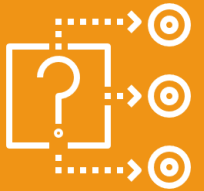




YouTube

Engineer your Career as YouTuber
Signature Training by Qasim Nadeem

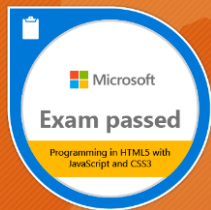
YouTube?



2.3 billion users worldwide as of 2021. **Everyday** people watch one billion hours of videos on **YouTube** and generate billions of views (**YouTube**, 2021).



Meet the Instructor – Qasim Nadeem



- Microsoft Certified Professional in Web and Cloud Technologies
- Started Professional Life in **1989-90** and spent 7 years in Low Level Software Engineering
- A Decade in Networks i.e. MCSE CCNA CCNP
- Last Decade in Web & Software Engineering i.e. HTML5, PHP, Java, Android, ASP.Net, C#, SQL Server, SharePoint, MongoDB ExpressJS Angular Node.js known as Mean Stack
- Running a Software House that delivers various products i.e. Ecommerce Portals, Job Portals, LMS, Corporate Websites etc.
- Consultant to Ecommerce & Web Industry and YouTube Channels
- Working in capacity of Principal Technologist & eCommerce Expert



Course Content





YouTube Content

- Understanding YouTube Platform
- YouTube Business Process
- Channel Creation
- Video Creation / Editing
- Trend Finding / Video Ideas
- Video Optimization
 - Rank Videos Higher with YouTube SEO
 - Custom Thumbnails to Get More Views
 - Adding YouTube Cards for Traffic Mgmt.
 - Setting Subtitles
- Channel Optimization
 - What to Care in YouTube Banner
 - Branding & Basic Info
 - Playlist Management
 - Analytics
- Monetization



Channel Study

- Spice ASMR
- GFX Mentor
- Azad Chaiwala
- Kashif Majeed
- Earning & Learning
- And many more...

Let's Start with YouTube



How Much I Can Earn with YouTube





Understanding YouTube Platform

- Access to 2.3 billion users worldwide.
- 400 hours of **video** uploaded every minute
- You can always reach a new audience.
- Your videos will show in Google search results.
- Your videos stay on YouTube indefinitely.
- YouTube is international.
- You can build your brand.

The secret of success over YouTube is connect with audience and the key to connecting with an audience on YouTube is being authentic, passionate, accurate, and relatable.

Identifying Audience & Channel Creation: Identify your audience & create and live your channel

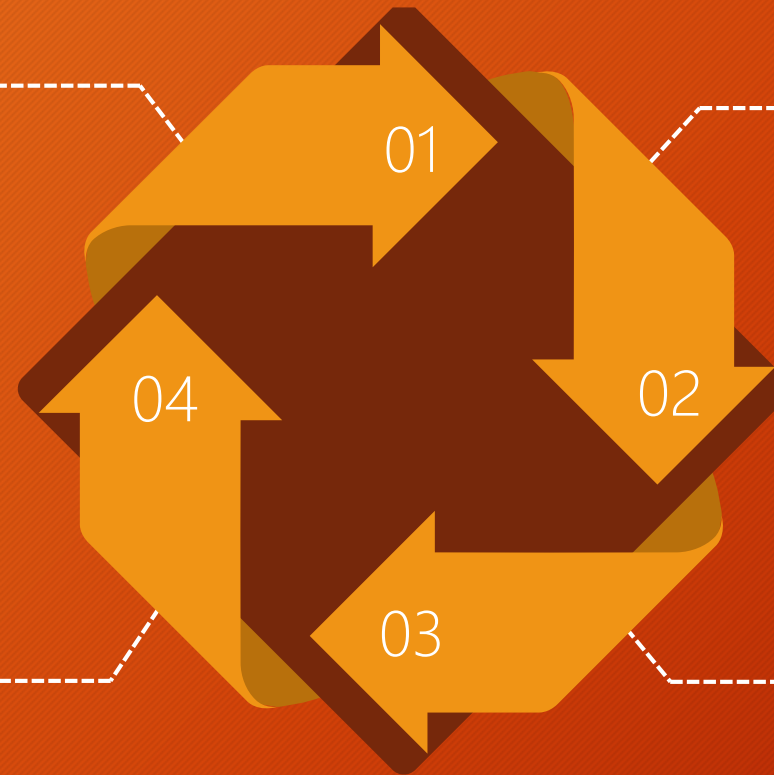


Strategy: Design and Implement youtube video strategy, publish engaging videos as per strategy

Analysis & Enjoy Success: Measure your success with YouTube detailed analytics and convert it into monetary benefits.



Channel Optimization & Monetization: Optimize channel to reach maximum viewers, which leads to monetize your channel.



YouTube Business Process



Channel Creation





Creating YouTube Personal Channel

Create a youtube channel that only you can manage using your Google Account.

- Sign in to YouTube on a computer or the mobile site.
- Click your profile picture and then Create a channel.
- You'll be asked to create a channel.
- Check the details (with your Google Account name and photo) and confirm to create your channel.



Create a Brand Channel with a business or other name

Channel that can have more than one manager or owner.

You can connect your channel to a Brand Account if you want to use a different name on YouTube than your Google Account. Learn more about Brand Accounts.

- Sign in to YouTube on a computer or the mobile site.
- Go to your channel list.
- Choose to create a new channel or use an existing Brand Account:
- Create a channel by clicking Create a new channel.
- Create a YouTube channel for a Brand Account that you already manage by choosing the Brand Account from the list. If this Brand Account already has a channel, you can't create a new one. When you select the Brand Account from the list, you'll be switched over to that channel.
- Fill out the details to name your new channel. Then, click Create. This will create a new Brand Account.
- To add a channel manager, follow the instructions to change channel owners and managers.

Video Creation / Editing





Video Creation – Types of Video

Type of videos to create?

1. educational e.g. luxury hair [howto]
2. brand story telling e.g. gopro i.e. fireman saves kitten [customer testimonials, customer stories, success stories]
3. Entertainment videos e.g. vat19 i.e. will it blend? - worlds largest gummybear



Considerations Before Video Creation

Key areas to get you thinking about whatever kind of videos you could make:

1. **Audience:** Are you making videos for viewers who are starting fresh and have no knowledge of the subject, or do you expect that they have some context on the topic? What are their needs? What age and demographic do you plan to reach?
2. **Content:** What existing content is out there on the topics you're interested in? How can you make your content unique? What themes are you passionate about and can create an entire channel or series around?
3. **Prior Knowledge:** If you're an expert in the topic, remember, there could always be more to learn. Are you expert enough to know what research to do and who you could learn more from? What collaboration opportunities could you explore?
4. **Learning along with your audience:** Consider taking your audience on a journey to learn together. What subject matter experts do you know—would they want to collaborate with you? Instead of just learning one subject, can you build the act of discovery into the content itself?
5. **Presentation:** While the usual format is easy to produce and sustainable, experimenting with new formats can be a great way to hook the attention of your target audience and reach new viewers. Will your content be structured, semi-structured, unstructured? Formal, or informal? By keeping your tone light, and using situations from the life of your target audiences, you can make your content more relatable. By being more direct or structured, you can clearly communicate messages.



Video Creation & Editing

- Create video using Adobe Premiere or Wondershare Filmora
- Average video size is 7 to 10min



Trend Finding / Video Ideas

Keyword research is the most basic facts about video publishing.

Everything you need is provided by Google Keyword research tool!

Log in at ads.google.com and head over to your keyword research.

Trend Finding/Video Ideas by Competitor Watch:

- Product name, topic name or service name if you don't know who is your competitor e.g. beard oil by searching this you know what type of videos people are making around it.
- Create a sheet with 2 headings: video title and video link then go to their channel, click on videos and sort by most popular, now from first rows probably you'll get top rated ideas.



Know Your Keywords

Keyword research is the most basic facts about video publishing.
Everything you need is provided by Google Keyword research tool!
Log in at ads.google.com and head over to your keyword research.



Channel Optimization

- Add banner & logo
- Add description
- Create playlists
- Add your channel to brand
- Setup channel dashboard
- Verify your Page



Promote Your Channel with Google Ads

In addition to building your channel organically, another way you can reach and engage more viewers is by investing in advertising on YouTube. Help accelerate your channel's growth with an effective advertising strategy.

To help drive more views and subscribers to your channel, you can pay to run an ad campaign for your videos on YouTube through Google Ads.

All you have to do is create your ad, set your budget, and target the desired audience. There's no minimum price to run an ad—and you can change your ads, targeting, and budgets at any time. You can also end your campaign whenever you want.



Starting Educational Channel - Example

There's no right or wrong way to make learning videos. Educators are constantly experimenting with different formats and styles. However, often the secret sauce to connecting with an audience on YouTube is being authentic, passionate, accurate, and relatable.

1. Identify Audience either the courses are for beginners or intermediate users
2. Topics/Content
3. Prior Knowledge
4. Learning along with your audience
5. Presentation

Jazak'Allah

