

# YOUTUBE SUCCESS

Resource Guide



 **KAJABI**

Marketing Training Team

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# YOUTUBE MONETIZATION

(WHAT YOU NEED)

**4K**

Hours of  
Watchtime

**1K**

Total  
Subscribers



Google AdSense  
Account

# Video Structure

Try to shoot for 3 to 20 minutes for your videos, and don't forget to put your links in the video descriptions!

- 1 Hook them right at the beginning with a one-liner or show a snippet from the video as a preview.  
.....
- 2 Then cut to your 5 second YouTube channel intro. Show your intro on every video you make!  
.....
- 3 Quickly introduce and qualify yourself. Be sure to keep it short. Your viewers don't need your entire life story, just a quick bio.  
.....
- 4 Before you begin teaching, give a quick summary of what you're going to cover or what the viewer will learn.  
.....
- 5 Now, you're ready to teach your lessons and deliver the value promised in the title of the video. Actually deliver value here.  
.....
- 6 After you've given them the meat and potatoes, it's very important that you mention your lead magnet that your viewers can get by clicking the link in the description of your video.  
.....
- 7 Call them to action by having them go to an opt-in page that you've created in Kajabi. A lead magnet is anything valuable that's protected by a form on your opt-in page. Get it? They need to opt-in to your list in order for the exchange to happen.  
.....

# Helpful Thumbnail Tips

Get your videos clicked on with outstanding thumbnails.

This is the billboard for your video, and is judged like the cover of a book!

## Use High-Quality Thumbnail Images

Avoid low-quality or fuzzy images because it's a reflection of your video quality. A pro tip is to zoom in or to highlight close-up images.

## Use Large Text And Branding

Any copy in your thumbnail should have HUGE text! Be consistent with the colors and fonts that you use for your brand.

## Highlight The Main Subject

Outline or crop the main subject so the thumbnail stands out. Try displaying a face in your thumbnail that conveys an emotion.

## Don't Start From Scratch

Before you start creating, take a look at the other thumbnails and find a style that you like. Use Customizable Thumbnail Templates on [Canva.com](https://www.canva.com). There are HUNDREDS of great templates to choose from.



# THUMBNAIL EXAMPLES

An eye-catching video thumbnail is as vital to your YouTube Success as the compelling video titles you write or the remarkable intro's that you'll start off with.





# YouTube SEO

## Metadata SEO Hacks

### Before You Even Upload Your Video

- ➡ Locate the file on your computer and then right click on it.
- ➡ Then choose "Get Info"
- ➡ Add your tags, re-name your file, and add your description.

### Do This TWICE!

First on your video file and again on your thumbnail file. Now your files are primed for uploading!

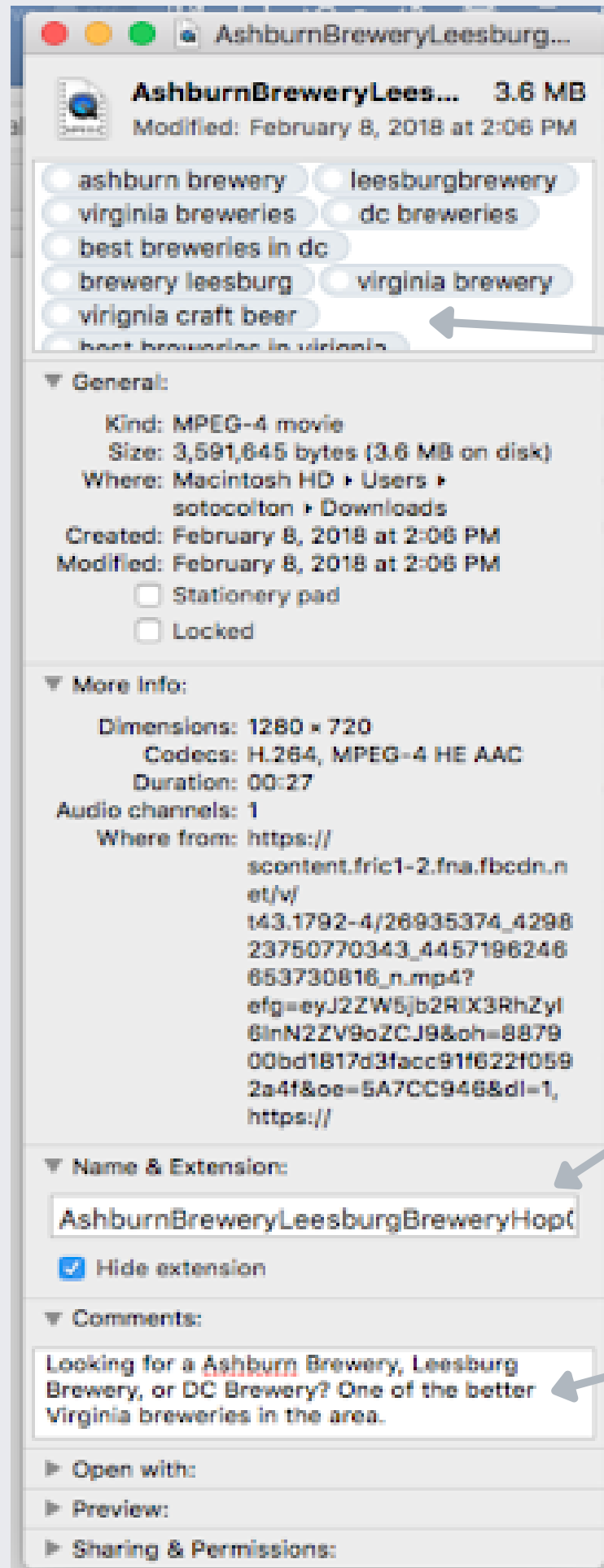
### While Uploading Your Video

- ➡ Upload as "UNLISTED"
- ➡ Use 5-10 tags (same tags in metadata)
- ➡ Same Title as Metadata

Add your top  
keywords / tags

Name your file the  
same as your  
video title

Add your video  
description in the  
comments section





## Understand What's Working For Your YouTube Channel

Track and compare your performance in real time so you never miss an opportunity to get more views.

Get free insights and guidance to keep your YouTube channel views growing.

A screenshot of the vidIQ search results interface. At the top, there is a search bar with the text 'get more views' and a 'Search' button. Below the search bar, there is a section titled 'Keywords related to your search' with a 'Filter Results' link. The main content is a table with columns for 'Keyword Provided', 'Search Volume', 'Competition', and 'Overall Score'. The table lists several keywords with their respective metrics. To the right of the table, there is a section titled 'Top trending videos' which displays two video thumbnails with their titles, view counts, and VPH (Views Per Hour) rates.

<input type="checkbox"/> Related Keywords	Search Volume	Competition	Overall Score
Keyword Provided			
<input type="checkbox"/> get more views	3,494	Low	24
Related Keywords			
<input type="checkbox"/> how to get more views on youtube	351,531	Medium	64
<input type="checkbox"/> get more views on youtube	31,952	Medium	56
<input type="checkbox"/> how to get more views on youtube fast	3,303	Low	56
<input type="checkbox"/> how to get more views on youtube 2020	1,221	Medium	52

**Top trending videos**

- GAMING 2021** How To Get More Views And Watchtime On Youtube 2021 | 100% Working Tric...  
Manjo dey · 21 days ago  
130,682 views · 258.3 VPH
- HOW TO GET STARTING VIEWS ON YouTube VIDEOS** How to Get More VIEWS On New Youtube Channel in 2021 🔥 | New Channel par ...  
Digital Raj · 24 days ago  
64,305 views · 111.3 VPH



# Kajabi University

The screenshot shows the Kajabi University website interface. At the top left is the 'University' logo. The top right navigation bar includes links for 'Topics', 'Levels', 'Resources', 'Our Catalog', 'My Library', 'Return To Your Dashboard', and 'Log In'. The main content area features the heading 'Let's Grow Together.' followed by a sub-headline: 'Learn how to grow your business with Kajabi University. Resources specifically tailored to build your confidence and help you thrive.' Below this is a large video player with the Kajabi University logo and a play button. At the bottom, there is a text prompt 'Already enrolled? Head straight to your Library!' and two buttons: 'Start learning now' and 'My Library'. The background of the website is light gray with faint dashed lines and a paper airplane icon.

# How Was The Webinar?

We'd love to hear about your webinar experience with the Kajabi Marketing Training Team.

**TAKE THE SURVEY**  
(About 2 Minutes)

