

YouTube
 **UNLOCKED**
0 to 100,000 Subscribers

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Technical Aspects Guide

How To Go **From Zero To 100,000 Subscribers** On YouTube

Technical Aspects YouTube Guide

Uploading your videos to YouTube and Optimizing them for maximum SEO performance

- Pre-upload process
 - Name the video file using the keywords you're focusing on
 - Add metadata to the raw video file
 - Add secondary keywords as tags to your video
 - Put video description in the comments
 - <https://www.techwalla.com/articles/how-to-edit-video-metadata>
- Upload process
 - Upload as "Unlisted"
 - **1. Add Focus keyword to the title**
 - It needs to be in the first part of the title
 - If relevant and not weird, you should add some extra keywords to the title
 - **2. Description - adding relevant phrases**
 - Critical SEO step - it helps you get found, beat your competition and get a more targeted audience
 - **Use the 5 secondary keywords here**, writing copy as natural as you can, and adding them where relevant.
 - Your description needs to somehow address what you teach - you don't want to give people the wrong idea about what you're teaching
 - 200 - 400 words
 - In the first line of your description, you want to repeat the exact Title of the video
 - Recap what you teach
 - Add the DOWNLOAD link
 - Add the Social handles links
 - Add any Bonus Tips you can - using a link to one of your competitors' video.
 - Adding the transcript of your video can be helpful too
 - **3. Tagging**
 - Don't go overboard with tags
 - Only use the list of 5 secondary keywords - MAX 10
 - Good opportunity to use long-tail keywords
 - Use PHRASES, don't separate keywords based on space.
 - Use related channel names to get related traffic - TOP 2 channels in your niche, the ones who have really popular videos ranking for that given keyword
 - Use your own channel name
 - **4. Thumbnails**
 - LARGE fonts - minimal text - needs to be easy to read on mobile
 - Stick to your brand colors and brand identity
 - Make sure to use the main keyword in the name of your thumbnail file
 - **4. Before making it public**

- Like your own video
- Comment your own video - “Thank you for watching!” making sure to include the keyword once again, followed by a call to action like “Comment below if you...”
- Have as many friends, family members, community members and anyone you can comment and like your video
- If anyone comments, answer their comment with another question - more comments mean more engagement, which drives more views
- Spend 10-20 minutes going to at least 5 channels with an audience similar to yours. You will comment on their videos to get as many targeted people looking at your channel as well.
 - Answer any relevant questions that are being asked on their videos
 - Like some of their comments
- **5. Leveraging Related Videos**
 - On the sidebar, you will want to look for any video content that is similar to yours
 - You will want to leave a nice comment in each and every one of them
 - Don’t use this for spam. Just be nice.
 - The more you do this, the more exposure you get
 - Turn your timer on, and try to do the best you can under 20 minutes. Reach as many channels as you can, you don’t need to watch the whole video, skim it just enough to leave a thoughtful comment if needed.
 - Goal - 50 videos in 20 minutes
 - Do some networking! Follow their social media channels, put them in your list of people to regularly engage with, and you’ll be exposed to their audience - which you know is already interested in the kind of content you create.
 - Use your special subscribe link each and every time you comment somewhere else
https://www.youtube.com/subscription_center?add_user=YOURCHANNELNAME
- **6. Using playlists**
 - They rank just as much as videos
 - This will only work if your videos already have a high number of views
 - If you don’t have lots of views - USE OTHER PEOPLE’S VIDEOS!
 - Your video should be the first on the list
 - Then you add the most popular videos related to your video to that playlist =)
- **7. Transcripts**
 - Helps you rank
 - Use people from Rev.com, upwork.com, fiverr.com
 - You can also use Youtube’s native AI transcription, and edit it to make sure it’s correct
- **8. Add the Video’s own link to the bottom of your description**
- **9. Linking on Youtube**
 - You can add “Cards” to your videos
 - You can link back to your site, lead magnets
 - You can include Calls to Action and Teaser texts
 - And you can also customize the image
 - You can add End Screens and Annotations using the same idea