

YOUTUBE **SECRETS**

A person wearing a black hoodie is sitting at a desk, looking at a laptop. The person's face is completely in shadow, making it impossible to see. The background is a dark, solid color.

**MASTER YOUTUBE MONETIZATION SKILLS & LEARN HOW
TO GROW YOUR YOUTUBE CHANNEL WITHOUT STRESS**

ELIZABETH TUCKER

**YOUTUBE SECRETS:
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INTRODUCTION

YouTube is, without a doubt, a major force in the content marketing plans of the day and that is unlikely to change anytime soon. There are currently more than 2 billion users logged in every month on YouTube, and at least 60 percent of those create content in one fashion or another for the site. Current studies estimate that more than 75 percent of all of the traffic on the internet is video and more than half of all web traffic after 9 pm is video traffic from Netflix and YouTube primarily.

With video playing such an important role in social media marketing of all types, the importance of having a strong online video presence is only going to continue increasing as time goes on. From a marketing standpoint, YouTube is especially useful as it provides content creators with the opportunity to form a real connection with the viewer and to really explain the ins and outs of the product or service that is being provided. When done correctly, the average viewer will not only be a converted customer but a profitable pair of eyes on additional videos as well.

First things first, before you can market new content on YouTube successfully it is important to test webpage marketing on YouTube in an effort to give yourself a leg up on the competition as a means of helping your brand reach the upper limits of its popularity.

CHAPTER 1

HOW TO MAKE GOOD CONTENT ON YOUTUBE

If you want to make good content on YouTube, here are 5 ideas for content types you want to create. First of all, it's a good primer to think about what people are actually looking for on YouTube. Typically, if your audience is the typical YouTube audience, the 13-35 audience, they're looking for engaging content with a lot of value to offer. In order to captivate a younger audience, your content should be more flashy and engaging. If you're aiming for an older demographic, it is possible that these people will watch videos up to several hours in length, if they're engaging.

The King of content length though is the ten minute video. A ten minute video is not too short to be sparse, and isn't too long to be boring. Especially if you pack your video with exciting and engaging content. Hence you should aim for a video length between five to fifteen minutes, but pick whatever is best for your content. If you're making ultra-short comedy videos, these might be less than three minutes in length and if you're uploading your lectures, these might be hours long!

Without further ado then, the most popular types of content on YouTube:

1. Comedy videos

Some of the most shared videos are comedy videos. They are often used to keep the audience pleasantly occupied. These are often fast paced and very engaging, the energy level within these videos tends to be high. There's two ways to tackle these.

The first method is to just be yourself, but be the version of yourself that's more extroverted and outgoing. It's scientifically proven people are going to listen to things that are loud and also things that change quickly and these are principles you need to embed into your videos. A monotone monologue just

isn't going to cut it!

It is a proven fact these types of channels have a higher number of subscribers than most network's comedy television shows, which is crazy to think about.

Though the sense of humor is personal, there are a lot of comedy videos online and you can be sure you will find somebody who matches your style.

Remember, don't be afraid to be inspired by the style of another YouTuber, but add your own personality and flair to your videos. This is how you can be truly unique. This is *important*. You might not currently be able to beat these large channels on production value, subscriber count or finances available, but what you have that literally no one else on the planet has is your own uniqueness. Find a way to express this through your videos, and you'll be on your way to the top!

2. Unboxing videos

Though this might come as a surprise, it turns out that there are lots of people interested in watching someone else remove a new product from its packing. Think about when you buy something new that you've been wanting for a long period of time, the excitement that you have when you finally open it, that great feeling of self-esteem and joy.

If you can transfer that through a screen to your followers, you're already on your way to thousands of subscribers.

Finding Stuff to Unbox

The truth is, people do like to see expensive and upcoming items reviewed. A good way to find these items is to type in your product name into YouTube and see if there is a market for it. In addition, if you ever see a video and think 'I can do better than that' then you probably can. This is what finding a niche is all about.

Your product doesn't have to be expensive, in fact it's counterproductive to start reviewing expensive products in the beginning. It's really important that you're very passionate about what you're reviewing. A good example of this is a channel called JeremyFragrance. I was never interested in fragrances until I checked out his channel. The energy he brings and his absolute dedication to everything fragrance really drew me in, and I'm now a loyal subscriber. However, it's also true that people like the surprise and suspense

of seeing people.

You can also do product review videos, and this opens up an opportunity for you to make a lot of money in the future by doing sponsored review videos, especially if you have a large subscriber base.

It is a proven fact that most people would love to know other people's opinions about the products they want to buy before they actually buy them. Pick something you know a lot about. People will listen to you if you know a lot about something and can bring that confidence and passion across.

If your video is positive, then they'll want to make a purchase. A good way to leverage this fact to make money is by using Amazon Affiliates. This will be discussed later on in the book, but this is an absolutely incredible way to bolster your income from YouTube.

Since lots of people go on YouTube in search of reviews for the products they want to buy, try making reviews on a product that people don't have videos on. A beyond excellent way to check what people are looking for is type the product in on Google AdSense and check how many searches it has. If a product has many searches on AdSense but no videos on YouTube then you've struck gold. Making a video on this product can increase your view count vastly.

One major reason why YouTube has more advantage over other social media for this type of video is that you can display how you are using the product. For example, how you are applying the makeup, how you are test driving the car, how you are using the new kitchen gadget etc.

3. Gaming Videos / Let's Plays

If one niche dominates YouTube, it's almost certainly this. Pewdiepie, the biggest YouTuber, started with this niche! This can be similar to an unboxing video, in that you're showing people a game that they've never played before.

What's unique about this though is that you inject your personality into the video to enhance the game. People want to see your unique reactions to whatever is going on. Pick a game, or a genre of games and stick to them. The reason Pewdiepie succeeded is he tapped into the horror game market and humans generally want to see people going through an emotional rollercoaster, if you can find a genre of games that elicits emotion in a similar

vein then people will be drawn to your videos. Remember, the most important thing in this equation is you and your reactions.

A secret technique to increase your viewers and subscribers, especially if you're a PC gamer, is to find an indie game on Steam that is upcoming and message the developer by email asking for a copy before the game is released. You'll be surprised how often they say yes.

Here's an example of such an email:

"Dear Developer

I'm an up and coming YouTuber: [channel link]. I'm looking to review your game. I can make you a quality video showcasing the main features of your game with my commentary over it. I think that this would really benefit us both, and if you like the video, you could feature it on the Steam page of the game.

I would appreciate it if you could give me an early access key to your game so that I can review it before it comes out and therefore have the review ready for launch

Thanks ever so much,

[Your Name Here]"

This is only an example, so do not copy and paste this exact email, and adjust it however you feel necessary. Even if you do not have a lot of subscribers, if your videos are quality then most reasonable game developers will say yes. If they say no however, you can just wait until the game is released and review it then. If the dev features your video and the game is successful, this can increase your subscribers and grow your channel like crazy.

One of my friends made videos on Skyrim Mods on Steam, and he followed this exact process with a very popular mod, and had his video featured by the dev. His video got over a million views and netted him 5000 new subscribers. Remember, for this method to work you need to work volume. Try to message at least 10 developers, the more the better.

One of the most popular video games is Minecraft. The major reason for its popularity is that the game can be modified with ease. In 2018 specifically, this is quite a saturated niche and doesn't leave much room for flexibility, but it's still very possible to be successful in this niche. Here are some top tips for making a Minecraft YouTube channel:

- Stand out from the crowd however you can
- Use unique mods that make your videos more interesting
- Create a Minecraft series with a story and recurring characters (Yogscast style).
- Since your audience is younger, a rapid, louder, more engaging video with more cuts and one that gets straight to the substance is what you're aiming for
- *There's an infinite number of cool mods you can showcase and literally all you have to do is Google 'Minecraft mods'.*

Livestreaming is also great for creating engagement between you and your viewers. This is excellent for getting donations and live feedback on how you're doing. You don't have to be good at whichever video game you're playing, however this is where your personality really has to shine through. Since this type of streaming typically involves a webcam or camera or some sort, make sure you're confident and comfortable in front of a camera. Remember, practice makes perfect.

4: Vlogs

The classic YouTube video. The first ever YouTube video was called 'Me at the Zoo', and it's a vlog of one of the creators of YouTube shooting a vlog at the zoo. It's still available, and you can see how far we've advanced since then.

The concept is simple. You just shoot a video talking to the camera about any random topic. People want a window into your life. They want to know what you're like, all your nuances. The more you're able to open up while keeping the video engaging, the better.

Pro tips for vlogs:

- White rooms reflect light much better than dark rooms, so try and film in a light environment
- Good lighting is a must. You can buy a ring light inexpensively from Amazon, more equipment will be discussed later in the book.
- Be positive. In life, it actually takes effort to be a good person and say positive things on camera, and people want to be

uplifted and forget about the stressful day they've had in general.

- *Finding a niche is very important, as I've seen channels with really good video quality, but they don't have many subscribers simply because their niche is just too competitive and they're unaware of the tips in this book. A good example here is if you're vlogging and you're in high school, you can make a series of how to cope with exam stress (granted you have to know how to do it yourself), not only is this going to be topical to your life, you'll also be able to convey yourself genuinely as this is what you're going through.*

5: Educational / How To

In 2017, the amount of traffic to these kinds of videos increased by 70%, that means the views these videos got nearly doubled. Imagine how much this will increase during 2018.

If you're good at something, or know how to do it, you can give tutorials on YouTube. It's simple, in fact, you don't even have to be good at something. Look at How to Basic as an example of this fact. Whether it's Mathematics tutorials (which is a very budding niche on YouTube) or underwater basket weaving, there are nearly unlimited things that people need help on.

Other types of content include haul videos, memes, Top 10 compilations and the infamous prank videos. Of course, there are an infinite number of video types that exist, and if you don't see your type here, don't dismay. The content of this book is principles that can be applied to any type of content you might make!

CHAPTER

2 FEATURES AND IMPACT OF YOUTUBE

There are several features of YouTube that makes it a suitable platform for video hosting, video watching, and video browsing. Some of the features are listed below:

PLAYBACK

When YouTube was initially founded, it required a plug-in called the Adobe Flash Player installed in the browser for viewing on computers. However, in the year 2010, a Beta version of YouTube was created that supported and used the HTML5 standard that was supported by several web browsers due to their multimedia capabilities. This enabled users to watch videos without the Adobe Flash Player plug-in to be installed. The users could now use this new feature and opt for the HTML5 trial. The problem with the Beta version was that only some videos were available. Also, only those web browsers that supported HTML5 using WebM format and H.264 formats could play the videos. In the year 2015, HTML5 became the default playback method for all browsers like Internet Explorer 11, Google Chrome, and Safari 8. An adaptive HTTP-based streaming solution was adapted, which helped to control the quality of videos, and the bit rate of the videos on YouTube through the Dynamic Adaptive Streaming over HTTP. With this success, they are now supported by the Adobe Dynamic Streaming for Flash.

CONTENT ACCESSIBILITY

YouTube is one of the few video streaming and uploading websites that makes their videos accessible from other web pages. They have a HTML link that is usually below the video that enables sharing. This has spurred the increase in the amount of videos shared on social networking platforms like Facebook and various blogs. In the year 2013, YouTube removed its video response feature that previously allowed users to respond to videos. This was due to the lack of response and use. It is user friendly in a way such that it allows disabling and enabling of comments, ratings, posting of responses, and embedding. Only a few videos can be directly downloaded, like the presidential addresses or weekly reports. These can usually be downloaded as a MP4 file. However, conventionally speaking, it does not allow the download of videos directly. All videos can only be viewed through the interface of its website. With the popularity of videos and the demands of the people for video downloads, several websites, plug-ins, and applications have made downloads of videos easy. A service test was conducted in the year 2009 to allow video downloads for free. There were also test services conducted for download through the payment of a small fee using Google Checkout. With more sites making the download of illegal videos easy, YouTube threatened legal action against several video-downloading platforms to remove their feature enabling downloads from YouTube. However, if videos do not have any copyrighted material, then it is possible to reuse and remake the material without facing adverse consequences.

PLATFORMS

YouTube videos can be viewed through most smart phones and tablets. This can be done by installing the YouTube application for the particular phone or using an optimized browsing page. In the year 2007, using RTSP streaming, YouTube mobile was launched. However, it must be noted that not all videos are viewable on smart phones. Apple enabled YouTube videos on several of

its products and this is done by converting the standard YouTube content's transcript and transcode into Apple's default settings of H.264. Today, the videos can be accessed from the iPhone, the Apple TV, iPod Touch, and so on. Due to the complications faced by the mobile version of YouTube, in 2010, YouTube came up with a relaunch of the mobile version. This version operated on HTML5 instead of the Adobe Flash Player. Videos were navigated and controlled using touch screen set up. Android released the YouTube app to enable video watching and video upload.

The YouTube app was initially started in 2012, and it was commemorated by being launched for the iPhone. Apple soon made the YouTube app one of the preloaded apps that came with the iPhone, since the advent of the iOS 6 operating system and the iPhone 5. According to several surveys and data sources, the YouTube app is one of the most widely used apps with about 35 percent of smart phone users using it. In fact, as of 2013, it is the third most widely used app. In 2008, the TiVo service came up enabling the search and play of YouTube videos in the system. It also came up with YouTube for TV, which was customized in accordance to the set top boxes and media devices that had web browsers like Wii video game consoles and PlayStation 3. This was extended in 2009 when YouTube came up with the YouTube XL, which allowed the YouTube web page to be displayed on a standard television screen using a simpler design interface. The YouTube app is also compatible with the Xbox Live, and official apps customized for Wii were also created in 2012. This allowed users to watch several videos from the Wii channel. Other such compatible devices include the Wii U and Nintendo 3DS. It is also available on the Roku Player as of 2013. The Wii U Internet Browser uses HTML 5, which is the default code for YouTube; hence videos can be watched and browsed on Wii U. Sony PlayStation 4 has also been compatible with YouTube as of 2014.

LOCALIZATION

In 2007, the CEO of Google launched the new localization system in Paris. The localized version of YouTube was released in about 79 countries in a standard version worldwide. This used the IP address of the user to switch to the localized version. The YouTube interface identified the territory in which the user was located and customized his or her video viewing experience

based on that territory. This is why, in some cases, videos weren't available for all countries. The message, "This video is not available in your country" was displayed on videos with inappropriate content or copyrighted content. About 76 language versions of YouTube are allowed in the interface of the website. Some of them are Bengali, Kazakh, Urdu, Azerbaijani, Laotian, and Burmese; these do not have local channel versions. Several nations blocked YouTube. For instance, Turkey blocked YouTube from 2008 until 2010, and this was attributed to video postings with offensive material. In 2012, this ban was lifted and a localized version of YouTube was set up under the domain of youtube.com.tr. This was controlled by the Turkish government, and all content was allowed only with the consent and permission of Turkish law. Disputes have also been a common event. In 2009, the British Royalty Agency called PRS for Music about a dispute with YouTube. Music videos were blocked from being accessible to the British population. This came about due to the disagreement in the licensing of major record companies. This was solved in the same year. A similar incident happened to the population of Germany.

EDUCATION AND KNOWLEDGE

According to the curator of TED talks, Chris Anderson, it is possible for the human brain to decode videos. Breaking down videos is easier than breaking down written information or any other form of communication. YouTube revolutionized face-to-face communication, and the fine-tuning of it has made YouTube on par with Gutenberg. Now, YouTube has increased efficiency even more than Gutenberg. This also increased development in science and technology and became a platform for knowledge and learning.

One of the greatest examples of how YouTube revolutionized learning is through the Khan Academy. Salman Khan founded the Khan Academy to teach his cousin. YouTube tutorials were created on various subjects, and soon this became the largest school in the world. With about ten million students, 26,000 videos with 370 million views, YouTube was a mark of how people progressed. It broke down the traditional barriers of learning with decreased costs, uniform content, and reached once inaccessible pockets of the world. Students could now work at their own speed and pace without disrupting their schedule. It resulted in the coming up of technology-forward people who embraced this new knowledge platform. Today, colleges, universities, schools, and other educational institutions make extensive use of YouTube videos to train and develop both teachers and students to create better understanding of their subjects.

SEARCHABLE INFORMATION

Forrester Research classified YouTube as the largest video platform. In the year 2012, it also happened to be the world's second largest search engine with the only drawback being that search keywords were limited to the video titles, labels, and tags, as opposed to the content of the videos.

INNOVATION THROUGH DISTRIBUTED CHANNELS

After YouTube was launched in 2005, the earliest content creators and video uploaders gained massive amounts of views and hits. Their videos had larger viewing audiences, and hence several of them created communities among their video viewers. Chris Anderson stated that people from various areas brought their skills together. These skills were shared, leading to development and challenging people of other geographical locations to develop their skills. This increased innovation and invention. YouTube linked the global world together. For instance, producers of dance companies have noticed that students from America took videos of dance lessons from Japanese dance companies and remade them to suit their style, while Japanese students remixed several American videos to suit their needs. New dance styles, music styles, and new types of cinematography have caused an evolution in videography that is attributed to the global linkage that YouTube provides. Covers and remakes of music videos have served as inspiration to several people, and soon the site became a harbinger of influence, inspiration, and imitation. In fact, a cover by a guitarist received millions of videos and this led to several users creating covers imitating him.

Journalists have found a pattern here; YouTube is not only a platform for watching and hosting videos, but it also became a phenomenon by changing cultures, breaking barriers, and influencing future generations. With this came an influx of inventors. It also provided a platform for scientists, inventors, and researchers to test their theories and concepts. With YouTube, it was easier to collaborate and get answers.

Google purchased YouTube, and after its purchase, several companies started to dominate the channels. This increased the target audience and revolutionized cultural expression. They were able to receive more hits on their channels, leading to an increase in marketing reach. They also encountered more customer satisfaction and could make their products tailor-

made to their customers.

COLLABORATION AND CROWDSOURCING

YouTube also served as a way through which people could recognize and form groups and squads. For instance, several projects made use of the video website to assemble people from across the globe to celebrate events. One such prominent case was that of the YouTube Symphony Orchestra which made use of the video website to host auditions. Individuals and musicians were selected based on their performance. This linked people from different towns and failed to discriminate among the various cities and villages. Suddenly, people living in remote locations had the same chance and opportunity as those who were living in larger cities. Mergers were also made wherein people from various locations collaborated to create videos without meeting each other. This broke the geographical barriers of location and time difference. Crowdsourced videos gained massive popularity leading to a large amount of donations. Several non-governmental organizations, charity organizations, and advocates of social welfare created channels to increase their donations. In fact, Lisa Lavie's 57-contributor charity came up with the collaborative video performed by several artists, "We are the World 25 for Haiti." This was done to raise money for the victims of the 2010 Haiti earthquake. Similarly, other charity channels collaborated for giving aid and raising funds for tsunami victims and hurricane victims, among others. "Life in a Day" was a full length YouTube-partnered documentary, which was a collaborative effort of several people, that was the first crowd-sourced movie, released in 2011. It featured 80,000 submitted videos from video uploaders and featured scenes and footage from the life of the video uploaders.

BROADENING AWARENESS OF SOCIAL ISSUES

Awareness programs on social issues and help lines were created, leading to more widespread knowledge. Projects like the "It Gets Better" project served as an anti-bullying campaign, which gained massive attention after its launch on YouTube. The project aimed at targeting suicidal LGBT teenagers and discouraging the stigma associated with them. Within a few weeks of its launch, several responses came about from users and celebrities expressing their concern and support. The project gained so much attention that the US President Barack Obama, cabinet secretaries, diplomats, officials, and staff of the government responded positively to this project.

YouTube music videos in support of several causes were also launched. Videos and documentaries relating to the life of people who dealt with bullying, abuse, and other social stigmas were also released. One such was Amanda Todd's video which was titled "My Story: Struggling, Bullying, Suicide, Self-Harm." This was posted a month before her suicide, causing such problems to take the limelight. Media coverage became controversial in this aspect because psychologists believed that the hype and sensationalization of the story would inspire more suicide for the attention. This inspired anti-bullying campaigns, and strategies after bullying were studied and researched in detail.

Many YouTube personalities also used the platform for other good causes. Celebrities and prominent YouTube users used the website to raise money for problems. One such was the Trevor Project that was supported by Tyler Oakley, which raised thousands of dollars for the cause. The Trevor Project advocated the rights of LGBTQ youth and aimed at preventing their abuse and suicide.

EFFECTS ON VALUES AND STANDARDS

Entertainment Weekly's "100 Greatest" was a list that featured YouTube in 2009. According to the team there, YouTube was a home for cat videos, cooking shows, celebrity goof ups, and music covers since its inception in 2005. Charlie Bit My Finger was the most watched video as of 2010 and this threw light on the content quality of the videos. Many people in the entertainment industry stated that YouTube had changed the conventional norms of quality. This video served as an example of how the masses responded to video, regardless of the content. The influx of advertising agents and journalists also enhanced the video content on YouTube. The site redefined videos and quality. Several researchers credited the acceptance of low-quality videos, and even ones without mainstream content, to the low expectations of the masses. The lack of professionally made videos did not deter viewers.

JOURNALISM

YouTube also helped to recreate and redefine journalism. The students and researchers of A Pew Research Center studied the effects of YouTube in terms of journalism, and their studies concluded that YouTube had created a new branch of journalism called the video journalism. In this form, eyewitnesses, citizens, and established organizations helped to create content. The most-watched videos were in current affairs or news. Responses and views of the news articles also flooded the scene. This increased flow of information and development of ideas and strategies. YouTube served as a catalyst to increase the response and channel the thinking of the population. News channels also created videos for YouTube propagating and advocating certain news articles that could impact the crowd, and often these channels had more views than the conventional TV views. YouTube also came up with

live streaming. The 2012 Summer Olympic Games were covered live on YouTube. Similarly, the site also streamed the speeches of the important political parties during the elections.

It was also particularly useful to bridge gaps in communication. For instance, many news channels could get an idea of the views of the people through comments, ratings, and video responses, which are not something that could be done with conventional forms of journalism.

DIRECT EFFECT ON WORLD EVENTS

YouTube has been a positive force as well as a catalyst in formulating opinion for the people. One of the videos, "Innocence of Muslims," which was a YouTube video produced in the year 2012, was made by a user in United States, and this was circulated among audiences leading to protests. Several Muslims protested vehemently and believed the entire video to be a mockery of Muhammad. This gained worldwide attention as anti-American violence began to spread, even though the US Government did not advocate the video.

Similarly, a video that showed Neda Agha-Soltan's death gained massive popularity in the positive way. It was captured on a mobile phone camera and depicted the death of an Iranian student during the Iranian election protests in 2009. This gained the George Polk Award in journalism. It became a video that was as important as the news itself. The award meant the acknowledgement of a regular citizen in politics and the role the public played in showing information that could be withheld by journalists. This video also served as a symbol for the opposition movement to the Iranian government.

There were also several videos that triggered issues like the one made by Anwar al-Awlaki. He was an al-Qaeda militant who encouraged attacks against the United States. These videos were eventually removed by the team at YouTube, though in the initial stages, they triggered and inspired violent attacks on Americans. Mockeries, parodies, and documentaries that impacted the public in a bad light were usually removed. One such video was the sentencing of eight video uploaders who uploaded a video that showed the Gangsta culture of teens in the UAE. The video showed mild forms of violence that the court believed showed the UAE in a bad light; this led to several laws being enacted - one such law being the cyber crime law that stated that severe action would be taken if any act was done to endanger the

state. This led to protests and criticisms, citing right to freedom being curbed. Law enforcement agencies and the government worked with YouTube to avoid malpractice. This was done to remove violent videos by terrorists promoting activities that could influence the viewers. Illegal and dangerous content was removed, and those that proved to be controversial were also removed.

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It is a proven fact that most people would love to know other people's opinions about the products they want to buy before they actually buy them. Pick something you know a lot about. People will listen to you if you know a lot about something and can bring that confidence and passion across.

If your video is positive, then they'll want to make a purchase. A good way to leverage this fact to make money is by using Amazon Affiliates. This will be discussed later on in the book, but this is an absolutely incredible way to bolster your income from YouTube.

Since lots of people go on YouTube in search of reviews for the products they want to buy, try making reviews on a product that people don't have videos on. A beyond excellent way to check what people are looking for is type the product in on Google AdSense and check how many searches it has. If a product has many searches on AdSense but no videos on YouTube then you've struck gold. Making a video on this product can increase your view count vastly.

One major reason why YouTube has more advantage over other social media for this type of video is that you can display how you are using the product. For example, how you are applying the makeup, how you are test driving the car, how you are using the new kitchen gadget etc.

3. Gaming Videos / Let's Plays

If one niche dominates YouTube, it's almost certainly this. Pewdiepie, the biggest YouTuber, started with this niche! This can be similar to an unboxing video, in that you're showing people a game that they've never played before.

What's unique about this though is that you inject your personality into the video to enhance the game. People want to see your unique reactions to whatever is going on. Pick a game, or a genre of games and stick to them. The reason Pewdiepie succeeded is he tapped into the horror game market and humans generally want to see people going through an emotional

rollercoaster, if you can find a genre of games that elicits emotion in a similar vein then people will be drawn to your videos. Remember, the most important thing in this equation is you and your reactions.

A secret technique to increase your viewers and subscribers, especially if you're a PC gamer, is to find an indie game on Steam that is upcoming and message the developer by email asking for a copy before the game is released. You'll be surprised how often they say yes.

Here's an example of such an email:

“Dear Developer

I'm an up and coming YouTuber: [channel link]. I'm looking to review your game. I can make you a quality video showcasing the main features of your game with my commentary over it. I think that this would really benefit us both, and if you like the video, you could feature it on the Steam page of the game.

I would appreciate it if you could give me an early access key to your game so that I can review it before it comes out and therefore have the review ready for launch

Thanks ever so much,

[Your Name Here]”

This is only an example, so do not copy and paste this exact email, and adjust it however you feel necessary. Even if you do not have a lot of subscribers, if your videos are quality then most reasonable game developers will say yes. If they say no however, you can just wait until the game is released and review it then. If the dev features your video and the game is successful, this can increase your subscribers and grow your channel like crazy.

One of my friends made videos on Skyrim Mods on Steam, and he followed this exact process with a very popular mod, and had his video featured by the dev. His video got over a million views and netted him 5000 new subscribers. Remember, for this method to work you need to work volume. Try to message at least 10 developers, the more the better.

One of the most popular video games is Minecraft. The major reason for its popularity is that the game can be modified with ease. In 2018 specifically, this is quite a saturated niche and doesn't leave much room for flexibility, but it's still very possible to be successful in this niche. Here are some top tips

for making a Minecraft YouTube channel:

- Stand out from the crowd however you can
- Use unique mods that make your videos more interesting
- Create a Minecraft series with a story and recurring characters (Yogscast style).
- Since your audience is younger, a rapid, louder, more engaging video with more cuts and one that gets straight to the substance is what you're aiming for
- There's an infinite number of cool mods you can showcase and literally all you have to do is Google 'Minecraft mods'.

Livestreaming is also great for creating engagement between you and your viewers. This is excellent for getting donations and live feedback on how you're doing. You don't have to be good at whichever video game you're playing, however this is where your personality really has to shine through. Since this type of streaming typically involves a webcam or camera or some sort, make sure you're confident and comfortable in front of a camera. Remember, practice makes perfect.

4: Vlogs

The classic YouTube video. The first ever YouTube video was called 'Me at the Zoo', and it's a vlog of one of the creators of YouTube shooting a vlog at the zoo. It's still available, and you can see how far we've advanced since then.

The concept is simple. You just shoot a video talking to the camera about any random topic. People want a window into your life. They want to know what you're like, all your nuances. The more you're able to open up while keeping the video engaging, the better.

Pro tips for vlogs:

- White rooms reflect light much better than dark rooms, so try and film in a light environment
- Good lighting is a must. You can buy a ring light inexpensively from Amazon, more equipment will be discussed later in the book.
- Be positive. In life, it actually takes effort to be a good person

and say positive things on camera, and people want to be uplifted and forget about the stressful day they've had in general.

- Finding a niche is very important, as I've seen channels with really good video quality, but they don't have many subscribers simply because their niche is just too competitive and they're unaware of the tips in this book. A good example here is if you're vlogging and you're in high school, you can make a series of how to cope with exam stress (granted you have to know how to do it yourself), not only is this going to be topical to your life, you'll also be able to convey yourself genuinely as this is what you're going through.

5: Educational / How To

In 2017, the amount of traffic to these kinds of videos increased by 70%, that means the views these videos got nearly doubled. Imagine how much this will increase during 2018.

If you're good at something, or know how to do it, you can give tutorials on YouTube. It's simple, in fact, you don't even have to be good at something. Look at How to Basic as an example of this fact. Whether it's Mathematics tutorials (which is a very budding niche on YouTube) or underwater basket weaving, there are nearly unlimited things that people need help on.

Other types of content include haul videos, memes, Top 10 compilations and the infamous prank videos. Of course, there are an infinite number of video types that exist, and if you don't see your type here, don't dismay. The content of this book is principles that can be applied to any type of content you might make!

CHAPTER 4 THE YOUTUBE ALGORITHM

Before we dive into tips on how to make the most out of YouTube algorithms, it is important to first talk about what algorithms really are. Basically, the term algorithm pertains to a code or series of rules that optimizes how videos rank in search results. In the case of YouTube, it determines which particular videos or channels will rank high, show first in the search results, and be displayed in video suggestions.

Considering that YouTube search results can make or break your videos in the sense that not conforming with the algorithm can put your videos at the very bottom of search results, it is thus incredibly important to at least have a working knowledge of how YouTube algorithms work.

One thing that marketers, sellers, and advertisers using YouTube need to understand is that the owners of YouTube want to make money just as much as you do. Therefore, they will devise ways to ensure that money comes in via the social media platform. In order to accomplish this goal, one thing that YouTube has to ensure is that users of the platform are able to find exactly what they are looking for. When users can easily find the videos they need, then they are more likely to use YouTube for the simple reason that they can quickly find what they are looking for there. But more than that, YouTube's motivation lies behind advertising. YouTube hosts ads not only on the site itself but also on videos. The more people use YouTube and the longer they stay on YouTube, the more ads they end up viewing. This, in turn, allows YouTube to rake in money passively.

HOW TO HACK THE YOUTUBE ALGORITHM

So, now that you know what the algorithm is and how essential it is in ensuring that your videos reach their target audience, as well as the importance of making sure your videos get to be YouTube's top priority in terms of search results and suggestions, it is about time that we talk about how to hack YouTube algorithm to serve your purposes.

While one of the biggest advantages of YouTube is the fact that it is free, making it really easy to upload videos and use the platform, it also comes with a notable disadvantage: considering its reach and large membership, video uploaders have a lot of competition within the platform. This means that whenever you upload a video for purposes of selling or marketing, you have to consider that the sheer number of YouTube content creators alone can keep you from getting a large share of YouTube's total number of subscribers.

The good news, however, is that there are in fact several ways by which you can ensure that despite the staggering number of content creators on YouTube, your videos will still be seen by your target audience.

In this section, we will be talking about my top ten tips for hacking YouTube's algorithm in your favor. Once you get these 10 tips down, you should be able to optimize the use of YouTube as a marketing and selling platform, as well as increase the passive income you will rake in.

If you are ready, let us go right into the discussion of these ten essential tips for optimizing your channel performance on YouTube.

1. Increase watch times.

One thing that you need to understand about YouTube algorithm is that YouTube likes long watch times. Take note that we are talking about

watch times here, and not merely video length. So, for example, if you upload a video which runs for over five minutes and people tend to watch only the first 30 seconds before moving on to other videos or exiting YouTube altogether, then YouTube will most likely tag your video as a video people are not going to stick around to watch. When your video is tagged as a bad video, that is, one that has a short watch time, then your video will in turn be ranked lower. When your video is ranked lower, then it will be buried in a sea of other videos, all of which are better, and there is even less chance for you to increase your viewership and to get more subscribers.

So, this brings us to the question: what can you do to ensure that YouTube does not tag your video as a bad video and, consequently, rank it lower? You can make shorter videos. Think of it this way: if a video is 15 minutes long and the first 30 seconds are boring, there is a very big chance that the viewer will just exit the video. However, if your video is a mere one minute and a half, even if the first 30 seconds are boring, there is a greater chance for the viewer to just wait it out. Now, combine a shorter video time with a catchy video and you will surely be able to increase your watch times.

2. Try to increase video likes.

Another thing that you have to bear in mind when it comes to YouTube algorithm is the fact that it places a premium on how viewers or subscribers perceive particular videos. This means that the more well-received your videos are by your target audience and your viewers, the higher the rating is given to the videos by YouTube.

Now, when it comes to YouTube videos, one of the most basic indications of good reception is the number of likes. Hence, a video with a lot of likes is interpreted by YouTube as an indication that the people who have seen the videos are happy with what they saw. When viewers or subscribers are happy, there is an even greater possibility of them coming back to watch more videos and visit the same content creator. That being said, one of your goals should definitely be getting more people to like your videos. Aside from producing high-quality content, you can also actively ask your

viewers and subscribers to like your video. A nice, simple reminder at the end of your video asking your viewers and subscribers or give a thumbs up is sometimes all it takes.

3. Increase sharing via social network.

Another good indication that your video is well-liked by viewers and subscribers is having a high number of shares on various social media platforms. This indicates that whoever has seen your video has liked it well enough to share it to their social networks. So, how can you increase the chances of your videos being shared?

When you are still starting out, of course you cannot really rely on your target audience to share your videos. After all, you are still trying to get them to warm up to your content. That being said, what you can do is to ask your friends and family to share your videos to their own social networks. This way, you can easily broaden the reach of your videos quickly and effectively and give them an initial boost.

Of course, asking people to share your videos is not sustainable in the long-term. After all, there are only so many people in your circle and so many people in their own networks. Hence, if you really want your videos to reach a lot of people, you have to ensure that each and every one is of high quality. This way, people who randomly stumble upon your videos will feel like sharing them. This will not only increase the number of your shares but will also potentially increase likes and watch times.

4. Embed videos on other sites.

YouTube views embedding on other signs as a stamp of approval, so the more times your YouTube videos are embedded on other websites, the higher the rating given to your videos is. Think of it this way: people will not embed your videos on their own websites unless they really, really like the content you put out. YouTube realizes this so they give a premium to video uploads which have been embedded on sites outside of YouTube.

That being said, if you want to increase your rating, what you can do is

embed your YouTube videos on your websites. You can also ask your friends or family to embed your YouTube videos in their respective sites. Of course, the best way to ensure that your videos will be embedded in various sites is to produce quality content. This way, there is greater incentive for site owners and bloggers to put your videos in their respective websites.

Also worth noting is the fact that when your videos are embedded in other people's sites, not only will your YouTube ratings improve but your video will also gain even greater reach. This is especially the case if your videos are embedded in popular blogs or websites with a large online following.

5. Increase online links.

Another indication that viewers and subscribers like your YouTube videos is when there is an increase of online links. This is determined by the number of times the links to your YouTube videos are shared on Twitter, on blogs, and similar other online sites. This serves a dual purpose. First, it sends a signal to YouTube that people really like your videos. Second, it broadens the reach of your YouTube videos.

The more times that the link to your YouTube videos are posted, the more people will likely see them, and the more convinced people will be that your YouTube videos are worth checking out. Also, the preview automatically added to links in certain social media platforms will help in publicizing your videos even if the people who come across the links might not check your videos out immediately. Sometimes seeing the links alone will suffice in increasing the visibility of the videos you put out, not to mention that this already serves the purpose of letting YouTube know that your videos are getting favorable reaction from viewers and subscribers.

6. Engage the comment section.

If you have been on social media long enough, then you probably know already how toxic the comment section can be, so much so that many social media personalities tend to shy away from the comment section. While it is perfectly understandable why you might want to skip the

comment section, especially if your videos are getting unfavorable comments, you might want to hold off on using the disable comment function. For one, as far as YouTube algorithm is concerned, comments are comments regardless of whether the same are positive or negative. It does not matter whether people are reacting to your videos positively or negatively; what matters to the YouTube algorithm is that people are reacting to your videos. This means that your video affected the viewers or subscribers to the point that they actually bothered to write down a comment.

To illustrate, I am sure that you have come across YouTube videos with thousands, if not millions, of negative comments. Despite the negative reaction, however, these videos remain popular, often appearing in the suggested list of YouTube. Tons of negative comments might seem like the kind of thing which will give you a lower rank on YouTube, but the thing is this: for as long as people are on YouTube, even if they are reacting negatively to the videos they are watching, YouTube can monetize the said views. Hence, even when you start receiving negative comments on your YouTube videos, you should still keep your comment section open. Even better, try to engage commenters to increase the comment count.

7. Get subscribers.

This one is easier said than done, but the logic behind it is quite simple, the number of your subscribers is indicative of the number of people who like your content and are willing to see more of your content. To put it simply: as far as the YouTube algorithm goes, there is power in subscribers.

When you are still just starting out, you can jumpstart your YouTube channel by asking your friends, family, and acquaintances to subscribe to your channel. The more subscribers you have, the higher the rating given to you will be and the more chances you have to be on YouTube's suggested list. As you produce more content and improve the quality of your videos, your videos will gain even more traction and you will be increasing your chances of getting subscribers.

If you want more people to subscribe to your channel, on top of producing

quality content, you can try holding mini-contests or giveaways or other incentives exclusive only to your subscribers. This way, not only will viewers watch your videos all the way through (thereby increasing your watch times), but they will also subscribe in order to participate. Talk about hitting two birds with one stone.

8. Improve your click-through rate.

Another way to get YouTube to rank your video higher is to increase your click-through rate. Simply speaking, the click-through rate merely refers to the number of people who click your video vis-à-vis the total number of people who see them. When the YouTube algorithm picks up that a particular video gets a lot of clicks, then the said video gets a higher ranking.

Now, what is tricky about this is that unlike the other tips we have already talked about, the click-through rate does not depend on the quality of your videos. Instead, the click-through rate of the videos you upload will mostly depend on one thing: the thumbnail and the title. You might have noticed that so-called clickbait titles have gained popularity in recent years. This type of titles is extremely intriguing, thereby prompting the audience to check out and follow the link. The same goes for video uploads on YouTube. By uploading videos with intriguing titles and great thumbnails, you will be able to pique the curiosity of people who will come across your videos. This, in turn, will prompt them to click your video and check it out.

9. Maintain channel unity.

If you are using YouTube to sell or market various products or services, then it might be tempting to just upload everything in one channel for easy reference. Despite the convenience, however, this is not exactly a very good idea if you want more people to subscribe to your channel.

When you upload videos on different topics in one channel, people using YouTube will be confused as to what the channel is really about. In turn, they will be less likely to subscribe to your channel since things are all over the place. Also, if you do not maintain channel unity and ensure that

the videos you upload are on similar topics, then the YouTube algorithm will struggle to see the gist of your channel. This makes it more difficult for YouTube to include you in video recommendations and other video suggestions across the websites. If the YouTube algorithm cannot properly determine what your channel and videos are about, then it is more likely to give you a lower rating. This, in turn, will decrease your video and channel visibility.

10. Use keywords wisely.

Finally, you have to optimize the use of keywords if you want your videos to rank higher. The more relevant your keywords are, the more likely your videos will show up in search results not only within YouTube, but also outside the said platform (for example, Google and other search engines). This brings us to the question: how do you maximize the use of keywords on YouTube?

This one is quite easy considering that YouTube gives content creators several avenues in which they can make use of keywords. Top of the list would of course be the title. If you want your video to rank for a particular keyword, then you have to make sure that the said keyword appears in the title. This way, whenever a person searches the said keyword on YouTube, your video will come up right away.

Aside from the title itself, you can also use the video description in order to rank your videos for particular keywords. Albeit not as effective as using the keywords in the video title, this is quite useful if you want your videos to be ranked for keywords that you cannot mention in the title without lowering the quality of your videos. For example, if you are making a how-to video but want to advertise a particular product, then it might be better to just link the product in the description in order to maintain a semblance of impartiality.

Algorithm is such a fancy, technical word but, trust me, it is not all that hard to understand. As long as you have a cursory understanding of the concept and you know how to manipulate it in your favor, then you should do just fine – especially insofar as marketing and selling on YouTube are concerned.

The ten tips we have discussed above are by no means an exhaustive list, but

they are a good place to start especially for individuals who are new to YouTube. Just keep in mind these 10 and you should be well on your way to maximizing the use of YouTube as a platform.

We talked about the basics of using YouTube videos for selling and marketing products and services online. More specifically, we talked about the reasons behind the popularity of YouTube videos as marketing and advertising tools, the different types of videos that an online seller or marketer can make, and the basics of YouTube algorithm, i.e., how you can optimize the ranking of your YouTube videos.

Quite the contrary, a lot of work goes into figuring out the topics for the videos you will be uploading on YouTube. In a time and age when search engine optimization is among the top priorities of content creators, learning how to find keywords that can get you the most hits is pretty much determinative of your success.

That being said, in this article, we will talk about keywords and how important these are when it comes to coming up with YouTube content. In addition, we will also be talking about the tools you can use for keyword research to ensure that whatever content you are putting up on YouTube actually get enough hits to count towards your marketing and advertising strategy.

CHAPTER

5

BECOME A

YOUTUBE PRO + MAKING

MONEY

TRY NOT TO INCORPORATE OFFSHOOT CONTENT IN EACH VIDEO

Think about it like this: you may have your vehicle sales rep neighbor appear at your entryway needing to visit for a piece, or you may have a vacuum cleaner sales rep appear at your entryway. Both will appear at your entryway, however which would you like to welcome in?

Regardless of whether you realize that your vehicle sales rep neighbor is going to egg you on a piece with a few jokes about coming out and getting another vehicle (and maybe perhaps in any event, persuading you), you realize that you'll additionally have a couple of chuckles and by and large make some great memories with them. In the interim, the vacuum cleaner sales rep desires one explanation and one explanation alone: to attempt to sell you something. The whole time, you're attempting to be dazzled; you never let your watchman down; you're pondering each and every thing that they state attempting, intuitively, to discover approaches to convince yourself not to buy whatever they're tossing at you. (What's more, in some cases it's simple!)

Indeed when you incorporate associate showcasing items in each post, it's genuinely clear that you're attempting to get individuals to tap on it. Regardless of whether they have no clue what offshoot advertising is, they presumably have known about individuals remembering joins for their posts or doing presents explicitly on advance an item. That is incredible, however it wouldn't make them like to tap the item.

Recall nobody will be on your page explicitly to purchase things; they're on the web attempting to perceive what bits of knowledge they can get for nothing. Regardless of whether they meander onto your specialty site to straighten something up, they are not going there with the aim to buy anything. They are there, most importantly, to appreciate that content that you're setting up and gather a type of significant worth from it. On the off chance that you don't offer that incentive to them, at that point you are basically giving nothing to them and they won't return.

Utilize the correct voice: there are two unique voices that you can take on and experience moderate accomplishment with. These are neighborly and legitimate. They can be set apart by their disparities in tone and congeniality, and the two of them have their own particular use occasions.

Well disposed voices ought to be utilized when you're accomplishing something increasingly easygoing and you're attempting to engage a progressively broad crowd. For instance, diet recordings would ideally be done in an inviting voice instead of a definitive voice, on the grounds that the amicable voice will interest more individuals. It doesn't sound academic and it doesn't sound out of sorts; it just seems as though you're calmly looking at something you care about, and that goes far with regards to pulling individuals in towards your thought.

Cordial voices will utilize much more slang and easygoing articulations than legitimate voices do, yet they additionally can appear to be less oppressive. This can be acceptable or it tends to be awful, again relying on your specialty. You will sound less make sure about in what you're doing, normally, in light of the fact that you won't use as certain of stating – legitimate voice, by its very nature, is increasingly "sure" on the grounds that it's sparser and to the point, the two of which factor into individuals paying attention to the voice. In any case, more individuals will appreciate perusing your blog and treat it as to a lesser degree a manual, which implies that you advance to an increasingly broad crowd.

Definitive voices ought to be utilized when you're accomplishing something that is gravely genuine or maybe even risky, when you're attempting to interest an increasingly learned specialty, or when you're attempting to put on a show of being progressively genuine. For instance, a YouTube page devoted to keeping up high-mileage vehicles would profit by utilizing a definitive voice since you have a particular enough specialty that you aren't

attempting to interest more individuals or sound increasingly "cool" or "open"; you're basically attempting to give the feeling that your way is the correct way, and that whatever you do is commonly the correct method to do it.

At the point when you're doing the definitive voice, your fundamental concern is that you appear to be in the event that you realize what you're doing to the end client. This is your entire goal here. You won't prevail upon swarms with this, however on the other hand, that is not your game at any rate. Your game is getting individuals associated with your quite certain specialty and feeling that you're the person to go to for everything.

MAKING IT WORK FOR YOU

A debt of gratitude is in order for enduring as far as possible of YouTube, how about we trust it was enlightening and ready to give all of you of the devices you have to accomplish your objectives, whatever it is that they might be. Because you've completed this book doesn't mean there is nothing left to learn on the point, and extending your viewpoints is the best way to discover the authority you look for.

Since you have made it as far as possible of this book, you ideally have a comprehension of how to begin turning into a YouTube character, just as a methodology or two, or three, that you are restless to pursue the first run through. Before you feel free to begin giving it your everything, be that as it may, it is significant that you have practical desires with regards to the degree of progress you ought to expect sooner rather than later.

While it is impeccably evident that a few people experience genuine achievement directly out of the entryway, it is a sad unavoidable truth that they are the special case instead of the standard. This means you ought to hope to encounter something of an expectation to learn and adapt, particularly when you are first making sense of what works for you. This is flawlessly typical, in any case, and in the event that you endure you will come out the opposite side better as a result of it. Rather than getting your expectations up to an unreasonable degree, you should think about your time spent advancing your online networking nearness as a long distance race instead of a run which implies that gradual will win the race each and every time.

CHAPTER 6 TIPS AND TRICKS TO YOUTUBE SEARCH ENGINE OPTIMIZATION

Search engine optimization (SEO) is the ever-dynamic practice of designing web content that could find a space in the ranking of search engine results pages. Search is often the most significant route to your materials.

Optimizing your website to better position it for search is inevitable as this would attract you enormous traffic with a consequent surge in following.

YouTube SEO deals with optimizing your metadata, channels, playlist, description, and the video themselves. One crucial component about YouTube SEO is harnessing your video text's power in the form of transcripts, subtitles, and closed captions.

The following are the secrets to maximizing views and increasing your search rank;

1. Lose your YouTube ASR Captions and Add Accurate Close Captions:

YouTube now automatically transcribes videos. However, YouTube auto-captions are 70% accurate, which can make frustrating and embarrassing captions. If you adopt YouTube auto-caption, you risk being labeled a spam and stand a chance of losing search ranking for your channel. How do you nip in the bud, this harmful effect? You must adopt closed captions for your YouTube channel. The transcript of your video should contain the relevant keyword that describes your video content. Since search engines can crawl text, your transcript can be ranked accordingly. It's very imperative to note that there are a couple of transcription option which are cheap but time-

consuming. The smartest way you would want to adopt is to send your video to a professional video transcription service. Professional video services are of high quality with little return time.

The benefit of closed caption

- YouTube videos with close captions have increased user engagement, which results in a higher search rank.
- With the closed caption, your YouTube video becomes more accessible to viewers who have a hearing impairment.
- People can watch your video in a noisy environment or a calm atmosphere with the audio muted.

2. Ensure you add a transcript to the video description

Ever thought of which best approach you could adopt for displaying your video content on YouTube in the text? A video description is an excellent option for displaying your transcript on YouTube. Do you know that the description field contains 4,850 characters, including spaces? This is a perfect corner for scribing a 10minutes robust dialogue. The video description is a sharp spot for search engines to crawl your texts. If your transcript is ingrained with keywords from your video content, it's an excellent thumb up for YouTube SEO. Blogs, infographics, whitepapers, fact sheets, and website copy are great uses of video transcript. In a nutshell, incorporate video transcript as part of your strategy for SEO optimization.

3. Ensure you translate your video transcript and do subtitle in multiple languages

Leaving your transcript subtitled in multiple languages would mean increasing the potential of viewers. The message you are passing can reach non-English native speakers when you subtitle your videos in diverse styles. This is a considerable chance for YouTube SEO; hence, you stand a high ranking for non-English keywords due to mild competition.

4. Type a keyword, optimized title, description, and tags

Going further, keywords and keyword phrases should match with; What describes your video perfectly, the words and group of words users input in search engine fields to find content like yours. For example, if you publish a video on "How to order a product on amazon," make sure you optimize your title, descriptions, and tag for "How to order a product on amazon."

To be at par with people's needs, use YouTube analytics tools to find which keyword people use when typing on search engines. You can leverage the keyword most used for your targeted audience. Also, it's essential to look for keywords variation. This will give you time to choose from less competitive options. After you might have chosen your keyword, incorporate them into the following fields;

- Title: The maximum character here is 100. Why not truncate it at 66 characters? You want to ensure that your most important information is within reach. Occupying the whole 100 characters would give space for much description, a probable minus to your gigs. Rather, use compelling language that would hypnotize the potential audience to click: words like "how-to," "advice," "tips," or a numbered list.
- Meta-description: Maximum characters are 5000. You want to truncate at 166 characters. A link to your product is an added advantage for eCommerce websites. Always include <http://> to make your link clickable.
- Tags: These fit for 120 maximum characters. Ensure you adopt quotes (") to wrap phrases. For example, you should tag your video as "how to order a product on amazon" not "how to order product" on "amazon." It's safe to always think like a user and add tags in order of importance.

NOTE: If you will be posting your videos on a survey of platform aside YouTube, ensure you vary the keyword a bit. You don't want to compete against yourself.

5. Pronounce your target keyword in your video

After you must have synthesized a perfect keyword, you should feature it in your title, tags, description, and transcript. With your transcript and captions, YouTube ranks your videos accordingly. You can use the YouTube search suggest to look for an appropriate keyword for your video in case you are blank.

6. Adopt a compelling thumbnail

YouTubers can decide which frame to display as the video thumbnail. YouTube usually presents several screenshots to choose from, but you have the chance to upload your image either. When you choose the right video thumbnail image, there is a surge in the click-through rate. Remember that a high-quality contrast image works perfectly. Ideally, you want an image that represents and display your keyword. This will take your search results a bit ahead.

7. Make use of the video SEO embed.

For your video to have the competitive edge of being prioritized by Google, it must have suitable metadata. What the SEO embed does is that it ingrain all your video metadata say your tags, description, transcript, and thumbnail to the top of your page for Google to crawl and index your video well. You get 2-5times more views when you optimize your video for Google than optimizing for YouTube alone.

8. Focus on user engagement

How users respond to your content matters to Google since that's what keeps people glue to their site of preference. The following are variables to consider;

9. Watch time

This is the actual time spent watching a video. For example, a 45% completion of a 15minutes video would rank higher than 100%completion of a 5minutes video. It's pertinent to mesmerize your viewers within the first 15 seconds with a teaser.

10. Session watch time

Another user engagement technique is the session watch time. YouTube places much importance on how a video contributes to the user's overall viewing session. YouTube wants users to spend more time on their platform and tends to favor such videos that made them achieve that goal.

11. The intent of users

Google can't read your mind, but Google can decipher what searchers mean. For example, if you are to type "how to create an ad on YouTube," you will be shown a video on "how to market your product through ads." When creating a title for your video, ensure you adopt keywords that are compelling and relevant.

12. The playlist of users

A concise, relevant, and subcategorized playlist can significantly influence your engagement. It also makes it possible to share multiple videos per time.

TECHNIQUES TO SET UP THUMBNAILS THAT POP

A thumbnail is the first impression of your video. A dull first impression could mean a turn off for your potential viewers. Thumbnail is the face of your video, and it's one that reaches your audience first. You must be sure whether your thumbnail portrays the content of your video. What this means is that your thumbnail must mirror your video, has captivating visuals, well branded, simple and basic, original, easy to read, and interpret. All you need is a YouTube thumbnail maker to have a perfect thumbnail.

- YouTube video thumbnail maker

Knowing the importance of a remarkable, jaw-dropping thumbnail, you have now decided to figure it out, but you aren't a graphic designer or have zero knowledge of Photoshop. You can still make do with some tools while still having high-quality thumbnail. Here is a product for you!

- ***Bannersnack***

This is a design tool used for thumbnail bomb creation. It's very easy to use as you can make a professional-looking and catchy thumbnail in little time without a graphic designer's experience. One amazing reason you should adopt Bannersnack is to stack layers in folds— a property needed for a top-notch thumbnail. Something must pop up at your viewers, and this layer property is the right match. In the Bannersnack, there are tons of icons and elements you can explore.

HOW TO MAKE A THUMBNAIL FOR YOUTUBE

Having discussed the inevitable nature of thumbnail and the usage of simple, flexible tools like a banner snack, you should be curious about how to make a thumbnail. Here, you are going to be creating your thumbnail in 5 easy steps. Sounds cool, right?! Let go.

- Use YouTube thumbnail's size.

Having the right size thumbnail size is the most essential part of your design. You see people's word cut off, and images at random corners. That's an actual disaster. You don't want to make similar mistakes. Do you? The official size of the YouTube thumbnail size is 1280 pixel wide by 720pixel tall and a minimum width of 640pixel. You can optimize your thumbnail by leveraging on this size.

- Selecting a background image

After selecting the size, the next thing you want to do is choose a background image that would depict your content's visual presentation. Choose a picture of your own or a screenshot and upload it on bannersnack.

- Type text to describe your video

This is a very crucial area of your thumbs curation. Asides from your image displaying the content of your video, it's essential to tell your audience what your video conveys via text. You can use catchy phrases or the title of your video.

People are more likely to read the text on your thumbnail, than taking a step further to reading the text in the title of your video down below. Font placement would help a lot. Place your text in the negative space of your photo. If you don't have negative space, ensure to create some. Place an

element in the background, play around with the opacity, and layer your text on top.

- Decorate your thumbnail

Here, your thumbnail's outlook will, to a considerable extent, depends on your creative prowess. You can play with color, text, and other features to develop a catchy jaw-dropping design. You can inscribe emoji to make your thumbnail look fun. In short, decorate your thumbnail as much as possible, but don't take away the image or text. It's imperative to state that you don't want to overwhelm your audience with so many things. So, play safe as much as you could.

- Download your work

After finishing the curation of your thumbnail, it's ripe for download! It's most common and advisable to download your work as a PNG file or a JPG. The choice is yours. Just ensure your file doesn't exceed 2MB. Tap on the green "Save" button in the top right corner, name, and save your work to your workspace, download, and finish.

TECHNIQUES TO DRIVE TRAFFIC TO YOUR YOUTUBE CHANNEL YOU MUST NOT IGNORE

Without much ado, the following are ways you can keep your channel boozing with clicks and views;

- Create top-notch content to get more YouTube views

Serious-minded people won't take a chance in shunning channels they hitherto had viewed but with boring haggard content. For you to be able to retain your audience, you have to curate value-driven materials. The content type you will harness will depend on your business and audience target. The onus is finding a way of separating yourself from the pack. Why not hone your unique selling proposition and show it through video? Then incorporate some kind of content strategy tailored towards your YouTube channel. Identify what subject you would be relaying to your audience, draw a timeline, upload, and promote each video.

- Upload frequently to get more traffic on YouTube.

When you upload more videos, you get more views, right? Well, that is valid to a large extent. Generally speaking, you want to upload more videos as much as possible while still maintaining the quality of your content. If you have the wherewithal in uploading multiple videos a week, please do. While at that, a decline in viewers will surge if you ever compromise the quality of your content. To make things look mature, it's safe for you to have a schedule. Determine whether you will be uploading once a week or twice a month and stick to it.

- Edit your content to give quality

To be candid, the top-notch video doesn't necessarily equate high-quality

production. So, worry less if you don't have all the equipment to back your video strategy, especially if you are a starter. All you need is to make do with the resources you have and ensure your videos are professional. Ensure you take multiple recordings and dish out the best content to your audience.

- Use tools to drive traffic to your channel

Haven't you heard of TubeBuddy? A tool designed to manage some small tasks associated with a channel. TubeBuddy divides its tools into several strategies viz; productivity tools, video SEO tool, promotion tool, Data and research tool

- Engage others to increase traffic

When you engage people genuinely, you are telling people that you have an interest in what they have to say. This can reinforce your popularity as other people can see your responses, suggestions, and comments. To explore this at its best, subscribe to other people's channels and include a link to a video of yours they might find valuable. Tell your users to drop comments and suggestions at the comment session after watching the video. This could further reinforce a sense of togetherness.

- Look at live streaming

Live streaming is unarguably one of the most popular ways to communicate. This isn't alien to YouTube. It allows you to connect with people real-time and perfect for spur-of-the-moment news.

- Include an intro video to gain viewers and subscribers

People don't observe what channel type they are when they watch your video. So, introduce yourself and let them know what is channel is all about to increase your traffic.

- Give collaboration a chance

You can explore the influencers to influence marketing your channel too. Look for someone who has already achieved it and ask the person to act as your brand evangelist. It might make a huge difference. Reach out to famous bloggers if they will like to feature your videos in a similar post or their social media network.

- Promotion

When it comes to YouTube, promotion is as important as production. Use

every utilizable channel to promote your content. Social media, blogs, and websites are platforms you can explore. Create a blog post for your video and intimate your subscribers by sending them an email.

OTHER WAYS TO DRIVE TRAFFIC TO YOUR CHANNEL INCLUDE;

- Getting inspiration from your favorite creators
- Optimize your channel
- Upload 360-degree video
- Use YouTube SEO

TECHNIQUES TO TAKE ADVANTAGE OF YOUTUBE IN THE BUSINESS WORLD

"We need to reposition our brand," "our website isn't attracting enough traffic," "we aren't strong enough to compete," are the common complaint by business owners. While a number of platforms are unique on their own, there is one avenue many brands aren't harnessing— YouTube. To many businesses, producing video content isn't something they find interesting hence, they fail to explore the opportunity it has to offer. At this global dispensation, the assemblage of your online presence must transcend the tentacles of Facebook and Twitter. This is an affirmation of the need to be strategic. You don't just post any content for the sake of posting. It's not going to add up. A thorough well thought out YouTube strategy would pay massively, a juicy dividend. You know making a video is possible right? What are the benefits you will get from YouTube? Posting on YouTube would boost your online presence.

YouTube belongs to Google. Ever wondered why the rate at which videos pop up in Google search results is on the rise? No, that's not a coincidence. The more you use YouTube, the more your chances of appearing on Google search results and subsequently increasing your ranking. As a business, you should be deliberate about maximizing your online presence, and an excellent way to go is YouTube since Google owns it.

- YouTube will expose you to an enormous audience
According to YouTube statistics;

- Over 30 million people visit YouTube daily watching over five million videos

- More than half of the viewers come from mobile devices, and these users watch a video with an average of 40minutes
- YouTube had a local version in more 88countries and 76 languages

After Google, YouTube is the second largest most popular search engine. YouTube is growing year in year out. The most striking advantage of YouTube is that it has a varied audience comprising people of different backgrounds. No matter what your brand is trying to promote, you can get the job done via YouTube.

- Gained highly qualified traffic
Your website might hit a few tons of million views, but if none of these viewers purchase your product, then what's the profit? YouTube can get you a sincere and loyal fan base who would patronize your business. You ensure you package yourself for your audience through several strategies. Think of giving your audience a free coupon after signing up with a link you show them in your presentation. You just attracted to yourself, email video viewers into email subscribers.

- Utilize YouTube ad to reach a bigger audience
The robust advertizing platform YouTube offers is something you would want to cash in on. There are Google Adwords, which is quite different from your paid advertisement. You know how many people are watching videos on YouTube. Think of serving your ads to qualified viewers who can turn to customers. Amassing organically motivated traffic is very powerful, while paid traffic is a significant option too.

- With video, people are bound to take action
The need for a call-to-action (CTA) might not be alien to you on social media posts, blog posts, and a plethora of digital content. Content with CTA has shown that people take action than content without CTA.

STEPS TO BROADCASTING LIVE AND ITS BENEFIT

Several benefits abound in video live streaming of events. In a wide variety of contexts, live video streaming can be impactful and efficient. Companies and businesses use live streaming to maximize effective direct communication with customers and community associates. Live streaming an event enables you to reach a more comprehensive degree of audience globally. While there are much importance of live streaming, setting up the equipment on your own requires some degree of expertise— technical skills. The following are the benefit of live streaming your events;

- Large audience potential

Physical events usually have a stretch limit. However, with live streaming, you can invite as many people as possible to attend your event. Physical events have inherited a backlog of loopholes. People often terminate gracing events to be held physically due to several factors—an astronomical rise in the cost of transportation, geographical divide, work commitment, and many others. The live stream has brought about the democratization of accessibility. All you need is to get your gadget charged, keep your Wi-Fi rolling, and sit within the comfort of your room or workplace to access information being disseminated.

- Information with richer content

Live streaming isn't limited to video and audio dissemination of events. You can infuse a survey of multimedia resources and tools to spice your content and get your audience more engaged. You even can access different methodologies for your presentation.

- **Ease of use and convenience**

While there are several myths on live streaming, many people nurse the assertion that live streaming is difficult to use. In actuality, it's not rocket science. All you need is a trustworthy streaming platform, your devices, a source of internet connection, and a conducive environment, and you are set to deliver your content.

- Customer support

It's quite challenging to resolve technical jargon without prior knowledge or experience of the problem at hand. Live streaming always comes with an assurance of having someone to support you if problems arise extempore. Google is the only solace for you provided that you are streaming on your own. If you are exploring a streaming platform, customer support will put you through in case of any challenges pops.

- Mobile viewing

A more significant percentage of audiences view video contents online via their mobile devices. You don't want to negotiate this advantage as you must keep with the trend and ensure your platform is mobile viewing enabled.

- ***Affordability***

There are many video live streaming services, but these platforms have spams containing pops up. This could irritate your audience. Why not consider a professional streaming service. They are usually affordable.

CHAPTER 7 YOUTUBE ADVERTISING

Advertising on YouTube is a serious endeavor. If done right, you can generate quite a large number of conversions, build up brand awareness and even help promote your own channel. However, YouTube advertising is no small expense. While the cost of running the ads can vary, there are initial costs associated with creating the YouTube ad itself. However, since a YouTube video ad is essentially a commercial, we won't be covering how to make one. Instead, we'll be discussing how YouTube advertising works, how you can get the most out of your advertising dollar and the different types of YouTube ads available.

ADWORDS

Since YouTube is owned by Google, you're going to need what's known as a Google AdWords account. AdWords is their advertising system that allows for you to advertise through Google's search engine. Outside of video ads, AdWords is a paid advertising service that will put your website links first after specific searches are made in Google.

Creating an advertising account with Google is fairly simple. Once you do that, you'll need to link your YouTube channel to the account. This will allow for you to select which videos you want to be shown when running an ad.

AD TYPES:

YouTube has a few different types of advertisements available for you to utilize. These all have different costs and benefits, depending on what your goals are.

TRUEVIEW

TrueView ads are created with both the advertiser and the consumer in mind. There are two different classes of TrueView ads, In-Stream and Video Discovery. A TrueView In-Stream video ad can run for as long as you like, but consumers always have the option to skip after the first five seconds. If the viewer skips before 30 seconds are up, you aren't charged for the ad spot.

The value behind this is that you won't end up boring customers or consumers who aren't interested in your product. And, since you can run your ad for as long as you like, a consumer who is interested in what you have to say will be more than willing to sit and watch the entire thing. This really is a win-win situation when it comes to advertising.

The second type of TrueView ad is known as Video Discovery. Video Discovery simply means that your video is placed in key locations on YouTube, usually at the top of the recommended videos or in the search. This simply sticks your video up at the top and allows for consumers who are interested to click on it and watch your ad. You are charged, however, every time a viewer clicks on that ad, regardless of how long they watch it.

UNSKIPABLE ADS:

If you'd prefer that your viewers see the entirety of your ad, without the option to skip, then you'll need to simply use either the pre-roll or mid-roll ad option. Pre-roll is an ad that is placed at the very beginning of the video and mid-roll ads will show up in the middle. Both are unskippable and have a maximum time of 20 seconds. However, times are paring down somewhat, and 15 seconds is becoming the norm in terms of unskippable ads.

The cost for pre or midroll ads is what's known as CPM or cost-per-mille, meaning for every 1,000 views, you are charged. The rates, of course, vary based on a number of factors, including the ad space that you are targeting, the number of advertisers who are trying to move into the same space and the number of viewers who usually watch the types of video you are advertising in front of.

BUMPER ADS:

A bumper is an extremely short ad, lasting to a maximum of 6 seconds. They are unskippable, just like pre and midroll, and they have the same fee structure. The big question would be, why use a bumper ad? Six seconds might seem very short, but the purpose of a bumper ad isn't to outright call for action. Rather that short of a time will increase what's known as ad recall lift. Ad recall lift represents how many people will remember your advertisement within a period of two days. By running small, quick bumper ads in conjunction with a larger advertising campaign, you have a greater chance of helping customers remember your ads. And if they remember your ads, they may end up deciding to check it out after a while.

Another valuable asset that bumper ads bring is the fact that they are short. Most consumers these days don't particularly enjoy ads and would much rather get through them as quickly as possible. By having these short, six second ads, you can tell your viewers about your product or promotion quickly, without having to worry about them becoming annoyed by your ad length. It's quick, effective and will help them remember you.

TARGETED ADVERTISING:

Once you have a general idea about the type of ad that you want to run, you'll need to make sure that you have all the data necessary for targeted advertising. Fortunately, Google's advertising systems are quite powerful, able to get your ads in front of the most relevant audience possible, provided that you have the right data for them.

The first and most important type of data to use is the right keywords. You may have a general idea of what kind of product you're going to advertise, but you'll need the right and most relevant keywords possible if you want to put your ad in front of the right people. Google has a keyword planner tool that you can use when setting up your ad. This planner will help you shape which keywords you want to target. You'll be able to see which keywords and phrases are being searched for on Google and which ones are the most relevant to your target audience. In general, you'll want to select keywords that are being searched often and by a large amount of people. This will maximize your chances of exposure, since you'll be tapping into an extremely relevant group of people.

The other types of data that you can use for YouTube Advertising involves demographics, user interests, life events and purchasing decisions. Google offers a tremendous amount of options and they are, for the most part, self-explanatory. This is one of the most important aspects of advertising, of course. The better you are able to target your audience, the more relevant your ads are and that translates to generating higher levels of conversion. Take your time and don't rush through these sections. Do everything in your power to fill out as much of these options as possible, so you have a wide, relevant audience to put your ads in front of.

VIDEO REMARKETING:

Google is able to keep track of its user viewing habits. As such, they are able to directly target people who have watched your videos or are subscribed to your channel. This practice is known as video remarketing and it is similar to Facebook's retargeting. Remarketing allows for you to create lists based on the type of viewer that you want to target. For example, if you've been doing a series about Product A, and you have 2,000 views of that product, you can create a list out of those viewers. Then, when you run your advertisement, you can place the ad right in front of those viewers.

Remarketing is an extremely effective way to sell your products, primarily since you already know that they have demonstrated some level of interest in what you are selling. They are considered to be warm leads and as such, will most likely respond positively to your ads.

On top of that, you can also use remarketing to further hone the efficiency of the video ads after they have finished a run. If your video was displayed in front of 3,000 people, you can retarget those same 3,000 viewers. This is exceptionally useful when it comes to using TrueView ads, which only count a view if a consumer watches the video for thirty seconds, or until the video ends, whichever is shorter.

Since TrueView ads are opt-in, meaning customers choose to sit and watch them, they are already warmer leads than those who chose not to watch the ad at all. You can select a different, more targeted video ad to run in front of these people who have already expressed interest. This will generate a much higher return on investment.

EVALUATING ANALYTICS:

Just like with Facebook ads, running ads on YouTube is all about analytics. Once you've run a few ad campaigns, you'll have the numbers to be able to determine the efficiency of your ad campaigns. From there, you'll then have to evaluate the data and determine which ads are worth keeping, which ads are underperforming, and which ones should be reworked. Remember, when you're just starting out with advertising campaigns, you shouldn't be discouraged if you aren't seeing stellar results right out of the gate. Advertising campaigns take time to fine tune, but each time you run them, as long as you are willing to work with the data you receive, you'll be able to improve them over time. Combined with a solid video remarketing strategy, you'll be able to increase your conversion rates in no time!

CONCLUSION

As you can see, there are many ways in which the company can make use of YouTube videos from the mainstream brand and product advertisement through customer support and contact with employees. You don't have to spend a fortune making videos for YouTube in almost every instance; as you'll know, you can create them easily and cost-effectively. And, of course, you don't have to give YouTube a penny; anything you share on the YouTube site is free of charge.

The trick is not to overthink the chance or overanalyze it. Don't be afraid to get started, even if you have modest first videos with a little budget behind them.

YouTube allows dipping your toes in the water easy; you won't be able to reap the benefit until you get online. A lot of thought goes into making a good video on YouTube. It is not just a question of recycling an empty location or even setting up a camera and pressing the button Register. You need to decide what you want to do with the YouTube video, who your demography is, whether the video blends into your overall marketing strategy, and how you plan to calculate the outcomes. Then and only then can you decide what type of video you want to produce and then start working on that.

As with marketing in any form, preparation is everything when you sell on YouTube. For your business, the first type of video you can produce is an informative video.

This is a video that provides some useful information to your clients. Many informational videos are like newscasts, where a speaker is put before the camera and reads from a script. Other informative videos that require multiple shots and camera angles are more sophisticated product tours or demonstrations.

All forms of insightful videos need to use the soft sell; they should not be overtly commercial, with only the information that current and potential

consumers are searching for. The most effective way for many businesses to attract new customers on YouTube is by delivering some step-by-step instructional how-to. You may teach audiences how to configure or use your software or how to use your product when doing some everyday tasks or missions.

The key is to make the video genuinely helpful, easy to follow, and make a subtle note of your company. When you help people do something they want or need to do, they will consider you when it's time to make their next transaction relevant to it. Of the three types of videos you might make, the main advantage is the amusing videos; most viral videos are enjoyable videos. Often, enjoyable videos are the toughest to make and require a degree of imagination (and luck) that not all businesses possess. That's because there's no recipe to make an entertaining video, there's none. For that purpose, several businesses switch to outside companies to create such artistic videos and then expect that audiences on YouTube can consider them deserving of sharing. YouTube can be an important component of the overall marketing strategy for many companies.

The position of YouTube is a more nuanced one, distinct from the advertisement or direct marketing method to the hard sell. That being said, your YouTube videos will show the same look and feel as the rest of your marketing activities and convey the same message and targets overall. And when it comes to combining the internet so conventional broadcast video ads, you realize that repurposing is rarely the best approach though you can utilize YouTube to broaden and enhance popular television advertising.