

 EDITORIAL MARKETING VIDEO

Lanes used: **Editorial** (the articles) · **Marketing** (the social posts) · **Video** (the videos).

Nineteen times the subscribers *in a month.*

A research-grade history publication — every claim traced to a peer-reviewed paper, primary text or excavation report — turned on the video lane at the end of July. Seven writing desks and two on-camera anchors now run the site on a daily cadence. This is what the loop did in six weeks.

Summer 2026 · six weeks of video · three months of analytics

19×

YouTube subscribers
in one month

3×

site sessions, week over
week
more than tripled

70+

videos published
Shorts and long-form

#8

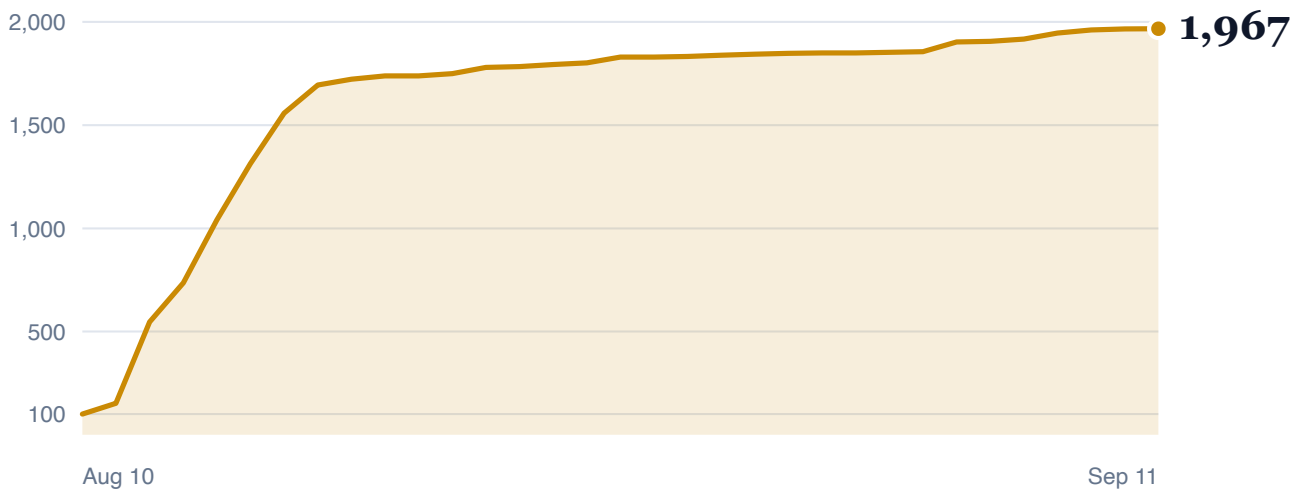
average Google position
up from #15

VIDEO

The channel found its audience in the second week.

Two anchors — one on prehistoric India, one on the historic period — each write, research and narrate one Short a day in the site's own cloned voice. Every script is fact-checked against its sources before a frame is rendered; roughly one in four gets sent back. Rendered videos go to YouTube, Instagram Reels and TikTok from one approval.

The line below is the YouTube subscriber count, indexed to the first day the channel was measured. The step in the second week is one video — a question-shaped title about a Bronze Age board game — that the loop then learned from: **question titles now draw four times the views of how/why titles** on this channel, and the script writer is steered toward that shape.



YouTube subscribers, indexed (first measured day = 100). One month.

Nearly 60K

cross-platform views
YouTube, Reels and TikTok

4.5%

Shorts engagement rate
likes + comments + shares ÷
views, 70 videos

2,400+

likes across platforms

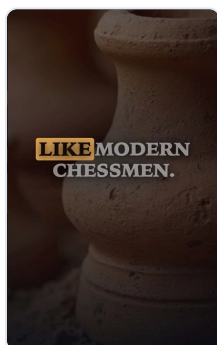
About 30¢

AI cost per script
narration, visuals and render
billed separately

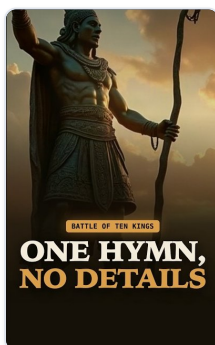
WHAT IT MADE

Six of the seventy-plus.

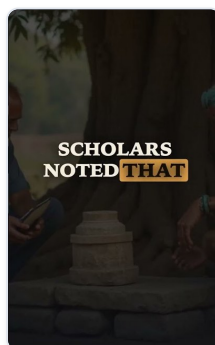
Each is a nine-by-sixteen Short with a designed cover, a cloned-voice narration, and captions reconciled against the script so proper nouns are spelled the way the historians spell them.



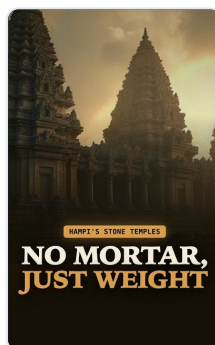
Did the Harappans Play Chess?
13.8K views · 10% engagement



What Do We Actually Know About the Battle of the Ten Kings?
2.9K views



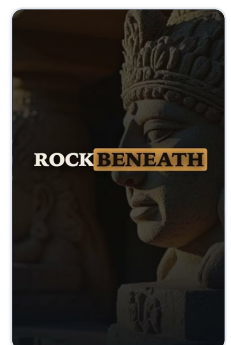
Did India Have an 11,000-Year-Old Shrine?
2.7K views



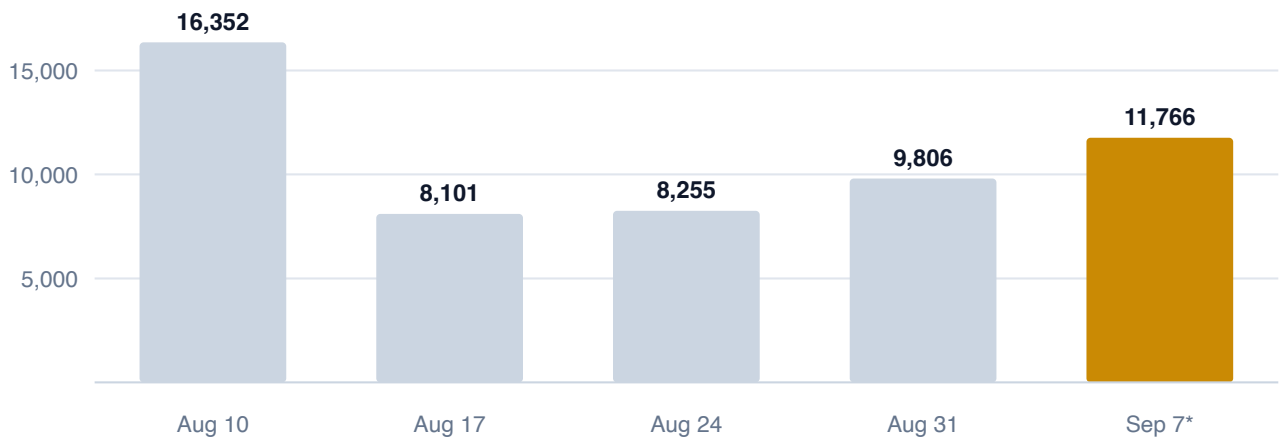
Why Did Hampi's Builders Use Mortarless Stone?



The Italian Jesuit Who Lived as a Hindu Sannyasi



Why Was Kailasa Temple Carved From the Top?



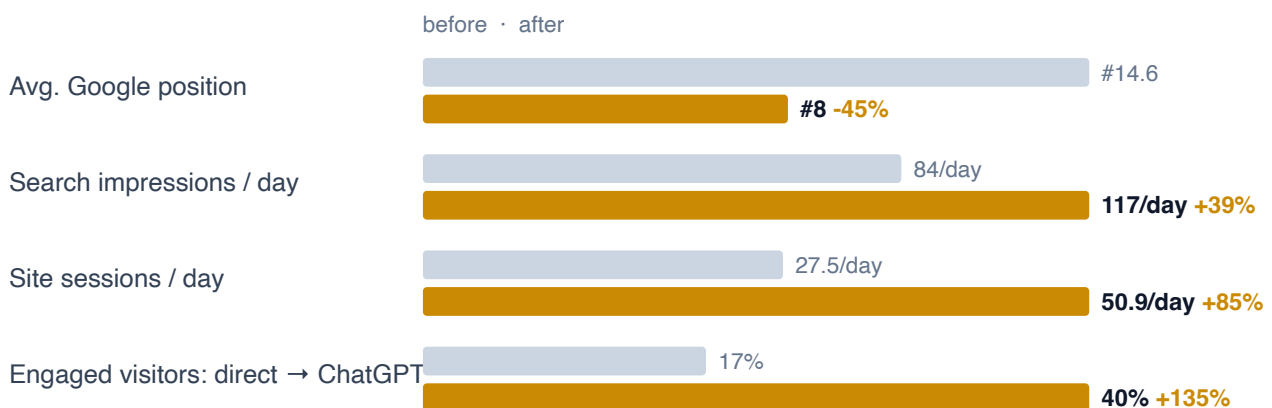
Cross-platform video views per week. The first week carries the breakout video; *the last is five days, not seven.

SEARCH AND REFERRALS

Google moved it up. *ChatGPT sent readers who stayed.*

The editorial desk publishes a dozen articles a week and, more unusually, **rewrites**: in the most recent week the AI editor revised half a dozen existing pieces so their titles and summaries matched the questions people were actually typing into Google. Average position across the site's queries moved from #15 to #8 between the trailing month and the trailing week; search impressions per day rose 40% and site sessions per day nearly doubled.

The referral that stood out was not Google. In the last complete week, **ChatGPT was the site's second-largest source of sessions** — and its best-engaged: four in ten ChatGPT-referred visitors read deeply, against fewer than one in five who arrived direct. Carefully sourced explainers, it turns out, are exactly what an answer engine wants to cite.



First three rows: trailing 30 days vs trailing 7 days, Search Console and Google Analytics. Last row: share of visitors who engaged, direct traffic vs ChatGPT referrals, week of Sep 4–10.

EDITORIAL

Seven desks, one standard.

Genetics, archaeology, philology, material culture, maritime trade, linguistics, and myth-versus-evidence — each desk is a researcher persona with a beat, a voice and a weekly or daily cadence. Pitches are checked against the active weekly briefing, drafts are reviewed by an AI editor holding the site's hard rules (cite the paper; flag contested dating; never let tradition and evidence share a sentence), and about one draft in three is revised before it ships.

More than two hundred articles have been published under those rules. The most-read one this month is a piece on what excavations at a battlefield actually show versus what the epic says — the kind of careful, sourced explainer the site was founded to write, and the kind an answer engine cites.

200+
articles published

7
researcher desks

4 in 10
drafts revised by the editor before publishing

About \$11
AI spend a month
seven desks, two anchors,
the editor and the loop

HOW IT RUNS

One loop. Use the lanes you need.

Every account gets the same machine: writers tuned to your archive, an editor holding your standards, a strategist reading your analytics every week, and publishing to your blog and every connected channel from one approval. Turn on editorial, marketing, video — or all three.

01
Reads your numbers
Analytics, Search Console, and the engagement on every post and video.

02
Writes the brief
Demand gaps, winning patterns, anti-signals. You can edit it.

03
Pitches and drafts
Researchers and anchors pitch against the brief; the editor holds the line.

04
You approve, it ships
Blog, LinkedIn, X, Instagram, Facebook, YouTube, TikTok, Reels.

05 → 01
It learns
What worked steers the next caption, title and script.

HOW WE MEASURED

- Subscriber index: YouTube channel follower count as recorded by the platform each day, Aug 10 (first recorded day, 67) to Sep 11 (1,318). Indexed to the first day. This channel had no prior video presence.
- Video views and engagement: 90-day window ending Sep 12, all 74 published videos, summed across YouTube, Instagram Reels and TikTok as reported by each platform's API.
- Search and traffic: Google Search Console and Google Analytics 4, 30-day and 7-day trailing windows ending Sep 12. Week-over-week sessions and referral sources from the platform's weekly report, Sep 4–10 vs Aug 28–Sep 3 (1,688 vs 492 sessions; ChatGPT 210 sessions, 187 users, 75 engaged).
- Article count is lifetime for the project; revision rate is from the most recent 100 published stories.

The customer is not named at their request. Every figure on this page was read from the Omniposter platform on Sep 12, 2026, and we will stand behind it if you ask.