

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Search | E1.RU |

Jobs

Yekaterinburg



@poisk_ekat

We post jobs, career tips, and know work-life balance. Special project @e1_news Ads: @e1_pr

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
44 905	18.0%	4.6K
18.07.2026 -760 per month	in 24 hrs 2.1%	ad reach 932/24h

HTTPS://PROMTPRESS.COM/AUDIT/POISK_EKAT

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. The subtitle shows the period it covers.

 SUBSCRIBERS 44 905 —	 SUBS REACH 10.35% avg % subs see post	 VIEWS/POST 4.6K median 1.6K · 29 days	 POSTS/WEEK 34.3 over period
 7D TREND -47.7% vs previous week	 REACTIONS/POST 5.0 only 724 reactions, 1,619 reposts, 49 comments	 POST LENGTH 400 chars median 385 · 29 days	 POSTS ANALYZED 144 29 days
 AD REACH 932 24h avg	 CHURN / MONTH -760 last month	 CITATION RATE 76 citation index · 187 channels mentioned all time	 CHANNEL AGE 1 year 8 months created 24.10.2024

AI EDITOR SUMMARY

Channel «Search | E1.RU | Jobs Yekaterinburg» – 44 905 subs. Each post averages 4.6K people (10% of subs), reach is low – consider expanding audience. Publishes 34 posts per week (~5/day) – active posting. For week Jul 6–12 reach dropped -47.7% by week Jun 29 – Jul 5 – worth analyzing.

SECTION 02 · CONTENT ANALYSIS

What Works Best

Top posts by engagement and outsiders – to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 144 posts in 29 days.
- 02 Dominant format – Photo (118/144 posts).
- 03 Avg post length – 400 chars (median 385).
- 04 Peak audience activity – Wed, 08:00 MSK.
- 05 Top posts get 43× more views than the weakest (46.2K avg for top vs 1.1K for worst) – among 144 posts in 29 days. Worth analyzing what top posts share – topic, format, timing.

TOP 5 POSTS

Nº1 01.07 · 06:15 PHOTO ! Over 1,000 employees of the Serov Ferroalloy Plant sent on leave until end of summer. This was reported by reader @poisk_ekat...	VIEWS 50 445 REPOSTS 263	REACTIONS 3 ER 112.3%
Nº2 22.06 · 06:20 PHOTO Under-the-table salary seems beneficial at first. Many agree to 'gray' or 'black' schemes for a higher take-home, but...	VIEWS 45 004 REPOSTS 26	REACTIONS 4 ER 100.2%
Nº3 20.06 · 09:20 PHOTO Choosing a career that matches your personality is a direct path to success and no burnout 🌟 Often...	VIEWS 43 279 REPOSTS 53	REACTIONS 2 ER 96.4%

Nº4 24.06 • 05:15 PHOTO Didn't pay salary for 1.5 months 🤯 A former waitress at the restaurant 'Legends of the South' in the 'Passage' mall couldn't for almost a month after quitting...	VIEWS 43 028 REPOSTS 107 REACTIONS 7 ER 95.8%
Nº5 28.06 • 09:34 PHOTO We've all been through it: interview went great, promised interesting tasks and a friendly team... But reality? Sadness, boredom...	VIEWS 42 930 REPOSTS 23 REACTIONS 2 ER 95.6%

WORST 3

↓ 15.07 • 07:28 TEXT "Can't find anything! Lost the sheet with the boss's task again..." If you know the feeling of a messy desktop and losing...	VIEWS 1 125 REPOSTS 1 REACTIONS 1 ER 2.5%
↓ 14.07 • 08:12 PHOTO Post with job picks for vets 👉 💎 Vet assistant at «White Lion» clinic: https://clck.ru/3UcRx2 Exp: 1–3...	VIEWS 1 055 REPOSTS 4 REACTIONS — ER 2.3%
↓ 15.07 • 12:05 PHOTO No lies in your resume? Great at promotion, design, and editing? These jobs are for you 😞 ▪ Russian language teacher for...	VIEWS 1 053 REPOSTS 3 REACTIONS 2 ER 2.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel grew and which lost subs.

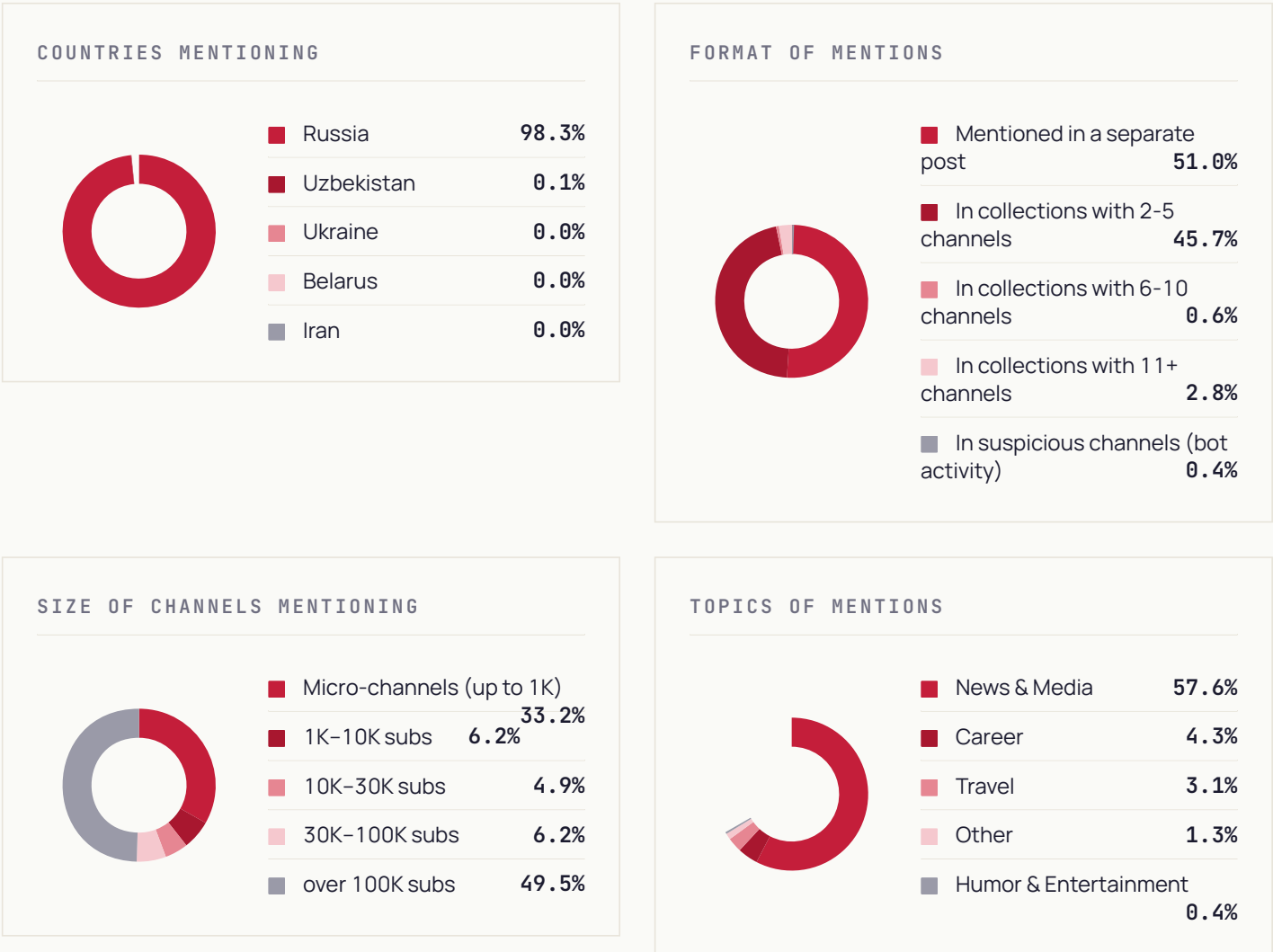


PERIOD	START	NOW	NET GROWTH
	54 311	44 905	-9 406

SECTION 04 · MENTIONS

Who mentions the channel and how

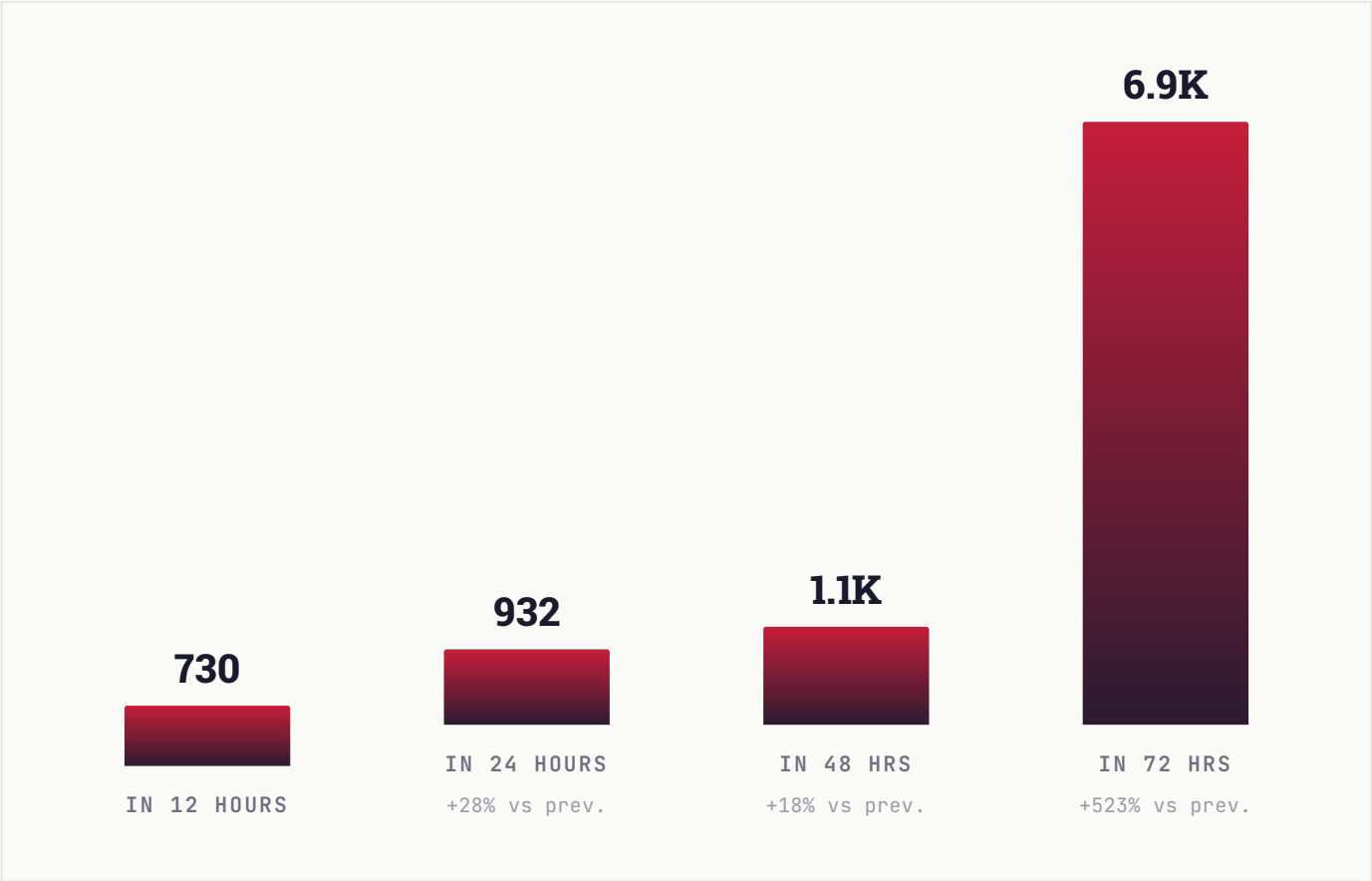
Citation index **76** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions: **187** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long a placement should «live».



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — shows its place among niche neighbors.

CHANNEL	SUBSCRIBERS
و وظائف - أي وظيفة 🇸🇦	1.2M
قو قناة وظائف - وظيفتك علينا 🇸🇦	814.8K
UB Remote Work No Exp - Freelance	794K
اا اى استخدام	648.8K
求职 求职招聘	637.9K
سا ساحة الوظائف 🇸🇦💚	538.9K
JM JOBS MOSCOW VACANCIES	477.9K
SW SR W🌍RLD	464K
شغ شغل	457.4K
SI SeoJob Earn Online	429.2K
PI Search E1.RU Jobs Yekaterinburg YOU	44.9K

COMPARATIVE INSIGHT

Channel not yet outside top 96 of niche — early growth stage. Niche leader — وظائف - أي وظيفة 🇸🇦 (1.2M), top-96 median: 172.5K. First goal: enter top-96 through systematic traffic and content work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **374**, they brought **9 619** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	44	11	573
December 2025	76	24	1 660
November 2025	43	14	0
Oct 2025	68	13	507
Sep 2025	75	23	1 839
August 2025	68	19	5 040

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
374	6	9 619

Where the channel stands in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart has a light beige background bar representing the range of values, a darker beige bar representing the median, and a red dot representing the channel's performance. The channel's performance is consistently below the median in the first two metrics and above it in the third.

SUBSCRIBERS

74% below median

median 171.5K

67.9K 44 905 – your channel 503.9K

AVG REACH / POST

27% below median

median 6.4K

38 4 647 – your channel 22.8K

CITATION INDEX

better than 54% of niche

median 17

0 76 – your channel 678

Metric	Channel Value	Median	Comparison
Subscribers	44,905	171.5K	74% below median
Avg Reach / Post	4,647	6.4K	27% below median
Citation Index	76	17	better than 54% of niche

— SECTION 09 · STRATEGY

What to Do Right Now

5 priority actions sorted by expected impact. Check off as done and revisit this report in a month.

- 01

Top post of the week — on Wednesday

Audience is most active on this day at 08:00 MSK.

EFFECT

Best window for important posts
- 02

Increase video post share

Video in Telegram retains audience longer and is favored by the algorithm. Aim for 15-25% share.

EFFECT

Video retains audience better
- 03

Systematic traffic buying

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress picks sources for your niche.

EFFECT

+1000-3000 subs
- 04

Test polls & interactive formats

Posts with polls/reactions usually boost ER by +5-15%. One poll per week on a hot topic is an easy growth point.

EFFECT

+5-15% ER
- 05

Cross-promo with neighboring channels

Swap posts with similar channels once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

Growth from relevant audience

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes using public data. To go further — run ads through us and hit your growth plan in a month.

01 **Launch Telegram ads** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
