

-----By Seven Boats <https://www.7boats.com>

For Admin:

Creator Studio

<https://studio.youtube.com/video>

Custom URL: (You need minimum 100 subscribers and channel age at least 30 days)

How to create Subscription link:

https://www.youtube.com/channel/name-of-channel?sub_confirmation=1

Add ?sub_confirmation=1 at end of your channel url to get subscription link

Channel Art size (2560 X 1440)

Key areas of YT Marketing

1. Optimization

Best practice –

Create a YT channel from a brand account.
This gives you the flexibility to involve others
for managing your channel.

(It's better to run the show by 2 or 3 people)

Write a description of the channel in 1000
characters

Link your other online properties, social media
links from video description

Optimize the video title & description.

Do not write click bait title.

Write proper title about exactly what you're
telling through your video. Ideally in 60-70
characters

Add custom thumbnail for your every video to make it stand out

Write a short explanation of your video topic. You can write up to 5000 characters

Use relevant hashtags up to max 15 in description

Front load important keywords in title & description

Add a content page for viewers to find relevant points easily

Link to different playlists in your channel from video description

Add cards, end screen, bumper ads, and watermarked logo for subscription and promoting your channel

Useful links related to accounts settings & other knowledge:

<https://aboutme.google.com/u/6/b/114233673305685312241/>

<https://support.google.com/youtube/answer/1646861>

<https://support.google.com/youtube/answer/4628007>

<https://about.google/products/>

https://notifications.google.com/settings/brand_accounts

Check features of your channel:

<https://www.youtube.com/features?nv=1>

For live streaming:

https://studio.youtube.com/channel/UCXcMt4eRT5zIWc1rKuEsXYA/livestreaming/manage?utm_campaign=upgrade&utm_medium=redirect&utm_source=%2Flive_dashboard

Billing setup for quick purchase (need purchase verification):

https://www.youtube.com/account_billing

2. Understanding your audience

Quantitative insights

Access your Analytics for quantitative insights of your channel and your audience's behavior. This includes your view counts, average watch time, revenues generated, and interaction rate across videos.

Get valuable information about your subscribers' demographics

Even if you think you know it all, it's suggested to pay close attention to the demographics tab. This data will help you move beyond assumptions and feel confident that you're reaching the right audience.

Qualitative insights

Comments under videos, Community

Check all these from your YouTube studio link:

<https://studio.youtube.com/channel/UCXcMt4eRT5zIWc1rKuEsXYA>

3. Research your competition

Browse your competitors' YouTube channels. Take note of which videos got the most and least views.

Watch these videos to get a sense of what kind of content your audiences like to watch (and what they don't).

Use that knowledge to make your own content strategy.

Read the comments received on your competing videos

If you receive any mention / comment respond immediately to show you're actively engaging with your audiences

Read competing video title & descriptions to see what keywords they're using in their YouTube search optimization

Use similar ones to boost your ranking in YouTube's search pages and recommended video feeds.

Important:

Make sure your competitors' ads are not served on your videos. Block this from Google's ad manager here -

<https://support.google.com/adsense/answer/180609?hl=en>

4. Learn from your favorite channels

Watch & note the best things from your favorite channels & try to implement those on your channel.

For example, a common strategy is to take pause somewhere in an interesting turn in video or in end note requesting people to like, follow & subscribe to that channel.

5. Upload and schedule your videos

Maintain a schedule & commit to that like a pro. You should run your show like a TV channel. So it's suggested you make few episodes in advance & schedule them as per a fixed publishing time, else you may not be able to grow your audience or worse, you may lose trust of your existing audience base.

6. Finally, optimize your channel to attract viewers, followers & subscribers

After optimizing your videos, optimize your channel also.

Write a keyword-rich channel description
Add an attractive, professionally designed banner (2560 x 1440 pixels, 2MB max)

Link your website (if any) & other social media profiles/pages

Add location and contact information

Add value to your page by adding few featured channels of other YouTubers, maybe in your niche. Giving reference to your competitor sometimes brings you benefits by forging relationship

Organize your videos in playlists. Make this playlist thoughtfully with natural progression from one video to the next. This increases the much desired average watch time stats on your channel. Add your own videos in playlist as well as your collaborators' videos also and request your collaborator to similarly add your videos in their playlists.

7. Advertising on your YouTube channel through YT Ads & influencer marketing

And this one is optional. If you want you can run ads to show your content. You can do the following type of ads in YouTube

- Skippable in-stream ads
- Non-skippable in-stream ads
- Video discovery ads
- Bumper ads
- Outstream ads
- Masthead ads

Additionally, you can work with influencers to increase popularity of your channel.

And always keep an eye on Analytics

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Few tips at the end for making highly viewable YouTube videos

Follow YouTube's video specifications

Recommended sizes: 426 by 240 pixels (240p), 640 by 360 pixels (360p), 854 by 480 pixels (480p), 1280 by 720 pixels (720p), 1920 by 1080 pixels (1080p), 2560 by 1440 pixels (1440p) and 3840 by 2160 pixels (2160p)

Minimum size: 426 by 240 pixels

Maximum size: 3840 by 2160 pixels

Supported aspect ratios: 16:9 and 4:3

Recommended specs: .MOV, .MPEG4, MP4, .AVI, .WMV, .MPEGPS, .FLV, 3GPP, or WebM

Maximum file size: 128 GB

Maximum length: 12 hours long

Invest in some good recording equipment

Grab attention in first 15 seconds - generate curiosity, prompt engagement by asking question, set expectations with a summary at the beginning

Make video keeping mobile in mind

Make longer videos

Schedule & announce live-streaming events

Adding end screens are must to increasde average watch time of your channel

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As a YouTube partner, you'll be eligible to earn money from your videos, get creator support, and more. [Learn more](#)

To get into the YouTube Partner Program, your channel needs 4,000 public watch hours in the last 12 months, and 1,000 subscribers.

Your channel will also get reviewed to make sure it follows [YouTube monetization policies](#).

YouTube creator awards

It's given in YouTube's sole discretion.

It's given to creators who played by the rules.

Channels are subject to review before awards are issued.

Imp:

Keep your account in good standing without copyright strikes, community guideline violations, or artificially increased subscriber counts, among other criteria.

Silver Creator Award

100K Subscribers

Gold Creator Award

1 Million Subscribers

Diamond Creator Award

10 Million Subscribers

<https://www.youtube.com/creators/awards/>