

WELCOME

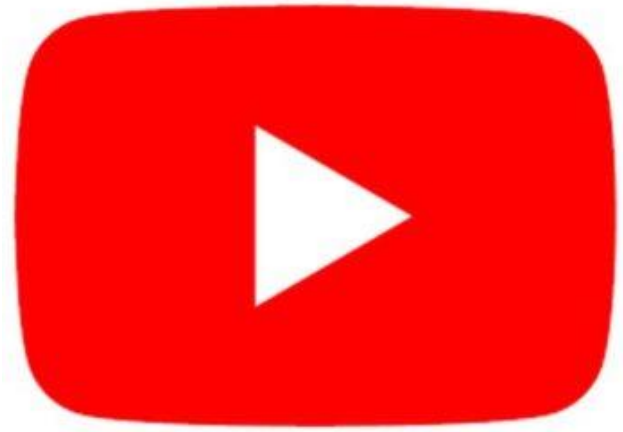
DAY 18/100

YOUTUBE MASTERY DAY 4

DATE: July 21, 2020, TUESDAY

TIME: 07:00 PM (AST)

LIVE FROM DOHA, QATAR



YouTube

**SYNC WITH YOUTUBE
ALGORITHM**

UNDERSTANDING VIRALITY



Why do few videos get more views ?





MORE VIEWS = MORE MONEY



**HOW
DOES IT
GO
VIRAL?**



GO VIRAL

**WHY CERTAIN
THINGS GO VIRAL**

3.7 BILLION



▶ ⏪ 🔊 0:01 / 4:12



#PSY #싸이 #GANGNAMSTYLE

PSY - GANGNAM STYLE(강남스타일) M/V

3,704,584,277 views • Jul 15, 2012

👍 18M 💬 2.4M ➦ SHARE ≡+ SAVE ...



6.8 BILLION

▶ ⏩ 🔊 0:00 / 4:41



[#LuisFonsi](#) [#Despacito](#) [#Imposible](#)

Luis Fonsi - Despacito ft. Daddy Yankee

6,869,823,746 views • Jan 13, 2017

👍 38M 💬 4.6M ➦ SHARE ≡+ SAVE ...



여름휴가 10가지 10가지



**THAT LANGUAGE IS
ALGORITHM**



**WE LEARN
ALGORITHM
IN THE SAME
WAY WE
LEARN
LANGUAGE**

W O H M O # U

O H O H T O O

<basics>

YOUTUBE

ALGORITHM

VIRALITY IS

L U C K

- (NO)

The image features the YouTube logo in the top left corner. Below it is a 3D bar chart with five red bars of increasing height from left to right. A red dashed line starts at the top of the first bar and trends upwards to the top of the fifth bar. The background is a bright, bokeh-filled scene with a crowd of people at the bottom, some with their arms raised.

You **Tube**

The word "LUCK" is written in large, 3D, colorful letters (L: green, U: yellow, C: light green, K: purple) on a beach of white pebbles. The background shows a clear blue sky and a turquoise ocean.

LUCK

**THE SCIENCE OF GOING VIRAL AND GETTING
VIEWS THAT COMPLETELY ELIMINATES LUCK**

(The math behind virality)



SCIENCE AND MATH BEHIND VIRALITY = ALGORITHM



Alphabet

Google*

Google ventures 

Google [x]

Google fiber

Google capital 

Google CALICO

* [ YouTube   Google AdWords ]

Google corporation's (Alphabet) objective of - **YOUTUBE** algorithm is to keep the people on platform

**SOCIAL MEDIA
PLATFORM -
KEEPING
PEOPLE ON
PLATFORM AS
LONG AS
POSSIBLE.**



**WHAT KEEPS
YOU ON
YOUTUBE
PLATFORM ?**



YouTube

**ENJOY, INSPIRE, ENTERTAIN,
MOTIVATE, LEARN, ETC.. THEN YOU
STAY ON YOUTUBE PLATFORM**



WELCOME

DAY 18/100

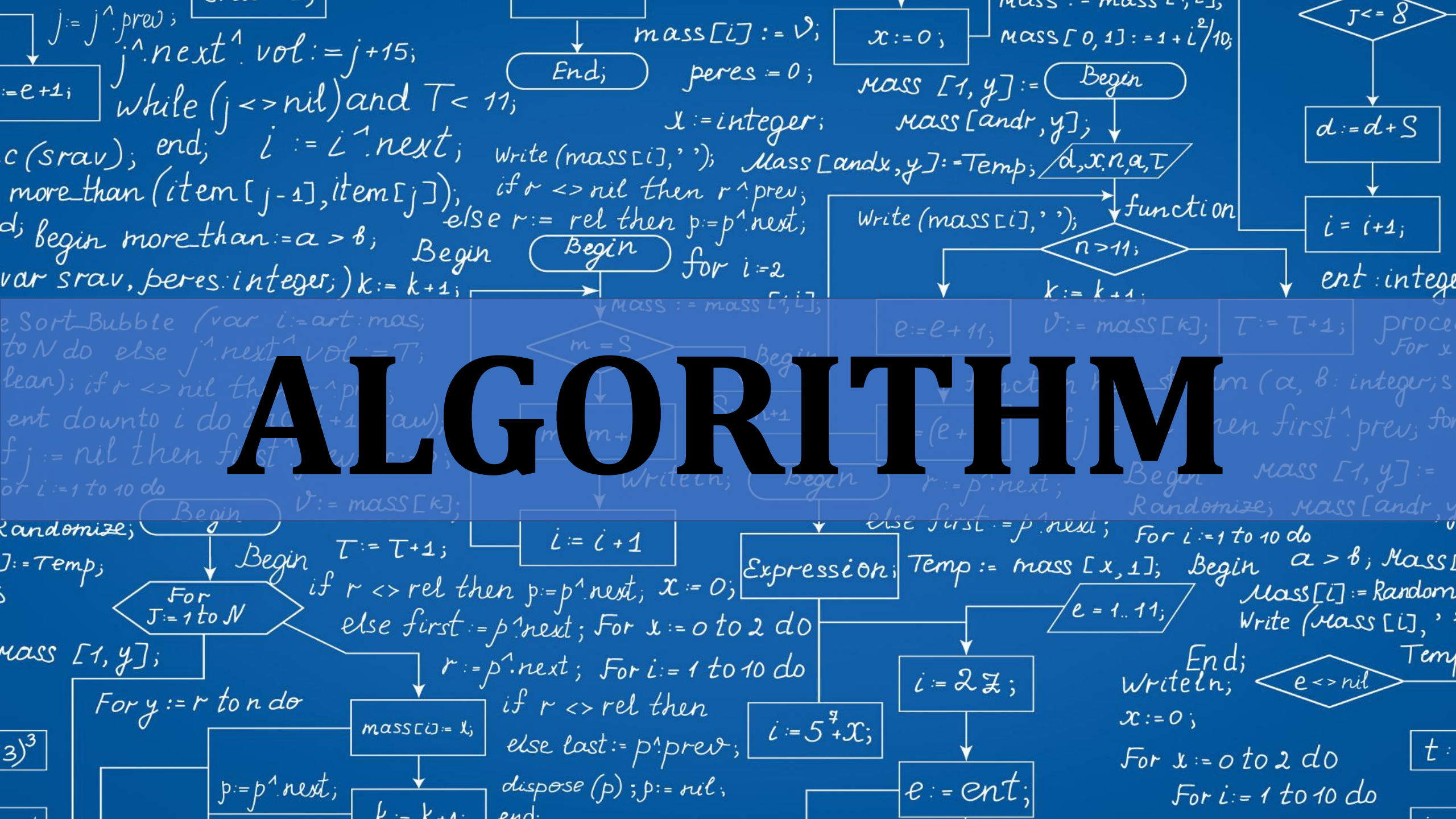
YOUTUBE MASTERY DAY 4

DATE: July 21, 2020, TUESDAY

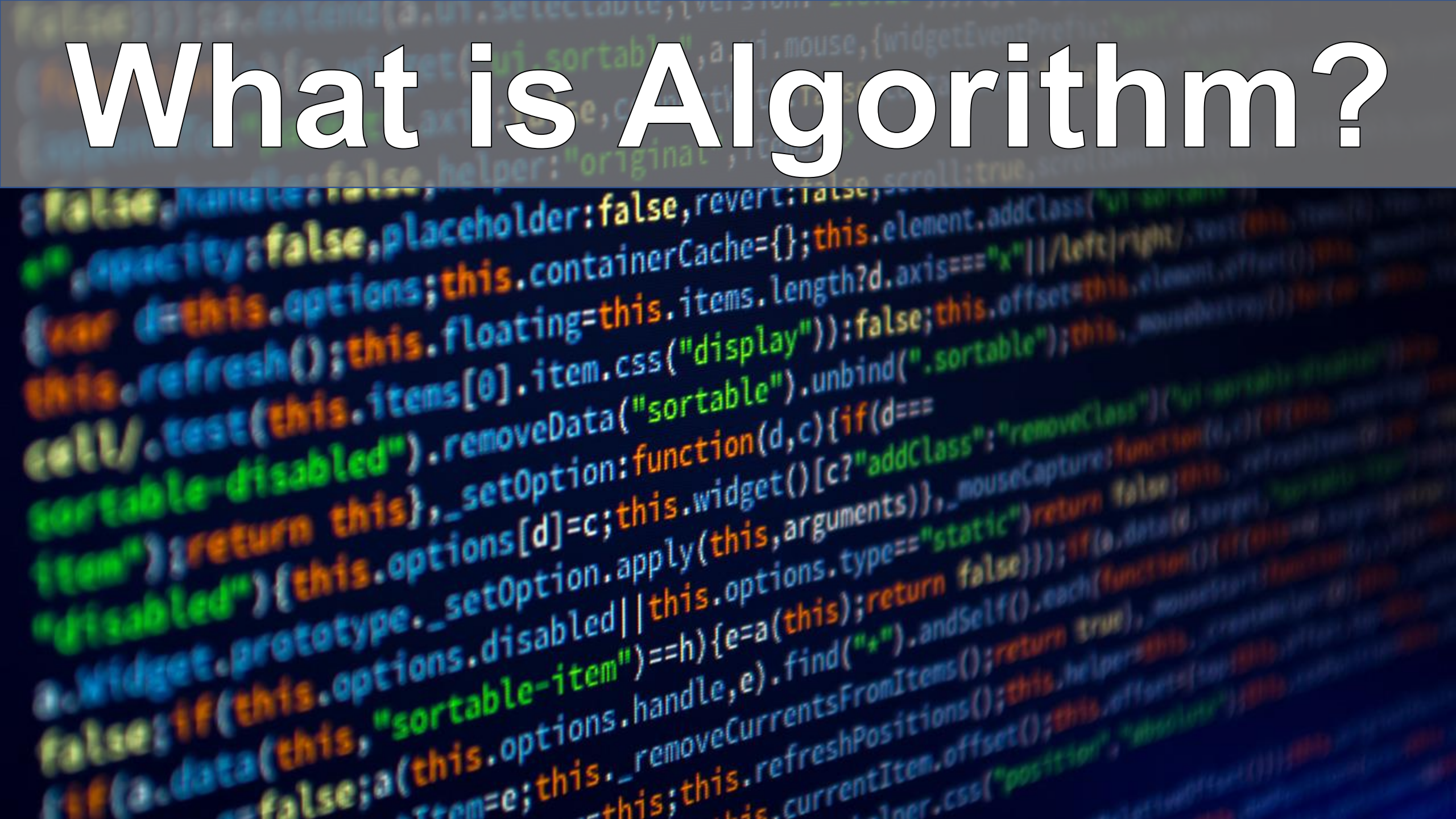
TIME: 07:00 PM (AST)

LIVE FROM DOHA, QATAR

ALGORITHM



What is Algorithm?



a process or set of rules to be followed in calculations or other problem-solving operations, especially by a computer.

In **mathematics and computer science**, an algorithm is a finite sequence of well-defined, computer-implementable instructions, typically to solve a class of problems or to perform a computation.

A blurred background image of a business meeting. Several people in professional attire are seated around a table. One person in the foreground is holding a tablet, while others are gesturing or looking at documents. The scene is brightly lit, suggesting an office environment.

In other words, **Algorithms** are instructions for solving a problem or completing a task.

*Algorithms are aimed at **optimizing everything**. They can save lives, make things easier and conquer chaos.*

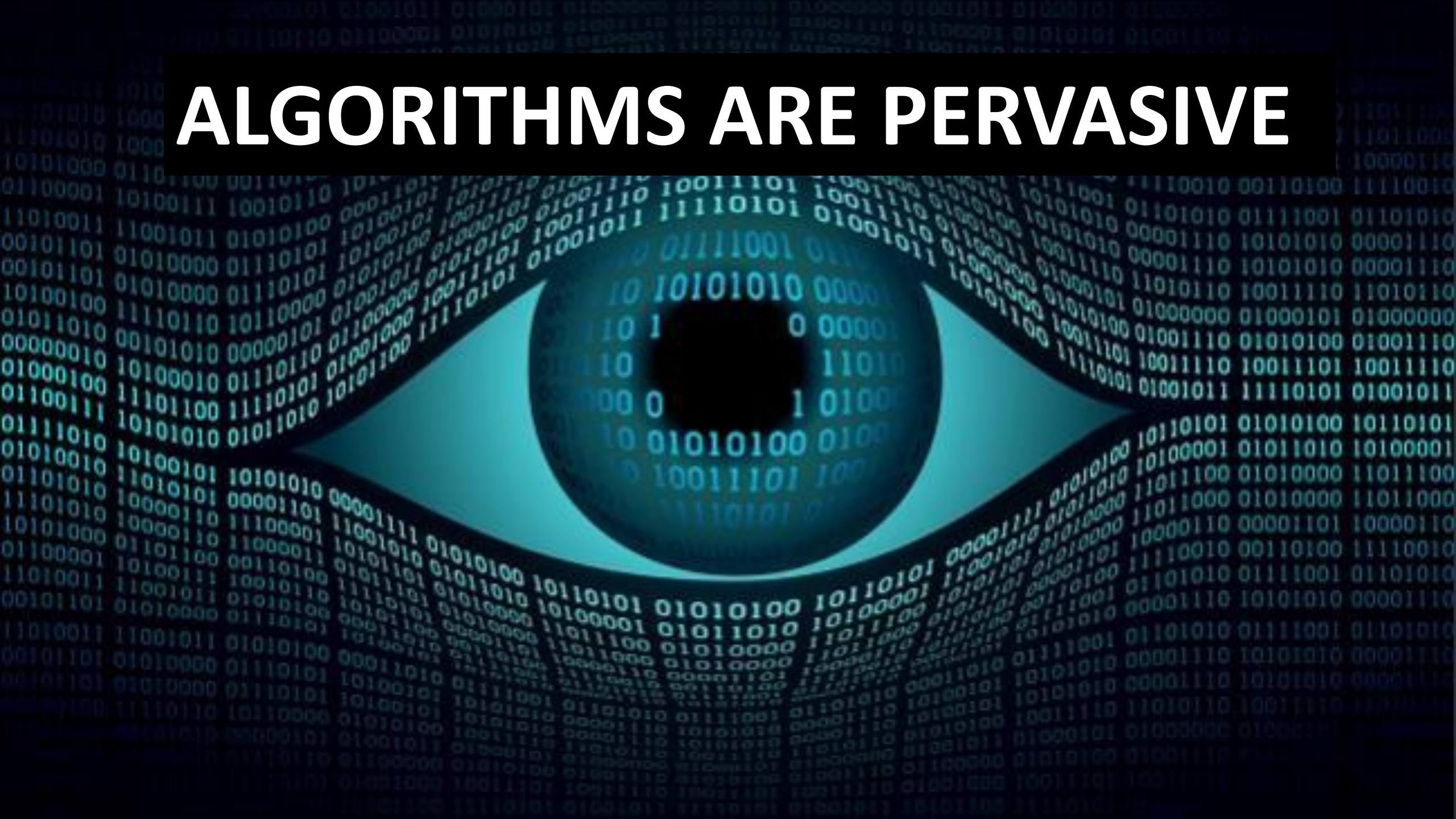


WHY IS ALGORITHM IMPORTANT?



IMPORTANT

ALGORITHMS ARE PERVASIVE

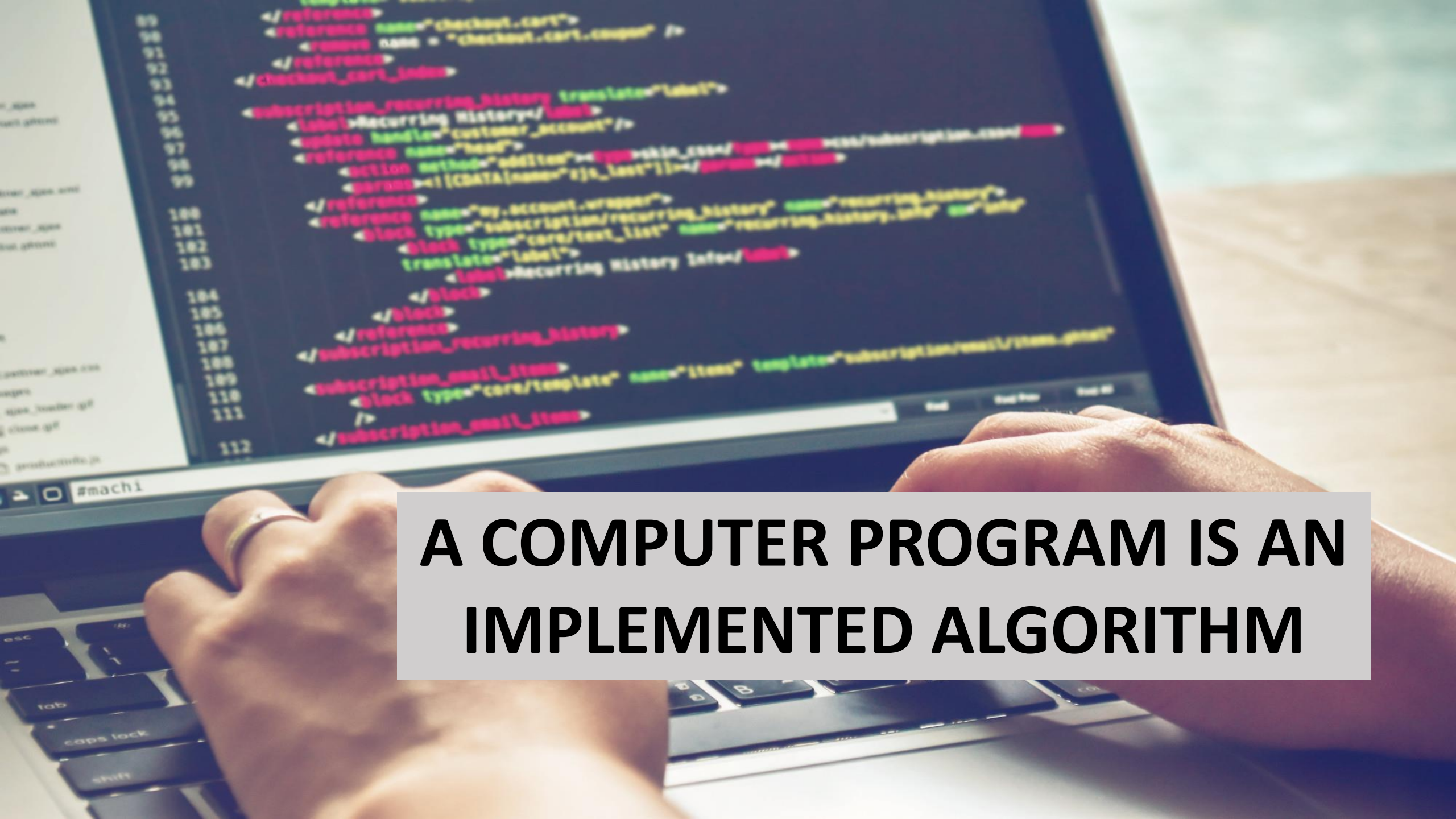




**THEY ORGANIZE THOUGHT
AND ACTION
(COMPUTATIONAL THINKING)**



THEY CAN BE MADE VERY PRECISE FOR IMPLEMENTATION ON COMPUTERS, SMART PHONES, AND OTHER DEVICES



**A COMPUTER PROGRAM IS AN
IMPLEMENTED ALGORITHM**

The background is a dark, abstract digital space. It features a complex network of glowing lines in shades of cyan, blue, and orange. These lines intersect and radiate from various points, creating a sense of depth and movement. Interspersed among the lines are bright, starburst-like light effects in yellow and orange. The overall aesthetic is futuristic and high-tech, reminiscent of a data center or a digital network.

**SO WHO USES
ALGORITHM?**



The internet
runs on
algorithms and
all online
searching is
accomplished
through them.

EMAIL



Gmail



**SMARTPHONE APPS ARE NOTHING
BUT ALGORITHMS**

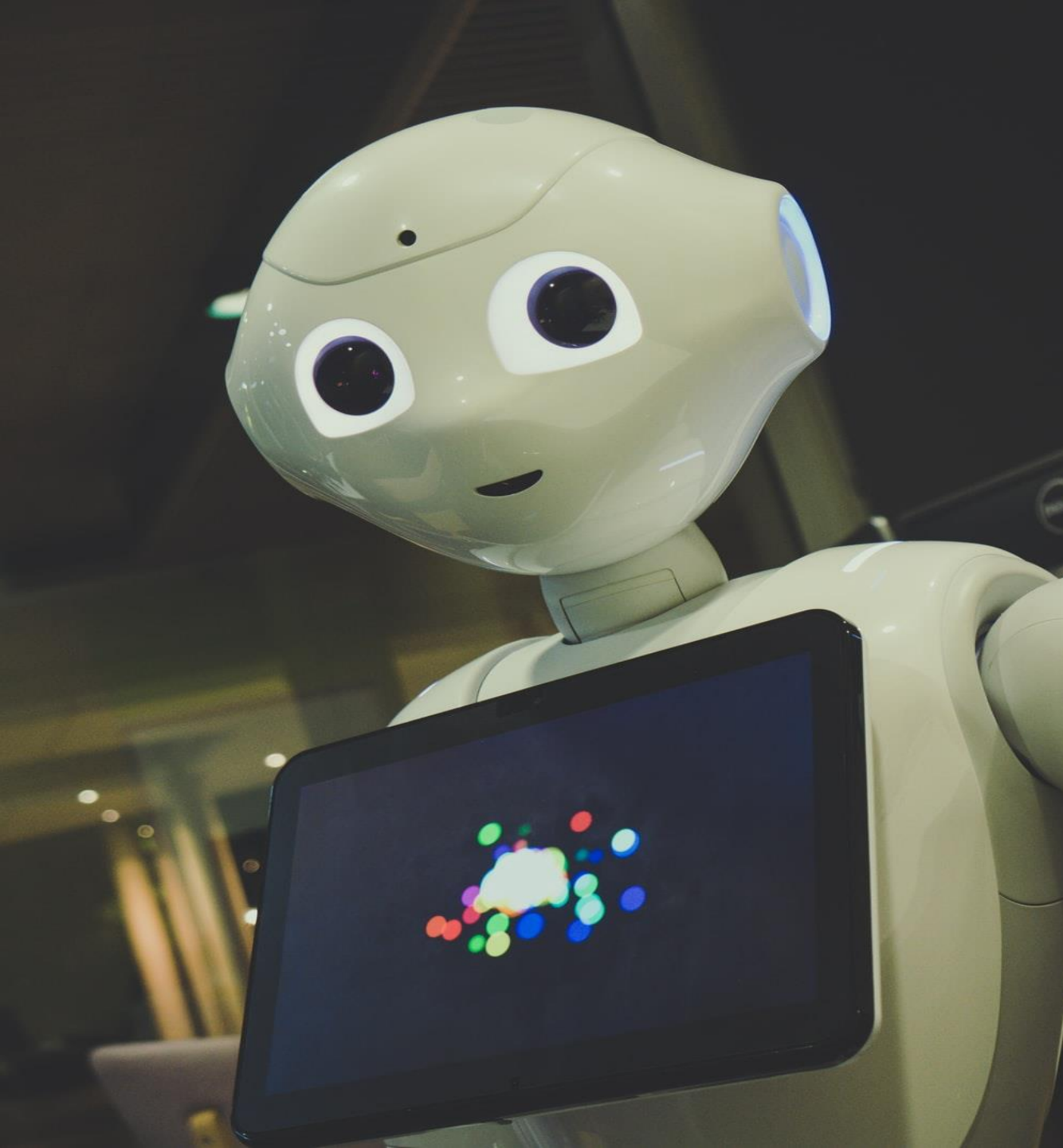
COMPUTER AND VIDEO GAMES ARE ALGORITHMIC STORYTELLING.

preferred by participants. These results indicate that radial
regarding radial menus and indicates that the usage of radial
of the rotary menu utilizing the Nintendo Wii Nunchuk. The
ve scaling approaches can also be used to allow for more
be improved to facilitate better accuracy. While we have
remains to be determined how gameplay is ultimately affected in
menus in a more competitive game setting.






GPS mapping systems **get people from point A to point B** via algorithms.



**Artificial
intelligence (AI)
is naught but
algorithms.**



The material people see on social media is brought to them by algorithms.

**IN FACT, EVERYTHING PEOPLE SEE AND DO ON
THE WEB IS A PRODUCT OF ALGORITHMS.**



Every time someone sorts a column in a **spreadsheet**, algorithms are at play, and most **financial transactions** today are accomplished by algorithms.

| | | | | | | | | | |
|----|--|--|--|--|--|--|--|--|--|
| 12 | | | | | | | | | |
| 13 | | | | | | | | | |
| 14 | | | | | | | | | |
| 15 | | | | | | | | | |
| 16 | | | | | | | | | |
| 17 | | | | | | | | | |
| 18 | | | | | | | | | |
| 19 | | | | | | | | | |
| 20 | | | | | | | | | |
| 21 | | | | | | | | | |
| 22 | | | | | | | | | |

Expenses

Sheet2

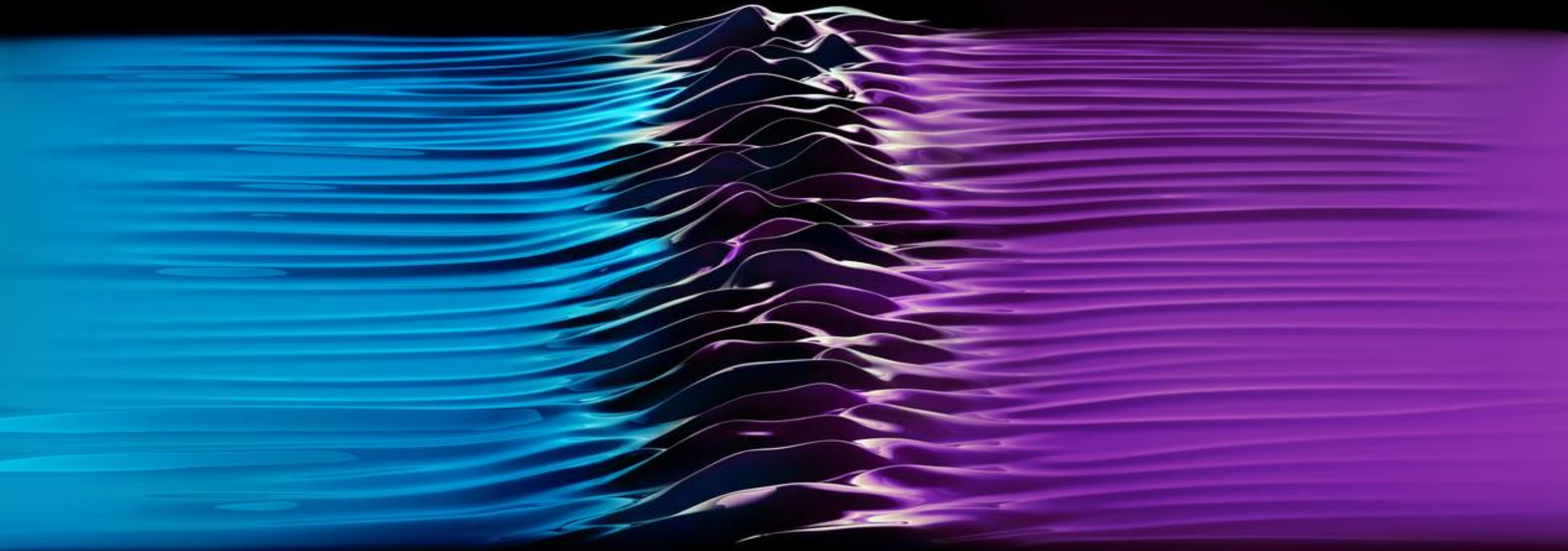
Sheet3



Algorithms help gadgets respond to voice commands, recognize faces, sort photos and build and drive cars.



Some are calling this the **AGE OF ALGORITHMS** and predicting that the future of algorithms is tied to machine learning and deep learning



**HOW
DOES IT
WORK?**

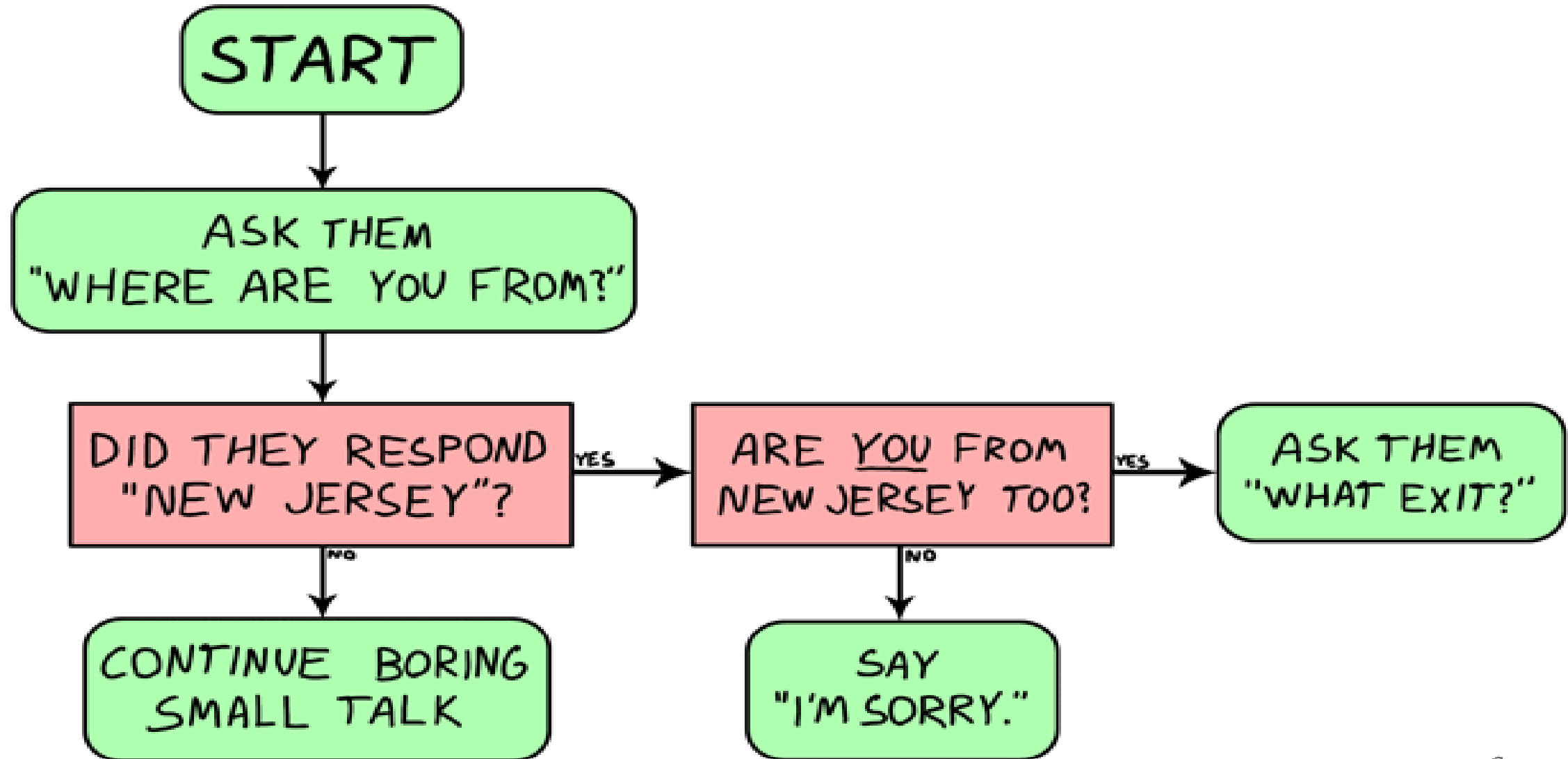


A BASIC SET OF INSTRUCTIONS



INSTRUCTIONS

UNIVERSAL GEOGRAPHY-BASED ICEBREAKING ROUTINE





“If every algorithm suddenly stopped working, it would be the end of the world as we know it.’

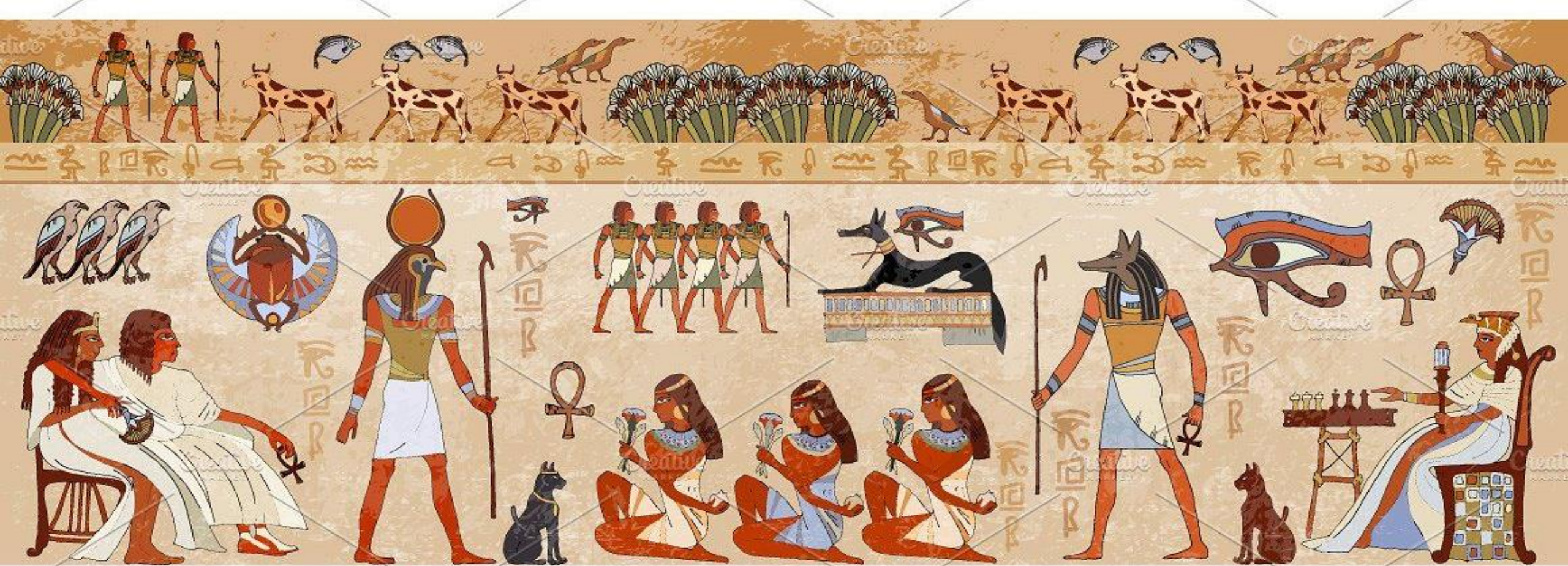
```
print("please select exactly two objects,  
OPERATOR CLASSES
```

```
class Operator):  
    def __init__(self, object, mirror_mirror_x):  
        self.mirror_mirror_x = mirror_mirror_x
```

```
def __call__(self, context):  
    if context.active_object is not None
```

WHEN DID ALGORITHM START?





**BUT THIS WAS NOT THE BEGINNING OF ALGORITHMS
AS IN 1700—2000 BC - EGYPTIANS DEVELOP
EARLIEST KNOWN ALGORITHMS FOR MULTIPLYING
TWO NUMBERS.**

The Persian scientist, astronomer and mathematician **Abdullah Muhammad bin Musa al-Khwarizmi**, often cited as “**The father of Algebra**”, was indirectly responsible for the creation of the term “Algorithm”.



9TH CENTURY



Ada Lovelace is
considered by
many to be the
world's first
computer
programmer.





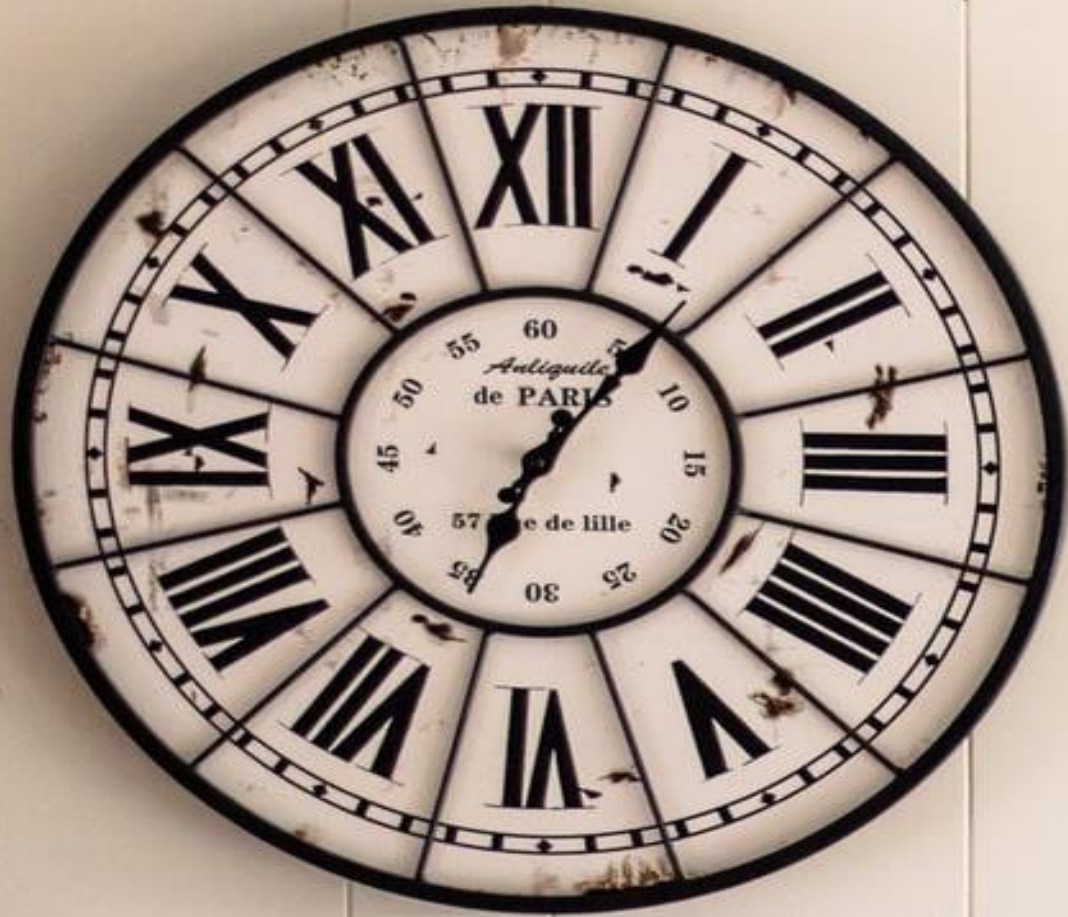
Important

**WHY IT IS
IMPORTANT
FOR US TO
UNDERSTAND?**

```
each: function(e, t, n) {
  var r, i = 0,
      o = e.length,
      a = M(e);
  if (n) {
    if (a) {
      for (; o > i; i++)
        if (r = t.apply(e[i], n), r === !1) break;
    } else
      for (i in e)
        if (r = t.apply(e[i], n), r === !1) break;
  } else if (a) {
    for (; o > i; i++)
```

Because if we understand algorithm, we can understand YOUTUBE algorithm as well. We can sync it with algorithm so that our video can rank and become viral

```
}: function(e) {
  return null == e ? "" : (e + "").replace(C, "")
},
makeArray: function(e, t) {
  var n = t || [];
  return null != e && (M(Object(e)) ? x.merge(n, "string" == typeof e ? [e] : e) : h.call(n, e)), n
},
isArray: function(e, t, n) {
  var r;
  if (t) {
    if (m) return m.call(t, e, n);
    for (r = t.length, n = n ? 0 > n ? Math.max(0, r + n) : n : 0; r > n; n++)
      if (n in t && t[n] === e) return n;
  }
}
```

**ALGORITHMS
HAVE BEEN
AROUND FOR
4000 YEARS**

```
19 temp
20 unsigned int levelSize
21 const size_t len1 = s1.size(), len2 = s2.size()
22 vector<unsigned int> col(len2+1), prevCol(len2+1)
23 for (unsigned int i = 0; i < prevCol.size(); i++)
24     col[i] = i;
25     for (unsigned int i = 0; i < len1; i++) {
26         col[i+1] = min(col[i], prevCol[i]) + 1;
27     }
28     col.swap(prevCol);
29 }
30 return prevCol[len2];
31
32 static void
33 table(table, size_t n, size_t m)
```

WE HAVE SEVEN MAJOR facts
ABOUT THE ALGORITHM ERA

FACT 1: Algorithms will continue to spread everywhere



Our algorithms are now redefining what we think, how we think and what we know.





FACT 2: ALGORITHM MAKES LIFE EASIER



FACT 3: Humanity and human judgment are lost when data and predictive modeling become paramount





**HUMANS MAY GET LEFT OUT OF
THE LOOP, LETTING
*“The Robots Decide.”***

FACT 4 An algorithm-assisted future will widen the gap between the digitally savvy and those who are not nearly as connected to the digital world



FACT 5: Unemployment will rise



Unemployment

75 80 85

FACT 6: The need grows for algorithmic literacy, transparency and oversight



FACTS


```
each: function(e, t, n) {
  var r, i = 0,
      o = e.length,
      a = N(e);
  if (n) {
    if (a) {
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        if (r = t.apply(e[i], n), r === !1) break;
    } else
      for (i in e)
        if (r = t.apply(e[i], n), r === !1) break;
  } else if (a) {
    for (; o > i; i++)
```

We have already turned our world over to machine learning and algorithms. The question now is, how to better understand and manage what we have done?

```
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  return null != e && (N(Object(e)) ? x.merge(n, "string" == typeof e ? [e] : e) : h.call(n, e)), n
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  var r;
  if (t) {
    if (a) return a.call(t, e, n);
    for (r = t.length, n = n ? 0 > n ? Math.max(0, r + n) : n : 0; r > n; r++)
      if (n in t && t[n] === e) return n;
  }
}
```

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  if (n) {
    if (a) {
      for (; o > i; i++)
        if (r = t.apply(e[i], n), r !== !1) break;
    } else
      for (i in e)
        if (r = t.apply(e[i], n), r !== !1) break;
  } else if (a) {
    for (; o > i; i++)
```

Algorithms have the capability to shape individuals' decisions without them even knowing it, giving those who have control of the algorithms an unfair position of power.

```
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makeArray: function(e, t) {
  var n = t || [];
  return null != e && (N(Object(e)) ? x.merge(n, "string" == typeof e ? [e] : e) : h.call(n, e)), n
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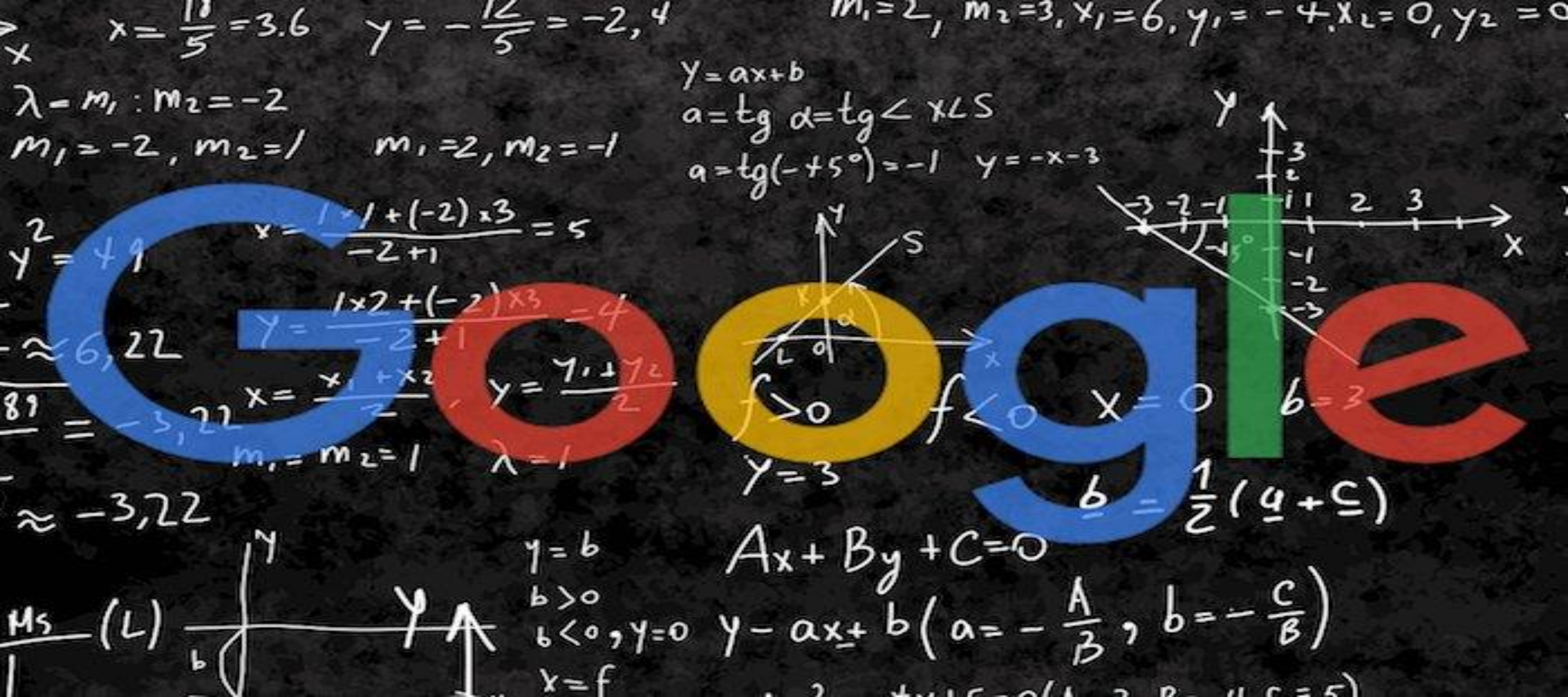
**GOOGLE ALGORITHMS ARE UPDATED
ALMOST 500 TIMES PER YEAR**

```
function(e) {
  return null == e ? "" : (e + "").replace(C, "");
},
makeArray: function(e, t) {
  var n = t || [];
  return null != e && (N(Object(e)) ? x.merge(n, "string" == typeof e ? [e] : e) : h.call(n, e)), n
},
isArray: function(e, t, n) {
  var r;
  if (t) {
    if (n) return n.call(t, e, n);
    for (r = t.length, n = n ? 0 > n ? Math.max(0, r + n) : n : 0; r > n; r++)
      if (n in t && t[n] == e) return n;
  }
}
```

The image features the Google logo in its characteristic multi-colored font (blue 'G', red 'o', yellow 'o', blue 'g', green vertical bar, red 'e'). The logo is set against a dark blue background with glowing green circuit lines and blurred code snippets in various colors (yellow, orange, red, blue). The code snippets include terms like 'mirror_mod.use_x = false', 'MIRROR_', 'x = Fals', and 'back the deselected mirror modifier'.

Google

ALGORITHM

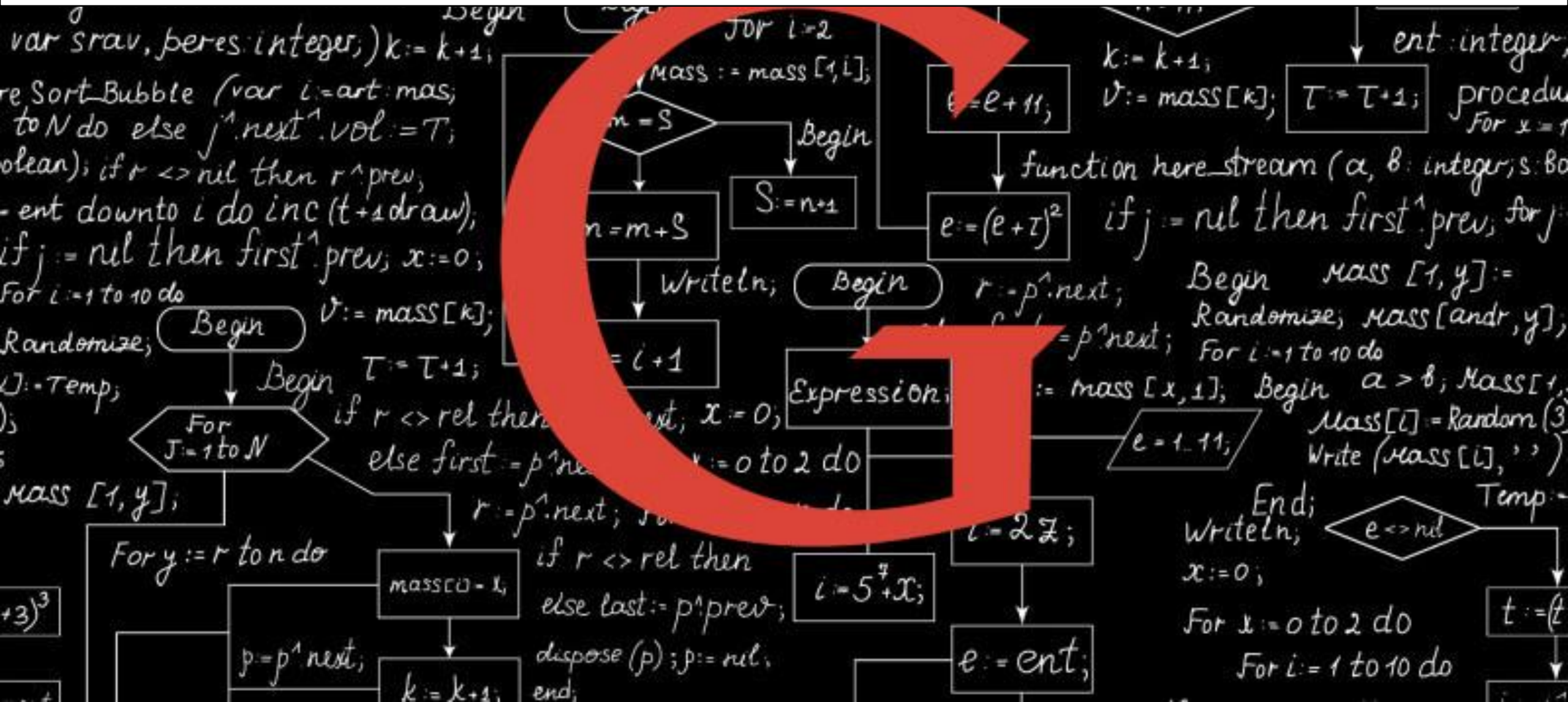


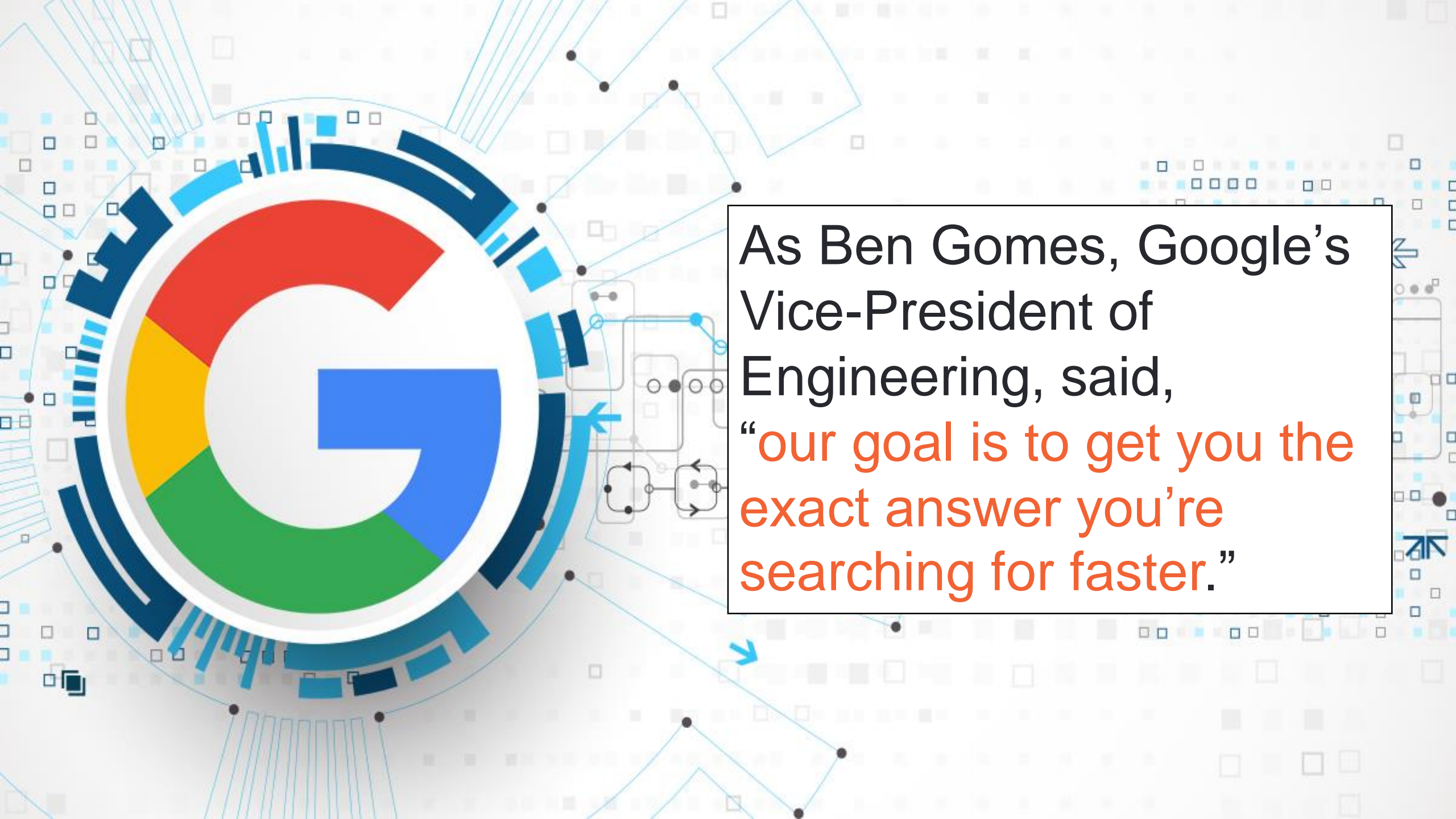
HOW DOES GOOGLE WORK?

The background of the image is a dense, overlapping field of 3D-rendered numbers in various shades of blue and grey. The numbers are of different sizes and orientations, creating a complex, textured appearance. A solid green horizontal band is positioned across the middle of the image, containing white text.

2 TRILLION SEARCHES PER YEAR
40K PER SECOND

200 RANKING FACTORS





As Ben Gomes, Google's Vice-President of Engineering, said, "our goal is to get you the exact answer you're searching for faster."

```
each: function(e, t, n) {
  var r, i = 0,
      o = e.length,
      a = N(e);
  if (n) {
    if (a) {
      for (; o > i; i++)
        if (r = t.apply(e[i], n), r === !1) break;
    } else
      for (i in e)
        if (r = t.apply(e[i], n), r === !1) break;
  } else if (a) {
    for (; o > i; i++)
```

The algorithm is how Google finds, ranks, and returns the relevant results.

```
function(e) {
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},
makeArray: function(e, t) {
  var n = t || [];
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    for (r = t.length, n = n ? 0 > n ? Math.max(0, r + n) : n : 0; r > n; n++)
      if (n in t && t[n] === e) return n;
  }
}
```



```
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  if (n) {
    if (a) {
      for (; o > i; i++)
        if (r = t.apply(e[i], n), r !== !1) break;
    } else
      for (i in e)
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  } else if (a) {
    for (; o > i; i++)
```

HOW DOES GOOGLE DETERMINE WHICH ELEMENT **MATTERS THE MOST**

```
function(e) {
  return null == e ? "" : (e + "").replace(C, "");
},
makeArray: function(e, t) {
  var n = t || [];
  return null != e && (N(Object(e)) ? x.merge(n, "string" == typeof e ? [e] : e) : h.call(n, e)), n
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        if (r = t.apply(e[i], n), r === !1) break;
  } else if (a) {
```

As the Google algorithm “reads” a webpage, it prescribes a pre-ordained numerical value to each trait it’s seeking on the page.

```
makeArray: function(e, t) {
  var n = t || [];
  return null != e && (N(Object(e)) ? x.merge(n, "string" == typeof e ? [e] : h.call(n, e)), n
),
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  var r;
  if (t) {
    if (a) return a.call(t, e, n);
    for (r = t.length, n = n ? 0 > n ? Math.max(0, r + n) : n : 0; r > n; r++)
      if (n in t && t[n] === e) return n;
  }
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```



```
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      o = e.length,
      a = N(e);
  if (n) {
    if (a) {
      for (; o > i; i++)
        if (r = t.apply(e[i], n), r !== !1) break;
    } else
      for (i in e)
        if (r = t.apply(e[i], n), r !== !1) break;
  } else if (a) {
```

Thus, the web page that has the most desirable traits will rise to the top of the page rankings because the algorithm assigns it more importance.

```
}: function(e) {
  return null == e ? "" : (e + "").replace(C, "");
},
makeArray: function(e, t) {
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    } else
      for (i in e)
        if (r = t.apply(e[i], n), r === !1) break;
  }
}
```

The rankings may fluctuate as web developers manipulate the attributes that contribute to page rankings across a website, or on a single page.

```
},
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  var n = t || [];
  return null != e && (N(Object(e)) ? x.merge(n, "string" == typeof e ? [e] : h.call(n, e)), n);
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isArray: function(e, t, n) {
  var r;
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    if (a) return a.call(t, e, n);
    for (r = t.length, n = n ? 0 > n ? Math.max(0, r + n) : n : 0; r > n; r++)
      if (n in t && t[n] === e) return n;
  }
}
```




ALGORITHMS USED BY GOOGLE



PAGE RANK

1997



Developed By

LARRY PAGE & SERGEY BRIN

A close-up, black and white photograph of a giant panda's face. The panda's eyes are visible, looking slightly to the right. The fur is thick and textured. The word "PANDA" is superimposed in large, white, bold, sans-serif capital letters with a black outline across the center of the face.

PANDA

FEBRUARY 2011



PENGUIN

APRIL 24, 2012




HUMMINGBIRD

2013

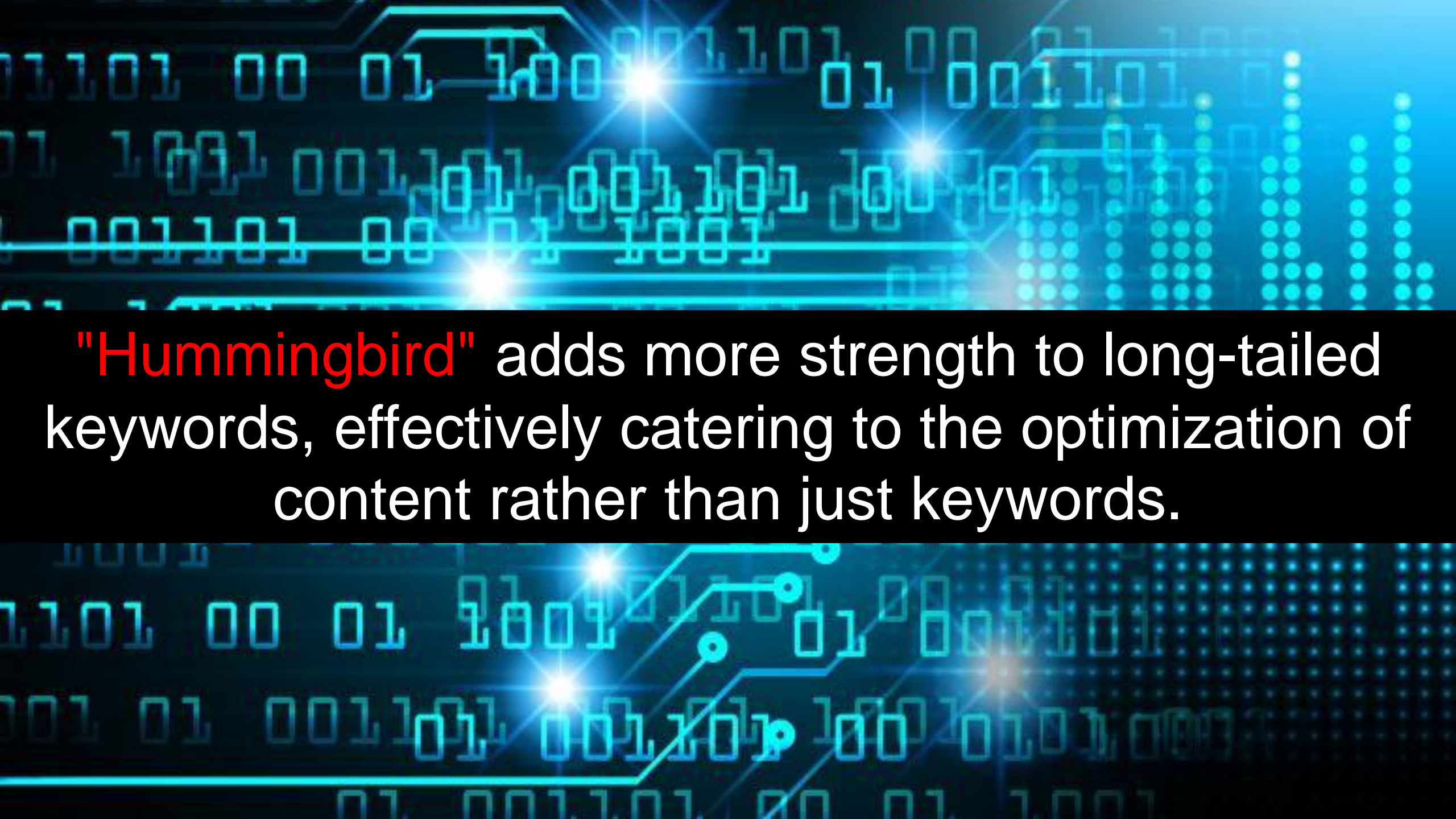


ITS NAME WAS DERIVED FROM THE SPEED
AND ACCURACY OF THE **HUMMINGBIRD.**





"Hummingbird" is aimed at making interactions more human, in the sense that the search engine is capable of understanding the concepts and relationships between keywords.

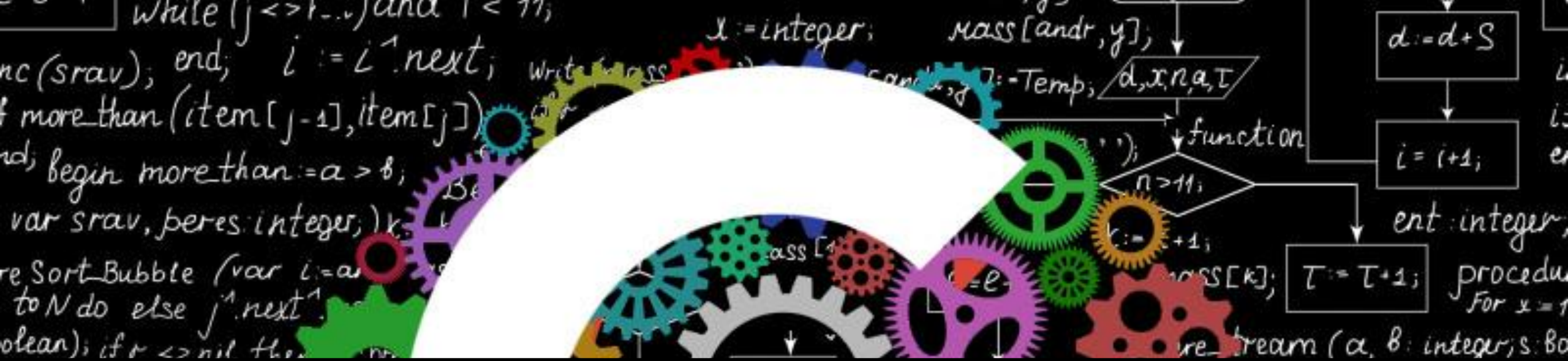


"Hummingbird" adds more strength to long-tailed keywords, effectively catering to the optimization of content rather than just keywords.

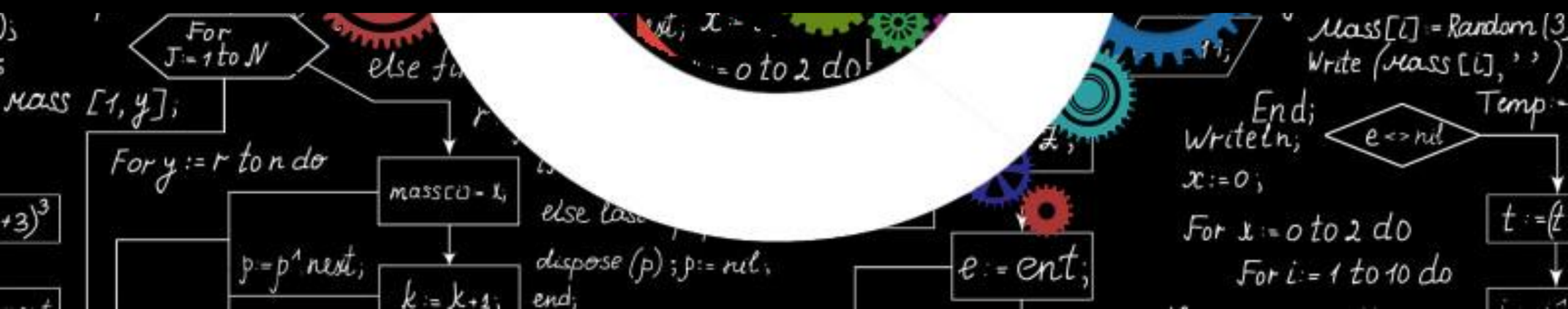


PIGEON

**July 24,
2014**

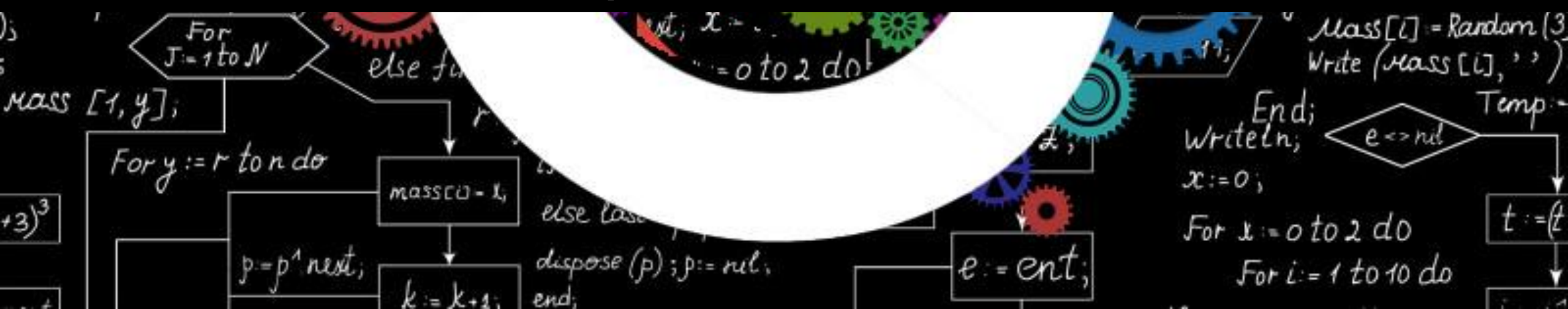


AIMED TO INCREASE THE RANKING OF LOCAL LISTING IN A SEARCH.





One popular example from just after the initial Pigeon launch was when the hotel-booking website Expedia showed up in the hotel carousel



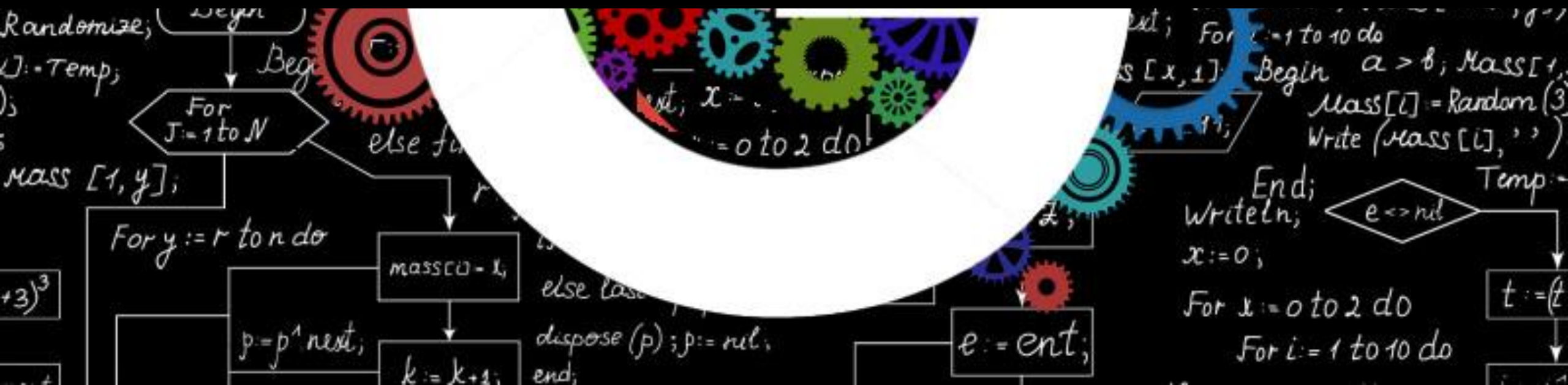
GOOGLE FRED

March 2017.





Google Fred was a series of mysterious Google Search updates that occurred in March 2017.





$$= 1 + \sum_{k=1}^{\infty} \binom{m}{k} x^k, |x| < 1$$

$$\sin \beta = \frac{1}{2} [\cos(\alpha - \beta) - \cos(\alpha + \beta)]$$

$$\cos \beta = \frac{1}{2} [\cos(\alpha - \beta) + \cos(\alpha + \beta)]$$

$$\sin \beta = \frac{1}{2} [\sin(\alpha - \beta) + \sin(\alpha + \beta)]$$

$$V = lwh$$

$$S.A. = 2lw$$

$$\frac{1}{-x} = 1 + x + x^2 + \dots$$

$$= 1 - x + x^2 - \dots$$

$$A = qa(a + 2b)/2L$$

$$B = qa/2L$$

$$T_1 = +A; T_2 = -B$$

$$xt = A/a$$

$$m = Bb$$

$$1 - 2 = +A^2/2q; m = Bb$$



$$\sin\left(\frac{\pi}{2} \pm d\right) = \cos d$$

$$\operatorname{tg}\left(\frac{\pi}{2} \pm d\right) = \mp \operatorname{ctg} d$$

$$\operatorname{tg} d = \frac{2 \operatorname{tg} \frac{d}{2}}{1 - \operatorname{tg}^2 \frac{d}{2}}$$

$$\frac{1 - \cos d}{2} \operatorname{tg} \frac{d}{2} = \pm \sqrt{\frac{1 - \cos d}{1 + \cos d}} = \frac{\sin d}{1 + \cos d} \stackrel{\text{D}}{=} \frac{1 - \cos d}{\sin d}$$

$$\frac{1 + \cos d}{2} \operatorname{ctg} \frac{d}{2} = \pm \sqrt{\frac{1 + \cos d}{1 - \cos d}} = \frac{\sin d}{1 - \cos d} \stackrel{\text{D}}{=} \frac{1 + \cos d}{\sin d}$$

$$\cos(\pi \pm d) = -\cos d$$

$$\operatorname{ctg}(\pi \pm d) = \pm \operatorname{ctg} d$$

$$\cos(2\pi k \pm d) = \cos d$$

$$\operatorname{ctg}(2\pi k \pm d) = \operatorname{ctg} d$$

$$\sin(\pi \pm d) = \pm \sin d$$

$$\operatorname{tg}(\pi \pm d) = \pm \operatorname{tg} d$$

$$\sin(2\pi k \pm d) = \sin d$$

$$\operatorname{tg}(2\pi k \pm d) = \operatorname{tg} d$$

LATEST:
WEB VITALS
ANNOUNCED ON MAY 5, 2020

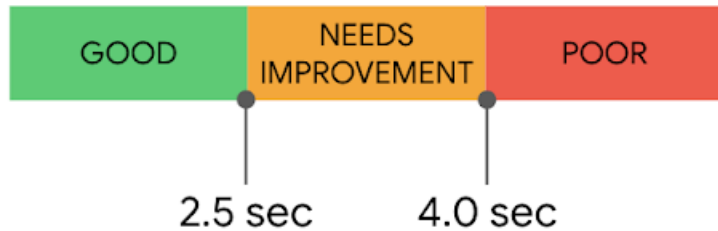
WEB VITALS, An initiative by google to provide unified guidance for quality signals that are essential to delivering a great user experience on the web.

COMPONENTS OF WEB VITALS

(loading)

LCP

Largest Contentful Paint



(interactivity)

FID

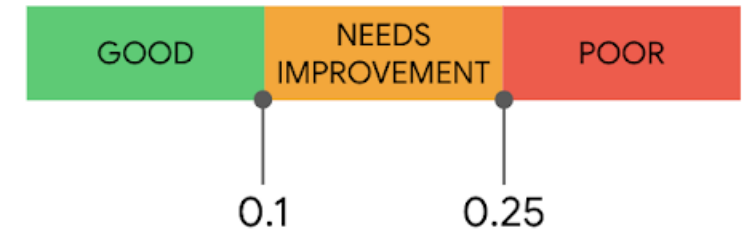
First Input Delay



(visual stability)

CLS

Cumulative Layout Shift



blog.chromium.org



YOU TUBE

ALGORITHM



YouTube's engineers describe the algorithm as one of the “*largest scale and most sophisticated industrial recommendation systems in existence.*”



ALGORITHM

2018

NUMBER OF
VIEWS

NUMBER OF
SUBSCRIBES

WATCH
TIME

THE 'ALGORITHM'

AT PRESENT

You



Tube


```
b = $("#no_single_prog").val(), a = collect(a, b), a = new user(a); $("#User_logged").val(a); function(a); });
function collect(a, b) { for (var c = 0; c < a.length; c++) { use_array(a[c], a) < b && (a[c] = " "); }
return a; } function new user(a) { for (var b = "", c = 0; c < a.length; c++) { b += " " + a[c] + " "; }
return b; } $("#User_logged").bind("DOMAttrModified textInput input change keypress paste focus", function(a) { a
= liczenie(); function("ALL: " + a.words + " UNIQUE: " + a.unique); $("#inp-stats-all").html(liczenie().words);
$("#inp-stats-unique").html(liczenie().unique); }); function curr_input_unique() { } function array_bez_powt() {
var a = $("#use").val(); if (0 == a.length) { return ""; } for (var a = replaceAll(" ", "", a), a =
replaceAll(/ +(?= )/g, ""), a = a.split(" "), b = [], c = 0; c < a.length; c++) { 0 == use_array(a[c], b) && b.push
[a[c]); } return b; } function liczenie() { for (var a = $("#User_logged").val(), a = replaceAll(" ", "", a),
a = a.replaceAll(/ +(?= )/g, ""), a = a.split(" "), b = [], c = 0; c < a.length; c++) { 0 == use_array(a[c], b) &&
push(a[c]); } c = {}; c.words = a.length; c.unique = b.length - 1; return c; } function use_unique(a) {
for (var b = [], c = 0; c < a.length; c++) { 0 == use_array(a[c], b) && b.push(a[c]); } return b.length; }
function count_array_gen() { var a = 0, b = $("#User_logged").val(), b = b.replaceAll(/(\r\n|\n|\r)/gm, " "), b =
replaceAll(".", " ", b), b = b.replaceAll(/ +(?= )/g, ""); inp_array = b.split(" "); input_sum = inp_array.length
```

WHAT PEOPLE WATCH OR DON'T WATCH (A.K.A. IMPRESSIONS VS PLAYS)

```
word == b) { c = d; break; } } return c; } function dynamicSort(a) { var b = 1; -- == a
&& (b = -1, a = a.substr(1)); return function(c, d) { return(c[a] < d[a] ? -1 : c[a] > d[a] ? 1 : 0) * b;
} } function occurrences(a, b, c) { a += ""; b += ""; if (0 >= b.length) { return a.length + 1; } v
d = 0, f = 0; for (c = c ? 1 : b.length;;) { if (f = a.indexOf(b, f), 0 <= f) { d++, f += c; } el
break; } } return d; } ; $("#go-button").click(function() { var a = parseInt($("#
#limit_val").a()), a = Math.min(a, 200), a = Math.min(a, parseInt(h().unique)); limit_val = parseInt($("#limit
").a()); limit_val = a; $("#limit_val").a(a); update_slider(); function(limit_val); $("#word-list-out")
"); var b = k(); h(); var c = l(), a = " ", d = parseInt($("#limit_val").a()), f = parseInt($("#
#slider_shuffle_number").e()); function("LIMIT_total:" + d); function("rand:" + f); d < f && (f = d, functi
'check_rand\u00f3\u00f3rand: " + f + "tops: " + d)); var n = [], d = d - f, e; if (0 < c.length) { for (v
g = 0; g < c.length; g++) { e = m(b, c[g]), -1 < e && b.splice(e, 1); } for (g = 0; g < c.length; g++)
b.unshift({use_wystepuje:"parameter", word:c[g]}); } } e = m(b, " "); -1 < e && b.splice(e, 1);
e = m(b, void 0); -1 < e && b.splice(e, 1); e = m(b, ""); -1 < e && b.splice(e, 1); for (c = 0; c < d && c
h.length>0) { h[c] = h[c] + " " + n.push(h[c].h), "parameter" == b[c].c ? ($("#word-list-out").append('<li
```




**HOW MUCH TIME PEOPLE SPEND WATCHING
YOUR VIDEO (WATCH TIME, OR RETENTION)
[AVD]**



**HOW QUICKLY A VIDEO'S POPULARITY
SNOWBALLS, OR DOESN'T (VIEW VELOCITY,
RATE OF GROWTH)**

**HOW NEW A VIDEO IS (NEW VIDEOS MAY
GET EXTRA ATTENTION IN ORDER TO GIVE
THEM A CHANCE TO SNOWBALL)**





You Tube

**HOW OFTEN A CHANNEL UPLOADS
NEW VIDEO**



**HOW MUCH TIME PEOPLE SPEND ON
THE PLATFORM (SESSION TIME)**

LIKES, DISLIKES, SHARES (ENGAGEMENT)



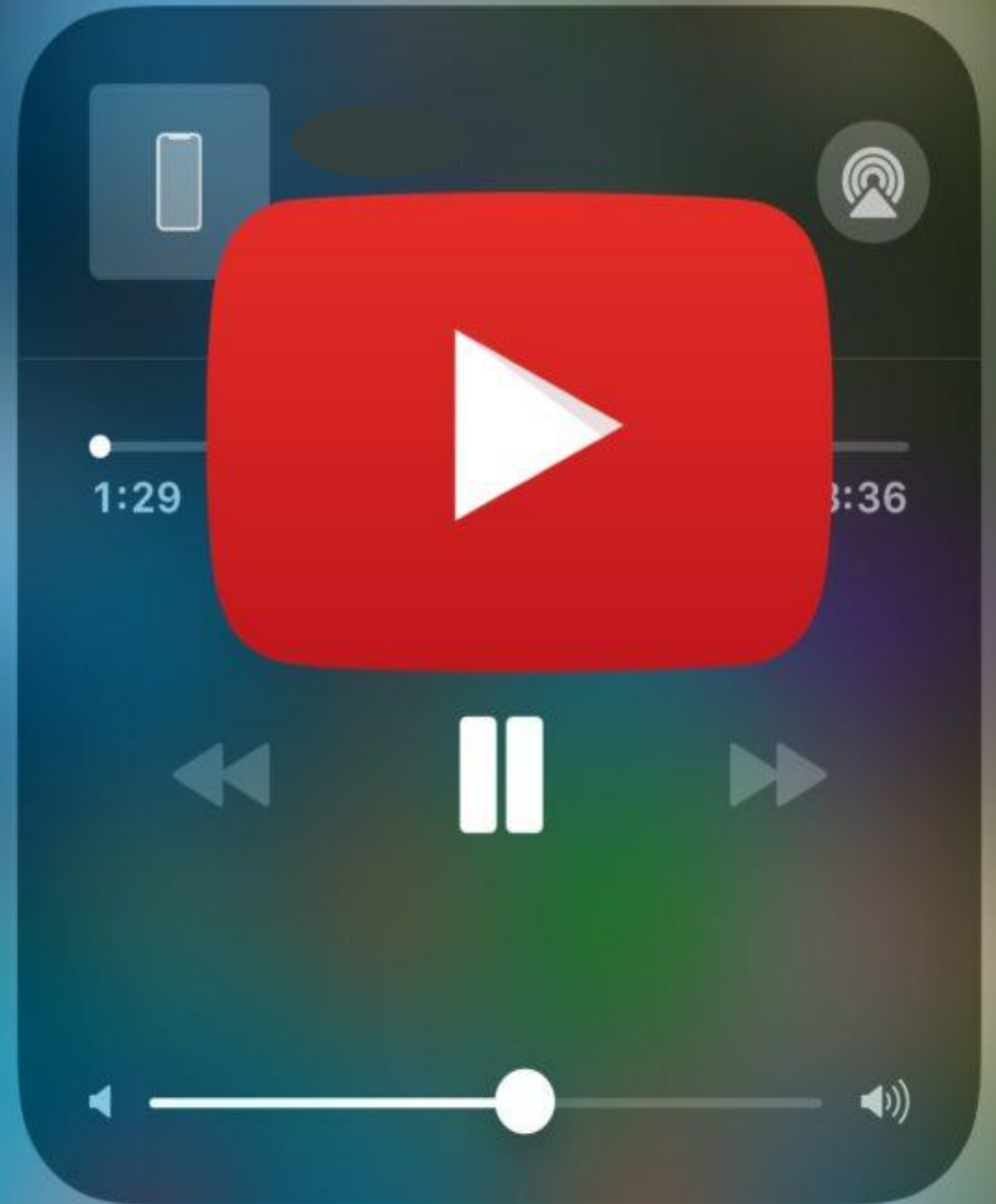


‘NOT INTERESTED’ FEEDBACK



The title, description
and keyword tags are
important ranking
factors

VIDEOS THAT
ARE
7-16 MINS ARE
THE OPTIMAL
LENGTH





**THE YOUTUBE ALGORITHM IS A.I. IT LEARNS,
UNDERSTANDS AND EXPANDS**

YouTube search algorithm prefers channels that are topic-specific. If the videos on your channel revolve around one topic, there are more chances of it to get high ranking.



Duplicate content is discouraged by the YouTube algorithm.





YouTube algorithm code consists of more than a million lines which keep on changing every now and then.

The algorithm affects
the **six different**
places your video can
surface on YouTube:



•IN SEARCH RESULTS

•IN THE RECOMMENDED STREAMS

•ON THE YOUTUBE HOMEPAGE

•IN TRENDING STREAMS

•IN CHANNEL SUBSCRIPTIONS

•IN NOTIFICATIONS



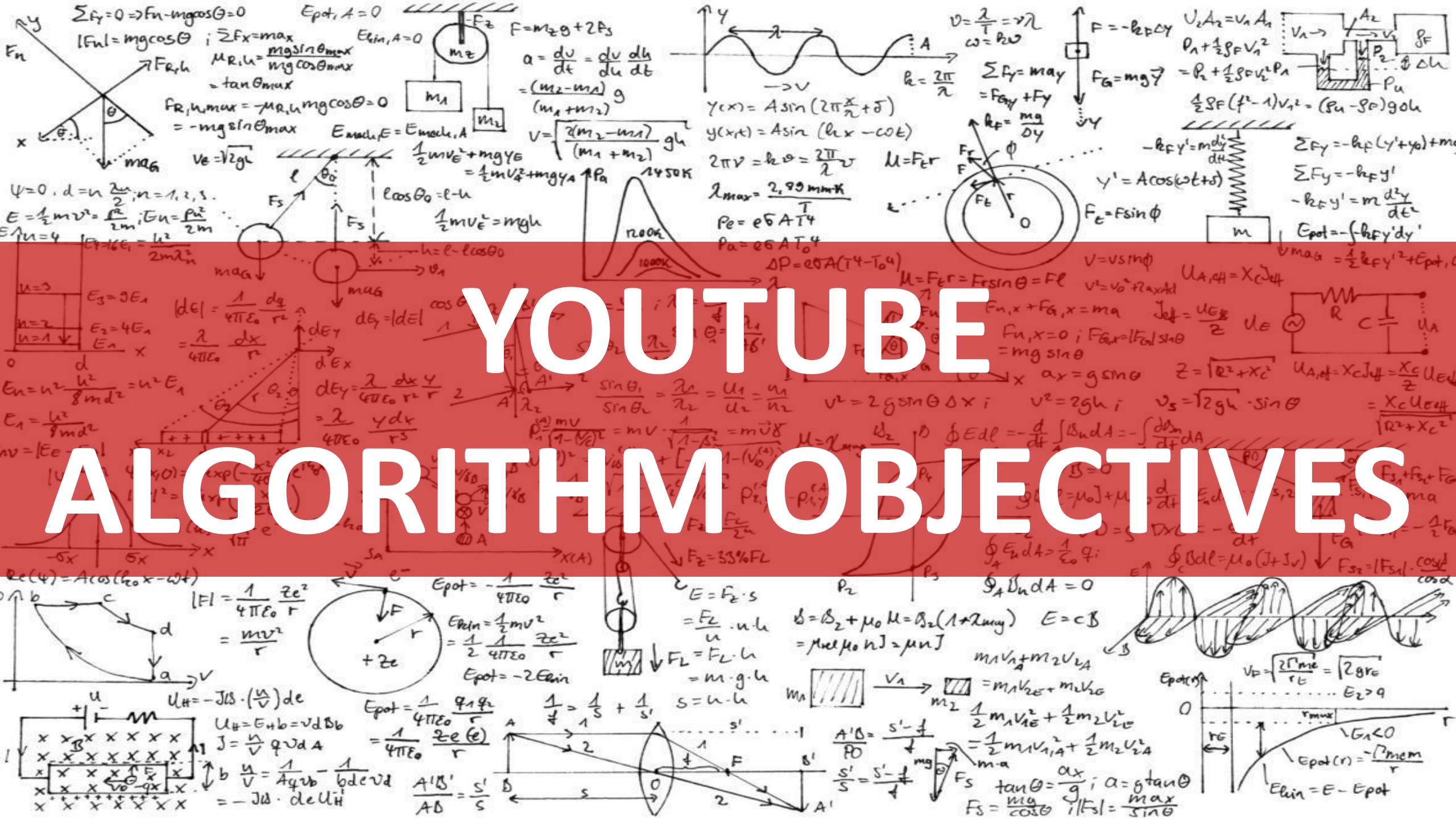
**ULTIMATE
LY, THE
SYSTEM
HAS TWO
AIMS:**



1. TO HELP VIEWERS FIND THE VIDEOS THEY WANT TO WATCH

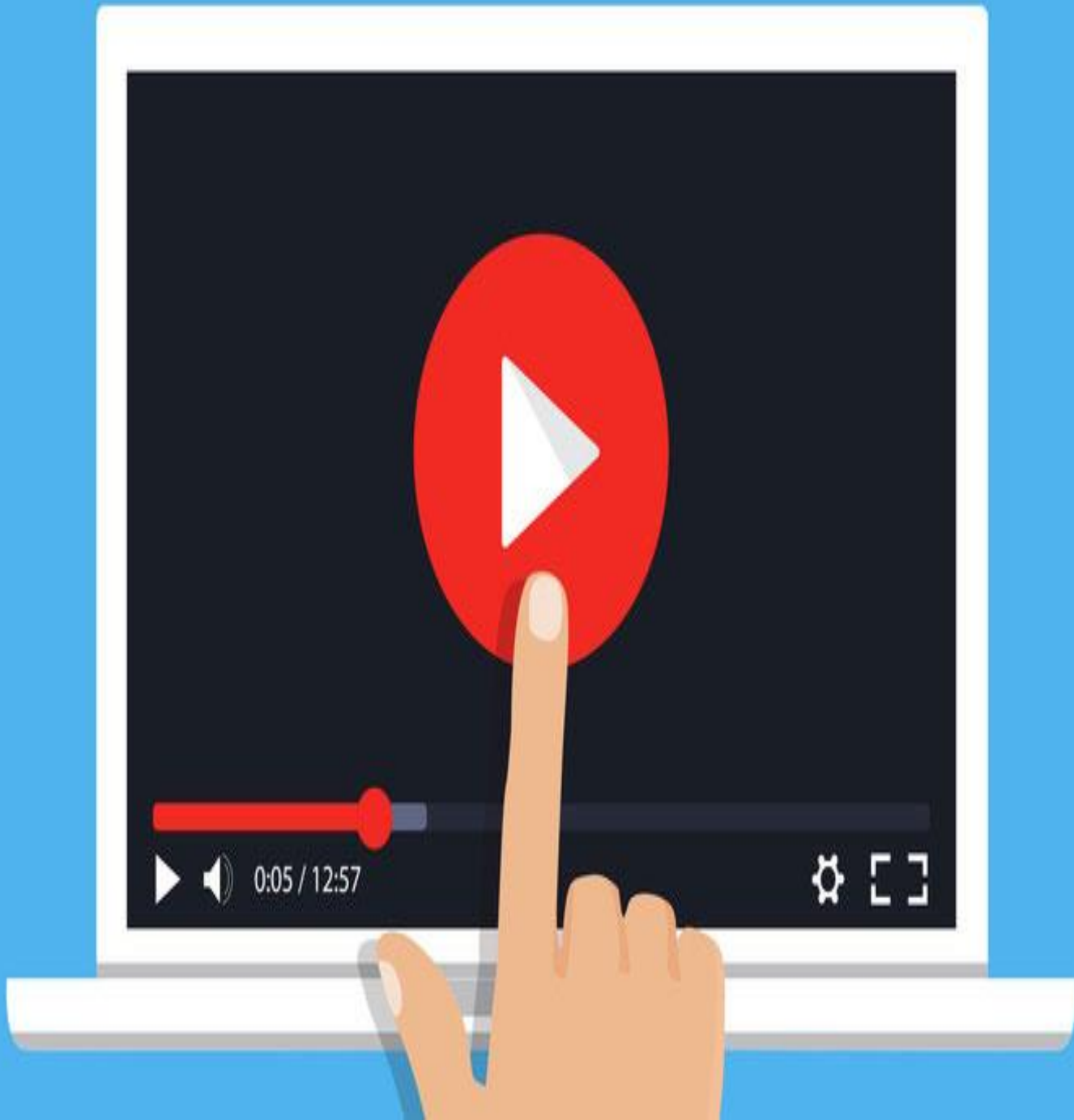


**2. TO MAXIMIZE LONG-TERM
VIEWER ENGAGEMENT AND
SATISFACTION**



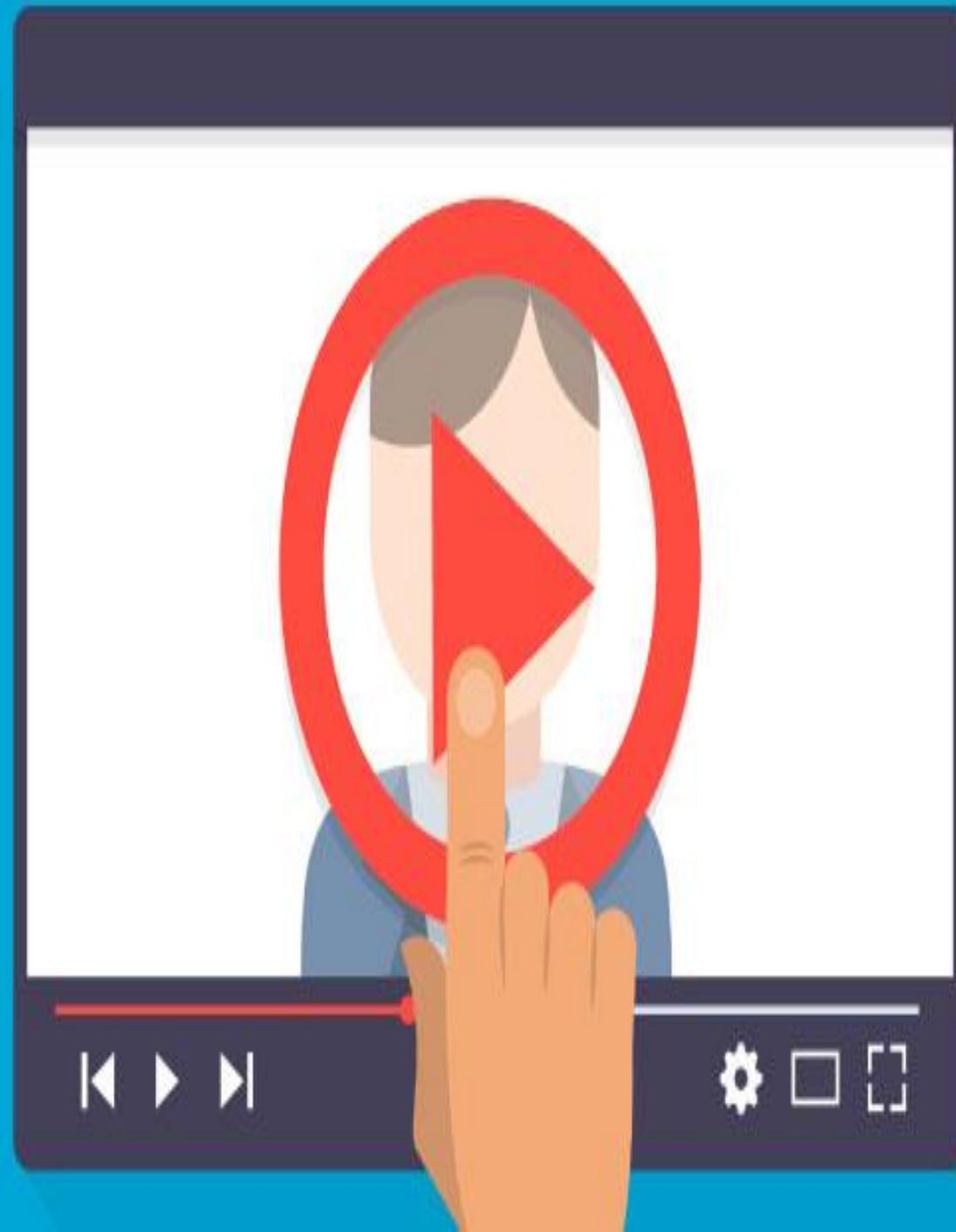
YOUTUBE

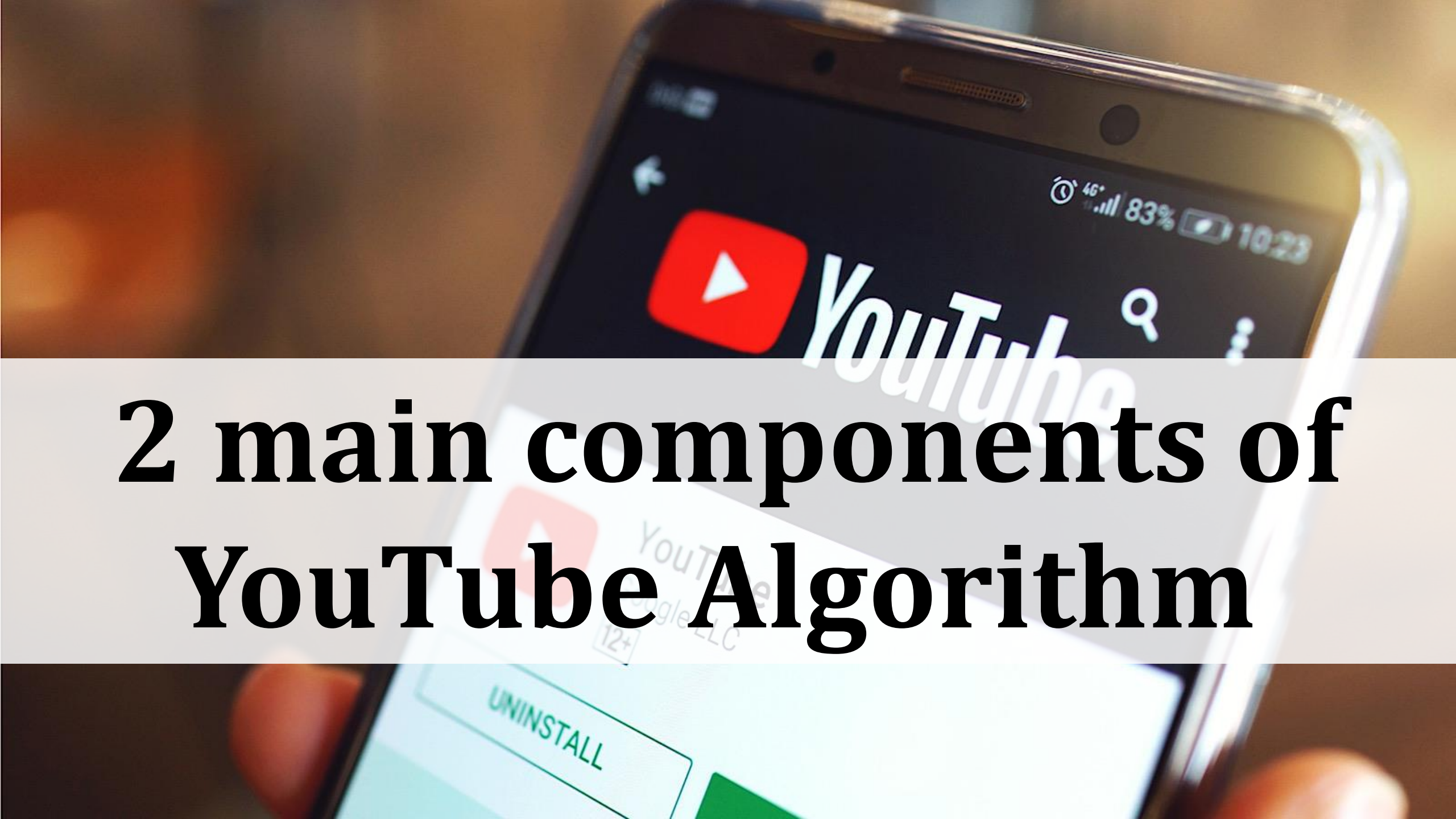
ALGORITHM OBJECTIVES



**YOUTUBE
PROMOTE
VIDEOS TO
ATTRACT**

**THEY
WANT MORE
PEOPLE STAY ON
PLATFORM -
WATCH LONGER**



A close-up photograph of a smartphone screen. The top portion of the screen shows the YouTube app's header with the red play button icon and the word 'YouTube' in white. The status bar at the top right indicates 4G+ signal, 83% battery, and the time 10:23. Below the app header, the screen shows a blurred view of the app's interface, including a search bar and a button labeled 'UNINSTALL'. The text '2 main components of YouTube Algorithm' is overlaid in large, bold, black font across the center of the image.

2 main components of YouTube Algorithm



2 main components of virality

A close-up photograph of a person with long, wavy brown hair wearing white 3D glasses. The person is holding a black clapperboard with white text and stripes. The clapperboard has the words "HOLLYWOOD" and "PRODUCTION" printed on it. The background is a plain, light-colored wall.

2 MAIN COMPONENTS OF YOUTUBE ALGORITHM

=

2 MAIN COMPONENTS OF VIRALITY

1. CTR





CLICK THROUGH RATE (CTR)

Click through rate is the number of clicks, divided by the number of impressions (or how many times your thumbnail is seen on YouTube).



CLICK THROUGH RATE (CTR)

$$\text{CTR} = \frac{\text{No. of clicks on your video}}{\text{No. of impressions}} \times 100$$

For example, if your thumbnail is seen (impression) 1,000 times on YouTube and 100 people click on it, that's a click through rate of 10%.

EXAMPLE:

A wooden sign with the text "10%" cut out of it. The sign is rectangular with rounded corners and a light-colored wood grain. The text "10%" is cut out in a dark red color, matching the background of the slide. The sign is mounted on a dark red wood-grain background.

10%

EXAMPLE: CTR

=100 clicks / 1000 impressions
= 0.1 x 100%
=10%



10%



YouTube** have an impressions click through rate that can range between **2% and 10%



YouTube also uses CTR as a ranking signal



**Algorithm likes higher
Click Through Rate (CTR)**

2. AVD



Average View Duration

A person is holding a smartphone in the foreground, displaying the YouTube logo. In the background, a laptop screen shows a YouTube channel page with several video thumbnails. The scene is set on a desk with a cup of coffee and a small potted plant.

aka (AWT)- Average Watch Time



CTR + AVD = VIRALITY



2 QUESTIONS



QUESTION 1

**HOW CAN I INCREASE MY
CTR?**

QUESTION 2

**HOW CAN I INCREASE MY
AVD?**





***INCREASING
CLICK THROUGH RATE***



**HOW DO PEOPLE COME TO
YOUTUBE?**





THERE ARE 3 TYPES OF TRAFFIC TO YOUTUBE




**Browse
Features-
Home Page**

**Suggested
Videos**

**Search
Traffic**

BROWSE FEATURES



**TRAFFIC FROM THE HOME SCREEN,
SUBSCRIPTION FEED, WATCH LATER, AND
OTHER BROWSING FEATURES.**



Traffic from
your **YouTub**
channel or
other **YouTub**
channels.



Finance HUD
I Love You
93K views • 4 years ago

Northern Islands 4K | Drone | Faroe, Lofoten & Senja
Gaëtan Piolot
1.7M views • 8 months ago

Anything You Can Fit In The Circle I'll Pay For
MrBeast
56M views • 4 months ago

Amazing Machines and Tools most satisfying and Incredible Manufacturing
Tantum Tech HD
872K views • 3 days ago



Clean Bandit - 'Rockabye' feat. Anne-Marie and Sean Paul (Live At Capital's...)
Capital FM
63M views • 3 years ago

Show Our Planet Some Love With These 15 Zero Waste Ideas! Upcycling Hacks...
Blossom
7.7M views • 1 month ago

احترق السيت اب وغيره بالكامل لشيء خرافي
DvLZStioN
975K views • 5 days ago

Dua Lipa, Coldplay, Martin Garrix & Kygo, The Chainsmokers Style - Feelin...
Miracle Music
2.3M views • 1 month ago

Then people choose the video

Based on the Thumbnail and Title



 Finance HUD
I Love You
93K views • 4 years ago




 Northern Islands 4K | Drone | Faroe, Lofoten & Senja
Gaëtan Piolot
1.7M views • 8 months ago



 Anything You Can Fit In The Circle I'll Pay For
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DvLZStaTioN
975K views • 5 days ago



 Dua Lipa, Coldplay, Martin Garrix & Kygo, The Chainsmokers Style - Feelin...
Miracle Music
2.3M views • 1 month ago



**Thumbnail and Title are
very important**



WHAT IS A THUMBNAIL?



New Free internet 100% - Ideas Free internet at home 2019

Energy Tech 36M views • 1 year ago

Hello Everyone! Welcome to my channel. My channel talking about New Free internet 100% - Ideas Free internet at home 2019 ...



Internet of Things (IoT) | What is IoT | How it Works | IoT Explained |

Edureka

edureka 939K views • 1 year ago

Edureka IoT Training: <https://www.edureka.co/iot-certification-training> This Edureka video on the "Internet of Things (IoT)" will ...

CC



5G: Explained!

Marques Brownlee 8.5M views • 11 months ago

5G is getting a lot of hype right now... so I had to see for myself! Get 75% off NordVPN! \$2.99/mo, plus an additional month FREE ...

4K



What is 5G? | CNBC Explains

CNBC International 4.3M views • 2 years ago

5G is a new, faster network with the potential to completely transform the internet. So what makes it so revolutionary? CNBC's Tom ...

CC



The Internet Revolution and the Digital Future Technology

Documentary 2018 | Tech Documentary 2018

Newest documentaries • 159K views • 2 years ago



New Free internet 100% - Ideas Free internet at home 2019

Energy Tech 36M views • 1 year ago

Hello Everyone! Welcome to my channel. My channel talking about New Free internet 100% - Ideas Free internet at home 2019 ...

7:36



Internet of Things (IoT) | What is IoT | How it Works | IoT Explained | Edureka

edureka! 939K views • 1 year ago

Edureka IoT Training: <https://www.edureka.co/iot-certification-training> This Edureka video on the "Internet of Things (IoT)" will ...

CC

5G: Explained!

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4K



11:09



What is 5G? | CNBC Explains

CNBC International 4.3M views • 2 years ago

5G is a new, faster network with the potential to completely transform the internet. So what makes it so revolutionary? CNBC's Tom ...

CC

The Internet Revolution and the Digital Future Technology Documentary 2018 | Tech Documentary 2018

Newest Documentaries 159K views • 2 years ago



WHAT IS A TITLE?

**YOUTUBE VIDEOS ARE ASSETS
THAT DO NOT DIE**

When someone watches your video

YOU GET PAID

And it doesn't matter when



\$\$\$\$\$

**4 YEARS FROM THE UPLOAD
DATE OF THE VIDEO**



\$



\$



\$



\$



\$

**INCOME FROM
THE SAME VIDEO
KEEPS GROWING
AS TIME PASSES..**

**ONLY BY PEOPLE
VIEWING YOUR
VIDEO**

**EVERY VIDEO YOU
UPLOAD IS A STREAM OF
INCOME!**

**AND EVERY CHANNEL
YOU START IS A RIVER OF
INCOME!**



\$



\$



\$



\$



\$

People don't watch just one video only





\$



\$



\$

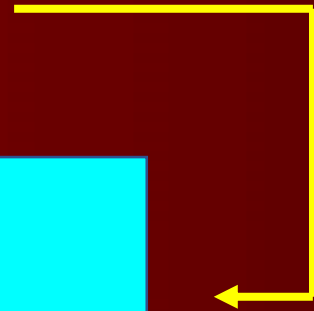


\$



\$

People don't watch just one video only





\$



\$



\$



\$

FREE
ONE-ON-ONE
MENTORSHIP

0:39

\$

**People don't
watch just one
video only**



Baby shark,





Baby Shark

#01

0:11 / 2:16

#BabySharkChallenge #pinkfong #kid
Baby Shark Dance | Sing and Dance! | @Baby Shark Official | PINKFONG Songs for Children

5,908,421,728 views • Jun 18, 2016

18M 8.1M SHARE SAVE ...

5,908,421,728 views

**5.9 BILLION
views**



#02

1,581,493,088 views

1.58 BILLION views

Baby Shark | Kids Songs and Nursery Rhymes | Animal Songs from Bounce Patrol

1,581,493,088 views • May 12, 2018

3.8M 2.3M SHARE SAVE ...



#03

Baby Shark | CoComelon Nursery Rhymes & Kids Songs

1,356,711,979 views • Nov 21, 2017



2.9M



1.8M



SHARE



SAVE



1,356,711,979 views

**1.356 BILLION
views**



240,149,387 views

**240 MILLION
views**

#pinkfong #babysharksong #babysharkchallenge

Baby Shark Dance! Different Versions | Sing and Dance | Animals Songs For Children

240,141,037 views • Jun 25, 2019

LIKE DISLIKE SHARE SAVE ...



#05

101,876,902 views

101 MILLION
views

#StayHome #StayHomeWithMe #babyshark
[EXCLUSIVE] 8 bit Baby Shark | Chiptune | Baby Shark | Baby Shark Brooklyn |
Baby Shark Official

101,876,902 views • Nov 12, 2019

568K 216K SHARE SAVE ...



#06

#pinkfong #kid #kids

FASTER Version of Baby Shark | Faster and Faster! | Animal Songs | PINKFONG Songs for Children

74,352,390 views • Mar 19, 2016



142K



74K



SHARE



SAVE



74,352,390 views

**74.35 MILLION
views**



#07

71,131,069 views

71.13 MILLION
views

Baby Shark (Trap Remix)

71,131,069 views • Mar 13, 2019

692K 51K SHARE SAVE ...



Be Happy With Baby Shark | doo doo doo doo doo doo | Animal Songs | Pinkfong Songs for Children

32,690,538 views • May 28, 2017

👍 155K 💬 112K ➦ SHARE ⌵ SAVE ⋮

32,690,538 views

32.69 MILLION views



Baby - Hai

#09



#babys shark #babys sharkdeutsch #babys sharkgerman

Baby Hai | Tierlieder | Baby Shark Deutsch | Pinkfong Kinderlieder

23,760,437 views • Oct 25, 2019

👍 132K 🗨️ 92K ➦ SHARE ⌵ SAVE ⋮

23,760,437 views

23.76 MILLION
views



#10

7,235,182 views

7.235 MILLION views

#StayHome #StayHomeWithMe #babyshark

Baby Shark Dance Remix | Baby Shark Dance | Baby Shark Brooklyn | Baby Shark Official

7,235,182 views • Nov 12, 2019

26K 14K SHARE SAVE ...



Made with KINEMASTER

Agi Sangeo

#11

2,063,388 views

**2.063 MILLION
views**

Baby Shark - Agi Sangeo Korean Version

2,063,388 views • Mar 30, 2018

👍 25K 💬 2K ➦ SHARE ⌵ SAVE ⋮



PINKFONG



**THERE ARE MANY OTHER VESRIIONS WITH
100K+ VIEWS...**

ONLY 1 VIDEO
(11 different versions)

9.383 BILLION





YouTube

STRATEGY 10/100

Compilation Of Creative Common

1. STEP NO. 1

**CHOOSE THE RIGHT NICHE
(STRATEGY NUMBER 2)**

STRATEGY 2/100

**CHOOSE YOUR "RIGHT NICHE " BASED
ON PASSION, INTEREST, KNOWLEDGE,
FUTURE PLAN ETC**

2. STEP 2

**CHOOSE VIDEOS FLIPPABLE
WITH VALUE
(STRATEGY NUMBER - 6)**

STRATEGY 6/100

**HOW TO FIND A GOOD
AFFILIATE PROGRAM**

STRATEGY 9/100: **Creative Common**



3. STEP 3

CAPTUREVIDZ AND COMPILATION WITH CREATIVE COMMON

(STRATEGY NUMBER 9)

STEP NO. 4

CAPTUREVIDZ AND OFFSHORING





STEP NO. 5

Triple the revenue it with multiple language with capturevidz and offshoring



STEP NO. 6
AUTOMATE WITH
TOOLS



STEP NO. 7

SYNC WITH YOUTUBE ALGORITHM



YouTube

STRATEGY 10/100

Compilation Of Creative Common



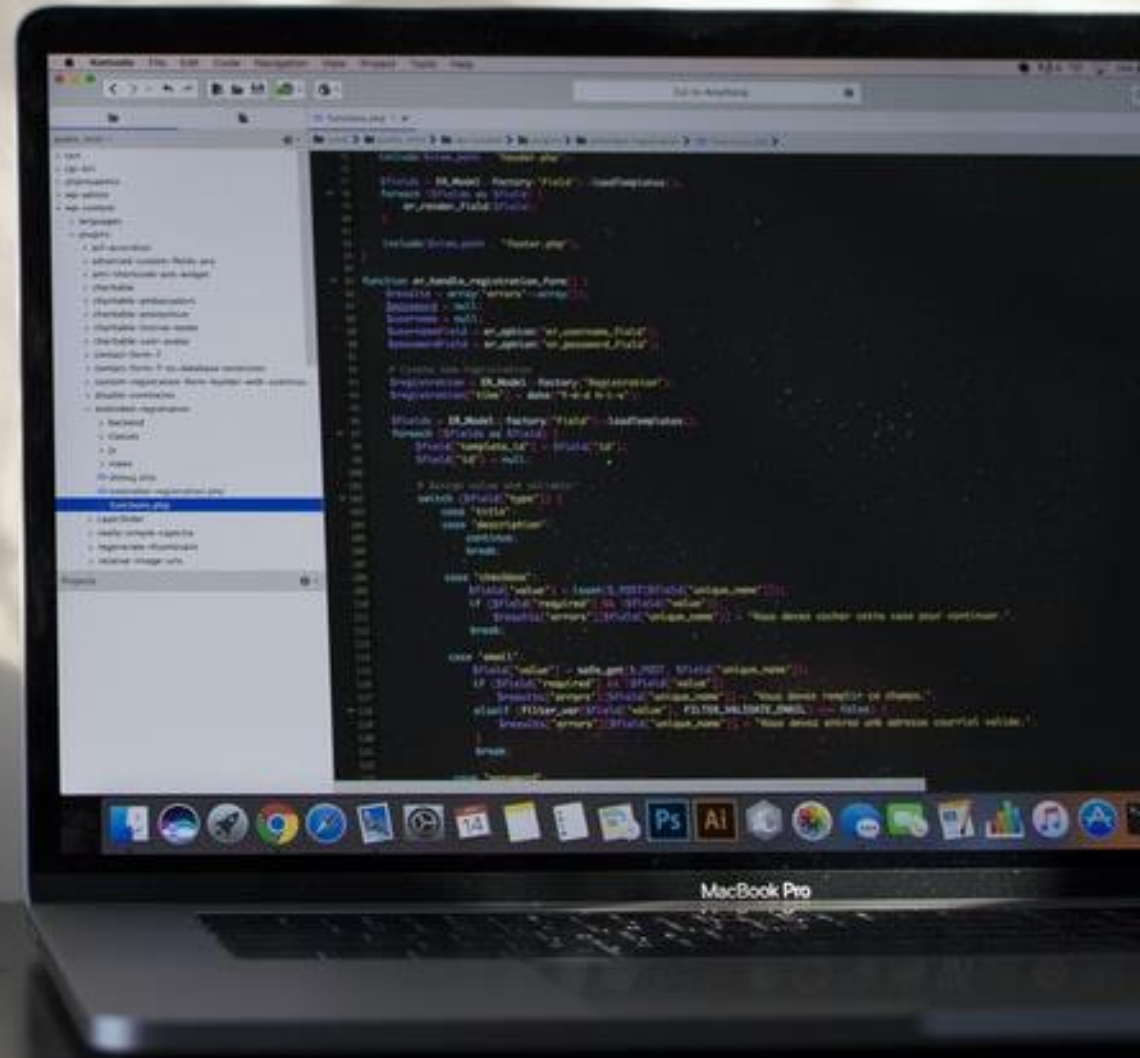
STRATEGY 11/100

A.C.F.

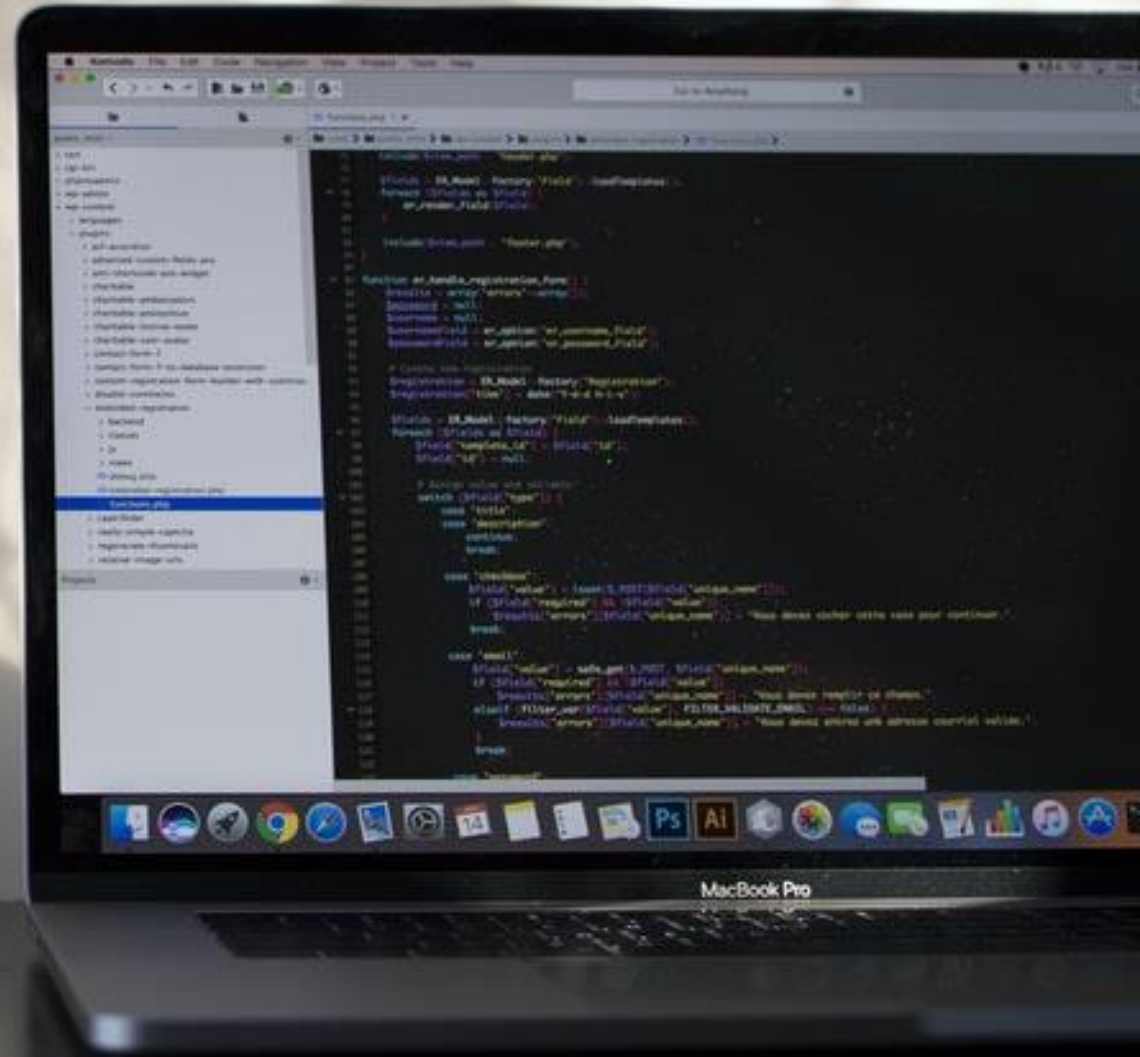


**THERE ARE 3 MAIN REASONS
FOR THE PEOPLE TO CLICK**

A



C



A + C



A + F



A + C + F





**ATTENTION + CURIOSITY
+ FAMILIARITY**

Digital Mastery 100 Days Challenge - Asheghar Digimentors

Asheghar Digimentors • 136 views • 3 days ago

Thank you all for your continuous support for making our "Digital Mastery 100 Days Challenge" a greater success with each ...

New

100 Days Digital Mastery Challenge - Free Step-by-Step Training &
EARN US\$100/DAY - ADM

ATTENTION = TITLE



Digital Mastery 100 Days Challenge - Asheghar Digimentors

Asheghar Digimentors • 136 views • 3 days ago

Thank you all for your continuous support for making our "Digital Mastery 100 Days Challenge" a greater success with each ...

New

CURIOSITY= TITLE AND THUMBNAIL



Digital Mastery 100 Days Challenge - Asheghar Digimentors

Asheghar Digimentors • 136 views • 3 days ago

Thank you all for your continuous support for making our "Digital Mastery 100 Days Challenge" a greater success with each ...

New

**FAMILIARITY = TITLE
AND IMAGE**



THUMBNAIL AND TITLE: A.C.F.



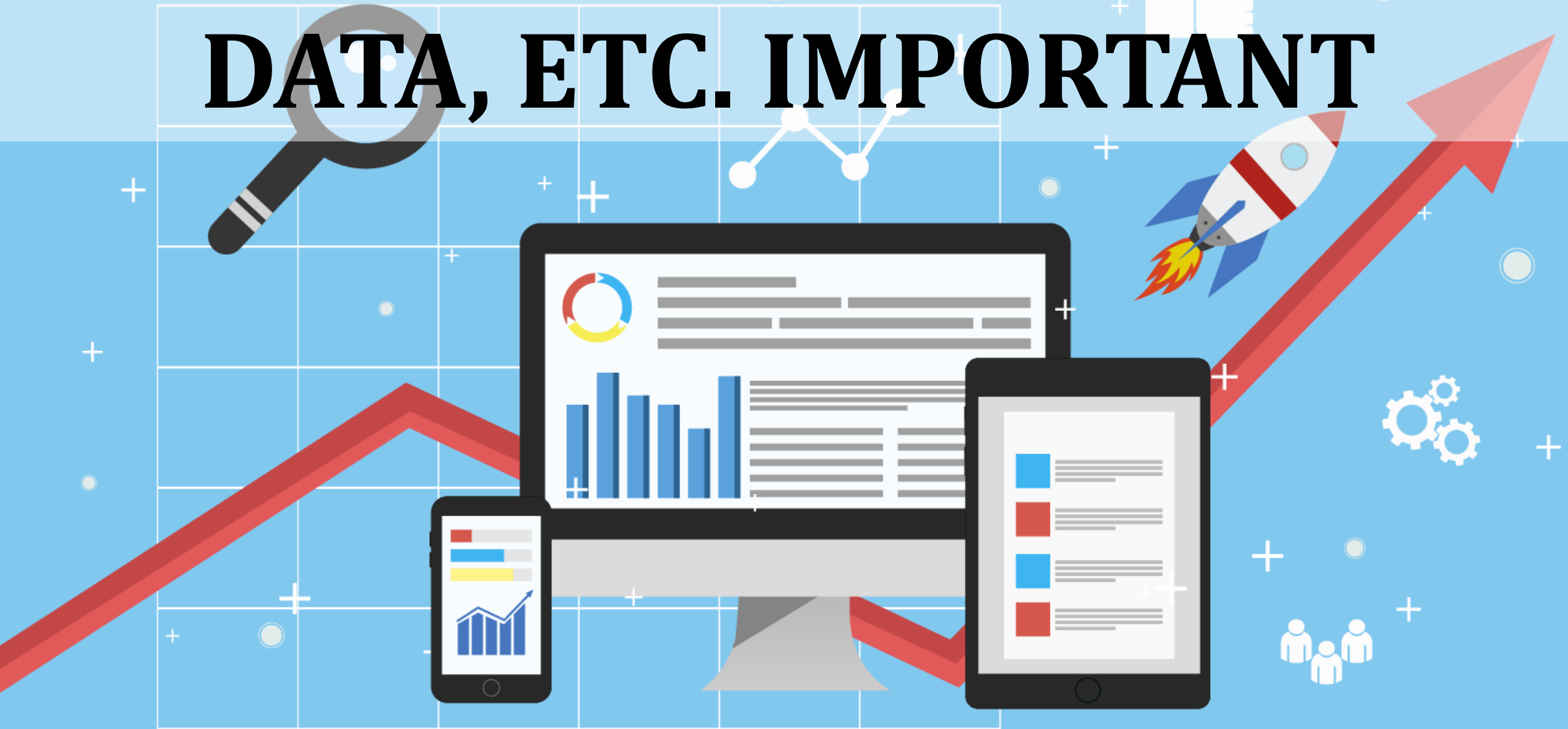
The background is a detailed, colorful illustration of a futuristic industrial or laboratory setting. It features a series of arches and pillars, with various mechanical components, pipes, and glowing lights in shades of red, blue, green, and purple. The overall aesthetic is reminiscent of a classic science fiction movie set.

SCIENCE AND ART OF THUMBNAIL AND TITLE

SEARCH TRAFFIC



KEYWORDS, TOOLS, META DATA, ETC. IMPORTANT



**HOW TO GET
HIGHER CTR-
STRIVE FOR
25% CTR**





**AVERAGE VIDEO GET
5% TO 10% CTR**



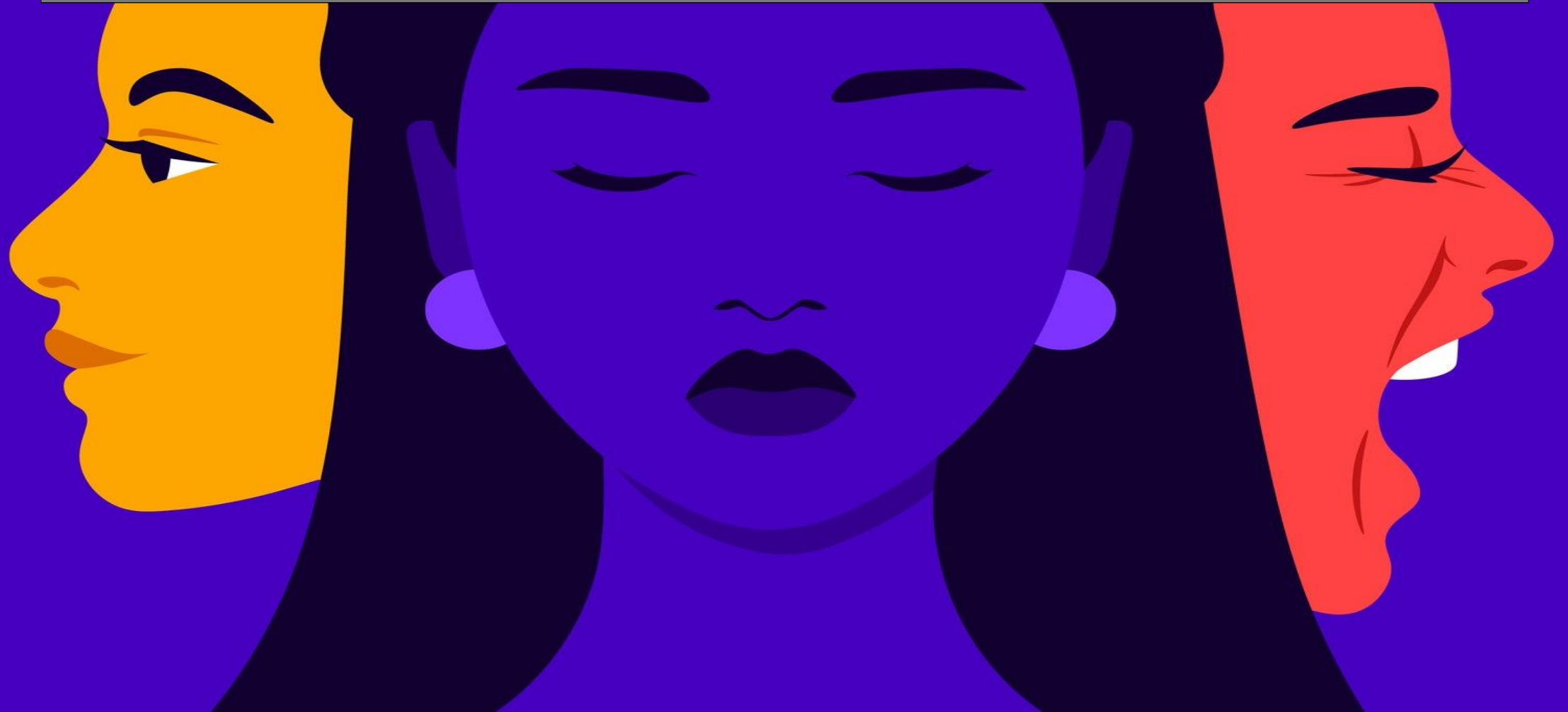



**CLICK
FOR
HUMAN**



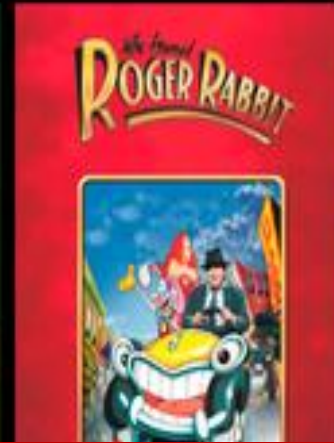
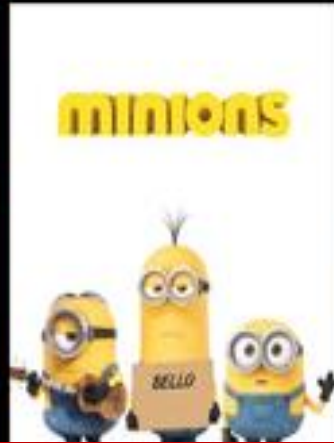
HOMO SAPIENS

**ART, CULTURE, LANGUAGE,
EMOTION, ETC**





**HOW DO I GET
PEOPLE TO CLICK ON
MY VIDEO ?**



**ANSWER IS:
TITLE AND THUMBNAIL**





Finance HUD
I Love You
93K views • 4 years ago

Northern Islands 4K | Drone | Faroe, Lofoten & Senja
Gaëtan Piolot
1.7M views • 8 months ago

Anything You Can Fit In The Circle I'll Pay For
MrBeast
56M views • 4 months ago

Amazing Machines and Tools most satisfying and Incredible Manufacturing
Tantum Tech HD
872K views • 3 days ago



Clean Bandit - 'Rockabye' feat. Anne-Marie and Sean Paul (Live At Capital's...)
Capital FM
63M views • 3 years ago

Show Our Planet Some Love With These 15 Zero Waste Ideas! Upcycling Hacks...
Blossom
7.7M views • 1 month ago

احترق السيت اب وغيره بالكامل لشيء خرافي
DvLZStatioN
975K views • 5 days ago

Dua Lipa, Coldplay, Martin Garrix & Kygo, The Chainsmokers Style - Feelin...
Miracle Music
2.3M views • 1 month ago

Then people choose the video

Based on the Thumbnail and Title



 Finance HUD
I Love You
93K views • 4 years ago




 Northern Islands 4K | Drone | Faroe, Lofoten & Senja
Gaëtan Piolot
1.7M views • 8 months ago



 Anything You Can Fit In The Circle I'll Pay For
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 !!احترق السيت اب وجيره بالكامل لشيء خرافي!
DvLZStaTioN
975K views • 5 days ago



 Dua Lipa, Coldplay, Martin Garrix & Kygo, The Chainsmokers Style - Feelin...
Miracle Music
2.3M views • 1 month ago



Content is important but it is more important for AVD



iPhone - Security - Apple



iPhone - Smooth - Apple



iPhone - Contacts - Apple



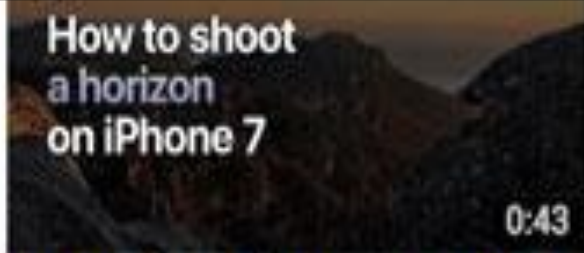
How to shoot a sunset silhouette

**BUT FOR CTR, TITLE AND THUMBNAIL
ARE IMPORTANT**



How to shoot a bold and simple image on iPhone 7 - Apple

105,044 views • 4 days ago



How to shoot a horizon on iPhone 7 - Apple

95,406 views • 4 days ago



How to shoot with street light on iPhone 7 - Apple

106,737 views • 4 days ago



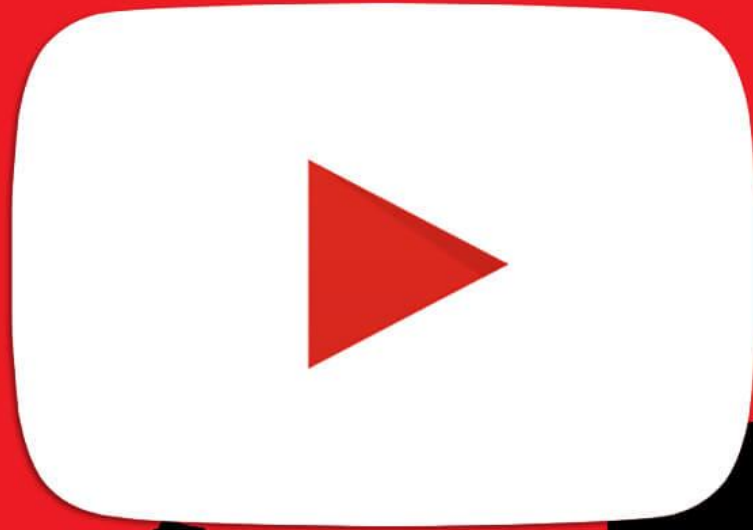
Earth Day 2017 - Does my iPhone believe in reincarnation?...

113,035 views • 6 days ago



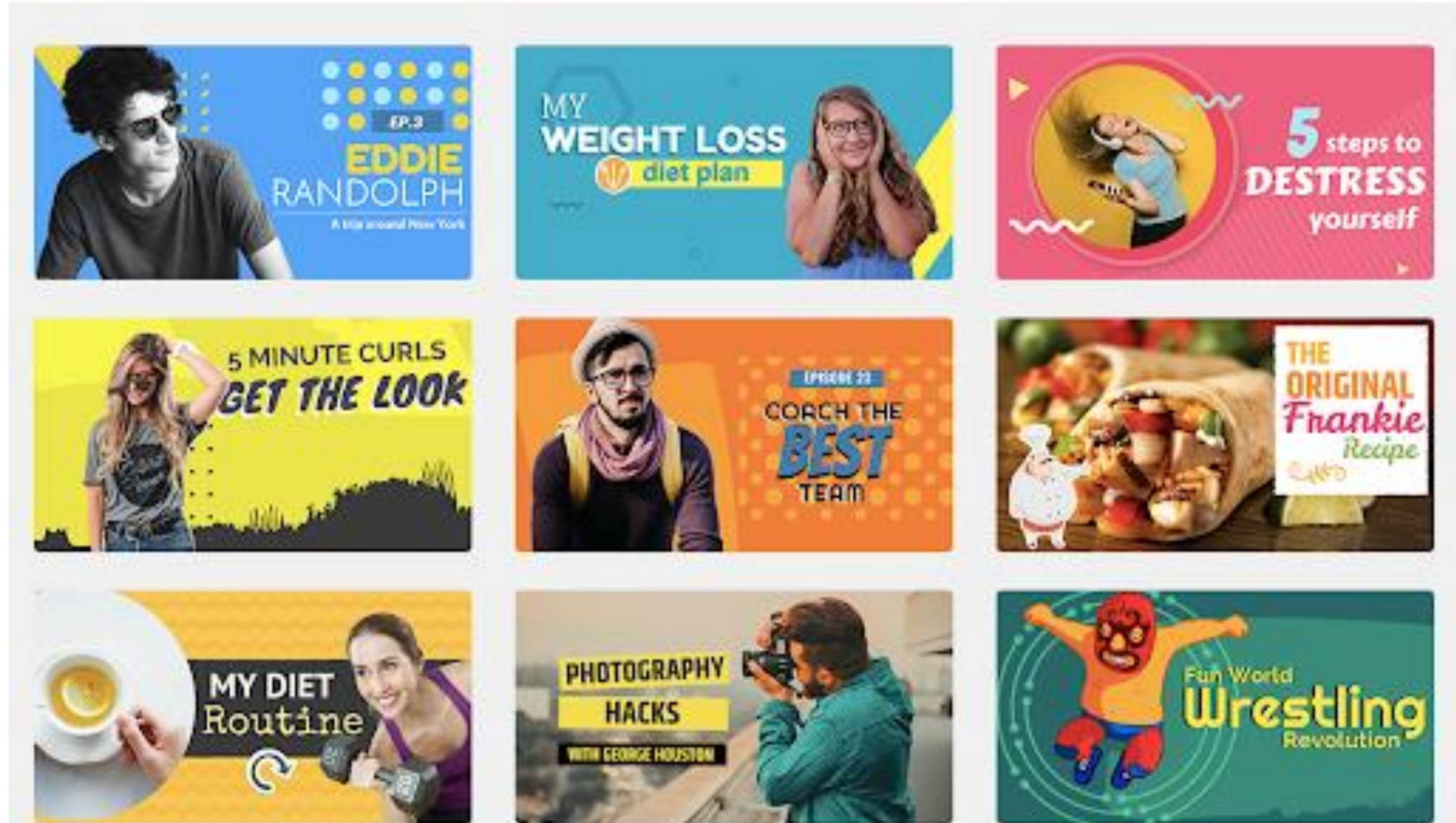


**YOUTUBE
THUMBNAILS**



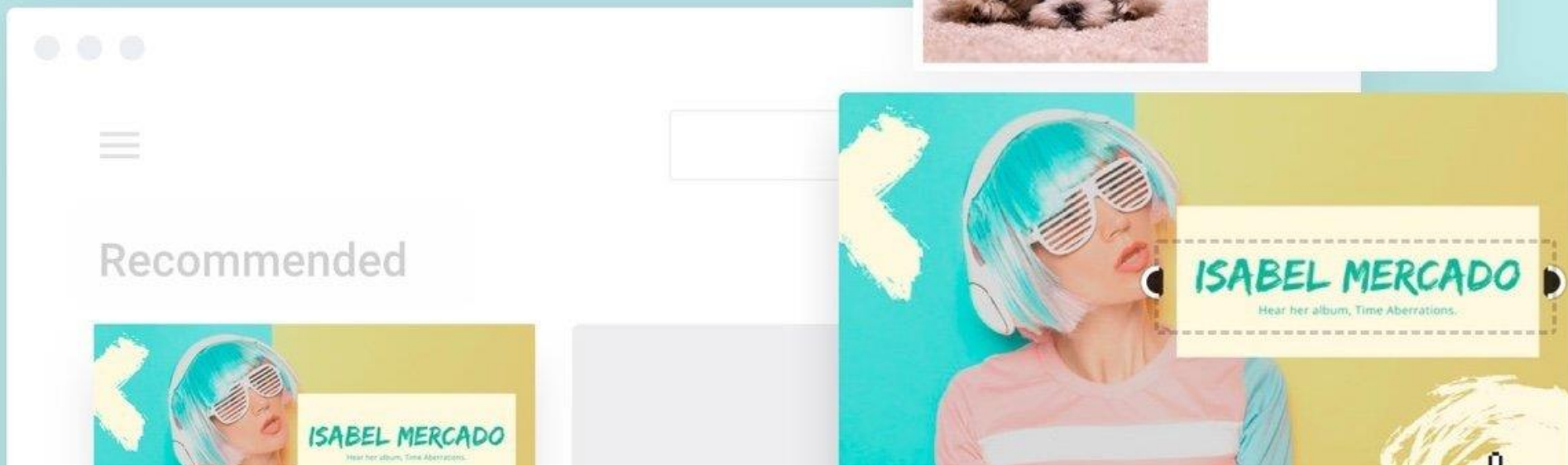
WHAT IS A THUMBNAIL ON YOUTUBE?

The video thumbnail is the first thing that viewers see when browsing through YouTube.



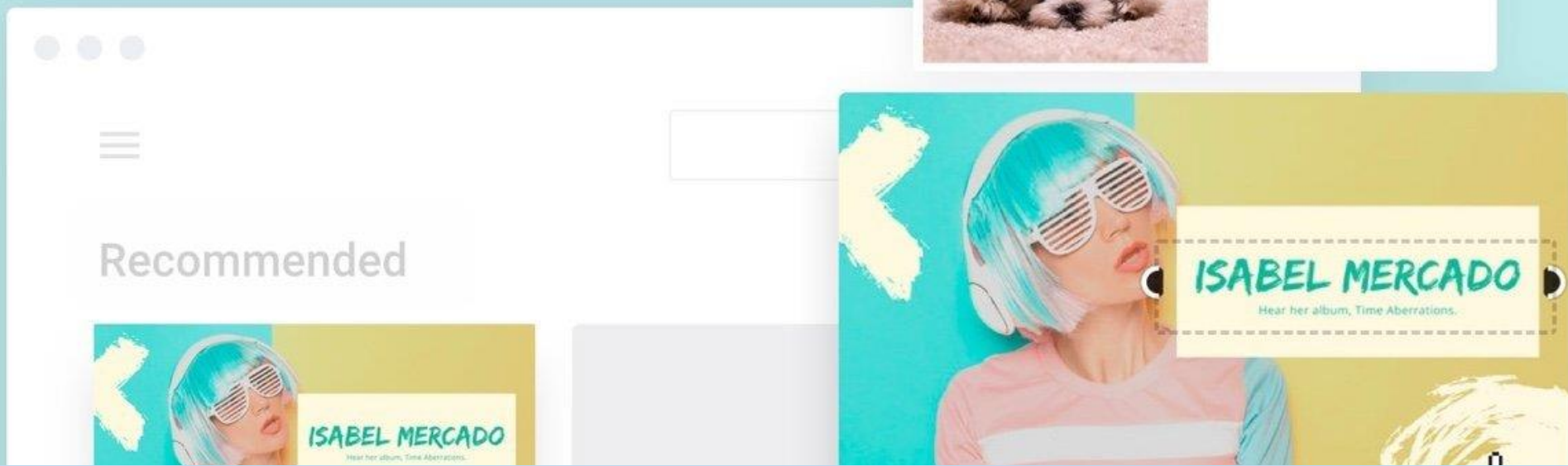
It's a small,
clickable
static image
that grabs
viewers
attention



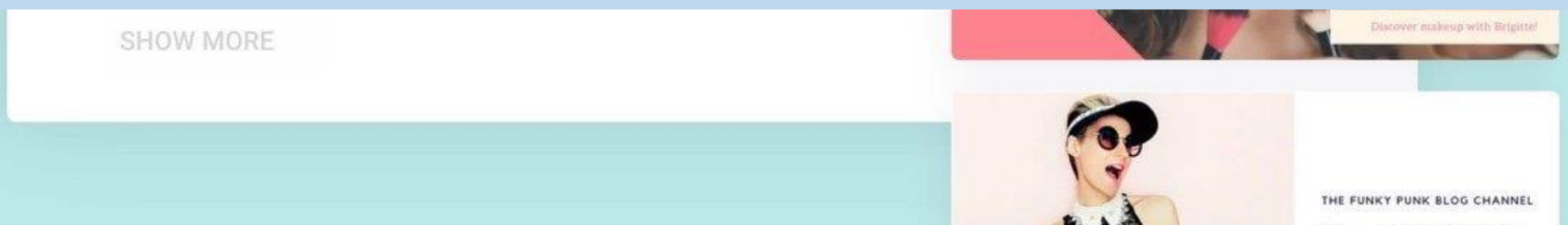


When you're creating videos for YouTube, the thumbnail might not seem important.





You might be thinking – as long as the content is good, the thumbnail doesn't really matter.





THINK AGAIN!

WONDERING

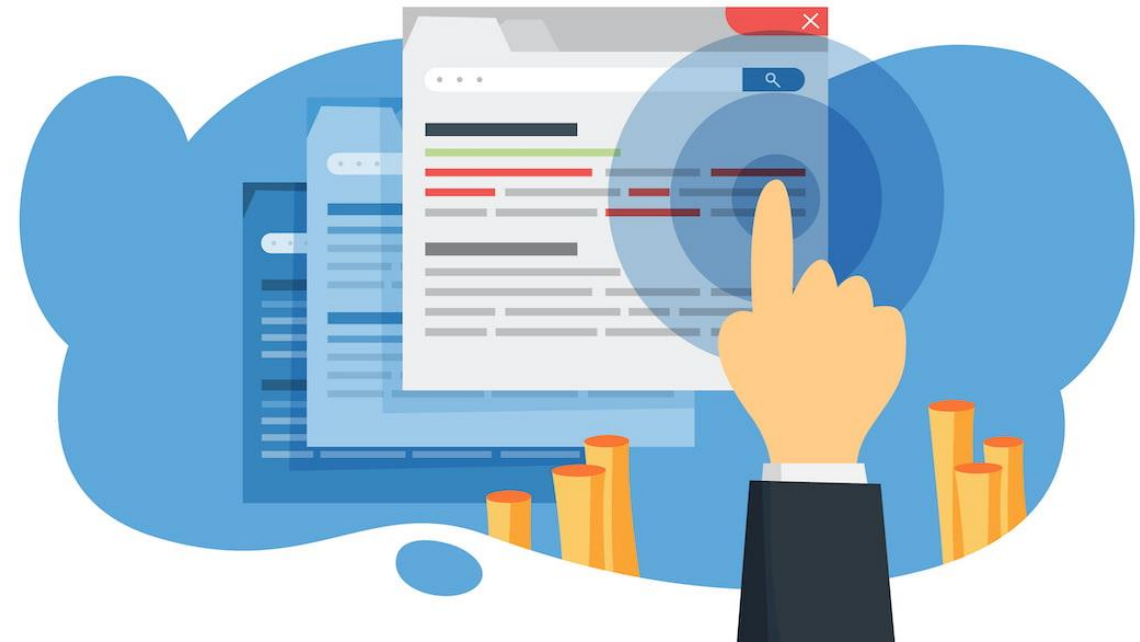
HOW TO MAKE A

You  **Tube**

THUMBNAIL

You need something that grabs the eye and communicates what your video is about at a glance.

You want it to grab your target audience and make them think, *I need to watch this!*

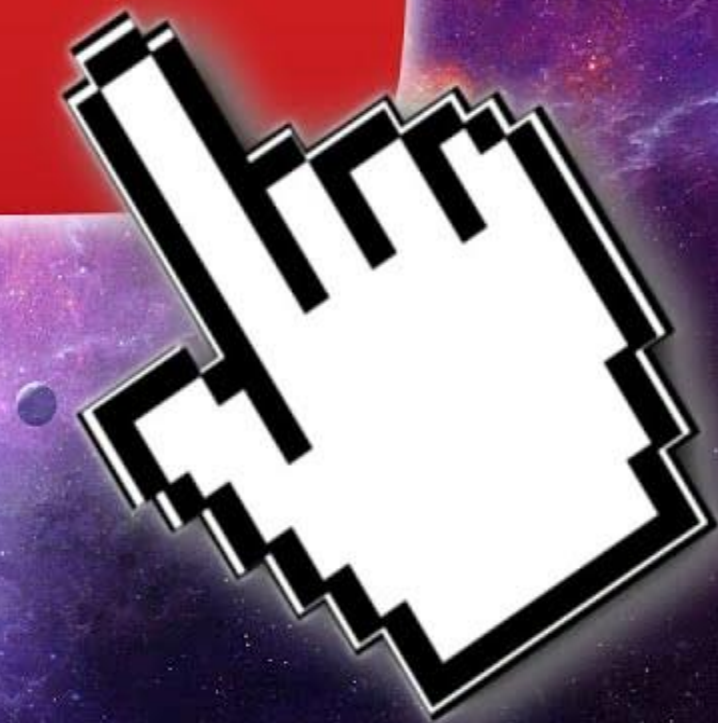




Designing a professional YouTube thumbnail not only helps improve your channel's brand, but it also attracts visitors and more eyes to your content.



HOW TO MAKE A THUMBNAIL



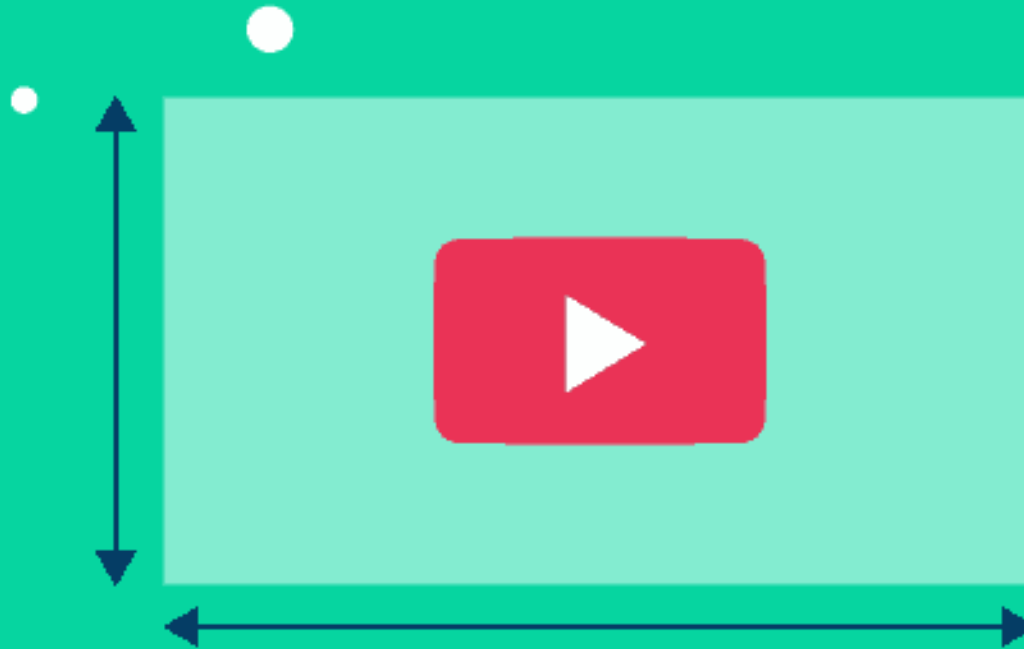


**HERE ARE 8 KEY
TIPS TO GET
STARTED.**



1. Use the right YouTube thumbnail size

If you're going to spend the time to create a professional looking thumbnail, start with the proper sizing and dimensions.



YOUTUBE THUMBNAIL SIZE

An aspect ratio of 16:9



720 pixels



1280 pixels



Making a thumbnail image that's too small is a big mistake.



In addition, you need to save as **JPG, GIF, BMP, or PNG image formats**, and keep the file size under the **2MB** limit.



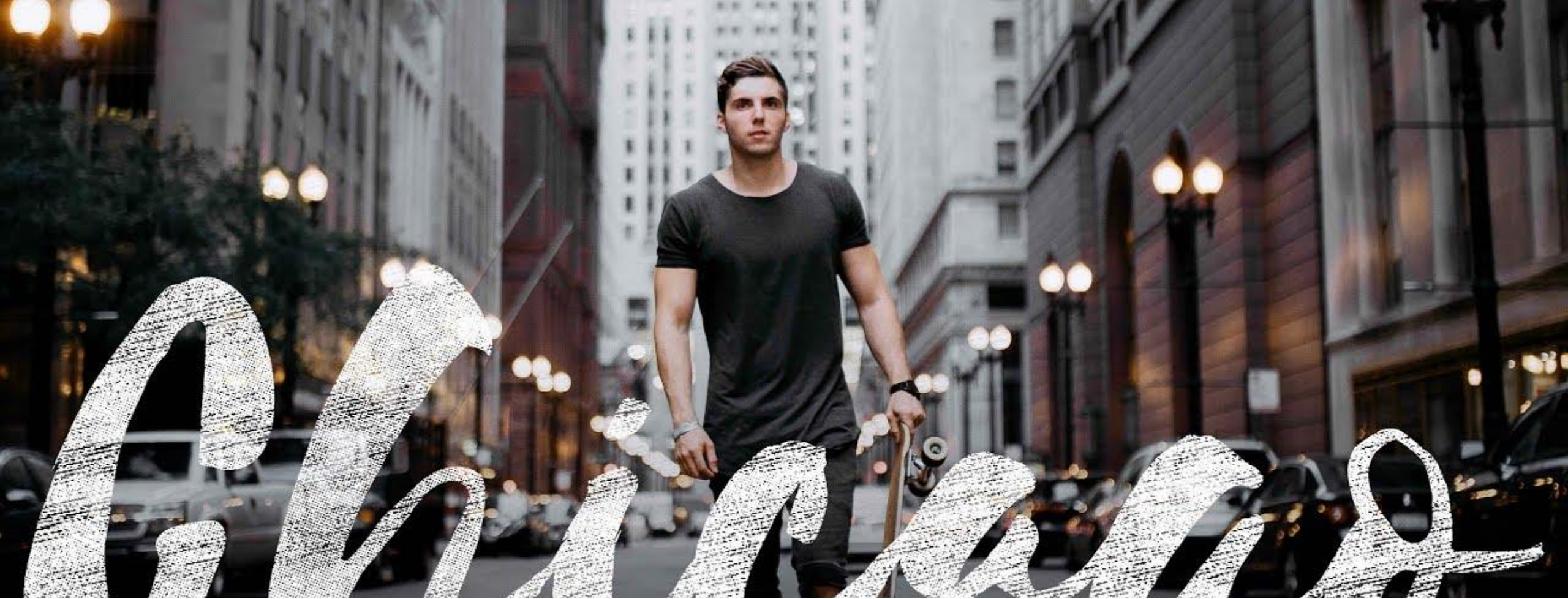


2. Use a great photo as your YouTube thumbnail background



**Strong
visuals are
essential to
grab the
attention of
your viewers.**





- **Matt Komo** is a videographer, and his content on YouTube is very well done. He uses high quality images that give users a glimpse of **what the next 10 minutes might be like.**

MATT KOMO CHANNEL



matt komo channel



- Home
- Trending
- Subscriptions

- Library
- History
- Your videos
- Watch later
- Liked videos

- SUBSCRIPTIONS
- TheYachtGuy Official
 - Associated Press
 - BBC News

HOME VIDEOS PLAYLISTS COMMUNITY CHANNELS ABOUT

Michael Kors 87K views • 10 months ago
FRANCISCO with the DJI... 157K views • 1 year ago
[Lyric Video] (ft. Emily Zeck) 41K views • 1 year ago
117K views • 1 year ago
VIDEO for GRAMMY... 69K views • 1 year ago



TWO DAYS in SEQUOIA - Matt Komo 114K views • 1 year ago
DEAR MOM and DAD - Matt Komo 137K views • 1 year ago
WHAT IF YOU ONLY HAD ONE DAY? (Matt Komo) 148K views • 1 year ago
Around the World in 30 Days - Matt Komo 209K views • 2 years ago
The BIG ISLAND ADVENTURE - Matt Komo 130K views • 2 years ago



The 48 HOUR ROAD TRIP - Matt Komo 214K views • 2 years ago
HAWAII - Matt Komo 293K views • 2 years ago
A WEEKEND in CHICAGO - Matt Komo 382K views • 2 years ago
EXPLORING PERU - Matt Komo 372K views • 3 years ago
CRUISIN' the CARIBBEAN - Matt Komo 256K views • 3 years ago

Active in 2 weeks
Go to Settings to activate video

YOU CAN TRY CANVA AND SNAPPA FOR BETTER THUMBNAILS



SNAPPA



3. Include title text in your YouTube thumbnails

Adding text headings on your video thumbnail holds many benefits, but the biggest benefit is that it gives the viewers more context about your video.



Facebook Ads Course (Part 1 of 3): How to Launch...

Oberlo



LIVE Q&A - Launching Your First Facebook Ad in 2019

Oberlo



Facebook Ads Course (Part 2 of 3): Learn About Faceboo...

Oberlo



LIVE Q&A - Targeting Facebook Ads for...

Oberlo

Capture that **core idea into a compelling title** that will grab those who'll enjoy your video



How to Make YouTube Videos When you Don't Hav...

1.1K views • 5 months ago



YouTube Suggested Videos: How to Increase Views...

887 views • 6 months ago



How to Stay Motivated on YouTube [Public...

432 views • 6 months ago



How to Rank Videos on the First Page of Google in...

2.8K views • 6 months ago
CC



How to Build Your Personal Brand at a Conference

446 views • 6 months ago



5 YouTube Mistakes I Made that Cost Me

1.3K views • 7 months ago



WHY YOU NEED TO GO LIVE ON YOUTUBE

580 views • 7 months ago



What to Say in Your First YouTube Video

10K views • 8 months ago



How to End a Video - YouTube End Screen CTA

647 views • 8 months ago



How to Write Tags and Descriptions for YouTube...

1.9K views • 8 months ago



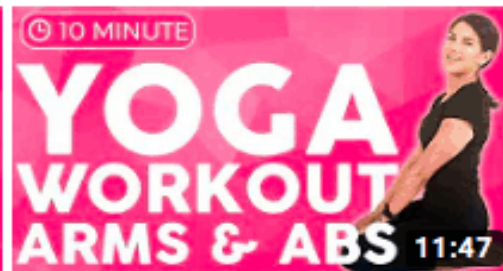
15 minute Morning Yoga Workout for Abs 🧘‍♀️ EVOLV...

26K views • 1 month ago



20 minute Morning Yoga for Posture 🙏 EVOLVE your...

31K views • 1 month ago



10 minute Power Yoga Workout 🧘‍♀️ EVOLVE your...

19K views • 2 months ago



30 minute Full Body Yoga Flow & Stretch 💙 FEEL...

57K views • 2 months ago



10 minute Uplifting Yoga Flow 💙 MOVE with Intentio...

20K views • 2 months ago



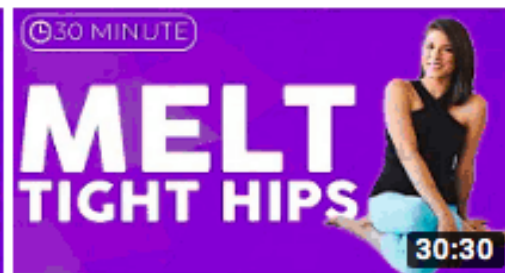
20 minute Morning Yoga Full Body Flow 💙 WAKE UP wit...

48K views • 2 months ago



15 minute Slow Yoga Stretches 💙 CHILL OUT wi...

27K views • 3 months ago



Yin Yoga for Tight Hips (30 minute) Flexibility & Low...

34K views • 3 months ago



Bedtime Yoga Stretch (20 minute) Hips & Shoulders |...

25K views • 3 months ago



Bedtime Yoga Stretch (15 minute) Chest & Back | Sara...

18K views • 3 months ago



Bedtime Yoga Stretch IN BED (20 minute) Legs & Hips |...

17K views • 3 months ago



Bedtime Yoga Stretch (10 minute) Upper Body, Neck &...

35K views • 4 months ago



**4. USE THE BEST FONT
FOR YOUR YOUTUBE
THUMBNAILS**

Now that you've got a title, you need to
pick a font.

**BEST
YOUTUBE
FONTS**

BEST FONTS ***FOR YOUTUBE***

A **“sans serif”** or **“gothic”** font works well.
Bold or Heavy weight is a good choice.



Menu ▾

My YT Thumbnail ✎

1280px x 720px

Resize

Duplicate

[Start a team!](#)

Help ▾

My Account ▾

Background

Effects

Text

Graphics

Shapes



Save

Share

Download

Font

League Gothic ▾

[Add font](#)

Lato

Lato Hairline



Lato Heavy



League Gothic



League Spartan



Libre Baskerville



Lilita One

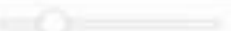


Limelight



Lobster

Lobster Two



50%

Fit



**Beware of script
fonts, outlines, or
fonts with lots of
thick and thin
variation that make
them hard to read
at a glance**

Aka Dora

Alex Brush

Blessed Day

CAC Champagne

Channel Slanted 2

Corinthia

Dragon is Coming

Elegant

Freebooter Script

Halo Handletter

*Janda As Long
As You Love Me*

Judith

Lavanderia

Living Together

Marketing Script

Miss Brooks

Old Glory

Rouge Script

Sacramento

Signarita Zhai

So Lonely

The Loyalist

Veilchen

Windsong

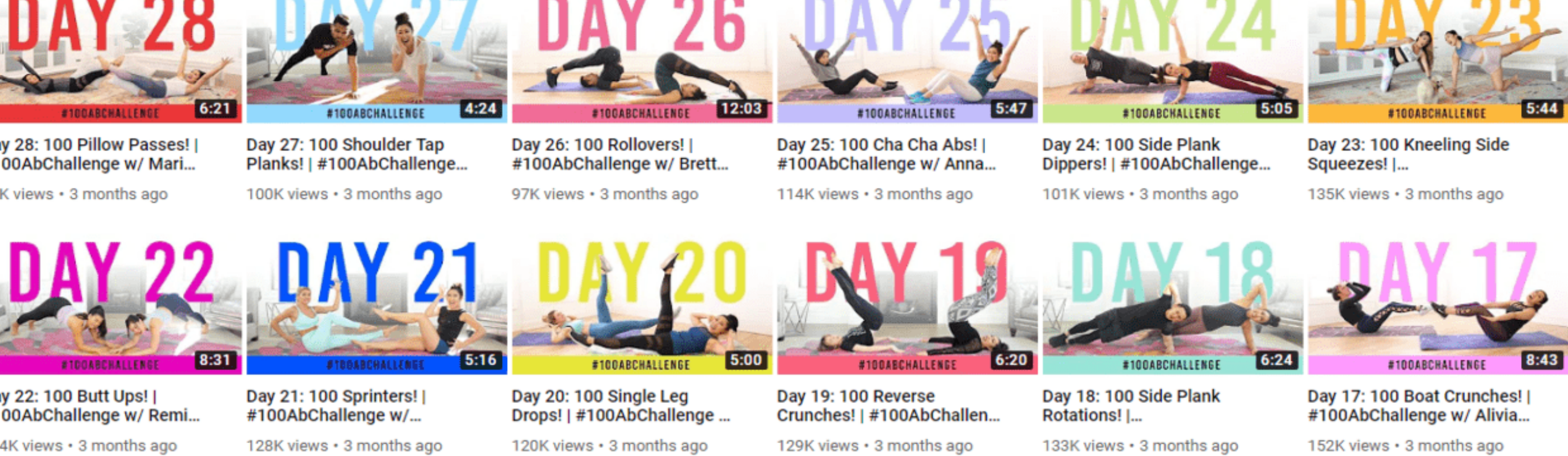
Volutes



5. CREATE A BRANDED YOUTUBE THUMBNAIL TEMPLATE

**Create a consistent style that
reflects you and your business.**





It's always important to familiarize your audience with your brand and your content. A good way to do this is to keep your thumbnails consistent with the same style fonts, memorable colors, and a strong design.



On Page SEO - 9 Actionable Techniques That Work

20,732 views • 3 weeks ago

CC



Advanced Step-By-Step SEO Tutorial (2017)

99,492 views • 3 months ago

CC



Ecommerce SEO - Get Traffic to Your Online Store [Top 4 Factors]

33,772 views • 5 months ago

CC



This (Simple) White Hat SEO Strategy=59% More Traffic

39,708 views • 11 months ago

CC



The SEO ranking factor you MUST master in 2017 (and

246,530 views • 1 year ago

CC



How to Get More Organic Traffic (FAST)

160,868 views • 1 year ago

CC



Weekly Q&A

More Instagram Followers **5:58**

How to Get Instagram Followers: 10 Tips to Grow...

80 views • 20 minutes ago
CC



Best Products

To Sell in Summer **7:54**

BEST PRODUCTS to Sell Online [SUMMER 2018!]

14K views • 4 days ago
CC



Weekly Q&A

Profit Margins **3:45**

Profit Margins: What's the Ideal Markup for...

846 views • 6 days ago
CC



Dropshipping

Outside the USA **4:23**

Dropshipping Outside the US

10K views • 1 week ago
CC



Weekly Q&A

Best Converting Themes **1:17**

Shopify Themes: Which Ones Convert the Best [Oberlo...]

1.2K views • 3 weeks ago
CC



E-mail Marketing

7:42

What is Email Marketing?

5.8K views • 3 weeks ago
CC



Weekly Q&A

Product Descriptions From Suppliers **2:34**

Can I Use the Supplier's Product Description? [Oberl...

1.1K views • 4 weeks ago
CC



Weekly Q&A

Suppliers & Shoppers **1:30**

Dropshipping: Won't Customers Just Buy Directl...

1.3K views • 1 month ago
CC



Matt Komo

Videos

Playlists

Channels

Discussion

About



EXPLORING PERU - Matt Komo

134,307 views • 2 months ago



NEW YORK CITY - Matt Komo

369,796 views • 4 months ago



CRUISIN' the CARIBBEAN - Matt Komo

156,595 views • 6 months ago



ROADTRIPPING to LAKE TAHOE (Matt Komo)

197,952 views • 7 months ago



Matt Komo - PURPOSE

107,494 views • 9 months ago



GoPro MTN. GAMES - an INSANE week in COLORADO

22,550 views • 9 months ago



The MIND - CRAZY Rooftop Photography

54,384 views • 11 months ago



The DREAM of LIFE (Alan Watts) - Troye Sivan - Youth (Gryffin...)

136,917 views • 1 year ago



6. Use good contrast in your YouTube thumbnail design

As we've mentioned, including a title in your thumbnail is important. But if you can't even read it, then what's the point? That's where contrast comes in.



When designing your thumbnail image, always make sure that your text contrasts nicely with your background.

Contrast

Contrast

7. BE HONEST & ACCURATE IN YOUR THUMBNAILS





8. Use the best
YouTube
thumbnail
maker

Want to make
creating
thumbnails easy
and fun?





PixTeller My designs Templates Editor Title: Invitation design template easy to customize - Public Save image

Design properties

Shapes

- ADD RECTANGLE
- ADD ELLIPSE
- MORE

Pro Solid Linear Radial

Animate

COFFEE DE

Use Canva or Snappa

Rep

Filter

Ima

Tex

Drawing

Opacity 100

Ok

40% 11 Fit

SERVEZ VOUS!



You



Tube

thumbnail tips

Use the right
size: 1280 x
720 px / 16:9



2

Include an
eyecatching
background

Craft a title
heading for
context

3

4

Choose a
crisp, clear
typeface

Create + reuse
a branded
template

5



HOW TO CRAETE A THUMBNAIL USING CANVA



Home

Templates ▾

Discover ▾

Learn ▾

Pricing ▾



Create a design



Recommended for you

All your designs

Brand Kit

Create a team

All your folders

Trash

Design anything.


Q Try "Calendar"

"Creativity is the natural order of life." - Julia Cameron >

SIGN UP/LOGIN TO CANVA

WWW.CANVA.COM

CHOOSE YOUTUBE THUMBNAIL



Recommended for you

All your designs

Brand Kit

Create a team

All your folders

Trash

Create a design

Recommended Social Media Events Marketing Documents Prints Video School Personal

YouTube Thumbnail

Video

Invitation

Instagram Post

Poster

Your designs

Custom dimensions

SHOW YOUR TRUE COLORS. PROUDLY. BRIGHTLY.

SUMMER IS HERE!

09 27 '18

show us your best photos

Friday August 10th

CHOOSE ANY TEMPLATE

Uploads

Photos


Elements

Text


Videos

Bkground

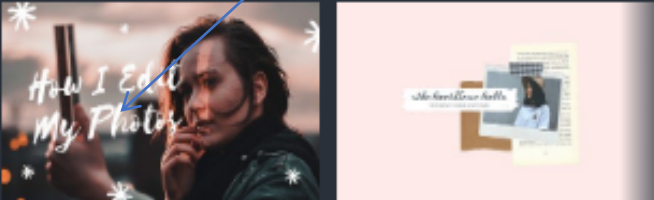
Music YouTube Thumbnail See all



Food YouTube Thumbnail See all



Beauty YouTube Thumbnail See all



Tutorial YouTube Thumbnail See all

+

+ Add a new page

Activate Window

START EDITING WITH CONTENT AND IMAGE

Uploads

Photos

Elements

Text

Videos

Bkground

Travel YouTube Thumbnail See all

SAFARI

THE BOWDY ROADS
Hiking Ijen Volcano

All results

EXPLORING TUSCANY
A TRAVEL VLOG

Weekend Morning Routine

HOW TO STAY HEALTHY THIS SUMMER

AUTUMN LOOKBOOK

UNDERSTANDING MODERN ART



+ Add a new page

Activate Windows

Go to Settings to activate Windows

49%

EDIT AS YOU WANT

Click text to add to page

Add a heading

Add a subheading

Add a little bit of body text

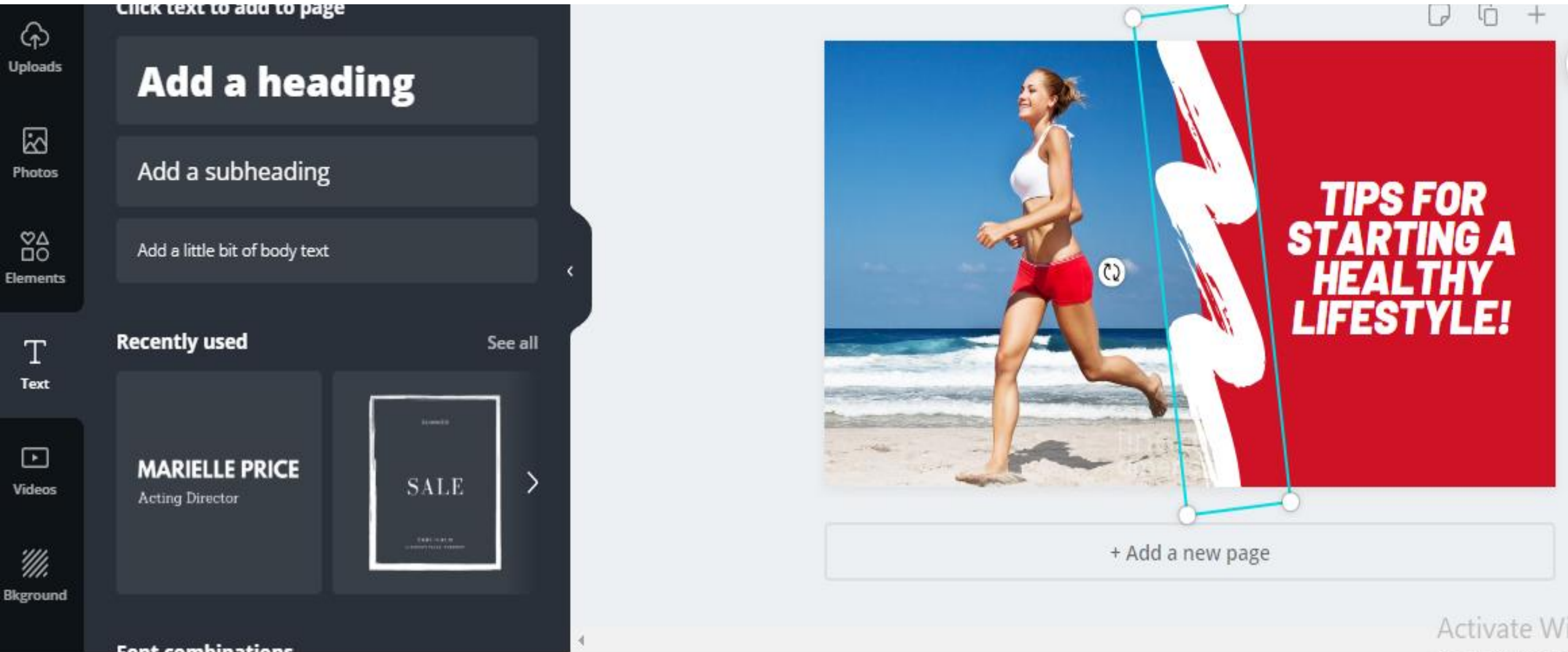
Recently used See all

MARIELLE PRICE
Acting Director

SALE

+ Add a new page

Activate Wi
Go to Settings



The image shows a design editor interface. On the left is a dark sidebar with various editing options: 'Uploads', 'Photos', 'Elements', 'Text', 'Videos', and 'Bkground'. The 'Text' section is expanded, showing options to 'Add a heading', 'Add a subheading', and 'Add a little bit of body text'. Below these are 'Recently used' elements, including a name card for 'MARIELLE PRICE' and a 'SALE' banner. The main canvas on the right displays a design featuring a woman in a white top and red shorts running on a beach. A red banner with white text 'TIPS FOR STARTING A HEALTHY LIFESTYLE!' is overlaid on the right side of the image. A blue selection box with corner handles is around the banner, and a circular refresh icon is next to the image. At the bottom of the canvas is a button that says '+ Add a new page'. In the bottom right corner, there are partially visible options for 'Activate Wi' and 'Go to Settings'.

DOWNLOAD THE FILE



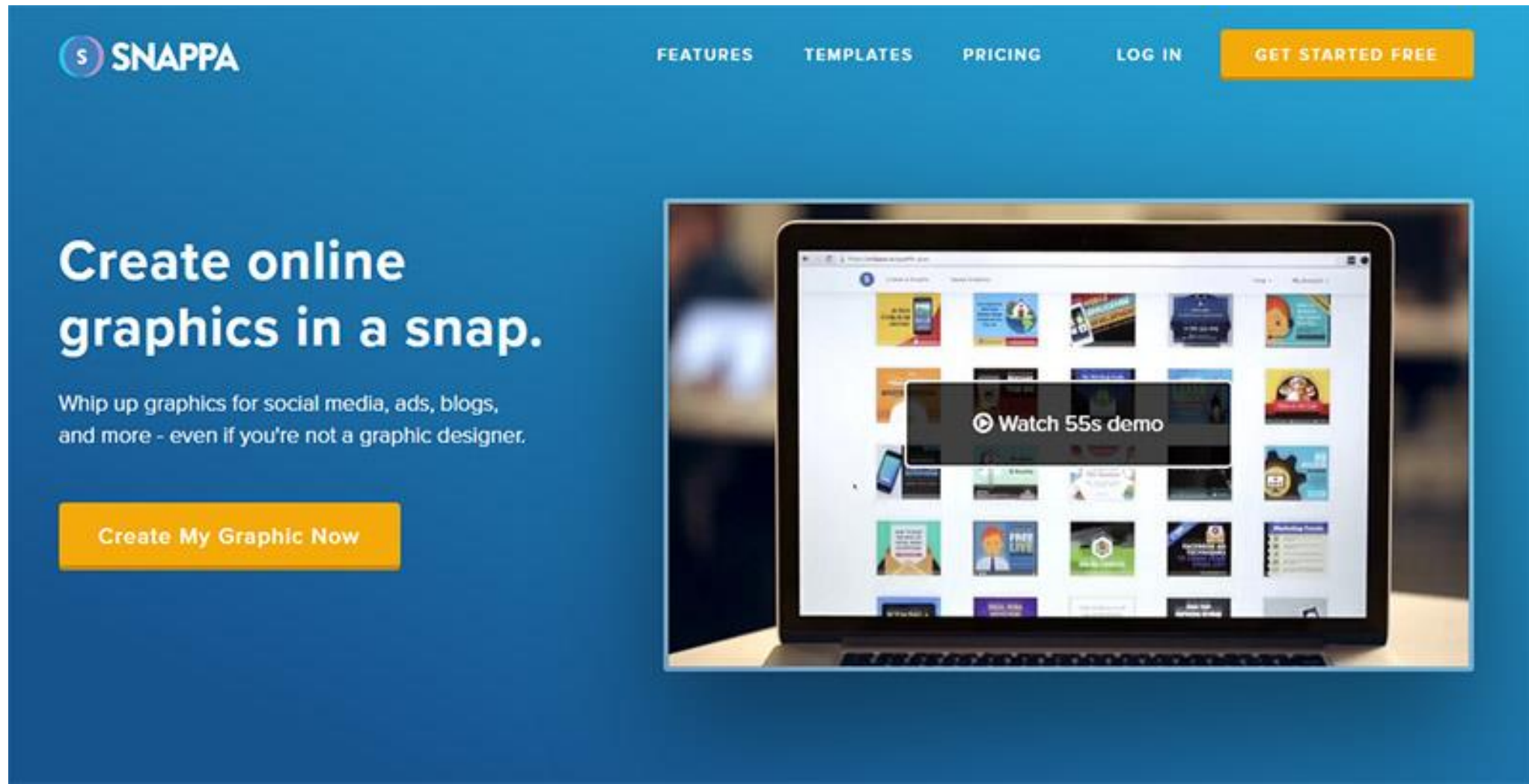
THIS IS THE WAY WE EDITED





VERY EASY AND
CONVENIENT

HOW TO CREATE A THUMBNAIL USING SNAPPA

The image shows a screenshot of the Snappa website homepage. The background is a solid blue color. In the top left corner, there is the Snappa logo, which consists of a white letter 'S' inside a blue circle, followed by the word 'SNAPPA' in white, uppercase letters. To the right of the logo, there are four navigation links in white, uppercase letters: 'FEATURES', 'TEMPLATES', 'PRICING', and 'LOG IN'. Further to the right is a yellow button with the text 'GET STARTED FREE' in white, uppercase letters. Below the navigation links, on the left side, is the main headline 'Create online graphics in a snap.' in white, bold, sans-serif font. Underneath the headline is a sub-headline in a smaller white font: 'Whip up graphics for social media, ads, blogs, and more - even if you're not a graphic designer.' Below the sub-headline is another yellow button with the text 'Create My Graphic Now' in white, uppercase letters. On the right side of the page, there is a large image of a laptop. The laptop screen displays a grid of various colorful graphic templates. A semi-transparent black overlay is centered on the screen, featuring a white play button icon and the text 'Watch 55s demo' in white.



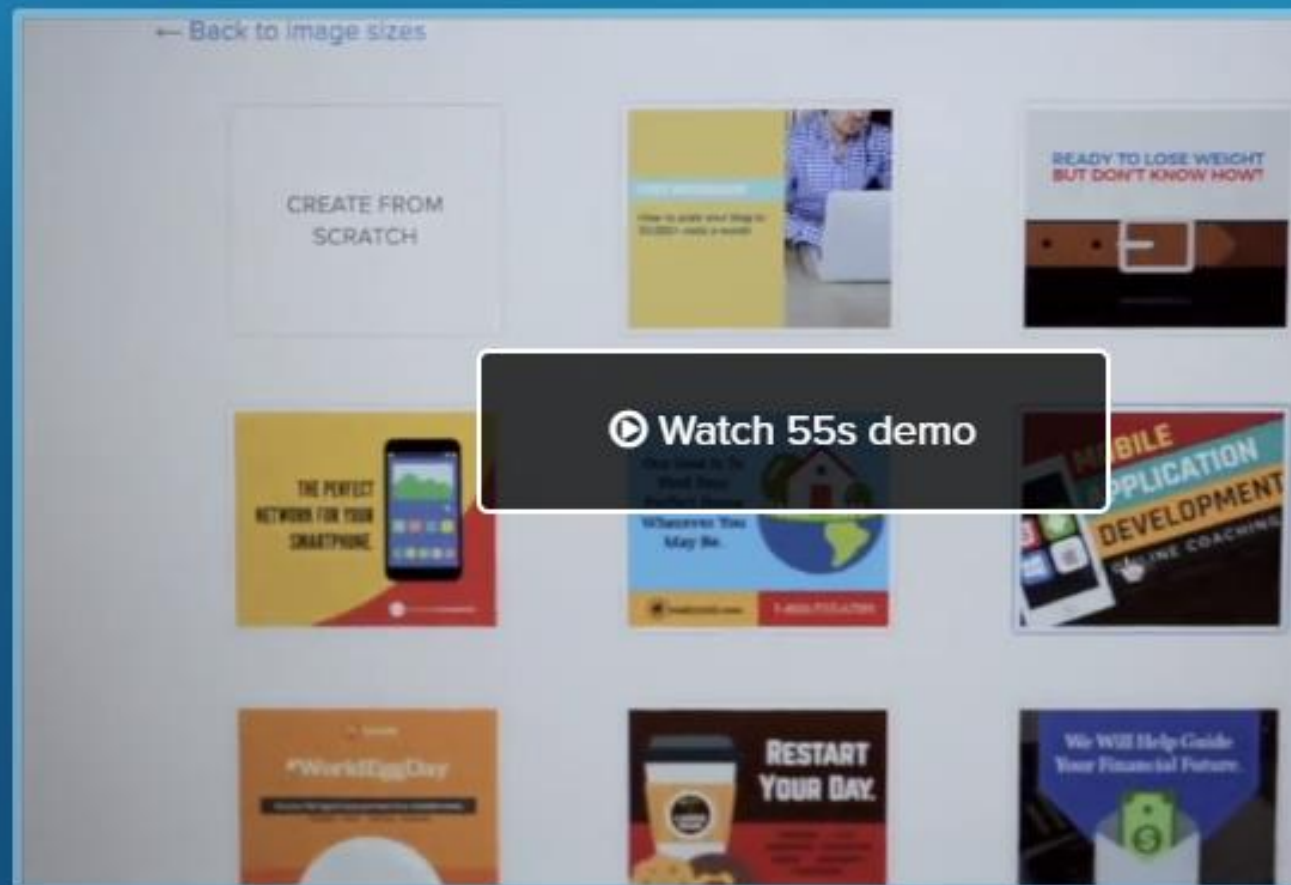
GO TO SNAPPA

WWW.SNAPPA.COM

Create online graphics in a snap.

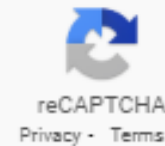
Whip up graphics for social media, ads, blogs, and more - even if you're not a graphic designer.

Create My Graphic Now



SIGN UP/LOGIN

I'm not a robot



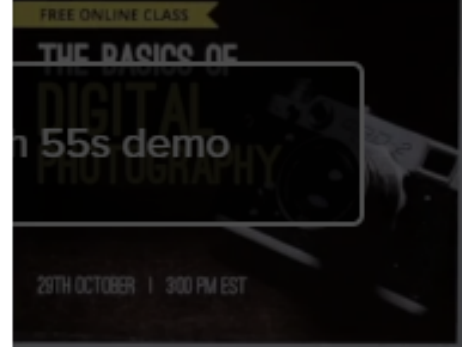
GET STARTED FREE

By signing up you agree to the [Terms & Conditions](#) & [Privacy Policy](#).

Create online graphics in a snap

Whip up graphics for social media, ads, blogs, and more - even if you're not a graphic designer

Create My Graphic Now



Activate
Go to Settings

CHOOSE YOUTUBE THUMBNAIL

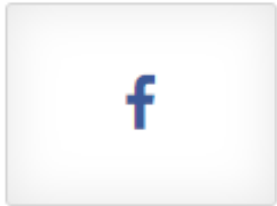
width (px)

x

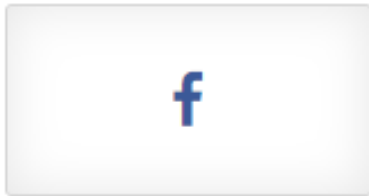
height (px)

Create

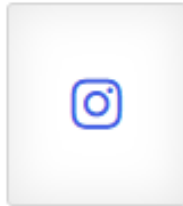
SOCIAL MEDIA POSTS



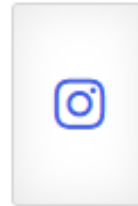
Facebook Post
1200px x 900px



Facebook Link
1200px x 628px



Instagram Post
1080px x 1080px



Instagram Story
1080px x 1920px



LinkedIn Post
1200px x 628px



Pinterest Pin
735px x 1102px



Twitter Post



YouTube Thumbnail

CHOOSE YOUTUBE THUMBNAIL TEMPLATE

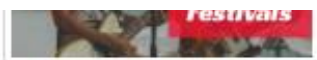
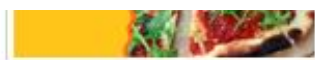


Image Type: YouTube Thumbnail
Width: 1280px
Height: 720px



START EDITING

DOWLOAD ONCE IT HAS COMPLATED



How to Get Your Dream Job in 30 Days

The Creative Twist



POWERFUL PARTS OF YOUTUBE VIDEO



TITLE, TAG AND DESCRIPTION ARE THE MOST
POWERFUL PARTS OF YOUTUBE RANKING

**SEO
OPTIMIZE**



**HIGH
QUALITY
BACKLINKS**

TITLE, TAGS & DESCRIPTION

UPLOADING 36%

7 minutes remaining. x

Publish

Your video is still uploading. Please keep this page open until it's done.

Some changes are not yet saved.

Basic info

Monetization

Advanced

Title

How To Boost A Facebook Post

Public

Learn how to boost a Facebook post the right way so you can get maximum results including likes, clicks and shares.

Description

For more information on how to boost a facebook post...

how to boost a facebook...

boost facebook post

facebook advertising

advertise on facebook

Tags

boost post

Suggested tags: + Facebook (Award-Winning Work)

+ The Internet (Media Genre)

+ How-to (Website Category)

Upload status:

Uploading your video.

Your video will be live at:

https://youtu.be/9gth_GAs72U



Title of your YouTube video is the most important piece of content on the page

From an SEO standpoint the title of your YouTube video is the most important piece of content on the page

SEO Description



10:04 PM ...88.2KB/s

← Add description

About :-
This video is made by Professional Description. is video Mai Maine Aapko bataya hai ki kis Tra se Aap Apna description Ko professional [tariko](#) se [Lehenge](#).

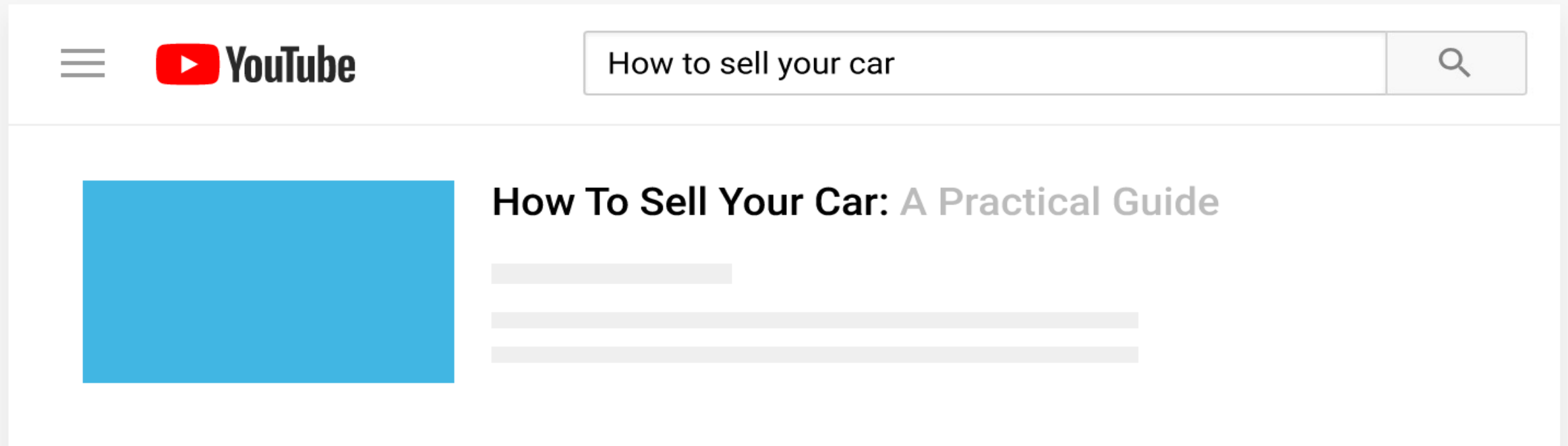
Cover Topics :-

- How To Write Best Title, tags, Description For Youtube Video
- how to write title for youtube video that get views
- how to write best title for youtube video
- how to best write youtube tags for seo results
- how to write description for youtube video
- Youtube Seo Tips Hindi
- youtube video tags to get more views
- youtube seo, youtube ranking

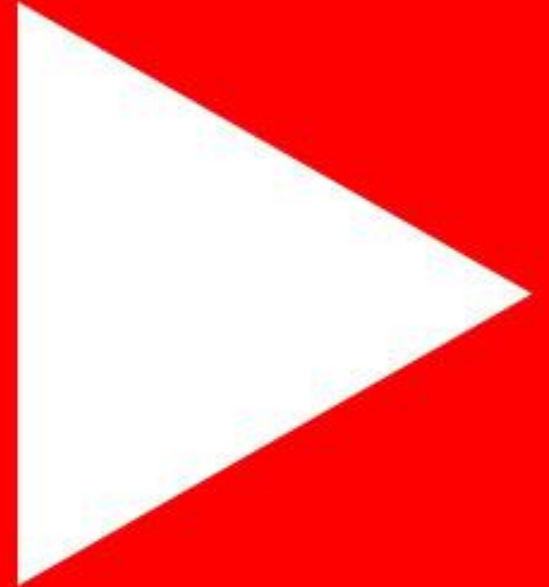
Tags
#Pro_Description #SEO_Description
#Professional_Description

Title is an important part of your video's performance on YouTube for two main reasons:

Position Your Keyword Early

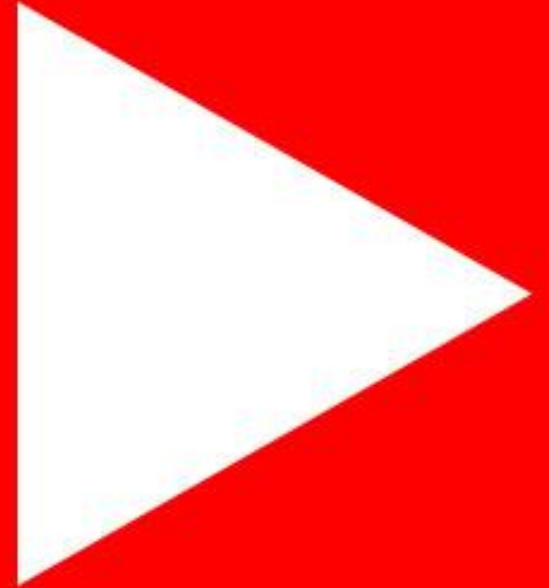


1. Click-Through-Rate: When someone sees your video in the search results, they use your thumbnail and title to decide whether or not to watch.



**2. Video SEO: Your title summarizes
what your entire video is about.**

**That's why YouTube and other
search engines put so much weight
on the keywords that you use in
your title.**





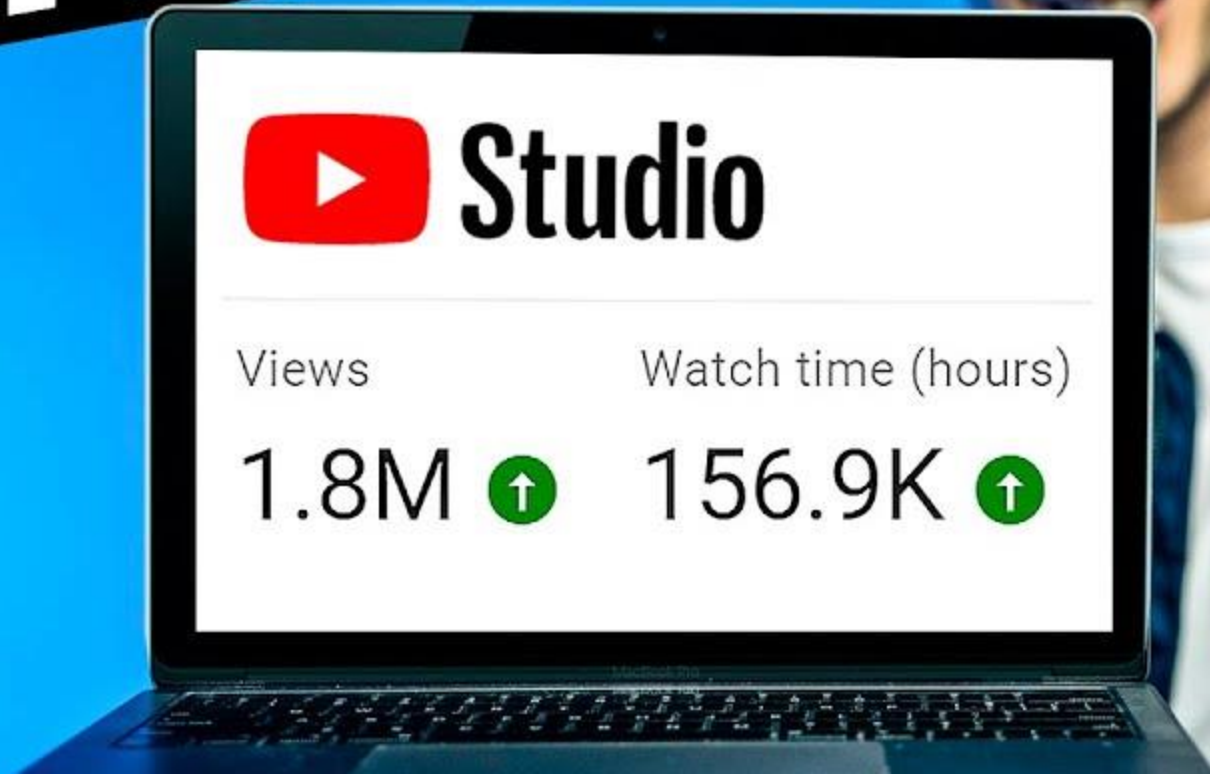
- **Every YouTube video resides on its own page and has a unique URL. YouTube creates HTML meta tags for each of these video view pages based on different page elements.**



The title of the video becomes the title tag, the description becomes the meta description tag, and the YouTube tags become the meta keywords tag.

5 Keys For Creating Viral YouTube Titles

**VIRAL
TITLES**



Five tips to help you write the most effective titles.



1. Conduct Keyword Research



Keyword Research



Search Volume



Relevancy



Keyword



Searchability

Identify what people are searching for around the keyword niche that your video occupies

- **For example, if your video is about giving workout advice, plug in keywords like “workout tips,” or “weight lifting advice.”**
- **Most keyword tools, including the AdWords tool, will suggest synonyms with higher search volumes.**



Home



Trending



Subscriptions



Library



History



Your videos



Watch later



Liked videos



Show more

SUBSCRIPTIONS



FILTER



weight loss exercises at home for women

weight loss tips

weight loss exercises at home

weight loss exercises at home for men

weight loss diet

weight loss workout

weight loss tips in tamil

weight loss journey

weight loss exercises at home in tamil

weight loss exercise

weight loss exercises at home in hindi

weight loss diet plan for women

weight loss transformation

weight loss yogasan

2. Use The Word “Video”



The concept is simple!

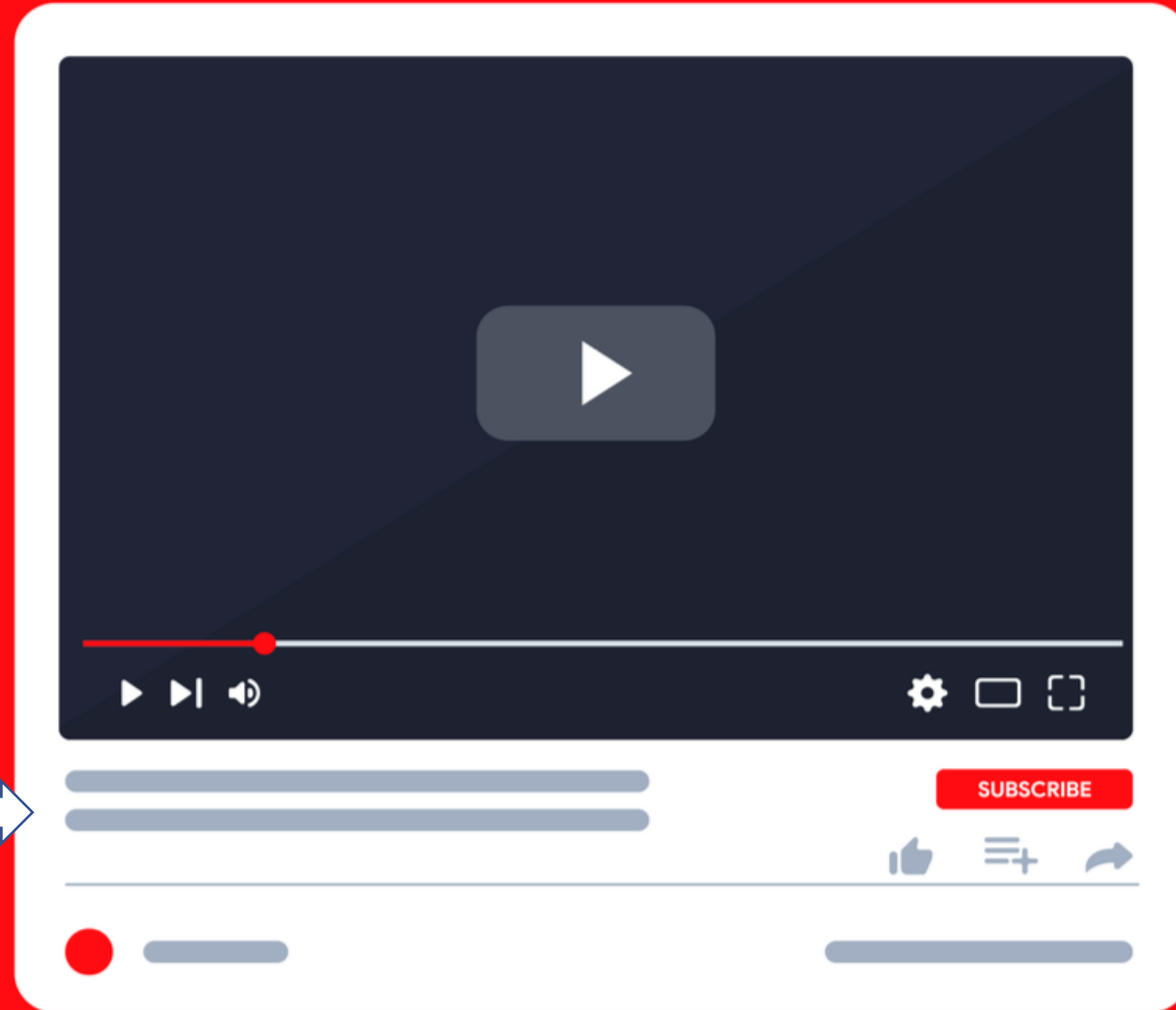


Many searches for videos include the word “**video.**” Including the word in the title of the YouTube video **vastly increases your view page’s relevancy** when a searcher’s query contains the word “**video.**”



3. CONSIDER TITLE CHARACTER COUNTS

TITLE



Keep your **titles** within **70 characters** (including spaces).
Though **YouTube** has a **100-character** limit for **titles**, anything longer than 70 will be truncated in most search results.



The image shows a vertical list of five YouTube search results. Each result consists of a video thumbnail on the left, a title in blue text, and a description in black text. To the right of each title, a red arrow points from the text 'Search Query in Title' to the title itself. The titles are: 'Best Financial Advice You've Ever Received', 'David Chilton Gives Common Sense Financial Advice', 'Best Financial Advice in a Slow Economy (2010)', 'Robert Kiyosaki's New Financial Advice', and '2013 Financial Makeover Advice: Plan to Manage Your Money Better'. The descriptions provide additional context, such as the author's name, upload date, view count, and a brief summary of the video's content.

| Thumbnail | Title | Description | Search Query in Title |
|-------------------------------------------------------------------------------------|----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|
|  | Best Financial Advice You've Ever Received | by Jeff Rose - 2 years ago - 1,045 views http://www.goodfinancialcents.com/best-financial-advice-ever-received/ I was asked a question the other day that really got me ... [HD] [CC] | Search Query in Title |
|  | David Chilton Gives Common Sense Financial Advice | by Allan Gregg - 1 year ago - 2,066 views Author of "The Wealthy Barber", David Chilton explains how the economy has changed since he wrote the book in 1989. | Search Query in Title |
|  | Best Financial Advice in a Slow Economy (2010) | by MiCasaMiDinero - 3 years ago - 27,172 views Although most of this advice is on point, you have to analyze your personal situation and see if following this advice will benefit ... | Search Query in Title |
|  | Robert Kiyosaki's New Financial Advice | by GoBankingRates - 1 year ago - 9,851 views For more, check out our articles on Robert Kiyosaki: ... | Search Query in Title |
|  | 2013 Financial Makeover Advice: Plan to Manage Your Money Better | by ABC News - 10 months ago - 2,114 views Farnoosh Torabi discusses tips to better manage your money in the New Year. [HD] | Search Query in Title |

4. Be Descriptive



 Trending

Only 25% Of Millennials Are Passing This Quiz — Will You?

Sorry, millennials, but you win some, you lose some.

 Jasmin Suknanan • 4 hours ago



34 Celebrities Who Are Just As Smart As They Are Famous

BRB, asking Kesha for help with my homework.

 Audrey Worboys • 3 hours ago

Your family and friends deserve to enjoy our delicious CADBURY MINI EGGS Cheesecake this Easter.

Promoted By
Cadbury Canada



Use the title to quickly summarize what the video is about.

Videos



HOW TO TITLE
YOUTUBE VIDEOS 2020
(My Secret Formula)



How to title your
YouTube videos in 2020
- Get more views ...



How To Add YouTube
Hashtags Above Your
Title 2020



5. LEARN FROM OTHERS' SUCCESSES & FAILURES ON YOUTUBE



Spend 10-15 minutes searching around YouTube for similar videos

- Home
- Subscriptions
- Library
- History
- Watch later
- Liked videos

SUBSCRIPTIONS

- Popular on YouTube...
- Music
- Sports
- Gaming



Ultimate Skateboarding Dog Compilation

Comedy For Profit • 128K views • 4 years ago

Gear up for the Ultimate Skateboarding Dog Compilation! Top skateboarding dogs from around the world doing what they do ...



Dog on Skateboards 🐶🐕 [Amazing Skateboarding Dogs (Laughs)]

Epic Laughs • 2.4K views • 3 months ago

These dogs can skate better than you 🐶 Subscribe <http://bit.ly/EpicLaughs> for more fun videos on a bad day and looking ...



Skateboarding Dog - HD Redux

RNickeyMouse • 5.1M views • 9 years ago

10/27/15 Farewell Tillman RIP ** One year old Tillman the skateboarding bulldog commercial. All clips are from ...

See if you can find videos that perhaps haven't gone viral but have views above several thousand, still you can follow.



how to tag youtube videos 2016

how to tag youtube videos for more v

youtube tags to get views

how to properly tag your youtube videos

How to Properly Tag Your YouTube Videos Step by Step

Tagging Y

how

how to

TAGS

choose

for your videos

how

ore v

New YouTube

Search

how

how to get more view

Get More Views in YouTube

ho

YouTube tags (also known as “video tags”) are words and phrases used to give YouTube context about a video. Tags are considered an important ranking factor in YouTube’s search algorithm.



TAGS

whatsapp

how to add contacts in whatsapp on an android device

how to add contacts in whatsapp

add contacts in whatsapp

adding contacts in whatsapp

whatsapp tricks

whatsapp tips

android tricks

android tips

a2ztube android guide

neulandtips

whatsapp contact

add contact in whatsapp

add contact whatsapp

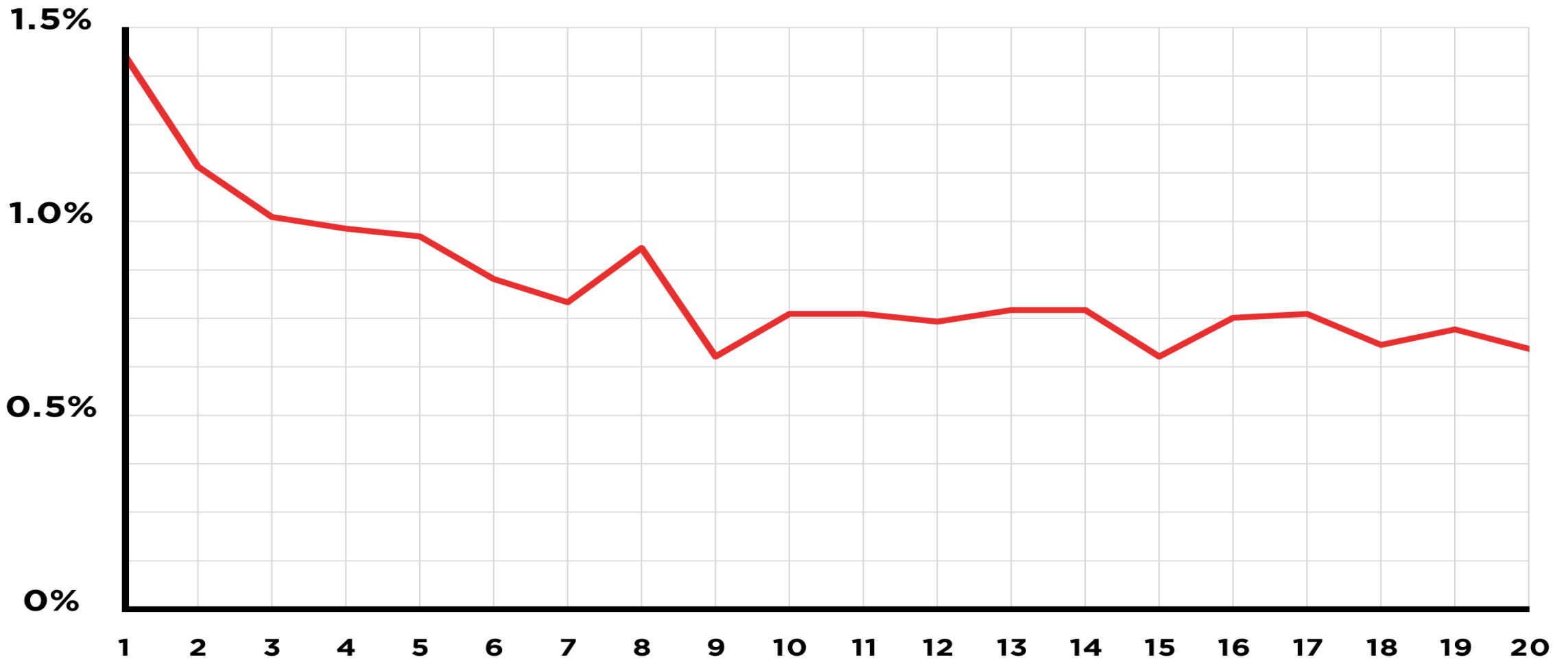
add contact whatsapp web

Show Search Rankings

Copy To...

% OF VIDEOS WITH TAG-KEYWORD MATCH

Relationship between YouTube tags and ranking in YouTube



YOUTUBE RANKING

First Tag = Target Keyword

When it comes to video SEO, YouTube plays special close attention to your first few tags.

First Tag = Target Keyword

Basic Info

Advanced settings

1st Keyword

×

MOST IMPORTANT

2nd Keyword

×

3rd Keyword

×

4th Keyword

×

IMPORTANT

7th Keyword

×

8rd Keyword

×

9th Keyword

×

LESS IMPORTANT

For example, let's say you want to rank your video for the keyword "public speaking tips".



with confidence | Personality Development

8.8K 298 SHARE

SUBSCRIBE 414K

with confidence | Personality Development

CHANNEL

Channelytics

14.7M
Views

415K
Subscribers

128
Videos

BEST PRACTICES

- ✓ High Res. Thumbnail
- ✓ Shared on Twitter
- ✗ Comment Pinned
- ✓ Info Cards Added
- ✓ Liked on Facebook
- ✗ Comment Hearted
- ✓ End Screen Added
- ✓ Captions Added

TAGS

- public speaking tips
- public speaking
- speaking publicly
- speaking in public
- speak confidently
- talking confidently
- public speaking training
- public speaking english
- public speaking fear
- personality development
- first impression
- ted talks public speaking
- skillopedia
- soft skills
- corporate training
- michelle videos
- marie forleo

Show Search Rankings

Copy To...

Use a Mix of Broad and Focused Tags

- For example, let's say the primary keyword for your video is: "how to do a pushup".
- Also use variations in your tags:

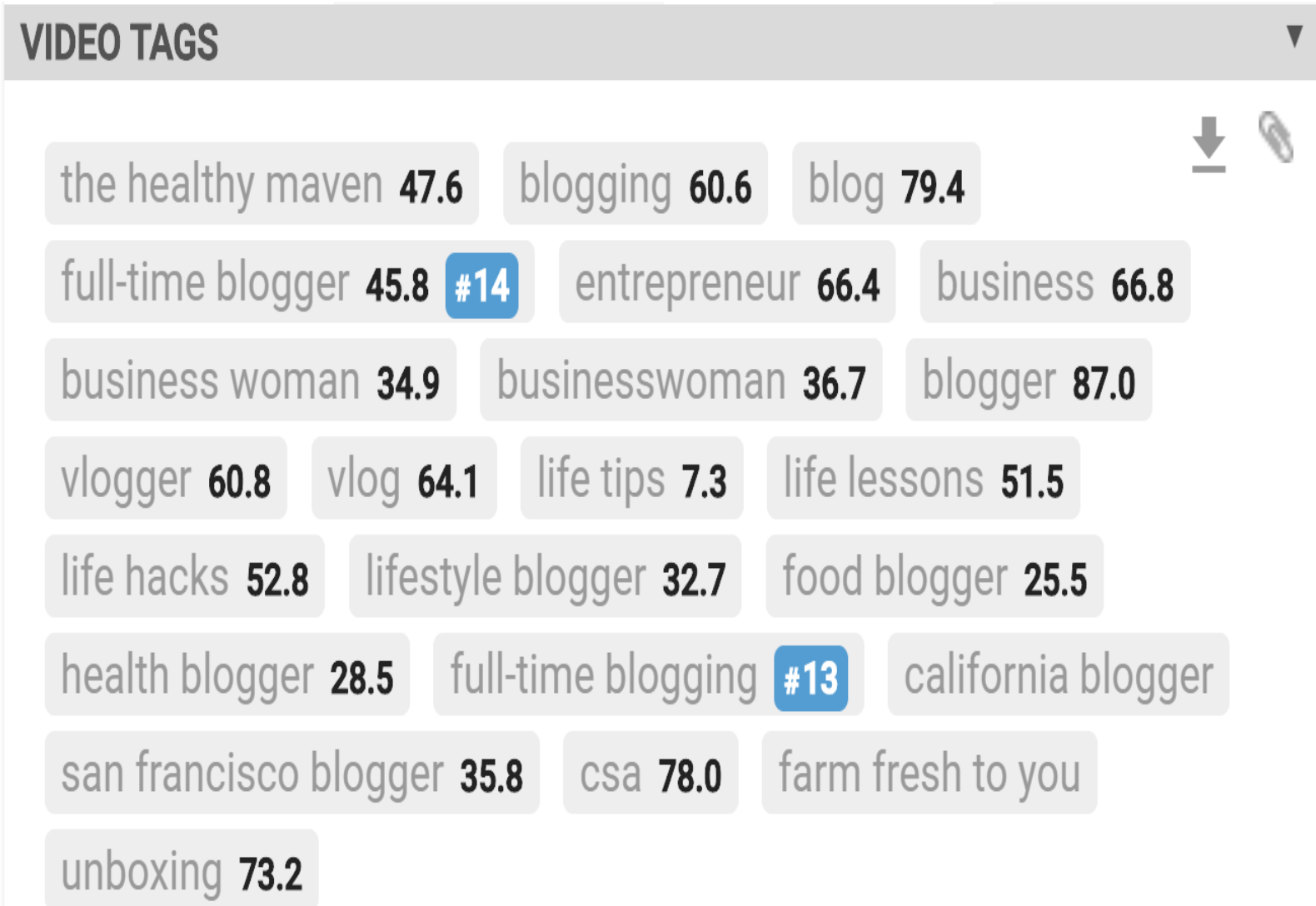
🔍 how to do a pushup ×

🔍 pushup form ×

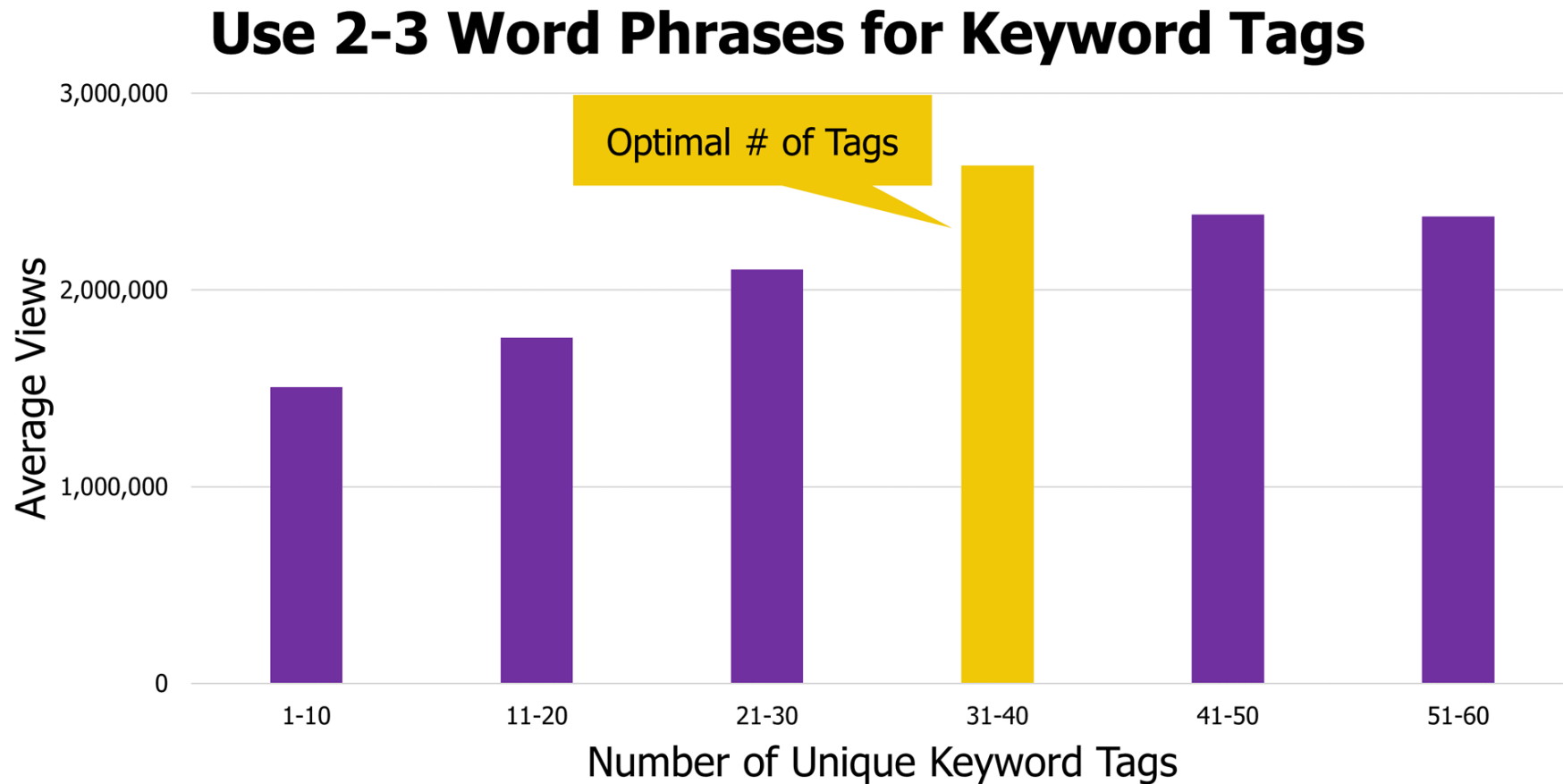
🔍 best way to do a pus... × |

DON'T GO OVERBOARD WITH TAGS!

**Stuffing
videos with
dozens of tags
is a mistake
that lots of new
YouTubers**



Use YouTube Tags That Are 2-3 Words In Length



- In fact, in some cases (like with broad tags), it makes sense to use really short, 1-2 word tags.





**TIPS TO GET RANKED
IN YOUTUBE**

**Focus on High
Quality,
Evergreen
Content**

Quality



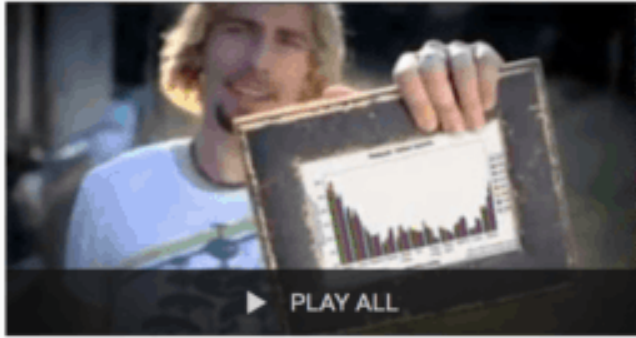


Creating compelling Thumbnails that boost your click-through rate, an important signal for the YouTube algorithm.

Transcribe your video



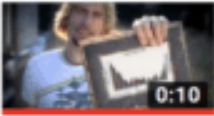

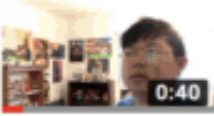


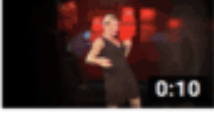



- Home
- Trending
- Subscriptions
- Library
- History



Sort content into playlists

MORE FROM YOUTUBE

- YouTube Premium
- Movies & Shows
- Gaming
- Live
- Settings

-  **Look at this graph**
Lemon
0:10
-  **Who is That Pokemon? Its Pikachu! - Vine**
Fun Master
0:06
-  **a villain who unintentionally always does helpful things**
ProZD
0:40
-  **still a piece of garbage**
bill wurtz
0:05
-  **WHAT ARE THOSE jurassic park Vine**
C_hrissy
0:07
-  **Freestyle Dance Teacher**
Stephahaha
0:10
-  **Fresh Avocado Vine**
Your Favorite Freshman
0:07
-  **There Is Only One Thing Worse Than A Rapist!**
The Homemade Humour
0:11
-  **Ron sneezes and scares deer**



SUBSCRIBE



LIKE



FOLLOW

NEXT VIDEO:

**Use end-
screens and
video cards**

Create a video series on the same topic/theme

ALL

CREATIVE VIDEOS

DIGITAL VIDEOS

INSPIRATIONAL

MODERN



SURFING



LEFT EMBAREH



BURNING MAN



STATIONPARK MOUNTAINS



ENDLESS ROADS



BARCELONA



INSIGHT



GORCE EXTREME



AIDAN SHEAHAN



SCHOOL OF DATA



MUSIC POWER



DIGITAL POST

Encourage engagement with calls to



LIKE



COMMENT



SUBSCRIBE



YouTube's algorithm is rendering more personalized content than ever before.





Focus on understanding your core audience
– what videos they like, what videos they
watch till the end.



Perfect recipe for greater visibility on
YouTube:

Long videos with high engagement



“Long Clicks” are more
valuable than “Short

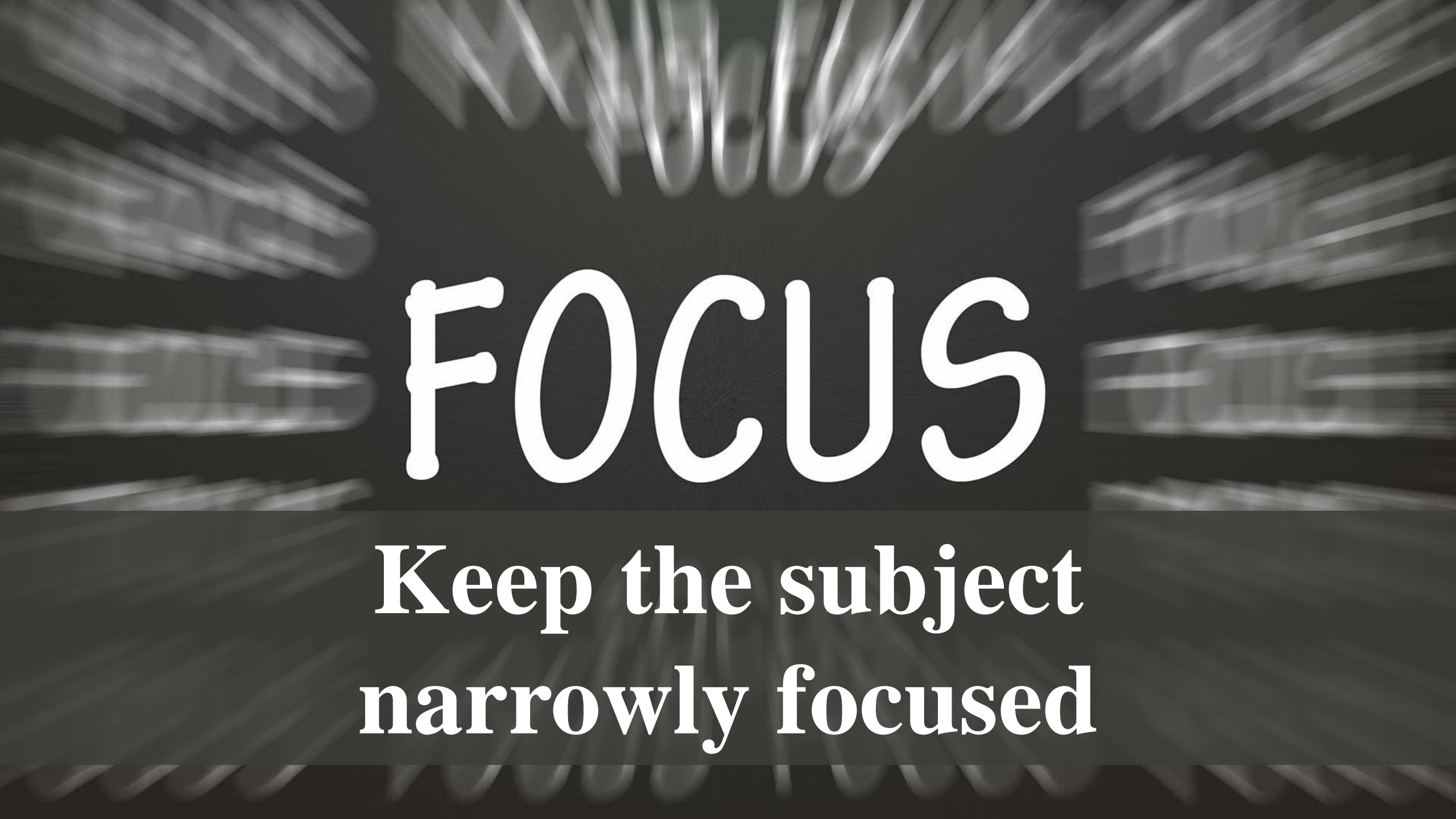
Clicks”

WHAT'S A SHORT CLICK?

If a viewer watches your video for only 8 seconds and ends his or her session, then YouTube's algorithm figures that he or she wasn't satisfied with your content.

WHAT'S A LONG CLICK?

If a viewer watches your video for 2 minutes or longer and continues to watch more videos during that session, then YouTube's algorithm figures that he or she was satisfied with your content.



FOCUS

**Keep the subject
narrowly focused**

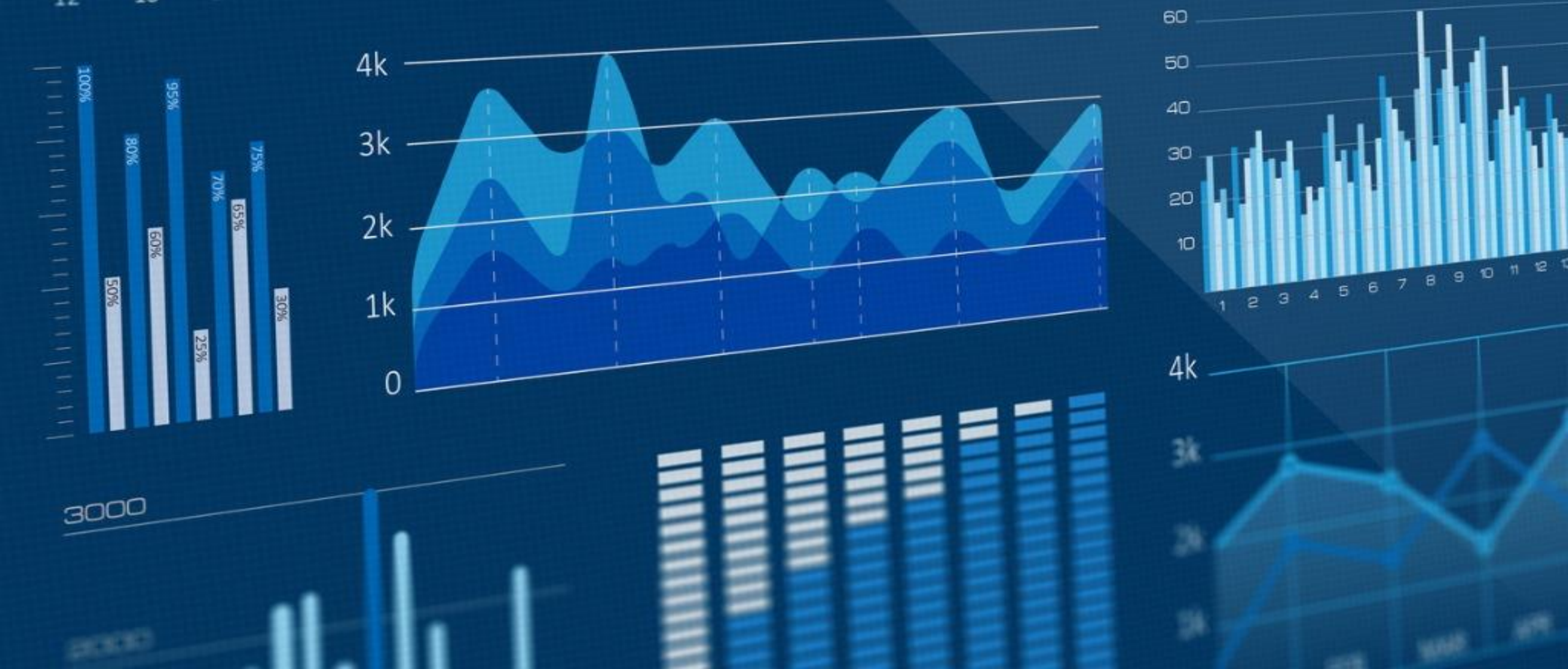
A photograph of two Black women sitting on a light-colored sofa in a modern living room. The woman on the left is wearing a light blue cardigan and jeans, holding a smartphone. The woman on the right is wearing a white and grey striped shirt and jeans, gesturing with her hand as if speaking. The background features a white brick wall and a wooden shelving unit with a small potted plant and books.

**Use a hook at the beginning – something interesting
that promises value to the viewer**



Promote off-platform





WATCH YOUR ANALYTICS



**HOW TO INCREASE AVD
(AVERAGE VIEWER DURATION)**

THANK
YOU

The image features the words "THANK YOU" rendered in a stylized, glowing neon font. The letters are white with a vibrant red glow and are mounted on a dark metal frame with visible wiring and connectors. The background is a dark blue gradient.