

1. Course Intro

1.1. Course Intro

I'm sure you're already quite familiar with Youtube. The media platform has been around since 2005 and has since amassed 51 million channels and 2.6 billion monthly & 122 million daily users, with 1 billion hours of content watched each day. And the platform still continues to grow.

| Year | Users |
|------|-------------|
| 2021 | 2.6 Billion |
| 2020 | 2.3 Billion |
| 2019 | 2.0 Billion |
| 2018 | 1.8 Billion |

In this course, we'll look over how to set up a Youtube channel, how to plan your content, what it takes to build an audience and look over different tools and programs to help improve your video creation.

Youtube features a number of different platforms or services aimed at different audiences or video types. These include Youtube Shorts, Youtube Live, Youtube Kids and of course the core Youtube itself. We'll be focusing mainly on the core Youtube experience, but it's good to be aware of the different services and content types that exist, so let's go through them.

1.1.1 Youtubers

We worked together with two Youtubers, [Killrobplays](#) and [Nookrium](#), they have provided us with a personal insight into Youtube and their journey on the platform. Here is an introduction from Nookrium and you can look forward to further videos throughout the lessons.

[Watch video: Michael Introduction \(Nookrium\)](#)

1.2. Youtube Services

1.2.1. Youtube Live

Youtube Live is a live video streaming platform. It's very similar to Twitch, if you happen to be familiar with it.

The idea of Live is that you make your content live and unedited, similarly to a live tv show. This is quite different from recording ahead of time and uploading an edited video. Live can be a great tool to engage with your audience directly and without any filter but leans on a different set of skills than more edited content. Youtube Live lets your fans comment on your video live during the stream and you have the opportunity to respond and otherwise directly engage to your viewers.



checking out FLOPPY KNIGHTS (livestream)

Youtube Live is becoming more and more popular and a great way to build your audience. Some creators only use Youtube Live and rarely upload videos, some may use a mix and others never use Youtube Live if they prefer creating edited videos with carefully curated content.

Youtube Live lets viewers tip you money during the live streams, and allows them to buy stickers or pin their chat messages to make them more visible. So live streaming has a monetary benefit, which isn't available in the other formats, if you have an established audience.

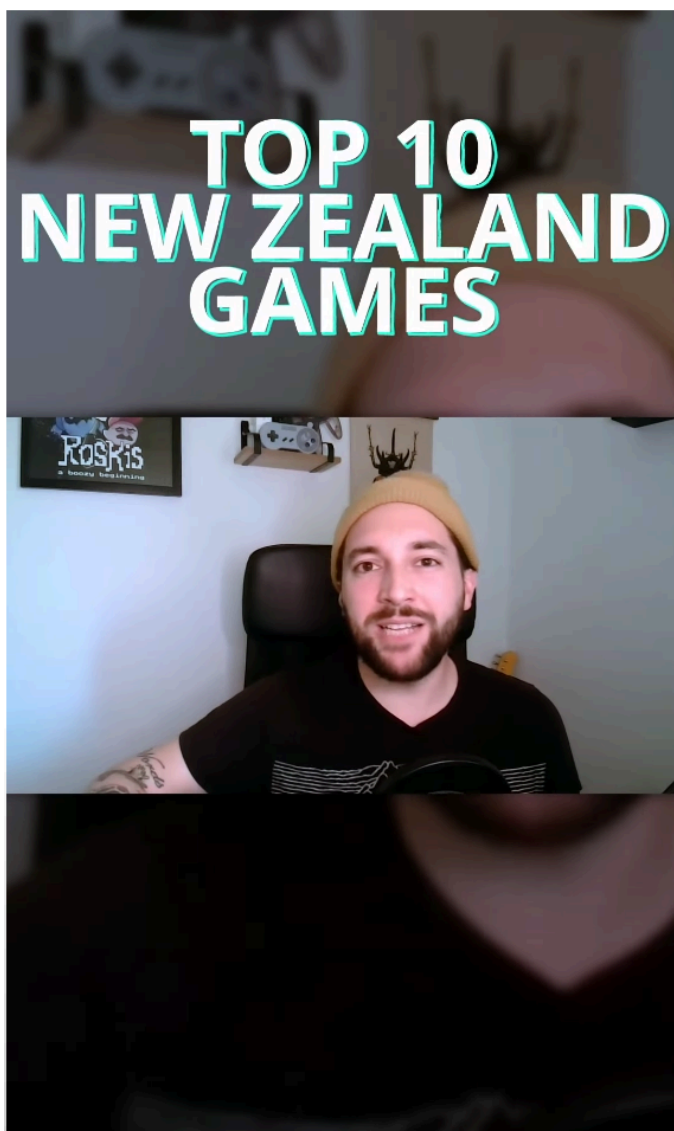
Your Youtube Live streams are also automatically turned into Youtube videos on your channel after the live stream ends. So if you focus on live streaming, you'll also automatically generate a backlog of past streams for new fans to watch through in the future.

While Twitch is currently the most popular live streaming platform, some content creators prefer to stream on Youtube Live as it creates one main source for all of their content and

they can focus on one platform rather than spreading themselves on different platforms. You can experiment with what works best for you. It's also possible to livestream to multiple platforms at once!

1.2.2 Youtube shorts

In the last couple of years, TikTok has grown fast and substantially with their quick & snappy and mobile friendly approach to videos. This has greatly affected the video content landscape and the platforms fighting over viewership, including Youtube itself.



To answer TikTok's challenge, Youtube introduced Youtube Shorts and has been making a big push for it, and already in 2022 Shorts gained over 30 Billion daily views in Youtube.

Youtube Shorts are, as the name suggests, short format videos with a maximum length of 60 seconds. They are a great way to clip out highlight moments from your existing videos to showcase your channel to potential new audiences. You can also upload specifically made content for your Shorts. Many influencers have been uploading their TikTok videos to Youtube Shorts to give their presence an extra boost. The extra engagement can be a big push for your channel.

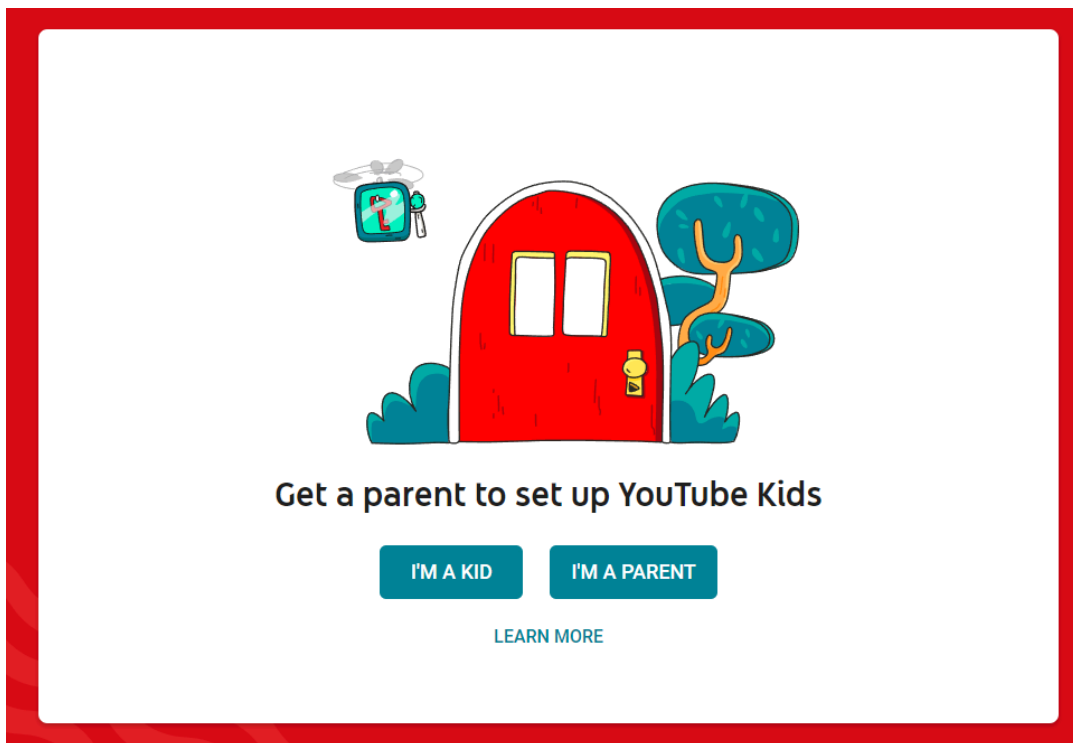
It's also possible to become a successful Youtuber using only Shorts, as many have done with TikTok already. If this is something you prefer for content creation, feel free to jump in and give it a go! Youtube has also implemented a YouTube Shorts Fund in a way for creators to be able to monetize their short form content.

Read more about Youtube Shorts Fund from Youtube's support page [here](#).

Check out 2022 top Youtube Shorts videos in the USA [here](#).

1.2.3. Youtube Kids

Youtube Kids is a site specifically made for children's content. The site helps curate content, features parental controls and a filtering for content not suitable for children under the age of 13. Any advertisements played on Youtube Kids go through additional filtering and revision before being featured on the platform. Youtube Kids is able to give parents more control over which content the children watch and most importantly, can watch.



<https://www.youtube.com/kids/>

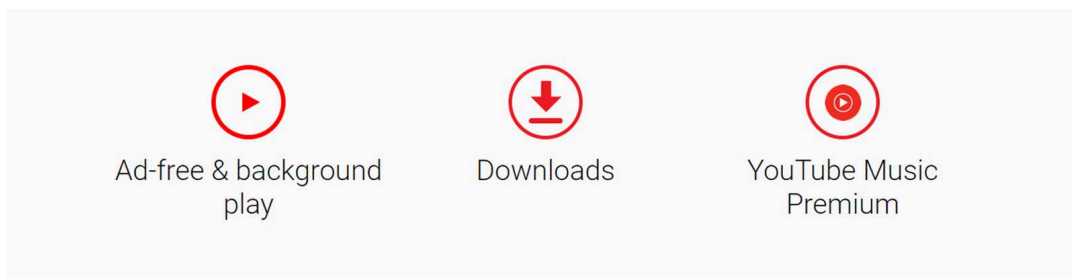
1.2.4. Youtube Premium

While Youtube Premium is aimed at the viewers and not so much for the creators, its popularity serves creators as well, so you should have a basic understanding of what it is.

Youtube Premium is a subscription service that removes ads and offers some additional benefits for viewers when watching Youtube. Revenue generated by Youtube Premium goes partially to creators who have Youtube's monetisation partnership features activated. This

has been described as a very good model by many creators, as they earn a bigger share of viewer's monthly Premium payment, the more that viewer watches the creator's videos.

Youtube Premium and Youtube Music now have combined 80 million subscribers, with 30 million of those joining in the little over a year from fall 2021.



1.3. Competitors

Of course, Youtube doesn't exist in a vacuum, there's plenty of competition for the video giant. Platforms such as the already mentioned Twitch and TikTok, but also Vimeo, Facebook, and Instagram all have their own approaches and focus on video content distribution and potentially differing audiences to reach. Smartly utilising these different platforms may provide additional viewership and reach, or even revenue potential. Let's take a quick look at these.

1.3.1 Twitch

Twitch is a live streaming platform that was established in 2011 which focuses on gaming, esports, music broadcasting and real life streams. You can view Twitch content either live or on demand by visiting a channel's stream history. As of 2022 there are about 7.5 million creators on Twitch with an average of 2.5 million people concurrently watching. Twitch is easily the biggest live streaming platform with over 5 times the amount of watch time over Youtube Live and Facebook Gaming.

<https://www.twitch.tv/>

The Twitch logo is displayed in a bold, white, stylized font with a black outline, set against a solid purple background. The letters are blocky and have a slight 3D effect.

1.3.2 Tiktok

TikTok is a short-form video sharing app and site that allows its users to create videos with a maximum length of three minutes. TikTok has simplified video creation tools, making it easy for anyone to create and upload their own video. The video formatting makes TikTok quite unique, being that videos should be filmed vertically, not horizontally as is traditionally done. TikTok has grown significantly in the last few years with over 1 billion active users.

<https://www.tiktok.com/>



1.3.3. Vimeo

Vimeo is a video sharing platform that also includes live-streaming. The platform however is ad-free, unlike Youtube. Vimeo promotes itself as a platform with higher quality videos that

are more creative and meaningful. Since the platform is ad-free, Vimeo does have Premium features for its creators. Creators are also able to upload pay-per-view content for their fans.

<https://vimeo.com/>

vimeo

1.3.4. Facebook Watch

Facebook is yet another platform that promotes video uploads. Similar to Youtube Live and Twitch, Facebook Live is another live streaming platform. Facebook Watch has over 1 billion monthly users. Over 15% of all content posted to Facebook is now a video.

<https://www.facebook.com/watch>



Facebook Watch

1.3.5. Instagram

Instagram has created Instagram Reels, a similar short-form video platform as TikTok. Over 140 billion Reels are viewed every day across Instagram and its parent company Facebook.

Reels can be a maximum of 90 seconds in length. You can create and edit your Reels right from the platform, making content creation easy.

<https://www.instagram.com/>



Instagram

1.4. Youtube

Whether you're looking to build a career of content creation or just to make videos as a hobby for your own fun, and whether you're looking to create fictional entertainment, hard-hitting commentary and discussions, or educational or instructional content, music, short form, long form, or live, it goes without saying that with their massive and growing audience and constantly developing platform, Youtube is the go to platform for getting your content out there and starting to build your video creator presence and offers unmatched opportunities for success and growth.

So let's get started with your Youtuber journey, and jump ahead into creating your own Youtube Channel!



2. How To Create A Youtube Channel

2.1. Creating An Account

Before you're able to create your **Youtube Channel**, you need to have a **Google Account**. Note that Gmail Account is the same as Google Account, and works for this.

Note that by creating a Google Account or Youtube Channel, you have to agree to Google's and Youtube's Terms of Service and Privacy Policies. You can find information and overview of these here: <https://policies.google.com/?hl=en-FI>

There's three different approaches here, depending on whether you currently have an account or not:

- If you don't have a Google / Gmail account or would like your channel to be tied to a different email address, jump to Chapter 2.1.1 for creating a Google account.
- If you already have a Gmail account, you can use it to sign in and create your channel. Jump to Chapter 2.1.2.
- If you already have an existing Youtube Channel with your Google / Gmail account, you can create additional Youtube Channels under the same Google / Gmail account. Up to four Youtube Channels can be under the same email address. Jump to Chapter 2.1.3.

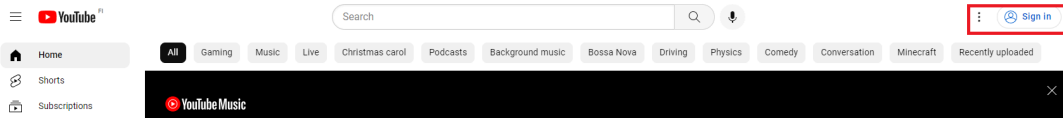
Here are KillrobPlays and Nookrium explaining how and why he got into Youtube creation.

[Watch video: KillrobPlays Becoming a Youtuber](#)

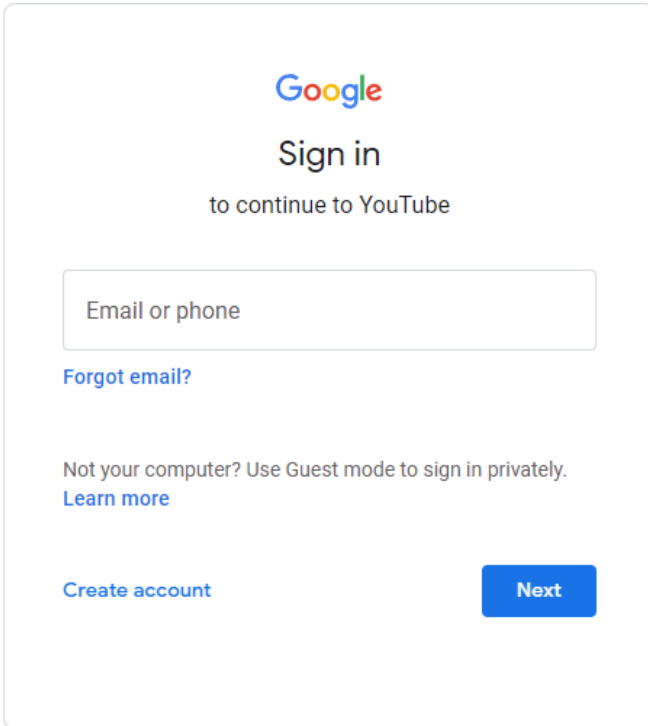
[Watch video: Michael Becoming a Youtuber](#)

2.1.1. Creating a Google / Gmail account channel when you have a Gmail account

You can begin by going to www.youtube.com and clicking on “**Sign In**” in the top right corner of the screen.



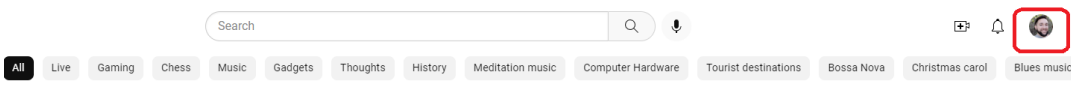
From there, you can enter your Gmail address to sign into Youtube to begin the process.

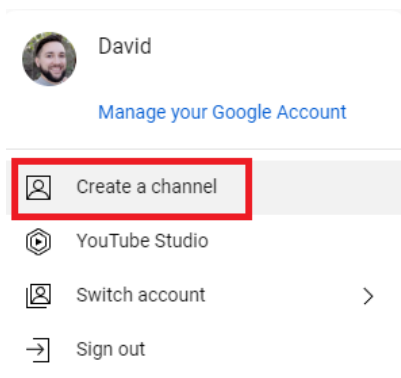


Optionally, for more information, you can see [Youtube's own instructional video](#) on creating a Youtube account and the benefits that come with it. Now that you are logged in, we can continue into the next section.

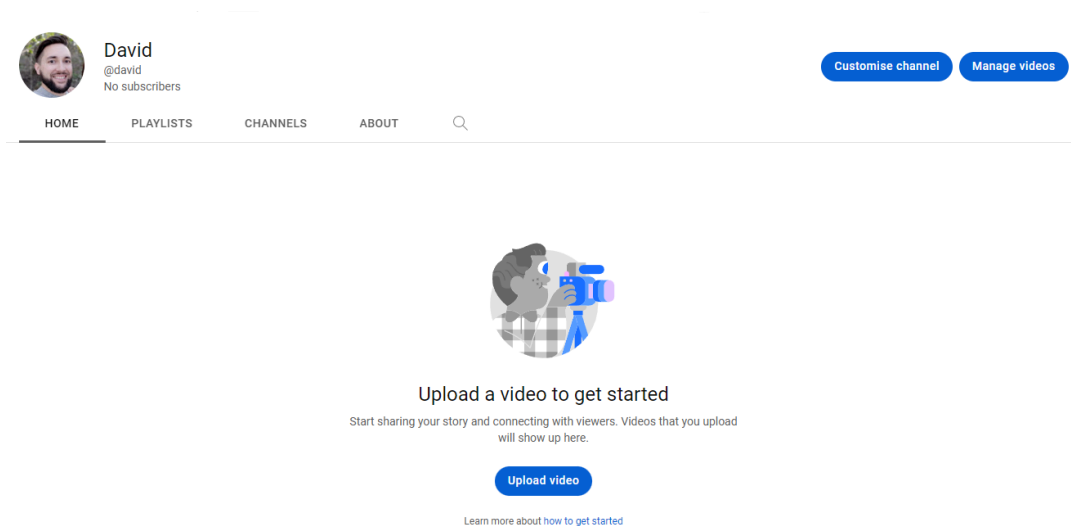
2.1.2 Creating a Youtube Channel

Once you're logged in to your Google Account in Youtube, click on your profile picture in the top right corner and then "**Create a channel**". From there you'll be able to choose a channel name of your choice.





Once your channel has been created, you'll be redirected to a page that looks like this.

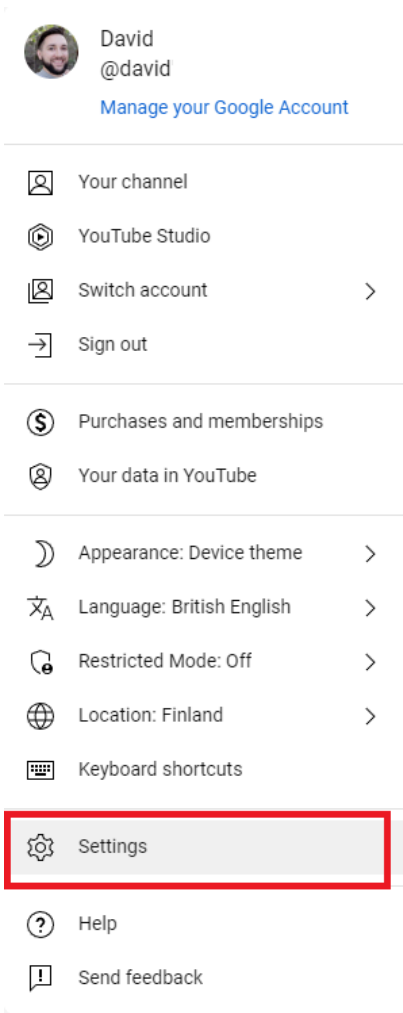


It's good practice to add a channel description. You can do so under **“Channel Customisation”**. Your channel description will not only help viewers understand who you are, but keywords can help your videos be discovered while others are searching Youtube.


Now that your channel has been created, we can move onto the next section.


2.1.3 Creating Additional Youtube Channels


With one email address, you're able to have over 50 different channels if you wish. To create new accounts is as simple as creating your first account. In the top right corner of Youtube, click on your profile and go down to **“Settings”**.





David
@david
[Manage your Google Account](#)


 Your channel


 YouTube Studio


 Switch account >


 Sign out


 Purchases and memberships


 Your data in YouTube


 Appearance: Device theme >


 Language: British English >


 Restricted Mode: Off >

 Location: Finland >

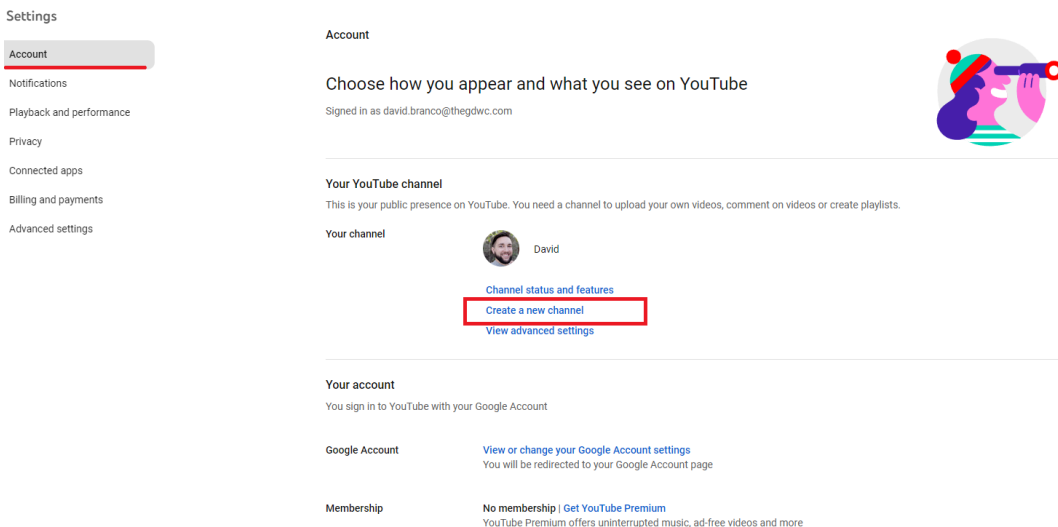
 Keyboard shortcuts

 **Settings**

 Help

 Send feedback

From there, you will be redirected to your settings page. Towards the middle of the screen you will find the **“Create a new channel”** button. If you wish to create a new channel, you can repeat the steps from 2.1.2.



Settings

- Account
- Notifications
- Playback and performance
- Privacy
- Connected apps
- Billing and payments
- Advanced settings

Account


Choose how you appear and what you see on YouTube

Signed in as david.branco@thegdwc.com

Your YouTube channel

This is your public presence on YouTube. You need a channel to upload your own videos, comment on videos or create playlists.

Your channel

 David

[Channel status and features](#)

Create a new channel

[View advanced settings](#)

Your account

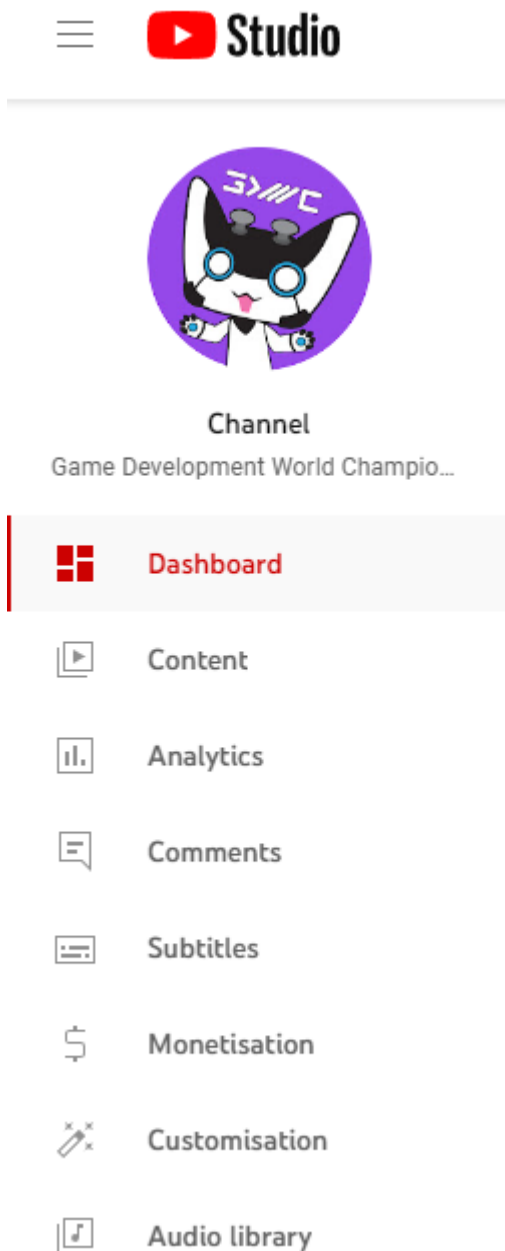
You sign in to YouTube with your Google Account

Google Account [View or change your Google Account settings](#)
You will be redirected to your Google Account page

Membership [No membership | Get YouTube Premium](#)
YouTube Premium offers uninterrupted music, ad-free videos and more

2.2. Youtube Studio

Once you're logged in, you'll have access to Youtube Studio, which is where you can upload videos, view your content, subscribers, and overall manage your Youtube Channel.



On the left-side of your screen, you'll find your Youtube studio tools.

2.2.1 Channel dashboard

Dashboard will give you an overall look at your channel with stats on your most recent video, recent comments and news. Below is a screenshot of the Youtube Dashboard with a breakdown of different Dashboard segments and their functions.

1. This is your navigation allowing you to access different parts of the Youtube Studio. Currently we have the Dashboard open.
2. Second box shows you data about your latest posted video. At a glance you can see the amount of views, how many people are clicking on the video to watch it as seen with click-through rate, and the average duration someone watches the video. You can also see a quick glance comparison of this video's performance in comparison to your other videos, as shown by the icons at the end of the stats.
3. Third box shows you an overview of your channel's overall performance, including subscribers and change in subscriber count, views within the last 28 days, how many hours people are consuming your content, and top videos in the last 48 hours.
4. In the fourth box, is the performance of your latest Community post. The Community feature allows you to post photos, polls or questions for your subscribers. This feature will be looked into in more detail in a later chapter.
5. This segment shows an overview of your latest comments in your videos. We'll look at comments in more detail in a later chapter.

The “**Ideas for you**” and “**Creator Insider**” sections in the right are Youtube’s own content directed at Youtube Creators. These are worth checking out every now and then as they can give you good insight into Youtube trends, latest features and developments, and ideas to develop your channel.








2.2.2 Channel Content

The **Content view** will give you an overview look at all your videos and their stats including views, likes and comments. Below you’ll see a breakdown of the Content view’s structure and video stats available by quick glance.

Channel content

1. Videos Live Posts Playlists

2. Filter

| | 3. Visibility | 4. Restrictions | 5. Date | 6. Views | Comments | 7. Likes (vs. dislikes) |
|---|---------------|-----------------|------------------------|----------|----------|-------------------------|
| <input type="checkbox"/> Video | Public | None | Dec 9, 2022 Premiered | 115 | 3 | 100.0% 16 likes |
| <input type="checkbox"/>  IS BATMAN THE BEST CHRISTMAS GAME? In Search Of Ga... David here! Huge thanks for checking out my video essay about Christmas games. The concept came up when I was thinking... | Public | None | Dec 9, 2022 Premiered | 115 | 3 | 100.0% 16 likes |
| <input type="checkbox"/>  Top 10 Indie Games December 2022 Fan controlled top 10 games for December 2022. Facebook:... | Public | None | Dec 2, 2022 Published | 455 | 2 | 90.0% 27 likes |
| <input type="checkbox"/>  Top 10 Indie Games November 2022 Fan controlled top 10 games for November 2022. Facebook:... | Public | None | Nov 4, 2022 Published | 310 | 10 | 94.4% 17 likes |
| <input type="checkbox"/>  HISTORY OF HORROR GAME MECHANICS How Horror Cam... Hey David here! Huge thanks for checking out my video essay about horror games and its history. I genuinely loved finding out... | Public | None | Oct 28, 2022 Published | 408 | 7 | 100.0% 31 likes |
| <input type="checkbox"/>  The Very Best PSYCHOLOGICAL HORROR Games GDWC 20... Featured games: They Are Here: Alien Abduction MADISON Doggles Spacepark Go Home Annie Beast Hour Stranger Choo... | Public | None | Oct 19, 2022 Published | 172 | 6 | 100.0% 12 likes |
| <input type="checkbox"/>  The Very Best HORROR VISUAL NOVEL & ADVENTURE Game... Featured games: Scarlet Hollow Slay the Princess You Will (Not) Remain Cooking Companions Psychroma Corpse Factory Frail... | Public | None | Oct 12, 2022 Published | 332 | 6 | 100.0% 17 likes |
| <input type="checkbox"/>  Top 10 Indie Games October Fan controlled top 10 games for October. Facebook: https://www.facebook.com/TheGDWC... | Public | None | Oct 7, 2022 Published | 401 | 7 | 94.4% 17 likes |

1. At the top, you can see tab navigation for looking at different types of content.


“Videos” shows you all your uploaded videos. “Live” shows you all of your Live streaming recordings. “Posts” shows you all your Community posts. “Playlists” shows you all the playlists you’ve created for your channel.

2. The “Filter” allows you to quickly filter down your videos based on their titles or myriad of different factors affecting the videos. This can be very helpful once you have a huge amount of videos on your channel.

Videos Live Posts Playlists

Christmas

Title contains 'Christmas'


 IS BATMAN THE BEST CHRISTMAS GAME? | In Search Of Ga...
David here! Huge thanks for checking out my video essay about Christmas games. The concept came up when I was thinking...

Above is an example of writing a phrase or word to filter videos by their title.

Videos Live Posts Playlists

Title contains 'Christmas' (x)

Video

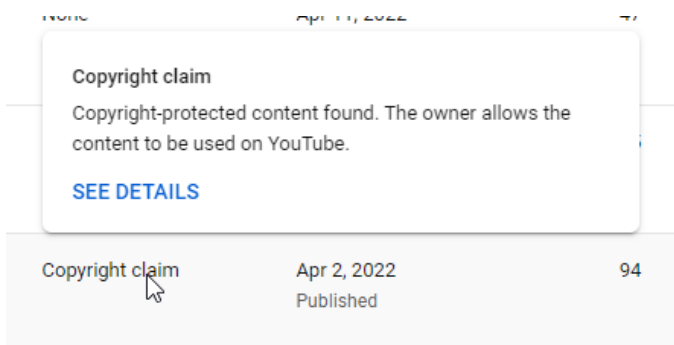
 IS BATMAN THE BEST CHRISTMAS GAME? | In Search Of Ga...
David here! Huge thanks for checking out my video essay about Christmas games. The concept came up when I was thinking...

Above shows how the applied filters are shown in the dashboard.

1. The “**Visibility**” column shows your video’s Visibility settings. This can be “**Public**”, “**Unlisted**”, or “**Private**” You can change the visibility status by clicking the current status of the video. We will further into this topic in a different chapter.
2. “**Restrictions**” column shows any Copyright Strikes or other issues that may affect your video.

| |
|-----------------|
| None |
| Copyright claim |

If the Restrictions column states “**None**” for your video, then there’s no issues. If it states for example “**Copyright claim**”, don’t panic as this might not prevent your video from being published or give you a strike, but this may apply some restrictions to your video’s distribution and its monetization.



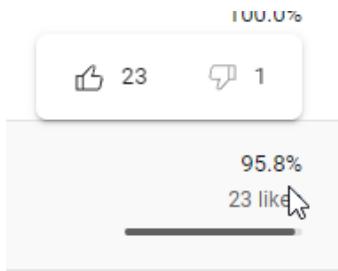
By hovering your mouse cursor over the Copyright claim text, a popup will show you a quick overview of the status and a link to more detailed information of the issue. In the above screenshot, there has been some copyrighted content found in the video by Youtube’s automation, but the content has been flagged as allowed to use by the content owner.

We’ll look into the Copyright Strikes and other matters in more detail in a later Chapter.

1. The “**Date**” column shows each video’s status change and when it was done. This can be for example “**Uploaded**” for non-published videos, “**Published**” for public videos, and “**Premiered**” for videos that were published with the Premiere feature.
2. “**Views**” and “**Comments**” columns show the total amount of views and comments for each video. You can access each video’s Comments management tool directly by clicking the Comments number in the “**Comments**” column.

“**Likes (vs. dislikes)**” tab, as the name suggests, shows you the amount of Likes your video has gathered and the percentage of Likes in relation to Dislikes. By hovering your mouse

over the Likes value & ratio a popup will show you the exact amount of Likes & Dislikes for the video.

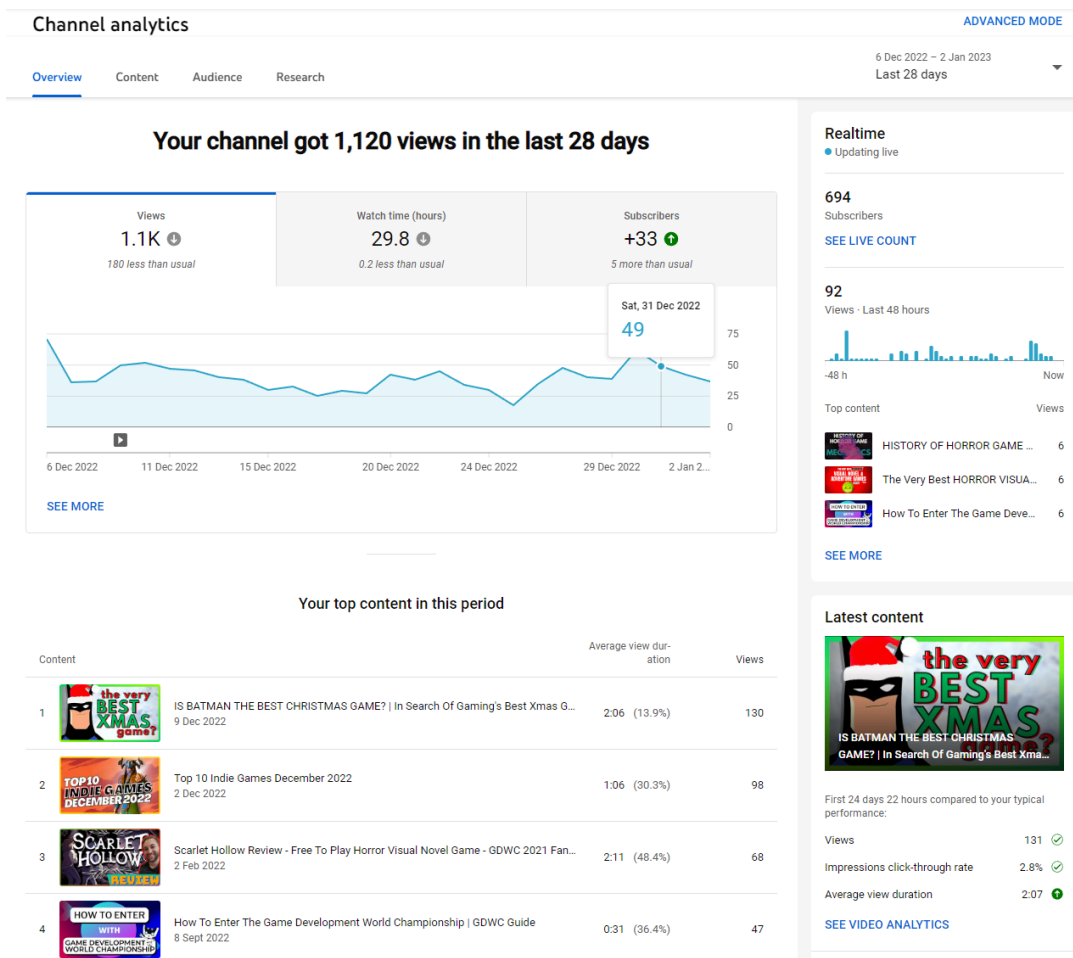


Viewers may show support for your video by Liking it by clicking the thumbs up button under each video, or they may Dislike it by clicking the thumbs down button if they are not happy about the video or disagree with the content.

The Likes count of each video is public by default but the Dislikes are hidden. You can also hide the Likes completely for any of your videos if you'd like.

2.2.3 Channel Analytics

Analytics will give you an in-depth view and data break-down on the overall performance of your channel and for each individual video. This topic will have its own Chapter later in the course, so for now, let's just have a quick look at the default Channel Analytics view.

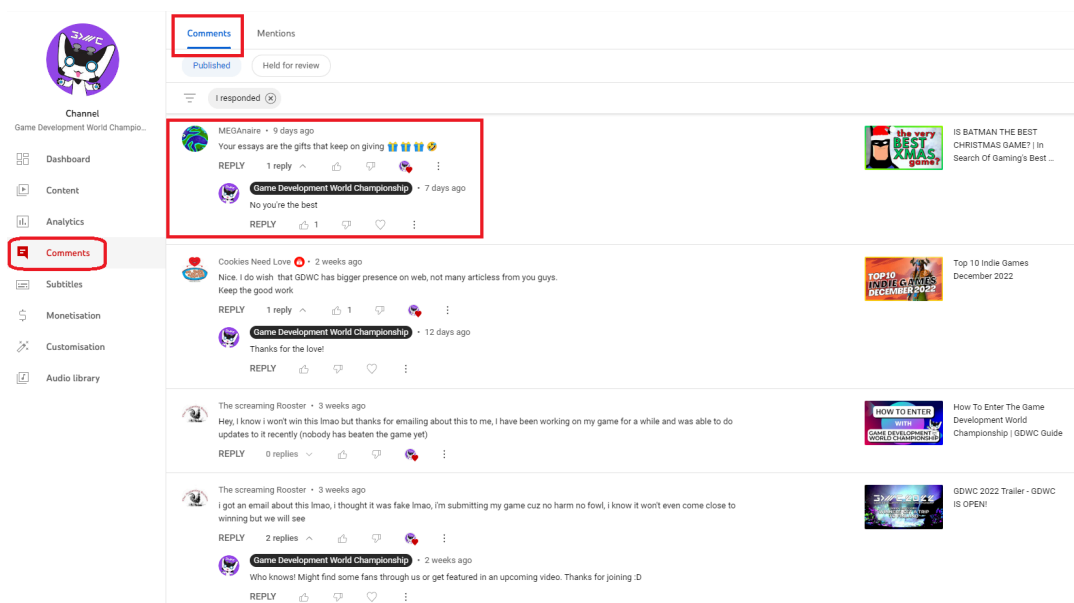


At the top right, you can change the time period you'll want to view. At the top centre is the overall view count your channel has received in that period and three large overview tabs for Views, Watch time, and Subscriber count. At the bottom is a list of your top 10 performing channel content for the given time period.

The **“Realtime”** section on the right shows a constantly updating view of your channel's views and subscribers, with the latest content overview (same as in the Dashboard view), below it.

There's plenty more in the analytics section, but we'll dive deeper into them later in the course.

2.2.4 Channel Comments & Mentions



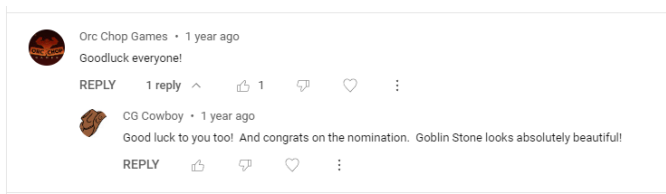
Comments gives you access to all user comments in your videos, making it easy to view and moderate the comments, and to reply to your fans.

Comments are split into **“Published”** and **“Held for review”**. Comments in the latter tab are not shown in the channel until you've reviewed them, as Youtube suspects them to be spam or otherwise inappropriate content. This system is not flawless, so it does get false positives regularly, so it's a good practice to regularly check the **“Held for review”** comments.

Comments are shown in chronological order with the latest comments at the top. By default the comments are filtered to only show the ones where you haven't responded, but this can be changed with the filter options.

You can react to the comments with a Like, Dislike, or Heart and comment on comments, or by directly replying to the comment. Replies from you and from other youtube users are also shown directly under the comments and maybe reacted to or managed similarly to the direct comments. One thing to consider are harmful comments, the bigger your channel

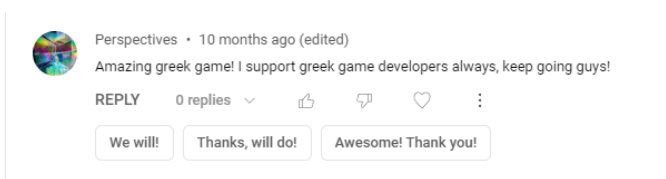
typically the more you'll run into this issue. While constructive criticism and having your fans tell you what they like and dislike is important, some comments you'll receive are only there to be negative and that can affect your community. Your fans may hold back from interacting with you and others in your space if there is such negativity to your videos. You need to manage those hurtful comments in many different ways like addressing them head on, placing comment filters or deleting comments altogether.



Above screenshot shows a comment with a reply from another user, as seen in the “**Channel comments & mentions**” view.

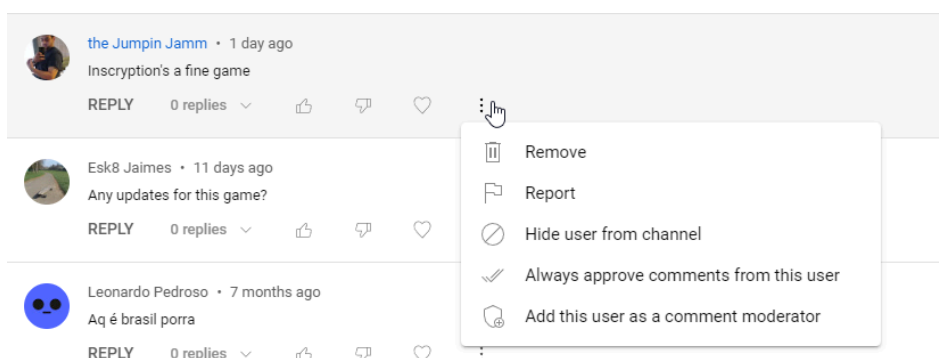


This screenshot shows an example of a comment on your channel that you have liked.



Youtube may also sometimes offer you quick replies that you can use to reply to comments on your channel, as shown in the above screenshot.

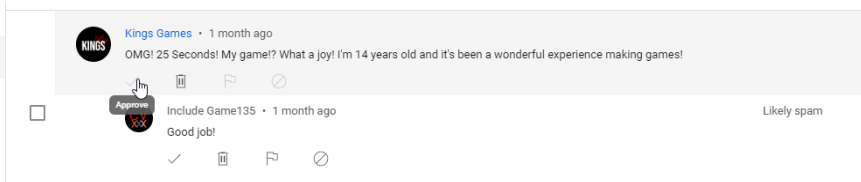
You can also Remove and Report comments, and otherwise moderate the discussion in your videos.



The above screenshot shows different comment moderation options:

- **Remove** simply removes the comment from the video.

- **Report** is used to report spam and other malicious or inappropriate content, like spam, to youtube.
- **Hide user from channel** will automatically hide all selected users' comments and future comments from the channel. This is effective for spammers or abusive users.
- **Always approve comments from this user** will make all selected user's future comments automatically go public and through the comment filtering.
- You can also give a user moderation rights to your channel comments with the **Add this user as a comment moderator** option



Comments in **“Held for review”** can be quickly assessed and reacted to accordingly with the buttons below the comment. The Checkmark button marks the comment as Approved and makes it public. The Trashcan button directly removes the comment and Flag allows reporting it. The last button under the comment (circle with line through it) can be used to **“Hide the user from channel”**.

At the bottom right, you can also see Youtube's reason for flagging the content. In the case of the above screenshot, this is clearly a false positive and the comment should be approved to make it public.

2.2.5 Video Subtitles

The **Subtitles** view allows you to add different language subtitles and also different language versions of the video Title and Description.

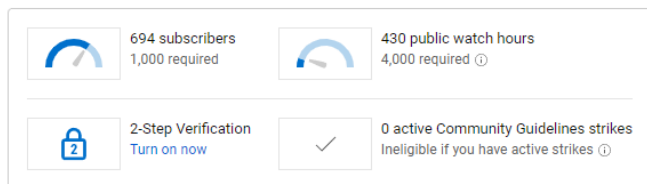
As this is quite advanced and some of the Closed Captions are already automatically created by Youtube itself, we won't go deeper into this feature in this course, but as a general note it's smart to consider how adding options for different language speaking users to access your content may greatly affect your content's reach.

| Channel | Channel subtitles | | |
|---|---|-----------|-------------|
| | All | Drafts | Published |
| <p>Channel</p> <p>Game Development World Champio...</p> <ul style="list-style-type: none"> Dashboard Content Analytics Comments Subtitles Monetisation | Video | Languages | Modified on |
| | IS BATMAN THE BEST CHRISTMAS GAME? In Search Of Gaming's Best Xmas Game Video Essay | 1 | 18 Dec 2022 |
| | Top 10 Indie Games December 2022 Fan controlled top 10 games for December 2022. Facebook: https://www.facebook.com/TheGDWC Twitter: https://twitter.com/TheGDWC Instagram: https://www.instagram.com/thegdwc... | 1 | 28 Dec 2022 |
| | Top 10 Indie Games November 2022 Fan controlled top 10 games for November 2022. Facebook: https://www.facebook.com/TheGDWC Twitter: https://twitter.com/TheGDWC Instagram: https://www.instagram.com/thegdwc... | 1 | 12 Nov 2022 |
| | HISTORY OF HORROR GAME MECHANICS How Horror Came To Be Video Essay Hey David here! Huge thanks for checking out my video essay about horror games and its history. I genuinely loved finding out what games started different trends and formulas that are taken for granted today. 0:00 Intro 1:50 Early Era 4:08 Golden Age... | 1 | 16 Nov 2022 |

2.2.6 Channel Monetisation

The Monetisation tab will give you access to your channel's monetisation features and information on how to earn money through Youtube's Partner Program. This

While this feature is too in-depth to go into in this course, for now just know that to get access to the Youtube Partner Program and Youtube's own monetisation features, you need to reach certain goals, as shown in the screenshot below.




You must have at least a 1000 subscribers to your Channel with at least 4000 watch hours gained from Public videos on your channel. Note that watch time from Private, Unlisted, and Deleted videos don't count towards this number, paid views from videos used in Ad Campaigns don't account either. There are certain other restrictions as well.

Your channel must also have 2-Step verification set up, and you cannot have any Active strikes against Youtube's Community Guidelines. This means that Warnings, and expired or resolved Community Guideline or Copyright Strikes don't disqualify you from channel monetisation.

Also, note that checking these four boxes doesn't automatically give you access to the monetisation features and Youtube Partner Program. Each channel is first reviewed before being invited into the program, and checking these boxes doesn't guarantee that you pass the review.

2.2.7 Channel Customisation

Customisation view is where you can make visual changes to your channel and organise your content. We will go into this in much more detail in the Chapter 2.3 "**Channel Art**".



Channel
Game Development World Champio...


- Dashboard
- Content
- Analytics
- Comments
- Subtitles
- Monetisation
- Customisation**
- Audio library

Channel customisation

[Layout](#) Branding Basic info


Video spotlight
Add a video to the top of your channel homepage.

Channel trailer for people who haven't subscribed



Video title
GDWC 2022 Trailer - GDWC IS OPEN!


Featured video for returning subscribers





Video title
Top 10 Indie Games December 2022

Featured sections
Customise the layout of your channel homepage with up to 12 sections. [Learn more](#) + [ADD SECTION](#)


Single playlist: Video Essays (4)


 11:38


 26:30


 14:51


Single playlist: Top 10 Countries (12)

 12:14

 8:47

 11:45

 10:10

 9:34

2.2.8 Audio Library

Youtube hosts a very large library of Music and Sound Effects that you may use royalty free in your videos. You can access all of them through the Audio library. Under the Music tab, you can find thousands of songs and music you can use for your videos without any risk of demonetisation or copyright claims. Some of the music and audio available here may require you to credit the original creator, which is generally clearly stated.

You can filter through the library with genre, mood, duration, and many more. The sound effects library can be used to enhance your videos, sound effects are typically used to enhance key moments and video transitions. You can filter the effects to such effects like ambiences, animals, sports, weather and many more. Using songs and music that don't belong to you puts your video at risk of being demonetised, if you are already eligible, or worse, the owner of that music can issue a strike against your channel.

Audio library

Music Sound effects Starred

Search or filter library

| Track title | Genre | Mood | Artist | Duration | Licence type | Added ↓ |
|-------------------------------|----------------------|-------|--------------------------|----------|--------------|----------|
| Ice & Fire | R&B and Soul | Funky | King Canyon | 4:04 | | Dec 2022 |
| Emotional Mess | R&B and Soul | Funky | Amy Lynn & the Honey ... | 4:04 | | Dec 2022 |
| God Rest Ye Merry Gentlemen | Cinematic | Happy | DJ Williams | 3:52 | | Dec 2022 |
| Oh Christmas Tree | Cinematic | Happy | DJ Williams | 2:12 | | Dec 2022 |
| Auld Lang Syne | Cinematic | Happy | DJ Williams | 2:43 | | Dec 2022 |
| Joy To The World | Cinematic | Happy | DJ Williams | 2:08 | | Dec 2022 |
| O Come All Ye Faithful | Cinematic | Happy | DJ Williams | 3:30 | | Dec 2022 |
| Silent Night | Cinematic | Happy | DJ Williams | 2:44 | | Dec 2022 |
| We Wish You A Merry Christmas | Cinematic | Happy | DJ Williams | 1:48 | | Dec 2022 |
| O Holy Night | Cinematic | Happy | DJ Williams | 1:44 | | Dec 2022 |
| Deck The Halls | Cinematic | Happy | DJ Williams | 2:46 | | Dec 2022 |
| Jingle Bells | Cinematic | Funky | DJ Williams | 2:17 | | Dec 2022 |
| Boom Bap Flick | Hip Hop and Rap | Funky | Quincas Moreira | 3:05 | | Nov 2022 |
| Ticklish | Dance and Electronic | Happy | Quincas Moreira | 3:39 | | Nov 2022 |
| Girasol | Country and Folk | Happy | Quincas Moreira | 2:31 | | Nov 2022 |

2.3. Channel Art

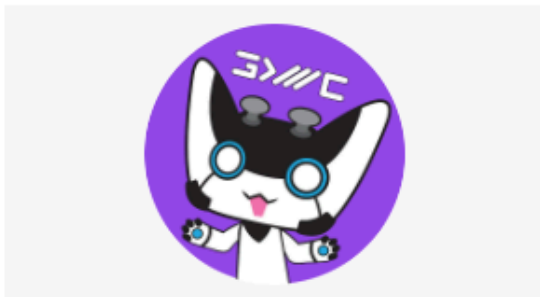
Now that your account has been created, you'll need some art assets to help bring some personality to represent your channel. You can use whatever software and tool you prefer, but for this lesson, I'll recommend using [Canva](#). They have a lot of great templates for all the different art you'll need for your channel.

Channel customisation

Layout Branding Basic info

Picture

Your profile picture will appear where your channel is presented on YouTube, such as next to your videos and comments

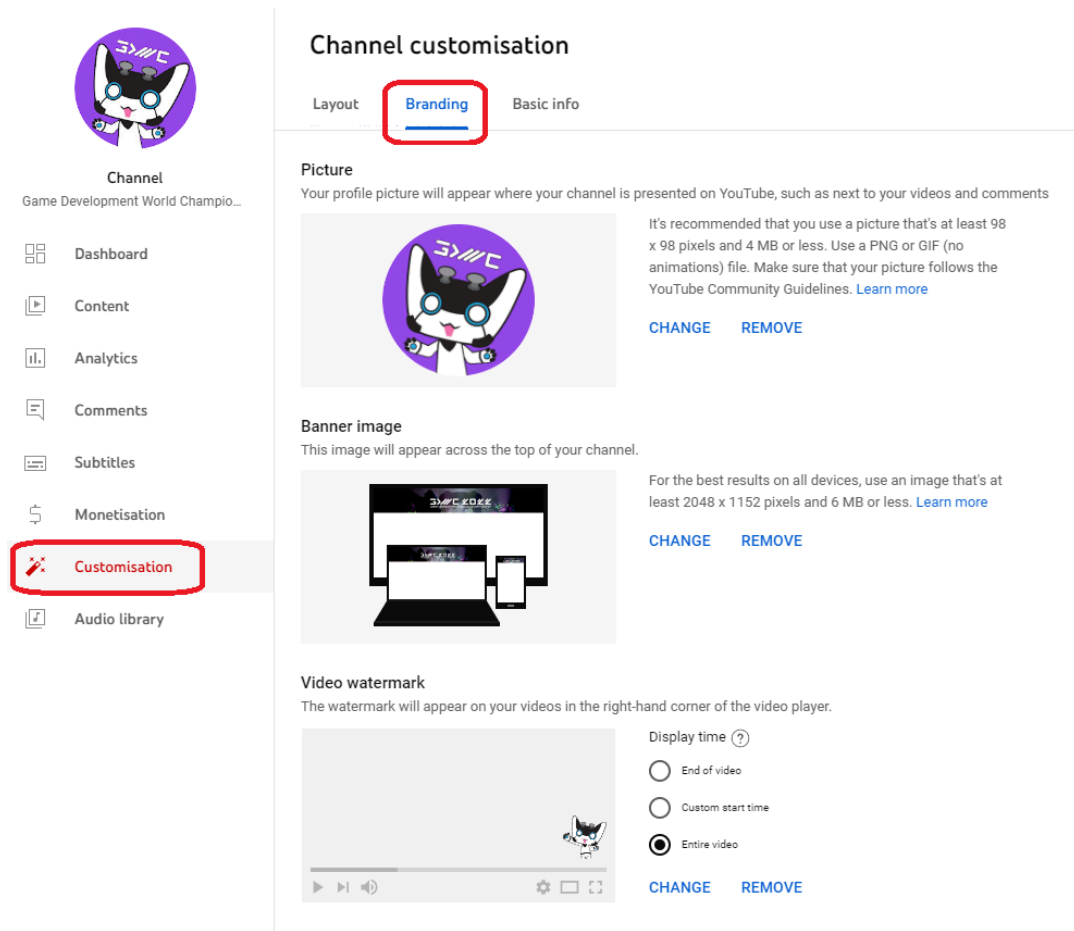


It's recommended that you use a picture that's at least 98 x 98 pixels and 4 MB or less. Use a PNG or GIF (no animations) file. Make sure that your picture follows the YouTube Community Guidelines. [Learn more](#)

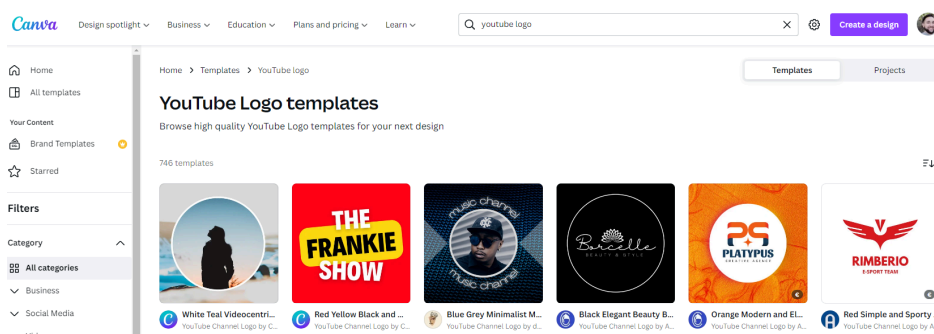
[CHANGE](#) [REMOVE](#)

2.3.1. Channel Icon/ Profile Picture

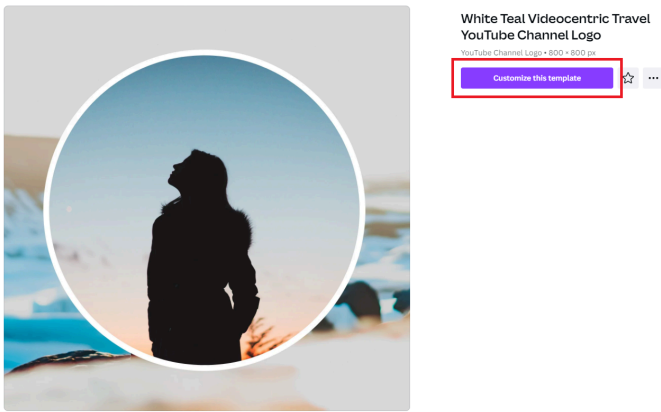
First you'll need a channel icon/ profile picture, this is a small icon that will represent your channel everywhere on Youtube. The image is a great tool to create brand awareness. Oftentimes, creators will use headshots or a simple artistic image as their profile picture. You can make these changes by visiting your channel dashboard. From there, click on **"Customisation"** and **"Branding"**. From there, you'll find your profile picture, banner image and video watermark which we will now go over.



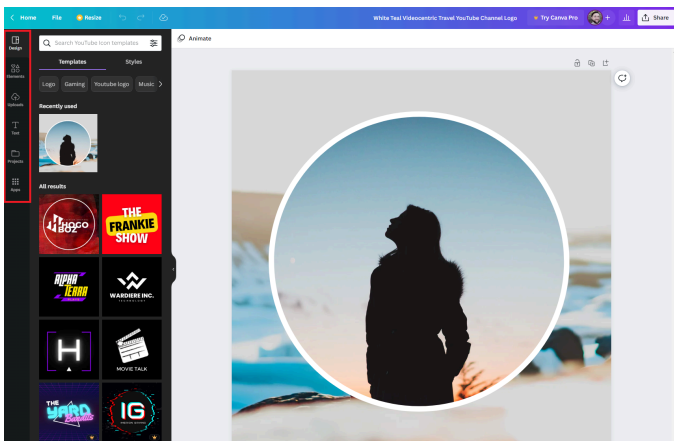
The image you choose for your channel icon will be cropped into a circle, take that into consideration when choosing a photo or creating a custom image. The image format must be PNG, GIF, JPG or BMP with a limit of 800 x 800 pixels and no larger than 2MB.



In Canva, you can type in the search bar **"Youtube logo"** and you'll find different templates you can use to start creating your own.

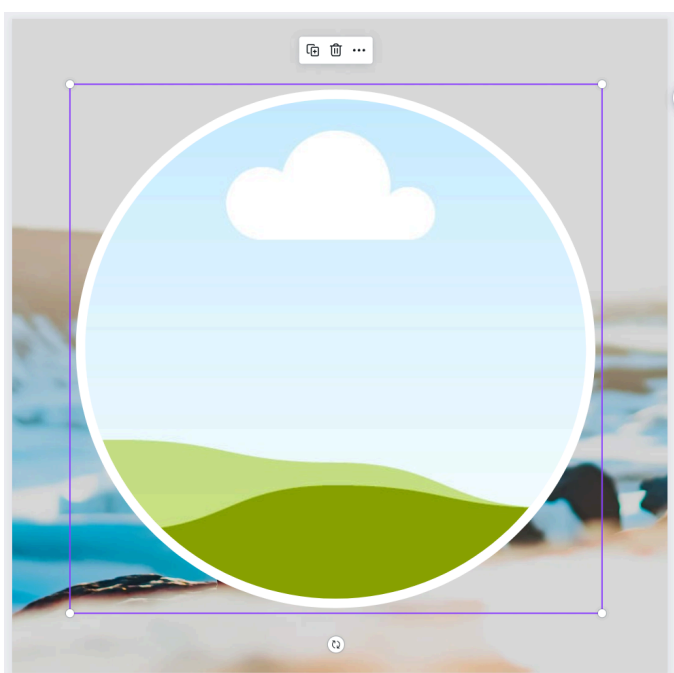


By clicking on the first image, it will open the next window. You can click on “**Customise this template**” to continue. You will be redirected to the creation page and will look like this.

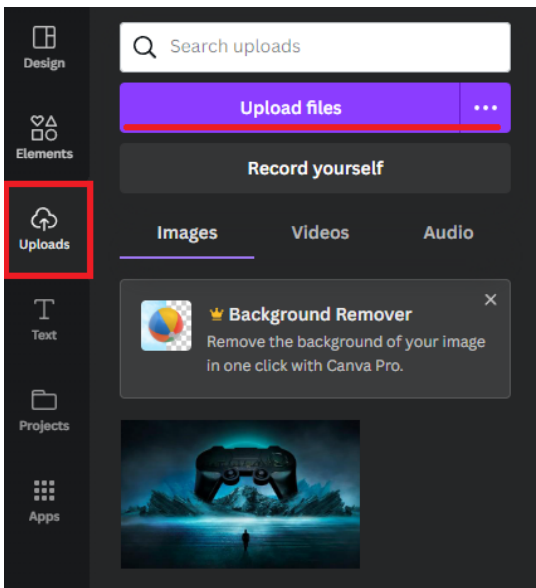


On the left side of the screen, circled in red is the navigation bar. Here you can find add graphic elements, upload your own images, add text and more.

By clicking on the photo and pressing “**delete**” on my keyboard, I can remove the existing image and replace it with my own. You will be left with an empty frame, from which you can add your own photo.



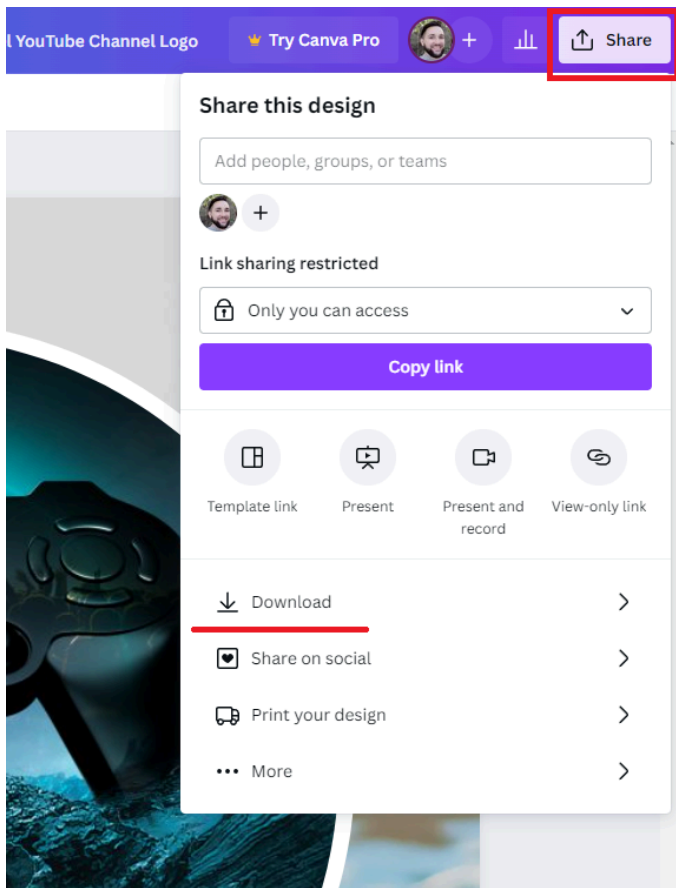
If you're on a computer, you can click and drag any image into the Canva site and the image will upload so you can use it. On mobile, you can go to the **"uploads"** option, click on **"upload files"** and add any images you wish.



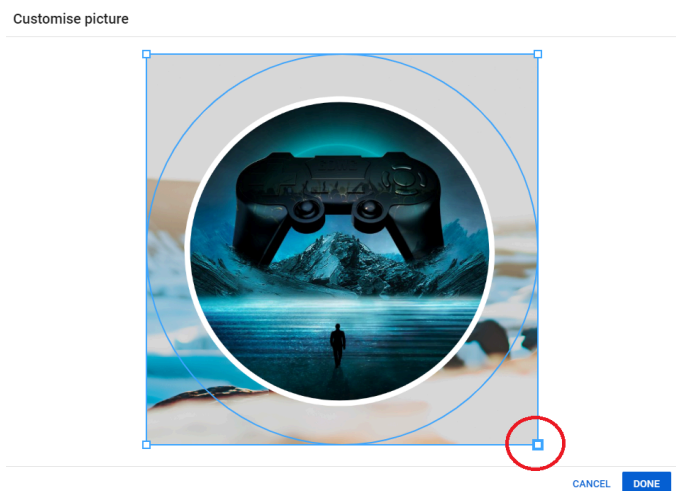
As seen below, I've uploaded my photo which will be used to create my photo. You can click and drag your image into the empty circle on the main screen. Your image will fill the circle and look something like this.



Once you are happy with the results, you can navigate to the top right corner of the screen and click on **"Share"**, make your way down to **"Download"** and **"Download"** again.



Now that your profile photo has been downloaded, you can go back to your Youtube channel and repeat the instructions from the beginning of this section. On your channel dashboard “Click on **“Customisation”** and **“Branding”**. Now you uploaded your newly created profile picture.



You will be prompted to resize your image to best fit the circular format of Youtube’s logos. Once you are happy with the results, click on **“Done”**. Once you are redirected, click on **“Publish”** to finalise the Youtube logo.

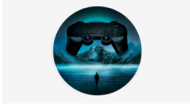
Channel customisation

Layout Branding Basic info

VIEW CHANNEL CANCEL PUBLISH

Picture

Your profile picture will appear where your channel is presented on YouTube, such as next to your videos and comments

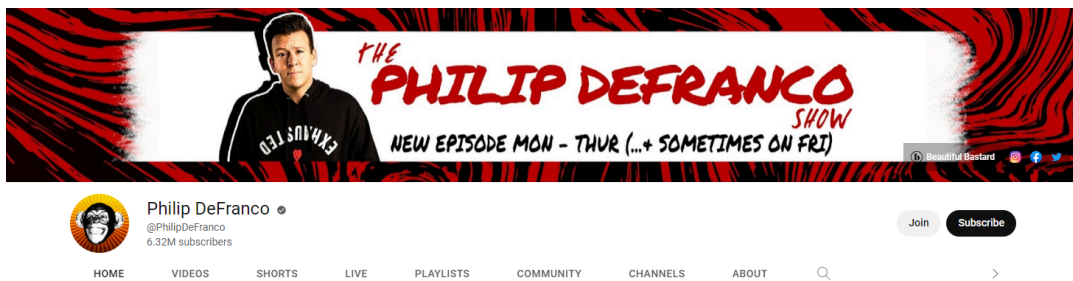
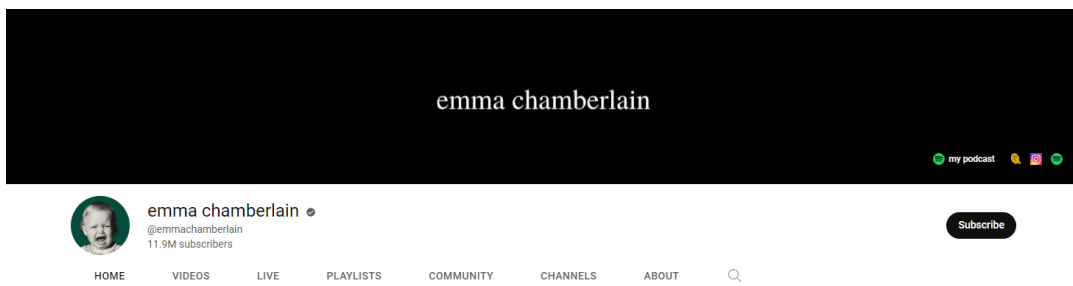
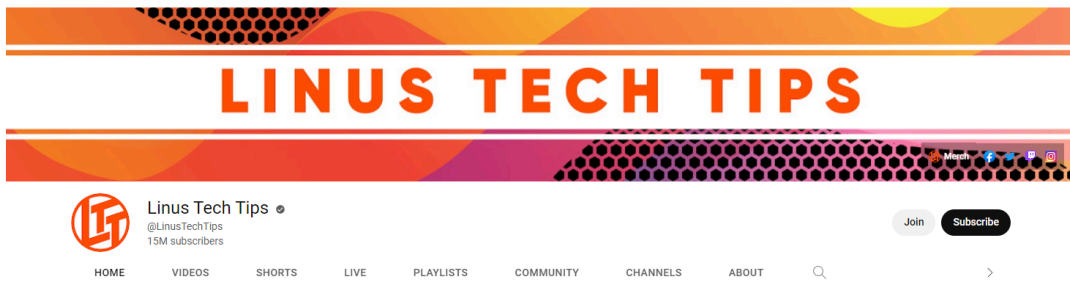


It's recommended that you use a picture that's at least 98 x 98 pixels and 4 MB or less. Use a PNG or GIF (no animations) file. Make sure that your picture follows the YouTube Community Guidelines. [Learn more](#)

[CHANGE](#) [REMOVE](#)

2.3.2. Channel Banner

You'll also need a channel banner. This is a large & dominant image that will be seen when visitors come to your channel. Your channel banner can help reinforce your channel's desired theme or style. Here you can see a few different examples from Linus Tech Tips, Philip DeFranco and Emma Chamberlain.



The channel banner will be displayed differently depending on the platform or device type the viewer is using. The banner will be shown smaller and cropped on mobile, but will be shown much larger and wider on PC and again differently on TV. You need to take these differences into account when designing your banner, especially if you're planning to include text which you want to be visible on the banner on every device. When uploading

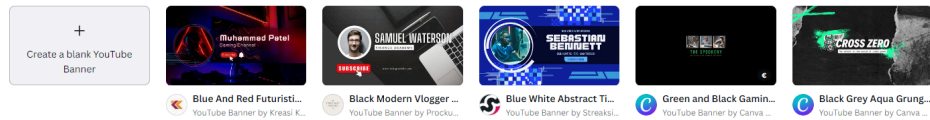
your banner, Youtube will display a handy tool that will show you how your banner will be displayed on different platforms.

Following the same instructions from the previous lesson for the Youtube Logo, you can create your Youtube Banner through Canva. You can search for “**Youtube Banner**” and will be presented with many templates to create your banner.

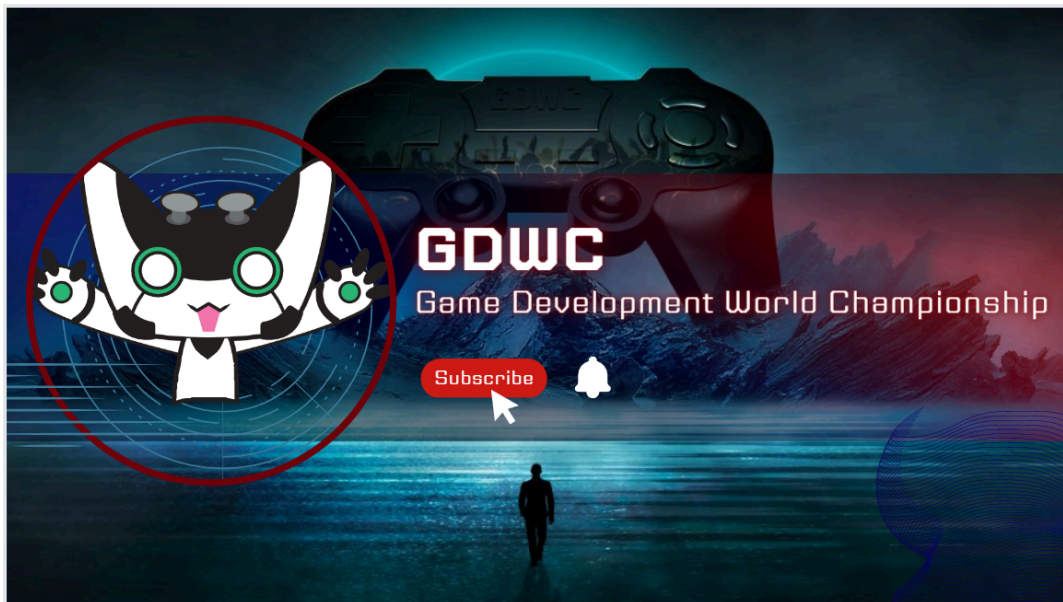
YouTube Banner templates

Browse high quality YouTube Banner templates for your next design

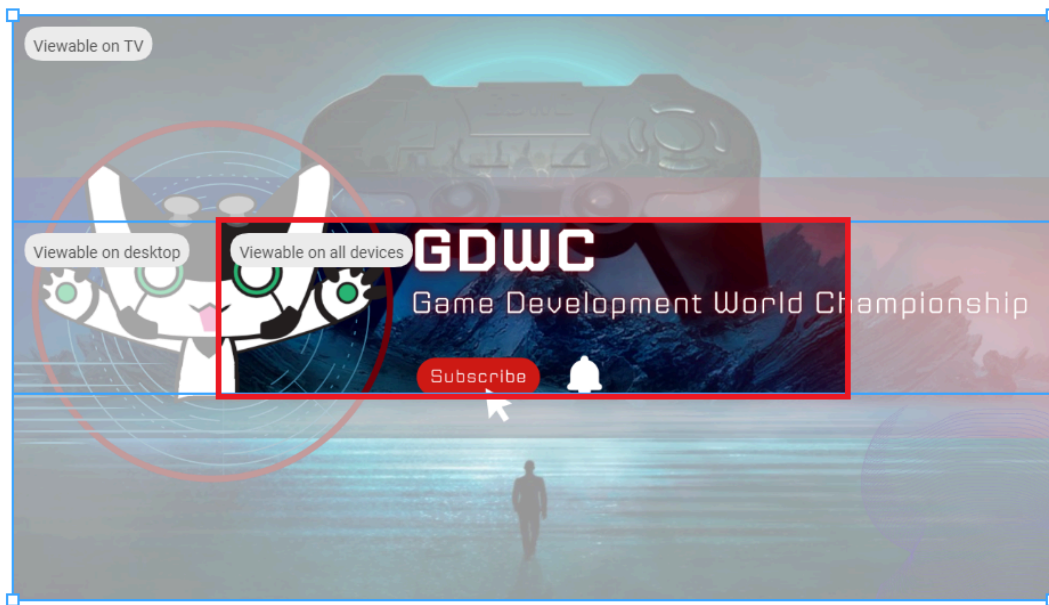
1,096 templates



Using the first template, I made changes to the banner to create my own which I can then use for my channel.

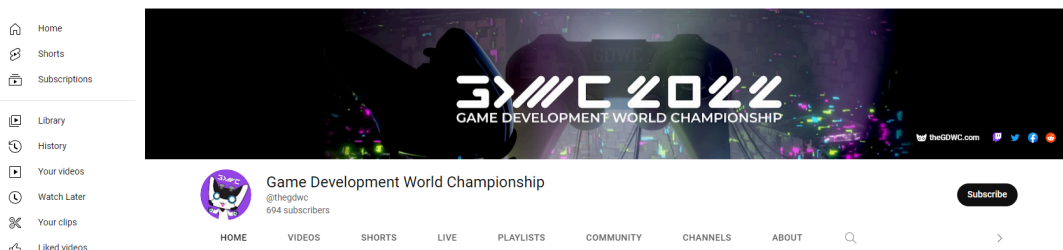


Following the same instructions as the Youtube Logo. You can upload your channel banner by going to your Youtube Dashboard, go to **customisation, branding** and here you will see the option to upload your banner.



Once uploading your banner, you will be presented with a tool showing you how your banner will be displayed on different platforms. As you can see from the screenshot above, my banner needs improvement. The full title, subscribe and bell icons are cut off, you may need to make some changes for your banner as well to ensure all the important details are seen in the smaller “**Viewable on all devices**” box seen in red.

Youtube recommends an image of 2560 x 1440 pixels of 6MB or smaller for your channel banner.



Similar to using Canva for the profile picture, if you type in "**Youtube Banner**", Canva will generate different templates you can use to create your own banner.

2.3.3. Video Watermark

You can also create a channel watermark. Just like we saw with the Youtube Logo, Youtube Banner, the video Watermark can be found under Youtube Dashboard, go to **customisation, branding**.

Channel customisation

Layout **Branding** Basic info

Your channel
David Branco

- Dashboard
- Content
- Analytics
- Comments
- Subtitles
- Copyright
- Monetisation
- Customisation**
- Audio library

Picture
Your profile picture will appear where your channel is presented on YouTube, such as next to your videos and comments

It's recommended that you use a picture that's at least 98 x 98 pixels and 4 MB or less. Use a PNG or GIF (no animations) file. Make sure that your picture follows the YouTube Community Guidelines. [Learn more](#)

[CHANGE](#) [REMOVE](#)

Banner image
This image will appear across the top of your channel.

For the best results on all devices, use an image that's at least 2048 x 1152 pixels and 6 MB or less. [Learn more](#)

[UPLOAD](#)

Video watermark
The watermark will appear on your videos in the right-hand corner of the video player.

An image that's 150 x 150 pixels is recommended. Use a PNG, GIF (no animations), BMP or JPEG file that's 1 MB or less.

[UPLOAD](#)

This is a small image that will be displayed in the bottom right corner of all your videos and can be used to redirect viewers to your channel. The image is very small and shouldn't distract the person watching your video since it's always visible at the bottom of the video. As per Youtube requirements, the image should be no bigger than 150x150 pixels and 1MB in size. Similar to the channel icon, the channel watermark can help increase brand recognition.

Video watermark

The watermark will appear on your videos in the right-hand corner of the video player.

Display time (?)

- End of video
- Custom start time
- Entire video

[CHANGE](#) [REMOVE](#)

2.4. Channel Trailer and Featured Video

The screenshot shows the YouTube Channel Customisation interface. On the left is a sidebar with navigation options: Channel, Dashboard, Content, Analytics, Comments, Subtitles, Monetisation, **Customisation** (highlighted with a red box), and Audio library. The main area is titled 'Channel customisation' and has three tabs: Layout, Branding, and Basic info. Under 'Video spotlight', there are two sections: 'Channel trailer for people who haven't subscribed' with a video titled 'GDWC 2022 Trailer - GDWC IS OPEN!' and 'Featured video for returning subscribers' with a video titled 'Top 10 Indie Games December 2022'. At the bottom, there is a 'Featured sections' section with a '+ ADD SECTION' button.

We'll take a look now at a channel's trailer video and featured video. These videos are highlighted on your Youtube channel page. As seen above, these videos can be assigned by visiting your Youtube dashboard, and under **customisation** you can set these videos. The **channel trailer** will be seen by non-subscribers and the **featured video** will be seen by subscribers. See the examples below how your channel may change depending on the subscription status.

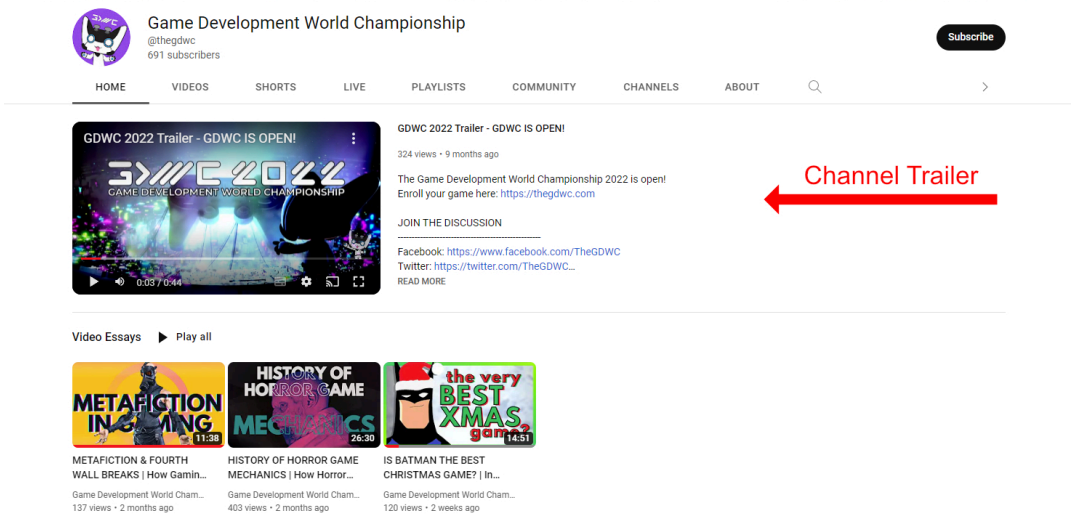
This screenshot shows the top of the YouTube channel page for 'Game Development World Championship'. The channel name, handle '@thegdwc', and subscriber count '692 subscribers' are visible. A red box highlights the 'Subscribe' button in the top right corner. Below the channel information is a navigation menu with options: HOME, VIDEOS, SHORTS, LIVE, PLAYLISTS, COMMUNITY, CHANNELS, ABOUT, and a search icon.

This screenshot shows a video player for the video 'GDWC 2022 Trailer - GDWC IS OPEN!'. The video has 325 views and was uploaded 9 months ago. The description reads: 'The Game Development World Championship 2022 is open! Enroll your game here: <https://thegdwc.com>'. Below the description is a 'JOIN THE DISCUSSION' section with links to Facebook and Twitter. A 'READ MORE' link is also present.

This screenshot shows the top of the YouTube channel page for 'Game Development World Championship' from the perspective of a subscriber. The channel name, handle '@thegdwc', and subscriber count '692 subscribers' are visible. A red box highlights the 'Subscribed' button in the top right corner. Below the channel information is a navigation menu with options: HOME, VIDEOS, SHORTS, LIVE, PLAYLISTS, COMMUNITY, CHANNELS, ABOUT, and a search icon.

This screenshot shows a video player for the video 'Top 10 Indie Games December 2022'. The video has 457 views and was uploaded 3 weeks ago. The description reads: 'Fan controlled top 10 games for December 2022. Facebook: <https://www.facebook.com/TheGDWC> Twitter: <https://twitter.com/TheGDWC> Instagram: <https://www.instagram.com/TheGDWC>'. The video duration is 3:41.

2.4.1. Channel Trailer



Your Channel Trailer will be seen by any visitor to your channel page who isn't a subscriber and is meant to give the visitor an introduction to you, your channel, and what sort of content you like to create. A highlight reel, best moments is often a good way to quickly grab someone's attention, or you can create a short video specifically introducing your channel to the viewer. You want to give the visitor a good reason to become a fan!

Here is a great example of a channel trailer. [Channel Trailer](#). This comes from the Youtube channel Yoga With Adriene (11.6 million subscribers).

You can create your own trailer by using [Canva](#) this link will bring you directly to some of their templates. When using Canva, make sure to scroll down on the left-side of your screen and click on "free" to eliminate any premium content. It's important to note, some of the free templates may include some paid materials and graphics, but these items can simply be deleted to ensure your work is indeed without any costs.

- Cards & Invitations
- Education

Feature

- Text Effect (5)
- Video (4)

Style

- Minimalist (21)
- Modern (6)
- Simple (3)
- Creative (20)
- Aesthetic (1)
- Illustration (1)
- + View more

Theme

- YouTube (26)
- Pink (3)
- Illustration (1)
- Movie (21)
- Art (20)
- Festival (19)
- + View more

Price

- Free
- Pro

Home > Templates > YouTube trailer

YouTube Trailer templates

Browse high quality YouTube Trailer templates for your next design

29 templates

Grid of 12 YouTube trailer templates:

- 1. Dark Movie Trailer YouTube Thumbnail by Kas... (HD TRAILER)
- 2. Dark Movie Trailer YouTube Thumbnail by Kas... (OFFICIAL TRAILER)
- 3. Black and White Photo ... Video by Canva Creative St... (THE LOST DEFENDANT)
- 4. Dark Movie Trailer YouTube Thumbnail by Kas... (Official TRAILER)
- 5. Brown Modern Roman ... YouTube Thumbnail by Gam... (Roman Pivisan)
- 6. The Danger Trailer Thumbnail by Spe... (5 WAYS TO TAKE CARE OF YOUR FACE)
- 7. Dark Movie Trailer YouTube Thumbnail by Kas... (OFFICIAL Trailer)
- 8. Blue, Pink and Orange ... YouTube Thumbnail by Can... (MIDNIGHT CRUSADE)
- 9. Dark Movie Trailer YouTube Thumbnail by Kas... (Official TRAILER)
- 10. Dark Movie Trailer YouTube Thumbnail by Kas... (HD TRAILER)
- 11. Brown Movie Trailer YouTube Thumbnail by Kas... (HD TRAILER)
- 12. Bright Movie Trailer YouTube Thumbnail by Kas... (HIGHLIGHT)

2.4.2. Featured Video



Game Development World Championship
@thegdwc
692 subscribers

Subscribed

HOME VIDEOS SHORTS LIVE PLAYLISTS COMMUNITY CHANNELS ABOUT



Top 10 Indie Games December 2022
Game Development World Championship • 456 views • 3 weeks ago
Fan controlled top 10 games for December 2022. Facebook: https://www.facebook.com/TheGDWC Twitter: https://twitter.com/TheGDWC Instagram:...

Featured Video

Video Essays ▶ Play all



METAFICTION & FOURTH WALL BREAKS | How Gamers...
Game Development World Cham...
137 views • 2 months ago



HISTORY OF HORROR GAME MECHANICS | How Horror...
Game Development World Cham...
403 views • 2 months ago



IS BATMAN THE BEST CHRISTMAS GAME? | In...
Game Development World Cham...
120 views • 2 weeks ago

Featured Video is similar to the Channel Trailer, but it is displayed for existing subscribers returning to your channel. The featured video is often your best video or your latest one, or any other video that you'd like to highlight to your returning channel viewers. It's understandable if you don't have anything to post here when starting your channel, but can always come back later to include your trailer and featured video.

Channel customisation

Layout Branding Basic info

Video spotlight
Add a video to the top of your channel homepage.

- Channel trailer for people who haven't subscribed
Video title: GDWC 2022 Trailer - GDWC IS OPEN!
Thumbnail: GDWC 2022 Trailer - GDWC IS OPEN!
- Featured video for returning subscribers
Video title: Top 10 Indie Games December 2022
Thumbnail: TOP 10 INDIE GAMES DECEMBER 2022

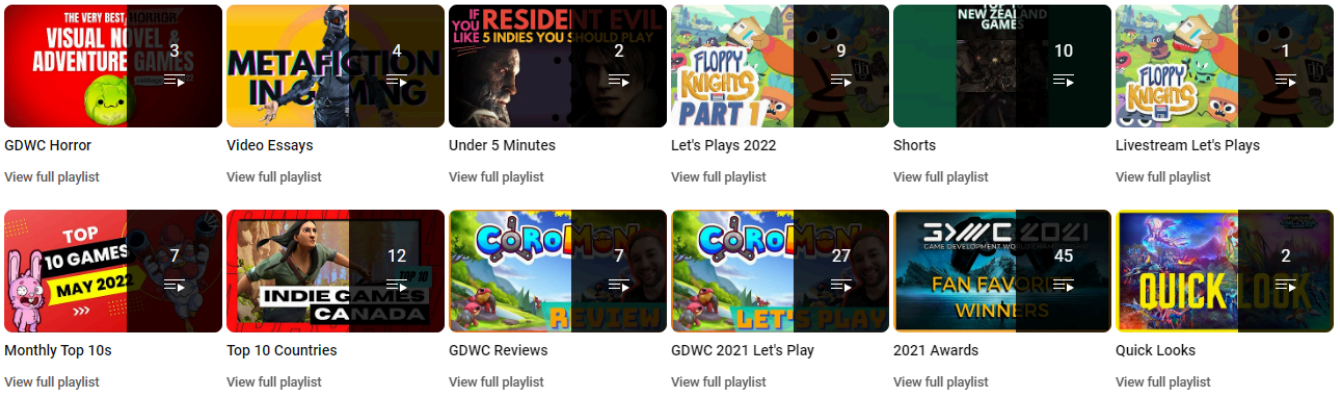
By logging into your account and clicking on "**Customisation**" on the left-side of the screen will give you access to your channel trailer and featured video. You can choose, change and remove these videos by clicking on the three small dots to the right of the video.

2.5. Featured Section & Playlists

Next up, we should look at Youtube's playlists. These are a tool built into Youtube to help keep your viewers engaged with your channel, looking at more of your videos.

Created playlists

 Sort by



When you upload a video, you can choose if you'd like to add that video to a playlist you've already created, or have the option to create one now. Playlists are a way to gather a collection of videos which may share a similar theme, belong to the same series, feature specific topics, it's up to you. We covered end screens earlier, it's when you can add clickable videos that viewers can use to watch other content of yours. With end screens, you're able to add a playlist as well, another option to keep the viewer watching your content. It's a very useful tool to help viewers find more videos of yours that they are already enjoying.

2.6. Channel Info

In your channel dashboard, under **customisation** and **Basic info** you will need to fill out information regarding your channel.

The screenshot shows the YouTube Channel Customisation interface. On the left is a navigation sidebar with options: Channel, Dashboard, Content, Analytics, Comments, Subtitles, Monetisation, Customisation (highlighted with a red box), and Audio library. The main content area is titled 'Channel customisation' and has three tabs: Layout, Branding, and Basic info (highlighted with a red box). The 'Basic info' section includes:

- Name:** A text input field containing 'Game Development World Championship'.
- Handle:** A text input field containing '@thegdwc', with the corresponding URL 'https://www.youtube.com/@thegdwc' displayed below.
- Description:** A large text area containing a paragraph about the Game Development World Championship (GDWC) and a promotional message. Below the text is a blue '+ ADD LANGUAGE' button.
- Channel URL:** A text input field containing 'https://www.youtube.com/channel/UCA2lpimcLEu146dRATS-fsw'.
- Custom URL:** A text input field containing 'https://www.youtube.com/c/GameDevelopmentWorldChampionship'.
- Links:** A section with the heading 'Add links to sites that you want to share with your viewers.' It contains two input fields: one for 'Link title (required)' with the value 'theGDWC.com', and one for 'URL (required)' with the value 'https://thegdwc.com'.

Here you can fill out your channel information like your channel name, handle, which will give you a unique URL to find on Youtube and channel description which can be seen when visitors view your channel under **about**.

You can add your channel Description in multiple languages by clicking the **“Add Language”** button under the Description field.

By scrolling down on the page, you can add links to your website or other social media profiles of yours. These links can be displayed over your Channel Banner as seen below. Note that a maximum of five links can be shown in the banner.



Game Development World Championship
@thegdwc
691 subscribers

Subscribe

HOME VIDEOS SHORTS LIVE PLAYLISTS COMMUNITY CHANNELS ABOUT >

Description

The Game Development World Championship (GDWC) is the biggest game developer focused competition in the world, with thousands of developers participating each year. The GDWC is open to all kinds of games on all kinds of platform from across the globe.

Do you have a game released or coming out this year? Or are you perhaps in the middle of development? Either way, you can join the Championship! Participation is free and winners can claim awesome prizes!

Register your game now at <http://thegdwc.com>

Stats

Joined 26 Jan 2017

79,866 views



3. What Content Do You Want To Create?

3.1. Content Creation Intro

Now you should be thinking about what type of content you'd like to create and put out to the world via Youtube. If you already have a hobby, an interest, or a passion of some type, or an idea for a content type that you think will be a huge success, then you're halfway there!

However, in this chapter we'll go through some examples of other channels and content types, and how to look for ideas, so even if you have an idea ready, this will help you hone, strengthen, and improve that idea and its execution.

Here's a quick overview of some general content groups or genres often seen in Youtube. Note that this is in no way an exhaustive list and that there's constantly new types of content, new combinations of different content types, and new approaches to different content types being created on Youtube.

Here is KillrobPlays advice on the best approach to finding the content you want to make.

[Watch video: KillrobPlays Making A Successful Channel](#)

3.1.1. Tech Channels

These focus on showcasing, testing, and reviewing new gadgets, devices, and technologies and so on. These channels also sometimes go more on the vlog or lifestyle side, or they may focus more heavily on just unboxing cool new content.



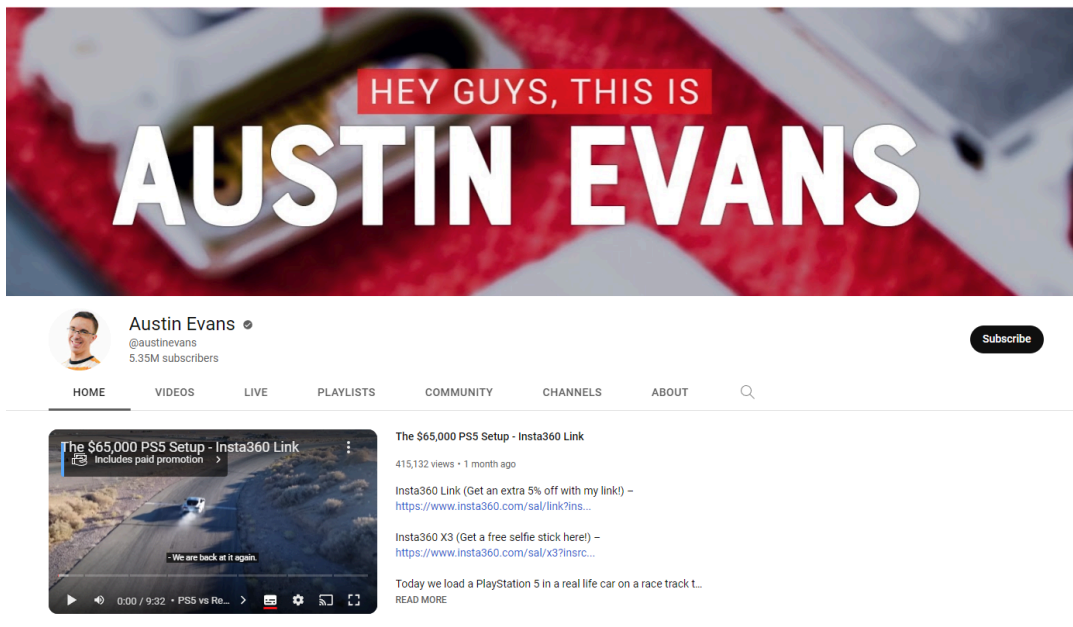
This is a screenshot of the YouTube channel page for Marques Brownlee (@mkbhd). The channel has 16.5M subscribers. The page features a navigation menu with options for HOME, VIDEOS, SHORTS, LIVE, PLAYLISTS, COMMUNITY, CHANNELS, and ABOUT. A featured video titled 'Smartphone Awards 2022!' is displayed, with a thumbnail showing the word 'AWARDS' and '2022'. The video description includes the view count (2,261,944 views), the upload date (1 day ago), and affiliate links for Samsung S22 Ultra and iPhone 14 Pro.

Marques Brownlee, or MKBHD as he's often known, is smartphone focused tech youtuber and the biggest tech focused channel in youtube. [Check out MKBHD here.](#)



This is a screenshot of the YouTube channel page for Linus Tech Tips (@LinusTechTips). The channel has 15M subscribers. The page features a navigation menu with options for HOME, VIDEOS, SHORTS, LIVE, PLAYLISTS, COMMUNITY, CHANNELS, and ABOUT. A section titled 'Our members' shows a list of channel members. Below that, a 'Popular videos' section displays a row of video thumbnails with titles such as 'Building a PC... using only Wish.com', 'Building a PC CHEAPER in CHINA?! feat. Strange Parts', and 'Faster Internet for FREE in 30 seconds - No... Seriously'.

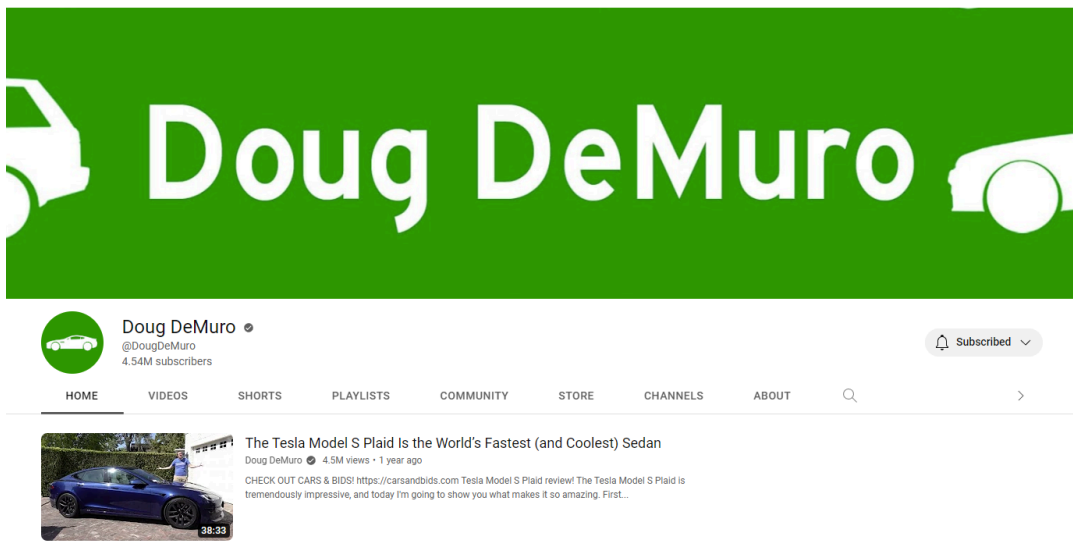
Linus Tech Tips is tech youtuber grown into a full blown Youtube tech media powerhouse, with multiple channels covering everything tech related and large scale production bringing creating daily content. [Check out Linus Tech Tips here.](#)



Austin Evans is another popular Youtuber focused at taking checking out and testing out tech products from the whole spectrum. [Check out Austin Evans here.](#)

3.1.2. Car Channels

World is full of people interested in cars, so it is not surprising that there's many popular channels focusing on different types of cars or car related content.



Doug DeMuro has found success with a very straightforward and simple concept for car enthusiasts. He finds an interesting car, goes through all interesting and weird features and quirks it may have, and then test drives it, giving his thoughts on it. That's it. By checking out Doug's channel [here](#), you can quickly notice that he's found his style and niche, and mostly sticks to it, which is apparent even from the video thumbnails.



Rich Rebuilds
@RichRebuilds
1.38M subscribers

Subscribed

HOME VIDEOS SHORTS LIVE PLAYLISTS COMMUNITY CHANNELS ABOUT



Driving Hyundai's most popular electric car, how does it stack up?
Rich Rebuilds • 498K views • 10 days ago
Head to <https://www.squarespace.com/richrebuilds> and type promo code RICHREBUILDS for 10% off your first purchase of a website or domain Try shipstation FREE for 60 days when you use offer...

Rich Rebuilds combines car technology with somewhat of a vlog/lifestyle content, focusing on electric cars and building & repairing them. [Check out Rich's channel here.](#)



Donut Media
@DonutMedia
7.23M subscribers

Join Subscribed

HOME VIDEOS SHORTS LIVE PLAYLISTS COMMUNITY CHANNELS ABOUT

POPULAR DONUT VIDEOS ▶ Play all

Welcome to Donut! Not sure where to start? Start here!



We Bought Illegal Car Accessories
Donut Media
6.6M views • 1 year ago
Subtitles



Giving people a car, if they can fix it
Donut Media
4M views • 9 months ago
Subtitles



Real Mechanic Reacts to Horrible Tiktok Car Advice
Donut Media
4.5M views • 4 months ago



We Put Nitrous on a Walmart Motorcycle
Donut Media
3.1M views • 2 months ago
Subtitles



Testing Real vs Counterfeit Car Parts
Donut Media
3.2M views • 4 months ago
Subtitles



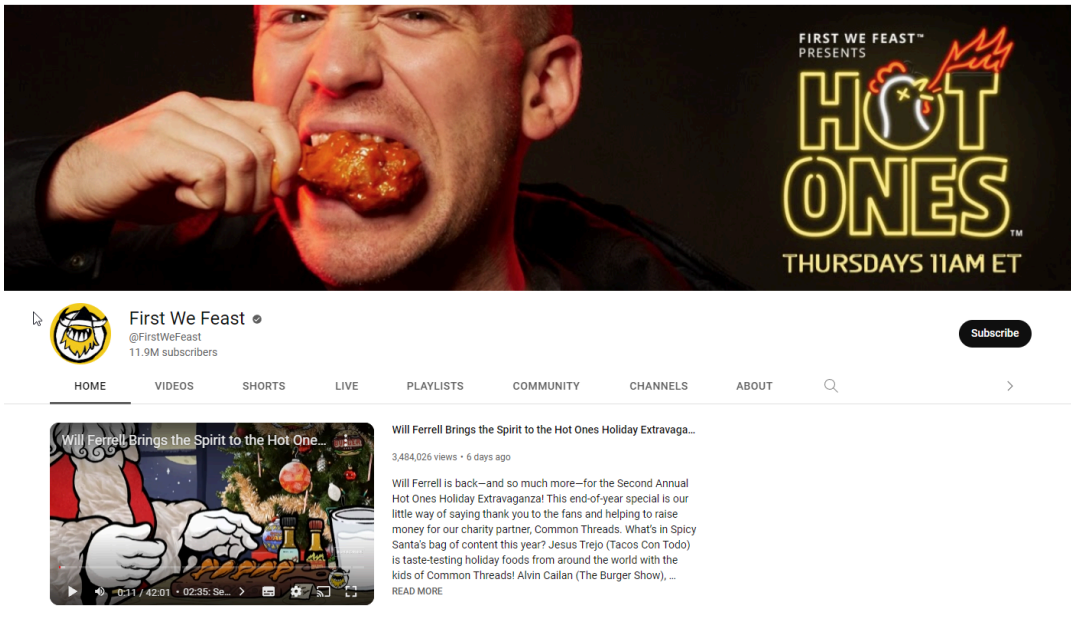
\$300 vs \$2000 Coilovers
Donut Media
2.4M views • 1 month ago
Subtitles

Donut Media has created a fun and easy-going, almost sitcom style, channel by focusing on cars and hanging out with friends by bringing together interesting personalities and by crafting various car-themed content types, such as the highly popular “High vs Low” car builds series. [Check them out here.](#)

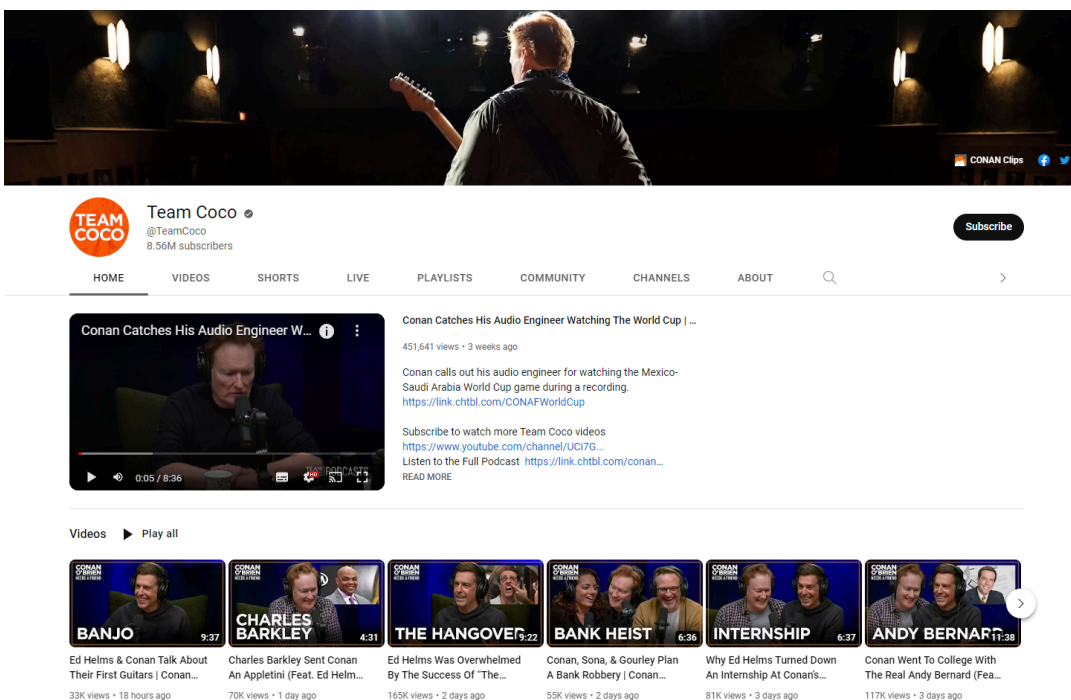
3.1.3. Podcasts and Interviews

Youtube is filled with different types of Podcasts, Talk Shows, and Interview programs. Some are of course normal TV shows being posted into Youtube for promotion, extra views, and backlog, but many are also Youtube native.

In case you aren't familiar with the term **"Podcast"**, it refers to radio programs or similar which have been made available as a digital download over the internet. The term "Podcast" is a combination from "iPod", Apple's portable digital music player, and the term "broadcast".

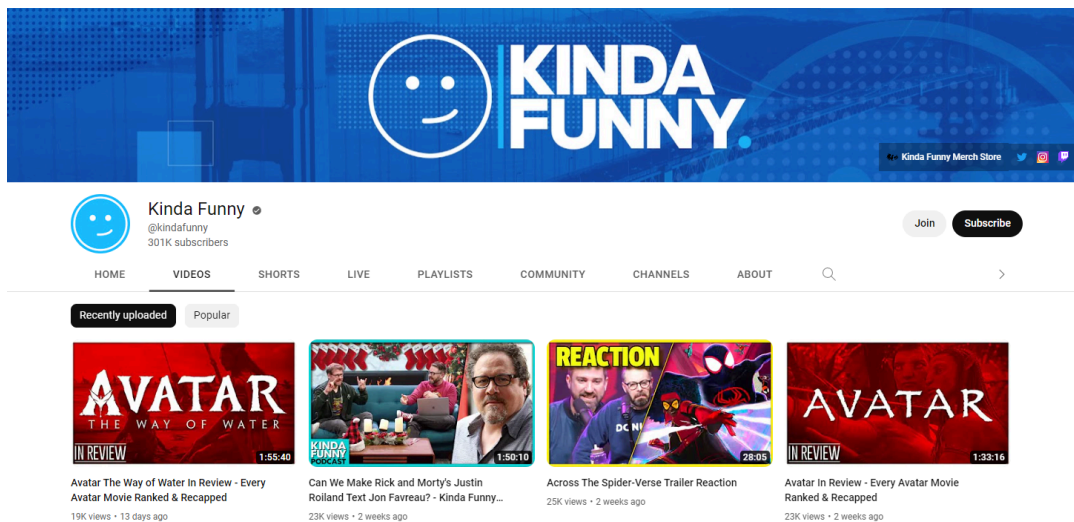


Hot Ones is an interview program for the First We Feast channel, where actors and other celebrities are interviewed while eating chicken wings which escalate in hot spiciness as the interview progresses. This is quite a novel take on the typical interview format and has garnered great success for the channel. Find First We Feast channel and their Hot Ones podcast playlist [here](#).



Team Coco is the Conan O'Brien channel, the channel was originally created to repost clips or segments from his talk show but as he's stepped away from his talk show, he and his

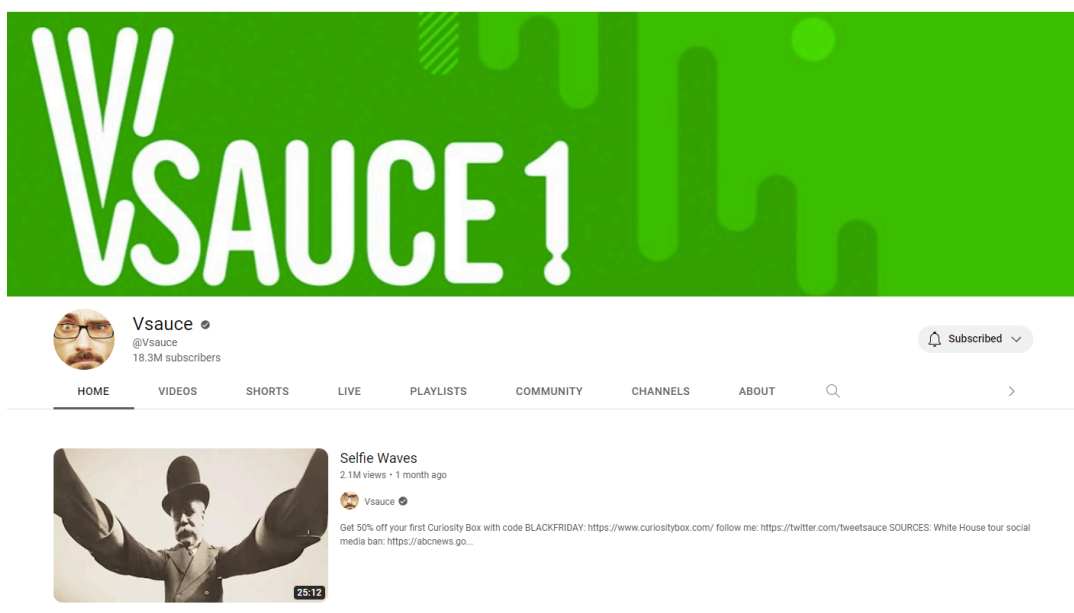
channel have moved into the world of podcasts. You can find his channel [here](#)



Kinda Funny is a nerd pop culture focused channel that has found popularity with their podcasts reviewing films and current events in nerd culture. You can find their channel [here](#).


3.1.4. Infotainment Channels

Many creators have found success in Youtube with content aiming to be informative & educational, and entertaining at the same time. Below we've picked four very popular channels that pick various topics to provide informative content on. Comparing these four different channels gives a good overview of how different approaches can be taken to similar content, and how different approaches can find their own audience. That being said, it's quite likely that these channels' audiences overlap heavily.



Vsauce, informative & educational videos on seemingly random topics introduced in the host's somewhat quirky style. [Channel here](#).









Veritasium  @veritasium
13.2M subscribers

Subscribed


HOME VIDEOS SHORTS PLAYLISTS COMMUNITY CHANNELS ABOUT

Videos ▶ Play all

-  This fake dog nose made chemical sensors 18x better
2M views · 4 days ago
Subtitles
-  IT DIDN'T GO WELL.
I tested the US Military's secret space weapon
3.2M views · 7 days ago
Subtitles
-  FORCE OF A LASER POINTER
How To Measure The Tiniest Forces In The Universe
3.1M views · 2 weeks ago
Subtitles
-  Inside The Navy's Indoor Ocean
13M views · 4 weeks ago
Subtitles
-  PEANUT BUTTER \$1069
The world depends on a strange collection of items....
6.2M views · 1 month ago
Subtitles
-  What Happens If A Star Explodes Near The Earth?
3.5M views · 1 month ago
Subtitles

Veritasium, closer to what might traditionally be considered an educational video. [Channel here.](#)















CGP Grey  @CGPGrey
5.74M subscribers

Join Subscribed

HOME VIDEOS PLAYLISTS COMMUNITY CHANNELS ABOUT

Grey's Top Twelve Videos: ▶ Play all
The Place to Start!

-  Metric Paper
CGP Grey 
5.7M views · 1 year ago
-  Hexagons are the Bestagons
CGP Grey 
10M views · 2 years ago
Subtitles
-  How to be a Pirate Quartermaster.
CGP Grey 
6.6M views · 2 years ago
Subtitles
-  The Tale of Tiffany
CGP Grey 
3.6M views · 1 year ago
Subtitles
-  Americapox: The Missing Plague
CGP Grey 
10M views · 7 years ago
Subtitles
-  The Race to Win Staten Island
CGP Grey 
6.1M views · 3 years ago
Subtitles

CGP Grey, informational videos diving into somewhat random subject matters, told with simple, yet expressive cartoon style. [Channel here.](#)









Tom Scott
@TomScottGo
5.66M subscribers

Subscribed

HOME VIDEOS PLAYLISTS COMMUNITY CHANNELS ABOUT

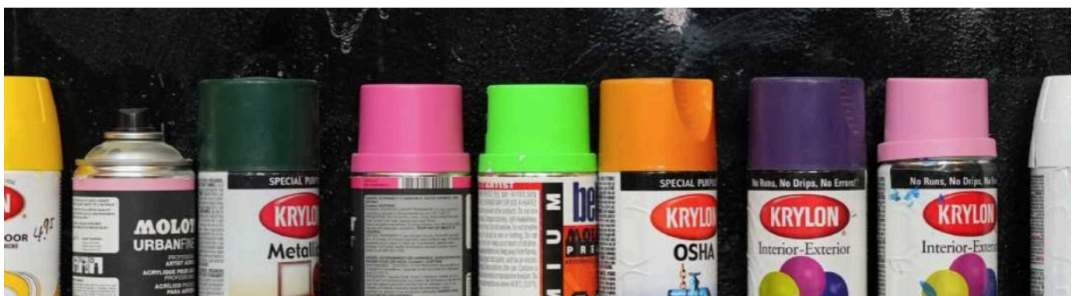
Amazing Places ▶ Play all

| | | | | | |
|---|---|---|--|---|---|
|  <p>I finally found a useful monorail. 2.1M views • 2 months ago Subtitles</p> |  <p>I thought the treadmill crane was fictional. 1.7M views • 3 months ago Subtitles</p> |  <p>This is the most interesting roof in London. 2.9M views • 3 months ago Subtitles</p> |  <p>Delivering mail by jumping from a moving boat 2M views • 4 months ago Subtitles</p> |  <p>A geyser that shoots sparkling mineral water 1.5M views • 4 months ago Subtitles</p> |  <p>It's a pile of mining waste. Want to go skiing on it? 1.5M views • 6 months ago Subtitles</p> |
|---|---|---|--|---|---|

Tom Scott offers quick peeks into interesting places and things with explanations and background information. [Channel here.](#)

3.1.5. Vlogs & Lifestyle

Vlog refers to “**video blog**” or “**video log**”, which are basically just a blog in video form. Vlogs can come in many forms and can be about many different subject matters, but usually focus is at least partially in the video creator himself and the content focuses the creator’s experiences, insight, or thoughts on the matter. If the content focus is entirely on the creator and their daily life, these are often considered “Lifestyle” videos.



CaseyNeistat
@casey
12.5M subscribers

Subscribe

HOME VIDEOS SHORTS PLAYLISTS COMMUNITY CHANNELS ABOUT



DO WHAT YOU CANT
15,310,281 views • 5 years ago
MAX JOSEPH'S, MY COLLABORATOR AND GENIUS BEHIND THIS VIDEO, CHANNEL
<https://www.youtube.com/maxjosephdire...>
MUSIC: 'Carte Postale' by Slove from the album 'Le Danse':
Spotify: <http://spoti.fi/2JlFPMF> / Apple Music
<https://itun.es/fr/PdFYB...>
READ MORE

Casey Neistat is a Youtube creator and filmmaker who has been active on Youtube for over a decade. His content varies but lots of it can be considered a vlogs, and he is well known as a famous vlogger. [Check out Casey’s channel here.](#)

Both channels below, **Sarahs Day** and **Zoe Sugg** are good and popular examples of more typical Lifestyle content, basically following the creator's daily life.



Sarahs Day
@SarahsDay
1.54M subscribers

Subscribe

HOME VIDEOS SHORTS PLAYLISTS COMMUNITY CHANNELS ABOUT

What me & my toddler eat + my growing body | VLOG
581,424 views • 1 year ago

p.s I just realised I skipped a lot of Fox and i's fruit snacks like mango & berries. I also had some left over rice that I forgot to vlog because...after 8 years on Youtube I apparently still can't vlog haha.

PREVIEW MY NEW COLLECTION:
<https://whitefoxboutique.com.au/colle...>
READ MORE

[Sarahs Day channel here.](#)



lifestyle - parenting - beauty - style

Zoe Sugg
@ZoeSugg
4.94M subscribers

Subscribe

HOME VIDEOS PLAYLISTS COMMUNITY CHANNELS ABOUT

Christmas Eve with The Family (The last d...
398,892 views • 4 days ago

Christmas Eve with The Family
• Yesterdays Vlog: <https://youtu.be/rjepLX99Ow4>

[Zoe Sugg channel here.](#)

3.1.6. React Content

As the title suggests, React content is all about reacting to things. The core concept is very simple: Someone, either the Youtube creator themselves or a quest they've brought on, reacts to some type of content or situation. Even so, this can be approached in many different ways.



REACT @React 20M subscribers Subscribe

HOME VIDEOS SHORTS LIVE PLAYLISTS COMMUNITY CHANNELS ABOUT

Can True Crime Fans Tell Real Crimes... | R...
87,447 views · 13 days ago
Can these diehard true crime fans guess which crimes happened in real life and which are from a movie? Do you think you could get them all right?
Watch more episodes of React here!
<https://reactmedia.co/34NjMYX>
Content Featured...
READ MORE

REACT is a channel and a media franchise that started in 2010 in Youtube with the series “Kids React” where children reacted to various things, often with funny results. REACT has since grown and expanded, but React content or some derivative of it, is still a big part of their production. Find REACT videos [here](#).

Good Mythical Morning @GoodMythicalMorning 18.1M subscribers Subscribed

HOME VIDEOS SHORTS LIVE PLAYLISTS COMMUNITY CHANNELS ABOUT

Best International Taste Tests Marathon
Good Mythical Morning 726K views · 3 days ago
Today, we're having an INTERNATIONAL TASTE TEST MARATHON! Subscribe to GMM:
https://www.youtube.com/goodmythicalmorning?sub_confirmation=1 Click the bell icon so you'll know when w...

Good Mythical Morning is a morning show hosted by Youtube personalities Rhett and Link. While the show is not entirely React Content, there’s still significant elements of it in their core production. This just further emphasises the challenge of neatly categorising lots of the content and many creators on Youtube.

Rhett and Link have garnered huge following with their style of positive and friendly fun, further boosted by their great chemistry. [Check them out here](#).



LegalEagle @LegalEagle 2.69M subscribers Subscribe

HOME VIDEOS SHORTS PLAYLISTS COMMUNITY CHANNELS ABOUT

Become a Legal Eagle!
538,618 views · 3 years ago
Do you want to know how our legal system works? You've come to the right place. LegalEagle is all about giving you an insider's view to the legal system. Have some fun and learn to think like a lawyer.
If you're a LAW STUDENT or thinking about law school, check out my other channel made specifically for law students and OLS here: <https://goo.gl/JAXxyh>
[READ MORE](#)

Videos ▶ Play all

- SBF Is Going to Jail For A Long Time**
1.4M views · 2 days ago
- Trump's Criminal Referral from the January 6...**
847K views · 5 days ago
- The Most Dangerous Toys of All Time**
746K views · 13 days ago
- Real Lawyer Reacts to God's Not Dead 3 ft. Wisecrack**
439K views · 2 weeks ago
- The New Special Counsel Is Bad News For Trump**
1.1M views · 2 weeks ago
- Yes, Established Titles Is A Scam***
3.8M views · 3 weeks ago

Legal Eagle offers another different approach to React Content, and also works as a great showcase that even subject matters that may seem boring to most, there's a potential audience to be found. The channel started, and still heavily focuses, on reacting and commenting on legal subject matters in popular media. This type of "Expert Reacts" content has found lots of popularity in the last few years. [Find LegalEagle here.](#)

Corridor Crew @CorridorCrew 5.99M subscribers Subscribed

HOME VIDEOS SHORTS PLAYLISTS COMMUNITY CHANNELS ABOUT

OUR LATEST UPLOADS | enjoy the show ▶ Play all

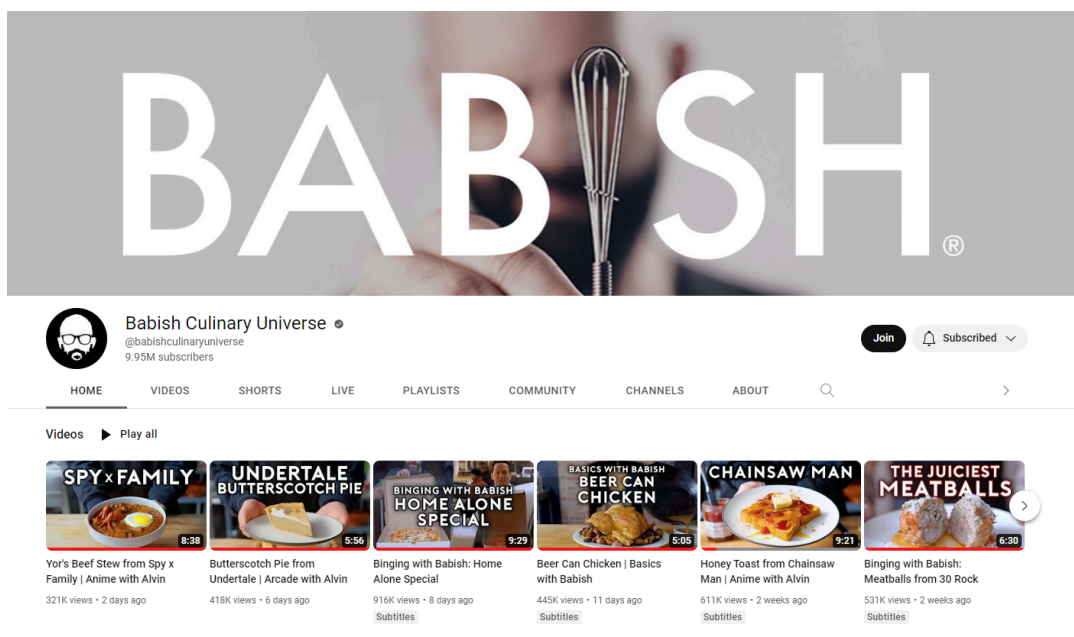
- Perfect Secret Santa Gift makes him Cry!**
Corridor Crew · 440K views · 3 days ago
- VFX Artists React to Bad & Great CGI 90**
Corridor Crew · 979K views · 4 days ago
- Exposing Hollywood's Most Thankless Job ft. Joel Haver**
Corridor Crew · 451K views · 10 days ago
- VFX Artists React to Bad & Great CGI 89**
Corridor Crew · 934K views · 11 days ago
- We Compete to Make the Most Cozy Satisfying...**
Corridor Crew · 581K views · 2 weeks ago
- How to Learn ANYTHING**
Corridor Crew · 369K views · 3 weeks ago

Corridor Crew is a channel for VFX and digital content production company Corridor Digital, who have gained huge popularity in the last couple of years with their "VFX Artists React" and "Stuntmen React" series. In the first one, they view movie scenes and give entertaining and insightful professional commentary on the status and execution of visual effects, while

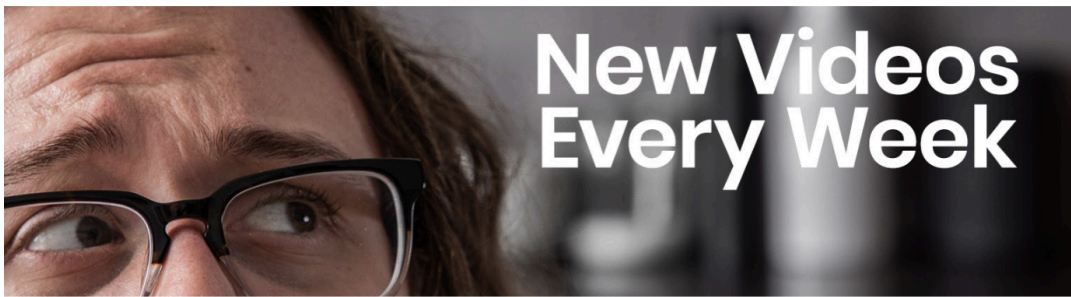
in the latter they do the same for stunt work in movies with the help of stunt professionals. [Check them out here.](#)

3.1.7. Food Channels

FOOD! It's the most popular content type in TV, so no surprise that Food Content is a hugely popular choice in Youtube as well. Whether you want to learn cooking, just see interesting or insane dishes being made, or just watch someone eat, there's plenty of options to choose from.



Babish Culinary Universe, originally Binge with Babish, is a cooking show started with the idea of creating dishes from famous movies and tv shows. The channel has a very stylish and distinct style of presentation which together with the very charismatic host has pushed the channel into a very fast growth and allowed expanding their content offering. [Find Babish here.](#)



Joshua Weissman •
@JoshuaWeissman
7.26M subscribers

Subscribe

HOME VIDEOS SHORTS PLAYLISTS COMMUNITY CHANNELS ABOUT

Videos ▶ Play all

- MINE DOMINOS: Making Dominos Pepperoni Pizza At Home | But Better (3.9K views • 7 minutes ago)
- HOLIDAY FEAST: The Perfect Christmas Dinner (1M views • 7 days ago)
- 3 DOLLARS: 3 Dollar Gourmet Breakfast Sandwich Meal | But Cheaper (717K views • 11 days ago)
- BIRRIA RAMEN: The Best Ramen, But Untraditional (3 ways) (805K views • 2 weeks ago)
- I Taught Uncle Roger How To Be A Chef (1.4M views • 2 weeks ago)
- ULTRA JUICY: The Greatest Roast Beef Sandwich Ever (Italian Beef) (1M views • 3 weeks ago)

Joshua Weissman offers similar cooking show experience to Babish Culinary Universe, but with a different and more “energetic” presentation. [Check out Joshua’s channel here.](#)

Best Ever Food Review Show has a name that certainly seems like pure search engine optimization, but perhaps with works. With 9.51 million subscribers the channel is certainly successful. The channel offers travelling around the world eating all kinds of weird and interesting foods, somewhat similar to how the late & great Anthony Bourdain did in his tv shows. [Check out the channel here.](#)



Best Ever Food Review Show •
@BestEverFoodReviewShow
9.51M subscribers

Subscribe

HOME VIDEOS PLAYLISTS COMMUNITY CHANNELS ABOUT

RARE Japanese Food!!! Revealing Undisc...
3,327,016 views • 3 years ago

- EATING JAPAN'S POISONOUS PUFFERFISH! » <https://youtu.be/tsqUJATl0k>
- BOOK WITH BYFOOD.COM » <https://www.byfood.com/?via=behrs>
- SUPPORT OUR MISSION » <http://bit.ly/BestEverPatreon>

Special thanks to 'By Food' for making this Japan food tour ...
READ MORE

Epic Meal Time is one of the original Youtube giants, debuting in 2010 and ultimately finding huge success with videos focusing on creating insane & massive fast food combinations, then eating them. If you’ve ever heard someone repeat the mantra “bacon strips, bacon strips, bacon strips”, this is the origin. We will revisit Epic Meal Time in a later chapter on how to maintain a strong viewership.



Epic Meal Time •
@epicmealtime
6.88M subscribers

Subscribe

HOME VIDEOS SHORTS LIVE PLAYLISTS COMMUNITY STORE CHANNELS ABOUT

Recently uploaded Popular

25 QUARTER POUNDERS in a POCKET!!
33K views • 1 day ago

The Worst Epic Meal | Binge Eater Podcast Ep.14
6.8K views • 2 days ago

GAMER CHRISTMAS FEAST!! | G FUEL SPECIAL
14K views • 8 days ago

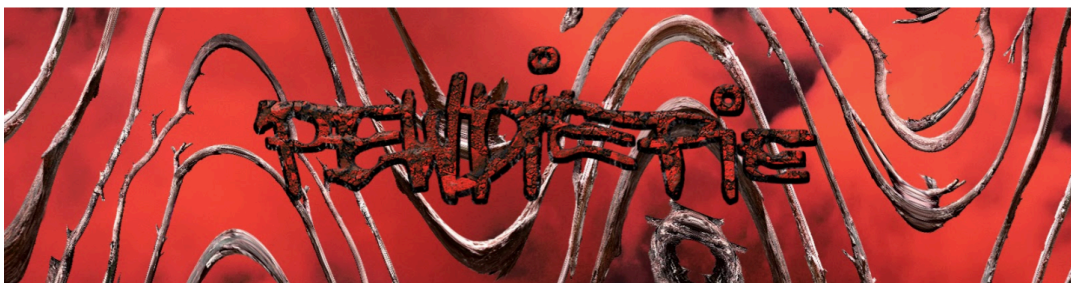
Ranch is Cancelled | Binge Eater Podcast Ep.13
5.7K views • 9 days ago

3.1.8. Gaming Content

Not surprisingly video game content is very popular in Youtube and comes in many formats, but also has its own challenges.

“**Let’s Plays**” are a popular gaming content type, where Youtubers play a video game, usually commenting their thoughts and experiences simultaneously. “Speedruns”, where players aim to finish a game, or a challenge, or specific part of the game, as fast as possible, are an older phenomenon and have existed for a long time, but naturally they also fit well in video format and thus Youtube.

Youtube gaming content can’t be mentioned without bringing up Horror Games, which have lifted many creators into huge fame. With their inherent ability to create tension, excitement, and big reactions, Horror Games are very popular. Often especially when the creator has big reactions to the scary content.



PewDiePie •
@PewDiePie
111M subscribers

Join Subscribed

HOME VIDEOS LIVE PLAYLISTS COMMUNITY CHANNELS ABOUT

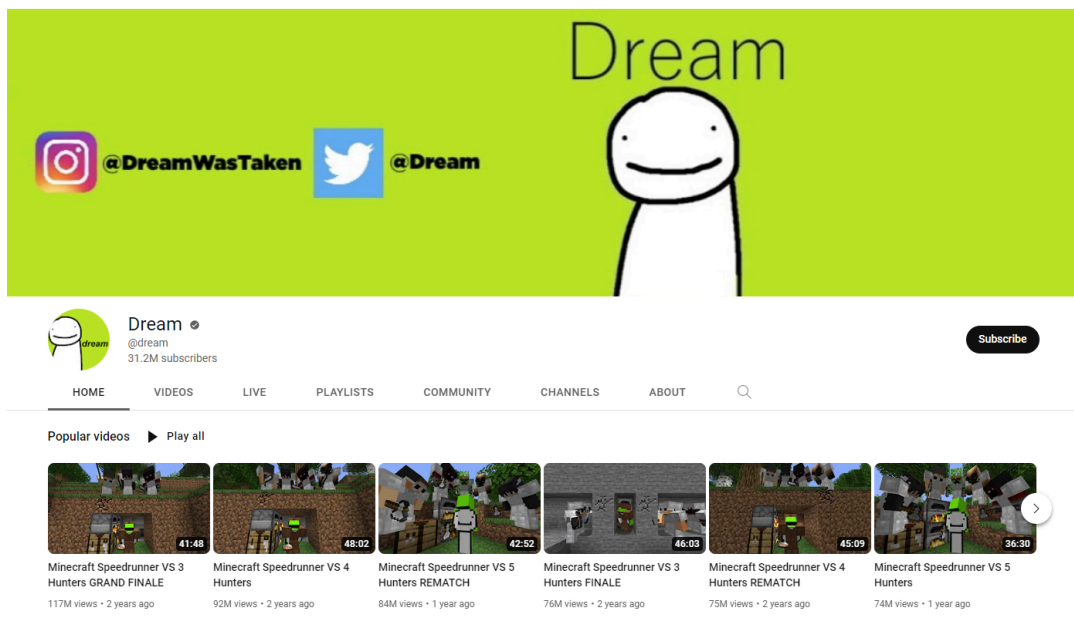
I took my car off road ... (Oops)
PewDiePie • 1.9M views • 2 months ago
Thank you for letting us wreck/borrow some cars and setting this up! <https://www.flexnet.co.jp/us/>
<https://instagram.com/renocabyflex.Allen> <https://www.youtube.com/c/SufficientlyAd...>

Calling **PewDiePie** a gaming youtuber is not really accurate at this point as he's largely moved beyond gaming and more into vlog, reaction, and lifestyle formats. But he is THE original big Youtube creator with his original content and content overall throughout the years leaning heavily in games and gaming, so we feel that this is the best spot to introduce him.

PewDiePie was the largest channel on Youtube in August 2013, and From December 2014 to February 2017 most-viewed channel as well, and he was noted as one of the world's 100 most influential people by Time magazine in 2016.

[Find PewDiePie here.](#)

Content warning: Some of PewDiePie's content may be controversial, and lots of his gaming content focuses on horror games which might not be suitable to all viewers.



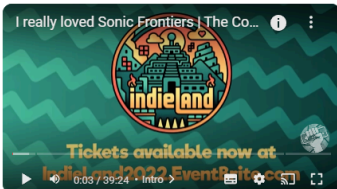
Dream is a Minecraft gaming and speedrunning focused Youtuber who has garnered massive popularity in the last couple of years. Recently, he's been mired in cheating and other controversies. [Find Dream here.](#)



The Completionist
@ThatOneVideoGamer
1.57M subscribers

Join Subscribe

HOME VIDEOS LIVE PLAYLISTS COMMUNITY CHANNELS ABOUT



I really loved Sonic Frontiers | The Completionist
509,805 views · 1 month ago
The open world Sonic game is finally here. What is exactly Sonic Frontiers? In my Sonic Frontiers review, I just can't sugarcoat it: it's one of the greatest and my absolute favorite Sonic games. (Can't wait to see how comment section handles that statement). And for the first time in a while, I actually got my hands on the game way earlier so I had the chance to complete with before you got it. Let's jump into this open world and Super...

Our members
Thank you channel members!



The Completionist is a gaming focused channel where the host has a specific goal of completing all games 100%. That means, doing all challenges, collecting everything, and whatever else may be required. [Find the channel here.](#)

3.1.9. Video Essays

Video Essays usually refer to videos which focus on a single subject matter, usually a popular media content such as a movie, tv show, book, or a video game, then dives into it or specific aspect of it in an in-depth manner, attempting to offer insight and perspective. Video Essays also often have a highly edited visual style, with the narrator talking in the background.

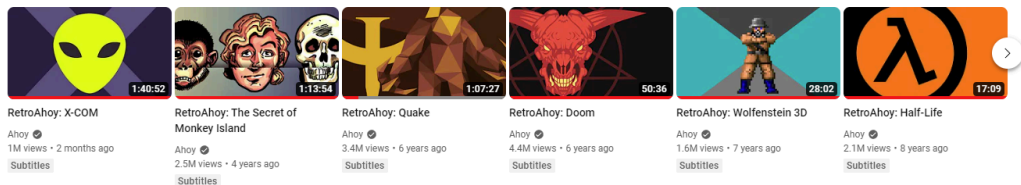


Ahoy
@XboxAhoy
1.71M subscribers

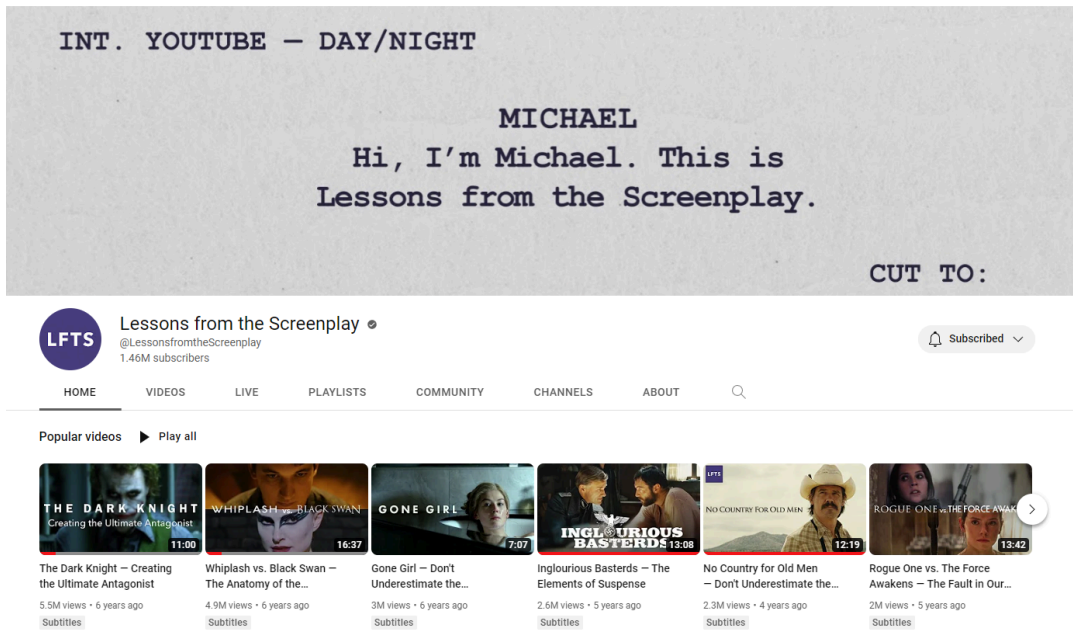
Subscribed

HOME VIDEOS PLAYLISTS COMMUNITY CHANNELS ABOUT

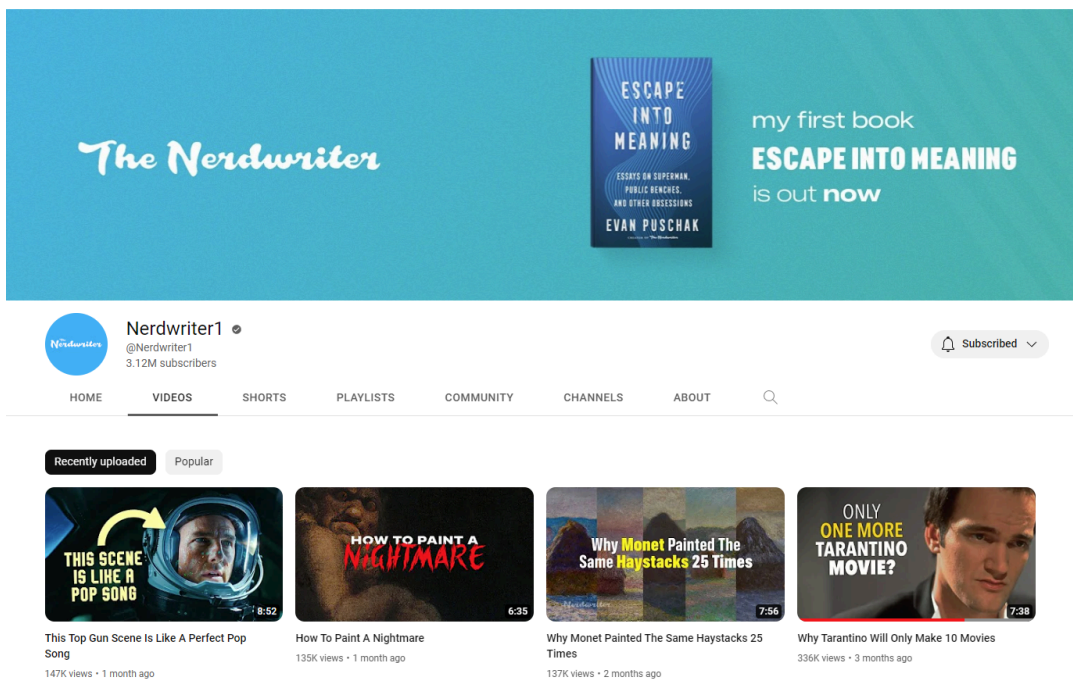
RetroAhoy ▶ Play all
A retrospective of classic games through the eyes of the age.



Ahoj picks an aspect or item typical in games and goes through it and its history in great detail. Highly edited and visually interesting videos combined with steady voice narrating the experience creates great gaming focused Video Essay content. [You can find their channel here.](#)



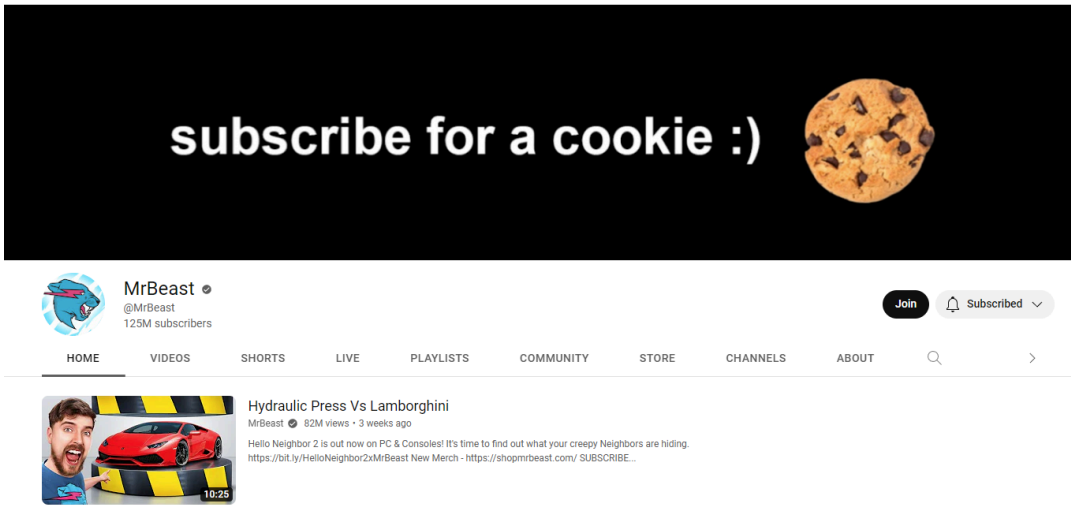
Lessons from the Screenplay focuses on analysing movies or specific subjects or aspects in them and presents their thesis in a highly edited visual way. [Find the channel here.](#)



The Nerdwriter is somewhat similar to Lessons from the Screenplay, but with different perspectives and also focusing on other forms of art than movies. [Find the channel here.](#)

3.1.10. Other content types

Above list is in no way exhaustive when it comes to different content types or creators and channels, big or small, within the listed content types.

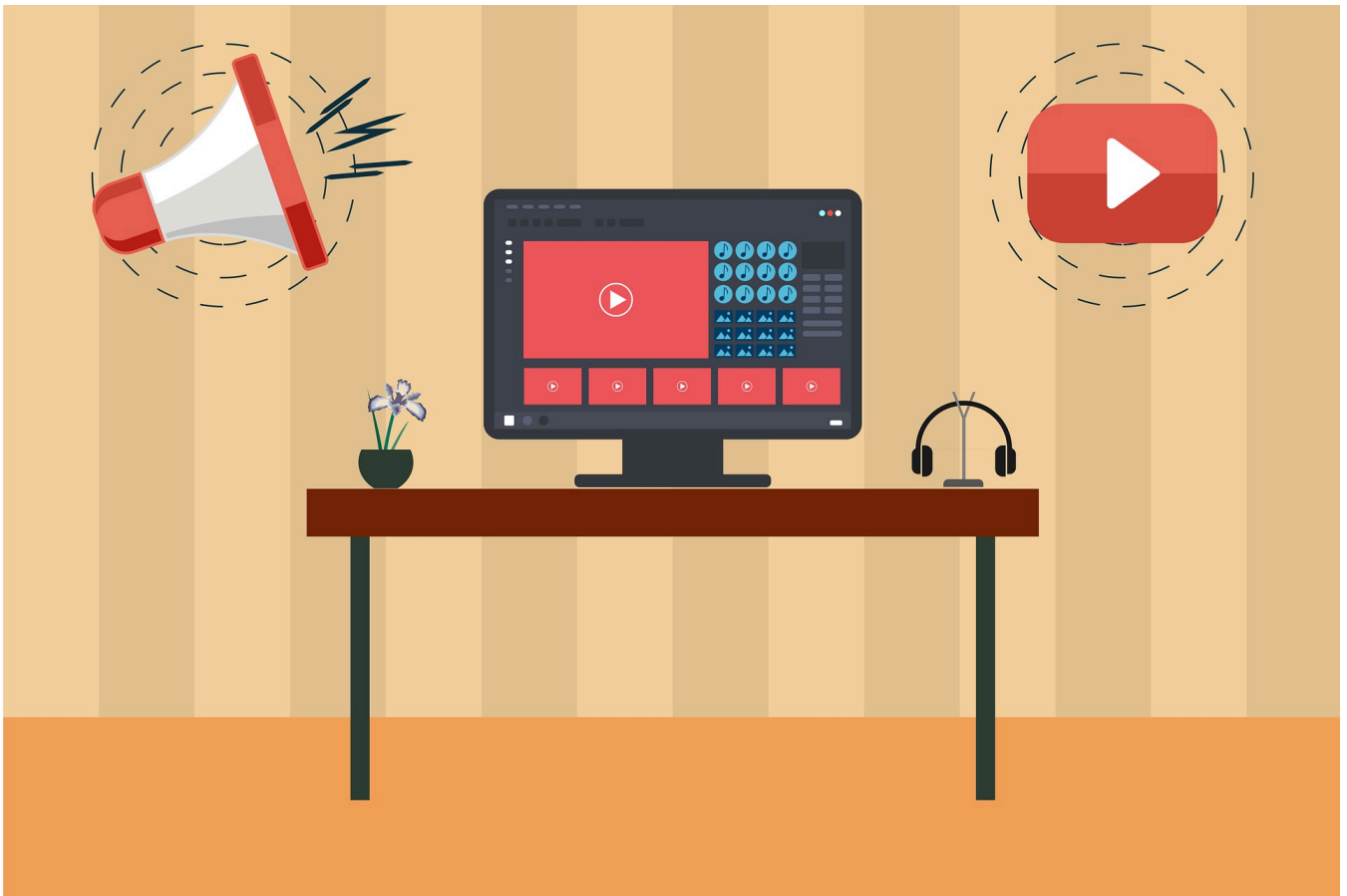


As one example, [check out MrBeast](#), one of the biggest youtube creators out there. His content is difficult to pinpoint to specific categories with lots of it focusing on challenges for himself, his viewers, or his friends, often with massive prizes. But with all of his content the core focus is getting those clicks, getting those views, and ranking up that total view time.

Youtube is filled to the brim with all kinds of content to watch, so if you're not sure what you'd like to start creating, what could be a better place to find inspiration than Youtube itself!

3.2. Consumer Demand

Youtube is already quite a saturated platform with over 51 million active channels. But don't let that number dissuade you, Youtube has over 2.6 billion monthly visitors who are always ready to discover their new favourite video or channel. However, taking into consideration the saturated market, it's important that you bring in your own unique voice, perspective or niche to the platform.



If you've ever tried to search for a specific type of content and couldn't find the right video or channel, or the ones you found were disappointing, it's possible that others have wanted to find the same type of content and couldn't, creating a demand for that video. You can use that to your advantage and create videos for the existing consumer demand.

There are always ways to blend different elements together as well to find your niche. For example, you might enjoy watching channels that review the newest movies, but you find that the personalities are bland or too serious, there are definitely others out there who agree with you. You can take that information and create a channel that reviews movies, but have fun with it. Have your personality really shine and inject inside jokes, clever editing tricks, anything you can think of

3.3. Resources and Equipment

When choosing what genre of videos you want to create, the decision might dictate what sort of physical hardware and equipment you need or what type of resources and materials you must have for the video content.

3.3.1. Recording Equipment

If you want to, for example, make gaming videos with your computer, you need to have a powerful enough computer to play and record at the same time. Now, most gaming capable

modern computers should be able to handle this at least on some level, but you may be limited in what games you can reasonably play and record at the same time.

Alternatively, if you want to record console gameplay, you may need separate video capture equipment. This isn't necessarily too expensive these days, but it's good to figure out first what equipment you may need for creating your content.

3.3.2. Content Resources

In turn, if you want to create makeup tutorials, you of course need the expertise, but also makeup materials to be able to make the tutorial content. Some creators get these for free from brands wanting to promote themselves, but this is not likely to happen when you're just starting up.

Similarly, if you want to review the latest tech devices or review cars, you likely won't get them from the brands or stores selling them if your channel is brand new. You may be able to borrow some if you have the right contacts, or you might have to buy some hardware to showcase it. Overall, you'll likely need to get creative if your content idea requires expensive materials or products.



Linus from Linus Tech Tips gave a good in-depth explanation of how this works, specifically with hardware and tech review units, but the same rules generally apply. [Watch the video here](#) or click the above image.

3.3.3. Audience Expectations

Audiences have their own expectations when it comes to video quality overall or quality for videos in different video genres. Some may want gorgeous shots filmed at exotic locations with expensive cameras, others are happy watching a video recorded with a crappy old webcam, or your content might even work with just audio and still image as a video.

To consider the effect the content type has on this, if you are for example aiming to create makeup tutorials, it's important that the video quality is clear and subjects well lit so that viewers can clearly see what you are doing and what the end result of the makeup is. If on

the other hand you wish to make ASMR videos or record music, you will need at least reasonable quality audio equipment, preferably even a bit higher quality ones.

While the right hardware and equipment will help you long term, the lack of these should never prevent you from starting today and trying to create the videos you have in mind. With every video, you will be learning how to improve and what you could use to improve yourself. It will hurt your wallet a lot less to start now and make purchases over time, rather than going out and spending thousands at once to procure all the best gear on the market.

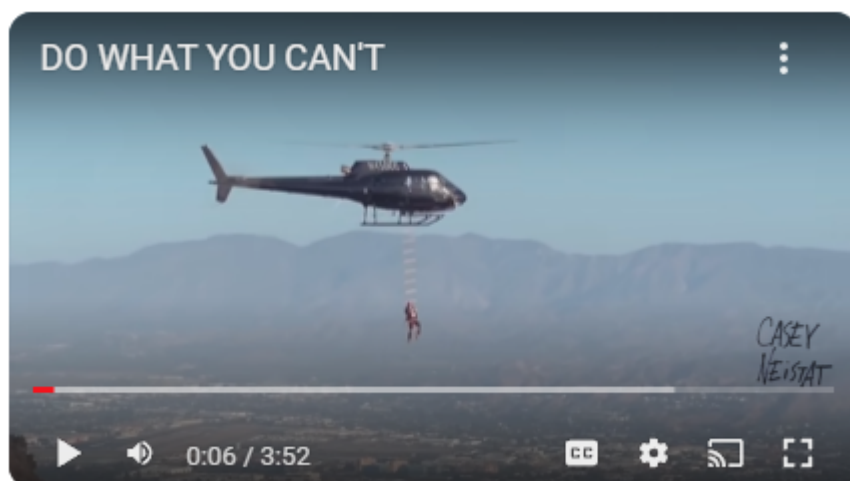
3.4. Create what YOU want to create!

This is ultimately the most important bit. Create what you want to create. Don't try to force yourself into creating something you don't want to do or care about. Don't follow trends because you feel obligated to, don't create content the same way others are doing because someone is saying that that is the "only correct way".

And don't let your recording hardware limit yourself. If you only have a phone to record and edit with, but you have an idea, then get creative and work with what you have.

Ultimately, you do you.

Casey Neistat has a good short film with a message about encouraging creators, titled DO WHAT YOU CAN'T. [Watch it here](#) or by clicking the image below.



Here is Nookrium's take on creating what you enjoy.

[Watch video: Michael Advice for New Channels](#)

4. How To Make A Video

4.1. Making Videos Intro

4.1.1. Equipment

Now that you've created your channel, you've decided what sort of content you'd like to create and have determined who your main audience will be, it's finally time to start making videos. When it comes down to recording the video, things can be as simple as holding up your mobile phone, pressing record and talking to your phone.



But your equipment can really affect the desired quality of your videos. For most videos, it's important that you have a high quality camera, a lot of videos on Youtube now are viewable up to 4K.

Next, is your microphone. Audio is an often underestimated aspect of videos, if the viewer cannot understand you or things are too loud or too quiet, your viewers will not stick around. It's a good measure to have a good microphone to help capture better audio. If you're recording on mobile, usually the phone microphone is sufficient, but most Youtubers who record from their phones will have a separate microphone and standalone audio recorder to help capture better audio. And if you're recording on your PC, most webcams can record audio, but the quality is often quite low, with echo and room noise taking a lot of space.

Content Creators channel has an informative and quite recent video going through various options, use cases, and technical aspects of choosing a microphone for making your videos.

[Watch the video here](#) or click the picture below.



As discussed earlier, filming from your mobile device is completely fine, most of the mobile phone cameras are quite powerful. You need to keep in mind if you wish to film horizontally, as most Youtube videos are, or if you want to record vertically. Filming vertically is completely fine, but avoid changing your camera's orientation while filming, it can be very disorienting and may not adjust to the correct orientation.



4.1.2. Lighting Equipment

Next, an extra touch to help your videos is appropriate lighting. Ring lights have increased in popularity over the years as they help focus a source of light on whatever you wish to focus on.



Some equipment you can consider looking into now or at a later time. Good lighting, like a ring light or spotlight, LED lights to make your background more interesting. The photo above shows the difference between using a ring light or not.

4.1.3. Storage Space

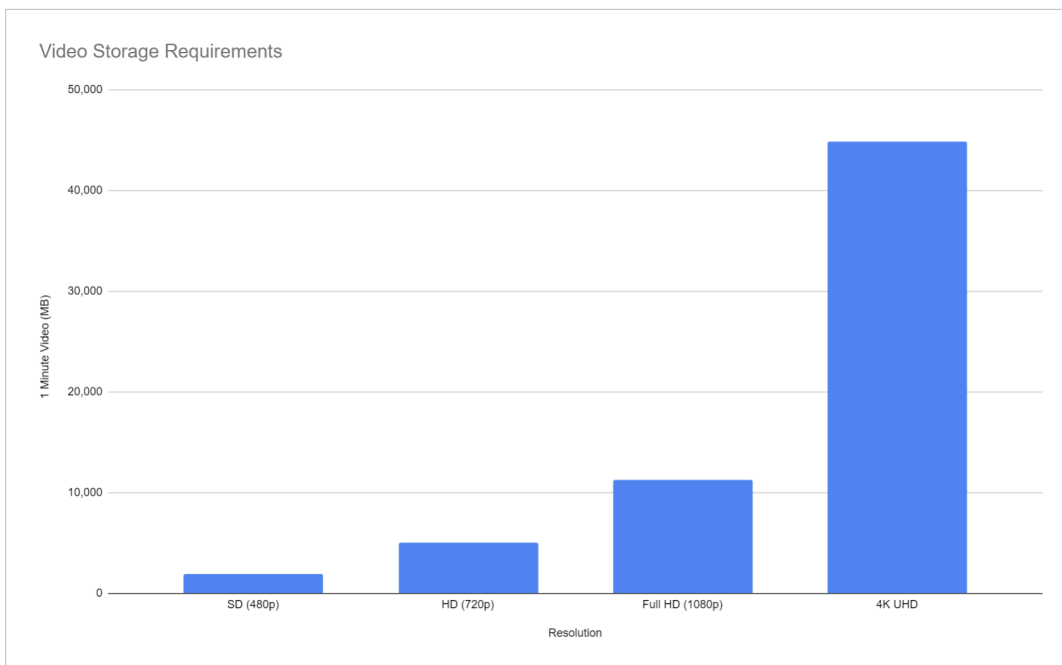
One thing to keep in mind long term is storage space. Videos take a lot of space on your phone or hard drive, you may have to invest in additional hard drives or cloud storage solutions if you're recording a lot of video footage. Even more so if the footage is high resolution and high bitrate.

We won't go too deep into frame sizes in this course, but let's take a look at a couple of basic terms to get a better understanding of why video takes up so much space.

Resolution refers to the size of each frame, or "image", on the video in pixels. For example Full HD video, also known as 1080p, has each frame with size of 1920 pixels horizontally by 1080 pixels vertically. **Frame size** is then calculated from Resolution.

Framerate refers to the amount of frames that are shown for each second. The more frames there are, the more fluid the video looks. Typical video frame rates can range from 15 to 120, with movies traditionally using 24 frames per second, and tv often using 30 frames per second.

Bitrate is the amount of data needed for each second, calculated by multiplying the Frame size by the Framerate (frames per second). If a single Full HD frame is roughly 6.2 megaBytes in size and our video has 30 frames per second, one single second of video requires roughly 187 megaBytes of storage space, with one minute requiring over 11 gigaBytes of storage. Luckily we have highly advanced compression algorithms to help with this.



Above graph shows rough storage size comparisons between different resolutions for 1 minute video with 30 frames per second. Note that there are other significant factors affecting required total storage size, such as colour information stored in frame pixels and video compression algorithm used, but we won't go into those in this course.

4.1.4. Mobile Recording

The equipment we've covered so far is mostly if you're recording from home or some sort of office space, but recording from your phone can be just as good, some viewers might even prefer the up close and intimacy that comes with mobile phone recordings. There are some extra steps you can take to improve those recordings. Buying a standalone microphone is important here again, most phones when recording capture all the sounds in the scene and can get very noisy if you're out in public. Phone cameras are really powerful these days so camera quality isn't something you should worry too much about, but a good light source is always important.

4.2. Basics of Editing and Audio Tools

Once you've been able to record your video, you may want to upload it directly to Youtube if you're looking to create something more you need to edit your video.

Video editing is the idea of taking your existing footage and manipulating it in different ways that you see fit. You can remove parts of the footage, combine multiple bits of footage, rearrange the order of footage, add music, text, effects, transitions, and much more.

Editing is often considered one of the most important parts in producing movies, tv shows, music videos, or any other type of video content.

“The notion of directing a film is the invention of critics – the whole eloquence of cinema is achieved in the editing room.”

– Orson Welles, Director of Citizen Kane

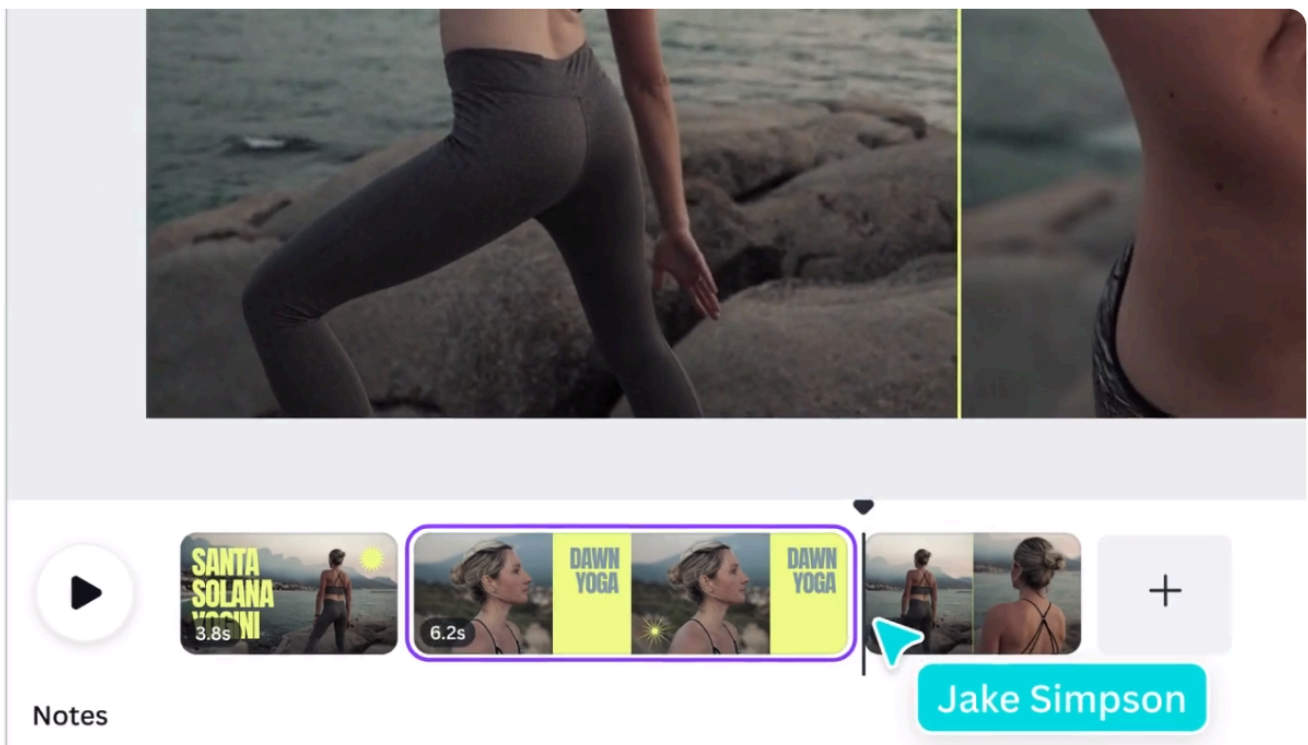
Editing and audio tools can go a long way to improve your video. Editing videos can take a lot of work and encompasses many elements, but for this chapter, I’ll focus specifically on cutting footage.

And for this chapter, we'll revisit [Canva](#), but this time their online video editor. Their editor is a bit basic, but quite simple to use and it’s a good place to start. Most desktop software and professional grade editors have hundreds of options and can be very complex and intimidating to start with. But with Canva, you won't need to download any software, everything can be done on their website.

Free Online Video Editor

Create videos from your browser with Canva's drag-and-drop editor. Add a pro touch with transitions, animations, designer fonts, music, and more.

Edit a video



Cutting is, let's say, you’ve recorded a video and there is a lot of empty space with nothing interesting happening in your video, or if you want to simply remove things from the video, you can do so with editing (cutting). You can cut out any unnecessary footage, any mistakes or things you don't want published in your video.

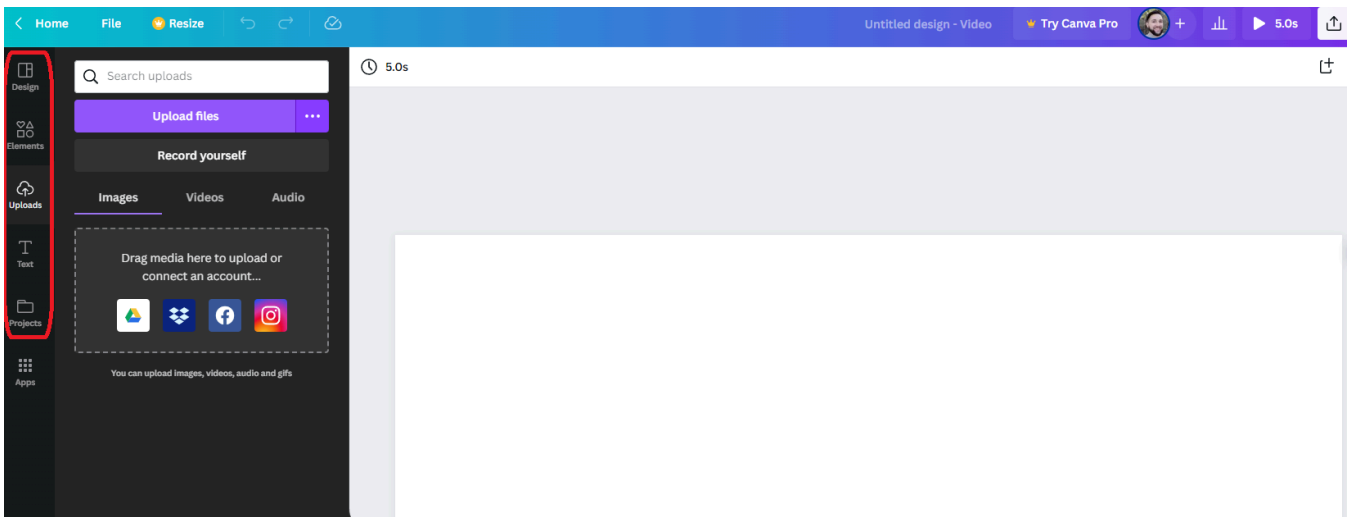
Cutting is simple enough to do and you can find lots of different software that will let you do that. [Davinci Resolve](#) is another free but very powerful software that we will dive into further later, but for now Canva will do. It's good to be aware of video editing and how to use it in simple ways to help improve your videos.



Another aspect of video editing is improving your recorded audio. Even the highest quality recorded audio will be touched up and improved upon, so it's good practice to try and learn about audio editing and improving the overall sound for your videos. In the next section, we'll take a closer look at Canva's online video editor.

4.3. Canva Online Video Editor

You can begin these lessons by going to Canva's video editor [here](#) and clicking on "Edit a Video".



Here you'll have a blank canvas. On the left side panel you'll find a few different tabs.

Design will give you different templates you can use to create videos, they have a lot of focus on graphic videos if you wish to have a clip or video with important text.

Elements is a tab full of different images, stickers and visual add-ons for your videos.

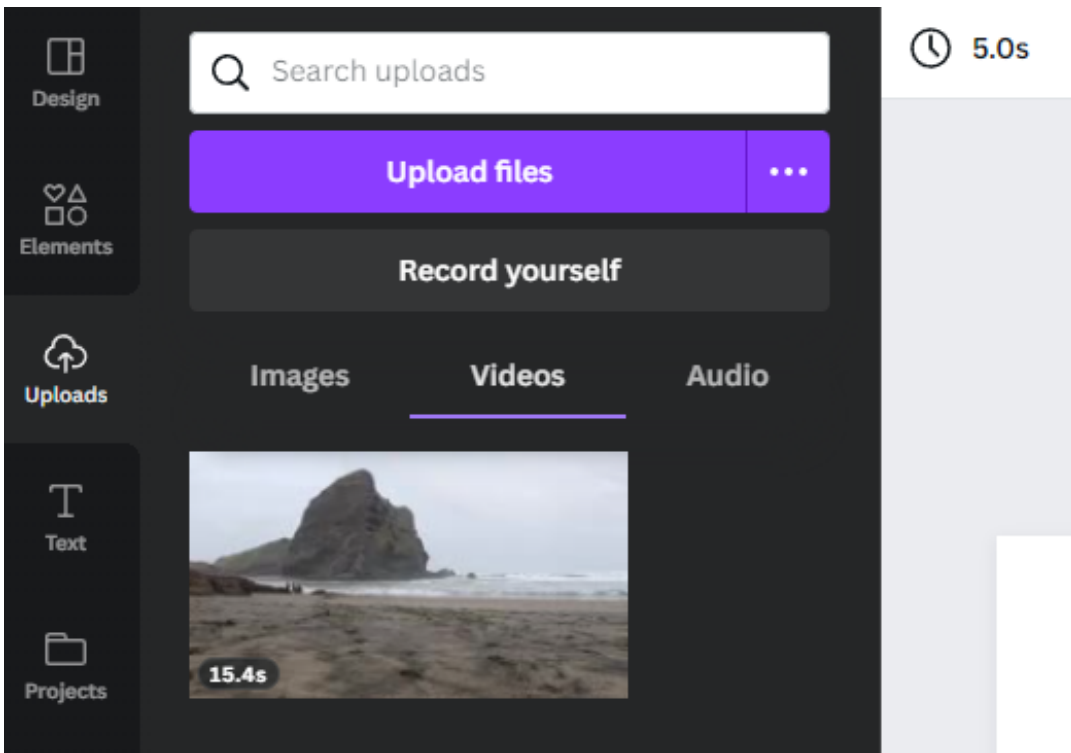
Uploads is where you can upload your own footage to use or record directly to Canva.

Text is where you can add text to your video with many options and customisations.

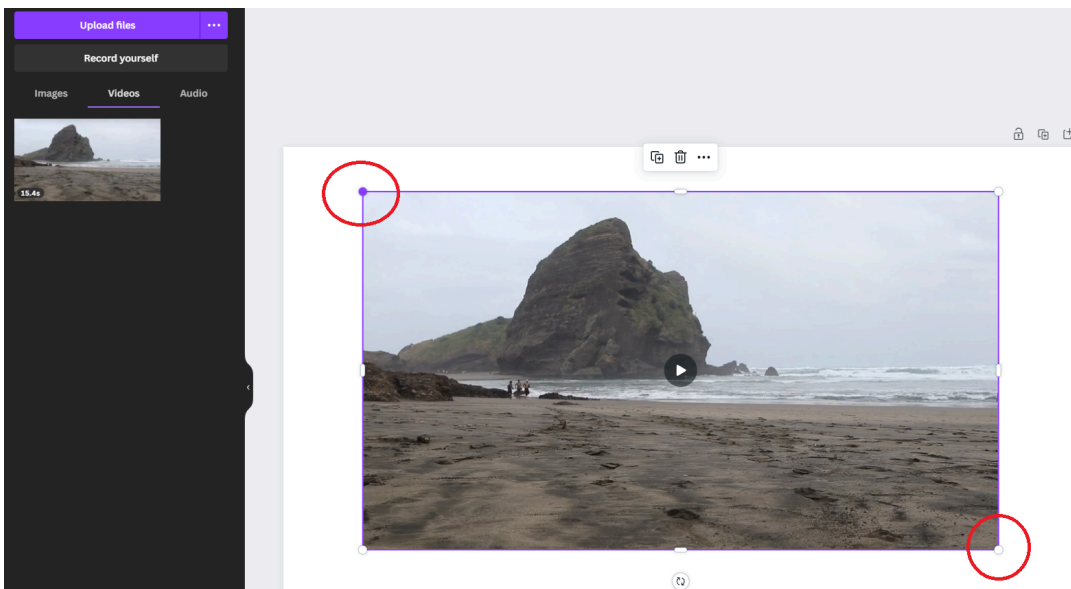
4.3.1. Instructions

Next you will combine two videos together to make one combined video.

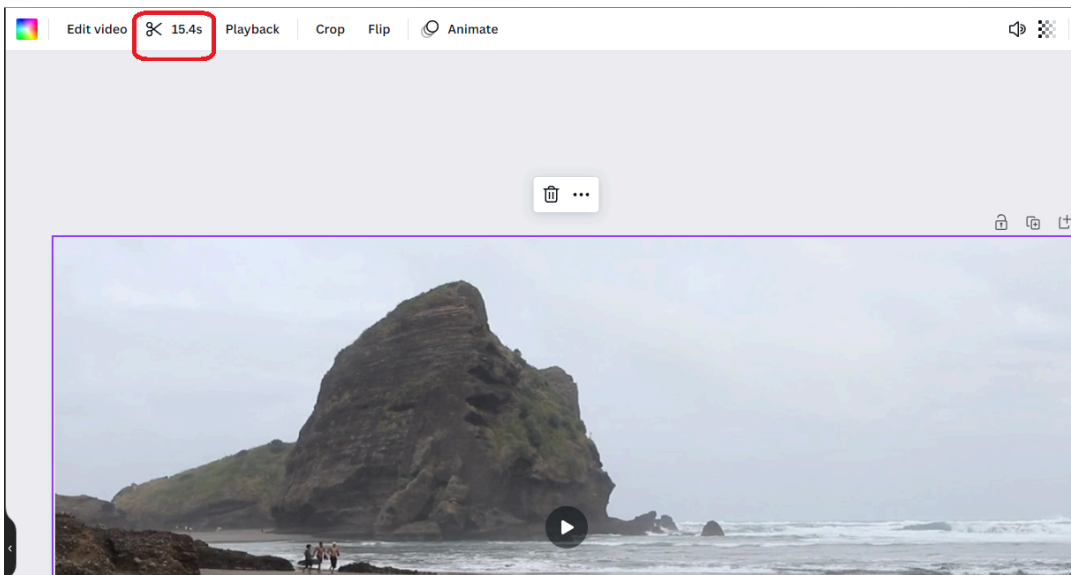
First you can download this video from Pixabay, a source for royalty free content. [Download here](#). You can then upload the video to Canva by clicking on "**upload files**" and find where you saved the video. Uploading the video will take a moment, but once it's done, your Canva page should look like this.



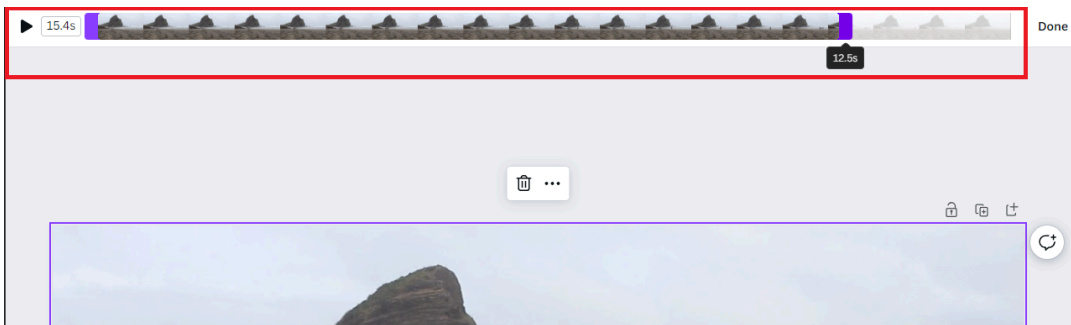
Then click on the video itself and it will appear on the blank canvas. If you wish, you can then resize the video to fit the entire screen and cover the empty white space. Do so by clicking on the video in the middle of the canvas, doing so will make corner edges appear. You can click and drag the white balls towards the edges of the pages. The video should now be the full size and you should no longer see the white background behind it.



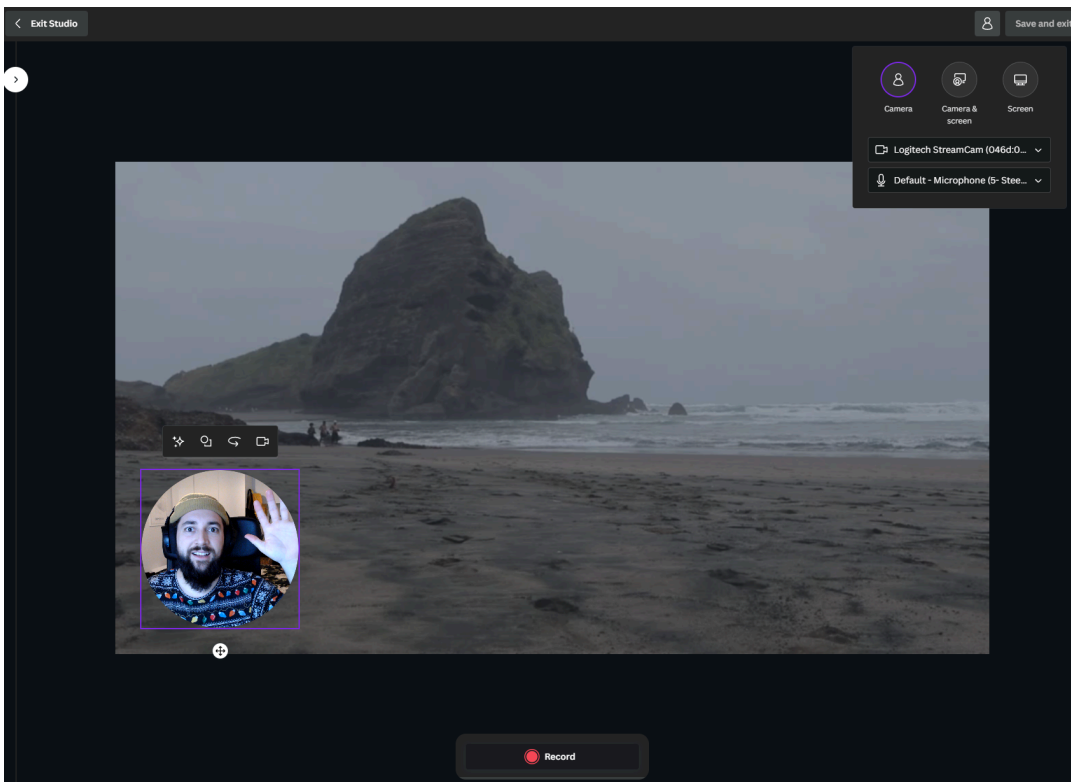
Next we want the video to be only 10 seconds in length, currently over 15 seconds in length. By clicking on the video in the middle of the screen, a bar with different options should appear just above the video. Next you click on the scissors with the "15.4s" text circled below in red.



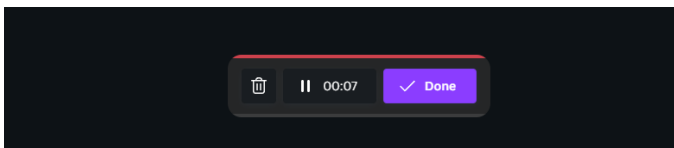
Doing so will open your options to make changes to your video length. You can click and drag the purple bars to shape the length of video however you want, but for now, we want exactly 10 seconds for the video, so you can click on the "15.4s" button to the left of the video timeline. Clicking on the "15.4s" button will allow you to make changes to the length. Type in "10" and "Done" to the right of the screen to accept changes. Your video has now been edited and is exactly 10 seconds in length.



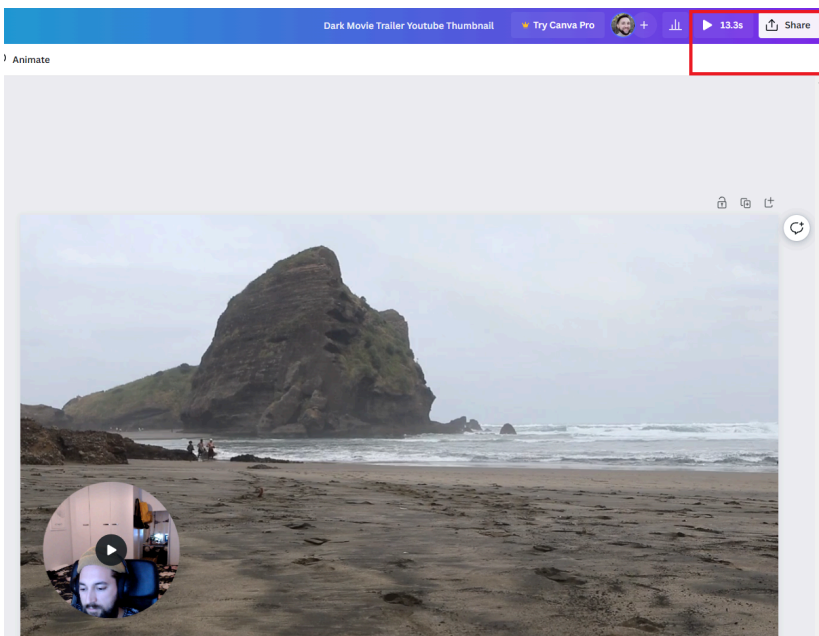
Next, we will go back to the left side bar on the page. Make sure you're still under "Uploads" and from there, click on "Record yourself". You will need to grant permissions for Canva to be allowed to record your video and audio for the purposes of the video. And should look something like this.



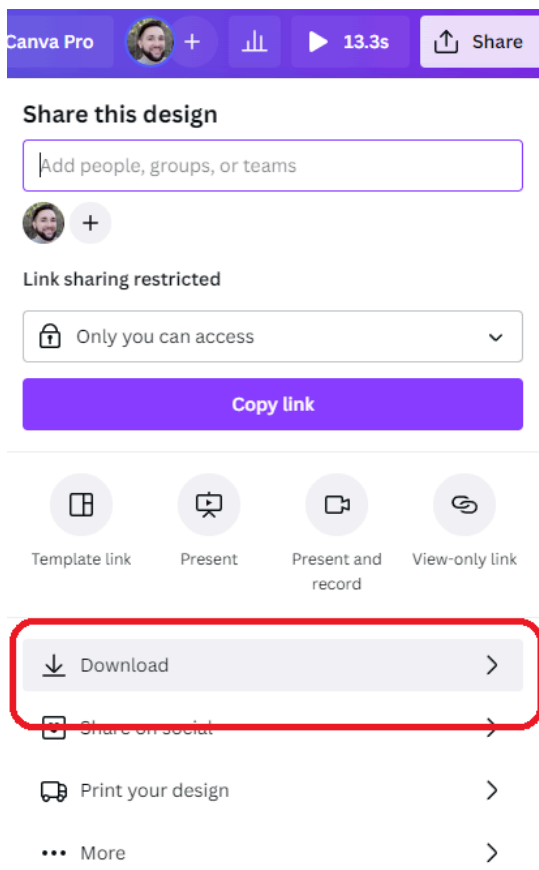
From here we want you to record yourself introducing yourself, just a quick hello with your name is good, we want your video to be under 10 seconds to best fit the beach footage. You can click "record" at the bottom of the screen, you will be prompted with a 3 second countdown and then you can start recording your introduction. Once you are done, you can click on "Done" at the bottom of the screen.



From there, you can click on "Save and Exit" from the top right corner of the screen. And should bring you back here.



You can click on the play button (circled in red in image above). You can now see the beach footage play alongside your record introduction video. If you're happy with your results, you can click on "Share" found next to the play button.



Next, click on download (circled in red in the picture above), in the next window, click on "Download" your video is now downloaded and saved for you. You can now upload it here as your exercise for this chapter.

4.4. Video Formatting

Youtubers typically follow a familiar format when you watch their videos, one that you might not even notice. The format goes like this: “intro, call to action, main content and outro”, so let’s take a look at each of the steps. The format is quite similar to writing essays, thesis or other written work. While not used in every video, not every channel or video needs this sort of formatting, it's good to be aware and keep it in mind. [This video](#) from Think Media is “**How to Write a Script for a Youtube Video**”, a channel with over 2 million subscribers, gives their expert point of view with video formatting from the scripting point of view.

4.4.1. Intro



During the intro, it's important to mention your name, the channel, what the video will be about. They are the first thing a viewer will see, so make your intros engaging, let them know what they will be watching for the video. You need a strong hook to keep the viewer interested, maybe promise to answer a question, solve a problem, discuss a certain topic, something that will make them want to watch the whole video. Don't make false claims or empty promises, these can come back to hurt your channel.

I'd also like to point out a recent trend that Youtubers have been using, the cold open. Cold open is when a Youtuber starts right away in the middle of a segment that typically will come later on during the video, one that has a lot of impact and gets the viewer curious. This method is used to help retain a viewer as they await for that moment to come back in the video. A normal intro, will start off from the very beginning with introductions.

[Here is an example](#) of an intro open. Notice how there is an introduction of the presenter, the channel and the topic at hand.

[Here is an example](#) of a cold intro. Notice how the video starts right away in the middle of a topic, creating a sense of anticipation to watch the whole video and see more of that segment.

4.4.2. Call to Action

Call to action is a marketing term used to prompt a response from the viewer. The call to action is when you give the viewer a directive, such as "subscribe to the channel", "comment down below" or "click the link for the new merchandise". It's been proven that adding the

call to action early on during the video tends to yield higher results than later in the video when your viewership is at its highest.

[Here is an example](#) of a call to action. It was included as part of the main video and doesn't distract or take too much time from the viewer.

4.4.3. Main Content

The main content is the meat of your video, everything you want to discuss or showcase will follow the intro and call to action. Your main content should follow a narrative thread as well, starting off by grabbing the viewers attention and digging deeper into the content until you reach a conclusion or climax in the view"

[Here is an example from](#) the same video depicting some of the main content of the video. Asking the viewer a question and promising to answer that question during the video.

4.4.4. Outro

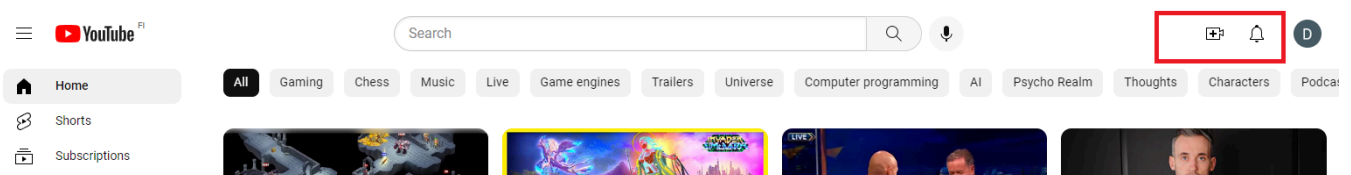
During the outro, it's great to have another call to action for the viewer, another "make sure to comment and subscribe". If viewers are watching until the very end of the video, they are most likely to be your biggest fan and supporter, the outro makes for a great place to truly thank them for watching and can include extra information for them.

[Here is an example](#) of an outro from the same video. The outro points back to the overall video, asks the viewer a question and includes a final call to action.

5. How To Publish Your Video

5.1. Publishing Videos Intro

Now that you've created your video and you're happy with the results, you can now upload the video to Youtube. To do so, once you're logged into Youtube, you can click on the "create" icon that looks like a video camera in the top right corner of the screen, and then "upload video". From here, find the video on your computer that you want to upload and add it to the page. Youtube will start preparing the video so you can upload it, after you've gone through all the key steps.



Next you will be prompted with this page. We will cover all these topics lightly here, but will go further in-depth in sections later on during this lesson.

5.1.1. Details

Details [REUSE DETAILS](#)

Title (required) ?
Test **1**

1. As seen above is where you will enter your video title. You can name your video and make changes at any time, your title isn't permanent.

Description ?
Tell viewers about your video (type @ to mention a channel)

2

2. Here is your video description. Here you can enter a message for your viewers or give details about the video itself. Description can also include links to other websites.

Thumbnail

Select or upload a picture that shows what's in your video. A good thumbnail stands out and draws viewers' attention. [Learn more](#)

Upload thumbnail **3**

3. The third box is your video thumbnail. The thumbnail is the image everyone will first see when scrolling through Youtube, the image represents your video.

Playlists

Add your video to one or more playlists. Playlists can help viewers to discover your content faster. [Learn more](#)

Select **4**


4. Here are your video playlists. Here you can gather different videos in specific playlists to make your videos easier to find for your viewers.

Audience

Is this video 'Made for Kids'? (required)

Regardless of your location, you're legally required to comply with the Children's Online Privacy Protection Act (COPPA) and/or other laws. You're required to tell us whether your videos are 'Made for Kids'. [What is 'Made for Kids' content?](#)

5

 Features like personalised ads and notifications won't be available on videos 'Made for Kids'. Videos that are set as 'Made for Kids' by you are more likely to be recommended alongside other children's videos. [Learn more](#)

Yes, it's 'Made for Kids'

No, it's not 'Made for Kids'

5. In the fifth box is the audience tab. Here, you need to identify if your video is made for kids or not. If it's "Made for Kids" it means children are primarily the audience for the video. You can find more information on Youtube's support page [here](#).

Next, click on "Show More" at the bottom of the page.

Paid promotion

If you accepted anything of value from a third party to make your video, you must let us know. We'll show viewers a message telling them that your video contains paid promotion.

6

My video contains paid promotion like a product placement, sponsorship or endorsement

By selecting this box, you confirm that the paid promotion follows our ad policies, and any applicable laws and regulations. [Learn more](#)

6. Here you need to tell Youtube if your video includes paid promotions or not.

Automatic chapters

Chapters and key moments make your video easier to watch. You can overwrite automatic suggestions by creating your own chapters in the video description. [Learn more](#)

Allow automatic chapters and key moments

Places

7

Places mentioned in your video, such as restaurants, may be displayed in your video description. You can allow automatic places by ticking the 'Allow automatic places' tick box (when available and eligible). This will not display your current location. [Learn more](#)

Allow automatic places

7. In the seventh box, you can allow Youtube to create chapters for your videos, users can use chapters to find specific moments in your video. Places will allow Youtube to tag certain locations mentioned in your video.

Tags

Tags can be useful if content in your video is commonly misspelt. Otherwise, tags play a minimal role in helping viewers to find your video. [Learn more](#)

Add tag **8**

Enter a comma after each tag 0/500

8. Here covers tags, keywords you can enter to help your video being found on Youtube.

Language and captions certification

Select your video's language and, if needed, a caption certification

Video language
 Select

Caption certification [?]
 None

Recording date and location **9**

Add when and where your video was recorded. Viewers can search for videos by location.

Recording date
 None

Video location
 None

9. Finally, in the ninth box are language, captions and recording date information. You can enter all this information so Youtube can better define your video's information and how to categorise it.

Scrolling down will reveal further options.

Licence

Learn about [licence types](#).

Licence
 Standard YouTube Licence **10**

Allow embedding [?]

Publish to subscriptions feed and notify subscribers

10. In the tenth box is the option to change the Youtube License. Generally speaking, your videos will always be the default option of Standard Youtube License. You can change it to Creative Commons if you wish to grant the entire Youtube community the right to reuse and edit that video.

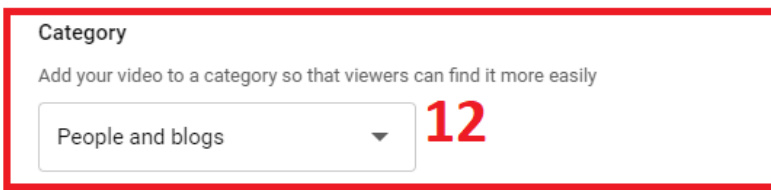
Shorts sampling

Allows people to create Shorts using parts of this video. Not all videos can opt out. [Learn more](#)

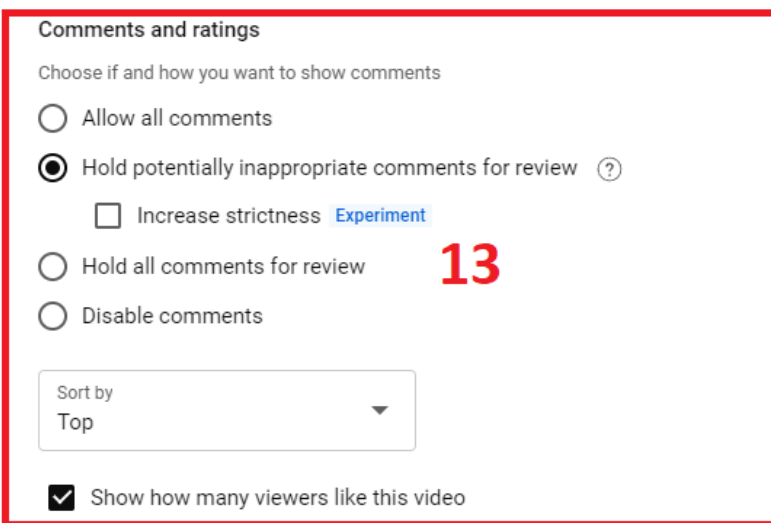
Allow people to sample this content **11**

11. Next is the Shorts Sampling section, clicking the box allows other Youtube channels to create Youtube Shorts using parts of your video.

This can be a great way to gain additional viewers if you're creating interesting long form content that other more Shorts focused creators can clip and show to their audience.



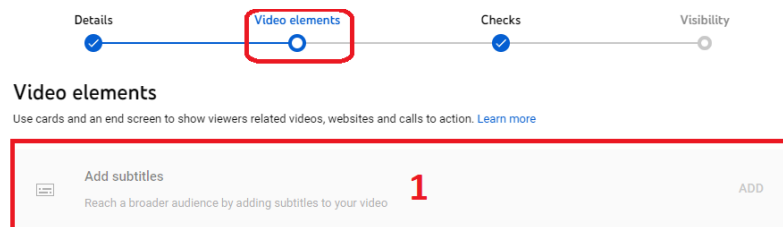
12. Twelfth box is Category, here you can define what sort of category your video falls under. There are various categories like: comedy, entertainment, gaming, news, and many more.



13. Finally, comments and ratings allow you to define what sort of comments are allowed on your video. You can automatically allow all comments, hold potentially inappropriate comments, hold comments until you manually review them all, or disable comments entirely. And you can allow the option for video likes to be visible to everyone.

5.1.2. Video Elements

At the top of your page, you can navigate over to **“Video Elements”**



1. In the first box you can add your own subtitles if you wish, Youtube does have its own AI created subtitles but are rarely perfect.

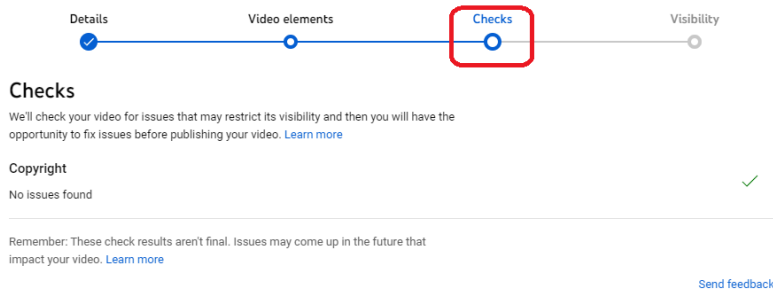


2. In the second box you can add an end screen, an option to add clickable links to new videos at the end of your video. We will revisit this later.



3. In the third box you can add cards, cards are small clickable boxes that appear on-screen that creators can use to link to different sites or other content you wish to promote.

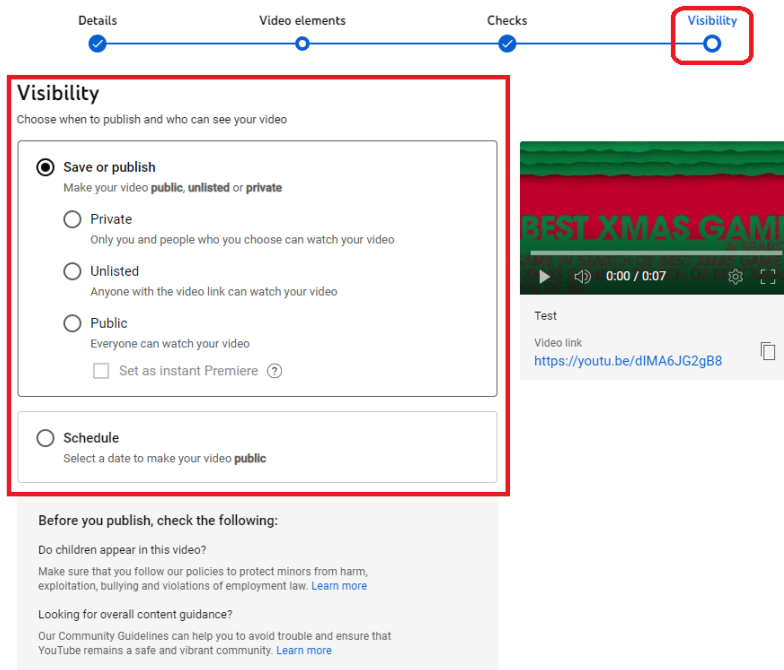
5.1.3. Checks



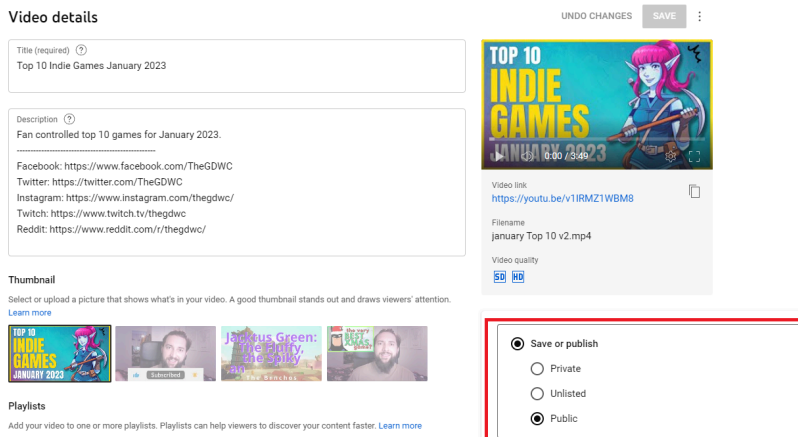
While the video is being uploaded, Youtube will perform checks to see if your video uses any copyrighted material. While it's okay to use others' material in your video if it's used in a transformative way, you can't simply reupload someone else's entire video without Youtube penalising you. If you run into any issues during the check, Youtube will notify you. It's possible that no action will be taken against the video, it's possible the copyright owner can claim any revenue on the video or ask for the video to be edited or taken down entirely, all depending on various circumstances.

You can find different sites that offer copyrighted material for a fee or with a subscription, while others like Pixabay offer royalty free content like videos, music, SFX and images. It should be noted, if your content violated Youtube's Community Guidelines, you are at risk of receiving a strike. The Community Guidelines can be broken down in 5 different categories, Spam, Sensitive Content, Violent Content, Regulated Goods (sale of illegal goods) and Misinformation. While we won't be covering the guidelines any further, you can find more information here <https://support.google.com/youtube/answer/9288567>

5.1.4. Visibility



Finally, the last tab at the top of your screen is “Visibility”.



Public means that the video is publicly viewable by anyone in Youtube and offered to viewers by Youtube itself, based on the Youtube Algorithm. Public video is the default Visibility setting for any videos you’re looking to normally distribute in Youtube.

Here is an example of a Public video: [METAFICTION & FOURTH WALL BREAKS - The GDWC](#)

Unlisted means that the video is publicly viewable by anyone who has a direct link to the video, but it is not distributed or offered to viewers by Youtube itself. Unlisted videos are also not listed in your Youtube Channel. Unlisted videos can be used to easily share videos that you might want to be at least somewhat hidden, or it can be used to embed videos on other platforms without the video itself being shown in Youtube. Note a link to an Unlisted video can be further shared and anyone who has access to the video link, will be able to view the video, so don’t share anything extremely secret this way. Here is an example of an Unlisted video: [UNLISTED VIDEO - The GDWC](#)

Private means that video is not publicly available in any way, not even if the viewer knows the video’s direct link. Private videos are not listed in your Youtube Channel and they can’t

be embedded to other platforms. You can set videos you don't want anyone to see as Private. You can also store videos as Private videos if you're planning to publish them at a later date. You can share Private videos, but only directly to specific users with Youtube accounts by sending the video link to their emails from Youtube Studio.

By clicking the video's Visibility status, you can also set a schedule for the video to be published. Schedule gives you the option to set a specific time and date for your video to go live on your channel. This is a great tool if you want to keep up with a specific video schedule.

Once you are happy with all your video details, elements, checks and visibility options, you can click on "Save" at the bottom of the screen and your video will be saved on Youtube.

5.2. Title and Thumbnail

Next, you will need to add a title and thumbnail for the video. The title and thumbnail are arguably the most important aspect of your video, possibly even more important than the video content itself.



Top 10 Indie Games November 2022
230 views · 12 days ago



HISTORY OF HORROR GAME MECHANICS |
How Horror Came To Be | Video Essay
346 views · 2 weeks ago



The Very Best PSYCHOLOGICAL HORROR
Games | GDWC 2022
153 views · 4 weeks ago



The Very Best HORROR VISUAL NOVEL &
ADVENTURE Games | GDWC 2022
281 views · 1 month ago



Top 10 Indie Games October
385 views · 1 month ago



I Discovered These Indies At Pocket Gamer
Connects Helsinki 2022
57 views · 1 month ago



META FICTION & FOURTH WALL BREAKS |
How Gaming Perfected The Concept | Vide...
112 views · 1 month ago



How To Enter The Game Development World
Championship | GDWC Guide
69 views · 2 months ago

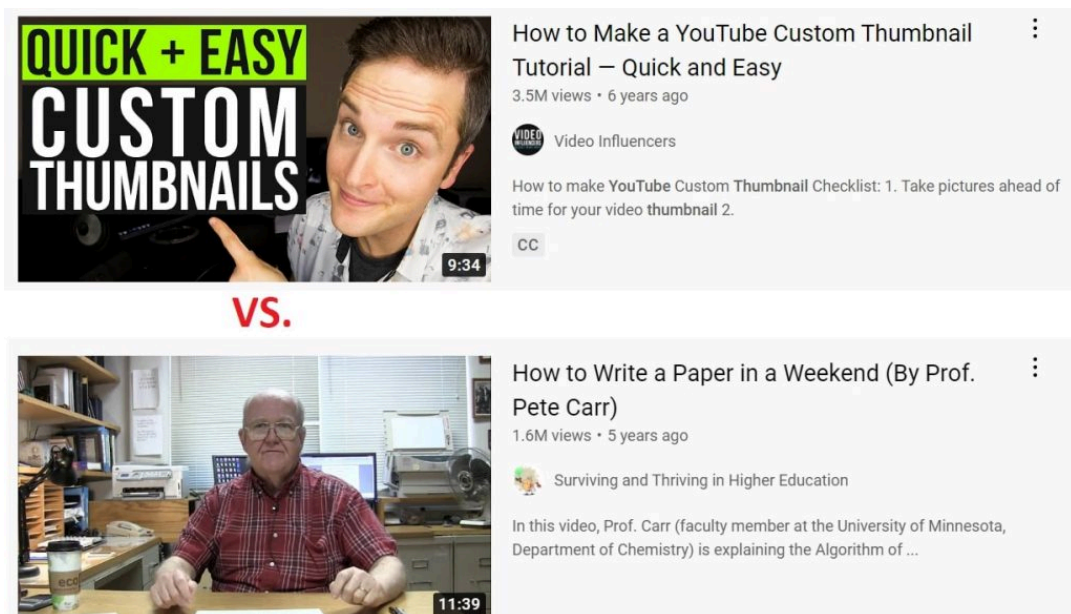
5.2.1. Title

The title is the first step to help grab the viewer's attention. As we covered previously, knowing your audience will also dictate how you title your videos, so take that into consideration when coming up with ideas. Your video title should include a strongly used search term to help the video increase it's chances at being found. You can also add hashtags in the video title which will help its visibility.

Some general advice is to include your primary keyword towards the beginning of the title, creating a sense of urgency pushing the viewer to watch the video now and not continue

scrolling. Try to avoid false clickbait titles, as Youtube continues to grow, those have been proven to work less and less throughout the years. Some level of clickbait is fine and even encouraged as it can be a powerful tool in catching viewers' eye and getting them to open the video. But the key difference to what is generally considered as clickbait in a negative sense, is lying. So even if you're being clickbaity, you need to be absolutely honest and actually provide what you're promising in your video. If you don't, people will catch on and will very quickly leave your video.

Below is an example of an eye-catching thumbnail compared to a quite basic thumbnail without much effort behind it.



5.2.2. Thumbnail

Your thumbnail is what will grab the viewer's eyes and they scroll through Youtube. Having a clear, catchy and engaging thumbnail is the best advice. It's good to keep in mind that the majority of viewers are watching Youtube on their mobile devices, taking into consideration the readability and size of your icons and text will help ensure people click on your videos. As with your video titles, knowing your audience should be taken into consideration when creating a thumbnail.

Some more advice for thumbnail creation is to include bold text with a shortened version of your video title. Make sure the text is large and readable, use bright and contrasting colour. Most importantly, compare your thumbnails. Create one thumbnail and a second, compare the two and decide which you prefer, which elements you might want to keep and remove entirely. You can also ask friends to vote which thumbnail they prefer. Creating great thumbnails is hard work, but with practice you will learn lots of great methods.

There are various sites that can help you create thumbnails. One great site is [Canva](#), it has hundreds of thumbnail templates that you can go in and change to fit your video. Most of their content is free to use, but make sure to check if they have any graphics or visual elements that are paid.



In the example above, if you find Canva's logo or watermark, it means those images or graphics need to be paid to be used. You can simply delete these and replace them with your own images. Canva will warn you beforehand if you accidentally try to use paid images.

Here are both KillrobPlays and Nookrium giving their advice on the importance of thumbnails.

[Watch video: KillrobPlays Thumbnail Essentials](#)

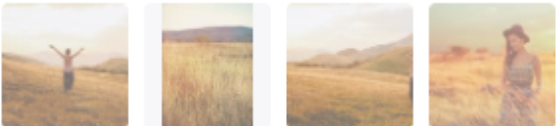
[Watch video: Michael Thumbnail Advice](#)

[← Download](#)

Your design contains premium content

Unlock our entire content library of over 100 million elements. Try it free for 30 days.

4 x premium images

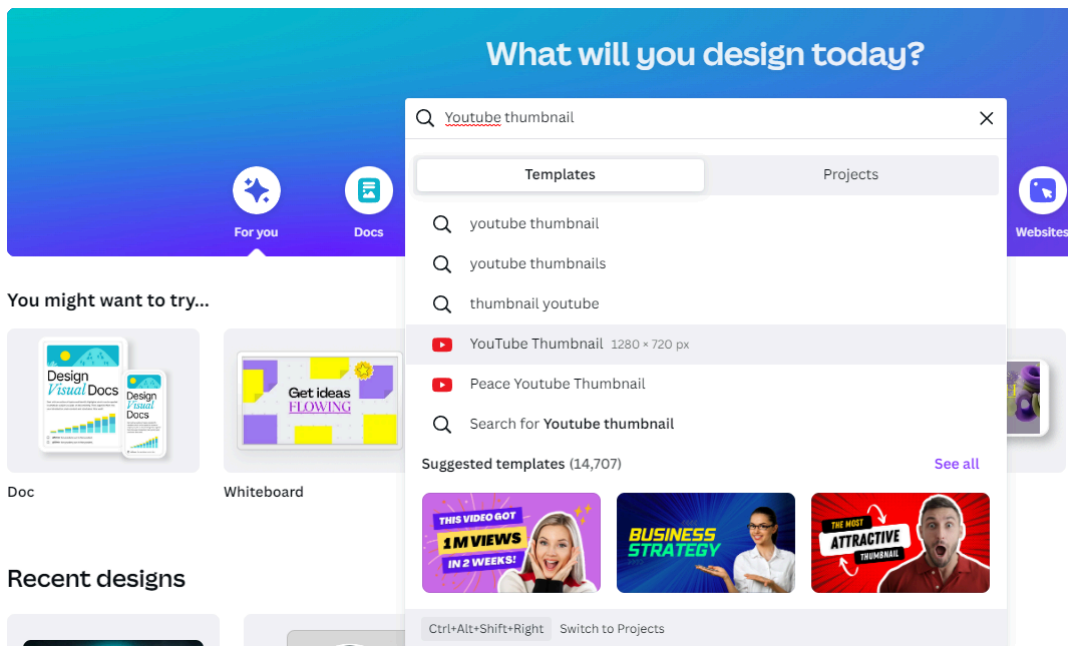


[Try Canva Pro for free](#) [...](#)

[👑 Learn More >](#)

5.2.3. Canva Creation

Go to [Canva.com](https://www.canva.com), in the search bar you can type in “**Youtube thumbnail**” and will be presented with hundreds of templates.

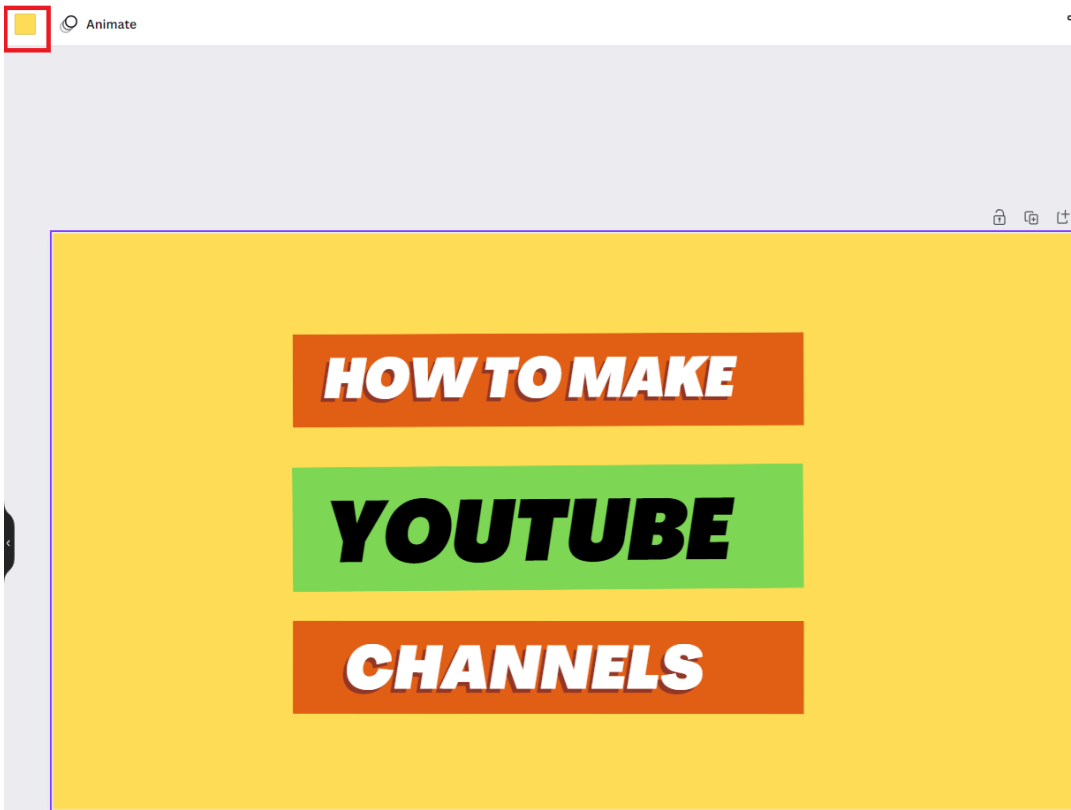


Here is the template I'll be using.

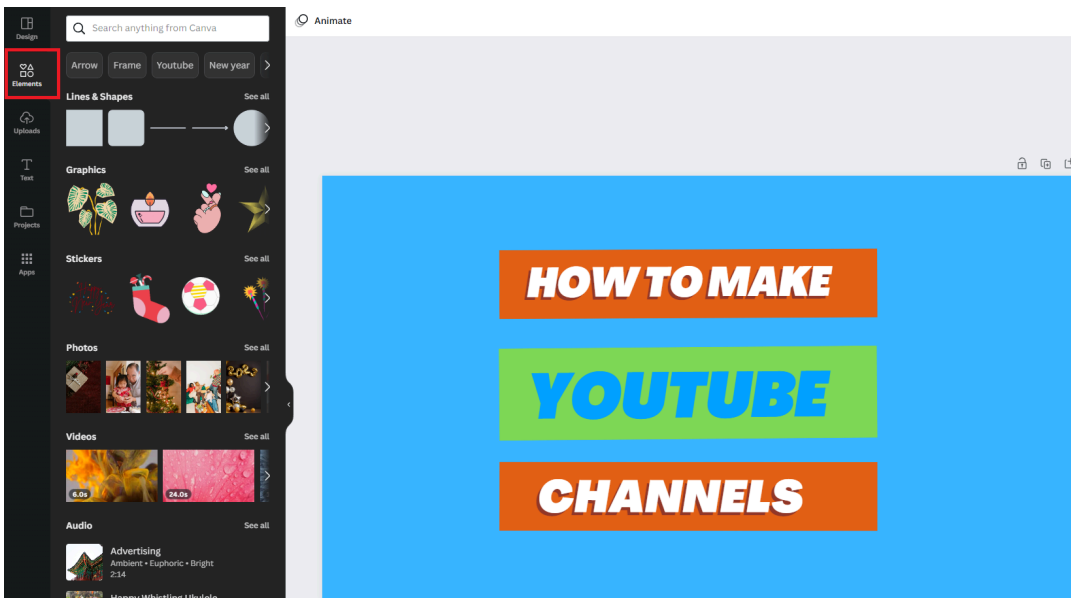


I'll be making changes to the text, colours and images to make it my own. You should treat these templates as an early example of what you want your thumbnail to look like, but make sure to make significant changes or it may feel like a generic thumbnail.

You can change the colour of an image or graphic by clicking on the object you want to change, and the coloured square in the top left corner as seen below.



You can also find so many different graphics and art elements by clicking on **elements** on the navigation bar to the left of your screen.



With a few changes, the final thumbnail looks like this.

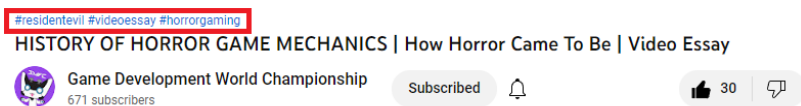


A lot of graphic design and art theory can be applied to thumbnail creation but Canva makes it easy for anyone to start creating their own. You can visit [Fotor.com](https://www.fotor.com) for more information and tips on what separates a good thumbnail and an amazing thumbnail. Once you are happy with your thumbnail, upload it here.

5.3. Description, tags and chapters

5.3.1. Description

After submitting your title and thumbnail, you are able to give Youtube even more information and details about your video to help your discovery. The description will always appear under the video when being viewed, but you can also include hashtags and keywords to help your video find a wider audience. By adding a few hashtag keywords at the very bottom of your video description, those will then appear right under your video, as seen below.



Description ?

Hey David here! Huge thanks for checking out my video essay about horror games and its history. I genuinely loved finding out what games started different trends and formulas that are taken for granted today.

- 0:00 Intro
- 1:50 Early Era
- 4:08 Golden Age
- 10:40 Evolution
- 14:04 Indie Takeover
- 21:22 AAA Horror
- 23:24 REnaissance
- 25:33 Future
- JOIN THE DISCUSSION



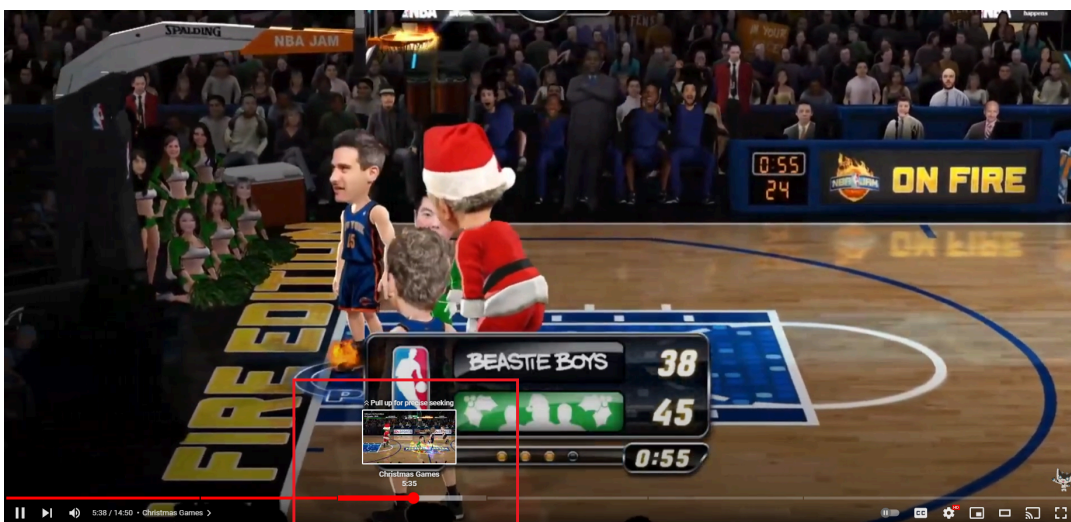
Facebook: <https://www.facebook.com/TheGDWC>
Twitter: <https://twitter.com/TheGDWC>
Instagram: <https://www.instagram.com/thegdwc/>
Twitch: <https://www.twitch.tv/thegdwc>
Reddit: <https://www.reddit.com/r/thegdwc/>

#horrorgaming #videoessay #residentevil

659/5000

5.3.2. Chapters

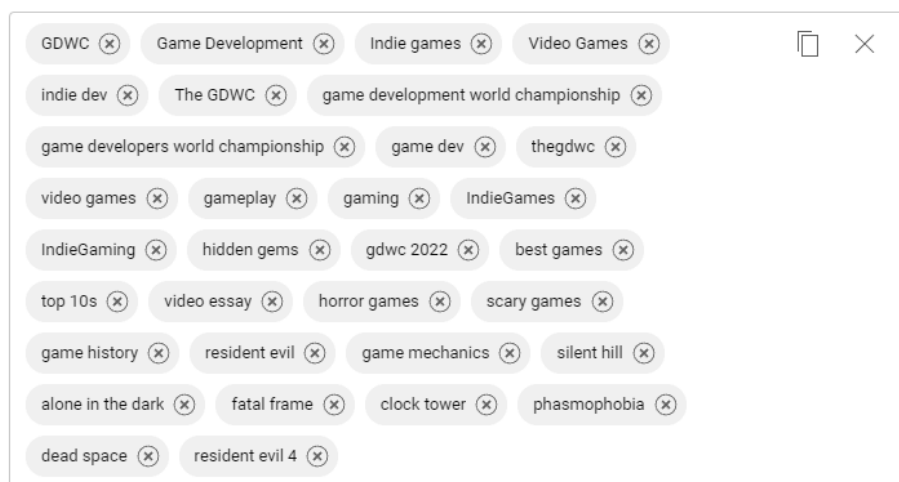
As shown above, you can also create chapters in your videos, making it easier for viewers to navigate to different segments or topics in videos. You can see from the image above, if you type in time-codes and a title, Youtube will create chapters for you that viewers can then quickly navigate to. In the image below, you can see what chapters look like while watching a video.



5.3.3. Tags

Tags

Tags can be useful if content in your video is commonly misspelt. Otherwise, tags play a minimal role in helping viewers to find your video. [Learn more](#)



And finally, tags are yet another tool to help your video be found under specific keywords, be sure to use keywords that may appear in your video but not in the title or thumbnail. Although Youtube does specify that tags play a much smaller role in video discovery than your video title and thumbnail do. You can find more information from Youtube's support page [here](#).

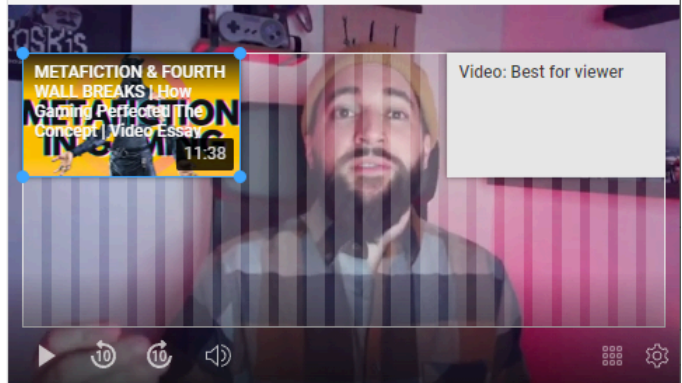
5.4. End Screens

Finally, you can also include end screens for your video. These end screens show up as clickable links to help keep viewer retention higher. You can use screens to help redirect viewers directly to your channel, to a specific video of yours in mind, or simply a video Youtube's algorithm thinks is best for the viewer. There are a few different approaches to end cards. You may want to include your own footage behind the screen or have a specific template that fills the screen. Try experimenting with end screens and the best format for you.

+ ELEMENT

Video element 26:12:13 - 26:29:58

- Most recent upload
Automatically feature the most recently uploaded video
- Best for viewer
Allow YouTube to select a video from your channel to best suit the viewer
- Video: METAFICTION & FOURTH WALL BREAKS | How G...

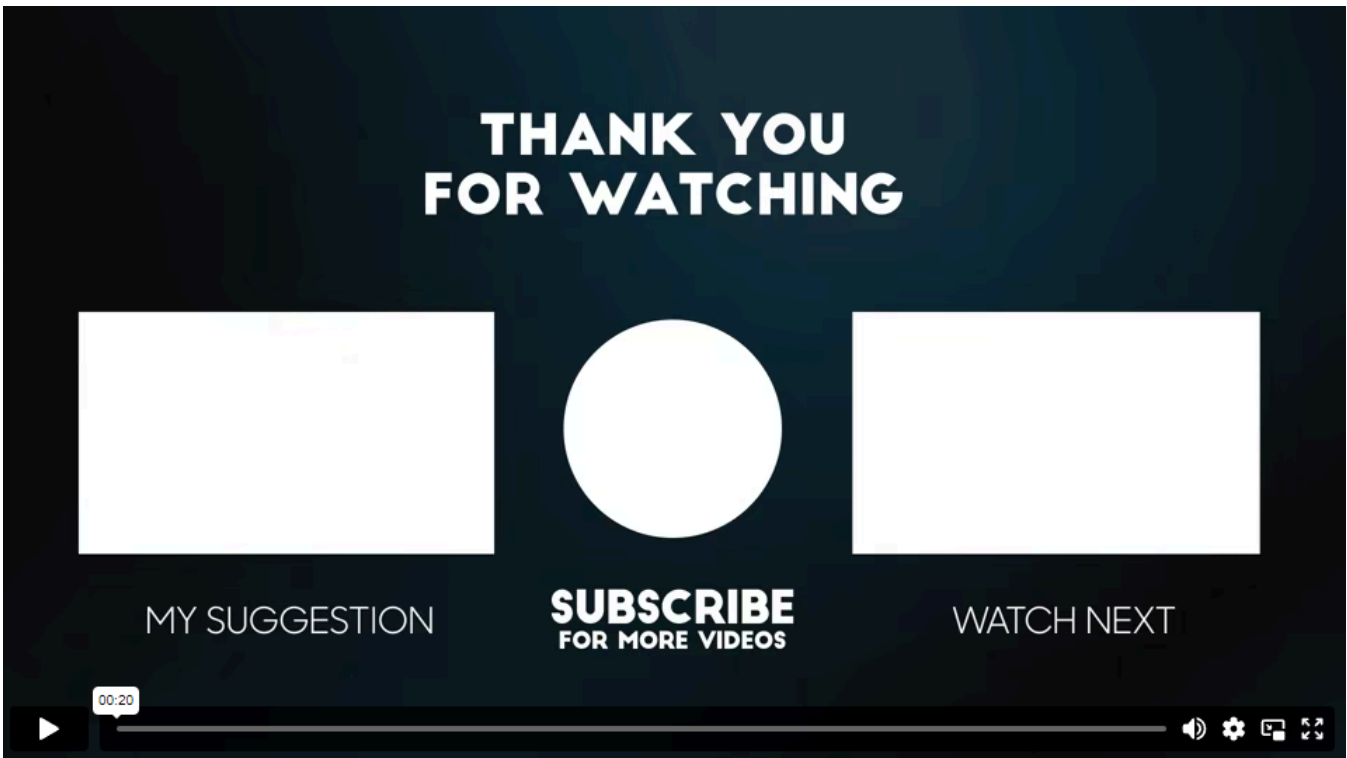


26:12:12 UNDO REDO

26:10:00 26:15:00 26:20:00 26:25:00 26:29:58

Timeline interface showing video elements and audio waveform.

- Video: METAFICTION & FOURTH WALL BREAKS | How Gaming Perfected The Concept | Video Essay
- Video: Best for viewer



You can decide where on-screen the end screens appear and when they appear during your video. There are some limitations to the end screens, they will only appear during the last

20 seconds of the video and you may choose when and the duration the end screens appear during those last 20 seconds.

6. How To Build An Audience

6.1. Like, Comment and Subscribe

“**Like, comment and subscribe!**” I’m sure you’ve heard these words many times before, you might even find it repetitive and annoying. But there’s a good reason Youtubers say it in every video and have been for years, it adds multiple layers of engagement for both you and the viewer, let me break it down. [Here is an in depth example](#) from the channel Sam Bischof.

6.1.1. Like

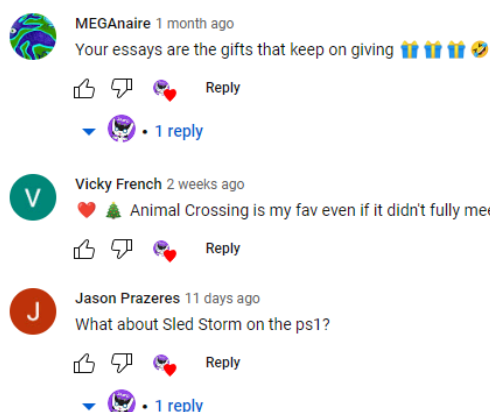
So why do they all say "**Like..**"? Liking will directly help your video performance, it can help make your video go viral if your video suddenly has a wave of positive likes behind it. The number of likes also helps increase your likelihood to appear higher in someone’s search feed. Liking will help the algorithm decide which type of content to prioritize and recommend on Youtube. The algorithm decides that if content has a high watch time per user and has a high level of engagement that it’s worthy of getting more attention on the website through the algorithm.



6.1.2. Comment

Commenting allows the viewer to directly interact with you. Give you important feedback or help build a relationship with you and other commenting viewers. One important aspect is,

once they comment, if you or another viewer continues the comment thread, it will often bring back those same commenters to the video and comment thread to continue the conversation, that way adding more views and a continued positive interaction with you, the creator. You will often hear from Youtubers "comment down below" where the comment section exists. Most of your feedback will be coming from your comments, so it's good to visit them often. Some of the suggestions can be very helpful to you as a creator but be aware, a lot of commenters just want to be negative, criticise and complain about anything they may not like. While Youtube has done a good job at reducing negative comments, they still exist and you should be aware of it. The best advice is to try and create a great community for yourself, if you and your content have a positive message, you can expect your fanbase to be the same.



6.1.3. Subscribe

Subscribing is very important here. Once a viewer is subscribed to you, all of your upcoming videos will appear in their subscription tab and on their homepage, and they may get notified email if they have that in place, helping ensure that your fans continue to watch your content. Youtube has also added the notification bell, which by activating the bell, subscribers will receive a push notification once a new video of yours goes live, going an extra step to ensure your content is viewed.

Here is Nookrium's advice on channels who are struggling to find their audience.

[Watch video: Michael Struggling Channels](#)

6.2. Engage Your Fans

Fan engagement is a huge part of growing your channel and your own online brand. The content of the video is always important, but the creator or personality is what will bring viewers back to the channel and engaging directly with your viewers can help grow that relationship.

6.2.1. Call to Action

As mentioned previously, the call of action is a great way to engage the viewer. Asking them to subscribe or comment on the video allows for you the creator to further reach out to individual viewers and they can create a direct connection to you, the creator.



You can also find creative ways to interact with your fans. For example, if you're making gaming content, you can have fans join you while you play games. You can ask fans for topics to cover in your videos and create polls asking them to vote on various subjects. Depending on the genre of videos you want to create, there are many ways to engage fans directly. You can simply ask your fans what they want to see, what sort of videos or topics.

6.2.2. Fan Suggestions

There are many ways to increase your fan engagement while creating videos, it'll be up to you to discover what the best approach is, but here are a few more examples. You can add fan comments in your videos, this is a great way to not only show your fans that you read their comments, but it also shows them the possibility of being featured in an upcoming video of yours. You can see an [example here](#).

Bigger Youtube channels can ask their fans to create fan arts, fan challenges, or different topics that give your audience a chance to create something and engage with you. You can then create videos featuring all the fan creations and have fun with them. Your fans are the reason your account keeps growing and it's great to give back and make sure you recognize them. [Here is an example](#) of a photoshop challenge from Kinda Funny.

Here is KillrobPlays advice on channels struggling to find their audience.

[Watch video: KillrobPlays Not Finding Your Audience](#)

6.3. Social Media Platforms

Youtube doesn't exist in a bubble, nor do your videos or you as a Youtuber and online personality. While it's completely possible and fine to exist only on Youtube in a public manner, the best way to improve your viewership and online presence is to take advantage of all social media platforms that you see as a positive for your brand and most importantly, use the platforms that you already enjoy and feel comfortable with.

Social media is an extremely powerful tool to help grow an audience or engage with your fans. People often want to see more or know more about you outside of your Youtube videos, so you can use any social media platform to help fans get to know you further or engage with you further. The more places people can find you, the better chances you have at growing your channel.



Going back to knowing more about the audience will help you determine what different social media platforms they are active on. A younger fanbase might be more active on TikTok and Snapchat while an older audience might use Facebook or Twitter more often. A lot of big content creators will have their own dedicated social media team to make sure they have posts and updates on a number of different platforms. The best advice is to use whichever platform you feel most comfortable with and enjoy using.

6.4.2. Project Management

Having a posting schedule can also help you, the creator stay on track with your videos. You can consider using a project management site like [Trello](#) or [Hive](#). Consistently creating and posting Youtube videos is a surprising amount of work if you put a lot of effort behind the planning and editing of your videos, you may need to put aside dedicated hours to grow your channel. Without this promise to your fans, it can be easy to forget about Youtube and only post occasionally if you feel like it. Having this consistency creates accountability for yourself. Of course every channel is different, some channels succeed just as well following their own posting schedule. With an established fanbase, they will be excited to see a new video of yours arriving any time.

Here is Nookrium's advice on managing your time.

[Watch video: Michael Time Management](#)

7. Researching Youtube

7.1. Who do you see as your core audience?

Once you've determined what sort of videos you'd like to create, it's good to understand more about your potential audience to help grow your new channel. You'll want to get a general idea who will be watching your content. You can consider certain things like gender, age, geography and language.

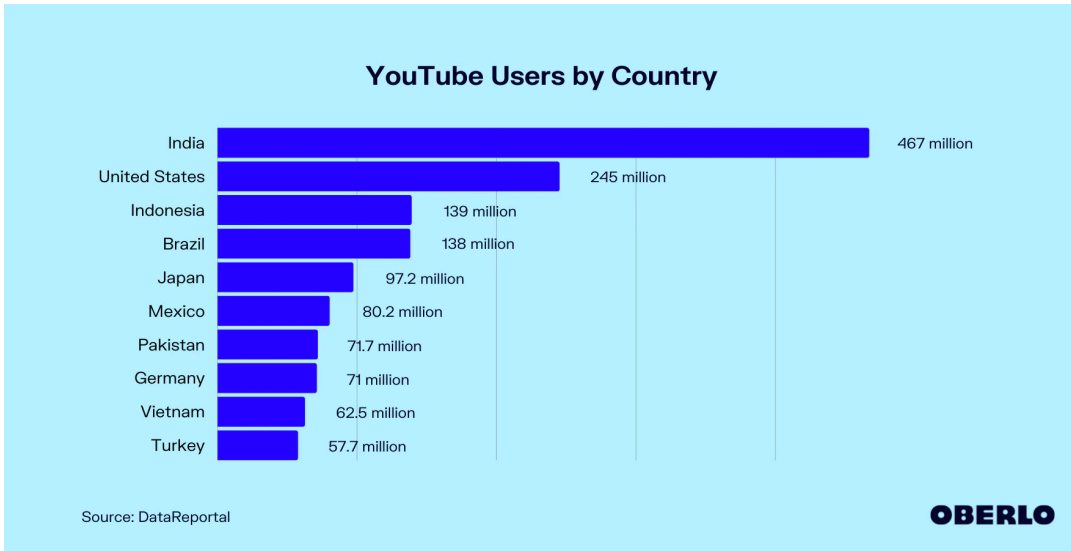
7.1.1. Languages

If you decide to create your channel in Finnish, it's good to be aware that of course the number of Finnish speakers is quite limited when compared to English or for example Arabic speakers. On the other hand, different regions and language areas may have different preferences for content types they like to watch, which can also affect your channel's growth potential.

Below is a breakdown of the top languages of Youtube users by view count as estimated by [Alan Spicer](#) based on ChannelMeter data from [2019](#).

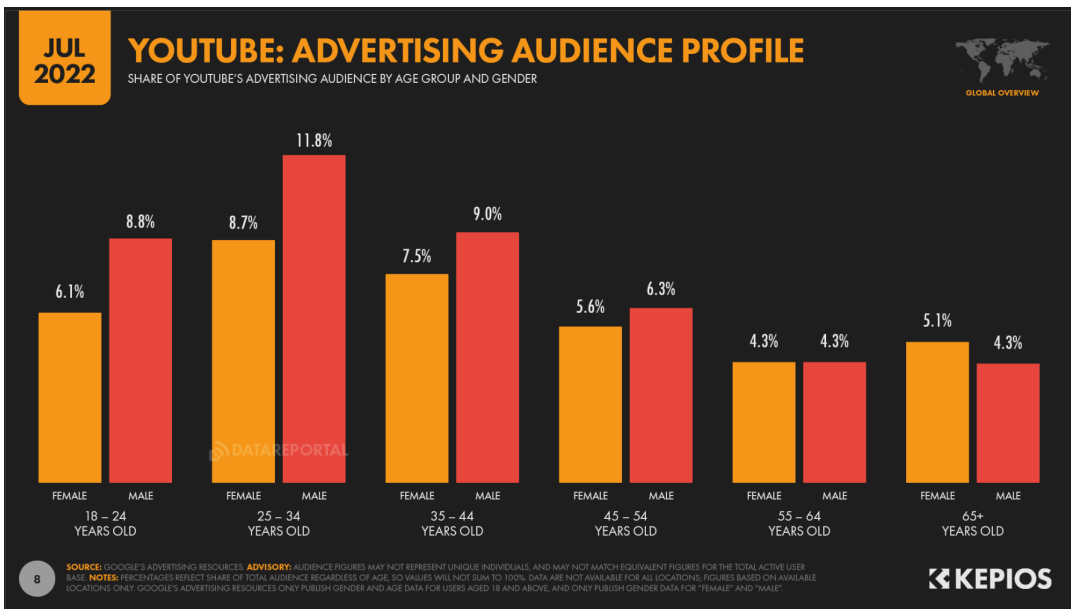
| Primary Language | Views |
|--------------------|---------------|
| English (US/UK) | 1,307 billion |
| Hindi (India) | 503 Billion |
| Portugese (Brazil) | 274 billion |
| Thai (Thailand) | 207 Billion |

However according to DataReportal statistics as reported by [Oberlo](#), India has the most Youtube watching users.



7.1.2. Ages

Different audience demographics also lean towards different types of content, so this is worth keeping in mind when planning your content and looking to improve your channel. Below chart shows advertising aged viewer's (doesn't include viewers under 18 years of age) breakdown by age groups and genders.



You can utilise the above charts data for example by searching the internet for latest trends data on different subject matters and how they match with different age and gender groups. For example, if both video games and Marvel movies have a good match for users in age brackets 18-24 and 25-34, then smartly combining these could work well.

7.1.3. Crossovers

When deciding what sort of content to create, you can consider multiple of your hobbies and interests and how to combine them to make a unique channel or selling point for your videos. Gaming is one of the biggest categories on Youtube and Marvel films are consistently the most in-demand films, combining the two would surely have a huge audience. You can study other channels and try to break down their approach and unique selling point.



7.2. What kind of videos does your audience watch?

Understanding your audience can help you shape your videos for more viewers. For example, if you wish to make video tutorials explaining a topic that might be completely foreign to the viewer, it's important for the creator to take their time, speak slowly and use specific language with detailed visuals to go along with it. On the other hand, vlog creators are often loud, boisterous and often use quick cuts, fast editing to keep the audiences highly engaged.



Marques Brownlee ✓

@mkbhd • 16.4M subscribers

MKBHD: Quality Tech Videos | YouTuber | Geek | Consumer Electronics | Tech Head | Internet Personality!



Linus Tech Tips ✓

@LinusTechTips • 15M subscribers

Looking for a Tech YouTuber? Linus Tech Tips is a passionate team of "professionally curious" experts in consumer technology ...



Austin Evans ✓

@austinevans • 5.34M subscribers

The best of technology from gaming PCs to smartphones and everything in between. Whether it's finding out if that new gadget is ...

If your channel focuses on tech, you can search through different channels to see what others are doing and how they are doing it. You can determine how big those types of channels are, what kind of reach they have and what videos of theirs are most successful. Are they product reviews, unboxing, open discussions? With a bit of research you can find out what others like watching from similar Youtubers.

You should also look at the way similar channels to yours will title their videos, what sort of thumbnails work best for them. How they act on camera and how they film themselves, is it them talking directly to a webcam? Are they walking around with a mobile phone in hand? There are so many different approaches and being unique is such a great strength.

When keeping all of this in mind, you'll start to automatically analyse Youtube videos, you'll get a better understanding as to how those with years of experience are able to make such great and engaging videos. The best way to learn about Youtube is to know Youtube, either

by trying or by watching and studying it.

The screenshot shows the channel page for Marques Brownlee (@mkbhd) on the Social Blade website. The channel name is prominently displayed at the top, along with the tagline 'QUALITY TECH VIDEOS'. Below the name, there are statistics for uploads (1,497), subscribers (16.4M), video views (3,283,281,358), country (US), channel type (Tech), and user creation date (Mar 21st, 2008). A red button for 'APPLY FOR YOUTUBE PARTNERSHIP' is visible. A navigation bar includes options like 'User Summary', 'Future Projections', and 'Detailed Statistics'. The main content area features a 'B+' total grade and five performance metrics: Social Blade Rank (8,509th), Subscriber Rank (232nd), Video Views Rank (2,030th), Country Rank (123rd), and Tech Rank (10th). It also displays 'Subscribers for the last 30 days' as '--', 'Estimated monthly earnings' as '\$8.8K - \$141.3K', and 'Video views for the last 30 days' as '35.319M' with a 22.4% increase. A 'Users Recent Video' thumbnail is shown on the right.

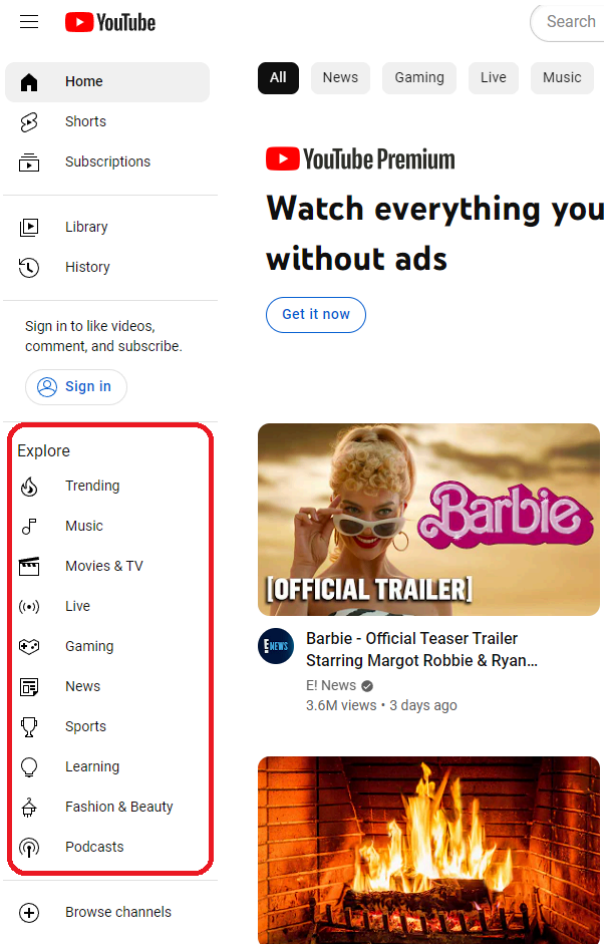
| Metric | Value |
|----------------------------|-------------------|
| Total Grade | B+ |
| Social Blade Rank | 8,509th |
| Subscriber Rank | 232nd |
| Video Views Rank | 2,030th |
| Country Rank | 123rd |
| Tech Rank | 10th |
| Subscribers (Last 30 Days) | -- |
| Estimated Monthly Earnings | \$8.8K - \$141.3K |
| Video Views (Last 30 Days) | 35.319M (+22.4%) |

Lastly, a great tool to quickly gather data from Youtube channels is to look at [Social Blade](#). By entering any Youtube channel's name in Social Blade, you can see all their information at a glance. You can use Social Blade to compare different channels and see how successful they are with Youtube and different social media platforms.

7.3. Exploring Youtube

Youtube is full of different types and categories of content. From Youtube's homepage, you can find many of under "**Explore**" to draw inspiration from.

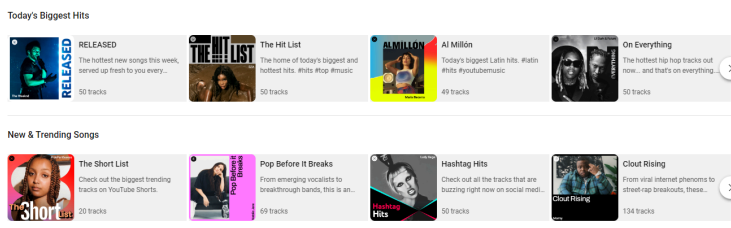
7.3.1. Youtube's Explore Lists



In the above screenshot, you can see the navigation menu on the left side of your Youtube homepage. The area circled in red is the "Explore" panel which displays the most popular categories found on Youtube.

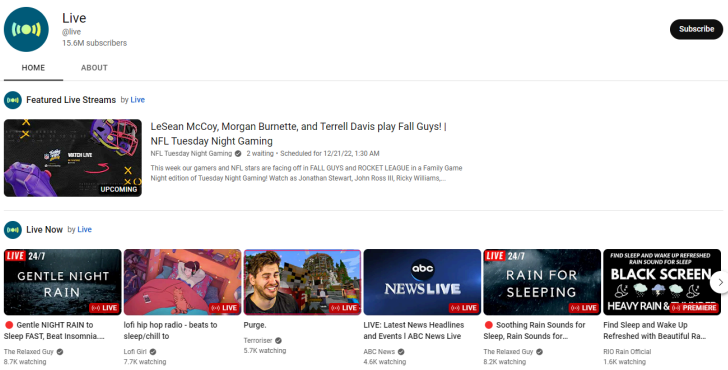
Trending will show the most viral and current videos, movie trailers and music videos with a lot of traction and current events.

Music is the go-to page for any music you could look for.



Movies & TV is Youtube's on-demand video rental service. You can find all sorts of movies and tv series here, but notice that watching them requires you to either buy or rent them.

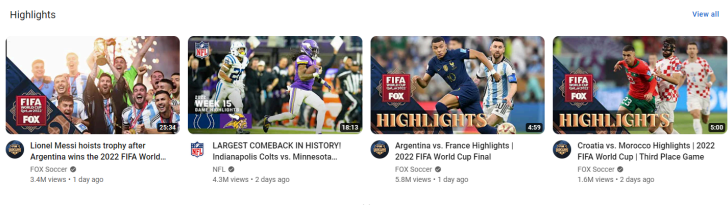
Live is where you can find different channels who are currently live streaming, we will revisit Lives in a different chapter.



Gaming is the source for gaming Let's Plays & trailers, and also allows you to find videos and content focusing on specific games.

News visiting the news page will give you new stories from politics & global events

Sports is the page to visit for anything sports related.



Learning is a source for tech, science and video tutorials.

Fashion & Beauty is where you can find videos with the most recent fashion shows & beauty tutorials.

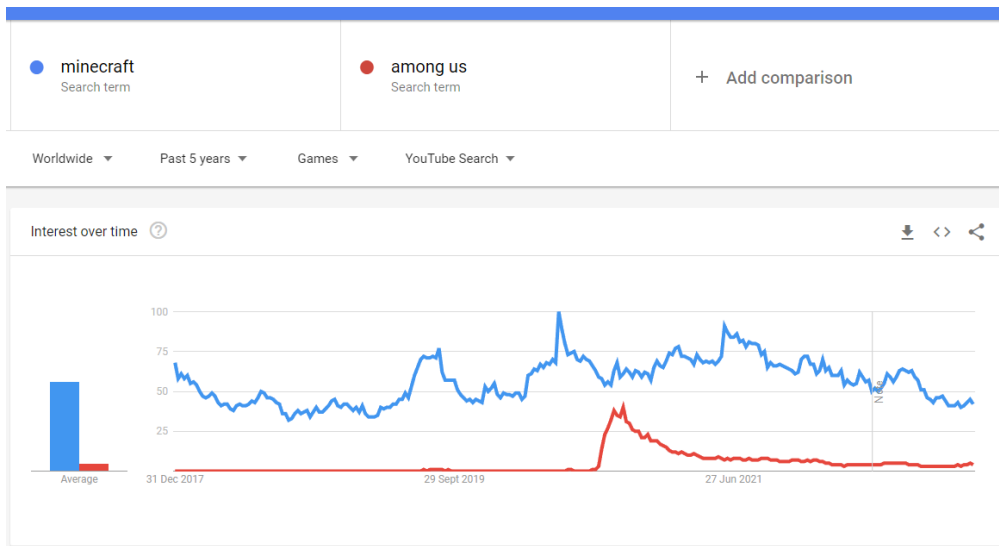
Podcasts is the page for all the different podcasts you can find on Youtube.

7.3.2. Youtube & Google Trends

Youtube lists latest trends, picks interesting data points to look at, and has blog posts looking into trending topics & content on their Youtube Culture & Trends page. [Find it here.](#)

This is a good place to look for inspiration and ideas, and to see what is popular and rising. At the end of the year, Youtube also offers an overview of impactful videos and creators from the year. Right now, they have “A Year on Youtube 2022” available showing Top videos, shorts, creators, and music.

Google also offers a service called “Google Trends”, which shows recently trending search topics and also allows you to see and compare search activity for different search terms. You can also narrow down your comparison to Youtube Search. With this tool you can gauge and compare interest to various terms and topics overtime and in relation to each other, and track possible new trending topics.



In the above screenshots, we’re comparing search activity for two popular games: Minecraft (blue) and Among Us (red). We’re looking at Worldwide search interest, from the past five years, in the category of “**Games**” and only in Youtube Search.

From the graph we can see that Minecraft had a descending & slowing trend from 2017, but it picks back up again in 2019 with constant positive trend and occasional spikes, and then it seems to be slowly losing popularity again from summer 2021.

Overall Minecraft still clearly has had somewhat steady popularity throughout the last five years. Whereas Among Us suddenly peaked in popularity in the Fall 2020 and has since slowly lost its popularity, almost dying off.

Now, how can you use this information for creating your videos? At least it should give you second thoughts on whether or not to start creating Among Us videos, or even Minecraft videos. Of course, this shouldn’t be taken as an absolute truth as multiple factors affect your videos’ popularity and reach, but Google Trends is a good tool for checking out overall general trends.

7.3.3. Following & Favoriting Other Creators

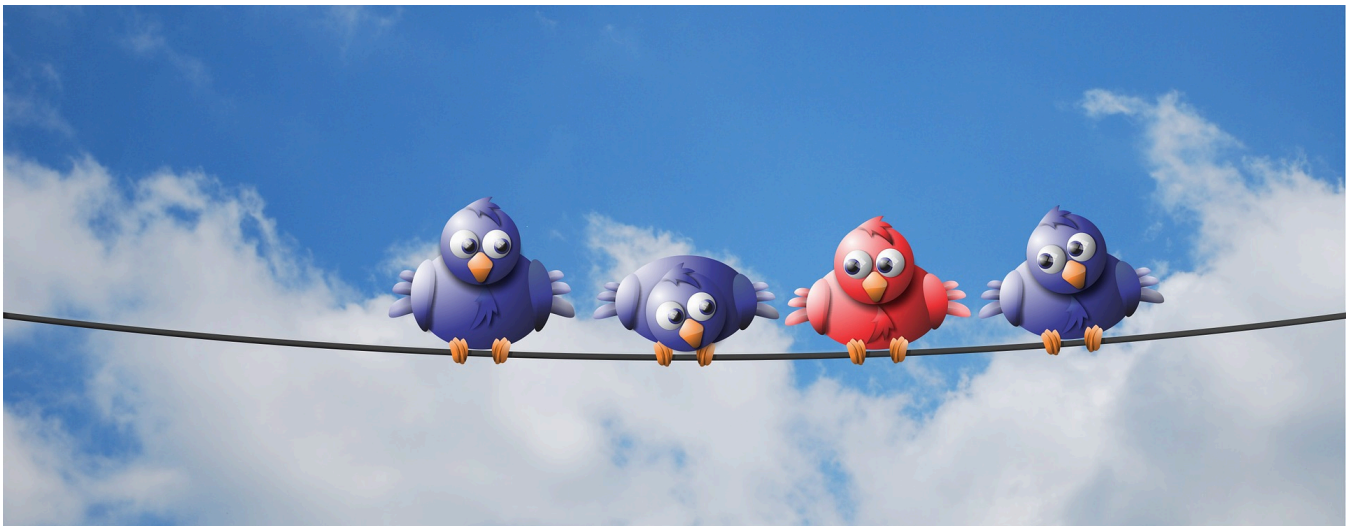
If you want to actively develop your video creation skills and Youtube understanding, it’s a good practice to actively follow other creators and channels. This allows you to stay up to date on trends and developments in Youtube and the creator community, and may give you ideas for videos to create or new ways to approach videos and new styles to apply to your videos.

It’s also good practice to actively think and analyse why you like a channel or creator. What draws you in? Having an understanding of why you prefer one channel over a similar one, or what makes one Youtuber more appealing than another can help you improve your own content and possibly reach new audiences.

Actively watching Youtube and the content you like and are interested in, will also help Youtube itself promote new channels and content to you, which may again give you new sources for ideas and inspiration. You may find completely new types of content that you didn't even know to exist.

7.4. Finding your Voice

Now that you know more about your audience, and you've taken into consideration what other channels and videos they enjoy, it's good advice to try and create different videos or topics to avoid repeating what your viewers have already seen. You can always bring **your own perspective and angle on a topic** that will make your video unique or different. For example, if you wish to create gaming videos, you might have better success playing niche games rather than the hottest and biggest game that other massive creators are already playing, those games or topics are already oversaturated and the demand for those videos have mostly already been met.



On the other hand, if you go too niche, it's possible your videos will rarely be searched for and found by someone searching on Youtube. There is a good reason why the biggest Youtubers cover the most popular and viral topics, it's what most people want to see. It will take you some iterating and practice to find your place. Keep working at it!

However, as mentioned previously, you can always bring your own flavour or niche to various topics, so you shouldn't let overly popular videos or topics prevent you from creating your own videos.

8. Your Youtube Analytics

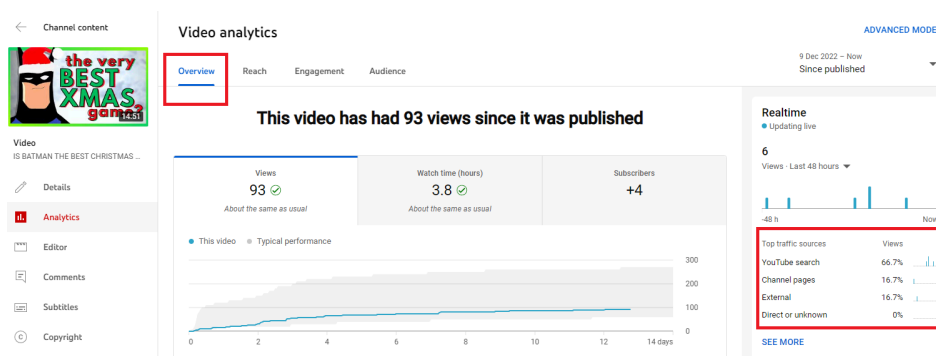
8.1. Youtube Analytics Intro

To properly track your progress and to find out what is working and what isn't, you'll want to spend some time looking at your Youtube Analytics. Analytics gives you very detailed information about every video you've submitted to your channel and for your channel's overall performance. The analytics can be broken down in two categories: Video Analytics and Channel Analytics.

We will start by looking at video analytics.

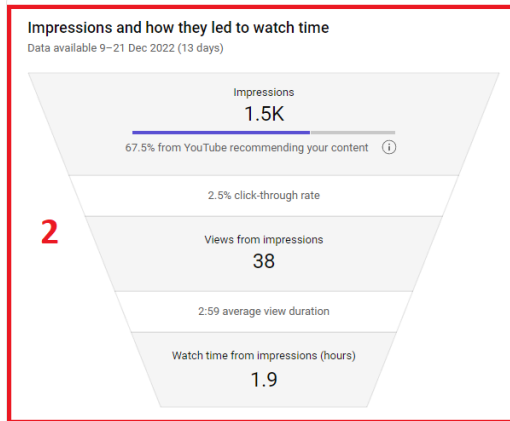
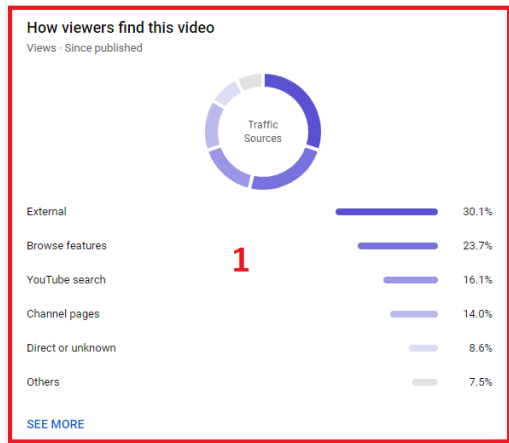
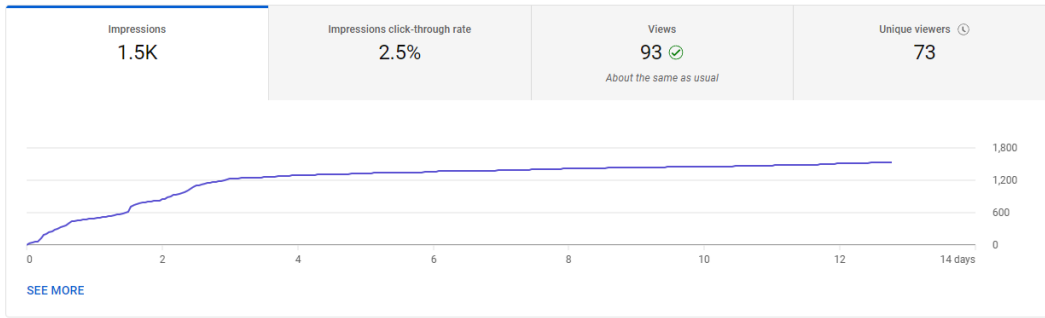
For every video you've uploaded, you can see how many views the video has gathered, the average viewer watch time, if viewers are subscribers or not, how people found your video and much more.

8.1.1. Overview



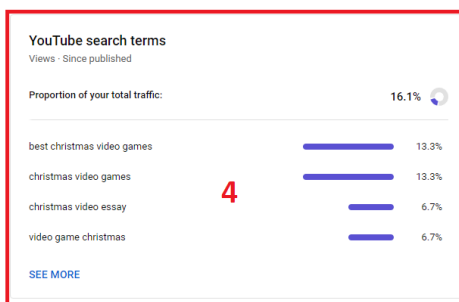
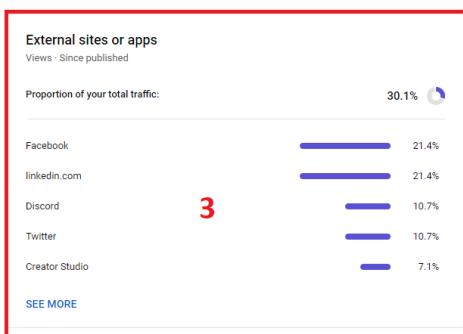
The image above shows a video's overview analysis. You can see at a glance the number of views, and the graph displays on what days the views grew. You can also see how many subscribers a video has gained for your channel. On the right side of the screen, in the red box, you can see how viewers found your video. **"Top traffic sources"** tells you if your video was found from viewers searching on Youtube, if your video was found from the channel itself. External is anytime someone watches your video outside of Youtube, let's say on a different social media platform or website.

8.1.2. Reach



1. The image above shows more data found under “**Reach**”, this will give you a further in depth view. In the first red box, you see again how viewers found your video as seen on the first page. Viewers may have found it through Youtube searches, through external sites, etc.

2. In the second square, “**Impressions and how they led to watch time**”. Impressions is how many times your video thumbnail and title has been seen. If someone is scrolling through Youtube and sees your video (doesn’t need to actually watch it) that creates one impression. From the example above, you can see the video has 1.5K impressions. Just below that is the click-through rate or CTR for short. That represents how many people clicked on your video out of all Impressions gained. Above video has a CTR of 2.5%. You always aim to have the highest CTR possible and this is often directly tied to your thumbnail and title being catchy or bland. Further down is average view duration, this is self-explanatory but it reveals the average duration of viewers watching that one video. This video has an average view duration of 2 minutes 29 seconds.

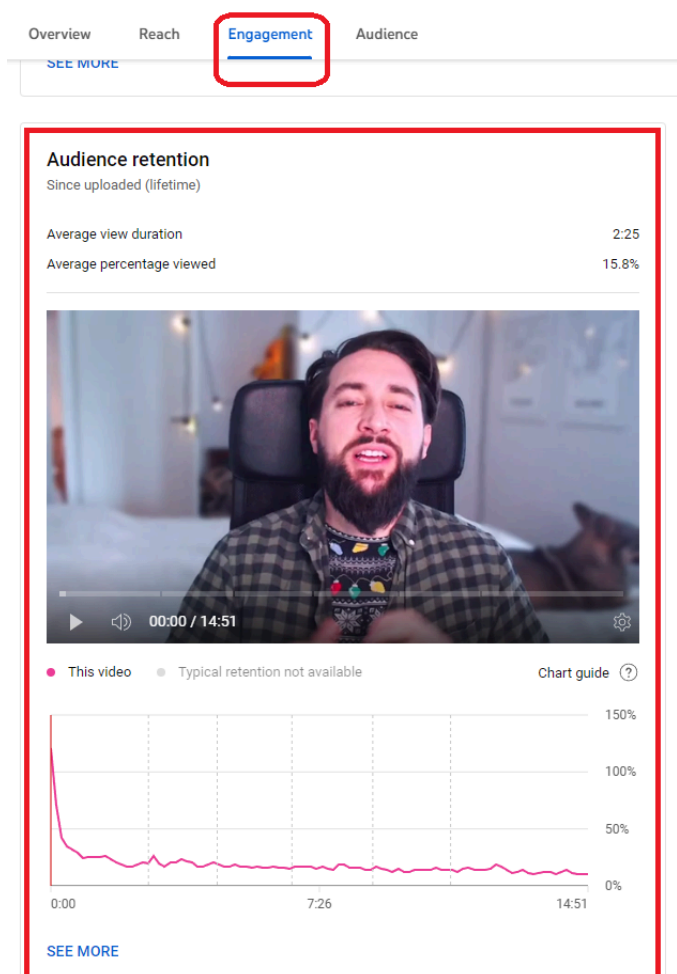


If you scroll further down under “**Reach**” you will find more information.

3. In the third box, you can see data as to what external sites have granted you views and their share of the video’s total view count. This video has a substantial amount of views from Facebook and LinkedIn, Discord and Twitter.

4. In the fourth box is how people are finding your video through searches on Youtube. 16.1% of the views come from people searching for specific terms. The majority of the search views comes from searching titles like “**best christmas video games**”.

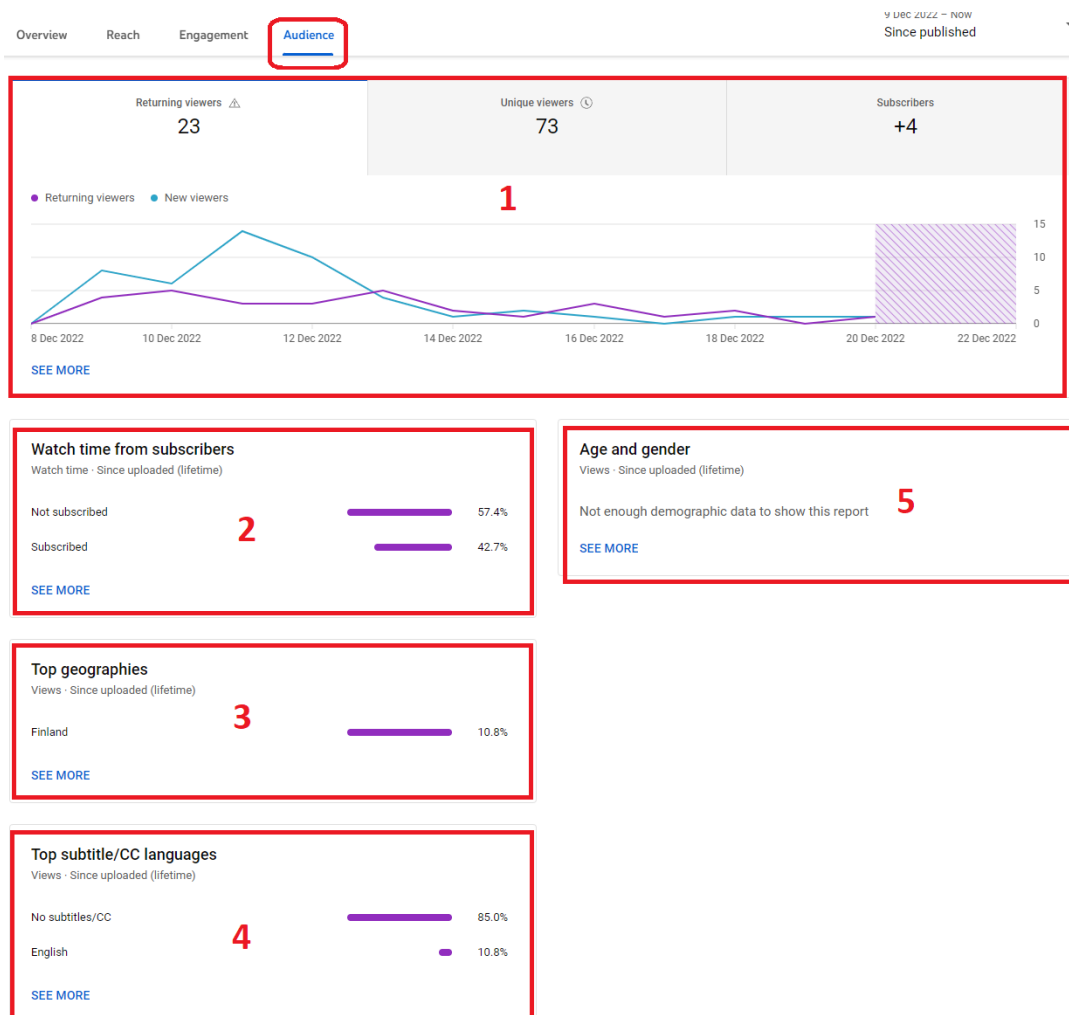
8.1.3. Engagement



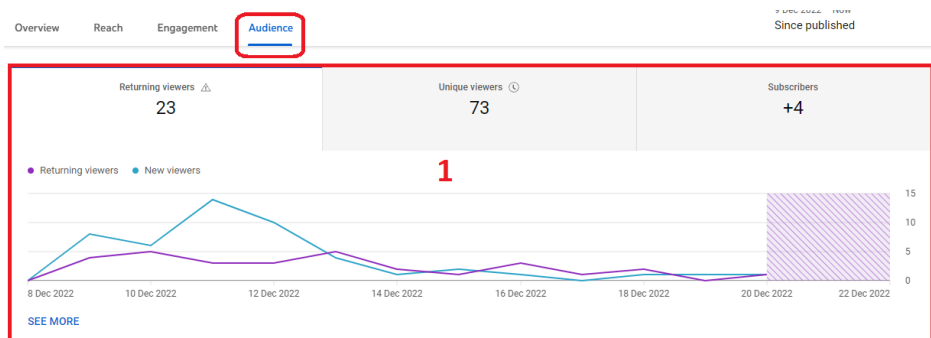
Under the “**engagement**” tab you will find more information regarding your viewers and how long they watch. Towards the top of the screen, you can see the average view duration is 2 minutes 25 seconds, only about 16% of the entire video length. The graph below will give you a great visual look at the viewership rate. This video has performed quite poorly, most viewers stopped watching almost immediately, in the first seconds, the retention has dropped to about 35%. While this is quite common to see a dip towards the beginning of the video as someone might have stumbled upon your video by accident or Youtube auto-played your video and the viewer wasn’t interested. Some viewers may stop watching if they

feel the thumbnail and title aren't repress But this is still a great data and feedback to gather, this video needs a stronger intro and hook so people don't click off even if they weren't necessarily interested in your video in the first place. One positive from this video is you can see that viewers who make it past the intro typically stay all the way towards the end. That just goes to show that even if your content is strong, if it's hidden behind a bland intro, most people will not see the rest.

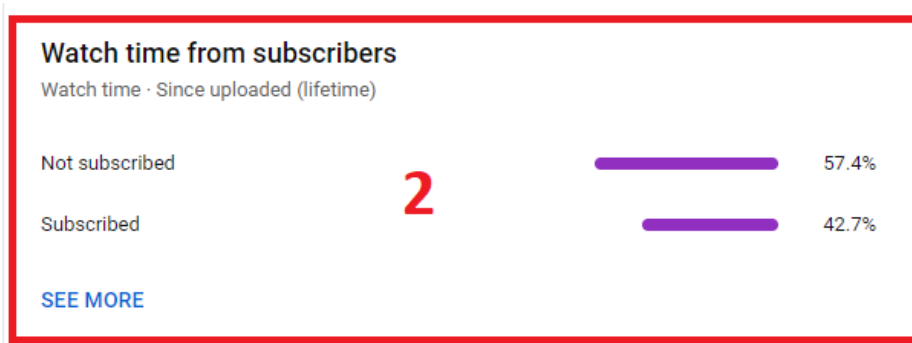
8.1.4. Audience



Finally under Audience you can gather data from your viewers regarding one specific video.



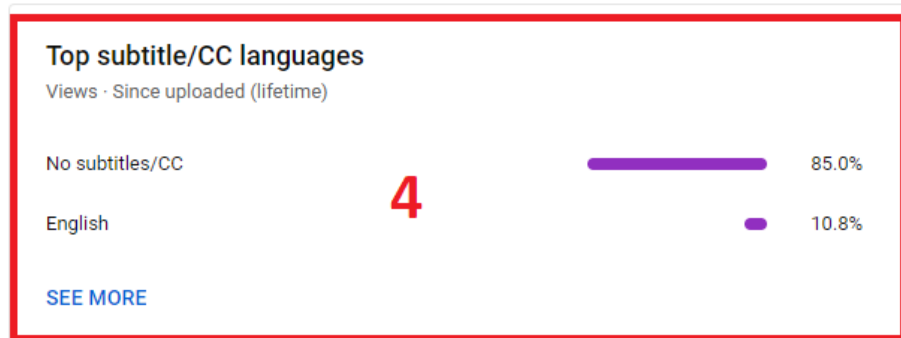
1. In the first box, you can see how many views came from subscribers or from non-subscribers, and how many new subscribers your video garnered. The graph will also show you when those subs and non-subs have watched your video.



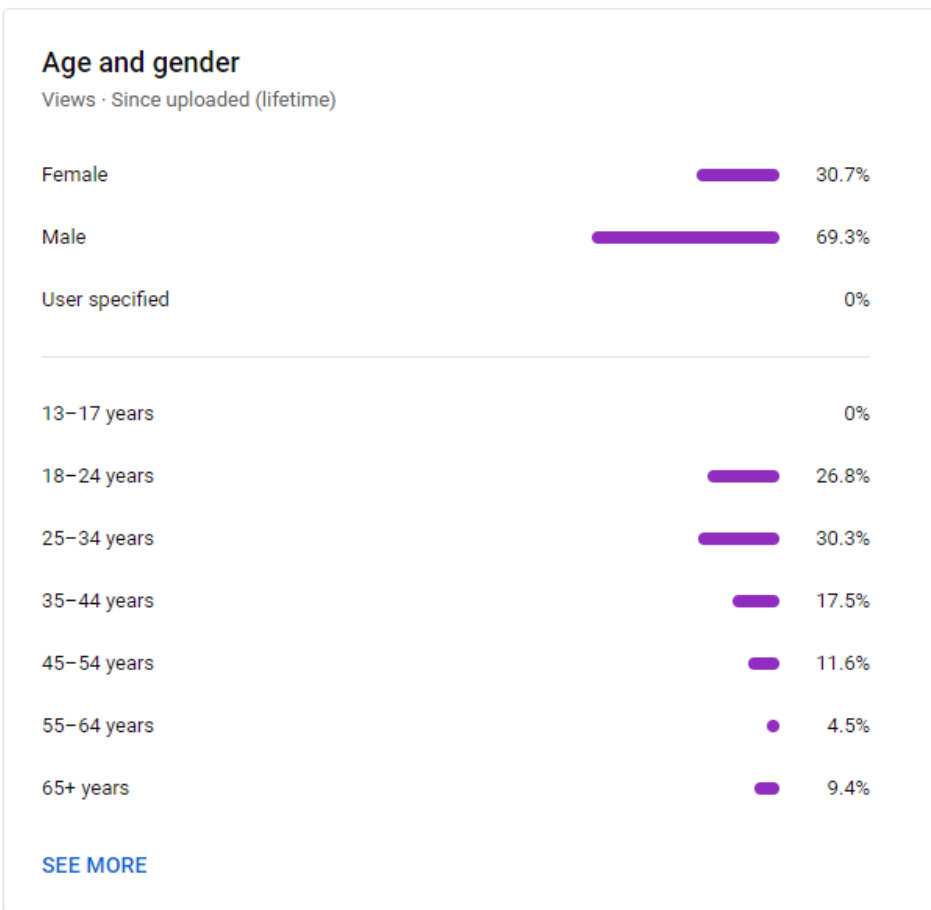
2. In the second box, you can see the percentage of watch time from subscribers and non-subscribers.



3. In the third square, you can see where your viewers are from. Users must be logged-in and register their location to be able to see that information, above statistics are quite limited.

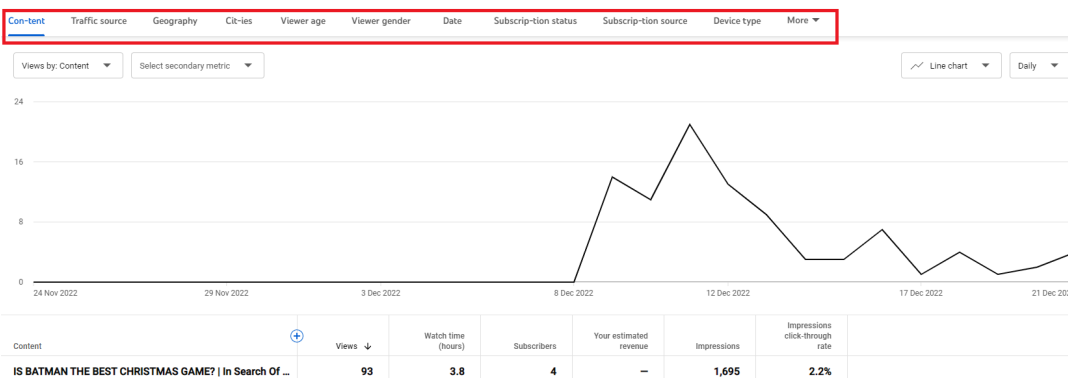


4. In the fourth box you can see if your viewers are using subtitles or not, and which languages.



5. In the fifth box, you can gather data for your viewers' age and gender. The video has nearly 70% male viewership and about 30% female viewership. Age is represented just below the gender statistics. This video has a nice spread of viewership between the ages of 18-44 years of age.

8.1.5. Advanced Mode

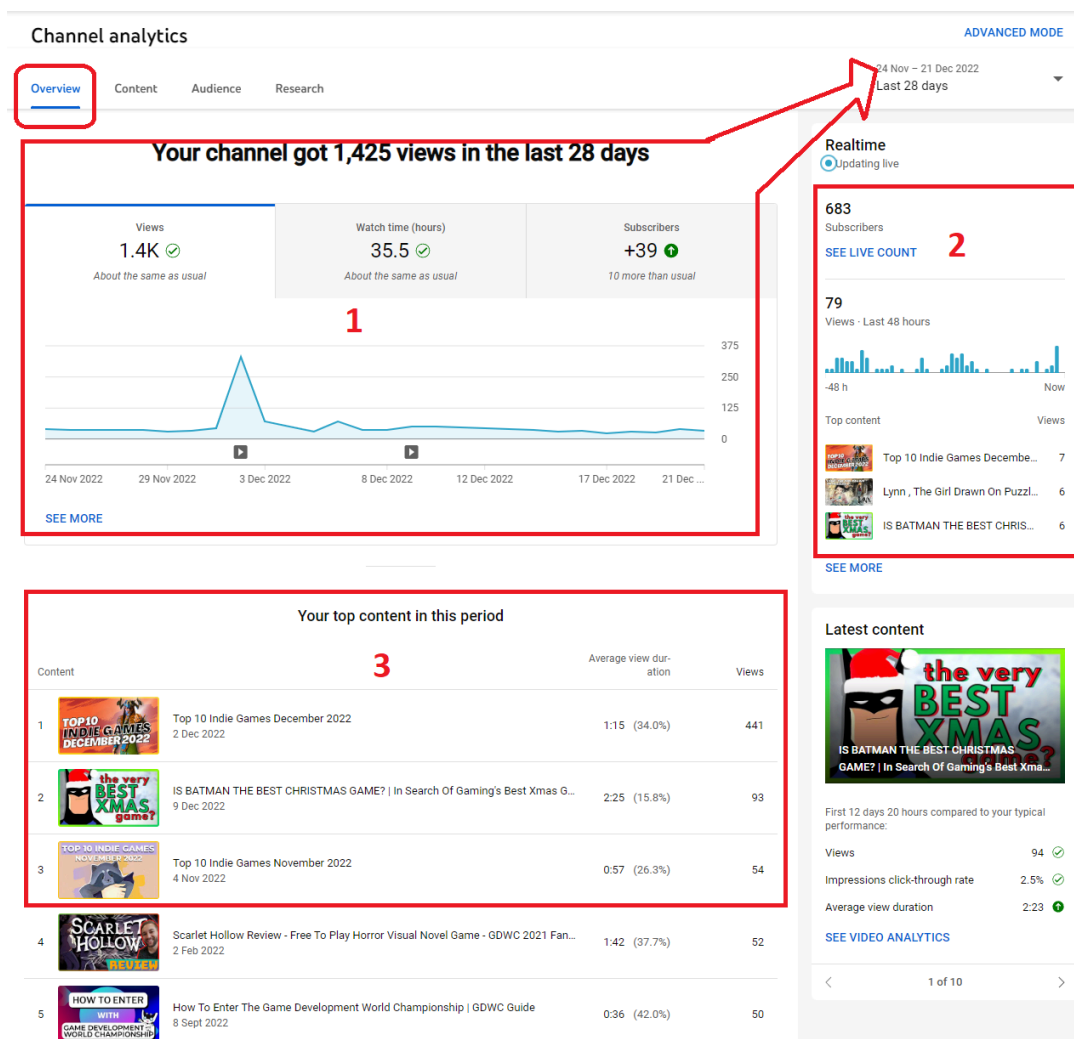


In the top right corner of the page, you have access to "**advanced mode**" where you find out even more about your viewers. From there you can see the traffic source, where the viewer found your video (Youtube or external). The nationality, city, age, gender of this specific video's viewers. Date will give you a breakdown of views per date, including average view duration. Whether the viewers are subscribed or not and what sort of device they are using.

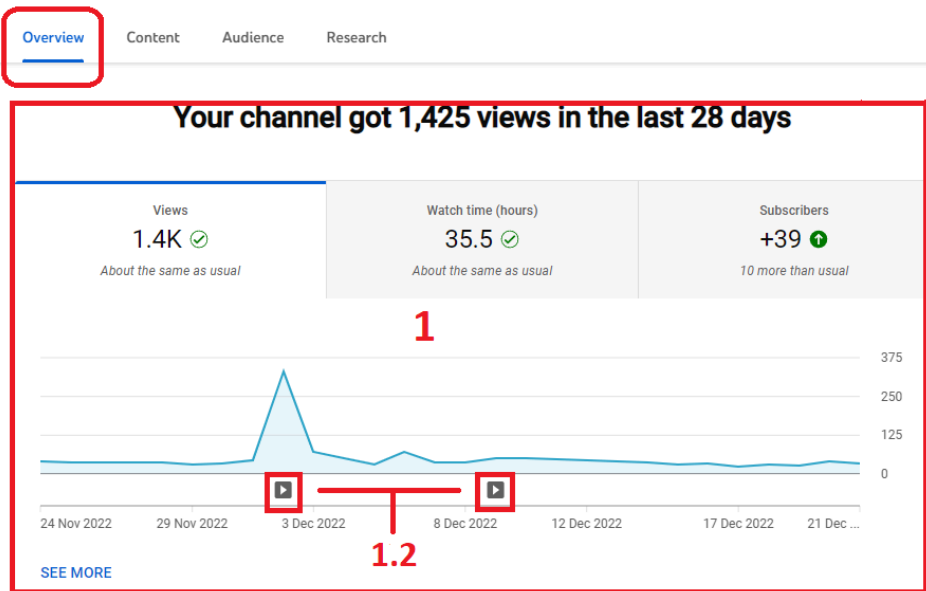
8.2. Channel Analytics

Channel analytics are very similar to the video analytics that we covered in the previous section, but now you can understand more about your channel and the overall picture. Channel analytics will give you a real time view of your subscriber count, how many views you've had in a certain amount of time, most popular videos, channel watch time and much more. Channel analytics are great to look at, especially once you have many videos uploaded. This will give you a better understanding at which videos your fans are watching, if older videos are trending again and more information about all your viewers and fans for all your videos.

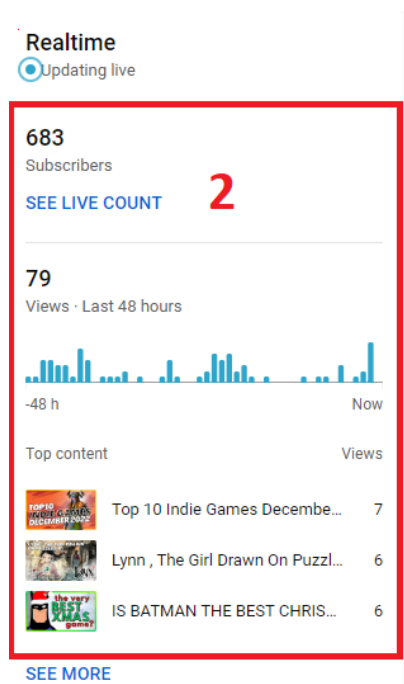
8.2.1. Overview



The screenshot above shows the Overview page of your channel analytics.






1. In the first box, you can get data from a specific amount of days. The default timeline is data from the last 28 days, you change the timeline by clicking on the button next to the arrow seen above. The small play buttons seen from 1.2 are new uploads. You can see a significant spike in views from the 3 Dec 2022 upload date and a small bump of views from the 8 Dec 2022 upload.



2. In the second box, you can see live data of your account, like subscriber count and views from the last 48 hours.

Your top content in this period

3

| Content | Average view duration | Views |
|--|-----------------------|-------|
| 1  Top 10 Indie Games December 2022 2 Dec 2022 | 1:15 (34.0%) | 441 |
| 2  IS BATMAN THE BEST CHRISTMAS GAME? In Search Of Gaming's Best Xmas G... 9 Dec 2022 | 2:25 (15.8%) | 93 |
| 3  Top 10 Indie Games November 2022 4 Nov 2022 | 0:57 (26.3%) | 54 |

3. In the third box, you'll see video data from the timeline you selected above. From here you can see the average view duration and number of views.

8.2.2. Content

Channel analytics ADVANCED MODE

Overview **Content** Audience Research

24 Nov - 21 Dec 2022
Last 28 days **1**

All **Videos** Shorts Live Posts **2**


Views: 1.4K ✔
About the same as usual

Impressions: 12.5K

Impressions click-through rate: 3.4%

Average view duration: 1:30

3








SEE MORE






Key moments for audience retention 4

Latest videos (last 365 days)

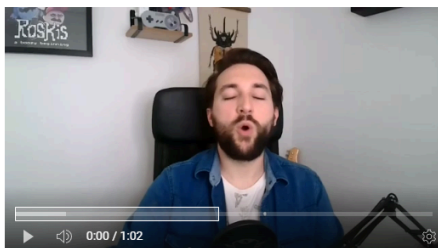
Above typical intros Still watching at 0:30

| | | |
|---|---|-----|
|  | Welcome To The Indie Category GDWC 2022 | 60% |
|  | nz Top 10 Indie Games From New Zealand | 53% |
|  | Top 36 Indies From Gamescom 2022 GDWC | 52% |
|  | How To Enter The Game Development World Championship GDWC Guide | 51% |
|  | Top 10 Indie Games December 2022 | 51% |

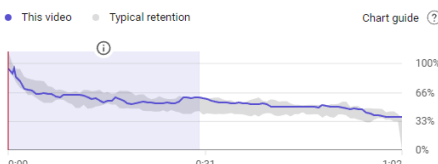
Below typical intros

| | | |
|---|--|-----|
|  | ca Top 10 Indie Games From Canada GDWC 2022 | 37% |
|  | PH Top 10 Games From Philippines | 37% |
|  | BR Top 10 Indie Games Brazil | 35% |
|  | JP Top 10 Indie Games Japan | 30% |
|  | Project Haven Review - Squad Turn Based Tactics - GDWC Fan Favorite Winner Week 32 | 19% |

Intro Top moments Spikes Dips

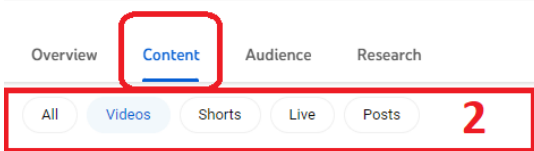


● This video ● Typical retention Chart guide ?

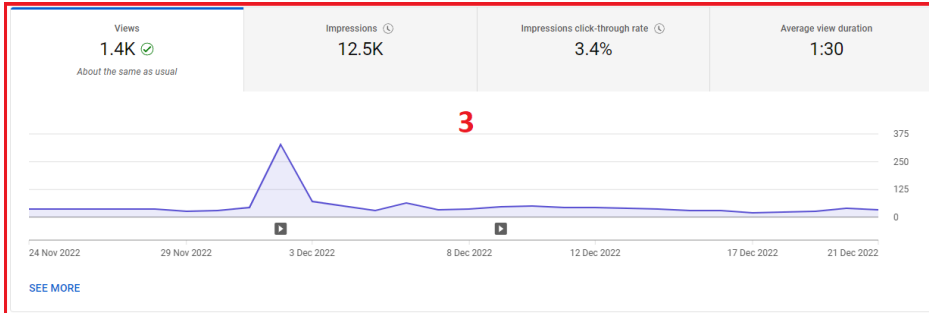


1. Same as the previous section, as seen under the first box, you can choose the timeline from which you gather data to show on screen.

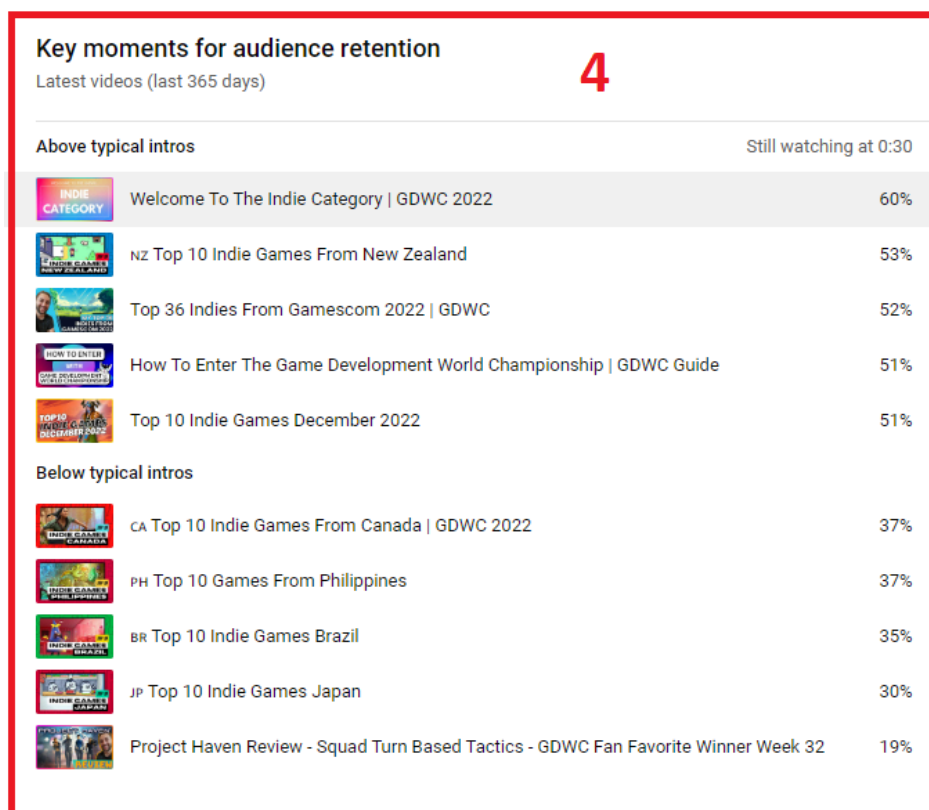
Channel analytics



2. In the second box you can break down your data from videos, shorts and lives and community posts..

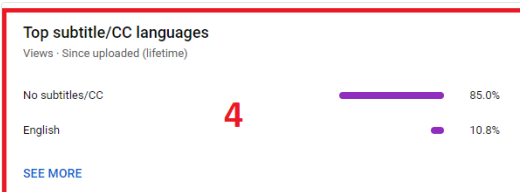
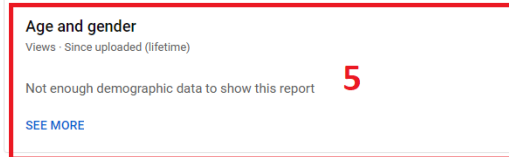
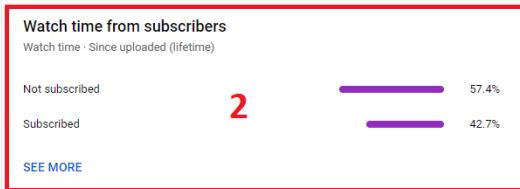
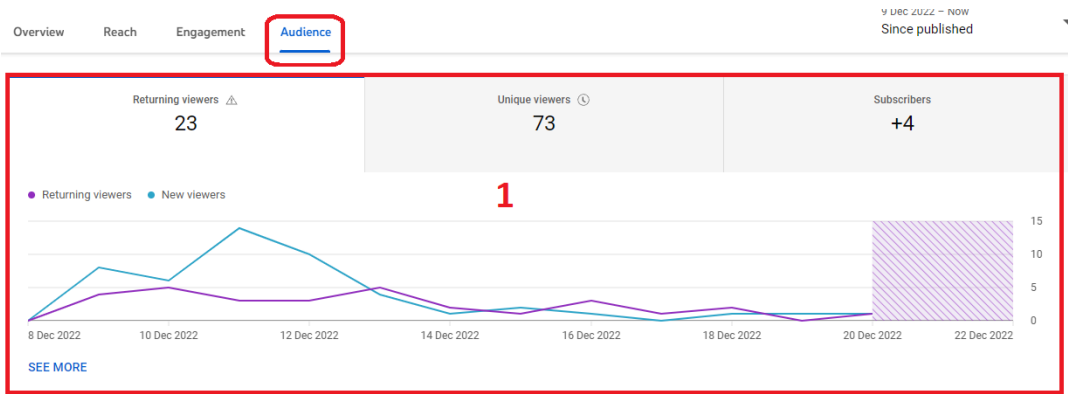


3. In the third box you will get an overview of the timeline with a graph showing the amount of views. From here you can gather the number of views, impressions, CTR and average view duration for your videos.

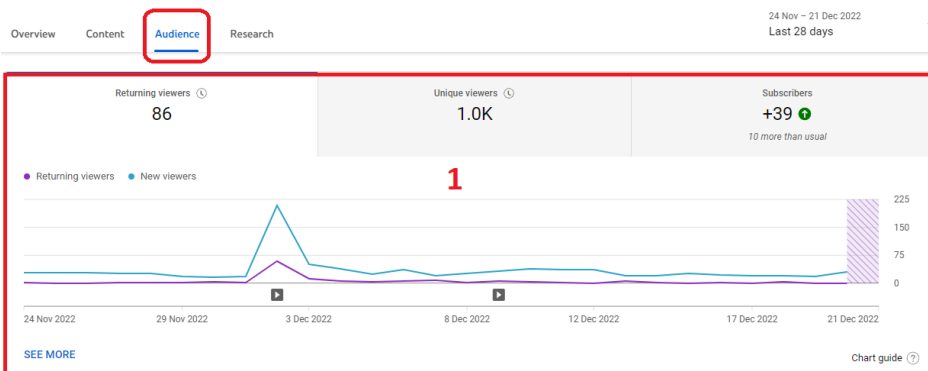


4. Under the fourth box, you can see key moments for audience retention. As seen in the previous section, the intro or first 30 seconds of your view are crucial for audience retention, this is the moment where most viewers will drop off your video. With this data, you can see which videos have the best viewer retention rate at the 30 second mark.

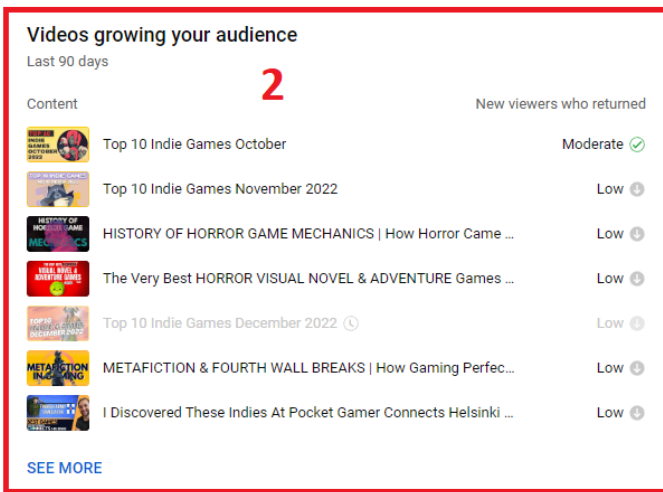
8.2.3. Audience



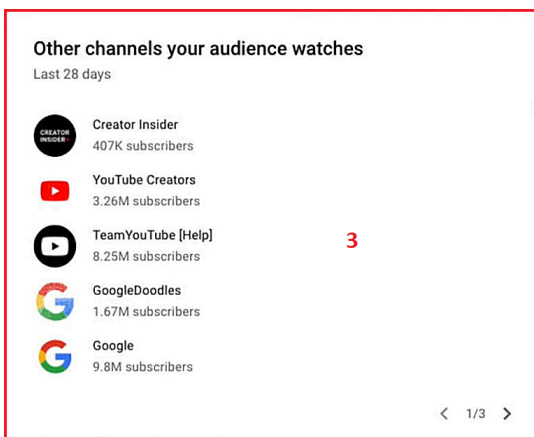
Under Audience you can gather more data related to your channel's audience.



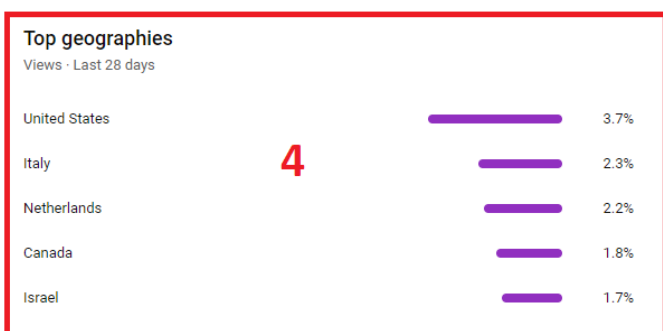
1. In the first box, you can see how many returning viewers you have, how many unique viewers have seen your content, and how many subscribers you've gained in the period of time chosen.



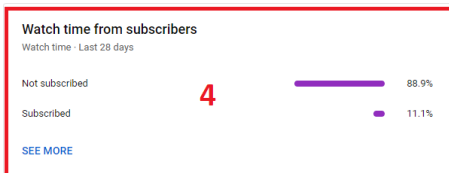
2. In the second box, you can see which videos in the last 90 days are causing viewers to return to your channel for more videos. As shown here, the Top 10 Indie Games October has a moderate number of returned viewers.



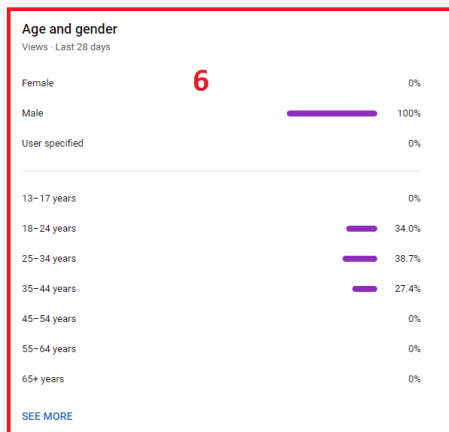
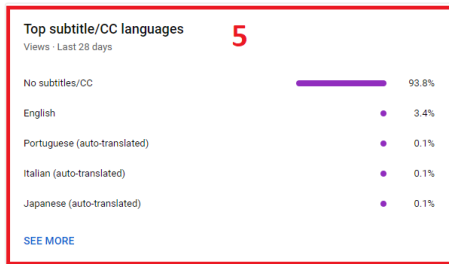
3. In the third box, Youtube will tell you what other channels or videos your viewers also like to watch.



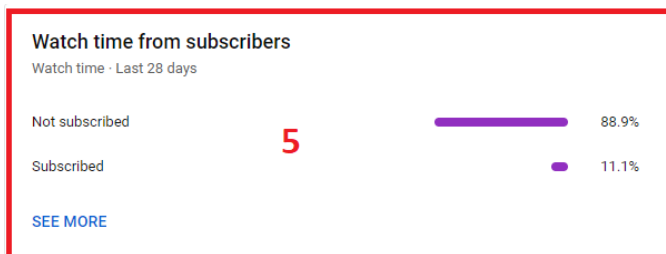
4. And finally, in the fourth box, you see where your viewership comes from. As seen above, most of the viewership comes from the USA, Italy and Netherlands.



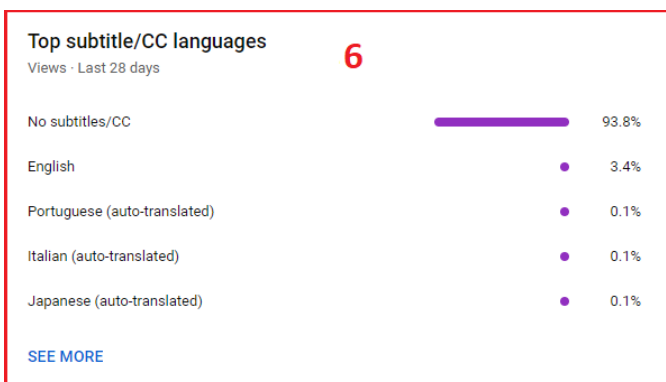
[SEE MORE](#)



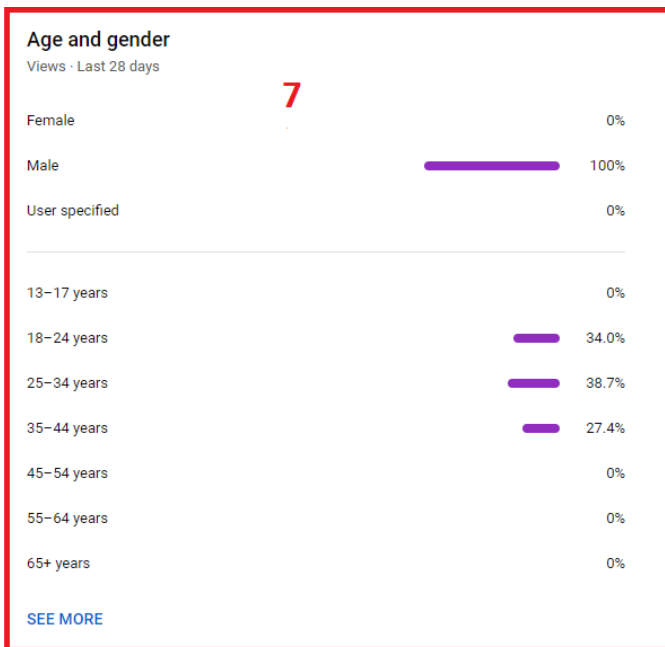
If you scroll down, you will find more data.



5. In the fifth box, you can see the watch time percentage from your subscribers and non-subscribers. With our channel, you can see nearly 90% of views come from non-subscribers.



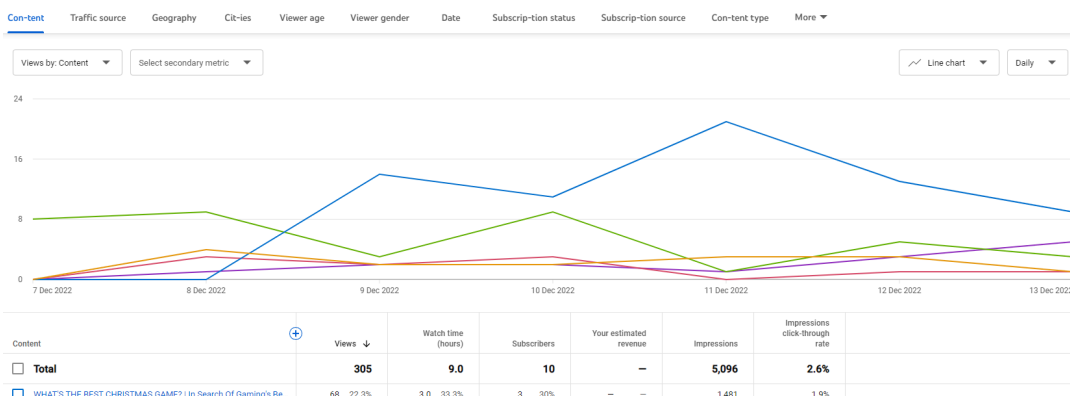
6. In the sixth box, which languages and subtitles your viewers use. Most of our audience doesn't use subtitles, both those who do typically are for English.



7. And finally, in the seventh box, you will find data on your viewers age and gender. Our audience is nearly 65% male, 35% female with a large percentage between the ages of 25-34 years of age.

8.2.4. Advanced Mode

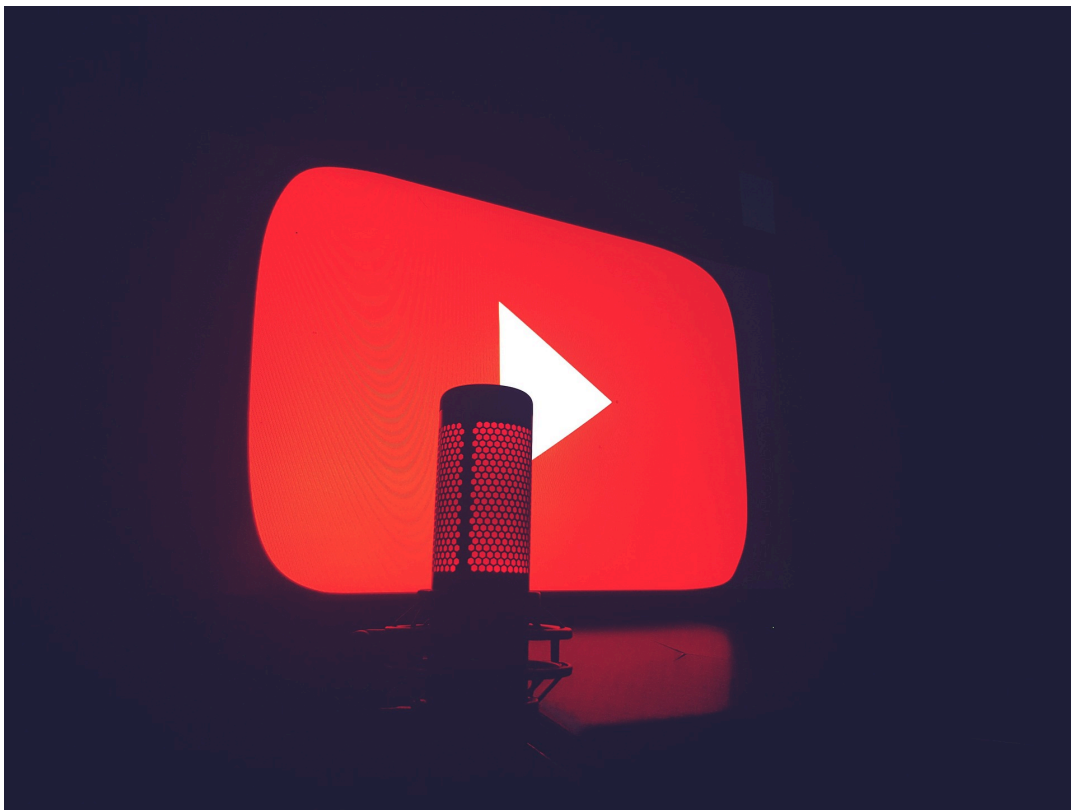
Same as we covered in the previous subject, you can also click on **"advanced mode"** on the top right corner of your channel dashboard. Doing so will give you the same detailed breakdown about your viewers age, nationality, and more. You can change the dates from which you gather data, if you want an overall picture of your channel from its inception or a more recent overview of your channel. Seeing which video has the highest amount of views and average view duration can be a strong indication as to what your fans want to see more from you.



8.3. Youtube Trends

8.3.1. Sub Genre Trends

Youtube, as with all social media platforms, goes through many trends. It's good to keep in mind the different trends that go on with your subgenre of content. For example, news channels will want to cover the most up-to-date news to keep their subscribers always informed . Gaming channels will often want to focus on the newest most anticipated games knowing their fans want to see more of those games. Vloggers will attend big exclusive events, knowing their fans would love to experience the event alongside the Youtuber. When global events and holidays happen, people will search on Youtube for let's say Christmas videos. It's good to capitalise on trends but good advice to make sure your voice comes through and you're still true to yourself and your channel, not just a Youtuber who chases the newest trend and quickly drops it for the next shiny new toy.



8.3.2. Viral trends

Whenever a viral craze hits the internet, Youtubers will be quick to capitalise and try to ride the short but high peaks of the viral craze to try and get more recognition. Keep an eye out on different social media platforms, similar Youtube channels to yours, and most importantly, Youtube as a whole. News and trends can move quickly, so it's important to have your finger on the pulse and be aware of what's coming and going in terms of trends. Your subgenre is the one you're most likely well informed on and can expect these new trends, but keeping an eye out on other Youtube subgenres can give you an edge on the next big thing.

You need to be aware of trends that come as go as it may jeopardise your entire channel. Many popular channels may find or create a new trend of videos but after a few months or years, the viewers are tired of seeing the same videos over and over and will move onto different channels. It can be extremely difficult to shift your content and have your fans stick along with you, but if you are able to create a personal relationship with your fans, they are more likely to stick with you.

8.3.3. Epic Meal Time Trends

An example of this is the channel [Epic Meal Time](#). They were a massive channel years ago but were unable to keep viewers interested long-term. Epic Meal Time hasn't been able to reinvent themselves to keep up with changing audience interest and has lost most of their traction over the years. This is evident by comparing the view counts of newer videos to their older videos. This is also a good example and worth considering for your own content, that certain trends and content types may lose their audience & interest and die off over time. This is something you need to keep an eye on and be ready to reinvent yourself if the situation demands. [Check out Epic Meal Time here.](#)

2011



Fast Food Lasagna - Epic Meal Time

33M views • 11 years ago

2022



8FT PORCHETTA SANDWICH!!

38K views • 2 months ago

As seen above, their video from 2011 has over 30 million views and in 2022 they are still making similar extravagant food videos but have much less viewers. 38,000 viewers is still very impressive, but this is simply to prove that consistently keeping up the same viewership can be very difficult to do.

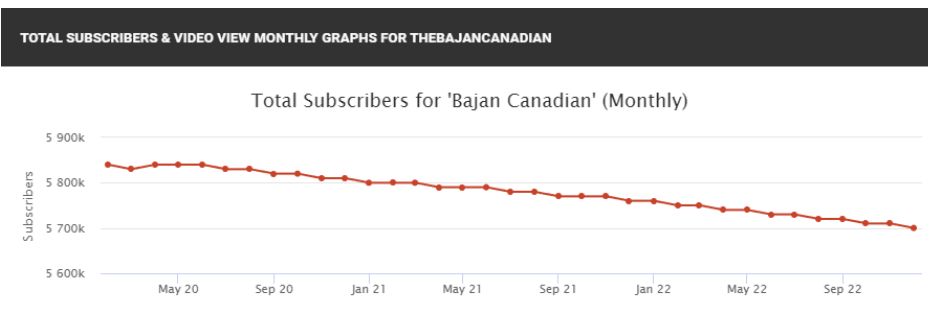
8.3.4. Gaming Channels

Gaming channels can struggle with this in a similar way. People may discover new gaming channels if they are searching for a game they want to see more of. Once a Youtuber finds a success and a demand for gameplay of a specific game, they will continue making that content which has brought them a good viewership. What channels often struggle with is how to pivot to different games once the game that made them popular in the first place is

no longer in demand. [As seen below, BajanCanadian](#) is a hugely successful Youtube channel focused on Minecraft videos.

The screenshot shows the YouTube channel page for BajanCanadian, which has 5.7M subscribers. The 'Popular' tab is selected, displaying a grid of eight videos. A large 'VS' watermark is overlaid on the grid. The videos are:

- 1. Minecraft Hunger Games Song (108M views, 9 years ago, 3:17)
- 2. "Minecraft YouTubers Song" - A Minecraft Parody Song (Music Video) (38M views, 8 years ago, 7:25)
- 3. Endstone (10M views, 8 years ago, 9:14)
- 4. "Diamond Sword" Minecraft Animation (Music Video) Minecraft Song (9.7M views, 8 years ago, 3:58)
- 5. 5 Insane Datapacks in Minecraft (129K views, 9 months ago, 13:21)
- 6. Minecraft But it's Lucky Block Hunger Games (49K views, 10 months ago, 16:25)
- 7. My Friends Beat Minecraft For Me But... I'm an Impostor (25K views, 11 months ago, 26:29)
- 8. Minecraft but 6 of my FRIENDS try to SAVE ME (29K views, 11 months ago, 18:14)



Their videos from 8+ years ago are the most successful while the most recent videos don't reach the same viewership. The channel is also losing subscribers over time as the demand for those videos has decreased.

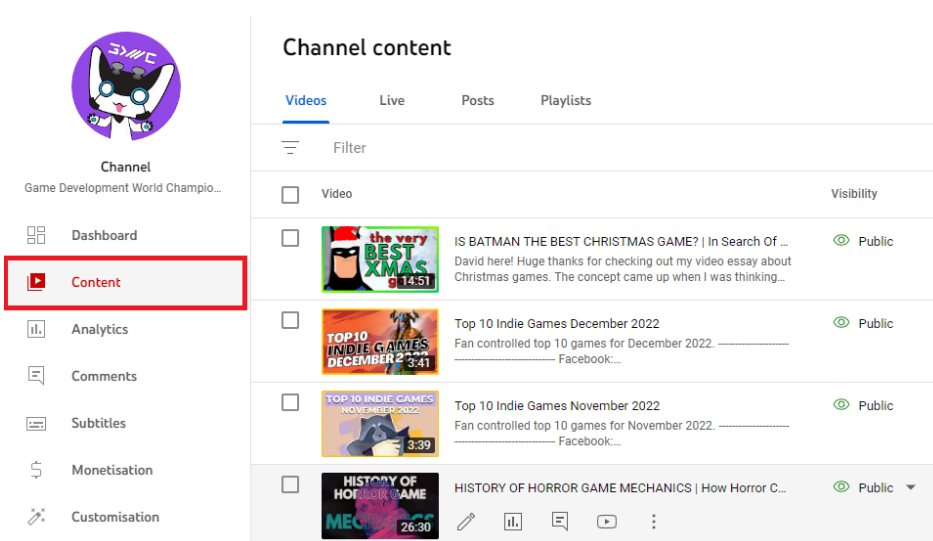
8.4. How to Adjust With Your Data

8.4.1. Adjusting your Content

It's important to take into consideration your video and channel analytics to better understand where viewers might've decided to stop watching and how viewers found your videos to help and fix any inconsistencies your channel may have. There will always be room for growth and improvement, and your Youtube data will help you better understand where you can focus to help that growth.



You may have had a series of videos that were popular for some time and now the data shows those newer videos in the series aren't performing as well. Of course, you should always have a say in what you choose to create, but if you're aiming for growth on Youtube, it may be wise to consider moving onto a different video series or topics if those videos are no longer performing well.

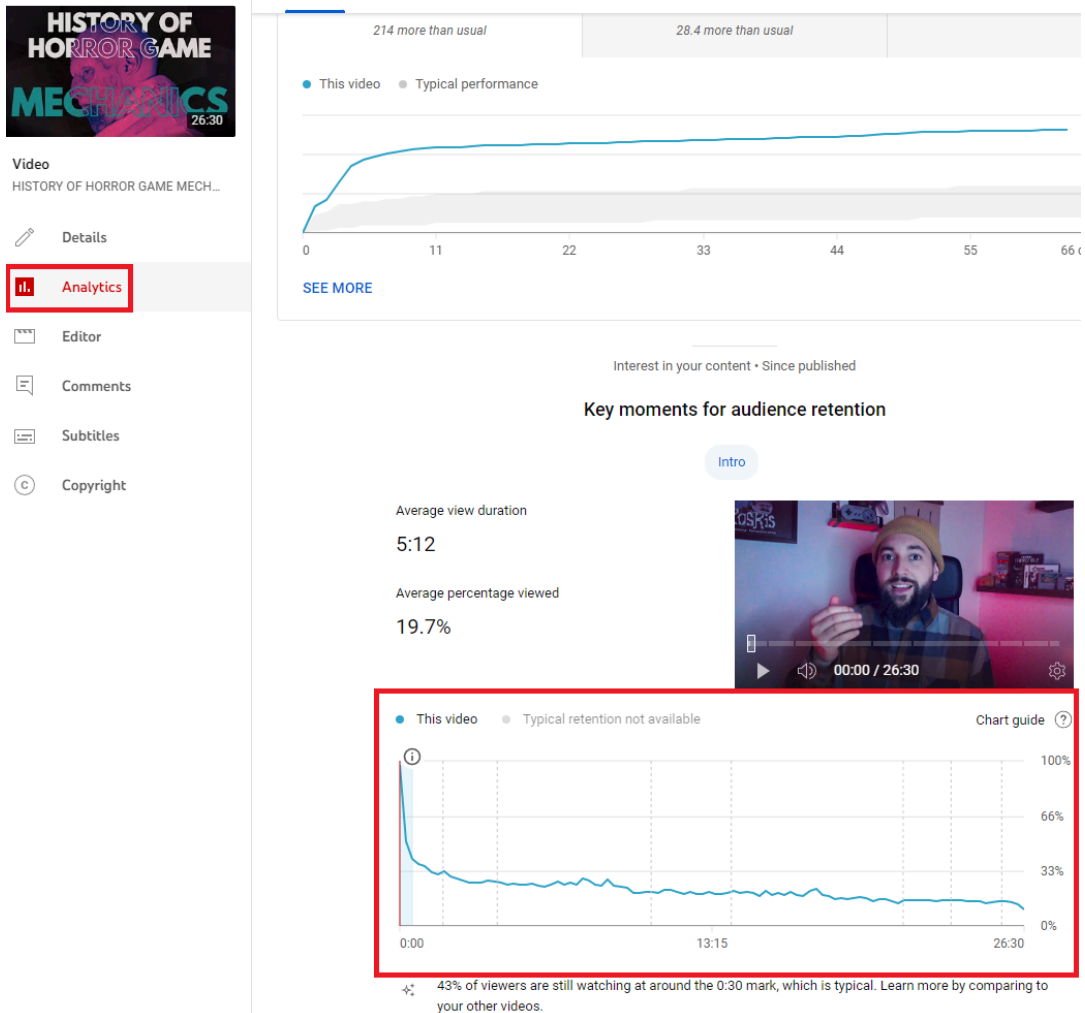


In your channel dashboard, click on "Content" on the left side navigation bar. From there you can choose whichever video you would like to review.

Here is KillrobPlays explaining some concerns with his audience and his content.

[Watch video: KillrobPlays Biggest Problem](#)

8.4.2. Audience Retention



Click on **“Analytics”** and if you scroll down, you'll find a graph showing your video's average view duration and retention.

Of course, everyone would love to see the highest amount of retention and view duration. As we've covered in previous sections, the first 30 seconds are often your most crucial. You especially want to grab viewers attention during this period, so they stay along with you during your entire video. Your first thirty seconds are arguably the most important. This small window is typically when viewers decide to stick around and go to a different video. There's no one fix solution for everyone, every channel, all content and their viewers are different, so it will take some time to figure out what works best for you.

Review your data and try to see if you need to increase your engagement, especially during your video intro.

9. How To Gain & Maintain Your Audience

9.1. Grow Your Audience Intro

As we discussed in an early chapter, comments are a very useful and easy tool to use to interact with your audience, you can get feedback, create friendships and you'll start to

recognize names over time. Find exciting ways for your audience to interact with you and your channel and you'll find a lot of subscribers coming back video after video.

Find [here](#) a great example from Casey Neistat prompting his audience to create one big video with the input from his fans.

9.1.1. Collaborations

Another great way to grow your audience is a technique that has been used on Youtube since its early days, collaborations. If you can find like-minded Youtubers with an already established audience, creating a collaboration with them is extremely beneficial to both Youtubers. Their audience and fans will now get the chance to watch videos with both you and them in them, possibly become a fan of yours, and your fans becoming a fan of your collaborator.



And nowadays it's completely acceptable to film collaborative videos online, there's no need for travelling and meeting up in person if it's too difficult or not possible, depending on the video of course. Collaborations have always been a very successful way to find a new audience from an already existing fanbase.

It may be difficult at first to try and find a channel that may want to collaborate with you, but don't be shy, leave positive comments on different videos and channels and they get to know you over time. Once that relationship has been established and you feel like doing a collaboration would be beneficial for both you and the other channel, feel free to reach out. Presenting a video idea to the other channel is the best approach, they'll know you've already thought of ways to collaborate and aren't just reaching out to see if something may happen. A collaboration must be beneficial for both parties and can take time to get to the point where other channels may want to collaborate with you. It will be hard to convince a huge Youtuber to make a video with you, there isn't much benefit to them, so find similar

channels in terms of scale, content and where you see both channels benefiting. [Here is a great informative video](#) from Nick Nimmin giving his advice on Youtube collaborations.

[Here is an example](#) of two Youtube channels coming together to create a video, Zach King and Dude Perfect come together to make a video about basketball trick shots. And another example of a collaboration between a Youtube channel and the chef/TV personality Gordon Ramsey appearing on a cooking channel that gives advice and tips. Watch [here](#).

9.1.2. Keep learning

I'd like to elaborate on the idea of learning about Youtube as you create content for Youtube. Your journey will be filled with an abundance of learning opportunities, mistakes and growth. Being a content creator is a constantly changing profession, what worked on Youtube 10 years ago, 5 years ago, even 2 years ago may not work or be as popular in demand. The platforms are always adapting and improving, new platforms with different algorithms may appear and change the landscape of Youtube, as TikTok has done in the last few years. The same goes with your Youtube thumbnails and titles, design and consumer demands are always changing.

9.1.3. Refreshing Your Old Content



Top 10 Countries ▶ Play all



| | | | | | |
|---|---|---|--|--|--|
| ca Top 10 Indie Games From Canada GDWC 2022 Game Development World Cham... 386 views • 4 months ago | no Top 10 Indie Games From Norway Game Development World Cham... 651 views • 5 months ago | se Top 10 Indie Games From Sweden Game Development World Cham... 238 views • 6 months ago | nz Top 10 Indie Games From New Zealand Game Development World Cham... 126 views • 6 months ago | fi Top 10 Indie Games From Finland Game Development World Cham... 449 views • 6 months ago | ph Top 10 Games From Philippines Game Development World Cham... 366 views • 7 months ago |
|---|---|---|--|--|--|

For example, the top image was an older thumbnail, it was good enough for some time until it was time for a refresher. There are many similar videos that exist in a playlist and we went in and updated all thumbnails to a cleaner cohesive style of thumbnail that viewers can quickly identify all belong to a certain category of videos. While refreshing your thumbnails and title won't make Youtube push your content to more people but instead, if you find an increased viewership, it may help your video find new life in the Youtube algorithm

9.1.4. Learn Through Experimentation

This is all to say that you shouldn't let your lack of experience and knowledge prevent you from creating a Youtube channel and making content for yourself today. The lessons and experience you will gain from simply doing it will always be more important than trying to learn as much as you can ahead of time. Every Youtuber, every channel has different guidance and advice to give for growth, meaning there isn't one solution that will work for everyone, every creator is unique. And learning what works best for you comes best from trying and experimenting with your channel.

Youtube as a platform is always-changing. In the next year or two, they could implement changes that can drastically change your approach to content creation. It's important to approach Youtube with an open heart and open mind and improve with every upload.

The lessons you learn through Youtube should be used to alter and update your existing and new content. While you may not be able to make significant changes to the videos that are already uploaded, you can always change and improve your video titles, descriptions, tags and especially thumbnails.



If you have little experience with graphic design or creating thumbnails for your videos, it may seem really difficult at first. But once you've created a dozen videos and thumbnails, you may start to develop a style for yourself. What you can do is go back to an older thumbnail you think could be improved upon, create a new thumbnail and update the video on Youtube. You'll find that it typically has quite a positive effect for your videos, they may find a renewed audience and boost in viewership. A thumbnail that you uploaded two years ago might be dated and not as attention grabbing as it is today, so feel free to jump in and refresh your existing content.

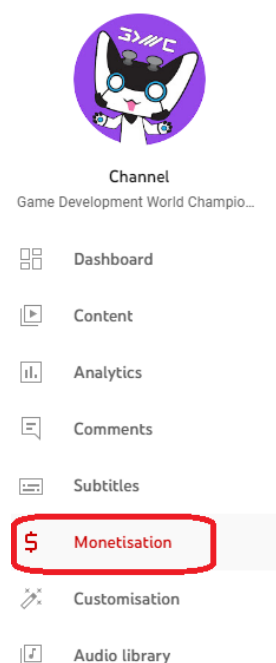
The same goes with your titles. You may notice your first few titles were good, but not as attention grabbing as your most recent ones. There's no harm in going back to previous videos and updating the title, description and tags on all your videos.

10. How To Monetize Your Channel

10.1. Youtube Partner Program

10.1.1. Are you eligible?

Once you've got a dozen videos that you're proud of uploading on Youtube, you might be wondering **“well, how do I make money from this?”** Unfortunately, it's rarely that easy, it may take years of dedication and hard work, while others might strike gold quickly. Typically it's a gradual climb to being monetized.



But to be able to earn money directly through Youtube, you need to be eligible for the Youtube Partner Program. You can find access to it directly on your account page under

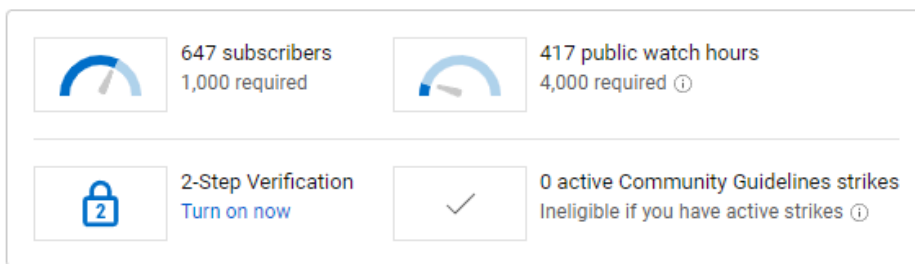
“**Monetisation**” as seen above. Here you’ll see the requirements for the program and where you currently stand for eligibility. You’ll need a total of 1,000 subscribers over 4,000 hours of public watch time, 2-step verification turned on and no active strikes against your channel.



Grow with YouTube

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 Programme, you need to meet the criteria listed below. After you submit the application, your channel will get reviewed by YouTube against our [YouTube monetisation policies](#).



Once you’re ready and eligible, Youtube will reach out to you via email. It’s important to note that once you're part of Youtube's Partner Program, unless you have significant viewership, the program won’t earn you enough money to quit your day job and work on Youtube full time, there is always more to work on to get to that point. But there are other methods you can earn money through Youtube, we’ll cover those in the next sections. The partner program pays you based on CPM (clicks per mile or click per thousand views) and can vary anywhere from \$0.30 to \$2.50 CPM, while bigger channels have reported different rates. Let’s say you earn the reported \$2.50 CPM and your video garners over 10,000 views, you can expect to be paid around \$25.

You can find more data [here](#).

10.1.2. Youtube Premium

Youtube also has their subscription model called Youtube Premium which is a monthly fee for different benefits. If you have viewers who are part of Youtube Premium, you will get an extra financial benefit from Youytube on your videos for those views. Youtube Premium will

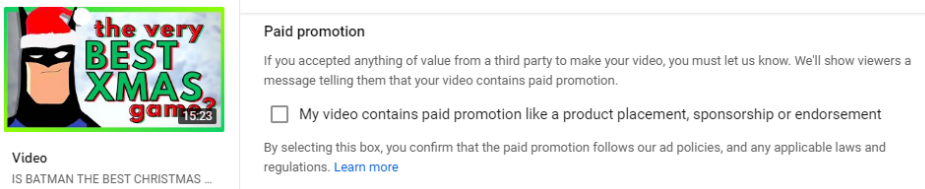
pay the creator based on their content watch time, rather than being based on the number of views. You can find much more information on monetisation on Youtube's support page [here](#).

10.2. Paid promotions and affiliate links

10.2.1. Looking Outside of Youtube

Another popular method to earn money via Youtube is to look outside of Youtube and work with third party companies to help promote their services and products. It has become quite a standard practice to insert a paid promotion within a Youtube video so the content creator is able to earn more money from their hard work. If your channel is still relatively small, you'll need to do the work and reach out to these third party companies and present to them why your channel and videos make a good fit for them.

10.2.2. Paid Promotions



If you do have a paid promotion, you must declare it to Youtube under the specific video's details. If you go to a video's details, scroll down and click on "**Show More**". From there, you'll see the paid promotion option to notify Youtube.

If you believe you're in a good position to start working with third party companies, you can look at similar Youtube channels as yours and find out which companies are promoting their merchandise and services with those Youtubers. You can reach out to those companies and it may take some time and some business efforts to get promos happen for yourself.

Typically in order to work with a third party to include paid promotions in your videos, you'll need significant views and advertiser friendly content.

10.2.3. Affiliate Links

Many online retailers partner with Youtubers to create affiliate links. These are unique links that if used by a viewer and you make a purchase on a site, the content creator will get a percentage of the sale. For example, the gaming platform Epic Games Store has deals with many Youtubers that if the unique code is used during a purchase, a percentage is paid back, as seen below.



And finally, there are many influencer marketing companies that can help you grow your channel, or get you in touch with different paid partnerships and create connections for affiliate links for your channel.

10.3. Merchandise

Another popular method to earn extra income on Youtube is selling merchandise. This method has gained a lot of popularity within the last few years, especially with vloggers and lifestyle channels and is often most beneficial with Youtubers with already big audiences. Selling t-shirts, posters and various merchandise can make great gifts or a fun way to represent your favourite Youtubers. The newest trend is selling limited merchandise drops where the creator only has a limited run of their merchandise with the intention of creating artificial demand, so that fans quickly run out and buy the merchandise before it gets sold out.

10.3.1. Merch Websites

Make Your Own Shirt

- ✓ Easily Create Beautiful Designs
- ✓ High-quality shirts that'll last forever
- ✓ Fast Shipping

Start Designing

Get Custom T-shirts

100% Free - Easy To Use



Worldwide Shipping

We here at Printify have teamed up with over 90 printing partners in the US, Canada, Europe, and even Asia. This means shorter delivery times and sensible shipping costs no matter where your clients are.



Free Mockup Generator

Design your own shirt with our excellent design tool, aka Mockup Generator. It will allow you to expand your T-shirt line and save time. It's free and straightforward to use.



No Minimum Order

When you team up with Printify, you can order a single custom t-shirt or a hundred shirts – there's no order minimum.

There are thousands of sites and services where you can create merchandise to sell online, for example [Printify](#) or [Custom Ink](#). Bigger Youtube channels may have their own graphic designers and create campaigns for a line of merchandise. You will need to do your own research to see what works best for you and your channel.



Seen above is [Philip DeFranco's](#) merchandise, this is a screenshot from a video where he implements a direct ad in his videos for his merchandise.









Cooking channels have been able to take advantage of this as well. As seen above from [Matty Matheson's channel](#), they've been able to create their own cooking ware and sell it via Youtube.

10.4. Patreon and More

The final way to earn money through Youtube is another third-party service, this time with Patreon or similar services. [Patreon](#) is a monthly subscription service where fans can pay a certain fee to get access to direct and limited content. Youtubers may set up a Patreon and promise any patrons that if they subscribe at certain tiers, they may get private Q&As, private video calls with the Youtuber, exclusive videos and merchandise. It's a great way to earn some extra money, but also get direct access to the most passionate fan base of yours.

CREATORS WITH EXCLUSIVE TIERS

| | | |
|--|--|--|
|  <p>Doughboys</p> <p>Delivers a variety of patron-only content at different tiers. Ideal model for podcasters.</p> <p>See all tiers</p> |  <p>RossDraws</p> <p>Illustrator offers behind-the-scenes videos, video hangouts, and insightful Photoshop layer files, just for patrons.</p> <p>See all tiers</p> |  <p>Captain Disillusion</p> <p>Video hoax debunker shares exclusive video content like bloopers and deleted scenes.</p> <p>See all tiers</p> |
|  <p>Jake & Amir</p> <p>Video creators give personalized shout-outs and patron-only access to the previous episodes of their video series.</p> <p>See all tiers</p> |  <p>Juicy Scoop</p> <p>Pop culture podcast host shares bonus material with patrons and lets them choose which content stays exclusive to Patreon.</p> <p>See all tiers</p> |  <p>Andrew Huang</p> <p>Singer songwriter's patrons get instant access to hundreds of exclusive, patron-only tracks and sample packs.</p> <p>See all tiers</p> |

There are a number of highly successful Youtube channels with equally successful Patreons you can study and see if it would be a good fit for yourself. Many gaming channels like Easy Allies and Kinda Funny, science based channel SciShow and independent journalism Canadaland are some of the top Youtubers on Patreon. As seen below, here is an example of

Patreon content. Anyone on Youtube can watch the first link, but if you pay a small fee every month, you get a private link to the same video but any Youtube ads or paid partnership ads are removed from the video.

[Avatar The Way of Water In Review - Every Avatar Movie Ranked & Recapped](#)

VS

[Avatar The Way of Water In Review - Every Avatar Movie Ranked & Recapped \(Ad-Free\)](#)

↪ Unlisted

There are many alternatives to Patreon as well, sites like [Buy Me A Coffee](#) or [Ko-Fi](#) let your fans tip or donate to you for your creations online.

10.5. Enjoy Your Channel

While a lot of these chapters have been covering how to plan ahead and how to best understand your fans, these are just advice on how to improve your chances at success. But these should never be taken as roadblocks or preventative from starting your Youtube channel. The best overall advice to be taken from this course is, “**start today**”. The earlier you start your journey, the sooner you will be able to learn about becoming a Youtuber. The road ahead is full of mistakes and lessons to be learned and there’s no better way to learn than by trying.



Keep everything we've covered in mind while going into creating your Youtube account, it's good to be aware of what you need to help yourself and your channel, but luck oftentimes plays a huge part in becoming viral or popular on Youtube. If you happen to strike gold, you can use all of these lessons to help ensure those viewers stay for longer and subscribe to your channel. Luck will always be a factor, but smart working and determination will be your greatest asset.

Here is Nookrium's comments on "What would you do differently?"

[Watch video: Michael What Would You Do Today](#)