**How long does 100k subscribers take on YouTube?**

If you are reading this article, you are probably a content creator on YouTube just starting out, or you have been posting content for a long time but it hasn’t been able to produce your desired fruit yet.

Do not worry, you are not alone. With more than 300 million accounts emerging every year, YouTube is a highly competitive space. In this space, it can be difficult to create a unique brand identity that resonates with the audience.

When it comes to the question of how long it takes for a channel to reach a certain number of subscribers, there can be no definite answer to that. The growth of a channel is directly related only to only what and how it is posted, and not to when the channel was started.

The effort you put into your content can be directly proportional to how soon your channel reaches the milestones you wish to achieve.

The diversity in the growth rate of channels throughout YouTube can be clearly seen. Some examples are-

1. Sejal Kumar

Sejal Kumar is an Indian YouTuber who started creating content on the platform in the year 2014, as a lifestyle blogger. Having collaborated with major brands such as Myntra, Swiggy and Samsung, today Sejal’s channel has posted more than 600 videos, and 1.38 million subscribers.

1. Prajakta Koli (MostlySane)

Prajakta started her career in 2015 and has come a long way ever since. She is one of India’s top comedy creators with a fan base of 6.71 million subscribers and videos touching 1000.

1. Gaurav Chaudhary (Technical Guruji)

This channel uploads reviews and information about the latest gadgets and gizmos that get released in the market. With more than a whopping 4,500 videos, this channel started out in 2015, and has over 22 million subscribers.

These channels that started out at about the same time show that the time you need to reach the ‘100k’ milestone may not be the same for everyone. It in fact, depends upon factors such as what content you post, how well it is made, and how frequently you post it.

There are multiple ways that will help you to move the needle to grow and accelerate on YouTube.

The first and most important ‘trick’ or method is to identify your niche.  
Although for channels or creators that are just starting out, having a super fine-tuned niche might be difficult. For such channels, experimenting with your videos is crucial to figure out where your channel fits best. This involves trying to find what you like to do, and more importantly, what your audience likes to see in your videos.

Although at the initial stages, it is necessary that you at least define a scope for your channel to work. An easy way to do so is to identify and sort down the audience you want to target.

For example, if you want your videos to reach out to the Gen-Z who has just graduated High School and are headed to college, your scope can include videos like college essentials, how to take the SATs, Dorm move-in or day in your life vlogs, etc. Create a detailed audience profile for the crowd you want to attract to your channel, regardless of the niche you select.  
With this diverse scope, you can analyse the videos that perform the best and get the most reciprocation from the audience, and follow that trend for your future videos. When you notice a video that is generating a lot more traffic than usual, more videos of the similar nature will help you to capitalise on the targeted traffic.

The next most important tip is to create ‘searchable’ content. It is important to create content that people are searching for. YouTube is also a search engine, and works exactly like Google. So, the easiest way to be discovered, is to appear in people’s searches.   
The way to do this is to follow SEO guidelines and use keywords related to your video in the metadata. Tools like Google Keyword Planner or Keywordtool.io can be great to look up keywords that relate to your content. Using appropriate SEO tricks will allow YouTube to put your content in the top searches.

The crucial point is to research and find out what is your audience searching for. When you define your audience profile, it is important to understand their needs of the hour so you can jump up to them, and create videos on the topic.

Once you understand your audience’s needs, the next step is to create a content plan.   
A content plan lets you figure out your content and what you will be posting in the next few weeks, or even months. Having a content plan lets your audience in on the types of videos they can expect from you in the future. This increases the chance of them subscribing to your channel.

Being a creator on YouTube does not limit to the platform itself. To increase your visibility, you need to leverage other platforms such as Instagram and twitter etc., as well. This is important to find targeted audience for your channel and direct them to it.   
An easy way to use these platforms is to release teasers for the upcoming videos on your YouTube. Since platforms like Instagram or Facebook provide reels an amazing visibility, there is a higher chance of your content reaching out to more audience.

To increase more visibility, you need to make sure all your other platforms are also updated with information about your YouTube. You can use hashtags appropriate to your YouTube niche on your reels for it to reach your targeted audience.

Your videos reaching to viewers outside your audience profile can also be problematic for your channel, as it decreases the watch time of your videos. When a viewer watches 2 seconds of your video and closes it, the YouTube algorithm pushes your video down to the last in search results.

When working on YouTube, or any other platform for content creation, it is important to invest in audience experience, financially and strategically. The more time you invest on it, the more return you will get. Financial investment can also be important, but not compulsory, especially at the initial stages of your channel.

An easier way to help improve user experience is to use third party apps that help you analyse your profile, and give detailed reviews about how and why which of your videos are performing better than others, and how you can improve the other content. Improved user experience will increase your watch time and viewer-subscriber ratio.

Now that you know some of the ways which can help you to grow your channel faster and in an easy way, it is also important to not make some very common mistakes that can harm the growth of your channel.

One of the major mistakes that many creators make is not front loading your title with keywords.   
This means the main content of your title is not included in the first 5-6 words. This leads to the words cutting out for mobile-viewers and sometimes even for desktop viewers. To increase your click-through rate, it is important that users see the content of your video in the first few words.

Another rookie mistake is using generic keywords during SEO. Using general keywords will decrease your searchability as thousands of videos with similar keywords may be visible before your content.   
You can use like TubeBuddy or VidIQ. These tools will give you a detailed review on how your keywords are performing in each video. That way, you can analyse the performance of the highest-ranking keywords and use them accordingly in your future videos.

Another point to keep in mind is to not have really long introductions to your videos, as they simply decrease your watch-time when people tend to click out of your videos.   
On YouTube, watch-time is the king. Try to avoid mistakes that can decrease your watch time at any cost. You will see a significant change in the performance your videos.

When starting out as a creator, the most crucial thing you will need is patience. Your videos may not perform as well for the first few months, but it is important to not give up working on your content!

In conclusion, posting videos is not enough: you have to understand how the platform works, and what makes people want to watch your videos, stick around, and subscribe to your channel. Consistency and content are the key!