**How to grow on YouTube**

Did you know that within its first year of launch, YouTube was already hosting more than 2 million videos every day, with an average of 20 million users? And the growth numbers have never declined.

With such amazing statistics, anyone who has visited the site, has had the thought of being a YouTube content creator cross his mind.

In 2005, when the website was launched, not everyone had the means of creating videos and content for YouTube as a living. But today with the rising economy, finding and gathering the means to start a channel does not sound as difficult.

With so many creators in the game today, the only question that does cross your mind is how to grow your channel and reach out to a larger audience.

To help out with that, we have compiled a list of the best practices that have been tried and tested by creators throughout the years to grow your YouTube channel.

Incorporating the following ways into your channel will help you to grow on YouTube as a creator-

1. **Make your videos 10 minutes or longer**

YouTube is a platform that mainly tends to long-form videos. Because of this, creating videos that are 5-7 minutes in duration decreases the reachability of the video. To make sure your videos appear first in the search results, try to make videos that are between the duration of 15 to 60 minutes or more. This helps the YouTube algorithm to increase your content’s visibility to the targeted audience.

1. **Keep your account updated**

When someone stumbles upon your account, they should get to know about the basics of who you are and what you do without having to dive further into videos. This means that you should always keep your ‘about’ section updated, have a channel icon and banner that represents you and your brand, and updated contact information for potential partners to be able to contact you.

Besides these, you can also include a very brief introduction about yourself and your channel at the start of each video. YouTube recommends video introductions to be within 15-30 seconds. This will provide your new audience a short insight into your work.

1. **Build an audience**

As a content creator, it is important that you focus on one or two niches of content only. This is important as it helps build a loyal audience base for your channel. If you keep switching your genres, it confuses the viewers whether or not to follow you.

To know which niches work the best for you, you need to do a deep dive into the analytics of your channel. Try to figure out the videos which have the highest engagement rates and keep working more on those genres.

You can experiment with your genres once in a while if you wish to as well and figure out what works the best for you.

1. **Consistent posting**

This goes without saying that the more you put your content out there, the more it is visible to the world. If you want your content to be picked up by the YouTube algorithm, there has to be more of it. Posting regularly is therefore a key factor in growing your channel.

That being said, consistent posting will also help you to keep a steady audience as they stay engaged to your channel. When a viewer engages with your content almost on a daily basis, it increases the reach of your channel, be it by social media, word of mouth or the YouTube algorithm itself.

1. **Collaborate**

Collaborating with other YouTubers or Content Creators is also a great way to grow your channel. When you collaborate with other creators, it let’s you to tap into their audience base. When their audience is interested in your content, they visit your channel and may even subscribe if you’re lucky!

If you sell any merchandise on your channel or want to advertise a product or campaign, you can also add that in your collaborated video. This lets you promote it to double of your regular audience! Thus, collaborating with other YouTube content creators is one of the easiest ways to help people discover your channel and grow its audience.

1. **Engage with your audience**

The key to growing any social media channel is to interact with your audience. When on YouTube, people tend to view it as a video streaming platform and miss the fact that it is still a social media network at its core, which therefore demands engagement on both ends. An easy way to do this is to interact through your comment section. You can reply to people’s comments and start discussions.

You can include questions in your video that will allow people to answer in the comments. This will increase your engagement and reach. YouTube also rewards creators for highest engagement on their channels among other factors, so that is a plus!

1. **Work on Search Engine Optimisation (SEO)**

Have you ever searched for something on Google and ended up with relevant video results as well? Ever wondered how this works? The answer is Search Engine Optimisation.

The words, or keywords you use in your video title or description majorly determine how often or how on top is your video displayed in the related search results. Keywords in this context are basically words that should lead the user to your video.

For example, if I look up ‘How to create an Instagram account’, your metadata (video name, description, tags, categories etc.) should contain words like ‘how-to’, ‘Instagram’, ‘Create’, ‘account’, ‘social-media’ etc for the video to show up in the first few search results.  
You can use tools like Google Keyword Planner or Keywordtool.io to include words in your video’s metadata.

1. **Catch the onlooker’s attention**

The first thing that you subconsciously notice in your YouTube search results is the thumbnail of the video.

This means that the thumbnail is equally as important, if not more, than the content of the video. Your thumbnail should be attractive enough to draw the attention away from the other search results. Thus, it is very essential that you do not use clickbait thumbnails or video names.

A YouTube research paper mentions that your CTR (or Click-Through rate) is a key factor in increasing the reachability of your channel. And what increases your CTR? A catchy thumbnail and video title.

Try to include important words like ‘how-to’ or ‘guide’ or other words depending on your video content in both the title and the thumbnail of the video, so that someone knows a gist of your content before even clicking on it!

1. **Cross promote**

It is already established that it is better for the growth of your channel when you focus your content to a particular niche. This may mean that one of your videos is related to some other on your own channel. Or if you refer to the content from another video in your current one, you can use this opportunity to link those videos in the description or in the (i) section in your video, or at the end of the video. This will lead to more engagement in more than one videos.

1. **Use other platforms**

Platforms like Instagram and Twitter are a great way to promote your content. The algorithm of these platforms is meant for promotional content and using just the right techniques can get you a ton of viewers for you YouTube page.

1. **Use trending content**

Much like any other social media platform, following trends and posting related content is a very useful strategy. This increases your viewership as people search more for the trending content, and it also shows up in the ‘Trending’ section of YouTube.

There is no strict rule to content creation as long as it helps your channel to the most. With that being said, it is helpful if you try to incorporate the trending topics into your niche rather than completely picking up on a different genre just to go with trends. The balance helps to bring both short and long-term viewership.

1. **YouTube Shorts**

YouTube Shorts is a subsection on the website that let’s users post 30-60 second videos with trending sounds, features etc, much like Instagram or Facebook reels or TikTok videos.

The concept of shorts boosting your channel is pretty simple. They are easy attention grabbers and are viewed by a larger audience.

You can also use Shorts to update your audience about upcoming videos. This will pique their interest and keep them curious till you drop the video. When working with Shorts, YouTube gives you a higher reach and creative freedom. Make sure you use them well!

1. **Repurpose content**

To grow your channel, it is not always necessary that you need to build content from scratch for every video. Create content that solves the problems of the viewers. Skim across your channels on all platforms and figure out the high performing pieces. Try to repurpose this content for your YouTube channel. A topic that has performed amazing once is bound to perform amazing once again as you already an audience that is interested in similar content.

1. **YouTube Cards**

YouTube Cards are the video links, subscribe buttons, or profile links that are available at the end of the video. YouTube cards are your best friends if you want to turn your viewers into subscribers. It is not mandatory that each of your viewer will make it to the finish of the video, but most of those who do end up subscribing to your channel.

1. **Optimised Playlists**

YouTube playlists are the most underrated way of growing your channel.

The more content you offer, the more difficult it is to navigate through your website. By grouping videos of similar ideas into a playlist, you are basically feeding your audience with content that allows them to binge over and stay on your page for long.

1. **The YouTube Community**

Last but not the least, the YouTube Community is a great way to find out what works and what does not for your channel. It allows you to network with other creators and get feedbacks, help etc.

Events like VidCon are also a great way to engage with the community. It helps you to know about the latest trends, regulations and the community in general.

If you are starting out as a YouTube content creator, following these tips and tricks will help you grow your channel in an exponential graph.