Forum:Hack Forums

Thread: [GUIDE / TIPS] How to grow a YouTube channel

thegbln - *May 14, 2017, 12:23 pm*

I posted this as a reply to someones thread yesterday and have seen a lot of threads on here of people asking how to grow on YouTube, so I figured I'd make a thread.
If you have any other questions or something to add to this list reply to the thread or shoot me a PM! Hope some of this info helps.

I have 20k authentic subs and am gaining about 1.6k a month currently. The best thing you can do to grow is upload consistently.
SEO and quality are also incredibly important.
Make sure you upload content that is decent quality and actually enjoyable to watch.
If you wouldn't sit through it, why would anyone else?

1.SEO is absolutely huge for this. For SEO, it's fairly simple;

- MAKE YOUR TITLE SOMETHING YOU WOULD SEARCH IF YOU WERE TO GOOGLE WHAT YOUR VIDEO IS ABOUT
(I cannot stress this enough; For example, if you wanted to find a tutorial of how to roll a blunt, you wouldn't google "how to roll a great blunt that will hit hard", you and most people would just search "how to roll a blunt" so, make your title just that.)

- Create a short title with a keyword or two that relates to your video. Make your title maybe five words tops.

- Repeat the title three times in the description, and three times in the tags. Make your tags each word of your title one by one, then the title all together, then other keywords that relate to the video topic.

- Download the chrome plugin VidIQ, it helps immensely with seeing how good your tags are and the volume of searches on those tags.

2.On top of SEO, quality and audience retention are also very important.

-Just because you title your video "dog eating sausage" does not mean that your video will show up on the first or even second page when searching this term. YouTube search results are based on a large number of things, from SEO (tags, title, description, etc.) to viewer retention. Retention is arguably just as important, if not more important, than SEO.

- Viewer retention is absolutely huge on YouTube. The videos that often show up as recommended or on the homepage / high up on searches, have the highest average viewer retention. This is how long they are staying to watch on average. Make your video interesting from start to finish, especially the first 30 seconds.

3.Switching up the kind of content you make drastically or suddenly is a massive risk. Your subscribers came to you for consistency and for what they originally subbed for. 99% of the time, switching content style like this will kill your channel.

- Give your viewers a reason to subscribe and want more. A series or some solid theme on your channel does this. Do NOT try to change up what you are doing once you hit your stride. Find what works for you and makes you grow, and stick with it.

- Remember that your subscribers are most likely not there for you as a person. They will not support any video you upload. They are there for what they subscribed for; changing your content will kill your channel.

4.If you are a new channel on YouTube, you are in luck. Currently, YouTube loves promoting newer channels with relevant content. Make sure what you upload is what is popular today.

- Make your videos related to fairly common topics or topics people would search for today. Nobody is going to lookup a Dark Souls 2 boss tutorial when Dark Souls 3 is already out. Just an example.

- YouTube loves to promote new channels. This is how the algorithm works as of lately. If your channel is years upon years old and has yet to hit its stride or break that first 1k, it will be immensely harder to grow.

5.Getting your first 1,000 subscribers is the hardest part of YouTube. Getting the ball rolling requires patience and dedication. Do not expect quick money or stats from YouTube. Once you surpass a fairly large subcount, you should have enough videos uploaded where you just gain subs naturally, even if you don't upload. Do NOT allow this to make you lazy like I sometimes do. Capitalize on this growth and success, and make it much more. Your patience and effort will pay off over time; I have made back all of the money I spent on my setup and much more.

- Once you hit about 10k or so, the snowball effect takes place. This is when you can kind of kick back and relax and subs will still come in. I currently upload maybe twice a week, which is terrible compared to my normal activity and I still gain plenty of subs, sometimes 100+ in a day.

- Remember that the more you upload, over time it will pay off. My older videos carry my monthly stats and earn me the most money. Think of youtube uploads as a big steak; you need to let it marinate until its ready. If you're impatient, it will be raw.

6.Promoting yourself on almost any social media is a terrible idea. It makes you look improfessional. Getting fast subs or easy views may feel nice, but it is not worth it. Posting your content on reddit, spamming it on twitter, advertising in comments, and other forums is not a good idea. Let YouTube do the advertising for you. As long as your SEO is on point and your quality is good, you should not need to promote yourself beyond just uploading.

- Self advertising in comments or any social media is a HORRIBLE way to grow. Do not do this. Short term it may make you feel good to see some extra subs, but none of them will stay. Plus, when you get big, it will make you look unprofessional. Once you hit about 5-10k business offers start coming in, and professionalism is key.

- If you want to promote yourself in a professional manner and look good, collaborate with a YouTuber around your size, or bigger. Find someone who makes videos similar to yours and make some videos together. You both benefit and neither of you look bad. Plus, you make new friends and connections this way.

- Your reputation is incredibly important on YouTube. Think about what would happen if a large scale YouTuber with hundreds of thousands of subs got exposed for advertising in comments in the past. He would get a lot of hate and dislikes, even though it is something so trivial. You must keep in mind that with YouTube, you are being watched by thousands of people on a daily basis once you

get big and find success. Your every action online will be seen and judged by each and every one of your viewers. Conduct yourself in a manner you would like your viewers to see.

Thats about all I have in terms of tips. Good luck, and let me know if there's anything I skipped over or if there's any questions. Feel free to PM me with any other questions :)