

YouTube in numbers

# Over one billion users



That's how many users YouTube has – which amounts to almost one-third of the Internet.



You already know how much money YouTube creators make. And I know, you want to be one of those. That's perfectly fine and I will teach you right now.

## Setup the YouTube Account:

First off you have to create your YouTube account. You can do this by visiting [YouTube Create Channel](#) link. You create channels for your videos based on your niche. We will talk about this in a minute.

Use YouTube as...



First Name

Last Name

By clicking "Create channel", you agree to [YouTube's Terms of Service](#). [Learn more](#)

Changes you make here may show up across Google services with content you create and share, and to people you interact with. [Learn more](#)

[Use a business or other name](#)

CANCEL

CREATE CHANNEL

After creating your channel, write the channel description and then verify the channel through your phone number, you can start uploading your videos.

## Channel Niche and Keywords:

To generate reasonable views on your channel, you must tie your niche to their keywords.

The keywords enhance your chances of being noticed by search engines. Name your channel, choose the icon, upload your channel art, and write your channel description according to your niche. You can setup featured, enable views and discussion.

Do not forget to upload channel trailer, add sections to organize your channel and customize it

# **How To Use Tittles, Descriptions and Tags:**

## **Tittles:**

This is the first field on the box when you are uploading your video. That is the name your video should be called.

The right way to use it is to make sure that the search criteria for the video is at the right hand side of the tittle e.g How to make money with YouTube videos, make sure the tittles well punctuated.

## **Description:**

This is the second field on the YouTube box when uploading your videos. That is where you describe the content of your video, it must contain same reference in the tittle to make your video accessible, reachable and available in the search engine.

For example, with the tittle above, the description should be "How to make money with YouTube video with secrets. Note that money, YouTube videos and Secrets are also in the title.

## **Tags:**

This is the third field on the YouTube box when uploading your videos. That is where you name your video different names with reference to the title and description.

For example, from your video, title and description, our tags should be: YouTube, YouTube videos, videos, make money, money secrets etc. Those names must be separated by commas.

Title [?](#) 

Title

Description [?](#) 

|

0/5000

## Thumbnails:

These are displayed on your videos showing what information your video has for its audience.

The more attractive the thumbnail is the more the video gets views. The thumbnails can be replaced or changed with a better thumbnail which could be a picture of the video.

The thumbnail should be well fashioned to give beauty, relevance, and creative representation of the video. Note that the more views your video attracts the more revenue you make, therefore, create a beautiful thumbnail. Your video thumbnail must be attractive so as to attract views, the more attractive your thumbnails are the more clicks you get should will convert to revenue. Ensure that the thumbnails are beautifully added.

The recommended value for a YouTube thumbnail is: **1280 pixels wide by 720 pixels tall**. More on that [here](#).



## How to Use YouTube Features to Profit

How do people make money on youtube and what all successful YouTubers have in common? They create great

videos. But beyond that, smart video creators are using some of YouTube's tools and features to harness the power of those videos and their intended viewers. Have you optimised your channel?

Here is a simple checklist you can reference to make sure you are doing everything you can to boost views, build a loyal audience, and earn more money through YouTube

## **1. Choose your channel name**

The channel name is different from your channel URL, so you can edit this name. But it is best to pick a name and stick with it for consistent channel branding. Go here: <https://www.youtube.com/account> and click to edit on Google+.

Choose something that is short and memorable (like your band or artist name), and that lets viewers know what to expect from your channel.

## **2. Choose your channel icon**

Upload a square, high-res (800×800) image that is recognizable and looks great when displayed at smaller resolutions (so use text sparingly).

This image will be your channel's icon throughout all of YouTube. If you link your channel to G+, you can use an image you have previously uploaded to your G+ account. You can access this from your YouTube account page.

### **3. Upload your channel art**

Channel art is the banner/header that appears towards the top of your channel when viewed on a desktop. Upload a large image (2560×1440) with the most important visual elements located in the inner 1546×423 area (so they will still appear when you scale the image for mobile and tablet).

### **4. Write a channel description**

Move your cursor to the middle left of the channel, and click “Channel description.” Be sure to highlight the most important content you create, use relevant keywords, and include your upload schedule to set expectations for your audience.

## **5. Add website and social media links to the Channel description**

Corresponding icons will be displayed as overlays on your channel art. Include links to your official website, store or product page, social accounts, newsletter signup form, or promotional campaign pages.

## **6. Set “Recommended Channels”**

On the right hand side of Channels, you will see the “Recommended Channels” header. Add any related or similar channels; including channels for other creative projects, you are involved in, your record label, etc

## **7. Enable channel navigation**

In the section of your YouTube channel homepage that contains the channel name and description, click the settings icon and then enable “Customize the layout of your channel” to on.

## **8. Select or upload a channel trailer**

Once you enable navigation, select a channel trailer video for your channel. A Channel trailer is a short video that will auto play whenever an unsubscribed viewer visits your channel, so here is your opportunity to get them hooked!

## **9. Customize your channel URL**

YouTube.com/MyName is a lot easier to remember than YouTube.com/abcdefgijk123nnw

### **Select your default video category**

Go to [http://www.youtube.com/account\\_defaults](http://www.youtube.com/account_defaults) and change the category to the one that most closely reflects your type of channel, such as “music.” You can always change these manually for each video once that video has been uploaded.

### **Compose a default footer for your video descriptions**

Add links to your website and social media accounts as a standard footer in your default video description field. It'll save you lots of extra typing later on. To do so, go to [http://www.youtube.com/account\\_defaults](http://www.youtube.com/account_defaults). Again, you can always change these manually once a video is uploaded.

## **Add tags that will apply to most of your videos**

Tags help people find your video when searching on YouTube. Proper tagging can help increase monetization of your videos. Some suggested tags would include your artist name, any common misspellings, and popular keywords associated with your genre. Make sure tags with more than one word are enclosed in quotations, and don't use commas. Avoid overly generic tags or tags that are not relevant to your video

## **Ranking YouTube videos**

You have to fight against YouTube users, when you are ranking videos. It's the same like McGregor vs Mayweather.

You have to beat their algorithm and that's hard. Why? Their algorithm isn't public, so you have to do your own research (like split-testing, a/b test).

But if you target the right low competition keywords, you can rank easy without knowing the algorithm.

There is one thing that most of you're doing wrong. A lot of guys promote gaming niche, instead of doing keyword research they all use the same keyword.

You won't outrank them without money or good research. Let's continue first with another important part.

## Finding good niches

There are many different niches these days. I learned 2 good ways to find niches.

The first one is App Annie. You can sign up for free.

You get access to dashboard where you can find all the popular apps for each country, device and free/paid apps.

The second one is by using other people's niche. There are different CPA networks that host landing pages/lockers for their publishers. They have different URLs, that all the publishers are using. Sample: <https://cpbld.co/PublisherIDhere> CPAbuild is using cpbld.co as "hosting domain" for their publishers.

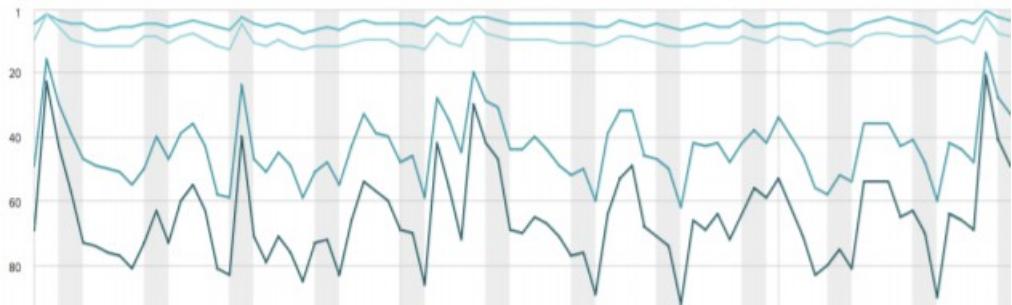
You can spy other publishers from that network, if they are using YouTube. Go to YouTube, search on: <https://cpbld.co/> and filter on new videos. Most of these networks have 10+ domains, so you can found many different games on this way. Be creative and add your own twist.

## Keyword Research

I use only 2 tools for the keyword research: [vidIQ](#) (free) and [KWfinder](#) (paid). To be fair, you don't need the KWfinder tool. But it's very useful if you want to scale or take this business to another level. vidIQ is a Chrome extension.

Focus only on small niches without a lot of competition. I ranked on Clash Royale keyword, but it was pretty hard to rank on #1. If you want to scale and make easy profit, focus small niches/games. Take a look at the first page and analyze the competition. Take a look at the views, keyword tags etc. Use vidIQ to find low competition keywords.

Start with App Annie to find some small upcoming/popular apps. I started with Township. Then you can see (also with a free account) the app ranking positions. You can see based on this information, that the app is still popular.



The app isn't very big, but popular enough to earn some good money from it. Now it's time to analyze the competition on YouTube. The vidIQ tool will popup automatically. I always start with the main keywords, like: hack and cheats.

You can see that the number #1 video on Township hack has 17k views. The vidIQ is also sharing some interesting information. There are 10k+ searches on this keyword each month. vidIQ shares also some other keywords on the right side. It gave me advice to rank on: Township mod and Township mod apk.

I analyze those keywords with KWfinder and I see good results. The competition is very weak and you can outrank them pretty easy.

If you want more keyword suggestions, you can use the YouTube search bar. Type in the game and wait for automatically upcoming suggestions. Down below the search bar results for Township. Analyze those keywords and do research

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township

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township

township hack

township mod apk

township level 1000

township rebellion

township mod apk 2018

township in romana

township rebellion - monocoque (original mix)

township cheats

township rebellion charlotte

*Report search predictions*

## **Find/create the video**

Download videos from YouTube with [Keepvid](#) and edit them or simply record your own video promoting app or a product you promote.

## **Landing page**

There are some networks that provide custom landing pages. You can build your own landing page on CPAbuild. I always hosted my own landing pages and used CPAbuild and OGads to monetize it.

## **Ranking YouTube videos**

Since we are focusing low competition keywords, you don't need much to get ranked in the top 3. Optionally you can buy HQ views (to haave more than the first ranked video), likes (for high CVR) and comments (for high CVR). You can add the comments by yourself or buy them. Change the comment settings, so you have to approve comments. Only approve your own comments and add sometimes new comments.

I advise you to track your ranking position. So you can see the progress and can monetize all your videos. That's very useful if you are going to scale to 100+ different products/offers.

Always add unique eye-catching thumbnail, title and description. Use a few times your main keywords and long-tail keywords. You can use the current #1 video for that information, but add your own twist. So it's all unique, otherwise you won't rank.

## **It's time to scale**

There are so many apps/games and other niches. You can also create videos in the giveaway niche. Keep creating new videos and focus on the rankings. Do some a/b tests and see what works. Try different networks and found the best CVR.

## **Easy money**

I didn't had time to create new videos and scale hard. But this is amazing method to earn big. You can scale easily to

\$100+, you just need videos. I earned with 1 video more than \$3000.

## **Few important things to do:**

- Try different networks
- Focus on small niches
- Focus on low competition keywords
- Host your own landing page (on your own domain) or use your CPA network
- Scale!

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