

# YouTube GROWTH STRATEGY GUIDE

How to **10X** Your Views in 60 Days or Less



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# My YouTube Growth Strategy Guide

## How to 10X YOUR VIEWS ON YOUTUBE IN 60 DAYS EVEN WITH NO VIRAL VIDEO

*(How I did it and How You Can Too!)*

### Introduction

So at the time of writing this, I manage a growing YouTube Channel (less than 1000 subscribers). I started using the channel 1 year+ ago. However, I actively started managing it a few weeks back.

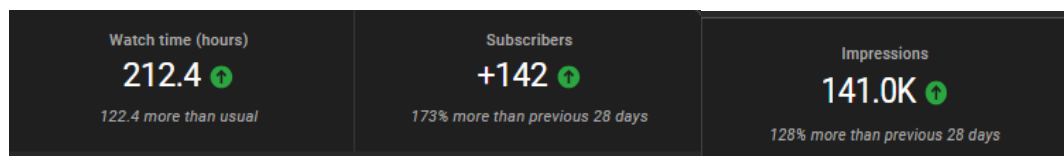
It's an educational Channel (meaning it teaches people on something). So, if you run an educational channel (whether teaching people on crypto, cooking, fashion, farming e.t.c.), this strategy guide will be very beneficial to you. However, if your channel is not an educational channel, you'd still find this YouTube strategy breakdown helpful.

Just like you, I struggled with views and visibility on my channel. On my best days, I would have my videos stuck at 100 views and on my worst, just about 14 views.

I had listened to every Guru I could find but there was no change. I began hoping for a viral video but, oops... still didn't come.

This went on and on until I decided to start a challenge of 'One Month YouTube lock-in' and I experienced the most growth I have had on the channel. I did it again and experienced the same results which blew my mind.

Now, Many of the strategies I used are what your typical 'YouTube Gurus' would call 'irrelevant' or 'wrong'. Don't worry, I'd share them with you. You'd be surprised.



The above are my stats for just a single month. Mind you, this channel is less than 1000 subscribers with no viral video.

However, with this strategy;

- My subscriber count increased by 173%
- My Views increased 5x
- My watch hours doubled
- My Impressions increased by 128%
- My Returning viewers doubled.

The results I showed you were achieved all within a month and was replicated in about the same figures the following month.

Now that you have seen the results above, this guide below will break down the exact strategies that worked for me and would also work for you (even if you own a very small channel)

Remember that these results are **not typical and may vary depending on your dedication, application, size of your channel and work-ethic**. However, with this particular strategy, your stats would surely break new grounds for your channel.

Now this strategy would reveal everything I did and you ought to do from Goals to proper setting up of your channel and from idea to uploading of your videos.

Let's Begin



## **Understanding and Setting YouTube Goals**

Now, during the one-month YouTube Lock-in challenge I did, I understood that I needed the channel to grow since I could no longer wait around for a viral video and since I am to implement a strategy, I needed to have a goal.

Setting of goals when running your channel not only helps keep you on track, it helps you stay motivated and most importantly, helps you monitor your growth.

You see, you could be growing but if you do not have a set goal, you would always think you are failing or doing poorly on YouTube. I once heard a saying that “if you don’t have a destination, you would never when you get there even if the ride was free”.

This is all to say that you first of all need to understand that YouTube is a marathon not a race and you are only in competition with yourself to outdo your past results.

With that in mind you want to begin setting your goals.

You should start by setting yearly goals, which should translate into monthly goals and then translate to weekly goals.

If you have had your small channel on YouTube for some years, you want to look at your past yearly analytics and use it as a reference to set your goals for this year>>this month and the coming months>>and the coming weeks. However, if your channel is still typically fresh (1 year plus), then you want to look at your past monthly analytics and use it as a reference to set your goals for the month>>and coming weeks.

Now, Here’s what I did.

- I looked at the current growth level of the channel within months back and that helped me set my next set of **SMART (Specific, Measurable, Achievable, Realistic and Relevant and Time Bound)** goals on a realistic scale.

<b>S</b>	<b>Specific</b>	Make your goal specific and narrow for more effective planning	
<b>M</b>	<b>Measurable</b>	Make sure your goal and progress are measurable	
<b>A</b>	<b>Achievable</b>	Make sure you can reasonably accomplish your goal within a certain time frame	
<b>R</b>	<b>Relevant</b>	Your goal should align with your values and long-term objectives	
<b>T</b>	<b>Time-based</b>	Set a realistic but ambitious end date to clarify task prioritization and increase motivation	

See, many times, we create expectations for our channel that are not realistic and are 100% dependent on luck which is why in the next point, I would show you the right way to set your goals.

- So when I say set goals, I am sure you have already calculated in your head how many views and subscribers you want yearly, monthly and weekly. As much as that is good, there's a better and more effective way of setting your goals.

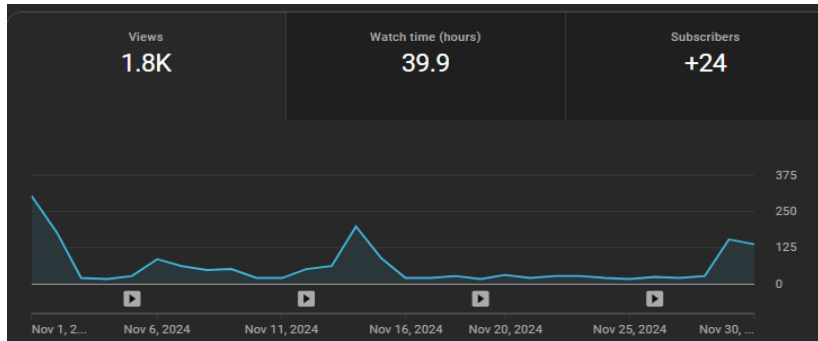
You want to set your goals on the major factors that **move the needle**. So instead of saying “my goal for this month is to get 6,000 views or 600 subscribers, Instead, you want to set your goals around the actual things that you ought to do that would help increase your monthly views and subscribers. For example, Goal for this month is to have \*\*\* number of video uploads in this month.

Your Goals need to be clear as day and have a clear path for achieving them.

I realized that it's important to set clear goals as you are truly able to measure your growth properly else you would get frustrated just because you didn't attain other viral figures you see. Remember, you are looking to growing your channel regardless even if you haven't gotten any viral video yet.

## This was My Goal;

Now, the channel I manage had an average monthly views of 1.5k with an average video upload of 4. So my goal was to increase the video upload to 20 videos in a month.



You see, Video upload is the factor that moves the needle here because more video uploads give your channel better opportunity to be seen by more people which means more views and translates to more subscribers.

Now, below, I would be sharing the other things I applied that helped me grow my views as well.

## Setting-Up Your Channel Rightly

Setting up your channel rightly is super important when you are trying to grow your channel particularly as a small channel. As a small channel, you need all the visibility you can get which is why you can't afford to miss anything.

Below are some key things to setup rightly in your channel;

### A. Niche

A **niche** is simply **the main topic or theme your YouTube channel is about**. It's the specific type of content you want to be known for—and what your audience can expect to find when they visit your channel.

As a YouTube Creator, you must have one niche. **That is the foremost important step to growth.**



Your Niche determines the kind of people you want to attract to your channel so if you want to get high views, you want them to be quality views that would stick around for more of your content which would lead to consistent high views.

If you don't have a niche, then you are simply opening the door to any Tom, Dick and Harry to come in which is the fastest way to confuse your audience and stop them from coming back.

Imagine that people who are interested in cooking videos, football videos, gaming videos and even chemistry lesson videos are all converging at your channel. *Weird and confusing right?* So how do you expect them to view your videos consistently? And how do you expect them to even subscribe?

This is why you must have a niche.

Now, it's not just about knowing your niche, your channel should also be able to reflect what your niche is about. Think of yourself as a random viewer and have an overview of your channel. Are you able to tell what the channel is about? Or do you have some vlog videos, some basketball videos and then some music videos of your favorite artist?

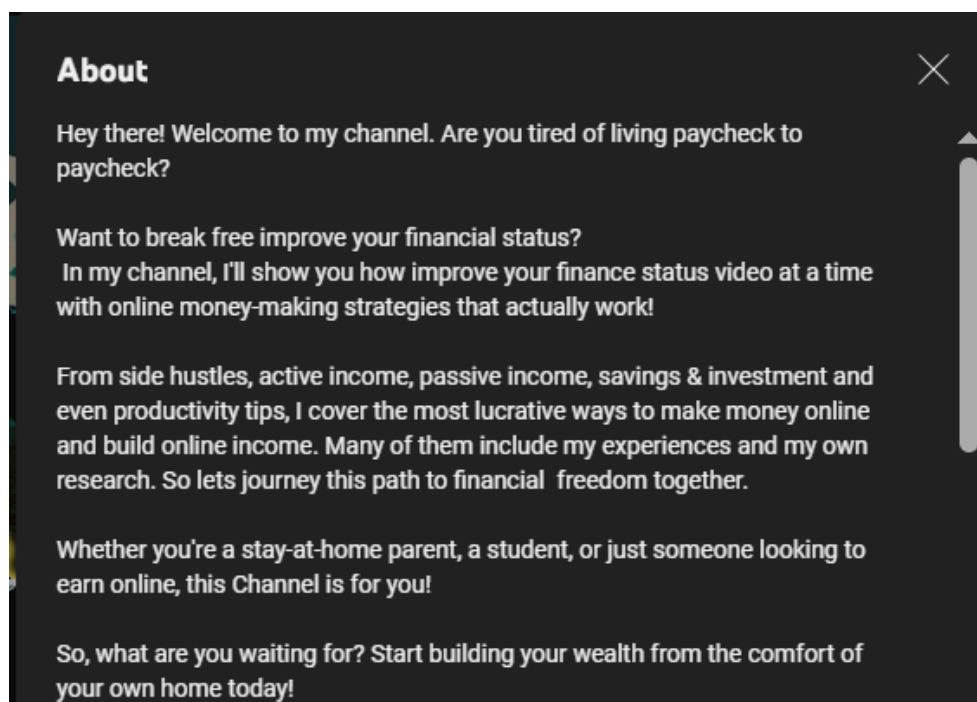
Whatever you see, is exactly what a random viewer who enters your channel would see. So, If you want to retain your viewers and attract more viewers, ensure you know your niche and your channel also reflects that too.

## **B. Description and Channel Tags**

As I said earlier, as a small channel, you want to be as visible as possible, so you want to ensure that the description of your channel describes what your channel is all about.

Your Channel description should be well stated in your 'About' section.

Not just does this help with SEO, it also helps in establishing some level of trust between you and your audience.



*(This is a great example of a detailed description)*

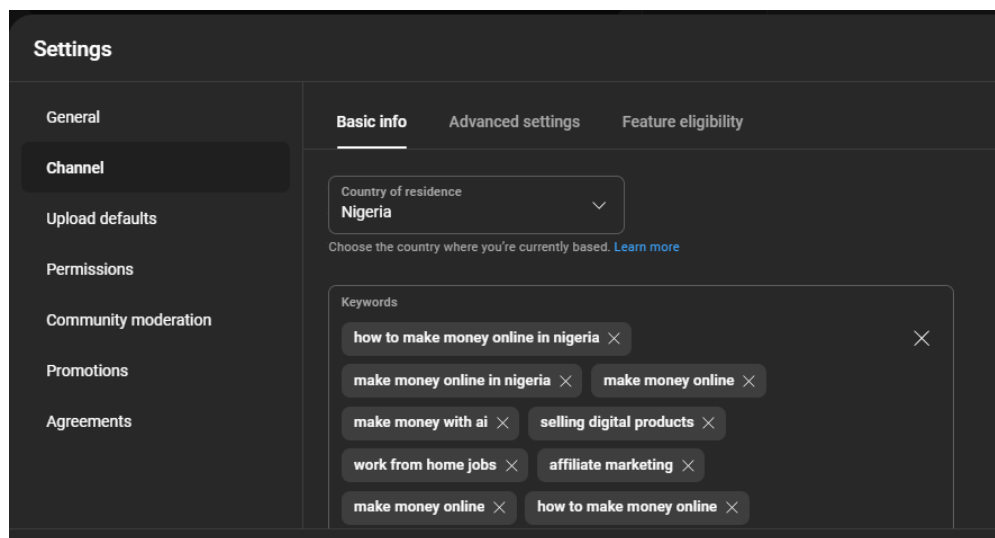
From the above, you can easily understand what the channel is all about and who the channel is for.

Now, I know that a lot of big channels may not have a detailed description but as a small channel, every detail matters because you are still trying to build your own loyal audience.

Having a detailed description helps viewers understand what your channel is about and builds a sense a belonging which is great because you want as much viewers to keep coming back and as much viewers to be able to find you and stick with you.

Once you have set up your detailed description, you want to set up your channel tags in your setting.

These tags should compose of keywords or topics that your channel is mostly associated with.



*(This is a great example of a Channel tags for a 'Make Money Online' channel)*

Once I did this, it wasn't long before I started noticing improvements in my channel growth. So if you haven't done this, go into your YouTube settings and have your channel tags set up.

## **Content Strategy**

- Contrary to what was the norm on my channel previously, I decided to start researching the video topics (within my niche) first. Don't worry, I show you in the later part how exactly I research topics.
- I used my analytics to see what videos did well in the past (that still has audience demand) and doubled down on them (recreated videos like them).
- I researched 5 video ideas and titles twice per week and put them in a spreadsheet just so that I have a content bank and don't run out of content ideas quickly. *(You can make use of the free content bank builder I attached as a bonus for you)*
- I took more time to script my videos as I understand that 'Actual' people are watching my videos so scripting matters a lot.  
Below is my scripting formula;

If you run an educational channel that teaches anything, use the below framework for your video scripts;

1. **The Proof/ Why** – This shows the result of the solution your video provides or why people should listen to you. For example, if you are teaching people how to edit a picture in photoshop, then you should show the result of what you have edited in photoshop first at the beginning of your video.

Or if you are teaching people how to lose belly fat, you should first show a picture/ video transformation of the attained results at the beginning of the video.

The ‘PROOF’ or WHY’ can also be in form of statistical evidence to back up your claims.

From my experience, this first step builds some trust with your viewers to keep them watching especially if you are still in the phase of building a loyal audience as a small subscriber.

Remember, this could also be used for negative hook ideas. For example; ‘5 Common foods to AVOID if you want to lose belly fat’, the ‘PROOF or WHY’ could be a visual testimonial or could be statistics backing up your claims.

**The ‘PROOF or WHY’ serves as the hook of your Video.**

2. **The Problem** – This should come immediately after the ‘PROOF/WHY’, Every educational video aims to provide solution to a problem so by stating the problem that your audience is facing, it resonates more with the viewer giving the feeling of satisfaction of finding a solution to the problem. This helps build attention which is crucial for video retention.

*For example; if you are teaching people how to lose belly fat, you want to state the possible problem that your viewer is facing; the way it affects them.*

*Something like ‘You have probably registered at the gym, working out week to week, and even reducing your daily food portion intake but you still can’t get that extra fat in your belly to go away’.*

**‘The Problem’ helps to support the hook.**

3. **The Fix** – Once you have stated the problem your viewer is most likely facing, you state the fix (which is what your video aims to provide in solving that problem). This reassures the viewer that your video is valuable and should be watched. I outline in details what I intend to provide in the video as much as possible so my viewer feels how value packed my video is.

*For example; if you are teaching people how to lose belly fat, you want to state what your video aims to provide (e.g ‘in this video, I would share the best high protein-calorie deficit foods to take to reduce stomach fat and best intermittent fasting hours to use e.t.c.).*

**‘The Fix’ boosts retention by keeping viewers glued and signaling to YouTube that your video is enjoyed by viewers... causing YouTube to push it to more people.**

4. **Value** – After stating the ‘fix’, The body of your script should then provide the value that your ‘fix’ promised. As an educational Creator, people watch your videos solely for the value and you must live up to that.

Try to go into details as much as possible without being repetitive or steering off-course.

‘The Value’ is the main content of your video and would determine if a viewer would watch another video of yours or not... so put in some effort.

NB: Give your call to action in between the value section when there is still a high retention. From my experience, it is more converting. So, in the middle of the video, you can say something like ‘*If you are finding this video helpful, do well to hit the like button, subscribe and turn on the notification bell icon*’ (you can do this in your own words).

This simple hack is what differentiates those who get hundreds of subscribers a month from those who get tens of subscribers a month

The middle of your script is also where you can instigate comments. For example, something like.... *‘Comment the word “SUCCESS” if you have watched up to this point. I would like to know that you followed through up till this point’*.

However, don’t say this at the same time with the call to action for likes as too many call to actions in a short space of time leads to lesser conversions.

5. **Continuity** – Now your video is coming to an end but instead of winding down with your videos, introduce another video that would be very helpful to the viewer (still in relation to that video) and direct them to click the end screen to keep watching. This I realized reduces drop-off and keeps giving other videos traction and also encouraging the viewer to binge-watch your videos.

***NB:** Use just one video in your endscreen (the video already introduced earlier) as that way, the attention of your viewer is not divided.*

**So, if you run an educational channel, follow this exact framework and you’ll notice significant improvements in your average view duration, watch time, and views over time.**

However, If your channel isn't focused on teaching (maybe you’re sharing stories, doing lifestyle vlogs, motivation, reactions, or commentary), you still need a **structure** that keeps your viewer hooked from beginning to end.

Here’s a simplified script structure you can use, adapted from my original framework:

## **1. The Hook / Curiosity Builder**

This is done at the very beginning of your video. You want to grab attention within the first 5–10 seconds.

For Example:

- “I never thought this would happen—but it did...”



- “Let me tell you the one decision that nearly ruined everything.”
- “You’re not going to believe how this ends.”

However, make sure to tailor your hook to align with your video.

You can also research similar successful channels in your niche and see how they create their hook and learn from it.

Whether it's a story, a reaction, or a vlog—**tease the most interesting part upfront.** Don't wait until the middle.

## 2. The Setup

This is done immediately after the hook. In this part, you want to tell your viewer what led to the situation.

If it's a story: Give context in a relatable way.

If it's a vlog: Walk the viewer through where you are and what's about to happen.

If it's motivational: Share the real emotion behind why you're creating this video.

Your goal is to make the viewer feel connected to that experience/story or curious about what's next.

## 3. The Unfolding / The Core

This is the **main body of your content**.

In this part, you want to break the story, reaction, or commentary into **mini sections** so that the pacing doesn't feel flat and boring.

Examples:

- “First, this happened...”
- “Then I/he/she made a mistake...”
- “And that's when things got crazy...”

Use cuts, music, overlays, or visuals to keep things visually engaging.

If you're faceless: use **sound effects, good pacing, and voice tone variation** to keep energy high.

#### 4. Engagement Prompt

Still in the middle of your main content but right when your story is heating up or during a high point of interest, slide in your **Call to Action**:

- “If this has ever happened to you, comment ‘ME’ below.”
- “If you’re loving this, go ahead and like the video and subscribe for more”

Don’t wait until the end because **most viewers drop off before then**. Place your CTA when the tension or curiosity is still high.

#### 5. The Takeaway / Emotional Close

Now that your video is almost coming to a close, you want to close with a **feeling**.

Let your viewer leave with something they can relate to or reflect on. For example:

- “This made me/him/her realize how much I/he/she was settling...”
- “Now I/he/she know why that lesson had to come the hard way.”

This gives your video **impact**—even if it’s entertainment-based.

#### 6. Continuity / Next Video Tease

Just like with educational videos, don’t end cold.

Instead you could:

- Say: “If you liked this, you’re going to love what happened the next time I tried this...”
- Use a single related video in your **end screen** and tell them to click it.

This helps increase **session time** and gives your other videos a traffic boost.

Again, make sure what you are saying in each of the sections is tailored to align with what is happening in your video.

**So if you are non-educational channel, copy this exact frame work and see the improved difference in your Average view duration, watch time and views overtime.**

## **Video Production & Editing**

- Now, just because I encourage you to push out more videos a month doesn't mean that you should record 20 average, sub-standard videos (*that have no tangible content*) and upload. It would hurt your views as you are giving an impression to viewers that your content is a waste of time.

This is why I said set your SMART goal based on what is Achievable and Realistic for you.

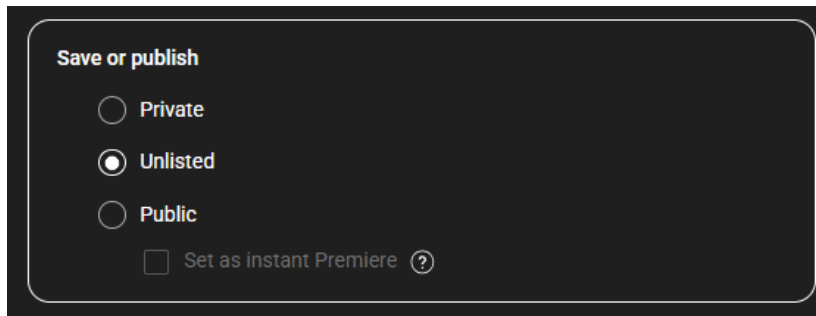
Look at the time frame it takes for you to produce a video (*From idea to upload*) and set your goals accordingly. Yes, you may need to push yourself more but not to the point that your channel and contents lose value just because you want to push out more content.

- For editing, if you do not want to outsource due to financial constraint, that's okay. You could edit them yourself (using simple tools like capcut); start with a smaller number of uploads and scale with time to reduce burnout. You can Incorporate background music into your videos as this helps drive your retention up by some degree.

Good retention is a sign that people are resonating with your content. It gives YouTube that feeling that such viewer likes your content which would prompt YouTube to recommend more of your videos to that viewer in the future which means more consistent views and which translates to even recommending your videos to more people who would be interested in your content.

However, It's very important to be cautious with this to avoid any copyright claim.

Ensure to use copyright free music from sites like Pixabay. Upload your videos (set to ‘*unlisted*’) 24-48 hours before your intended publish date so that YouTube can do its initial copyright check which gives you enough time to adjust the video if flagged for copyright.



## YouTube SEO Optimization

- I started researching my title before creating the videos. However, I focused on researching keywords to help better rank my videos and then build my titles from those keywords. I didn't hop on trending highly competitive titles, I focused on keywords that are ranking high with lower competition to help the channel with more visibility.

For keyword research, I used Google Gemini, Google trends, YouTube search, [VidIQ](#) and [VidIQ](#) Chrome Extension.

Here's how it works:

Give google gemini a prompt to give you current trending keywords/tags within your niche on 'YouTube'. Gemini gives some keywords and you go to Google trends to see how well that keyword has been trending on YouTube over the last 90 days.

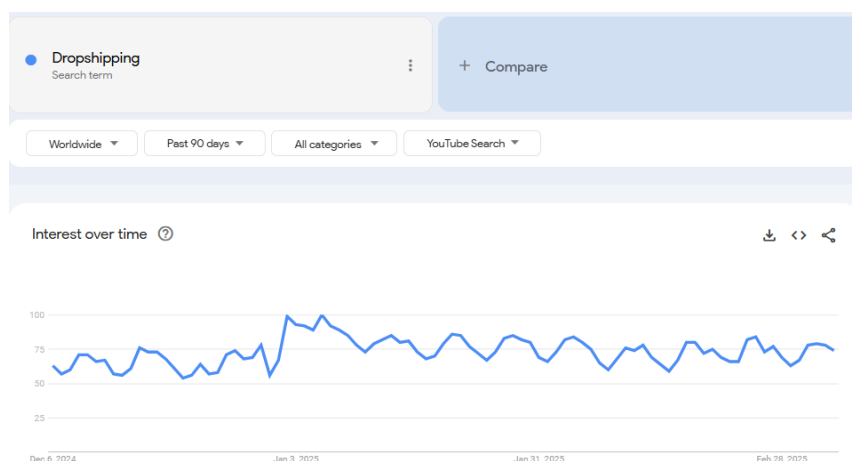
*For example, Let say I ask gemini to give me tags for a 'Make Money Online Niche' (as seen below).*

These tags are often used in videos about various ways to make money online, including:

- **E-commerce:** Dropshipping, print-on-demand, selling digital products
- **Freelancing:** Writing, graphic design, web development, virtual assistance
- **Content creation:** Blogging, vlogging, social media marketing, podcasting
- **Investing:** Stocks, cryptocurrencies, real estate
- **Online businesses:** Starting and running online businesses, such as e-commerce stores, online courses, and membership sites

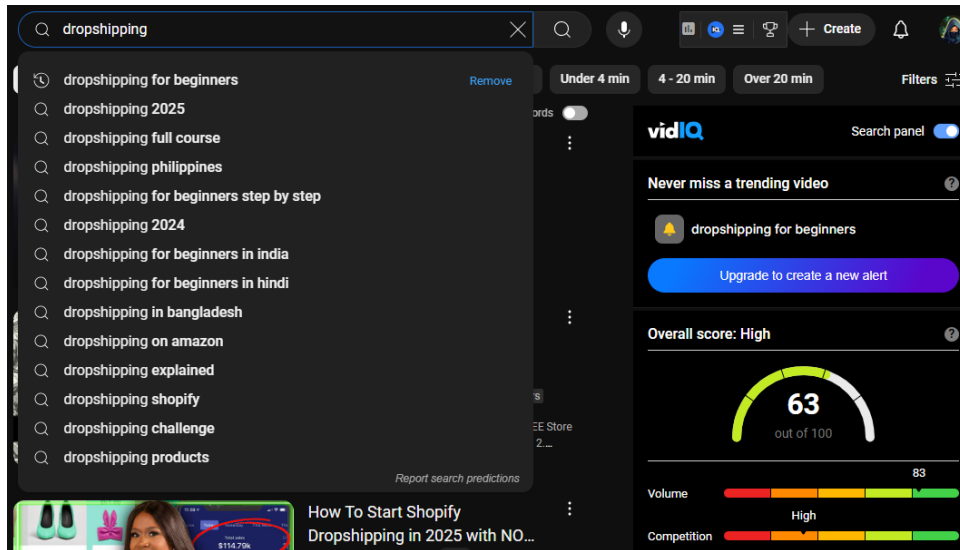
By using these tags, you can increase the visibility of your videos and reach a wider audience interested in making money online.

I can then search for like *'Dropshipping'* to see its current trend on Google trends *(as seen below)*.



Once I am convinced that the trend is consistently upward, I go to YouTube search and input that Keyword and with [VidIQ](#) chrome extension *(you can search on google how to add vidiq chrome extension to your desktop browser)*, I am able to see the search volume and competition on YouTube.

Now, YouTube then recommends longer version of that keyword that people are searching for and with that, I gradually build my title.



But before you conclude to leverage a particular keyword, make sure vidIQ shows you that the Volume is ‘high’ and competition is ‘low’ or ‘very low’.

As you can see in the picture above (*on the lower right*), even though the volume is high, the competition is also high (so at this point, ABORT MISSION and find another keyword). Only proceed if the volume is ‘high’ and competition is ‘low’ or ‘very low’.

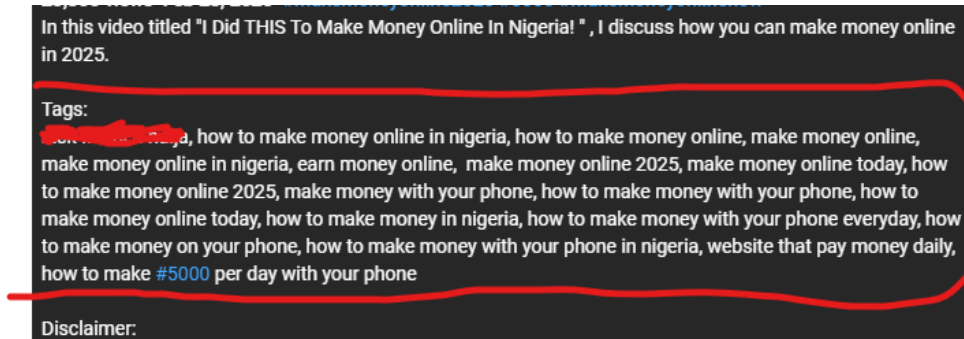
From my experience, Low competition SEO friendly titles for small channels help you get more visibility and put you in the face of people that actually need your videos. As a small channel, you need all the visibility you can get and SEO titles are your best bet.

For channels like vlogs, movies and random stories that don’t really rely on keywords, you would learn how you can leverage and do this in the later part of this guide.

- For your Video Description, try to include as much of your initial keyword as possible as you need to give the algorithm as much information on your videos as possible and re-emphasizing keywords from title in your description is good way to do that.



The lengthier your description, the better. However, don't clog your description with keywords without making meaning out of it. It looks tacky (*see below*).



(*This looks tacky and against youtube's policy*)

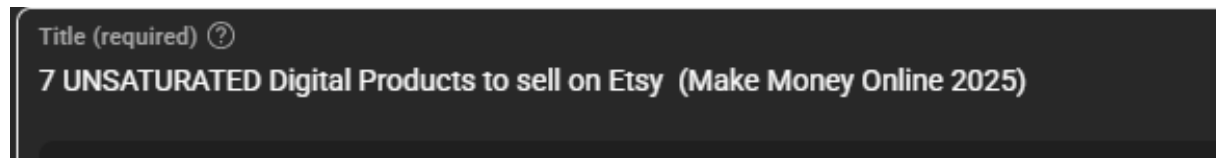
- Now a lot of Gurus say “*video tags don't matter*” but I beg to differ. First of all, if it had no use, it wouldn't still be amongst YouTube's features.

Although tags do not make your videos reach more audience, However, from my experience, using the appropriate tags further helps the algorithm to understand what your video is about, and who to show it to.

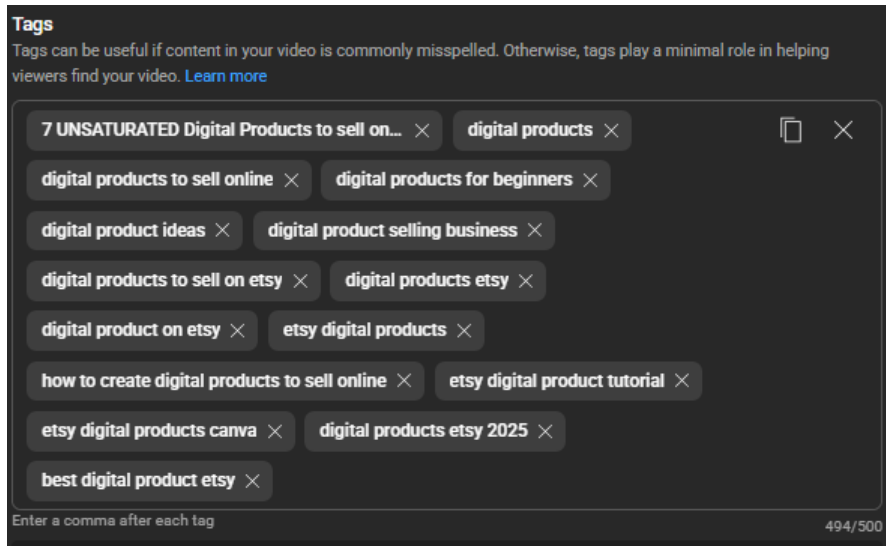
This is why I also optimized my tags for SEO.

When you do this, YouTube, would be testing your videos with your ideal viewers and increases your chance of a better metric.

Below is a perfect example.



(*The Title*)



*(The video Tags)*

Like I said earlier; As a small channel, you need as much visibility as you can get. However, clogging your tags with trending key words that are absolutely unrelated to your videos is enough to confuse the algorithm and can make it STOP promoting your videos to the right audience.

- My Thumbnail strategy was simple. Find a similar video on YouTube that is already doing well and model my thumbnails after it. From my experience, the easiest way to grow on YouTube is to copy what is already working. Even the Top 1% YouTubers do this.

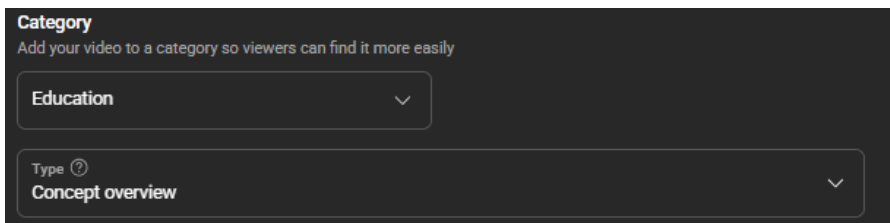
Now I don't mean just download and reupload the same thumbnail.... That's not how to copy, that's theft.

Instead, you want to go to your competitors who are doing well and see their thumbnail style and remodel it but adding your brand style.

This may sound like too much grammar if you do not know how to design thumbnails. However, you can always use simple tools like Canva to do your thumbnail design. Your thumbnails are super important as they are what makes your viewers click or not.

Now it's one thing to create a thumbnail and its another thing to create a thumbnail that forces people to click. This is why I created the '[Thumbnail design Mastery](#)'... to help practically show you the right mechanism to follow step by step in creating clickable thumbnails for top niches so that when YouTube starts showing your videos to more people, your thumbnail would be compelling enough to make them click >>> [Thumbnail Design Mastery](#)

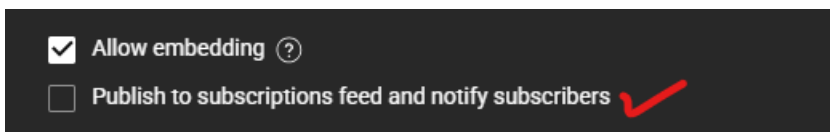
- Also categorize every of your videos appropriately. I started seeing some significant improvement since I started doing this. It helped gradually position my channel rightly for the algorithm.



I mean, imagine your video category is set to 'News & Politics' but your video is a gaming video. *Sounds confusing to you right?* And even more confusing to the algorithm!

So make sure you have that always checked.

**NOTE:** If you have a very small amount of subscribers (like 0 - 1000) or you have low returning viewers, always untick '*publish to subscription feed and notify subscribers*'.



This is so that your video is launched straight into the pool of videos in the recommendation system to show to viewers until you get some tangible amount of returning viewers who are actually interested in your videos (*I am not talking of friends and families you begged to subscribe or sub for sub*).

You may not see the results immediately, but I bet you that your videos would begin to take-off faster than if you had it ticked.

## **Posting Schedule & Consistency**

- I tried to post daily but given unforeseen circumstances in the video production and editing, I ensured I met my monthly upload target.

I have recorded my greatest Milestone in all Metrics after uploading more videos monthly. As a small YouTuber, quantity matters so ensure you upload as much as you can.

- For my posting time, I try to stick to a specific time for every upload. This has no significant effect in the overall success of a video (from my experience). However, it helps you stay organized as it gives your mind a daily deadline to not miss.

## **Promotion & Engagement Strategy**

- Stop sharing your recent videos to social media as it stunts the videos growth.

You see, YouTube wants people on their platform to get a viewer experience and not for people to jump to a video from an external site and jump out thereafter. Hence, from my experience, giving your recent video a headstart by sharing to your family and friends on WhatsApp or to your Instagram friends would hinder the natural 'YouTube recommendation traction'.

**THE BEST PLACE TO FIND YOUR SUBSCRIBERS IS ON YOUTUBE.**

NB: You can share older videos to external sites but not newer uploads.

- I have come to learn that YouTube loves engagement and if your video can get people to engage with it, it's a good thing.

However, as a small YouTuber, It may not be so easy to get natural engagements on your video so what you need to do is that; few hours after your video is uploaded, drop about 4 comments on your videos and pin one question comment.

Once you see that the video is gaining good traction, keep dropping comments at intervals. sign in into your other YouTube channels (if you have), watch your video and comment. Do it with multiple accounts on that video.

This helps get some traction on your videos and even encourage for Realtime comments from actual viewers.

### **Actionable Takeaways**

(Use the Video Launch Checklist attached for every video you plan to create)

## Important Things To Note

### **Your Path to Monetization**

As your channel starts growing, you'll eventually hit the question: *"How do I actually make money from this?"*

The first major step is **YouTube monetization** through the YouTube Partner Program (YPP). To qualify, you'll need to meet either of these two thresholds:

- **1,000 subscribers + 4,000 valid public watch hours in the past 12 months**
- **OR 1,000 subscribers + 10 million valid public Shorts views in the past 90 days**

If you're aiming for sustainable long-form content, focus more on watch time (4,000 hours), as it's easier to control through binge-worthy videos and playlists.

### **YouTube Analytics: What to Track (and How to Actually Improve It)**

Many new creators don't check their analytics and if they do, they don't really know what to look for.

That used to be me too. But YouTube actually gives you **free data** that shows you exactly what's working and what's not.

One major difference between channels that grow and those that stay stuck is this: **they track their data and make small improvements based on it.**

Now don't worry, I'll break it down so even if you've never checked your analytics before, you'll understand exactly what to look at, what it means, and how to improve it over time.

**Note: You are able to see most of these analytics when you use the desktop version of YouTube studio**

Now, Let's go step-by-step:



## 1. Impressions

**What it is:** This is how many times YouTube has *shown* your video thumbnail to someone on the platform (on their homepage, in search, or in suggested videos).

**What it tells you:** If your impressions are low, your video isn't being shown enough—which means the algorithm hasn't picked it up yet.

### How to improve your impressions:

- Focus on **SEO-optimized titles and topics** that people are already searching for.
- Choose **evergreen content** that doesn't expire quickly (e.g. "How to...", "Beginner's Guide to...", "Best tools for...").
- Be **consistent with uploads**: the more quality content you publish, the more YouTube has to work with.

💡 **Note:** You don't control impressions directly. You increase the chance of getting more impressions by creating content YouTube understands and sees value in.

## 2. Click-Through Rate (CTR)

**What it is:** This is the percentage of people who clicked your video after seeing the thumbnail.

**What it tells you:** If CTR is low, people are seeing your video but don't feel interested enough to click. It usually means your title or thumbnail needs more work.

### How to improve your CTR:

- Use **curiosity-based titles** that spark interest (without clickbait). E.g. "This Changed Everything About My Channel..." or "3 Mistakes That Killed My Views (I Fixed It)".

It doesn't matter your niche, craft your title in a way that makes people piqued with interest on what exactly that content is all about.

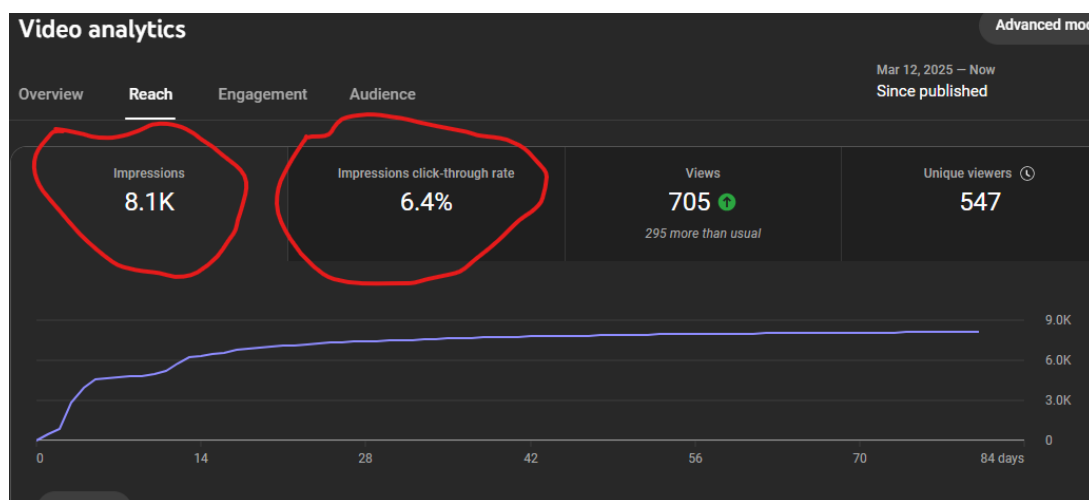
- Study **high-performing thumbnails** in your niche and model your design after them.
- Use **close-up faces**, bold readable text, and **contrast** in color to make thumbnails pop (see example below).



- Avoid cluttered or unclear thumbnails. Your image should make people **feel something** immediately.

 Note: Aim for a CTR between **4% and 10%** as a small channel.

However, if you struggle with your CTR because your thumbnails are not being clicked, then the [Thumbnail Design Mastery](#) shows you practically how to create thumbnails that attract clicks even if you haven't designed anything before so that your impressions don't go to waste.



*(here's how it looks like in your analytics)*

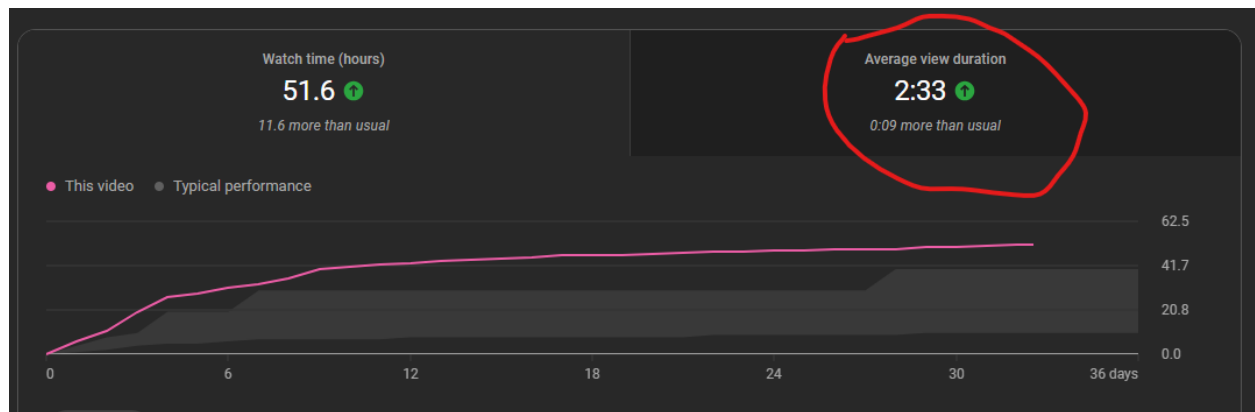
### 3. Average View Duration (AVD)

**What it is:** How long (in minutes) people watch your video, on average.

**What it tells you:** A high AVD means people are staying on your video, which tells YouTube your content is valuable.

**How to improve AVD:**

- Start with a **strong hook** in the first 5–10 seconds. Tell the viewer exactly what they'll gain from watching in the exact way they want to hear it.
- Cut out **unnecessary talk, long intros, or rambling**. Get to the point.
- Use **pattern interrupts** like cuts, text overlays, or even just your tone/energy changing to keep viewers engaged.
- Add **background music** (low and copyright-free) to create flow.



*(here's how it looks like in your analytics)*


### 4. Audience Retention Graph

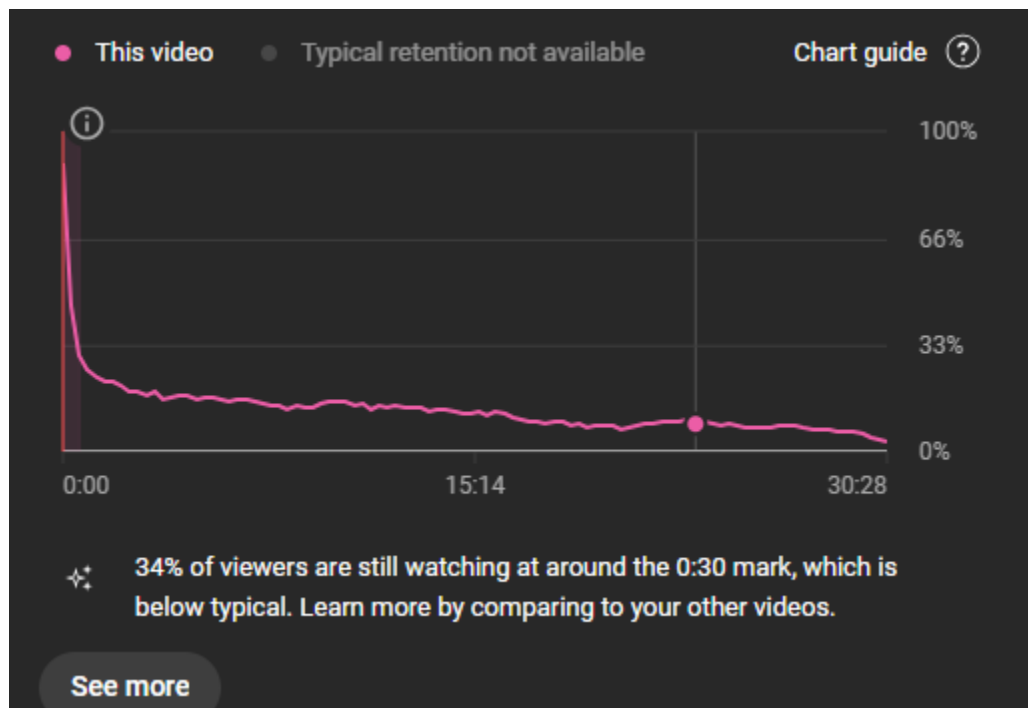
**What it is:** A line graph that shows *where exactly* people are dropping off in your video.

**What it tells you:** It helps you pinpoint weak points (boring parts, confusing transitions) and fix them in your next video.

## How to improve audience retention:

- Watch the graph and note when people stop watching. Then ask: “What was I saying or showing here that made them leave?”
- If you see a drop in the intro, your **hook might be too weak or too long**.
- If people leave in the middle, maybe you lost focus or stayed on one topic too long.
- **Add visuals or change the scene** every 10–15 seconds, especially if you’re doing faceless content or voiceover with images.

 Use the data to adjust—not to beat yourself up. You’re learning what works, and that’s a huge advantage.



*(here's how it looks like in your analytics)*

## Bonus: Engagement Metrics (Likes, Comments, Shares)

YouTube doesn't say these directly boost the algorithm, but they **do signal quality**. More engagement = more credibility = more chances of being recommended.

## How to increase engagement:

- Ask a **specific question** at the end or middle of the video.
- Pin a comment and reply to everyone.
- Occasionally say things like “Comment the word GROWTH if you’re still watching.”

### **Tip:**

Don’t overthink analytics—but don’t ignore it either.

Set a habit: **every 7 days**, check your top 3 videos, CTR, AVD, and retention graph.

Ask yourself one question:

“What small thing can I test or improve in my next upload?”

Over time, those tiny changes = big growth.

## Some Growth Strategies for Non-Educational Creators (Vlogs, Lifestyle, Storytime, Commentary, etc.)

Now, if your channel **doesn't teach anything directly**—maybe you vlog, share lifestyle content, talk about personal growth, or do reaction videos—you might be thinking:

“All this SEO and structure stuff is great... but does it still apply to me?”

The answer is: **yes—but you may have to apply it differently.**

Here's how to grow as a non-educational creator, even with a small channel:

### **1. Make Every Video “About the Viewer”—Even If It's About You**

If you're telling a story, sharing a day-in-your-life, or giving your opinion, the key to getting people to care is to **frame the video around your viewer's interests.**

Instead of:

- “Come Spend the Day With Me”

Try:

- “What Solo Living *Really* Looks Like (No One Talks About This)”

Instead of:

- “My Breakup Story”

Try:

- “I Ignored the Red Flags... Here's What Happened”

💡 Always ask: *Why should someone who doesn't know me click this?*  
Make your video titles and thumbnails **about a relatable emotion, curiosity, or situation**—not just you.

### **2. Lean into Topics with Built-In Curiosity or Emotion**

If you're not teaching a skill, then your best bet for growth is to focus on **human emotions**: fear, shame, regret, joy, surprise, ambition, identity.



Use title styles like:

- “No One Talks About This Side of [Topic]”
- “I Did [X] for 30 Days—Here’s What Happened”
- “The Most Embarrassing Thing I’ve Ever Done...”
- “The Truth About [Relatable Struggle]”

Even with lifestyle or stories, you can still tie your videos to what people are *already searching or feeling*.

#### 4. Use Trends—But Make Them Your Own

Non-educational channels can benefit from trends more easily—but don’t just copy blindly. Add your own twist or commentary to stand out.

Search for other channels (small – medium sized channel) within your niche, look out for videos that are doing very well in terms of their views (the views should be way more than the subscribers of that channel). Those videos are an indication that that kind of video is what people are currently interested in.

So you want to recreate it but with your own twist.

Let’s say a topic is trending (like “soft life,” “burnout,” or “minimalism”), here’s what you can do:

- Share **your personal take** on it: “Why the ‘Soft Life’ Isn’t for Me (Here’s Why...)”
- Do a “react and reflect” style video.
- Combine it with your life: “Trying the Soft Life as a Broke 24-Year-Old in Lagos”

Trends get views. But **personality builds loyalty**.

#### 5. Retention Still Matters—Even for Story-Based Channels

Even if you're not teaching anything, you still need to **hold attention**.

Some tips:

- Tease the ending early: “You won’t believe what happened at the end...”
- Use background music and visual breaks to reset attention.
- Jump right into the story—don’t drag out intros.
- Keep videos fast-paced, especially if you’re narrating or voiceover-based.

## 6. Still Use SEO—But Focus on Emotions & Curiosity in Titles

Yes, SEO still matters. But for you, it's not just about ranking—it's about triggering emotion.

Examples of strong searchable + emotional titles:

- “Living Alone at 24 – What No One Told Me”
- “I Tried Digital Detox for 7 Days (This Happened)”
- “How I Got Over Him – Real Talk”

 Make sure your **description and tags still include your niche keywords**, even if your title leans emotional.

Whether you're vlogging, storytelling, reacting, or inspiring people, the goal is to **create connection and package your content in a way people are already searching for or drawn to.**

- ✓ Relatable emotions
- ✓ Curiosity-based titles
- ✓ Consistent formats
- ✓ Binge-worthy playlists
- ✓ Clean thumbnails
- ✓ Better hooks = better retention

Even non-educational channels can grow FAST when you take your creativity and wrap it in this strategy.

## Conclusion

### **Growth Doesn't Happen by Hoping, It Happens by Doing**

Reading this guide is a great first step. But just **reading alone won't grow your channel**.

YouTube responds to **action**.

You can have the best strategy, the most optimized titles, the cleanest thumbnails... but if you don't **show up consistently**, it won't matter. The real results come from actually doing the work—creating, uploading, testing, learning, and improving.

And let me be honest with you: **YouTube is not a get-rich-quick scheme**.

You may not go viral tomorrow. You may not hit 1,000 subscribers next month. But if you're willing to **stay consistent, stay patient, and stay focused on the right things which I have explained in this guide**, you will grow (10x your views) and eventually attain those milestones faster than doing guesswork.

Growth may happen at different speeds for different channels—but it's guaranteed if you stay consistent and committed to the process... so don't give up just because the first few videos don't blow up. Don't compare your journey to others.

Your job is to **outdo your last video**, not someone else's.

So make sure to Keep showing up. Keep learning and Keep improving.

Now go create—and let the algorithm catch up later.