

Curated YouTube Newsletter Extra Insights Doc: Edition #23

How to Rebrand Your Instagram (Without Starting From Scratch)

1. Content Analysis and Summary

The video is a coaching-style conversation about a common question: *“Should I grow my business brand or my personal brand?”* The host explains that, especially for creators and entrepreneurs, the personal brand should usually come first, with the business brand following behind it. Using the example of a member whose niche is handcrafted furniture, the coach emphasizes that personal branding on platforms like Instagram lets you fully express who you are, share your ideas, and build thought leadership in the niche. The “brand account” (e.g., for an agency or furniture business) can later “scrape” and repurpose the best-performing content from the personal account once the strategy is dialed in and the creator is more established.

A big part of the discussion focuses on legacy content and audience. The member already has years of photography and lifestyle posts and worries about mixing old personal content (e.g., travel, family, lifestyle) with new, business-focused content about advertising strategy and handcrafted furniture. The coach’s solution is to **prune and archive** posts that are out of alignment with the new direction—not necessarily delete them, but hide or archive them so the feed clearly communicates what the creator wants to be known for. The emphasis is: *“What do you want people to follow you for?”* If a post doesn’t support that, it doesn’t belong on the main grid.

The coach also tackles the fear of losing followers and the pressure to keep everyone happy. Legacy followers from older phases (e.g., photography days) may unfollow, and that’s okay. The coach stresses that you must stop caring about random followers who aren’t aligned with your current niche or goals. Instead, focus on attracting and serving the people who care about your expertise. Even a small, tightly targeted audience (like 100 ideal followers) is more valuable than thousands of disengaged people. As you change, your audience will naturally change too, and pruning your feed plus posting consistently will reshape who follows you.

Finally, the conversation addresses perfectionism and content anxiety. The member just filmed his first Reel and expected to hate it, but it turned out fine—even with a small mistake. The coach encourages him to post anyway, and to keep posting, because the only way to improve is through repetition. The video closes with a pitch for **Content Lab**, a small group coaching program where the coach acts as a kind of creative director, giving members structured, nuanced feedback on their content, tone, and presentation so they can grow as thought leaders and make more meaningful content in their niche.

2. Key Takeaways (25 Bullets)

1. Start by building your **personal brand**; let business brands follow and repurpose from it.
2. Your personal account is where you can fully **express yourself and your ideas**.
3. A business or “corporate” account can later **scrape your best content** for more formal use.
4. Think like Elon/Tesla or Tim Cook/Apple—there’s separation, but the **person drives the story**.
5. You don’t need multiple accounts unless you *want* to start from zero; it’s usually not necessary.

6. **Archive old posts** that no longer align with what you want to be known for (don't necessarily delete).
7. Align your feed with one question: *"What do I want people to follow me for?"*
8. Keep some personal posts, but only those that **support your message and positioning**.
9. Avoid posting irrelevant "I walked the dog" type content on the main feed.
10. Many followers don't want family photos or random life updates; they follow you for **specific value**.
11. If you post content that doesn't match why people followed you, they may unfollow—and that's okay.
12. Stop worrying about legacy followers from old phases (e.g., photography days).
13. A small, highly relevant audience is **more powerful than a big, disengaged one**.
14. Your niche (e.g., handcrafted furniture) can be "small" but still provide **enough business opportunity**.
15. Your brand will **evolve over time**, and you'll keep pruning your feed to match that evolution.
16. Don't obsess over daily follower counts or net gains/losses; focus on **direction and alignment**.
17. Treat Instagram like a strategic asset, not a random scrapbook.
18. It's normal to feel nervous about your **first Reel or video**—publish it anyway.
19. Imperfections (like small mistakes in your video) are fine; they make you **more human and relatable**.
20. Consistency is more important than perfection; you improve by **shipping content regularly**.
21. Your spouse, friends, or family may focus on polishing, but your job is to **keep publishing and learning**.
22. Thought leadership is built by **sharing what you know** and documenting your journey over time.
23. You don't need everyone's approval; you need **the right audience's attention**.
24. Group coaching or a content community (like Content Lab) can act as a **creative director for your brand**.
25. Ultimately, your content should align your **passion, business interest, and audience needs**.

3. Actionable Step-by-Step Checklist

Category 1: Clarify Your Brand Direction

Task 1: Decide What You Want to Be Known For

- Step 1: Take a blank sheet of paper or a note app.
- Step 2: Write one sentence: “I want people to know me for _____.”
- Step 3: Fill the blank with your niche (e.g., “handcrafted furniture & content about it”).
- Step 4: Under that, list 3–5 topics you love talking about that support this niche (e.g., design process, woodworking tips, pricing, marketing).

Task 2: Choose Personal Brand First, Business Brand Second

- Step 1: Look at your Instagram accounts and pick the personal account where you are most active.
- Step 2: Decide that this personal account will be your **main content hub**.
- Step 3: If you already have a business account, keep it, but don’t stress; plan to reuse your best content there later.
- Step 4: Write a quick reminder note: “**Personal first. Business can scrape later.**” and keep it near your desk.

Category 2: Clean and Prepare Your Instagram Profile

Task 3: Audit Your Existing Feed

- Step 1: Open your personal Instagram profile.
- Step 2: Scroll slowly through your posts from top to bottom.
- Step 3: For each post, ask: “Does this help people see me as [your niche expert]?”
- Step 4: If the answer is “no,” tap the three dots and choose **Archive** (don’t delete).

Task 4: Keep Only Aligned Personal Posts

- Step 1: Look for personal posts that still fit your brand story (e.g., workshop shots, design inspiration trips).
- Step 2: Leave those posts visible—they help humanize you while staying on-topic.
- Step 3: Archive personal posts that feel random (e.g., party photos, unrelated jokes).
- Step 4: When you’re done, scroll your grid and ask, “If a stranger lands here, do they understand what I’m about?”

Task 5: Update Your Bio for Clarity

- Step 1: Tap “Edit Profile” on Instagram.
- Step 2: In your bio, write a simple line: “I help [type of person] with [specific result] using [your craft].”

- Step 3: Add one line about your niche (e.g., “Handcrafted furniture, behind-the-scenes builds & marketing insights.”).
 - Step 4: Add one link (website, email list, or link page) where serious followers can learn more or contact you.
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Category 3: Create and Publish Content

Task 6: Plan Your First 10 Content Ideas

- Step 1: Open a new note called “IG Content Ideas.”
- Step 2: Make three simple pillars: “Teach,” “Show Process,” “Personal Story.”
- Step 3: Under “Teach,” list 3 questions your ideal customer might ask (e.g., “How do I care for solid wood furniture?”).
- Step 4: Under “Show Process,” list 3 behind-the-scenes ideas (e.g., “How I choose wood for a table”).
- Step 5: Under “Personal Story,” list 3–4 stories about why you got into this craft or business.

Task 7: Record and Post Your First Reel (Even If It’s Imperfect)

- Step 1: Pick one idea from your list that feels easiest to talk about.
- Step 2: Open the Instagram camera and switch to Reels mode.
- Step 3: Hit record and speak for 30–60 seconds, explaining one simple tip or story.
- Step 4: If you make a small mistake, keep going—don’t re-record 20 times.
- Step 5: Add a simple title text on screen (e.g., “Why handcrafted furniture costs more”).
- Step 6: Write a short caption with one clear takeaway and a soft CTA (e.g., “Follow for more handcrafted furniture insights.”).
- Step 7: Hit **Post**—no overthinking.

Task 8: Create a Posting Rhythm

- Step 1: Decide how many days a week you can realistically post (e.g., 2–3 days).
 - Step 2: Pick specific days (e.g., Monday, Wednesday, Friday).
 - Step 3: On each day, choose one idea from your list and make a post or Reel.
 - Step 4: Set a daily reminder on your phone to prepare content 30 minutes before posting time.
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Category 4: Manage Your Audience and Mindset

Task 9: Stop Obsessing Over Follower Count

- Step 1: Look at your follower number once, then say out loud: “This is not my worth.”
- Step 2: Focus instead on how many **relevant** people comment, save, or DMs you.
- Step 3: If you see unfollows, remind yourself: “When I change, my audience changes too.”
- Step 4: Turn off push notifications for new followers/unfollows so you’re not distracted.

Task 10: Review and Prune Monthly

- Step 1: Once a month, scroll your recent posts.
 - Step 2: Ask again, “Does this still match where I’m going?”
 - Step 3: Archive anything that’s drifted off-message.
 - Step 4: Note which posts did best (saves, shares, comments) and make 2–3 more posts on similar topics next month.
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Ad Text and the Principles of Persuasion

1. Content Analysis & 4-Paragraph Summary

The video breaks down Robert Cialdini’s six core principles of persuasion and explains how each directly applies to PPC advertising, ad text creation, and landing page optimization. The speaker, Phil Taylor, emphasizes that while theory alone cannot guarantee winning ads, understanding these persuasion frameworks allows marketers to craft more intentional tests and develop stronger hypotheses. He stresses that success in ad copy comes from rapid testing, but using persuasion principles can significantly improve the effectiveness of those tests.

The first two principles—**reciprocity** and **commitment/consistency**—are explained as psychological triggers that increase the likelihood of compliance. Reciprocity encourages giving something small upfront (like a freebie, lead magnet, or sample), which creates a sense of obligation. Commitment/consistency highlights why small initial actions (low-commitment opt-ins or tripwires) substantially increase the likelihood of bigger actions later. These ideas directly support lead magnet strategies, micro-conversions, and email list-building funnels.

Next, the video dives into **social proof**, **liking**, and **authority**, each shown to significantly influence user decisions on ads and landing pages. Social proof (reviews, testimonials, star ratings, user counts) makes actions appear “safe” by showing others have already taken them. Liking emphasizes how we buy more easily from people or brands we feel affinity toward, often through compliments, familiarity, or association with people similar to us. Authority leverages expertise or endorsements to increase compliance—the more authoritative the source, the more persuasive the recommendation.

Finally, the video explores **scarcity**, the principle that people value things that are rare, limited, or expiring soon. Scarcity appears as countdown timers, limited stock notices, special editions, or exclusive offers. Phil illustrates how multiple persuasion principles are often used together on product pages (e.g., “high demand,” “only 2 left,” “risk-free trial,” “thousands sold”). He wraps up by explaining how these six persuasion triggers can make PPC ads and landing pages more compelling, and encourages marketers to test these concepts systematically.

2. Key Takeaways (25 Actionable Bullets)

1. Persuasion theory helps guide more effective PPC ad tests.
 2. Reciprocity increases compliance when users receive something valuable upfront.
 3. Freebies, samples, or lead magnets trigger a sense of indebtedness.
 4. Commitment and consistency make users more likely to continue down the same decision path.
 5. Small initial actions (micro-yeses) increase likelihood of future purchases.
 6. Written or expressed commitments strengthen follow-through behavior.
 7. Tripwires work because small commitments lead to larger commitments.
 8. Social proof influences people to act when they see others doing the same.
 9. Testimonials, star ratings, and user counts are powerful social validators.
 10. Social proof is stronger when coming from people similar to the user.
 11. Liking influences buying decisions—people buy from brands they like.
 12. Compliments (even artificial ones) increase affinity.
 13. Familiarity increases liking—repeated exposure boosts trust.
 14. Authority encourages compliance—experts significantly influence decisions.
 15. Displaying experience (“10 years experience”) signals authority.
 16. Endorsements from experts or industry figures strengthen credibility.
 17. Authority imagery (speaking on stage, professional titles) increases trust.
 18. Scarcity increases perceived value—people desire what’s rare.
 19. Time-limited offers (“24-hour special”) boost urgency.
 20. Stock limits (“only 2 left”) trigger fear of missing out.
 21. Scarcity messaging must be believable to maintain trust.
 22. Combining persuasion principles (social proof + scarcity + authority) dramatically boosts conversion.
 23. PPC ad text benefits from framing offers as gifts (“free guide,” “bonus”).
 24. Landing pages should strategically use social proof, liking, and authority indicators.
 25. Continuous testing validates which persuasion principles resonate with your actual audience.
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3. Actionable Step-by-Step Checklist (Highly Detailed)

Below is a structured, child-friendly checklist with categories, tasks, and micro-steps.

Category 1: Preparation & Mindset

Task 1: Understand the Goal of Persuasive Ads

- Step 1: Remember that ads must persuade people to take action.
- Step 2: Accept that testing is essential; no message works every time.
- Step 3: Decide that each ad variation should test ONE persuasion principle at a time.

Task 2: Gather Tools and Resources

- Step 1: Open your browser and log into your PPC platform (Google Ads, FB Ads, etc.).
 - Step 2: Create a simple document where you will track your ad tests.
 - Step 3: List the six persuasion principles so you can reference them easily.
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Category 2: Applying Reciprocity

Task 1: Add a Free Value Offer

- Step 1: Choose something small and valuable to give (guide, template, sample).
- Step 2: Add it into your ad text using wording like “Free gift,” “Free guide,” or “Download free.”
- Step 3: Make sure users get the freebie BEFORE being asked for anything.

Task 2: Frame Your Message as a Favor

- Step 1: Use friendly language like “Here’s something helpful for you!”
 - Step 2: Show how the gift solves a problem quickly.
 - Step 3: Keep the gift simple so users instantly benefit.
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Category 3: Commitment & Consistency

Task 1: Create a Small First Step

- Step 1: Think of a tiny action your user can take (click, sign up for a free tip, download something).
- Step 2: Add this action into your ad as a “quick, easy step.”
- Step 3: Write a landing page button that says something simple like “Yes, Send It.”

Task 2: Use Micro-Yes Logic

- Step 1: On your landing page, ask small questions users will agree with.
 - Step 2: Example: “Do you want more leads?” → Users will say “yes.”
 - Step 3: After a few yeses, present the main offer.
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Category 4: Adding Social Proof

Task 1: Display Proof That Others Acted

- Step 1: Gather reviews, testimonials, ratings, or user numbers.
- Step 2: Add them to your landing page near the offer.
- Step 3: In ad text, add phrases like “Trusted by 10,000+ users.”

Task 2: Show Similarity

- Step 1: If possible, use testimonials from users like your target audience.
 - Step 2: Add before-and-after results if allowed.
 - Step 3: Highlight community or group benefits (“Join 5,000 marketers like you”).
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Category 5: Using Liking

Task 1: Build Positive Feelings

- Step 1: Compliment your user (e.g., “Smart marketers use this shortcut”).
- Step 2: Use friendly, approachable language.
- Step 3: Include images or branding that feels warm and relatable.

Task 2: Increase Familiarity

- Step 1: Use consistent colors and visuals across all ads.
 - Step 2: Retarget so people see your ads more often.
 - Step 3: Keep your tone consistent so people grow familiar with you.
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Category 6: Adding Authority

Task 1: Show Expertise

- Step 1: Add lines like “10+ years of experience” or “Used by top brands.”
- Step 2: Include endorsements or certifications if available.
- Step 3: Use images of experts, stages, awards, or publications.

Task 2: Borrow Authority

- Step 1: Reference credible sources when possible.
 - Step 2: Display logos of places you’ve been featured (if applicable).
 - Step 3: Add professional titles (PPC strategist, certified expert, etc.).
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Category 7: Applying Scarcity & Urgency

Task 1: Add Time-Based Scarcity

- Step 1: Include phrases like “Ends tonight” or “24-hour bonus.”
- Step 2: Add a countdown timer to your landing page.
- Step 3: Keep the time window believable to maintain trust.

Task 2: Add Quantity-Based Scarcity

- Step 1: Use messaging like “Only 3 spots left.”
 - Step 2: Add subtle urgency, not overly aggressive.
 - Step 3: Combine with social proof (“5 people purchased today”).
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Category 8: Reviewing & Testing

Task 1: Review Each Ad Before Publishing

- Step 1: Check if each ad focuses on ONE persuasion principle.
- Step 2: Simplify wording—shorter is stronger.
- Step 3: Make sure the CTA matches the persuasion angle.

Task 2: Test Systematically

- Step 1: Run A/B tests based on different persuasion principles.
- Step 2: Compare CTR, conversion rate, and cost.
- Step 3: Keep only the winners and pause underperformers.

Pinterest Success Story: 600K Clicks! 💰

✓ 1. Four-Paragraph Deep Summary of the Video

The creator reflects on growing a Pinterest account from March 2024 to over **600,000 outbound clicks in 2025**, emphasizing what truly drives long-term results on the platform. They share real traffic insights, noting a stable range of **1,600–3,000 clicks per day**, with natural weekend fluctuations but no major drops. This stability came from posting consistently over 300 days and focusing heavily on evergreen content rather than relying on short-lived trends.

A major theme in the video is the importance of **content strategy and diversification**. Although the primary niche was pets—cat breeds, dog training guides, rabbit care, etc.—traffic improved even more after adding cleaning content and human food recipes. The creator highlights that staying locked into one narrow niche can limit reach, while smart expansion opens more keywords, audiences, and Pinterest search pathways.

Monetization is discussed with practical transparency. The site earns through ads (Monumetric), an ebook, and some affiliate marketing—earning **\$858 in October** with an RPM of \$12. However, the creator insists that relying on ads alone is a mistake. Pinterest traffic is ideal for layering affiliate content and digital products once a site matures. They also recommend Monumetric over AdSense/Ezoic based on their experience.

The final portion encourages creators to focus on the pillars that truly grow Pinterest accounts: evergreen content, high posting volume, niche diversification, strong keyword research (via PinClicks), and patience. The creator also plugs their Pin Lions community, offering workflows, prompts, plugins, and training for those serious about Pinterest growth. The video ends by highlighting the global nature of the community and encouraging viewers to connect and learn together.

✓ 2. 25 Key Takeaways (Actionable Bullets)

- Evergreen content delivers stable, year-round traffic.
- Trending keywords offer short-term spikes but no long-term benefit.
- Ideal content mix: **80–90% evergreen, 10–20% trends**.
- Pet niche is a strong evergreen niche with diverse subtopics.
- Diversifying into adjacent niches increases reach.
- Cleaning content and food content expanded traffic.
- Pinterest rewards **high posting volume**.
- Posting 20–30 pins daily led to consistent reach.
- Over 300 days of consistent posting maintained traffic stability.
- Accounts with more URLs perform better on Pinterest.
- 700–800 articles allowed more pin variety and keyword spread.

- Low-content sites struggle because Pinterest prefers volume.
- Automation tools can help increase content output.
- Monetizing only through ads is limiting.
- Adding digital products increases revenue potential.
- Even minimal affiliate optimization can earn extra income.
- Monumetric outperformed other ad networks for this creator.
- Weekends typically bring natural traffic spikes.
- Pinterest likes active accounts more than sporadic posters.
- Good keyword research prevents wasting time on low-volume topics.
- PinClicks is highly recommended for Pinterest keyword research.
- Patience and consistency are mandatory for Pinterest success.
- Diversifying monetization removes reliance on a single revenue stream.
- Community and shared knowledge accelerate growth.
- Pinterest can grow accounts from any geographic region.

3. Actionable Step-by-Step Checklist (Child-Friendly Clarity)

Category 1: Pinterest Growth Foundation

Task 1: Choose Your Main Niche

- Step 1: Think about a topic you love (pets, food, decor, etc.).
- Step 2: Write down 3–5 evergreen subtopics.
- Step 3: Pick one main niche to start with.

Task 2: Add Supporting Niches

- Step 1: Look at your main topic (e.g., pets).
 - Step 2: Add related areas (cleaning, recipes, lifestyle).
 - Step 3: Make a list of ideas for each area.
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Category 2: Content Creation

Task 1: Plan Evergreen Topics

- Step 1: Write down keywords that aren't seasonal.
- Step 2: Check if people search for them often.
- Step 3: Create a simple outline for each article.

Task 2: Create High Volume Content

- Step 1: Aim for at least 100 articles to start.
 - Step 2: Use AI tools to help speed up writing.
 - Step 3: Publish consistently—don't disappear for weeks.
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Category 3: Pinterest Posting

Task 1: Build a Posting Routine

- Step 1: Decide how many pins you can post daily (start small).
- Step 2: Set a timer to remind yourself each day.
- Step 3: Stick to the plan even on slow days.

Task 2: Increase Volume Over Time

- Step 1: Start with 5–10 pins/day.
 - Step 2: Add 1–2 more pins every week.
 - Step 3: Work up to 20–30 pins/day for best results.
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Category 4: Keyword Research

Task 1: Use Pinterest Keyword Tools

- Step 1: Open PinClicks.
- Step 2: Search keywords you want to target.
- Step 3: Save high-volume keywords to your list.

Task 2: Organize Content Clusters

- Step 1: Group keywords by topics.

- Step 2: Plan 10–20 articles per cluster.
 - Step 3: Track what you’ve already published.
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Category 5: Monetization

Task 1: Set Up Ads

- Step 1: Apply for Monumetric or AdSense.
- Step 2: Add the code to your site.
- Step 3: Check your RPM after 30 days.

Task 2: Add Affiliate Links

- Step 1: Choose a product related to your niche.
- Step 2: Join an affiliate program.
- Step 3: Add links to relevant posts.

Task 3: Create a Digital Product

- Step 1: Pick one topic you know well.
 - Step 2: Create a simple ebook or guide.
 - Step 3: Sell it on your site or Gumroad.
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Use This AI for Your Next Presentation & More AI Use Cases

1. Content Analysis & Summary (4 Detailed Paragraphs)

The video opens with a fast-paced overview of the most significant AI innovations of the week, with a strong emphasis on updates that directly impact creators, marketers, and everyday users. The host begins by examining Google Gemini’s new slide-creation upgrade, which now allows users to build full presentations directly inside the Gemini interface. This feature is compared side-by-side with Anthropic Claude’s slide-generation abilities. While Claude produces a clean, content-rich deck, Google’s version stands out visually — especially because Gemini auto-generates playful images and pulls in external image references to enhance the slides. The conclusion: both are “good,” but Google’s version feels more complete and easier to export seamlessly into Google Slides.

Next, the video highlights an impressive new feature inside LTX—an AI platform for creators. The focus is on its new **custom voiceover** tool, which allows users to generate voiceovers directly within the timeline interface of the editor. Unlike using separate apps for voice, video, and storyboard generation, LTX consolidates these into one place, speeding up the entire creative workflow. Users can adjust voice parameters, add emotions, generate scripts, and instantly insert the audio into their project, reinforcing LTX’s value as an all-in-one content-production platform.

The video then transitions to a major update from Canva, which has launched a full overhaul of its AI-driven creation tools. The new “Design AI” lets users generate graphics, posters, and branded content by simply describing what they want. The system automatically incorporates brand kits (colors, fonts, styles) and offers multiple design variations. Canva has added powerful new features such as 3D object rotation, AI editing, and upgraded presets. Though not fully integrated into ChatGPT or Claude yet, the Canva AI experience promises future cross-platform accessibility, making it even easier for creators to build high-quality assets.

Finally, the video rounds out with rapid-fire AI news: OpenAI Sora now supports **character cameos**, enabling users to create faces or even pet avatars that can be placed in AI-generated videos. Coca-Cola’s new Christmas commercial is revealed to be almost fully AI-generated — a groundbreaking but controversial shift due to concerns around replacing human animators. The host also covers updates like **Cursor 2**, AI chess coaches on chess.com, Google’s Stitch + Jules design-coding integration, Comfy Cloud for easier AI workflows, an AI-generated music artist hitting Billboard’s charts, and Google exploring AI data centers in space. The episode concludes by reinforcing the theme: AI is moving fast, redefining creative industries, and pushing the boundaries of what is possible.

2. Key Takeaways — 25 Actionable Bullet Points

1. Google Gemini now supports advanced slide generation inside the interface.
2. Claude remains strong in structured presentation creation.
3. Gemini auto-generates images and pulls sources from across the web.
4. Google Slides export from Gemini works with one click.
5. AI presentation tools now rival specialized apps like Gamma.
6. LTX introduced a powerful in-editor AI voiceover generator.
7. LTX consolidates script, voice, storyboard, and video creation in one place.
8. Voice parameters in LTX allow emotional and stylistic control.
9. Canva launched a full overhaul of its AI features.
10. Canva’s brand kit integration ensures consistent branding.
11. Canva AI can generate fully editable posters and visuals.
12. Canva added new 3D, restyling, and AI editing capabilities.
13. The Design AI will eventually integrate with ChatGPT, Claude, and Gemini.
14. OpenAI Sora now lets users create character cameos (e.g., pets).
15. Sora expanded availability to several new countries and Android.
16. Coca-Cola’s new Christmas ad is nearly 100% AI-generated.
17. The ad sparked debate about replacing human creatives.

- 18. Logo consistency required some manual tracking and post-editing.
- 19. Cursor 2 brings a new proprietary coding model.
- 20. Chess.com launched AI coaches modeled after famous players.
- 21. Google integrated Stitch and Jules to streamline design-to-code workflows.
- 22. Comfy Cloud lets users run complex AI workflows without local installs.
- 23. An AI-generated music artist reached the Billboard charts.
- 24. Google is exploring solar-powered AI data centers in space.
- 25. The host emphasizes focusing only on AI updates that truly matter.



3. Actionable Step-by-Step Checklist

Below is a **clear, child-friendly** checklist organized by category.

Category 1: AI Presentation Tools

Task 1: Create Slides Using Google Gemini

- **Step 1:** Open the Gemini app on your browser.
- **Step 2:** Type your prompt (e.g., “Create a presentation about cats with hats”).
- **Step 3:** Wait for Gemini to generate slides and images.
- **Step 4:** Click “Export to Google Slides” with one button.
- **Step 5:** Edit anything you want inside Google Slides.

Task 2: Compare Gemini Slides With Claude Slides

- **Step 1:** Open Claude in another tab.
- **Step 2:** Paste the exact same prompt.
- **Step 3:** Let Claude generate its version of the presentation.
- **Step 4:** Check which one has better visuals, text, or structure.
- **Step 5:** Choose the one you like and edit it.

Category 2: AI Video Creation Workflow

Task 1: Create a Voiceover in LTX

- **Step 1:** Open LTX and start a new video project.
 - **Step 2:** Go to the timeline and click “Voiceover.”
 - **Step 3:** Pick a voice you like.
 - **Step 4:** Type your script into the text box.
 - **Step 5:** Click “Generate” and wait for the voiceover to appear.
 - **Step 6:** Drag the voiceover clip into the timeline to use it.
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Task 2: Customize Your Voiceover

- **Step 1:** Click on “Use Parameters.”
 - **Step 2:** Adjust pitch, tone, speed, or emotional style.
 - **Step 3:** Add square brackets to give emotions (e.g., “[excited]”).
 - **Step 4:** Regenerate until it sounds just right.
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Category 3: Canva AI Designer

Task 1: Generate a Poster With Canva AI

- **Step 1:** Log into Canva.
 - **Step 2:** Open the new Design AI chat tool.
 - **Step 3:** Type what you want (e.g., “Create a poster for my AI news show”).
 - **Step 4:** Apply your brand kit so the fonts and colors match your brand.
 - **Step 5:** Review all variations Canva generates.
 - **Step 6:** Click to edit your favorite version.
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Task 2: Edit Design Elements Using Canva's AI Tools

- **Step 1:** Click on any object you want to change.
- **Step 2:** Use AI features to resize, recolor, restyle, or rotate it.
- **Step 3:** Use the image library or generate new images as needed.
- **Step 4:** Save your design.

Category 4: Exploring Weekly AI Tools

Task 1: Test Sora Character Cameos

- **Step 1:** Open Sora (if available in your region).
- **Step 2:** Upload a photo of your dog, pet, or character.
- **Step 3:** Give Sora a fun prompt (“Make my dog dance in a music video”).
- **Step 4:** Generate and save your video.

Task 2: Watch Coca-Cola’s AI Christmas Ad

- **Step 1:** Search “Coca-Cola AI Christmas Ad” on YouTube.
- **Step 2:** Watch for details like logos, animation quality, and artifacts.
- **Step 3:** Pause the video to spot the AI “weirdness.”
- **Step 4:** Compare it with traditional ads to see how close AI has gotten.

Task 3: Explore Quick AI Updates

- **Step 1:** Visit chess.com and try the AI coach.
- **Step 2:** Visit Cursor’s website to see Cursor 2 features.
- **Step 3:** Search “Comfy Cloud” to try cloud-based AI visual workflows.
- **Step 4:** Look up Google’s “AI data center in space” announcement for fun.

How To Get A Business Ranking In ChatGPT (FAST)

1. Four-Paragraph In-Depth Summary

The video features Jasper, a six-figure agency owner who runs a secondary YouTube channel where he answers daily questions from GoHighLevel affiliates. In this particular Zoom call recording, a participant asks how websites can be made more “LLM-compliant”—meaning more discoverable to ChatGPT, Claude, DeepSeek, and other AI models. The viewer experiences a situation where ChatGPT could not access or reference his website, prompting him to investigate robots.txt, schema, H1s, and other on-page SEO elements. Since clients will eventually ask the same questions, he wants to be prepared.

Jasper begins by confirming that Google Search Console indexing is the foundational step: if Google can find you, then most LLMs should be able to find your site as well. However, the real “unlock” comes from understanding how LLMs learn. Jasper explains a surprising insight from Monik Bhandari, CEO of SearchAtlas: users themselves can train ChatGPT and similar models to recognize a business by feeding

them corrected information. If you repeatedly give ChatGPT accurate details about your agency—and thumb-up the correct responses—the model internalizes those details. Over time, ChatGPT may begin recommending your site for relevant local searches.

He demonstrates this live by prompting ChatGPT to learn about the viewer’s agency, CoPilotAgency.biz. Initially, ChatGPT claims it cannot find credible data about the business. After Jasper manually feeds the correct business description, ChatGPT accepts it as fact and repeats it back as verified. This shows how conversational reinforcement influences LLM outputs. Jasper also notes that credibility signals matter—citations, Google Business Profile, Yelp listings, social profiles, and trust-based reviews help LLMs rank a business more reliably.

Finally, Jasper emphasizes that although manually training ChatGPT helps, it should not replace real digital visibility. Google Business Profiles, reviews, directory citations, social media pages, and strong local SEO matter far more. He ends by reinforcing that the future of search is shifting toward AI, so agencies must optimize for both search engines and language models. He closes with an invitation to join his free GoHighLevel community for deeper agency-building training.

2. 25 Actionable Key Takeaways

1. LLM visibility depends partly on traditional SEO fundamentals.
2. Indexing your website with Google Search Console is the first step.
3. LLMs pull data from the open internet, user interactions, and reinforcement feedback.
4. ChatGPT can initially fail to find small or new websites.
5. You can “train” ChatGPT by feeding it accurate business info.
6. Reinforcing correct answers with a thumbs-up strengthens LLM memory.
7. Training should be done across multiple models: ChatGPT, Claude, DeepSeek, etc.
8. Citations in business registries increase credibility signals for AI search.
9. Creating a Google Business Profile—even without a visible address—is essential.
10. Social profiles like Facebook, Instagram, TikTok, and LinkedIn help LLM recognition.
11. Reviews on Google, Yelp, TrustPilot, and other platforms influence recommendations.
12. Schema markup may help but is not the primary visibility factor.
13. Robots.txt is only one small part of the overall picture.
14. LLM SEO is growing in importance as more people search through AI tools.
15. Localizing your business improves LLM relevance for city-based searches.
16. Niche-specific search terms matter less than consistent online footprint.
17. AI can hallucinate, so professional oversight is still necessary.

18. LLMs can be manipulated unintentionally or intentionally with repeated prompts.
 19. AI search will not replace the value of real online rankings and reviews.
 20. Conversational training won't outrank large agencies with strong authority.
 21. Agencies should focus on building real trust signals online.
 22. Positive reviews are weighted highly by AI search.
 23. Citations on platforms like Bing Places, Yellow Pages, and Angi help.
 24. LLM optimization should be layered onto solid SEO, not replace it.
 25. Agencies must prepare now, as clients will soon demand AI visibility results.
-

3. Step-by-Step Actionable Checklist (Child-Friendly Clarity)

Category 1: Foundation Setup

Task 1: Ensure Your Website Is Indexed

- Step 1: Open your browser and go to **Google Search Console**.
- Step 2: Add your website URL.
- Step 3: Click "Request Indexing."
- Step 4: Wait for Google to confirm your site is discoverable.

Task 2: Check Your Robots.txt

- Step 1: Type **yourwebsite.com/robots.txt** into your browser.
 - Step 2: Make sure "Allow: /" is visible so robots can see your pages.
 - Step 3: Save changes in your hosting dashboard if needed.
-

Category 2: Online Visibility Boost

Task 1: Create a Google Business Profile

- Step 1: Go to **google.com/business**.
- Step 2: Add your business name.

- Step 3: Select “Service Business” so you don’t need to show an address.
- Step 4: Add your phone number, website, and service areas.

Task 2: Add Your Business to Major Directories

- Step 1: Visit websites like Yelp, Angi, Bing Places, Yellow Pages.
 - Step 2: Click “Add My Business.”
 - Step 3: Fill out your business info (same name, same phone, same details).
 - Step 4: Upload your logo and description.
-

Category 3: Build LLM Trust Signals

Task 1: Train ChatGPT to Recognize Your Business

- Step 1: Open ChatGPT.
- Step 2: Type: “Here is my business information...” and paste your accurate details.
- Step 3: Ask ChatGPT to describe your business back to you.
- Step 4: Click the **thumbs-up** button when it gets it right.

Task 2: Train Other LLMs

- Step 1: Open Claude.
 - Step 2: Repeat the same business info.
 - Step 3: Ask it to confirm details.
 - Step 4: Like or confirm accurate responses.
 - Step 5: Repeat for DeepSeek, Perplexity, etc.
-

Category 4: Social Proof & Reputation

Task 1: Set Up Your Social Profiles

- Step 1: Create accounts on Facebook, Instagram, LinkedIn, and TikTok.
- Step 2: Add your logo, business description, service area, and website.
- Step 3: Make at least one introductory post.

Task 2: Collect Reviews

- Step 1: Ask happy customers for a quick review.
 - Step 2: Send them your Google Business Profile link.
 - Step 3: Thank them once the review is posted.
 - Step 4: Add reviews to your website.
-

Category 5: Local SEO & AI SEO Alignment

Task 1: Add Local Content to Your Website

- Step 1: Add “Houston,” “Harris County,” and nearby cities to your service pages.
- Step 2: Include real examples of clients you serve.
- Step 3: Write blog posts answering local business questions.

Task 2: Monitor AI Search Visibility

- Step 1: Ask ChatGPT: “Who are digital marketing agencies in Houston?”
 - Step 2: Check if your business appears.
 - Step 3: If not, add more training data.
-

How to build a personal brand so magnetic they beg to buy

1. Deep 4-Paragraph Summary

This video delivers a hard truth many creators ignore: if you’ve built an audience but still struggle to make money, your issue isn’t strategy, content volume, or missing tactics—your audience simply doesn’t trust you. The creator emphasizes that personal branding is fundamentally *trust-building at scale*. While many creators focus on delivering endless value, that alone doesn’t convert into sales. The reason is simple: people only buy from creators they trust—those who demonstrate authority, relatability, success, and unconditional value. Without trust, even valuable content won’t convert.

Throughout the video, the creator dismantles a common misconception: that making money requires clever persuasion hacks. As an example, the viral breakdowns of Alex Hormozi’s \$100M book launch miss the real reason behind his success. It wasn’t because he delivered a brilliant presentation *that day*. It was because he spent years building massive trust through consistent giving, storytelling, and showing results. Had anyone else delivered the same presentation, slides, or offer, the outcome would have been dramatically smaller. The creator stresses: **doing** what Alex did isn’t enough—what matters is **being** who Alex was beforehand.

The video introduces the four foundational pillars of a magnetic personal brand: (1) Demonstrate authority, (2) Share a relatable story, (3) Show the lifestyle and transformation your audience desires, and (4) Give value unconditionally without expectation. Many creators excel in only one or two of these areas—especially authority—while neglecting relatability or showing what’s possible. The video argues

that personal branding mirrors real friendships: trust develops over shared stories, vulnerability, and belief that someone understands your journey and can guide you through your own transformation.

The creator concludes by encouraging viewers to shift their approach from conditional giving (creating content only for views or sales) to unconditional giving (creating because you believe in delivering value). When these four elements align, your brand becomes irresistible—people won't just be open to buying from you, they'll *beg* for the chance. The entire message reinforces the truth that personal branding is not about algorithms or tactics—it's about trust, humanity, and relational depth scaled across thousands of people at once.

2. 25 Key Takeaways (Actionable Bullets)

1. Trust—not tactics—is the foundation of monetizing a personal brand.
2. If your audience isn't buying, they don't trust you enough yet.
3. Providing value alone does not build a profitable brand.
4. Most creators become “valuable but boring,” lacking emotional connection.
5. Alex Hormozi's \$100M launch was due to prior trust, not launch-day tactics.
6. Trust is built over years, not through a single presentation.
7. Personal branding mirrors real-life relationship building.
8. People buy from creators who demonstrate consistent authority.
9. Free content shapes perception of paid products—don't hold back value.
10. You are an authority to someone a few steps behind you.
11. Relatability is essential—people must see themselves in your story.
12. Audiences dismiss success they perceive as “unreachable.”
13. Vulnerability makes you more trustworthy and human.
14. Polarity (relatability + aspiration) makes brands addictive.
15. Show the lifestyle that represents your transformation.
16. People need to want to be you for maximum influence.
17. Sharing achievements is necessary when balanced with authentic backstory.
18. Hiding struggles creates an unrealistic persona that reduces trust.
19. Unconditional giving builds long-term loyalty.
20. Expectation-based content feels needy and repels audiences.
21. A needy personal brand is perceived as transactional.

22. Build trust by giving without demanding anything in return.
 23. Authority + relatability + aspiration + value = magnetic brand.
 24. Only a small percentage will ever buy, but everyone should benefit.
 25. Implementing these four steps attracts buyers who are eager—not hesitant.
-

3. Step-by-Step Checklist (Categories, Tasks & Child-friendly Instructions)

Category 1: Build Trust Through Authority

Task 1: Demonstrate What You Know

- Step 1: Pick one skill you're good at, even if you're early in your journey.
- Step 2: Write down 3 things you can teach a beginner.
- Step 3: Turn each thing into a short, helpful post or video.
- Step 4: Share it online without worrying about being perfect.

Task 2: Give Real Value for Free

- Step 1: Think of one big lesson you learned recently.
 - Step 2: Explain it in simple words like you're helping a friend.
 - Step 3: Share the full lesson—don't hide the best parts.
 - Step 4: End with one tip your audience can try today.
-

Category 2: Build Relatability

Task 1: Share Your Origin Story

- Step 1: Get a notebook.
- Step 2: Write how you started in your niche or career.
- Step 3: Circle the hardest moment—it builds trust.
- Step 4: Share the story online using friendly, honest language.

Task 2: Show Your Struggles

- Step 1: Pick one challenge you overcame.
 - Step 2: Explain what made it difficult.
 - Step 3: Share how you solved it step by step.
 - Step 4: Tell people what you learned so they can avoid your mistake.
-

Category 3: Build Admiration

Task 1: Show Your Achievements

- Step 1: Write down 5 things your younger self would be proud of.
- Step 2: Choose one to share with your audience.
- Step 3: Explain how long it took—be honest.
- Step 4: Tie the achievement to the transformation you help people achieve.

Task 2: Show Your Lifestyle (Without Being Cringy)

- Step 1: Pick something in your life you feel grateful for.
 - Step 2: Take a picture or short video of it.
 - Step 3: Write a caption explaining why it matters, not just how cool it is.
 - Step 4: Post it so people see the results of your journey.
-

Category 4: Give Unconditionally

Task 1: Create Content Without Expectation

- Step 1: Choose a topic you can help someone with today.
- Step 2: Make a post or video explaining it clearly.
- Step 3: Share it with zero expectation for likes or comments.
- Step 4: Remind yourself: “I’m helping someone today.”

Task 2: Share Daily Value

- Step 1: Write one helpful tip before breakfast.
- Step 2: Write it like you're helping a friend, not selling.
- Step 3: Share it online.

- Step 4: Repeat tomorrow—it compounds trust.

If You Don't Understand Psychology, You Don't Understand Social Media

✓ 1. Four-Paragraph Deep Summary of the Video

This video by Callaway provides a comprehensive breakdown of *eight psychology-driven tactics* that dramatically increase viewer retention and trust in content. He opens by explaining that all human behavior stems from four core desires—**money, time, health, and status**—which he calls the “Four Horsemen of Desires.” By understanding how viewers subconsciously map content to these desires, creators can engineer titles, thumbnails, and storytelling that position the content as a vehicle toward fulfilling these desires. He explains that viewers only pay attention with their *time* because they trust that the video will help unlock a desired outcome—this is the foundation of what he calls **desire mapping**.

Callaway then transitions to the **Light Bulb Effect**, which states that the faster a viewer understands what you’re saying, the faster they trust you. People trust creators who make them feel smart, not confused. He outlines four tactical ways to achieve this: using simple language, using comparisons, removing fluff, and supporting words with visuals. When viewers experience multiple “aha moments,” the trust compounding effect keeps them watching.

The third major principle is **Emulation**—people trust creators faster when they appear to embody the version of themselves the viewer wants to become. This includes how creators dress, speak, behave, and visually present themselves. The next tactic is **Personalization**, which increases trust by making the content feel directly relevant to the viewer’s specific context. Even simple word choice such as “you” and “your” can create the illusion of highly personalized advice. He emphasizes that while personalization may reduce viral reach, it drastically improves conversions and trust from the *right* audience.

The remaining principles include **Proof & Hit Rate, Familiarity, and One Standard Deviation Packaging**. Proof—whether direct case studies or indirect credibility borrowed from experts—reduces viewer skepticism. Familiarity uses recognizable faces, names, or visuals to create instant trust. The One Standard Deviation tactic advises avoiding claims that trigger the viewer’s “BS detector.” Instead of directly promising money or overnight success, creators should frame their content one step removed—e.g., “grow on social media” instead of “make more money.” Callaway ends by summarizing all eight psychological tactics creators can use to deepen trust, retain viewers longer, and ultimately increase influence and results.

✓ 2. 25 Key Takeaways (Actionable Bullets)

1. Human behavior is driven by four base desires: money, time, health, and status.
2. Viewers spend time on content because they believe it will unlock one of those desires.
3. The fastest way to influence viewers is to understand what they truly want.
4. Desire mapping helps you engineer titles and intros that hook viewers instantly.
5. Trust breaks immediately when viewers feel the content will no longer help them.
6. The Light Bulb Effect states that understanding = trust.

7. Simple language increases comprehension and retention.
 8. Comparisons help the brain grasp new concepts faster.
 9. Removing fluff accelerates the time-to-aha moment.
 10. Visuals dramatically increase clarity and viewer absorption.
 11. Emulation increases trust because viewers want to become a future version of you.
 12. Visual presentation influences perceived credibility.
 13. Don't pretend to be a character—lean into your authentic self.
 14. Personalization increases trust by targeting specific viewer profiles.
 15. Saying “you” makes content feel more tailored and relevant.
 16. Broad content gets more views but fewer buyers.
 17. Specific content gets fewer views but higher conversions.
 18. Proof is the fastest trust-builder available to creators.
 19. Direct proof is stronger than indirect proof.
 20. Indirect proof allows beginners to borrow credibility from experts.
 21. Familiar faces and references trigger pattern recognition and dopamine.
 22. Recognition increases content trustworthiness.
 23. Use familiar visuals, names, or brands strategically to speed up trust.
 24. Avoid triggering the viewer's BS detector with exaggerated claims.
 25. Frame content one step removed (“one standard deviation”) from the ultimate desire for better results.
-

3. Actionable Step-by-Step Checklist (Beginner-Friendly)

Category 1: Foundation – Understanding Viewer Psychology

Task 1: Identify Your Viewer's Core Desire

- Step 1: Write down whether your viewer wants more money, time, health, or status.
- Step 2: Pick the ONE desire that fits your target customer best.
- Step 3: Decide how your content helps them move toward that desire.

Task 2: Build a Desire-Mapped Hook

- Step 1: Think of the result your viewer wants.
 - Step 2: Create a title that hints your video will get them closer to that result.
 - Step 3: Keep your intro short and promise exactly what they'll learn.
-

Category 2: Improve Trust Through Clarity (Light Bulb Effect)

Task 1: Simplify Your Language

- Step 1: Re-read your script and circle big words.
- Step 2: Replace each big word with a simpler one a 10-year-old understands.
- Step 3: Break long sentences into short, punchy statements.

Task 2: Add Comparisons

- Step 1: Ask yourself, "What does this remind people of?"
- Step 2: Create quick comparisons: "This is like..."
- Step 3: Add at least one comparison every 20–30 seconds.

Task 3: Remove Intro Fluff

- Step 1: Cut out any story that doesn't help viewers learn faster.
- Step 2: Ask: "Does this sentence help them understand the main point?"
- Step 3: Delete anything that doesn't pass that test.

Task 4: Use Visuals

- Step 1: Add a simple graphic to every major point.
 - Step 2: Use arrows, lists, or icons to support your words.
 - Step 3: Match the graphic to the concept you're explaining.
-

Category 3: Build Trust Through Identity (Emulation)

Task 1: Build a Visual Identity

- Step 1: Imagine who your viewer wants to become.
- Step 2: Make your clothing, camera setup, and environment match that future version.
- Step 3: Keep your style consistent across videos.

Task 2: Align Your Vibe With Your Viewer

- Step 1: List traits your ideal viewer admires.
 - Step 2: Adjust your tone, pacing, and energy levels to match.
 - Step 3: Stay authentic—don't pretend to be someone you're not.
-

Category 4: Personalize Your Content

Task 1: Speak Directly to Your Viewer

- Step 1: Use “you” in your script as much as possible.
- Step 2: Imagine your ideal viewer sitting in front of you.
- Step 3: Talk like you're coaching ONE person.

Task 2: Create Niche-Specific Angles

- Step 1: Choose one audience segment (e.g., clothing brands).
 - Step 2: Make a version of your advice specifically for them.
 - Step 3: Add a “this is for you if...” intro.
-

Category 5: Strengthen Trust with Proof

Task 1: Add Direct Proof

- Step 1: Share your results early in the video.
- Step 2: Include screenshots, testimonials, or metrics.
- Step 3: Repeat proof throughout your content.

Task 2: Use Indirect Proof (If You're New)

- Step 1: Reference experts your audience trusts.
 - Step 2: Share insights from their successes.
 - Step 3: Explain your own interpretation of those insights.
-

Category 6: Use Familiarity Triggers

Task 1: Add Recognizable Elements

- Step 1: Use images of well-known creators your viewer respects.
 - Step 2: Mention brands they already know.
 - Step 3: Use references that feel familiar and relatable.
-

Category 7: Package Content Using One Standard Deviation

Task 1: Remove “BS Trigger Words”

- Step 1: Avoid “Get rich,” “Make money fast,” etc.
- Step 2: Replace them with a proxy desire (e.g., grow on social media).
- Step 3: Re-frame the video around the proxy result.

Task 2: Let the Viewer Make the Leap Themselves

- Step 1: Present the intermediate goal (e.g., grow faster on YouTube).
 - Step 2: Trust that they will mentally connect it to money/status.
 - Step 3: Don’t oversell the outcome in your intro or thumbnail.
-

The NEW Google Ads Strategy Everyone Needs to Be Using

1. Content Analysis and Summary (4 Paragraphs)

In this video, the creator walks through an exceptionally effective yet underutilized campaign strategy inside Google Ads: **Demand Gen campaigns with custom placements and Facebook top-performer imports**. The speaker begins by showing real results—**168 conversions from just \$8,000 in ad spend**, achieved with **very low CPMs (\$9.85)** and **a competitive CPC of \$2.35**. This establishes trust and credibility before the tutorial transitions into a systematic breakdown of how this setup can outperform even broad Facebook targeting. While the creator acknowledges that Facebook is still the strongest channel for new customer acquisition, this Demand Gen strategy is becoming a serious contender due to its efficient scaling, low cost, and ability to repurpose proven creatives.

The video then dives step-by-step into setting up a new Demand Gen campaign correctly. It starts with choosing the right objective (**Sales**), selecting only **purchase events**, and leaving the **target CPA blank** for the first 2–4 weeks so Google can learn. The daily budget recommendations are simple and adaptable: beginners can set it to their average CPA, while more aggressive advertisers can go 2–3× higher to speed up learning. The speaker also emphasizes enabling the product feed, which many advertisers mistakenly disable—yet the feed is key because it allows Google to show products beside video ads, improving relevance and conversion potential.

Next, the video explains how placement control has changed. Previously, Demand Gen didn’t allow fine-tuned placement selection, but now advertisers can pick specific channels. The speaker strongly advises selecting **YouTube only**, and within that—**Shorts, Feed, and Stream**, excluding Discovery, Gmail, and Display. Audience signals are optional guides rather than strict targeting, and the speaker suggests adding Shopify purchasers and visitors as signals. The video also highlights the importance of using

optimized targeting unless you've excluded demographics, because Google can expand to high-performing audiences beyond the selected seed.

Finally, the video covers the **creative workflow**, which is the core of the strategy. The speaker imports the **top incremental Facebook ads**—the ones that drive new customers, not returning ones—and uploads them as Shorts or In-Stream formats for Google. The critical step is assigning each creative to the correct placement: Shorts should only run in Shorts, long-form videos should run In-Stream/Feed, and advertisers should avoid mixing formats in a single ad group. The creator also advises unchecking auto-resize options and ensuring five headlines, five long headlines, and five descriptions are added for full optimization. The video closes by reaffirming how powerful this method has been for the past 2–3 months and recommending viewers subscribe for more Google-focused content.

2. Key Takeaways (25 Actionable Bullet Points)

1. Demand Gen campaigns can outperform many Facebook broad targeting strategies.
2. The strategy in the video generated 168 conversions from \$8,000 in ad spend.
3. Achieved low CPMs (\$9.85) and low CPCs (\$2.35) while still driving conversions.
4. Choose **Sales** as the campaign objective.
5. Only select **Purchase** as the conversion event—do not optimize for add-to-carts or other actions.
6. Leave **target CPA empty** for the first 2–4 weeks to let Google learn.
7. Set daily budget equal to your average CPA (or 2–3× if scaling aggressively).
8. Enable the **product feed**—most advertisers mistakenly disable it.
9. Campaign-level targeting for location and language keeps everything clean.
10. Keep **devices** set to “all eligible devices.”
11. Limit Demand Gen channels to **YouTube only**.
12. Inside YouTube, select only **Shorts, Feed, and Stream**.
13. Do not mix Shorts, In-Stream, and Feed creatives in the same ad group.
14. Use audience signals like Shopify visitors, purchasers, and seed lists to guide Google.
15. Avoid strict demographic filtering unless absolutely necessary.
16. Disable optimized targeting only when excluding genders/ages.
17. Pull creatives from your **top incremental Facebook ads**.
18. Only use ads that drive **new customer acquisition**, not retargeting-heavy winners.
19. Upload creatives directly through Google Ads or from YouTube unlisted uploads.

- 20. Assign each video to the **correct format** (Shorts → Shorts only; long videos → In-Stream/Feed only).
- 21. Uncheck “resize videos” and “shorten videos” to avoid format distortion.
- 22. Add **five headlines**, **five long headlines**, and **five descriptions** for maximum optimization.
- 23. Use either automated or “Shop Now” call-to-action buttons.
- 24. Add your business name and relevant site links for credibility.
- 25. This campaign style is expected to perform extremely well through Q4 and into 2026.

3. Actionable Step-by-Step Checklist

Below is a **child-friendly**, easy-to-follow, category-based checklist:

Category 1: Campaign Setup

Task 1: Start a New Google Ads Campaign

- Step 1: Go to Google Ads and click “New Campaign.”
- Step 2: Choose “Sales” as your campaign goal.
- Step 3: Select **Purchases** as your only conversion action.
- Step 4: Click “Continue.”

Task 2: Choose Demand Gen as Your Campaign Type

- Step 1: Select “Demand Gen” from the campaign types shown.
- Step 2: Make sure your **product feed is enabled** by checking for your Shopify product feed.
- Step 3: Leave the target CPA box **blank for now**.

Task 3: Set Your Budget

- Step 1: Check your normal CPA (e.g., \$50).
- Step 2: If unsure, set your daily budget equal to that number (\$50/day).
- Step 3: If you want faster results, increase daily budget to **2–3×** your CPA (e.g., \$150/day).

Category 2: Campaign Settings

Task 1: Configure Brand Guidelines (Optional)

- Step 1: If your brand uses special colors, paste the hex codes into the boxes.
- Step 2: Add your main font if you know it.
- Step 3: If you don't know, leave everything blank—it's okay.

Task 2: Set Language and Locations

- Step 1: Choose the United States (or your target country).
 - Step 2: Set language to English.
 - Step 3: Keep all device types selected.
-

Category 3: Ad Group Setup

Task 1: Create Ad Groups by Product Type

- Step 1: Name your ad group based on products (e.g., "Running Shoes").
- Step 2: Select only the product feed items that match the ad group.
- Step 3: Repeat for additional product types (e.g., "Lifestyle Shoes").

Task 2: Choose Only YouTube Channels

- Step 1: Find the "Channels" section.
- Step 2: Click "Let me choose."
- Step 3: **Uncheck Discovery, Gmail, and Display Network.**
- Step 4: Keep only **YouTube Shorts, Feed, and Stream.**

Task 3: Add Audience Signals

- Step 1: Click "Add Audience."
 - Step 2: Choose data sources like Shopify purchasers and visitors.
 - Step 3: Keep targeting broad unless you only want a specific gender or age group.
 - Step 4: Leave optimized targeting **on** unless you made exclusions.
-

Category 4: Creative Flow (Most Important)

Task 1: Pull Top Facebook Creatives

- Step 1: Open Facebook Ads Manager.

- Step 2: Click “Columns” → “Compare Attribution Settings.”
- Step 3: Choose **incremental attribution**.
- Step 4: Pick ads that:
 - Spent the most
 - Have cost per purchase **below your average**
 - Drive **new customers** (not returning buyers)

Task 2: Upload Videos to Google Ads

- Step 1: In Google Ads, click “Add Video.”
- Step 2: Upload your files or import from YouTube.
- Step 3: If uploading, they’ll be added as **unlisted** automatically.

Task 3: Assign Videos to Correct Formats

- Step 1: Click “Choose where your videos show.”
- Step 2: For vertical videos (Shorts), select **Shorts only**.
- Step 3: For horizontal videos, select **In-Stream** and **Feed** only.
- Step 4: Never mix Shorts with In-Stream/Feed in the same ad unit.

Task 4: Fill Out Required Text Fields

- Step 1: Add **five headlines**.
- Step 2: Add **five long headlines**.
- Step 3: Add **five descriptions**.
- Step 4: Choose your CTA (“Shop Now” or “Automated”).
- Step 5: Add your business name and site links.

Category 5: Final Checks and Launch

Task 1: Review Everything

- Step 1: Make sure product feed is ON.
- Step 2: Confirm placements match video format.
- Step 3: Ensure nothing is mixed incorrectly.

Task 2: Launch Campaign

- Step 1: Click “Publish.”
 - Step 2: Wait 2–4 weeks before setting target CPA.
 - Step 3: Monitor performance and scale winners.
-

Social Media Isn’t Hard. It’s Misunderstood.

1. Four-Paragraph Detailed Summary

The video reveals five unconventional lessons that explain how social media *actually* works today — and why most creators struggle. The creator argues that social platforms have fundamentally changed since 2020 because of TikTok’s influence. Social media is no longer “social”; it’s now pure *media*. Instead of showing posts only from people you follow, algorithms are designed to match any viewer with any video that will keep them watching longer. That single shift overturned nearly every old content strategy and requires creators to understand algorithms through the lens of *audience matching* — not engagement, follower count, or personality-driven posting.

The creator explains that growth now depends entirely on how accurately the algorithm can understand your topic and whom that topic is meant for. The two signals that matter most are: (1) the *topics* of your videos based on your transcription and captions, and (2) the *profile* of viewers who engage positively. If your videos bounce across topics, the algorithm becomes confused — resulting in weak distribution. Precision beats variety: you must produce 30–50 videos about *one topic*, targeting *one avatar*, long enough for the algorithm to understand who to show your videos to.

The video expands on a major misconception about virality. Broad, “pure virality” content attracts millions of views but harms monetization and algorithm targeting because it mixes audiences. Instead, creators should pursue “on-target virality,” which aims content specifically at the niche that buys, converts, and builds trust. This allows creators to generate deep relevance within a narrow slice of viewers — increasing both conversion and long-term algorithmic favor. The creator then debunks the advice to be active on all platforms at once. Instead, he teaches “fish where your fish are,” choosing a hero platform and focusing solely on that one for six months while prioritizing video formats.

Finally, the video dismantles the popular idea of treating social media as an ecosystem. Platforms behave like islands — not interconnected networks — and they penalize cross-linking. Creators should build native content for each island and only build ramps from rented platforms to *owned assets* like email or private communities. The video closes with a major monetization insight: the biggest money is not in being a creator (media layer), but in owning products or services (offering layer). Creators should use social media to collect attention — then funnel that attention into monetizable offers.

2. Key Takeaways (25 Bullet Points)

1. Social media is no longer social — it’s pure media.
2. Algorithms prioritize attention retention, not follower relationships.
3. Growth relies on *audience matching*, not engagement vanity metrics.

4. Algorithms need to understand two things: your topic and your target viewer.
5. Your transcription and caption determine your topic classification.
6. Topic precision is essential — avoid posting across unrelated categories.
7. Publish 30–50 videos on one topic to “train” the algorithm.
8. If your videos are consistent but still underperform, the issue is video quality.
9. Pure virality attracts too many unrelated audiences and confuses algorithms.
10. On-target virality focuses on deep relevance within one audience slice.
11. On-target virality produces better monetization potential.
12. Specific pain-point content builds deeper trust with buyers.
13. Algorithms reward niche precision more than broad appeal.
14. Being everywhere on social media creates burnout and weak results.
15. Choose a single hero platform where your buyers already spend time.
16. Video is the dominant format on every major platform.
17. Engage heavily on your hero platform: comments, DMs, responses.
18. Platforms behave like isolated islands, not interconnected ecosystems.
19. Platforms punish outbound links because they want users to stay.
20. User consumption patterns differ between platforms; don’t force cross-platform migration.
21. Only build “ramps” from rented platforms to owned platforms (email, community).
22. Use visual consistency and world-building instead of forced ecosystem linking.
23. The media layer (creators) captures very little financial value.
24. Value accrues mostly at the platform layer and offering layer.
25. To monetize effectively, build products/services and use content to drive attention to them.

3. Actionable Step-by-Step Checklist (Beginner-Friendly)

Category 1: Topic Mastery & Algorithm Training

Task 1: Choose Your Single Content Topic

- Step 1: Think about what you want to teach, explain, or help people with.
- Step 2: Pick **one** topic (not three or four).
- Step 3: Make a list of 20–30 subtopics related to this single theme.

Task 2: Define Your Ideal Viewer

- Step 1: Imagine one person who would love your content.
- Step 2: Write down their problems, goals, and interests.
- Step 3: Decide what they want that you can help with.

Task 3: Train the Algorithm with Consistency

- Step 1: Only post videos about your chosen topic.
 - Step 2: Use clear spoken keywords inside your video.
 - Step 3: Write captions and descriptions using the same keyword phrases.
 - Step 4: Repeat this for 30–50 videos over 2–3 months.
-

Category 2: Content Creation for On-Target Virality

Task 1: Focus on Niche Pain Points

- Step 1: List the top problems your audience has.
- Step 2: Pick one problem for each video topic.
- Step 3: Create videos speaking **directly** to that problem.

Task 2: Avoid Pure Virality Traps

- Step 1: Don't make super broad, generic videos.
 - Step 2: Don't chase trends if they aren't relevant.
 - Step 3: Only create videos your niche would find valuable.
-

Category 3: Platform Strategy

Task 1: Pick Your Hero Platform

- Step 1: Identify where your customers hang out the most.
- Step 2: Pick ONE: Instagram, YouTube, TikTok, LinkedIn, Facebook, or X.

- Step 3: Commit to it for 6 months.

Task 2: Engage Daily

- Step 1: Reply to every comment.
 - Step 2: Respond to DMs.
 - Step 3: Comment on other creators' posts in your niche.
-

Category 4: Island-Based Social Strategy

Task 1: Create Native Content for Each Platform

- Step 1: If you post on Instagram, tailor your video to Instagram style.
- Step 2: If you later post on YouTube, adapt the content again.
- Step 3: Use the platform's own tools to boost reach.

Task 2: Stop Posting Cross-Platform Links

- Step 1: Don't post YouTube links on Instagram.
 - Step 2: Don't push TikTok content to LinkedIn with URLs.
 - Step 3: Keep viewers on the platform they choose.
-

Category 5: Monetization Strategy

Task 1: Build Your Owned Offer

- Step 1: Decide what you can sell — product, service, or affiliate offer.
- Step 2: Create an email list to capture attention.
- Step 3: Use your social content to send people to that offer.

Task 2: Move Viewers from Rented to Owned

- Step 1: Share your newsletter or community link in your bio.
 - Step 2: Mention the free offer inside your videos.
 - Step 3: Collect emails and build long-term revenue streams.
-

I Built a Money-Making App in 1 Hour With AI (Bolt v2 Review)

1. Four-Paragraph Deep Summary

The video walks through a hands-on experiment using **Bolt.new V2**, a powerful “vibe coding” platform that has recently integrated with **Claude Code**, enabling users to build functional apps directly in the browser with conversational prompts. The creator sets out to test whether the hype around Bolt V2 is legitimate by building a real, income-producing tool—not a toy demo. The goal: create an automated **PR outreach robot** that finds journalists, writes personalized pitches, sends them automatically, and tracks performance. The creator frames this challenge around their real-world need to promote new businesses without burning thousands on ads or hiring PR agencies.

As the build begins, the video showcases how easy it is to instruct Bolt using natural language. Starting with a single prompt, Bolt generates an entire PR outreach automation app complete with UI, campaigns, journalist sections, and analytics. From there, the creator enhances the app by connecting it to research and messaging tools. The video demonstrates how Bolt integrates with OpenAI directly through its own internal package, which eliminates the need to create an external API key—though the creator still shows how to generate one for those who need it. Then the process continues by connecting email-sending capabilities using Resend, configuring the necessary API secrets, and storing everything within Bolt’s database configuration area.

Throughout the video, several issues arise—some UI behaviors, one setting disabling campaign visibility, and a few failed pitch generations due to missing API keys or incorrect setup. Each obstacle becomes a teaching moment as the creator uses screenshots and prompts to guide Bolt into fixing the problem. These scenes highlight one of Bolt’s strengths: it can not only generate code but also debug its own mistakes when guided with clear instructions. The creator repeatedly demonstrates how to correct issues using chat prompts like “nothing happens when I click this button” and by showing Bolt screenshots of failing components.

The final result is a fully functional PR outreach automation tool capable of bulk-uploading journalists using CSV files, generating personalized email pitches, previewing drafts, and sending them using Resend. After configuring a proper marketing key, the app successfully sends emails—proven by an incoming inbox message from one of the test journalist identities. The video ends by emphasizing the surprisingly fast build time (about an hour with reprompts and debugging) and positioning Bolt.new V2 as a genuinely powerful, practical tool for building monetizable software without traditional coding skills.

2. 25 Key Takeaways (Actionable Bullet Points)

1. Bolt.new V2 integrates directly with Claude Code for real-time coding in the browser.
2. You can build full apps with natural-language prompts—no traditional coding needed.
3. The creator builds a PR outreach automation app as a real-world test.
4. Bolt generates a dashboard, campaign system, journalist database, and analytics automatically.
5. The app can find journalists, generate pitches, send emails, and track metrics.
6. Personalized pitch writing is powered by AI via OpenAI’s models.
7. Bolt has a built-in OpenAI package, skipping the need for external API keys.
8. Users can still generate their own API key if they prefer (shown in video).

- 9. Email sending requires a Resend API key tied to a marketing account.
- 10. Secrets (API keys) are stored in the Bolt database settings.
- 11. Bolt can guide users to set up accounts they've never used before.
- 12. CSV bulk upload functionality can be added with a single conversational request.
- 13. Bolt responds to non-technical prompts like "allow me to upload a CSV."
- 14. Errors occur but can be solved quickly using simple prompts or screenshots.
- 15. Campaigns must be "activated" for pitches to be visible in dropdown menus.
- 16. Bolt's code is editable and fixable in real time through chat-guided debugging.
- 17. The app initially used fallback templates until the OpenAI key was configured.
- 18. Bulk email sending required fixing a disconnect between checkboxes and button actions.
- 19. Bolt was able to fix broken components after receiving screenshots explaining issues.
- 20. The creator demonstrates a real email arriving in their inbox from the app.
- 21. The app produces draft pitches that can be reviewed inside the interface.
- 22. The pitch writing quality needed prompting refinements but worked overall.
- 23. Bolt automatically updates the UI to match new features (upload buttons, pitch viewer).
- 24. The total build time was around one hour including reprompts and debugging.
- 25. Bolt.new V2 proves capable of creating money-making tools with minimal manual coding.

3. Actionable Step-by-Step Checklist (Child-Simple Instructions)

Category 1: Planning & Setup

Task 1: Define the App You Want to Build

- Step 1: Think about your goal (e.g., sending PR emails).
- Step 2: Write one sentence describing what the app should do.
- Step 3: Keep your idea simple and clear.

Task 2: Open Bolt.new

- Step 1: Open your browser.
 - Step 2: Type **bolt.new** in the address bar.
 - Step 3: Press Enter to start building.
-

Category 2: Building the App

Task 1: Tell Bolt What to Build

- Step 1: Click into the prompt box at the bottom.
- Step 2: Type: “Build me a PR outreach automation app.”
- Step 3: Press Enter and let Bolt generate the app.

Task 2: Add AI Capabilities

- Step 1: Tell Bolt: “Connect to OpenAI so the app can analyze journalists and write personalized pitches.”
- Step 2: Let Bolt update the code automatically.
- Step 3: Wait for confirmation that OpenAI is connected.

Task 3: Add Email Sending

- Step 1: Tell Bolt: “How do I send emails?”
 - Step 2: Follow the steps Bolt gives you.
 - Step 3: Create a Resend API key if needed.
 - Step 4: Store the key in Bolt’s database secrets section.
-

Category 3: Fixing Errors

Task 1: Solve UI Problems

- Step 1: If something doesn’t work, take a screenshot.
- Step 2: Drag it into the Bolt chat.
- Step 3: Say, “This button doesn’t work—please fix it.”
- Step 4: Let Bolt update the code.

Task 2: Activate Campaigns

- Step 1: Go to the Campaigns tab.

- Step 2: Click the green triangle next to the campaign name.
 - Step 3: Make sure it shows as “Active.”
-

Category 4: Uploading Journalists

Task 1: Allow CSV Upload

- Step 1: Tell Bolt: “Add a button to upload a CSV file with first name, last name, and email.”
- Step 2: Wait for Bolt to add the feature.

Task 2: Prepare Your CSV

- Step 1: Open Google Sheets.
- Step 2: Add columns: First Name, Last Name, Email Address.
- Step 3: Add at least a few rows of test data.
- Step 4: Download as CSV.

Task 3: Upload CSV

- Step 1: Go to the Journalist tab.
 - Step 2: Click the green “Upload CSV” button.
 - Step 3: Select your CSV file.
 - Step 4: Confirm the upload.
-

Category 5: Generating & Sending Pitches

Task 1: Generate Pitches

- Step 1: Go to the Pitches tab.
- Step 2: Select your campaign.
- Step 3: Click “Select All Journalists.”
- Step 4: Click “Generate Pitches.”

Task 2: Send Emails

- Step 1: Click “View Draft” to inspect the email.
- Step 2: If everything looks okay, click “Send Email.”

- Step 3: Check your inbox to confirm the email was sent.

BUILD Website With Google AI Studio (FREE Hosting And Domain)

1. Content Analysis & Summary (4 Paragraphs)

The video walks through a complete, beginner-friendly process for building a fully functional website using **Google AI Studio** for free. The creator demonstrates how to access Google AI Studio, select the Gemini 2.5 Pro model, and submit a pre-written prompt that automatically generates the framework for a complete website. The process starts by opening Google AI Studio, navigating to the chat interface, choosing the AI model, and pasting in a website-generation prompt that can be customized with a website name and website type. This approach allows users to generate ready-to-use website code without writing HTML, CSS, or JavaScript manually.

Once the AI generates the website prompt, the user copies the entire generated code and goes to the **Build** section inside Google AI Studio. The presenter shows how the AI automatically creates a full website with logo placeholders, menus, destination pages, and pre-written blog posts. The resulting site loads in full-screen preview mode, demonstrating that the AI produces functional pages that can be clicked and navigated immediately. Users can then customize themes, edit content, modify menus, and add new posts through the built-in customization panel.

The tutorial then shifts to downloading and hosting the website. After generating the site, the presenter downloads a ZIP file containing all website files, extracts it, and attempts to open *index.html*. When the page initially loads blank (a common issue), the creator explains how to fix it using **Visual Studio Code (VS Code)**. By opening the extracted folder in VS Code, starting a new terminal, and verifying Node.js installation, the user can install dependencies and run the website locally using Node and npm commands (`npm install`, `npm run dev`). This ensures the website displays properly on a local server before hosting it.

Finally, the tutorial covers how to host the final output for free. Once the local build is created, the creator shows how to run `npm run build` to generate a **dist** folder, which contains the final production website. This folder is then uploaded to *netlify.com* ("Netlify" in the video), where users can drag and drop the folder to instantly deploy the site and receive a free hosting URL. The presenter also shows how to create a Netlify account to avoid the one-hour temporary hosting limit and make the website permanent. The video closes by inviting questions and encouraging users to like and comment.

2. Key Takeaways (25 Actionable Bullet Points)

1. Google AI Studio can build complete websites for free.
2. You must access the official Google AI Studio site via Google search.
3. The Gemini 2.5 Pro model is recommended for website creation.
4. A pre-written prompt is required to generate the website code.
5. Users can customize the website name and website type inside the prompt.

6. The "Run" button generates a complete website-building prompt.
7. The entire generated prompt must be copied for the build to work.
8. Go to the **Build** tab in Google AI Studio to generate the website.
9. Paste the copied prompt into the builder and click "Build."
10. The AI produces full pages, menus, logos, and blog posts automatically.
11. The customization panel allows theme, content, and post editing.
12. You can add new posts directly within the platform.
13. Finished websites can be downloaded as a ZIP file.
14. Extract the ZIP file before opening or editing.
15. Opening `index.html` directly may show a blank page.
16. Use Visual Studio Code to properly load and run the website files.
17. Node.js must be installed to run npm commands.
18. Use `npm install` to install project dependencies.
19. Use `npm run dev` to launch a local development server.
20. Use `npm run build` to create a production build.
21. The final website is located inside the **dist** folder.
22. Netlify allows free hosting via drag-and-drop upload.
23. Upload the *dist* folder to Netlify's drop interface.
24. Create a Netlify account for permanent hosting.
25. A free temporary hosting link is generated instantly after upload.

3. Actionable Step-By-Step Checklist (Child-Friendly Clarity)

Category 1: Getting Started

Task 1: Open Google AI Studio

- Step 1: Open your web browser.
- Step 2: Go to Google.com.

- Step 3: Type “**Google AI Studio**” in the search bar and press Enter.
- Step 4: Click the official Google AI Studio link.

Task 2: Choose the AI Model

- Step 1: Click on the **Chat** option inside Google AI Studio.
 - Step 2: Find the list of models.
 - Step 3: Click **Gemini 2.5 Pro** to select it.
-

Category 2: Generate Your Website Code

Task 1: Paste the Website Prompt

- Step 1: Find the prompt in the video’s comment section.
- Step 2: Copy the entire prompt.
- Step 3: Paste it into the Google AI Studio chat window.
- Step 4: Change the website name to your own name.
- Step 5: Change the website type (e.g., travel site, blog, store).

Task 2: Run the AI Generator

- Step 1: Click the **Run** button.
 - Step 2: Wait while Google AI creates the website code.
 - Step 3: Highlight the full generated prompt.
 - Step 4: Right-click and choose **Copy**.
-

Category 3: Build the Website

Task 1: Use the Build Feature

- Step 1: Click the **Build** option at the top.
- Step 2: Paste the copied prompt into the builder box.
- Step 3: Click the **Build** button.
- Step 4: Wait for the full website preview to appear.

Task 2: Explore the Website Preview

- Step 1: Click the **Full Screen** button.
 - Step 2: Test navigation by clicking menus.
 - Step 3: Click pages like “Destinations” to make sure they load.
-

Category 4: Customize and Edit

Task 1: Adjust Site Style and Content

- Step 1: Click on the **Settings** icon.
 - Step 2: Choose a theme you like.
 - Step 3: Edit content (titles, text, images).
 - Step 4: Add posts by clicking **Create New Post**.
-

Category 5: Download Your Website

Task 1: Save the ZIP File

- Step 1: Click **Leave Full Screen**.
- Step 2: Click **Download App**.
- Step 3: Let your browser download the ZIP file.
- Step 4: Click **Show in Folder**.

Task 2: Extract the Files

- Step 1: Right-click the ZIP file.
 - Step 2: Click **Extract All**.
 - Step 3: Make sure “Show extracted files” is checked.
 - Step 4: Click **Extract**.
-

Category 6: Fix the Blank Page Issue

Task 1: Open Files in VS Code

- Step 1: Install Visual Studio Code (VS Code).
- Step 2: Drag your extracted folder onto the desktop.

- Step 3: Open VS Code.
- Step 4: Click **File > Open Folder**.
- Step 5: Choose your extracted folder and click **Select Folder**.

Task 2: Check Node.js

- Step 1: Click **Terminal** → **New Terminal**.
 - Step 2: Type `node -v` and press Enter.
 - Step 3: If no version shows, install Node.js from Google.
-

Category 7: Run the Website Locally

Task 1: Install Dependencies

- Step 1: Type `npm install` in the terminal.
- Step 2: Press Enter.
- Step 3: Wait for all packages to download.

Task 2: View Local Version

- Step 1: Type `npm run dev`.
 - Step 2: Press Enter.
 - Step 3: Hold CTRL and click the local link to open the site.
 - Step 4: Make sure everything loads correctly.
-

Category 8: Build and Host Online

Task 1: Build Production Files

- Step 1: In the terminal, type `npm run build`.
- Step 2: Press Enter.
- Step 3: Look for the **dist** folder that appears.

Task 2: Host on Netlify

- Step 1: Go to Google.com.
- Step 2: Search for **Netlify**.

- Step 3: Click “Drop / Netlify”.
 - Step 4: Drag your **dist** folder into the box.
 - Step 5: Wait for your free website link to appear.
 - Step 6: Create an account to make hosting permanent.
-

Google Just Killed More Schema Types - Here’s What You Should Focus on Instead

1. Content Analysis & Summary

Paragraph 1 — Google Deprecates Major Schema Types & Validates a Long-Held Warning

The video opens with a bold statement: niche schema sellers and agencies have been overcharging for something Google has increasingly ignored. The presenter explains that for an entire year, he has warned people not to obsess over niche schema markup—especially expensive “specialty schema” packages sold by agencies. This warning has often drawn criticism from the SEO community. But now it’s validated: Barry Schwartz (Search Engine Roundtable) and Google’s own John Mueller confirm that Google is removing several structured data types and search features because they deliver little value. This includes features like Today’s Doodle Box, nutrition facts, local bike share statuses, TV season selector, and more. The video positions this announcement as a wake-up call for marketers wasting time and money implementing schema that Google may not even use.

Paragraph 2 — Schema Is Often Ignored, Expensive, and Unnecessary

The speaker clarifies what schema is—structured data, usually in JSON, injected into a site’s HTML to help Google understand content. While schema *can* lead to rich results, he stresses a critical truth: Google often ignores your schema completely, or generates its own rich snippet logic based on its understanding of your page. Implementing schema requires technical setup, maintenance, updates, and testing, often costing hundreds or thousands of dollars. And yet, even sites with poorly implemented schema often still get the same rich features as those with perfect markup. With Google removing several structured data types—and admitting some were never used meaningfully—this raises serious questions about the ROI of niche schema offerings.

Paragraph 3 — What Google Confirmed Is Being Removed & What Still Matters

The video lists numerous schema types and search features being deprecated, including practice problems for students, data set structured data, and vehicle-for-sale schema. However, Google clarified that this does *not* mean all rich results are disappearing. Many important schema types remain supported, such as course info, estimated salary, claim reviews, learning videos, and more. Yet the overarching message is clear: schema is becoming narrower and more automated. Many niche schema types are unnecessary, heavily ignored, or not worth the investment. Instead of obsessing over markup, SEOs must refocus on elements that actually drive rankings and revenue.

Paragraph 4 — What You *Should* Focus On: Intent, Keywords, UX & Site Structure

The presenter shifts to what *really* moves the needle in SEO. He emphasizes picking keywords based on bottom-of-funnel intent—searchers who already know what they want but not which brand provides it. SEOs should satisfy intent quickly, predict what users want next, and give it to them on-page to eliminate pogo-sticking. He also stresses targeting *undertargeted keywords*, which he discusses in his “Hidden

Keyword Gaps” episode (#839). For on-site SEO, organizable folder structures, internal linking, clean slugs, filled-in title/meta/H1 tags, and eliminating orphan pages are crucial. For off-site efforts, contextual backlinks and brand mentions matter most. The final takeaway: stop wasting energy on schema markup. Focus instead on keywords, intent, UX, architecture, and real marketing—elements that reliably generate conversions and revenue.

2. Key Takeaways (25 Bullets)

1. Google is removing several structured data types that provide little user value.
2. Many SEOs waste time and money on niche schema that Google ignores.
3. Schema markup does not guarantee rich results.
4. Google often auto-generates rich snippets without schema.
5. Implementing schema can be expensive and technically complex.
6. Some schema types have likely been ignored for years.
7. Barry Schwartz reported major schema deprecations.
8. John Mueller confirmed Google is simplifying search results.
9. Deprecated items include nutrition facts and nearby events.
10. Practice problem schema is being removed entirely.
11. Dataset structured data is only used for Dataset Search, not Google Search.
12. Google clarified that many rich results still remain supported.
13. Bottom-of-funnel keywords convert significantly better.
14. Keyword intent should guide SEO strategy.
15. Many high-value keywords are still wildly undertargeted.
16. SEO pages must satisfy search intent immediately.
17. Predicting the visitor’s next need boosts engagement and conversions.
18. Long, slow, or confusing pages lose users instantly.
19. Organized folder structures improve site clarity for users and Google.
20. Avoid orphan pages that have no internal links.
21. Always fill in page titles, meta descriptions, and H1s.
22. Use clean URL slugs instead of random numbers or characters.

23. Off-site SEO should focus on contextual backlinks.
 24. Brand mentions and real marketing efforts matter more than markup.
 25. Schema should never distract from what truly drives SEO results.
-

3. Actionable Step-by-Step Checklist (Child-Friendly)

Category 1: Understanding Schema Reality

Task 1: Check if Your Site Already Has Basic Schema

- Open Google and search “Google Schema Testing Tool.”
- Copy your website URL.
- Paste it into the testing tool.
- Press the button to run the test and see what shows up.
- If you see basic schema, good — that’s enough for now.

Task 2: Stop Stressing About Fancy Schema

- Look at your results.
 - If you don’t see “special” schema, don’t panic.
 - Google might add rich snippets automatically.
 - Remind yourself: Google ignores lots of schema anyway.
-

Category 2: Choosing Better Keywords

Task 1: Pick Bottom-of-Funnel Keywords

- Think about what someone is ready to buy.
- Write down what they would type when they want to take action.
- Example: “best plumber near me” or “buy SEO course.”
- These are the keywords you want.

Task 2: Look for Undertargeted Keywords

- Open your keyword tool (Ahrefs, Semrush, etc.).
- Search for your topic.

- Look for keywords with high search volume and few competitors.
 - Write them down and make those your targets.
-

Category 3: Creating Better SEO Pages

Task 1: Satisfy Search Intent FAST

- At the top of your page, answer the main question right away.
- Don't make people scroll.
- Pretend they are in a hurry — because they are.

Task 2: Predict What They Want Next

- Ask yourself: "If I were searching, what else would I want?"
 - Add that info right after your main answer.
 - This keeps people on the page longer.
-

Category 4: Fixing Your Site Structure

Task 1: Build Clean Folders

- Go to your website structure.
- Create folders like:
 - `/services/`
 - `/blog/`
 - `/articles/`
- Put pages in the correct folder.

Task 2: Remove Orphan Pages

- Click through your site menu.
- If a page isn't linked anywhere, that's an orphan.
- Add a link to that page from:
 - your menu
 - your footer

- or a related blog post.

Category 5: Increasing Off-Site Power

Task 1: Get Backlinks That Matter

- Think of websites related to your niche.
- Ask them to link to your page.
- Only choose sites that send real visitors.

Task 2: Grow Brand Mentions

- Post helpful info on social media.
 - Comment on relevant blogs.
 - Share useful insights in communities.
 - People mentioning your brand helps SEO.
-

ChatGPT will get you 1M followers + every goal you have as a content creator & here's how..

1. Content Analysis and Summary (4 Paragraphs)

This video is a deep dive into how the creator uses ChatGPT as a “second brain” to grow on social media and build a business as a content creator, influencer, or entrepreneur. She frames ChatGPT not just as a tool, but almost like a co-founder that knows her goals, personality, and style. She explains that most people only scratch the surface of AI, using it for quick prompts, while she uses it to clarify her big “blue sky” vision, plan her content, manage her mental load, and keep her entire brand aligned over time. She also highlights HubSpot’s free AI-powered marketing prompt generator as a companion tool that removes the guesswork from what to ask AI, giving creators plug-and-play prompts to speed up content ideation.

The creator walks through the foundations of her ChatGPT setup: she uses ChatGPT Plus (GPT-4), speaks to it using voice instead of typing, and creates different chats for different purposes (content creation, vision and goals, mindset/mental health). She emphasizes that speaking to ChatGPT makes her more unfiltered and helps the model pick up on her tone and style. From there, she uses ChatGPT to map out her big life and business goals, including dream follower counts, income goals, dream brand collaborations, and milestone achievements. She even feeds in screenshots of her Pinterest vision boards and Canva slide decks so ChatGPT can “see” her dream life and business visually, then asks it to walk her through a “dream day” if everything on her vision board came true.

Once the big vision is set, she uses ChatGPT as a brand and content strategist. In a dedicated “content & social media” chat, she describes what she wants to be known for, the topics she wants to talk about, who her audience is, and what makes her unique. She gives examples of creators she admires and uses prompts like “If I was invited on my dream podcast, what would I want to be known for?” ChatGPT then

helps her generate mission statements, bio taglines, content pillars, series ideas, and brand positioning. She is clear that AI ideas are “thought starters” rather than final answers — ChatGPT can’t fully “feel the vibe,” but it’s incredibly helpful for structuring her brand and giving her something to tweak rather than starting from scratch.

From there, the video shifts into very practical use cases: repurposing long-form content (YouTube, podcasts) into carousels, captions, and short-form scripts by feeding transcripts (RTF files) into ChatGPT; using AI to spot boring parts to cut from videos; generating clips and timestamps; drafting carousels in a Notes-app style; turning finished carousels into captions and hashtags; and using AI to help with weekly planning, time-blocking, and brand deal script checks. She also uses ChatGPT as a safe place to brain-dump when she’s overwhelmed, and to help her work through feelings of burnout or misalignment. The video ends with a very validating message: content creation and building a brand is genuinely hard, it takes years, and it’s normal to feel stressed or burnt out — AI won’t do the work for you, but it can make the process easier, more organized, and more aligned with your long-term vision.

2. Key Takeaways (25 Actionable Bullets)

1. Treat ChatGPT as a “second brain,” not just a quick answer machine.
2. Use voice-to-text with ChatGPT to sound more natural and let it learn your tone.
3. Create separate chats for different purposes (e.g., vision, content strategy, mindset).
4. Start by defining your “big blue sky” scenario with insanely specific life and business goals.
5. Feed visual inputs like Pinterest vision boards and Canva slides into ChatGPT for deeper context.
6. Ask ChatGPT to describe your “dream workday” once your goals are achieved to make your vision feel real.
7. Brainstorm potential income streams (coaching, courses, brand deals, etc.) with ChatGPT based on your goals.
8. Regularly update ChatGPT when your goals or plans change so it stays aligned with your direction.
9. Use a dedicated “content & social” chat to define what you want to be known for on each platform.
10. Give ChatGPT your favorite creators as examples and ask it to help you build a similar but unique brand.
11. Share your background, struggles, and target audience with ChatGPT so it can suggest authentic content angles.
12. Ask ChatGPT to generate a mission statement, brand statement, and bio tagline for your social profiles.
13. Use ChatGPT to turn your long-form transcripts (YouTube, podcasts) into carousels, scripts, and captions.
14. Upload RTF transcripts and ask ChatGPT what sections are boring, off-topic, or should be cut.
15. Ask ChatGPT to identify strong moments to clip from long videos for shorts or Reels.

- 16. Use transcripts + examples of your old carousels to get AI-written carousels in your style, then refine them.
- 17. Provide AI with finished designs (e.g., a Canva carousel) and ask it to write captions and hashtags.
- 18. Ask for hooks that are more specific, bold, and aligned with your audience and offers.
- 19. Use ChatGPT to plan your weekly content or even build a content calendar from your ideas.
- 20. Drop all your random content ideas into a dedicated “content ideas” chat to create an idea vault.
- 21. On busy weeks, brain-dump all your tasks into ChatGPT and ask it to time-block your week by day.
- 22. Feed in brand deal briefs + your draft script and ask ChatGPT to check for missing requirements.
- 23. Use a “mindset/therapy” chat to explore burnout, ruts, and misalignment (without replacing real therapy).
- 24. Ask ChatGPT to ask *you* questions to help uncover why you’re stuck, confused, or unmotivated.
- 25. Remember that content creation is hard and long-term: use AI to make it easier, not to shortcut your growth.

3. Actionable Step-by-Step Checklist

(Categories → Tasks → Child-friendly steps)

Category 1: Set Up Your AI Second Brain

Task 1: Choose and Set Up Your AI Tools

- Step 1: Open your browser and go to the ChatGPT website.
- Step 2: Create an account or sign in if you already have one.
- Step 3: If possible, upgrade to the paid version (ChatGPT Plus) so you can use stronger models.
- Step 4: Turn on the microphone feature so you can talk instead of type.
- Step 5: Save the website as a bookmark or pin it in your browser so you can open it quickly every day.

Task 2: Create Dedicated Chats for Different Purposes

- Step 1: In ChatGPT, click “New chat.”
- Step 2: Type a simple label like “Vision & Goals ✨” at the top so you know what this chat is for.
- Step 3: Start another new chat and label it “Content & Social 📱.”

- Step 4: Create a third chat called “Mindset & Brain Dump 🧠.”
- Step 5: Whenever you open ChatGPT, choose the right chat for the job instead of mixing everything together.

Task 3: Start Using Voice Instead of Typing

- Step 1: Click the microphone icon in ChatGPT.
- Step 2: Talk like you would talk to a friend and explain what you’re doing or feeling.
- Step 3: Don’t worry about sounding perfect — just speak honestly.
- Step 4: When you’re done talking, stop the recording and read what it wrote for you.
- Step 5: If something is wrong, fix it or say, “That’s not what I meant” and explain again.

Category 2: Clarify Your Vision and Big Goals

Task 1: Describe Your “Blue Sky” Scenario

- Step 1: Go to your “Vision & Goals ✨” chat.
- Step 2: Say, “ChatGPT, I want to describe my big blue sky scenario.”
- Step 3: List specific dreams: how much money you’d like to earn, how many followers you’d love to have, and what kind of work you want to do.
- Step 4: Add “cringe-level” dreams too, like dream podcasts you want to be on or awards you want to win.
- Step 5: Ask ChatGPT to summarize your dream life and business in one clear paragraph.

Task 2: Feed Your Vision Board and Slides into ChatGPT

- Step 1: Open Pinterest or your vision board app and take screenshots of your vision board.
- Step 2: Open any Canva slide decks that show your goals and screenshot those too.
- Step 3: In your “Vision & Goals ✨” chat, upload these images.
- Step 4: Tell ChatGPT, “These are from my vision board. Please describe what you think I want in life and business.”
- Step 5: Read what it writes and correct anything that doesn’t feel right.

Task 3: Create Your Dream Workday Description

- Step 1: In the same vision chat, say, “If all my goals came true, what would my dream workday look like?”
- Step 2: Ask it to describe your morning, afternoon, and evening in detail.

- Step 3: Read the story and underline or note the parts that feel exciting or important.
- Step 4: Tell ChatGPT which parts you love and which parts you'd like to change.
- Step 5: Ask it to rewrite your dream day with your changes so you have a "final" version to look back on.

Task 4: Brainstorm Income Streams with AI

- Step 1: Tell ChatGPT, "I want to make money from content. Here are the things I'm good at..." and list your skills.
- Step 2: Ask, "What are some possible income streams I could create from these?"
- Step 3: Let it give you a list: coaching, courses, digital products, sponsorships, etc.
- Step 4: Circle or mark 3 ideas that feel most exciting and realistic.
- Step 5: Ask, "What would be my first 3 steps to test each of these ideas?"

Category 3: Build Your Brand and Content Strategy

Task 1: Define What You Want to Be Known For

- Step 1: Go to your "Content & Social 📱" chat.
- Step 2: Say, "These are the topics I want to be known for..." and list your ideas (e.g., AI, content creation, mindset).
- Step 3: Tell ChatGPT what you don't want to talk about so it knows your boundaries.
- Step 4: Ask it, "Can you summarize my brand in 3 sentences?"
- Step 5: If something feels off, say "Change this part" and let it rewrite until it matches you better.

Task 2: Use Podcast Guest Prompts to Clarify Your Brand

- Step 1: Tell ChatGPT the names of your dream podcasts you'd love to be a guest on.
- Step 2: Say, "If I were a guest on these shows, what would I want people to interview me about?"
- Step 3: Let it list potential topics and questions.
- Step 4: Mark the questions that feel exciting and true to you.
- Step 5: Ask, "Based on these questions, what are my core brand topics and content pillars?"

Task 3: Create a Mission Statement and Bio Tagline

- Step 1: In the same chat, say, "Please write a mission statement for my brand based on everything you know about me."
- Step 2: Ask for 3–5 versions and read them slowly.

- Step 3: Highlight the words and phrases that feel the most ‘you.’
 - Step 4: Ask ChatGPT to combine your favorite parts into one short mission statement.
 - Step 5: Then say, “Now turn that mission into a short bio for Instagram/TikTok/YouTube.”
-

Category 4: Repurpose and Optimize Long-Form Content

Task 1: Export Your Transcript and Load It into ChatGPT

- Step 1: After recording a YouTube video or podcast, export the transcript as an RTF or text file.
- Step 2: Go to ChatGPT and open your “Content & Social 📱” or “YouTube Assistant” chat.
- Step 3: Upload the transcript file.
- Step 4: Say, “This is my full episode transcript. Please confirm you can read it.”
- Step 5: Once it confirms, tell it, “Help me turn this into social content.”

Task 2: Turn Transcripts into Carousels and Short Scripts

- Step 1: Tell ChatGPT, “Create 5–10 Instagram carousel ideas from this transcript in my voice.”
- Step 2: If you have old carousels, upload them and say, “Match this style and tone.”
- Step 3: Ask it to write each carousel as slide-by-slide text (Slide 1, Slide 2, etc.).
- Step 4: Copy the ideas you like into your notes or Canva design.
- Step 5: Ask ChatGPT, “Here is the final carousel text. Please write a caption and give me hashtags for growth.”

Task 3: Use AI to Edit and Tighten Your Episodes

- Step 1: In the same chat with the transcript, say, “Please mark any sections that are boring, repetitive, or off-topic.”
 - Step 2: Look at the timestamps or sections it highlights.
 - Step 3: Decide which parts you agree should be cut or shortened.
 - Step 4: Share those notes with your video editor or use them yourself in your editing tool.
 - Step 5: Ask ChatGPT to suggest 3–5 strong clip ideas to turn into shorts or Reels.
-

Category 5: Plan and Write Social Content with AI

Task 1: Build a Weekly Content Plan

- Step 1: Open your “Content & Social 📱” chat on a Sunday night or Monday morning.

- Step 2: Tell ChatGPT, “Here are my content ideas for this week...” and list them.
- Step 3: Ask, “Can you turn these into a 7-day posting plan?”
- Step 4: Let it assign platforms, post types, and rough topics to each day.
- Step 5: Adjust anything that feels too heavy for your schedule and ask it to rebalance if needed.

Task 2: Generate Hooks, Captions, and Hashtags

- Step 1: Tell ChatGPT, “I want to make a post about [topic]. Here is my draft hook...”
- Step 2: Ask, “Make this hook more specific and bold for my target audience: [describe your audience].”
- Step 3: Once you like a hook, say, “Now write a caption in my voice, using a friendly and honest tone.”
- Step 4: Add, “Please include a clear call-to-action at the end, like saving, sharing, or commenting.”
- Step 5: Ask for 10–15 relevant hashtags that match your niche and audience.

Task 3: Optimize Your Social Bio and Highlights

- Step 1: Screenshot your current Instagram/TikTok bio.
- Step 2: Upload the screenshot to ChatGPT and say, “What do you think of this bio?”
- Step 3: Ask, “How can I make this more clear, more specific, and more attractive to my target audience?”
- Step 4: Pick one revised version you like and tweak any words that don’t feel like you.
- Step 5: Ask ChatGPT, “Based on my brand, what Instagram highlight topics should I use?” and list 4–6 that fit.

Category 6: Manage Overwhelm, Burnout, and Busy Weeks

Task 1: Time-Block Your Week with ChatGPT

- Step 1: Go to your “Mindset & Brain Dump 🧠” chat.
- Step 2: Voice note or type every task you need to do this week — brand deals, editing, filming, personal errands, everything.
- Step 3: Say, “Please organize these into a time-blocked schedule for each day this week.”
- Step 4: Read the schedule and move anything that feels unrealistic.
- Step 5: Ask ChatGPT to update the schedule based on your changes and save it as your weekly plan.

Task 2: Use AI as a Guided Reflection Tool

- Step 1: When you feel stuck or burnt out, open the mindset chat.
- Step 2: Type or say, “I’m feeling [describe your feelings]. I don’t know why.”
- Step 3: Ask, “Can you ask me questions to help me figure out what’s really going on?”
- Step 4: Answer each question honestly, even if it feels messy.
- Step 5: When it summarizes your situation, ask, “What are 3 small actions I can take this week to feel better?”

Task 3: Check Alignment with Your Original Vision

- Step 1: Go back to your “Vision & Goals ✨” chat and read your original blue sky scenario.
- Step 2: In your mindset chat, say, “Here’s my vision. Do you see any ways that my current content or offers are out of alignment?”
- Step 3: Let ChatGPT point out any mismatches between your dream and your current activity.
- Step 4: Choose 1–2 small changes you can make this month (not everything at once).
- Step 5: Ask ChatGPT to help you turn those changes into simple, doable steps.

OFFICIAL Whitespark 2026 Local Search Ranking Factors: What Really Matters (Full Breakdown)

1. Content Analysis and Summary (4 paragraphs)

This video breaks down the 2026 Local Search Ranking Factors report, a major industry survey where 47 top local SEO experts scored 187 different factors. The host explains how these factors are grouped (Google Business Profile, on-page, reviews, links, behavior, citations, personalization, social) and how their importance differs for local pack/map rankings, local organic rankings, conversions, and now AI search visibility. A big part of the video is about how the weight of these groups has shifted over time—Google Business Profile grew in importance, reviews steadily climbed, and link signals became less dominant—showing how local search keeps evolving.

A major theme is the introduction of new factors and the addition of a dedicated “AI search visibility” column in the survey. The video highlights several new and rising factors: business hours and whether you’re open at the time of search, whether your address is shown or hidden on your Google Business Profile (and the weird “map pin” ranking bugs that can happen), and the importance of predefined services and keywords in services. The speaker shares real-world stories of businesses losing rankings when switching to a service area business, or when Google moves their map pin to a random spot because of a bug or a malicious edit. This shows how fragile local visibility can be if you don’t monitor your profile.

The video then zooms out to the future of search and how AI-driven interfaces (Google’s AI mode, Gemini, ChatGPT-style experiences) are reshaping what matters. For AI visibility, citations and broader web presence matter more than before. Getting listed on expert-curated “best of” lists, being present on key directories (general, local, and industry-specific), and having reviews on many platforms (not just Google) become critical. The creator also debunks myths like “title tags must be under 60 characters,”

explaining how long title tags can be used as “bonus keyword space” while keeping the visible part compelling for users.

Finally, the video turns all these insights into a concrete road map for winning local SEO in 2026. The top priorities include: choosing a highly specific primary category on your Google Business Profile, strategically rebranding to legally include keywords in your business name, setting accurate and possibly extended business hours, building an ongoing review acquisition system, fully filling out and optimizing services (including predefined ones), managing your map pin and monitoring profile changes, and maximizing behavioral engagement on your profile (photos, posts, videos). The host also covers Local Services Ads (budget, reviews, service selection, response time, call quality), modern website optimization, AI-focused strategies (citations, testimonials, concise content), and the importance of using local ranking grid software to track the real impact of your changes instead of “flying blind.”

2. Key Takeaways (25 Bullet Points)

1. The 2026 Local Search Ranking Factors report is based on scores from 47 top local SEO experts across 187 factors.
2. Local SEO must now account for four areas: local pack/map rankings, local organic rankings, conversions, and AI search visibility.
3. Google Business Profile (GBP) remains the most important signal for local pack/map rankings.
4. For local organic rankings, on-page content and links to your site still lead the way.
5. AI search visibility spreads importance more evenly across websites, reviews, citations, links, GBP, personalization, social, and behavior.
6. Reviews are steadily increasing in importance across both traditional and AI-driven search.
7. Link signals are declining in relative importance as behavioral and other signals rise.
8. Business hours—and whether you’re open at the time of search—have become one of the top local ranking factors.
9. Hiding your address and becoming a service area business can dramatically shift where you rank, sometimes due to bugs or old verification addresses.
10. Incorrect or randomly placed map pins can move your rankings to the “middle of nowhere,” so monitoring your pin is crucial.
11. Predefined services in your Google Business Profile now help you rank better for those specific service terms.
12. Keywords in your GBP business name are massively powerful but must be used legally via true rebranding, not spam.
13. Properly set and accurate hours on your GBP have moved up sharply in importance.
14. Engagement signals on your GBP (photos, posts, video views, profile interaction) are strong behavioral ranking factors.
15. In-store visits tracked by Android/Google Maps appear to influence rankings by reflecting real-world popularity.

- 16. Citations (listings on key directories and industry-specific sites) are especially important for AI search visibility.
- 17. Getting reviews on multiple sites (not just Google) boosts how AI systems perceive your authority and trust.
- 18. A testimonials/reviews page on your own website can be a signal that AI tools use when choosing which business to recommend.
- 19. Long title tags are not a problem; the visible part should be compelling, and the rest can hold extra related keywords and locations.
- 20. Local Services Ads are taking a big share of clicks in eligible industries and locations.
- 21. Budget/bidding, review quantity/recency, service selection, and fast response times are key to Local Services Ads visibility.
- 22. Google likely uses AI to transcribe and assess call quality from Local Services Ads, which can affect visibility.
- 23. AI-first search experiences will reward concise, clearly structured, question-answering content rather than bloated “skyscraper” pages.
- 24. Building local presence through community sites, local blogs, chambers of commerce, and curated “best of” lists strengthens both classic and AI search.
- 25. Using local ranking grid software is essential to measure the real impact of your changes and avoid flying blind with local SEO strategy.

3. Actionable Step-by-Step Checklist

You can treat this like a practical implementation plan.

Category 1: Google Business Profile Foundations

Task 1: Choose the Best Primary Category

- Step 1: Log into your Google Business Profile (GBP) dashboard.
- Step 2: Open the “Info” section and look for your current primary category.
- Step 3: Ask yourself, “If someone searched for exactly what I do, what would they type?” (e.g. “personal injury attorney,” not “law firm”).
- Step 4: Use the category dropdown to choose the most specific category that matches your main service.
- Step 5: Save your changes and note today’s date so you can later compare rankings.

Task 2: Make Sure Your Business Name Matches Reality

(Legal, not spam)

- Step 1: Look at how your business name appears on your GBP.
- Step 2: Check your legal documents (business registration, bank statements, signage, website logo).
- Step 3: If your current name doesn't include any of your primary keywords but you want that advantage, plan a real rebrand (e.g. "Acme Brothers Plumbing & AC Repair").
- Step 4: Officially update your business name everywhere offline first: registration, bank, contracts, signage.
- Step 5: Update your website logo and footer with the new name.
- Step 6: Update your name on major directories and citations.
- Step 7: Only after all of this matches, go to GBP and update your business name there so Google sees it as real, not spam.

Task 3: Set Correct and Strategic Business Hours

- Step 1: In your GBP dashboard, go to "Hours."
- Step 2: Set the hours you truly answer calls or serve customers—don't lie to Google or customers.
- Step 3: If you're brick-and-mortar, consider opening earlier or staying open a bit later if that makes business sense.
- Step 4: If you're a service area business, decide how late you're willing to answer the phone (or hire an answering service).
- Step 5: Update your GBP hours to match this reality so you stay visible when you're actually available.

Task 4: Verify and Fix Your Map Pin Placement

- Step 1: In GBP, go to your address and click to view/edit the map location.
- Step 2: Zoom in and check if the pin is exactly on your building or true location.
- Step 3: If it's off (on a field, road, or wrong block), drag the pin to the correct spot.
- Step 4: Save your changes.
- Step 5: Set a reminder (weekly or monthly) to quickly check your pin hasn't moved because of bugs or spam edits.

Category 2: Reputation & Reviews

Task 5: Build a Steady "Review Recency" System

- Step 1: Make a simple list of all the ways you interact with customers (in person, phone, email, invoices).

- Step 2: Choose one or two touchpoints where you'll always ask for a review (e.g. right after service is completed).
- Step 3: Create a short, friendly message: "Thanks for choosing us! Could you please leave a quick review on Google? It really helps."
- Step 4: Generate your Google review link from the GBP dashboard and save it where your team can find it.
- Step 5: Aim for a consistent flow (e.g. "at least 3 reviews per week") rather than one big blast every few months.
- Step 6: Check reviews weekly and reply to each one, thanking happy customers and calmly addressing negative ones.

Task 6: Add a Testimonials Page on Your Website

- Step 1: Create a new page on your site called "Testimonials" or "Customer Reviews."
- Step 2: Copy your best public reviews (Google, Yelp, etc.) and paste snippets, including the customer's first name and city where allowed.
- Step 3: Group them by service type if possible (e.g. "Plumbing," "AC Repair").
- Step 4: Add a short intro saying you're proud of your customers' feedback and link to your main review profiles.
- Step 5: Keep this page updated with fresh reviews every month so AI tools and users see recent proof.

Task 7: Get Reviews on Multiple Sites (Not Just Google)

- Step 1: Make a list of important sites for your industry (e.g. Yelp, Facebook, industry directories, niche review sites).
- Step 2: Claim or create your profiles on each platform.
- Step 3: For new customers, sometimes send them to your Google link and sometimes to another review site (alternate).
- Step 4: Add logos and links to these profiles on your website (e.g. "See our reviews on...").
- Step 5: Check these sites monthly and respond to reviews there too.

Category 3: Google Business Profile Optimization & Engagement

Task 8: Fill Out Predefined and Custom Services

- Step 1: In GBP, go to the "Services" section.
- Step 2: Look at the services Google suggests and select all that truly match what you offer.
- Step 3: Add any missing services as custom services with clear names (e.g. "Emergency drain cleaning").

- Step 4: For each service, write a short, simple description: what it is, who it's for, and what makes you different.
- Step 5: Consider adding small emojis to service titles that still look professional to help you stand out in search (if appropriate).

Task 9: Keep Your Profile Fresh and Engaging

- Step 1: Once a week, upload at least one new photo of your team, office, or work (before/after if allowed).
- Step 2: Write a short Google Post weekly (e.g. "Tip of the week," offer, local news).
- Step 3: If possible, record a short video introducing your business or showing a simple process and upload it to your profile.
- Step 4: Check your profile as if you're a customer: would you feel confident choosing your business based on what you see?
- Step 5: Update outdated information immediately (old promo, old phone number, wrong link).

Task 10: Protect Your Profile From Bad Edits

- Step 1: Sign up for some kind of change-monitoring (e.g. Whitespark's GBP monitor or similar) OR set a calendar reminder to check your profile every week.
- Step 2: Look for any changes you didn't make (address, pin, hours, website, phone).
- Step 3: If you see something wrong, edit it back and submit the correct info.
- Step 4: Document any repeated spam attacks so you can show Google support if needed.

Category 4: Website & Content Strategy

Task 11: Create a Dedicated Page for Each Service

- Step 1: List every service you provide on a sheet of paper or doc.
- Step 2: Check your website and make sure each service has its own page (not just one big "Services" page).
- Step 3: If a service doesn't have a page yet, create a new page for it.
- Step 4: On each service page, add: a clear headline, a short explanation, benefits, FAQs, and a clear call-to-action (phone, form, booking link).
- Step 5: Link these pages from a "Services" menu dropdown so they're easy to find.

Task 12: Optimize Title Tags, Including "Bonus Keyword Space"

- Step 1: On each service page, write a title tag where the first ~60 characters are clear and clickable (e.g. "Emergency Plumber in Denver – 24/7 Fast Repairs").

- Step 2: After that, add extra related keywords and neighborhoods separated by bars or commas (e.g. “ | Drain Cleaning, Pipe Repair – Capitol Hill, LoDo”).
- Step 3: Don’t worry if the total title is long; users only see the first part, but Google can read it all.
- Step 4: Make sure each page has a unique title tag, not copies.
- Step 5: Revisit these titles every few months and tweak if certain services or areas become more important.

Task 13: Make Content AI- and User-Friendly

- Step 1: On each service page, break the text into short paragraphs and use headings (H2, H3) for each section.
- Step 2: Turn long explanations into bullet points where possible.
- Step 3: Answer the top questions customers ask you in plain language.
- Step 4: Avoid fluff; say exactly what you do, who it’s for, and why you’re good at it.
- Step 5: Add at least one image that visually represents the service and give it a descriptive file name and alt text (e.g. “plumber-fixing-bathroom-leak-denver”).

Category 5: Citations, Directories & Local Authority

Task 14: Get Listed on Core Directories

- Step 1: Make sure you’re on the big platforms: Google, Facebook, LinkedIn (for business), Apple Maps, Yelp (if relevant), Bing Places.
- Step 2: Ensure your business name, address, phone, and website (NAP) match exactly across all listings.
- Step 3: Add descriptions, photos, and categories on each profile.
- Step 4: Once per quarter, double-check these listings for any changes or mistakes.

Task 15: Get Listed on Industry and Local Directories

- Step 1: Search for “best [your service] in [your city]” and write down the sites that list multiple businesses (directories, blogs, lists).
- Step 2: Visit each site and look for “add your business” or “submit listing.”
- Step 3: Apply or submit your business with consistent NAP details and a strong description.
- Step 4: If a site is curated (no simple form), look for contact details and politely ask about how to be considered.
- Step 5: Track where you’ve applied so you can follow up later.

Task 16: Aim for “Best Of” Lists and Local Mentions

- Step 1: Search for “best [your service] [your city]” and list any “Top 10” or “Best of” articles.
 - Step 2: Check if you’re mentioned; if not, see if the site has contact info for the author or editor.
 - Step 3: Send a polite message with your story, reviews, and why customers love you, asking to be considered for future updates.
 - Step 4: Offer a helpful quote, case study, or data point they can use to improve their article (this adds value for them).
 - Step 5: When you do land a spot, share that article on your website and social media as social proof.
-

Category 6: Local Services Ads (If Available in Your Area)

Task 17: Set Up or Review Your Local Services Ads (LSA) Profile

- Step 1: Search “Google Local Services Ads” and log into or create your LSA account.
- Step 2: Fill in all your business details completely and honestly.
- Step 3: Choose the services that exactly match what you offer.
- Step 4: Set a starting budget that you’re comfortable testing for a month.
- Step 5: Link your LSA profile properly to your Google Business Profile and make sure reviews match up.

Task 18: Improve LSA Performance Signals

- Step 1: Encourage ongoing Google reviews (especially recent ones); these feed into your LSA performance.
 - Step 2: Train your team to answer LSA calls and messages quickly and professionally.
 - Step 3: Listen to call recordings (if available) and make sure staff handle leads well and don’t dismiss good opportunities.
 - Step 4: If leads are being missed, adjust staffing, scripts, or hours so you respond faster.
 - Step 5: Regularly check which services get the best leads and adjust your service selection and budget.
-

Category 7: Tracking & Monitoring Results

Task 19: Set Up Local Ranking Grids

- Step 1: Choose a local ranking grid tool (like Whitespark’s Local Ranking Grids or similar).
- Step 2: Add your main keywords (e.g. “plumber [city]”) and your business location.
- Step 3: Create a grid that covers your main service area (e.g. 10x10 points over your city).

- Step 4: Run a baseline report before making big changes (category, hours, services, etc.).
- Step 5: After each big change, rerun the grid and compare the results so you see what worked.

Task 20: Keep a Simple Change Log

- Step 1: Create a simple spreadsheet or document called “Local SEO Changes.”
 - Step 2: Each time you change something important (category, title tags, services, hours, citations), write down the date and what you changed.
 - Step 3: Add a note when you see ranking or lead volume changes (positive or negative).
 - Step 4: Use this log to repeat what works and avoid what hurts your performance.
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Glif AI: The \$10 App That Replaces a Full Creative Team

1. Four-Paragraph In-Depth Summary

The video explores how AI agents drastically improve results when working with creative AI tools like Nano Banana, Cling, Juan 2.2, and Sora. The creator argues that while many people produce mediocre outputs by writing simple prompts, a small percentage unlock 10–100x better outcomes by using structured workflows and multi-step prompting. This is why the tool *Glyph* is so powerful—it automatically formats prompts, stitches multiple AI systems together, and handles workflows that beginners usually struggle to build manually.

Throughout the tutorial, Glyph is used to demonstrate four practical use cases: improving YouTube thumbnails, creating miniature tilt-shift documentary videos, generating AI influencers, and producing Reddit-style TikTok content. For each example, the creator shows how an optimized “agent” can outperform using a raw model directly. For example, the Nano Banana Ultimate agent analyzes the input image, generates YouTube-correct aspect ratios, and applies higher-CTR design patterns like split screens and contrast boosting—tasks a beginner may never think to add.

Next, the creator dives into more advanced workflows such as the “Miniature History” AI agent, which uses multiple models (Cream, Juan 2.2, ElevenLabs, C-Dance, etc.) to produce a complete mini-documentary, including researched scripts via Perplexity. This section highlights how AI agents chain actions automatically—research → image generation → animation → voiceover → background music → video stitching—tasks that would cost thousands if outsourced to an agency.

Finally, the video discusses AI influencers and automated Reddit-style story videos. Glyph can create talking-head avatars, script their speech, generate voices, lip-sync videos, and assemble short-form content that resembles TikTok-style brain-rot storytelling. The creator emphasizes the broader business impact: using AI agents for content creation accelerates the *ACP funnel* (Audience → Community → Product). The conclusion encourages viewers to experiment with agents first, before building custom workflows, and positions AI agents as the new “unfair advantage” for creators, marketers, and founders.

2. Key Takeaways (25 Actionable Bullets)

1. AI agents help users extract far more value from creative AI tools.
 2. Simple prompts lead to mediocre results; workflows produce superior outputs.
 3. Glyph automates multi-step prompting and integrates multiple AI models.
 4. Nano Banana Ultimate agent generates higher-CTR YouTube thumbnails.
 5. AI agents can ensure correct aspect ratios for platform-specific assets.
 6. Workflow-based prompting prevents facial distortions and off-model results.
 7. Tilt-shift mini-documentaries can be auto-generated using several models.
 8. Perplexity research can feed factual scripts into video creation workflows.
 9. AI agents can produce complete videos: images, animations, voiceovers, music.
 10. These workflows save thousands in production costs and hours of manual labor.
 11. AI influencer agents generate talking-head avatars with lip-syncing.
 12. Influencer-style characters can be used for storytelling or brand marketing.
 13. Multiple “accounts” (real + AI) help brands scale across platforms.
 14. The ACP Funnel: Audience → Community → Product is key to growth.
 15. Creative AI accelerates audience growth through scroll-stopping visuals.
 16. Reddit-style TikTok stories can be automated via web search and script generation.
 17. Balanced narrative scripts outperform generic, mid-quality scripts.
 18. AI agents can produce long-form short videos (60+ seconds).
 19. Background music, subtitles, and pacing can be automatically applied.
 20. Users may still need to adjust creative details—the last 20% is human direction.
 21. Some agents handle Sora alternatives, animation, and advanced video stylization.
 22. AI content workflows can run daily to produce consistent output.
 23. \$10 in credits is enough to produce dozens of assets.
 24. Beginners should start with premade agents, not custom systems.
 25. This is the best time in history to leverage creative AI for business growth.
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3. Step-By-Step Checklist (Categories + Tasks + Simple Steps)

Category 1: Getting Started With Creative AI

Task 1: Set Up Glyph

- Step 1: Open your browser and go to Glyph’s homepage.
- Step 2: Click “Sign Up” and create a free account.
- Step 3: Log in and explore the “Agents” and “Workflows” tabs.

Task 2: Understand AI Agents

- Step 1: Open the Agents tab.
 - Step 2: Click on any agent to see what it does.
 - Step 3: Read the short description to understand its workflow.
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Category 2: YouTube Thumbnail Enhancement

Task 1: Use Nano Banana Ultimate

- Step 1: Select the “Nano Banana Ultimate” agent.
 - Step 2: Click “Start” and upload your current thumbnail.
 - Step 3: Type a simple instruction like “Make this Mr Beast–style.”
 - Step 4: Let the agent analyze your image and generate optimized prompts.
 - Step 5: Review the 3 variations and download your favorites.
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Category 3: Create Miniature Documentary Videos

Task 1: Choose the Miniature History Agent

- Step 1: Open the agent and click “Tell me what you can do.”
- Step 2: Provide a historical topic, like “Facebook IPO.”
- Step 3: Approve the generated story plan with scenes + scripts.
- Step 4: Click “Generate” to produce images, audio, animations, and video.

Task 2: Finalize the Video

- Step 1: Wait for assets to finish generating.
 - Step 2: Preview each scene image and audio track.
 - Step 3: Click “Create final video.”
 - Step 4: Download your 40-second documentary.
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Category 4: Build an AI Influencer

Task 1: Create the Avatar

- Step 1: Open the AI Influencer Agent.
- Step 2: Describe your character (age, gender, clothing).
- Step 3: Approve the reference image the agent creates.

Task 2: Make a Talking-Head Video

- Step 1: Write a hook or short script (1–2 sentences).
 - Step 2: Choose an “Amateur/Raw” voice for authenticity.
 - Step 3: Click “Generate Talking Head.”
 - Step 4: Review the lip-synced video and export it.
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Category 5: Automated Reddit-Style TikTok Videos

Task 1: Generate Reddit Story Content

- Step 1: Open the Reddit Story Agent.
- Step 2: Type “Create a TikTok from r/SaaS.”
- Step 3: Select your style (educational, drama, mystery).
- Step 4: Adjust pacing and tone (balanced, Gen Z, thoughtful).

Task 2: Improve the Script

- Step 1: Read the AI-generated script.
- Step 2: Type “Make it more narrative and specific.”
- Step 3: Approve the upgraded script.

Task 3: Produce the Video

- Step 1: Click “Start production.”
 - Step 2: Wait as audio, images, and clips are created.
 - Step 3: Preview the stitched video.
 - Step 4: Download the final TikTok-ready clip.
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