



YouTube Growth Guide

In this lesson, you will learn about

- ★ Publish on a consistent schedule
- ★ Find untapped video keywords
- ★ Create videos optimised for “Watch Time”
- ★ Optimise your YouTube videos
- ★ Use thumbnails that stand out
- ★ Create (and promote) optimised playlists
- ★ Promote videos to your audience
- ★ Turn viewers into subscribers
- ★ Rank videos in Google search
- ★ Keep your channel fresh with uploads and playlists
- ★ Collaboration
- ★ Replicate topics or tactics from top-performing videos
- ★ Go Live on YouTube
- ★ Use three types of videos
- ★ Create a series of videos
- ★ Respond to every comment with an answer and question
- ★ Leverage YouTube shorts
- ★ Run contests
- ★ Upload a transcription
- ★ Create Evergreen videos

Publish on a consistent schedule

- ★ A regular publishing schedule can help to encourage viewers to come back to your channel to watch more
- ★ Aim to publish at regular intervals (perhaps weekly) and on certain days (for example, every Monday)
- ★ Stay flexible enough to respond to search trends or timely topics
- ★ Communicate your schedule - Let your viewers know when you plan to release new videos

Find untapped video keywords

- ★ Keyword research for your YouTube videos is very important
- ★ If you do it right your video will do well in search and if you don't then YouTube won't recommend it to anyone in search
- ★ Finding the right keywords:
 - Create a list of “Seed Keywords”. Seed Keywords are words that describe broad topics, e.g. social media, content marketing or weight loss
 - IMPORTANT: You're not going to use these broad terms as your keywords. They are way too broad and therefore too competitive.
 - Put your Seed Keywords into YouTube search and look at the keywords that YouTube suggests



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- These are the long tail keywords you could target
- Choose the long tail keywords which get lots of searches, but which aren't very competitive
- Narrow down your list and find the best keywords for your video by using a tool like TubeBuddy or VidIQ. Both of these tools will show you the best option from your list of keywords

Create videos optimised for "Watch Time"

- ★ YouTube's #1 goal is to keep people on YouTube
- ★ This is why their algorithm emphasises Watch Time
- ★ The more time people spend watching your video, the higher it will rank
- ★ How do you create videos that keep people watching for longer?
 - Include as much value as possible into a single video
 - Publish long videos - Long videos perform better than short videos
 - Longer videos tend to outrank short videos
 - When videos are long, they rack lots of *Total Watch Time* more easily
 - Cut out anything unnecessary from your intros. The first 15 seconds of your video is KEY, so in this timeframe you need to grab your viewers interest
 - **Use "Pattern Interrupts"** in your videos. These are elements in your video that are different from the rest of your video
 - Pattern Interrupts can be:
 - Animations
 - On-screen graphics
 - B roll
 - Sound effects
 - A new background or setting
 - Bulleted list
 - Change in camera angles
 - On-screen graphics and animations
 - **Script every line** - Scripting out your video will ensure your delivery is clean and sharp which will keep people watching for longer

Optimise your YouTube videos

- ★ YouTube SEO is very important
 - Keyword-optimize your video title
- ★ Write titles which will maximise the CTR
 - YouTube states they use CTR as a ranking signal
 - The more people click on your video, the more YouTube will promote
 - Make sure the title shows a clear benefit of watching
 - Keyword-rich, SEO-friendly video descriptions
 - YouTube state short descriptions hurt your video's SEO



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- They recommend long descriptions: “Write full descriptions: up to one to two paragraphs. Some creators only put their social media links in the description, potentially missing out on a lot of extra views.” – YouTube Creator Academy
- ★ Optimise your video tags
 - YouTube tags are important for SEO
 - Use 2-3 tags that include your target keyword and close variations
 - Add 2 tags that describe the video’s topic using words that aren’t your main keyword
 - Add 2 more non-keyword video tags
 - Add 1-2 tags that represent your high-level industry
 - Add 1 to 2 more industry keywords to video tags

Use thumbnails that stand out

- ★ YouTube state that “90% of the best performing videos on YouTube have custom thumbnails”
- ★ Use lots of contrast - colours that clash
- ★ Avoid red, white and black (YouTube colours!)

Create & promote optimised playlists

- ★ Playlists increase your “Session Time” considerably
- ★ Session Time is the amount of time someone spends on YouTube after they start watching your video
- ★ YouTube cares a lot about session time
- ★ If people leave YouTube after watching your video, they will demote that video
- ★ If a user watches another video after watching a video and it’s your video that is keeping people on YouTube, they will promote it to more people
- ★ If someone is watching a video in a playlist, the next video will automatically play

Promote videos to your audience

- ★ YouTube is the world’s second-largest search engine, owned by the world’s largest - Google
- ★ You need to give your YouTube videos a little help, to start getting traction
- ★ This can include sharing clips of your video on social media or sending an email to your list, if your video is optimised properly for Watch Time, that’s all you’ll need to do
- ★ Promoting your YouTube videos is an important part of growing your channel. However, it only works if you have good quality video content



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Turn viewers into subscribers

- ★ Getting more views is important, but you also need to focus on getting more subscribers
- ★ An effective way to do this is to add a subscribe button to your End Screen
- ★ If someone watches your video to the end, they are the most likely people to subscribe

Rank videos in Google search

- ★ Ranking your YouTube videos in Google will lead to increased views
- ★ The easiest way to rank your videos in Google is to use target keywords that have a video section in the Search Engine Rankings
- ★ The video section is a sign that Google wants to deliver video results when people search for those keywords
- ★ Search for the keywords you wish to use in Google and if videos pop up, you're onto a winner!
- ★ If your video starts racking up views YouTube, Google will start to show it higher up the Search Engine rankings too

Create sections to organise your videos

- ★ Well organised videos can positively influence a viewer's behaviour
- ★ By creating a **section** you can group videos in a certain way so viewers can more easily find the right content for them
- ★ Sections can be made up of videos, a single playlist, or a group of playlists
- ★ Sections can be topic specific
- ★ Perhaps you could have sections for potential fans, for people visiting your channel for the first-time or around a certain topic or goal

Keep your channel fresh with uploads and playlists

- ★ A regular publishing schedule can encourage viewers to return to your channel to watch more. Sections and playlists can help them easily find the content they want

Collaboration

- ★ Collaborations can be an effective way to increase the numbers of new viewers to your channel
- ★ Before starting a collaboration, make sure your channel is looking its best and is optimised to encourage people to subscribe



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- ★ A potential collaborator doesn't have to create the same type of videos as you. Collaborators can have complimentary tones and styles
- ★ When you connect with potential collaborators, you need to tell them why you want to collaborate and what you have to offer, as well as your ideas on a mutually beneficial collaboration
- ★ Keep your authenticity

Replicate topics or tactics from top-performing videos

- ★ Look at your analytics to find out which of your videos are performing the best. See if there are any patterns among them, perhaps delivery, the editing style, or the topic
- ★ Then create more videos like those

Go Live on YouTube (YouTube Live)

- ★ Live-streaming makes it easy to generate a lot of content with less effort than creating pre-recorded videos.
- ★ Live-streaming is loved by all social media platforms and gives you the chance to communicate in real time with your audience
- ★ Live videos have long watch times
- ★ To start sharing live video, you can use your smartphone or webcam for live broadcasts. Even relatively inexpensive webcams can still provide high-quality video.

Use three types of videos

- ★ YouTube's training promotes their "Hub, Hero, Help" strategy
- ★ The videos you post have one of three goals:
 - Serve the community around your channel
 - Getting lots of shares
 - Doing well in search
- ★ These videos slot into your content calendar at various intervals:
 - **Hub** videos posted monthly
 - **Hero** videos posted quarterly
 - **Help** videos posted weekly
- ★ **Hub videos** focus on community. They help you create a strong bond between you and your viewers and your viewers with each other. With hub content you will respond to comments, answer questions, communicate through live video, share personal stories and give fans a look behind the scenes
- ★ **Hero videos** are created to be very successful. They focus on topical subjects like the news or holidays. These are created to encourage people to share on social media or for other sites to reference them



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- ★ **Help videos** are created to be highly searchable that delivers actionable value. These would be DIY content, how-to videos, advice videos, and troubleshooting videos. Focus on search intent to help people find them
- ★ Use Google Trends for help choosing topics for both hero and help videos (shows trending topics and highly searched content)

Create a series of videos

- ★ Binge watching really helps you rack up your watch time stats! Series playlists encourage viewers to watch one video after another. Series' can help with this!
- ★ You can create more than one series, each with a special topic focus and a different thumbnail style
- ★ You can add videos to a series playlist as you post them in your series. YouTube automatically adds the next video in the playlist to the *Up Next* section (at the top of the recommendations). If the viewer has autoplay turned on, your video series will play one after another

Respond to every comment with an answer and question

- ★ It's very important to respond to every comment on your videos. It engages viewers and if they make the effort to comment the least you can do is to respond. It also shows viewers that you value them
- ★ If you get any negative comments on your videos, address them promptly
- ★ Don't be afraid to delete and block if any of the comments are hurtful or spammy
- ★ Responding to comments can also increase subscribers because people see this interaction and appreciate the engagement
- ★ Asking a question in your response further encourages them to respond and this will count as another interaction.

Leverage YouTube shorts

- ★ Shorts are short-form catchy videos which are made on a mobile. Shorts are the quickest way to create and post video content on YouTube
- ★ They give you access to a large audience as Youtube has 2 billion active monthly users
- ★ Shorts are quite new so the functionality will only continue to improve

Run contests

- ★ Running a contest can be a good way to boost your views and subscribers
- ★ YouTube's [Contest Policies and Guidelines](#) are all about how giveaways work on YouTube. It's important to read these to make sure you comply



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Don't forget to upload the transcription

- ★ A transcription tells YouTube what your video is about, so they have more content to index and can therefore recommend the content to more users

Create Evergreen videos

- ★ Creating evergreen content is the perfect way to generate subscribers consistently
- ★ Evergreen content is content that's always relevant.
- ★ A good piece of evergreen content that performs well, will help you increase your views and subscribers
- ★ Take a look at your niche and see if you can create 'how-to' videos that will stand the test of time

Key Takeaways

- ★ In order to grow your YouTube channel, you need to develop content with your viewers and the algorithm in mind - Hub, Hero, Help
- ★ Make sure your thumbnails grab their attention and deliver what you've promised
- ★ Playlists, collaborations, series, and end screens also improve your visibility and in turn viewers and subscribers
- ★ Evergreen content can do especially well on YouTube and can continue to gain views for years