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Leveraging The YouTube Algorithm 'Automatically' By Unleashing Your Natural Genius & Passion

Discover how to build a massive YouTube channel of raving fans fast by tapping into your passion and simply being... yourself! If you hate getting 'bogged-down' with tech-details, keyword research & just want to share your authentic self with the world, this presentation is especially for you.

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What are the mistakes you see most people making when first getting onto YouTube?

For business owners, one mistake is going on to YouTube to promote and grow their business. People don't want to be sold to, they want to be informed and entertained.

People also think they need to know the algorithm front to back. It's the content that's important. SEO is the cherry on top. You can have the best SEO and it won't make a difference if the content is boring.

One metric to watch for is the length of time your videos are being watched. If people only watch 20% of your video, YouTube will measure that.

What are some of the misconceptions about growth that you see coming up?

One of the biggest misconceptions is that you have to have a great SEO and know the key words. The biggest factor for growth is creating content that's aligned with your audience. Align yourself with the audience and create a community.

Titles and thumbnails are important. Don't focus on SEO key words - you want to hook the audience to click on your video. 50% of your growth has to do with titles and thumbnails.

Is there a format you recommend?

In her bootcamp, she has a whole week of training on the YouTube intro because it's really important.

The goal of the intro is to engage the audience to want to continue watching. If people are clicking out after 30 seconds, YouTube is not going to promote that video.

You want to tap into the passion that you have on the topic. Get the audience excited about the content of your video.

What YouTube metrics should we pay attention to?

Pay attention to:

Average view duration - you want to strive for 50% and up

Click through rate - the number of people clicking on your thumbnail and it should be between 8 and 10%. If it's lower, that means your title and thumbnail isn't attractive enough.

Why is a YouTube channel so important for an influencer?

You want to build your audience through the power of a search engine and YouTube is the 2nd largest one. You can leverage the YouTube search engine to push out your viewers. If you use YouTube, you can go from zero to 10K subscribers in a matter of a month.

What are your top tips for growing?

Create entertaining videos. Think of a way to engage people. For some, it's their personality or their passion. You can also hire someone.

Pay attention to your own niche. Use a lens of your own experience to get specific.

What are the top secrets to producing viral videos?

It's everything that she's talked about.

Know your audience so well that you're creating content that speaks directly to them.

Thumbnail tips - make it bold and don't add too many details. Should use contrast colors and make the title of the thumbnail no more than 4 or 5 words.

What's your opinion on being shocking?

Clickbait is only bad if it doesn't have anything to do with your topic. Don't be deceptive. The bait is to draw the audience in - think about the most compelling component of your video and use that.

How do we chose the topic?

What does the viewer care about? What is the value that you can give people? What are the questions you get every day or all the time?

How should we approach the difficult topics?

An influencer is just someone who influences, regardless of the topic. Keep the topics specific not general.

How can we monetize our audience?

You're going to want to promote your business but not be in your face type of advertising. If your video is good, they're going to want to look you up. Use the description to promote your services and products.

Do a call to action at the end - mention it at the beginning. Affiliates can give you money as well. YouTube has advertising - you have to have a certain number of subscribers but you'll make money from that. To make a lot of money you'll want to do all of these.

Is there a way to drive your audience to your business?

You have to have the audience first and then you can redirect them. You can create a video for a launch for example.

You want to promote yourself and your business. You should upload at least once or twice a week.