

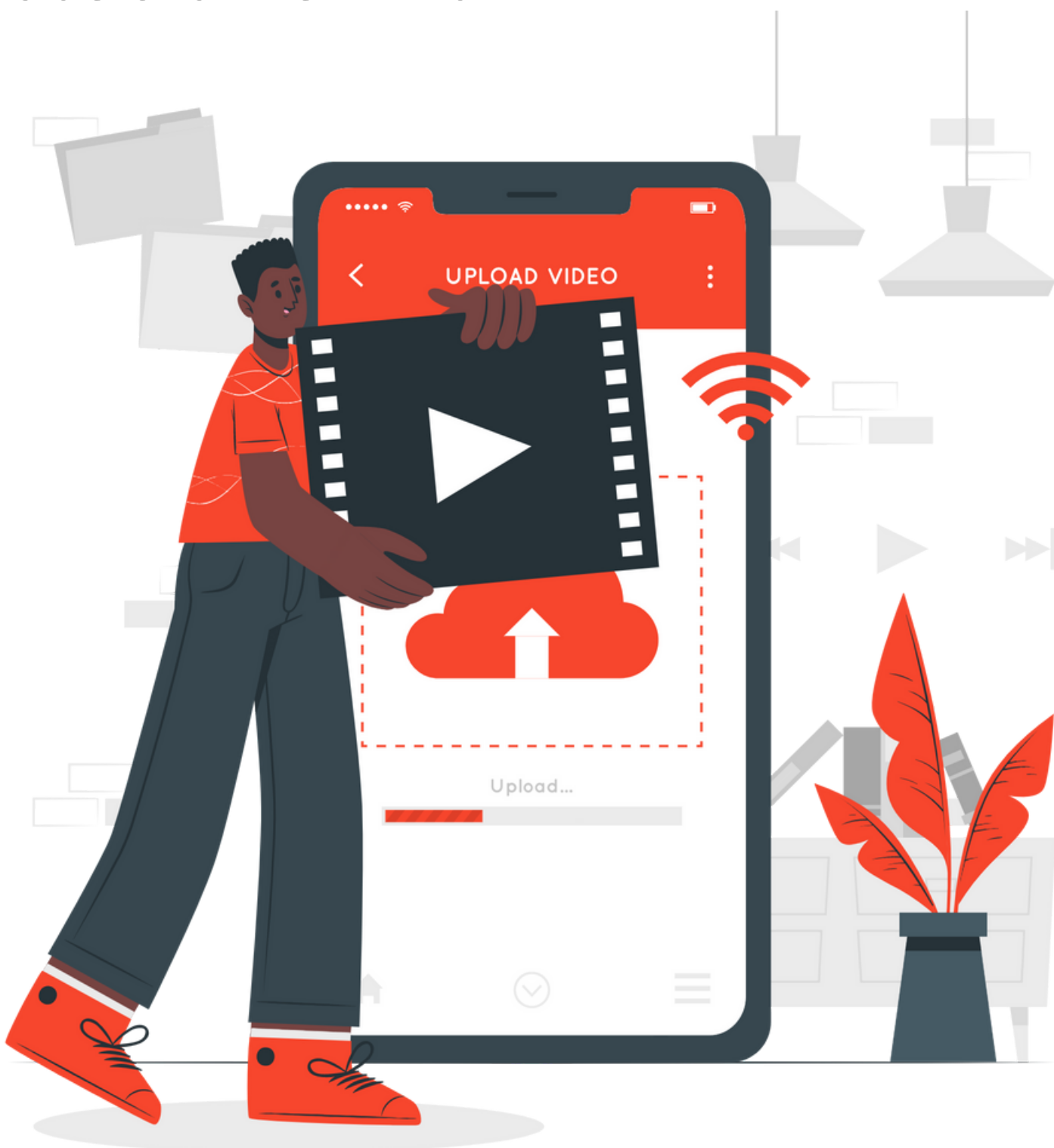


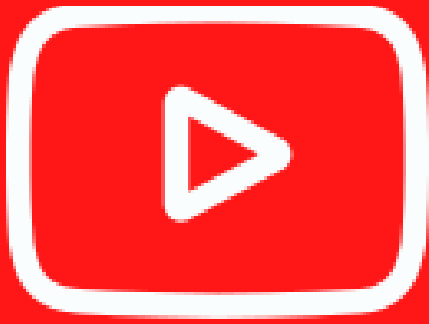
ULTIMATE GUIDE TO GROW YOUR YOUTUBE CHANNEL IN 2022



We know that it can be disheartening to produce quality content but not see the growth on your YouTube channel. Even the most top-notch video needs some key ingredients to stand apart and get found.

With over 2 billion monthly active users, YouTube is the second largest search engine globally - trailing behind only Google. Now, it is your job as a creator to zoom in on your target audience and compel them to visit your channel. To that end, we are here to show you how to grow your YouTube channel in 2022





BEST WAYS TO GROW YOUTUBE CHANNEL

ZERO-IN ON YOUR NICHE

What do we mean when we say "zero in" on your niche. To explain better, let us assume that you own a technology channel. Please understand that this is a saturated category. To have a better chance at growing on the platform, you must discover a sub-category for your channel.

Since your channel caters to technology, narrow down your opinions and decide if you prefer reviewing laptops, mobile phones, or any other gadgets. After doing this, focus on making your channel the one-stop-shop for your niche. That means your audience should not feel the need to go elsewhere once they land on your channel page. Doing this will help reign in more subscribers, generate more views and help grow your YouTube channel.



QUALITY CONTENT

YouTube is a massive platform where over 500 hours of content is uploaded every minute. If you want to stand out from millions of others, your video should be the embodiment of your best work.

Tweak your videos to remove any unneeded interludes or segments. Ensure that you script your entire video before shooting it. Seek the services of a freelancer if you are short on time, but only your best work should get uploaded.



Aim for a strong camera presence by planning your video ahead of time. Use high-quality camera lighting sets and appropriate short software to capture and edit your footage. One of the best way to grow on YouTube would be to insert background music to grab and hold your viewers interest in longer videos.

Use trending and evergreen videos for your content. The former will attract the audience to your channel, while the latter will keep them anguished for a long time. This mix and match approach will boost the organic reach of your videos.





POST VIDEOS CONSISTENTLY



While high-quality videos are essential, so is posting regularly to your channel. Your best move would be to create an upload schedule so that you maintain consistency while keeping the quality factor intact. Create a plan that allows you enough time to develop both trending and evergreen content.

You are helping your YouTube channel grow by telling your audience when they can expect new videos from you. Not to mention this is also a fantastic method to preserve existing subscribers and attract new ones.



CREATE AN ATTRACTIVE CHANNEL TRAILER

Your channel trailer is among the elements that make your channel more appealing. For maximum viewers' attention, a channel trailer should be concise and engaging. We recommend keeping the channel trailer between 30 to 60 seconds. It is up to you to make this time window captivating.

Your trailer must address the underlying audience, narrate your tale on why you decided to launch this channel and compel users to subscribe.





OPTIMIZE CHANNEL PAGE GROW YOUR YOUTUBE CHANNEL

A lot goes into creating a channel page. Let's look at them one at a time.

A channel tagline sets you apart from other creators in your market segment. The small snippet of text outlines the content you create and the goal of your channel.

Your Channel art reflects your commitments to your channel. Ensure that the subscribe link and links to your various social media handles are present at the corner.

A channel icon is usually a higher resolution headshot or brand logo. This is a graphic that gets viewed the most on YouTube. Thus it has to be gripping. On your channel page, organize videos into playlists. Use YouTube analytics to identify high performing videos and arrange them to the top for easy access by viewers.



UTILIZE THE POWER OF YOUTUBE SEO

You can grow your YouTube channel easily once you have a firm grasp on YouTube SEO. The practice starts with keyword research, where you discover search terms relevant to your topic. You can go through some of your competitors' content to find keywords relevant to your cause. The goal is to find those with high search volume, but low competition since these keywords get searched the most.

Tools like Google keyword planner and Trends are ideal to find your key phrases.

Once you find the keywords, use them in your video's title, tags and meta description for better ranking. Be wary of Keyword stuffing. Insert subtitles and closed captions. You do all this to ensure that your video gets indexed and frequently appears in YouTube's SERPs for user's queries.



Not all creators believe Google search engine to be a viable way to grow a YouTube channel. You may ask how? Well, it should not come as a surprise that people prefer watching videos rather than reading text. When your content performs admirably on YouTube, Google decides to show them its SERPs for your targeted keywords.



USE BLOGS TO BRING TRAFFIC TO YOUR YOUTUBE CHANNEL

You can also try free traffic to your YouTube channel from a blog. A best practice would be to embed your videos in the blocks you create for your channel. As a result, people who read your article will also spend time watching your videos on the topic. There is also the probability that these viewers can convert as your loyal subscribers.

