

THE FUTURE TRACK

COMPUTER EDUCATION

YOUTUBE

Course



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WWW.THEFUTURETRACK.COM

YOUTUBE COURSE

INTRODUCTION TO YOUTUBE

- What is YouTube?
- History and Evolution of YouTube
- Why Choose YouTube for Marketing and Content Creation?
- Understanding YouTube's Algorithm
- Exploring YouTube Trends

CREATING A YOUTUBE CHANNEL

- Step-by-Step Guide to Setting Up a Channel
- Choosing Your Niche
- Customizing Your Channel: Profile Picture, Banner, and Description
- Understanding YouTube Studio
- Channel Branding and Optimization Tips

VIDEO PRODUCTION ESSENTIALS

- Equipment You Need for YouTube (Cameras, Microphones, Lighting)
- Basic Video Shooting Techniques
- Recording Setup: Backgrounds and Environment
- Creating High-Quality Videos on a Budget
- Editing Basics: Software (Adobe Premiere Pro, iMovie, etc.)

YOUTUBE SEO (SEARCH ENGINE OPTIMIZATION)

- Understanding Keywords and Tags
- Optimizing Titles, Descriptions, and Thumbnails
- Using YouTube Analytics for Keyword Research
- Effective Use of Hashtags and Categories
- SEO Tools for YouTube

YOUTUBE COURSE

YOUTUBE MONETIZATION

- YouTube Partner Program and Requirements
- Different Ways to Monetize on YouTube (Ads, Memberships, Merchandise, etc.)
- Google AdSense Setup
- How to Create Sponsored Content
- Tips for Increasing Watch Time and Subscribers

PROMOTING YOUR YOUTUBE CHANNEL

- Using Social Media to Promote Videos
- Collaborations and Cross-Promotions
- Using Facebook, Instagram, and Twitter for YouTube Marketing
- Creating Playlists to Boost Engagement
- Engaging with Your Audience: Comments, Polls, and Community Posts

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YOUTUBE ANALYTICS

- Understanding YouTube Analytics Dashboard
- Analyzing Watch Time, Views, and Subscribers
- Understanding Audience Retention and Click-Through Rates

YOUTUBE COURSE

- Using Data to Improve Video Performance
- A/B Testing with Thumbnails, Titles, and Descriptions

ADVANCED YOUTUBE STRATEGIES

- Running YouTube Ads: Google Ads for Video
- YouTube Growth Strategies (Using Influencers, Trend Hijacking)
- Building a Personal Brand Through YouTube
- YouTube Live Streaming
- Creating Engaging Thumbnails and Eye-Catching Titles

YOUTUBE COMPLIANCE AND POLICIES

- YouTube Copyright Rules and Content ID
- Community Guidelines
- Avoiding Common Mistakes and Penalties
- Dealing with Demonetization
- Protecting Your Channel from Hacks and Suspensions

BONUS MODULES (OPTIONAL)

- YouTube Shorts: Creating Short-Form Videos
- How to Use Canva for YouTube Graphics (Thumbnails, Channel Art)
- Editing in Mobile Apps (Kinemaster, InShot, etc.)
- Creating YouTube Ads for Business
- Case Studies: Analyzing Successful YouTube Channels

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