with Instagram itself. By uploading an image through InSEO, it will automatically be uploaded in instagram and moreover, by adding tags in InSEO, it will automatically add the tags to the post in Instagram.

5. ETC

5.1 Dividing Role

1. Seungmin LEE (Web Page Development)

5.2 Cost Analysis

1. This project will not have any expenses.

6. References

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