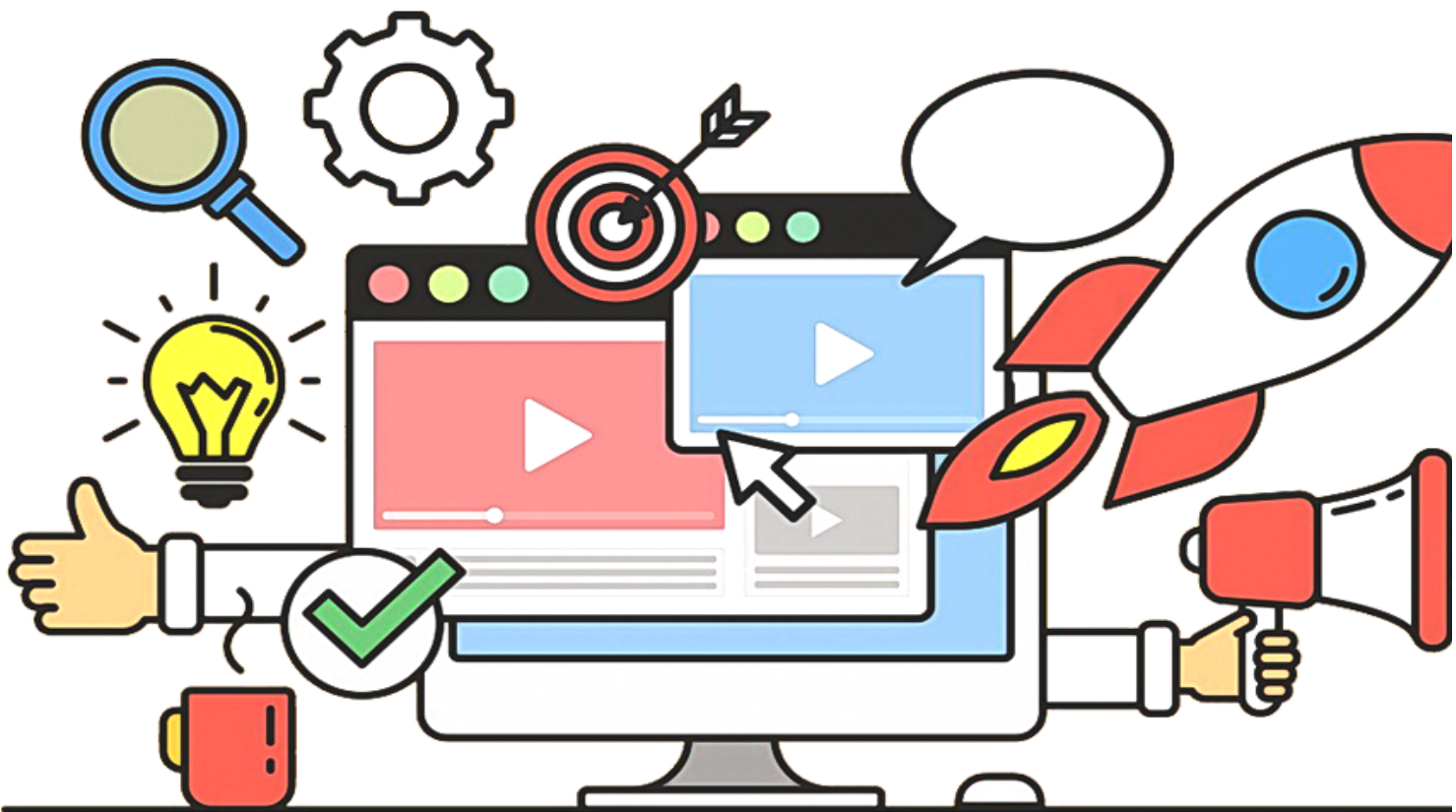


YOUTUBE

AUTHORITY



CHECKLIST

Getting Started

- Know why you are starting a YouTube channel
- Determine your target audience
 - Age
 - Gender
 - Social status
 - Geographical location
 - Preferences
- Know your direct competition
 - Search by relevant keyword
 - Determine what sets your channel apart
 - Give your audience a reason to subscribe
- Schedule your video uploads
 - Determine a set day and time to upload new videos
 - Gives audience something to look forward to
- Equipment and software you'll need
 - A good quality video recorder that shoots in HD
 - Most smartphones are capable
 - Find a good editing software
- Finding the time to create your videos
 - Dedicate time each week to shoot and edit videos
 - Outsource the video creation

Choosing Your Niche

- Determine what you're good at
 - Utilize your strengths
 - Determine if you want to inform or entertain
- Select a YouTube category

- There are 7 categories to choose from
 - Comedy
 - Autos and vehicles
 - Entertainment
 - Education
 - Film and animation
 - Pets and animals
 - People and blogs
- Research topics
 - Use Google Ads Keyword Planner
 - Determine problems or questions people face in niche
- Consider a desperate niche

Optimizing Your Channel for Success

- Choose a memorable channel name
 - Make it short and catchy
- Use an attractive channel icon
 - Make sure it is a clear image
- Create a channel trailer
 - Should showcase what your channel is about
 - Try to hook your visitors when they land on your page
- Integrate links to other social media platforms
 - Will help you build your network
- Include channel art
 - Appears at the top of your channel
 - Should incorporate your logo
 - Avoid using YouTube's default background
- The About Section

- Include a detail description of your channel
- Include social media links

Developing Your Content Strategy

- Consistency is important
 - You must satisfy your target audience
 - Switching topics and focus will confuse your target audience
- Create different types of videos
 - Vlogs
 - Won't cost a ton of money
 - Personality driven
 - Company culture videos
 - Behind the scenes look at your company
 - Interviews
 - Interview thought leaders in your industry
 - Webinars
 - Are high-value and low-cost endeavors
 - Events
 - Cover the proceedings of a corporate event
 - Presentations
 - Creates a compelling and shareable narrative
 - Tutorials
 - Help you expand your reach
 - Product reviews

Strategies for Building an Audience

- Comment on similar videos

- Avoid spamming others with self-promoting comments
- Provide valuable or insightful feedback on relevant channels
- Use social media
 - Reach a broader audience to market your videos
 - Add social media links to your channel
- Participate in Forums
 - Leave valuable comments in discussions
 - Don't spam with self-promotion tactics
- Collaborate with Others
 - Gain additional exposure
 - Reach a broader audience
 - Work with someone in your niche

Strategies for Increasing Customer Engagement

- Create simple and beautiful thumbnails
 - Will increase engagement by 154 percent
- Add annotations to drive user actions
 - Include call-to-actions
 - Gain subscribers
 - Grow your viewership
 - Interact with audience
 - Drive traffic to website
- Keep your videos short
 - No longer than three minutes
- Use basic SEO principles and marketing strategies
 - Utilize keywords in titles and descriptions
 - Promote through email marketing

- Embed videos in your blog posts
- Promote on social media

How to Monetize your YouTube Channel

- Join the YouTube Partner Program
 - Display ads on your videos
 - Must adhere to some strict guidelines
- Feature affiliate products
 - Include your affiliate link in the video description
- Work with outside YouTube partners
- Sell your own merchandise
- Drive traffic to your website

Mistakes to Avoid

- Purchasing fake reviews
- Dumping all your videos to your channel
- Not being consistent with your video uploads
- Not engaging with your audience
- Failing to have a plan
- Trolling other channels and begging for views
- Not linking your channel to your other social media accounts