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Get More YouTube Views: 7 Best Practices + 3 Mistakes To Avoid

YouTube is inarguably the biggest platform for video creators to potentially reach millions of people around the globe. The problem many creators face is [how to get those views](#). Whether you're just starting a YouTube channel for the first time or you're seeking new ways to gain viewers, it's important to stay on top of the latest methods. So, here's 7 of the best practices for getting more YouTube views (bonus: don't miss the 3 mistakes you'll definitely want to avoid).

7 Best Practices For Getting More YouTube Views

1) Make Smart Advertising Choices

If you're trying to monetize your blog, allowing YouTube to run advertisements can be a great start. But if you don't use the right kind of ad placements for your video, it can drive away viewers. If your video is longer, it's reasonable to run an ad in the middle. Shorter videos should stick to ads placed at the beginning or end of the video. Even though studies show that [visual attention is higher for advertisements on YouTube than on TV](#), you shouldn't expect viewers to watch more advertising than content. So before you check yes to placing ads in every place you can, consider the perspective of the viewer.

2) Include the Right Keywords for Each Video

For each of your videos, it's imperative to [write specific and unique keywords](#). The best place to put these phrases is through hashtags at the bottom of your description. But also remember to change the automatically generated keywords in the "Extras" section. Creating strands of keywords for each video will improve the reach of your video. It will also place your video in front of the right crowd. If you haven't been [customizing your keywords](#) for each video, you can open the data from previous videos by going to "Videos" in your YouTube Studio Dashboard.

Pro Tip: It can also be useful to keep a notepad or Word document with common keywords for you to add to your videos. Keeping this list can help you generate these words faster and cut down your uploading time.

Include keywords in these places:

- Thumbnails
- Tags
- Video Description

3) Creating a YouTube Subscribe Watermark

The subscribers you have, the more likely viewers are going to see your posts. But how do you draw viewers into subscribing? By creating a “subscribe” watermark for your videos. Creating your own “subscribe” watermark is simpler than it may look. In YouTube Studio, select Settings > Channel > Branding. From this screen, you can choose an image for your branding watermark and the amount of time you would like it displayed on your video. Make sure the [image design catches the eye](#) and matches your channel.

Pro Tip: Casually reminding viewers in your video to subscribe and click the Notification Bell can be a great way to also invite new viewers to subscribe. This method is especially effective if you make it fun or unique to your channel.

4) Aim to Entertain or Teach

There are two reasons most people watch YouTube: to be entertained or to learn something. If your videos are doing one or both of these actions, then you’re in a good place. [The more entertaining or informative](#) your videos are, the more likely people will share them, talk about them, and gain trust in your content. Gaining consistent subscribers and viewers is the key to growing your YouTube channel.

5) Create YouTube Playlists

If you’re a content creator that dabbles in several different kinds of videos, you may have noticed that some of your videos will get different responses. Some viewers may only want to watch certain types of videos you’ve made. But how do they find all your past videos for these categories? One way to help viewers find the content they are looking for is to create playlists for each category of videos you make. Creating playlists generates a “binge-watch” mentality with viewers. It also gains you more consistent views.

Pro Tip: Spend time organizing your playlists. It may seem logical to place them chronologically, but also consider the flow and topics of each video so they blend seamlessly together.

6) Balance Following Trends and Creating Unique Content

Once a trend is picked up on YouTube, you’ll find everyone releasing videos about the same subject or content, hoping to catch the tailwind of viewers. The problem with many of these videos is that they regurgitate the same content without offering anything new or unique. There’s nothing wrong with [creating content that people are already interested in](#). Be sure that

what you create is true to your channel's themes and other videos. Take note of what trends on YouTube are doing and see if you can add aspects of these videos to your content as well.

7) Create Relationships For Guest YouTuber Appearances

Creating bonds between like-minded channels can be a great way to increase viewership. Even [writing engaging comments on popular posts](#) can draw people's attention to your own channel. Try contacting similar channel creators and ask if they'd like to do a collaboration video. Having popular YouTuber guests on your posts can draw in new viewers, but it can also create a sense of community for both of your channels' subscribers.

3 Mistakes To Avoid

1) Not Setting Your Videos to Private Before Public Release

Before releasing your video to the public, consider running it through YouTube's analysis under the "private" or "unlisted" modes. This method can help protect you against getting your posts demonetized and can ensure the content you're creating is ready for the public eye.

2) Not Creating Custom Thumbnails

Your thumbnail is going to be your video's [first interaction with potential viewers](#). Think of the image as the driving force to get people to click on your video. You don't have to be a pro at Photoshop to create great thumbnails either. Resources like [Canva](#) can help you create gorgeous or hilarious thumbnails in just a few, simple steps.

Creating your own thumbnails can help viewers know what to expect from the video, but it can also be a great chance to show off your designing and photography skills as well. By appealing to the elements of design, you can increase your viewership and draw new viewers into your channel.

3) Not Including More Suggested Videos Throughout Your Videos

Similar to backlinks in blog posts, creating YouTube cards that suggest similar videos to your viewers will give them something to watch after the current video is over. Backlinking to your past videos ensures that you are creating consistent content. It also guarantees the videos are cycling through viewers' feeds at all times.

Which tip will you put into practice for your YouTube channel? Share your comment below!

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USE THIS PREVIEW TOOL: <https://exitintelligence.com/email-inbox-preview-tool>

Email Subject Line (witty): The Best 7 Practices To Increase YouTube Views

2nd Line: Learn how to get more authentic views.

Blog Title: 7 Practices For Increasing Youtube Views (And 3 Common Mistakes)

Meta Blog Title: Get More YouTube Views: 7 Best Content Creating Practices for Increasing Subscribers

Meta Description: If you want to increase your Youtube views or subscribers, you may be shocked to find you've been committing these 3 common content creator mistakes. Check out our 7 best practices for increasing Youtube views.

Facebook Update (short / witty): Are you a new YouTube creator searching for the best way to increase views? Have you noticed a plateau in your channel's views? Here are 7 easy practices to increase YouTube views and 3 common mistakes you could be making. Visit our website

thesearchenginepros.com for a complimentary Google rank analysis. "Like" the [Facebook page](#) for regular insights on [WordPress SEO](#). Writers can call 800-605-4988 to learn more about using online marketing to build their author platform.