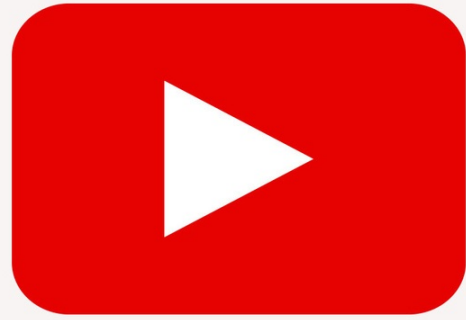


YouTube Algorithms



LEONARD CARLI MARKETINGLEGACY



YouTube Algorithms



LEONARD CARLI MARKETINGLEGACY

YouTUBE Algorithms

Hack the youtube algorithm | pro guide on how to make money online using your youtube channel - build a passive income business with new emerging marketing strategies

By

Leonard Carli MarketingLegacy

"How I Run 9 Different Profitable YouTube Channels and Make 7 Figures From Them"

© Copyright 2019 by Leonard Carli MarketingLegacy - All rights reserved.

The following eBook is reproduced below with the goal of providing information that is as accurate and reliable as possible. Regardless, purchasing this eBook can be seen as consent to the fact that both the publisher and the author of this book are in no way experts on the topics discussed within and that any recommendations or suggestions that are made herein are for entertainment purposes only. Professionals should be consulted as needed prior to undertaking any of the action endorsed herein.

This declaration is deemed fair and valid by both the American Bar Association and the Committee of Publishers Association and is legally binding throughout the United States.

Furthermore, the transmission, duplication, or reproduction of any of the following work including specific information will be considered an illegal act irrespective of if it is done electronically or in print. This extends to creating a secondary or tertiary copy of the work or a recorded copy and is only allowed with the express written consent from the Publisher. All additional right reserved.

The information in the following pages is broadly considered a truthful and accurate account of facts and as such, any inattention, use, or misuse of the information in question by the reader will render any resulting actions solely under their purview. There are no scenarios in which the publisher or the original author of this work can be in any fashion deemed liable for any hardship or damages that may befall them after undertaking information described herein.

Additionally, the information in the following pages is intended only for informational purposes and should thus be thought of as universal. As befitting its nature, it is presented without assurance regarding its prolonged validity or interim quality. Trademarks that are mentioned are done without written consent and can in no way be considered an endorsement from the trademark holder.

Table of Content

[Introduction](#)

[Chapter 1: How To Make A Youtube Channel](#)

[Chapter 2: Quality Content Is King](#)

[Chapter 3: How Marketing Works On Youtube](#)

[Chapter 4: Monetization](#)

[Chapter 5: 7 Youtube Channel Goals You Can Control](#)

[Chapter 6: Best Techniques to Use YouTube To Promote Your Business](#)

[Chapter 7: What Matters Most for Getting Subscribers?](#)

[Chapter 8: Collaborations](#)

[Chapter 9: Using Social Media to Promote Your Channel](#)

[Chapter 10: Use Your Channel To Promote Your Merchandise](#)

[Chapter 11: Ways To Grow Your Business Through YouTube Marketing](#)

[Conclusion](#)

Introduction

If you're new to internet marketing or business in general, I figured it would be a good idea to go over some basic concepts that will help you to understand the big picture of internet marketing.

Most people coming into this industry approaching Internet marketing ultimately the wrong way and don't have the right idea of how these core business concepts are. This lack of knowledge will only lead to more failures and frustration.

I remember before I first started, I thought marketing was all about advertising and selling, which in my mind meant pitching and "pushing" someone to buy something they may or may not need. A lot of people have that idea, but it's the wrong mindset. Let me explain this.

Let's start by talking about the "lifeblood" of all businesses and the economy – money. This word can evoke negative emotions in a lot of people, but it's a lack of understanding and our upbringing that created this mindset.

Money is simply energy and the measure of the value that you create, which is determined by what the market currently views as valuable. It's simply just a physical and measurable way to show how much we or someone else values something.

Important: Money is neither good nor bad; it just magnifies more of who we already are.

What Is Value?

This can be subjective, but usually, it's a solution to a problem, answer to a question, or something that brings a benefit to someone or something.

In other words, anything that leaves someone or something in a better place than before.

Chapter 1: How To Make A Youtube Channel

Regardless of your purpose for creating a YouTube channel, it doesn't take time to create one. After your channel has been created and approved, you can change its appearance, edit your videos if necessary and perhaps group your videos into different playlists. Whether you are creating your YouTube account for your business or brand, here is a simple 3-step checklist you can follow;

1. Create A Google Account

This is essential provided you didn't have one previously. By default, your YouTube username will be your google username. Hence, when you upload your videos, this username is what everyone else sees. However, you are free to change it once you're on YouTube. If you have a Gmail account, you have a Google account, and you have access to all Google products such as Google Play, Google Maps, and YouTube.

But before you can sign onto YouTube from your Google account, you will be asked to provide your first and last name. This is the name that will be used to identify you on YouTube. Hence, you can either choose between a different name or choose your actual first and last name.

Choose Your Character

The name of your YouTube channel, as you know, is very important. I would say the popular YouTubers are split almost equally between using their real name and a brand name. Now, this really depends on your preference for privacy and what your channel content is going to be about. For example, most vlogging channels tends to use their full name, whereas most gaming channels tend to use a brand or made up name. Be creative.

If your channel is going to be about an idea, concept or a brand channel then you're going to want to use the brand name. Coming up with a brand name is something you should think about long and hard. A few tips that you can mix and match:

- Alliteration e.g. "Charisma on Command"
- Wordplay/Rhyming e.g. "Pewdiepie"
- Try a single word e.g. "Vsauce", "Smosh"

That being said, your channel name isn't overly important as long as the content

is quality. For example, most cannot even pronounce the channel name “Kurzgesagt”, however their videos consistently pull millions of views. Pick a name you like and are passionate about, and stick with it.

Once you have filled these required fields, select “Create Channel”.

2. Customize the appearance of your channel

This is important since the first impression of your channel is extremely important. Of course, the quality of your videos is supreme above all the rest, however the truth it’s best to cover all your bases.

Some of the basic things you can change are your;

- Channel's icon
- Channel's art
- Channel's description.

When you want to make these changes, go to your channel, and click the edit button next to the items you want to change.

Channel Icon

This can be an interesting photo of yourself, professional, or even taken on an iPhone. The main purpose of this photo is to draw people to click on your channel, so try and make it eye-catching. A scientifically based trick is to include your face in the icon (if appropriate) and pull a face that’s related to your YouTube channel (check out Vsauce’s icon) or just a picture of you smiling.

You can also use your channel name as inspiration for the logo. If you’re really stuck, you can even go on the website [fiverr.com](https://www.fiverr.com) and get a logo made for as little as \$5, and they’re very good quality. You can also get your pictures professionally edited to include your logo on them here. People also opt for drawn versions of themselves, and this can be really good, especially if you’re not the most photogenic (like me).

Channel Art

As mentioned previously, you can get a nice banner made for as low as \$5 on Fiverr; you can also use a free stock photo from [pexels.com](https://www.pexels.com) or use a wallpaper you like. This is not such an important part of your channel; you can perhaps use this to advertise a book you’ve released or have a link to your website on there.

Channel description

This part of your channel is important. Although the amount of people that check your channel description in relation to your subscribers is going to be fairly low, it's good to include links to any other social media profiles that you want to share and links to your website. Many YouTubers also include here a FAQ for questions you might be asked a lot. A crucial thing, if needed, is to include a business email here. Don't use your personal email. This can be extremely useful for increasing the revenue you make on YouTube, and we'll go into detail on this later in the book.

You can also add a featured channels section, add a trailer to your channel. A channel trailer is important, as it lets people know what they can expect on your YouTube channel. Here what I would do is feature my most popular/best video in order to get the greatest early impression of my channel possible. You can also change how the videos are laid out and also enable 'channel comments' under the discussion section. Any change you desire to make can be done by clicking the settings icon (it is next to your subscribe button), then, enable the "customize the layout of your channel" option.

3. Start uploading your videos

Whenever you want to access the upload page, just log in and click the 'upload' button. Its position is at the top right-hand part of the YouTube website.

When you want to upload your videos, you can either...

- Drag videos to the upload page,
- Click the large upload area to browse for videos from your PC or
- Click the 'import' option; it is next to the 'import videos' area by the right of the upload page. This option allows you to upload videos you have saved in Google photos.

Another option that you can use is to make a photo slideshow for YouTube. It is available on the right-hand side of the upload page.

Pro tip: make sure you select either public, unlisted, private, or scheduled as it suits you when you want to upload videos from your PC.

When you make your videos public, anyone can see them. When they are unlisted, only those that have a direct link can access the video. When they are private, only you can see it, and you have to be logged in before you can see

them.

When you want to schedule your videos, you can set the time when they will be available to the public.

Other factors you need to keep in mind;

- If your web browser is up to date, the video you want to upload should have a maximum size of 128 GB. Otherwise, you will only be able to upload a video with a maximum size of 20 GB. Your video editing software should give you a good idea of how big your video is before you render it; most of the time it's rare you'll be exceeding 20 GB.
- Unless you verify your YouTube account, your videos cannot exceed 15 minutes in length. Once you have verified your YouTube account, this limit is removed. This is good to keep in mind depending on the type of content you want to make.
- Make sure your videos are in mp4 format when you want to upload them. If not, you will get an "invalid file format" error. However, you can convert your video to an acceptable format; I would recommend Adobe Premiere or Sony Vegas Pro for this purpose. These are paid software, of which free alternatives are Windows Movie Maker (I would, however, not recommend this solution).
- You can use YouTube's video editor to add titles, captions, split the video into clips, add photos, and make video transitions. More on exactly how to edit your video later.
- If you want to easily manage your videos, put them into custom playlists

Setting up a YouTube Brand

Nothing brings more satisfaction than getting to a huge milestone when it comes to your YouTube channel and brand. The first milestone you can celebrate is the initial 1,000 subscribers. Making it to this many subscribers seems impossible to those who are new to the idea, but it's easier than you think!

Tips for Getting 1,000 Subscribers:

Throughout this book, we are going to give you tips on getting more and more subscribers until, eventually, you can make it to 100,000 and beyond. As we will mention throughout the book, YouTube works best in conjunction with other

websites and social networks and can be used as a catalyst to improve your business and audience. Let's cover some basic rules for enjoying a successful journey with YouTube.

Be Consistent:

To be successful with YouTube, you must post content that is valuable and do it on a consistent basis. This is actually quite challenging. Just looking around the website will lead you to think that every topic has already been made and even though that isn't true, you can take a topic that's already popular and put your own unique spin on it. For instance, a lot of techs "unboxing" videos exist, but you could make a "re-boxing" channel where you discuss different tech components as you place them in their box. This is just an idea, but feel free to be creative and come up with something on your own.

Give your Videos Smart Names:

Another challenging aspect of YouTube content creation is coming up with a good title for your videos. You may have an idea already, but it could be too long or complicated. Stick with the rule of keeping it as basic as you can, and YouTube can auto-complete the name. It doesn't matter if your video has a similar name to an existing video, but it does have to apply and make sense. If you are having a hard time coming up with quality names, there is a lot of extra information on the web about naming your videos successfully. Don't forget to do your research!

Make the Design of your Channel Appealing:

A lot of visitors are gathering a first impression of your brand and idea based on the design of your channel. This is how audience members can interact with you and learn what your channel stands for. Make an appealing header to showcase your company or brand. If you aren't very skilled with graphic design, font, or color selection, there are professionals online who are willing to help for a reasonable fee. In addition, you could ask a tech-savvy friend in your life to help you create an engaging channel style.

Try out Different Shooting Locations:

You can make your channel instantly more interesting by shooting videos in

different areas. This could be challenging if you only have access to one area, but even changing up the background or going to a local coffee shop to record every once in a while can help keep your videos interesting to your audience members. This will keep them guessing and interested to return to see what you will do next.

Be Lighthearted:

It's no fun to watch someone that's too serious all the time, so try to poke fun at yourself and laugh on your channel every once in a while. Making mistakes openly allows you to appear more human to your audience, showing a different side than most of the other basic talking head content videos out there. Try to make it fresh, exciting, and spontaneous, so your viewers are surprised when they come to your channel. But in addition to this, always be yourself.

If you are the humorous type, make sure you show that in your videos. If you are serious, be yourself. What people will respond to and appreciate the most is someone genuine and relatable. You may not be liked by everyone, but you will be appreciated by the ones who matter.

Utilize the Custom Thumbnail Option:

You can increase your views and subscriptions on YouTube with this simple change. Just use a font that is popular on different photos online to get attention, then you can adjust the photo in Photoshop. You can make the title of the picture thumbnail something other than the video title so viewers can instantly tell what they are about to see.

Make Use of Annotations:

Have you ever been watching a video and see those little pop ups in the middle? Using these can be really helpful for making your content more effective. For each video, add an annotation to make subscribing to your channel easier for viewers. Sure, this does take a little extra effort, but as soon as you watch your rate of subscriptions increase, you'll want annotations in all of your videos.

Don't be Afraid to Ask:

This is a simple but often overlooked tip. You cannot get what you don't ask for! When your videos end, make sure you ask them to both subscribe and "like"

your video and channel. This is a good time to also tell what audience members can expect from your channel. For instance, if you focus on home improvement project tips, you can tell users to subscribe to get more tips on the subject.

Be True to Yourself:

We already discussed this a bit above, but it's worth going into again. Always be yourself on your videos and channel! You can only be yourself and nothing else, even when you try. Some find being in front of the camera hard initially because you want to compare yourself to those who are skilled at being in front of the camera. Get over this by realizing that fakeness doesn't get you anywhere. Instead, allow your true personality to come through, and you will draw people towards you who resonate with who you are.

Make a Quality Trailer for Your Channel:

YouTube now gives video makers the chance to design their channel, including a trailer to cover what the channel is about. Most people only go see movies when they have already seen the trailer and can know what to expect. Your trailer should be no longer than a minute and a half, providing some scenes from the content you have on your channel along with reasons to subscribe. People will keep coming back if you put real effort into what you make.

The Third Most Popular Site Online:

YouTube is definitely number one in terms of video creation social networking, but it's also the third most visited site online. Yet not many people are taking full advantage of the social networking abilities it brings. Most users on YouTube don't even use the platform to create a brand, build their own presence, or make money. A lot of users haven't even put one video onto YouTube. If you're completely new to this idea, it's time to think about YouTube in a more serious way. Here are some reasons why:

- **Cross Promotion:** It's possible to cross promote using YouTube, using it to get viewers to your other websites or blogs. When your videos end, make sure you tell audience members that they can find you on your blog. Don't forget to remind them to subscribe, as well. YouTube is okay on its own, but where it's truly useful is as a supplement to existing blogs or websites. For this to work, you must engage in cross promotion on a regular basis for your channel.

- A Full-Time Income can Happen: Yes, it's possible, some have made full-time incomes from YouTube alone, especially through the AdSense program Google offers. When you first start out, however, make sure you are working on multiple income streams. AdSense really doesn't offer much money in comparison to the other strategies we are going to cover, but you still shouldn't ignore it.
- A Chance to Grow your Business: If you have videos on YouTube, people are likelier to watch your content. The more content you have, the longer they will watch it, and the longer they watch it, the higher the odds that they will end up subscribing to your content and finding your blog or other websites. Remember, the more, the better, but quality also matters!

The Importance of Optimized Titles:

Standing out from the crowd is the only way to have success on YouTube and one good way to accomplish this is by naming your videos something unique and offbeat. This will help people come to your channel due to curiosity. Having unique, quirky titles definitely plays a role in building up your views. However, in order to get as many views as you can, you have to know some SEO basics in terms of YouTube marketing. Here are some tips for that:

- Title Keywords: This was once a lot more effective for SEO than it is now, but it does still have an impact on your content. Crawlers on Google can't watch your videos the way they can read through text posts, so if you place your keywords into your video title, the bots on Google will be aware of the topic.
- Utilize AdWords on Google: In order to find out what search items are popular right now, utilize Google AdWords. Attempt to go for videos that have both low competition and high volume searches.
- Have a Descriptive Title: Although offbeat titles are a positive thing, you should also be giving your audience an idea of what your content is going to cover. Be unique but make sure that what your title says is relevant and makes sense in terms of what your video is about. This may take some practice to get good at, but you will if you keep at it.
- Go for Shorter Titles for your Videos: Keep in mind that Google shortens your video title down and puts "YouTube" before it, which takes up 10 more characters. Try to make your titles either 50

characters or shorter to maximize this.

- Omit “Video” from the Video name: There is no reason to include the word “video” when you are naming your video. This just eats up character space and doesn’t help you in your YouTube search ratings. However, doing this might have a small impact on typical search results.
- Customize your Channel: When you are attempting to build trust with audience members using YouTube, you must use the options for customization on YouTube. Make it unique and fresh.
- Be Professional: Even though you are likely shooting your videos from your room, a professional appearance does matter in terms of gaining trust and respect from audience members. If your blog already has a following, try to use the same elements of branding on YouTube so others can recognize you across different websites and platforms.
- Make a Bio: Make sure you use the channel bio option YouTube offers to make your channel fully customized. Your bio information should be to the point and short. Add a link to your website, store page, or blog in video descriptions.
- Placing Subscribe Buttons on your Website: As mentioned, you should definitely include a link to your blog or website on your YouTube videos, but don’t forget to add subscribe buttons on your blog to your YouTube channel, as well.
- Keep your Videos less than Five Minutes Long: YouTube has no shortage of in-depth, detailed videos and content, but the videos that convert the most subscribers are shorter than five minutes long. In 2014, it was found that most videos on YouTube are about 4.4 minutes long, so for those of you just starting out, this is an ideal number to shoot for. This will help you build up a loyal following.

As soon as you already have a following on your channel, you can play around with different lengths to see how people react, but at first, keep it entertaining, informative, simple, and short. It might be hard, but it’s a worthy challenge and increases your likelihood of success with YouTube.

Having quality, custom-made art for your channel will go a long way in helping you get established with your brand online. YouTube has a service for channel art if you aren’t skilled in graphic design. Make sure you use a custom-made background head image with similar elements of design from your other website

or blog.

Using the Best Tools with YouTube:

Plenty of useful tools exists to use with YouTube, including video creation tools, video promotion tools, and more. Making use of these will help you grow your subscribers in an organic way, and organic views mean more subscribers, over time. Here are some video marketing tools you can use to get the results you're looking for.

- **Bulk Suggest Tool:** This free tool was created by the Internet Marketing Ninjas and is an easy way to find out relevant keyword research data for your content. It will look through YouTube and Google's "auto complete" databases, expanding the terms you entered based on popular search terms. This allows you to compare search terms in Google fast with YouTube terms, better understanding the searching goals of your target subscribers and audience members.
- **WordPress Keyword Plugin:** In addition, there's a plugin for WordPress that you can use to look at keyword ideas using Google auto complete search terms. This is in your dashboard under the post editing options. Another benefit to this plugin is that it can give you ideas for what to create articles and videos about based on what is popular.

Do Research on Competitors:

Finding out more about your competitors will help you with your campaign for content marketing. Although this shouldn't get in the way of your creative ideas, analyzing your competitors will help you find out what works, along with tactics to help your viewers feel more interested and engaged in your channel. The best tool for this is the YouTube Analysis feature on BirdSong Analytics. This tool allows you to pay as you go. It only requires a channel name to use, and this handy tool will give you lots of useful reports and stats, such as:

- Your competitor's channel's best upload time (in terms of getting likes).
- The ideal day to upload for getting likes, according to your competitor.
- When you should upload to receive audience comments, according

to the competition.

- The best day to upload videos in order to get comments, according to your competition's channel.
- The way the length of your videos can impact viewing figures.
- The way the length of the videos can impact viewer engagement.
- Commonly used terms in video captions, and more.

It also allows you to download a spreadsheet from Excel that lists all of the videos from your competitors, including upload date, description, title, duration, and day of upload, along with how many views, comments, and likes each video has. Mess around with conditional formatting and filters within the spreadsheet, and you can learn even more about competitor tactics. Make sure that you look into more than one channel before attempting to use these reports for your video creation.

How Can You Get People to Share Your Content?

Each time you put a video up on your channel, you have made an asset toward your content that must be promoted properly across your channels of social media. Making use of the RSS feeds on your channel, you may share your content to many different channels of social media using a channel that is semi-automated. Here is a tool that can help you with that:

DrumUp:

This handy tool allows you to schedule items on your feed with just a simple click, putting them up on your social media. This tool allows you to add more than one Twitter account, more than one Facebook page, and also your LinkedIn profile. You are able to promote your video content in all places in a much more efficient manner. It also allows you to:

- Schedule your videos fast using their one-click schedule button. This distributes them across your different social media platforms.
- Preview what your snippets will appear like on social media once they have been posted to the platforms.
- Authenticate your various accounts on social media.

As you can see, there are plenty of tools to make use on for improving your YouTube channel, stats, and views. Don't be afraid to do some extra research outside of this book to find even more sources.

Thank You for previewing this eBook

You can read the full version of this eBook in different formats:

- HTML (Free /Available to everyone)
- PDF / TXT (Available to V.I.P. members. Free Standard members can access up to 5 PDF/TXT eBooks per month each month)
- Epub & Mobipocket (Exclusive to V.I.P. members)

To download this full book, simply select the format you desire below

