



Training Guide

Learn the top secrets used
to make millions from
YouTube Channel

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Introduction

Did you know that people watch 5 billion videos on YouTube every day? In fact, 300 hundred hours of video are uploaded to YouTube every minute!

This might not even surprise you, as YouTube is the leading service that made it possible to easily put videos online in 2005. Flash forward to 2017 and if your marketing strategy does not have a video component tied to it, your visibility and business growth potential will suffer. Video should become a critical piece of the marketing puzzle because of how much video content your audience is consuming.

But, with many other companies knowing this, it's becoming harder and harder to stand out amongst your competition. This is why advertising spend does need to be allocated to services like YouTube in order to gain visibility from your target audience.

Although similar to paid search spend, the world of YouTube advertising can seem a bit overwhelming and complicated to navigate at first.

Hence, this guide will walk you through the several aspects of running a successful YouTube channel and make a killing using these tips.

Chapter 1

About YouTube

YouTube is the leader in online video, and the premier destination to watch, share, and promote original videos online. YouTube is fully integrated with Google Ad Words for video, leveling the playing field for businesses that want to reach new customers with online video.

YouTube is a video Social Networking site and the 2nd most popular search site on the Internet after Google, who owns YouTube. YouTube video watching is a significant activity on the Internet, with over 1 billion visits to YouTube daily and over 100 million videos watched daily. And it's easy for anyone who sees your video to rate it and share it with his Social Network.

How YouTube Works?

YouTube's theme is "Broadcast Yourself," and as such encourages everyone to make and broadcast videos on everything imaginable. YouTube is owned and operated by Google, and leverages the search power of Google.

All YouTube videos are indexed by Google's search and will appear in Google's search results when you select Video in the search options on Google. Using YouTube is a great way to get listed in Google's search results since Google gives YouTube videos priority in their search results.

YouTube videos can be viewed by anyone with access to the Web site. No user account or log-in is needed to search for or watch videos. Setting up a user account, on the other hand, allows you to upload videos, and also lets you customize your viewing with YouTube by subscribing to "channels" and giving feedback ratings on videos.

When you set up your own YouTube user account, many of the familiar functions of Social Networking are offered as options, such as sending a YouTube video link to a friend or

contact, commenting on a video, and rating a video. You can also link to a YouTube video from your blog and include it in a post.

Using YouTube for Marketing

Videos on YouTube can be short and simple. For your marketing, decide on a goal for your YouTube activity. Some common themes include customer support, educational, product instructions, customer interviews, employee interviews, event videos, and professional produced videos.

Your YouTube videos need to have tags and descriptions associated with them for search in YouTube, so use your keywords and be sure to include them when you upload your video. Google's search bots cannot index the media, only the text associated with the media, so adding tags is critical to your video being indexed.

Just like any Social Media, creating an account and only posting once (one Video) won't have a great impact. Creating a series of videos, however, will result in increased search optimization and followers of your YouTube channel. Find a way to implement regular video production into your marketing effort to build an audience on YouTube and increase your ranking.

Video Production

For production, you can use a hand-held video camera. Any major brand that has a microphone input will produce good video. Good sound quality is important for video production and making your YouTube video easy to understand. If you have a story to tell, make some notes and rehearse those several times to make it sound more natural when you are reading from them.

If you find you're better at ad-hoc video, keep a video camera with you for part to capture some of your daily activities. If you have a Smartphone, use the built-in video camera to capture some short videos. Simple YouTube uploading from a YouTube app is usually a feature included with most smart phones.