



RITUAL ENTERTAINMENT NETWORK

GROWTH GUIDE

www.ritualnetwork.com

How can I grow my channel? This is a question that most YouTubers will ask at some point. Luckily, we are here to help. Here at Ritual we have a team of YouTube experts who have over 50 years of YouTube experience collectively. We have compiled this guide to help you grow your YouTube channel.

We can promise that if you follow every step in this guide you will increase your channels growth by over the next 3 months.

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RULES.

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Introduction.

Since 2011 we have worked with some of the biggest YouTube channels in the world. We have seen channels grow from 100 subscribers to over 100,000 in only a short space of time. We have also seen many channels who can never quite get there channel of the ground.

Our #1 goal as a company is to HELP the channels that don't quite get the recognition they deserve. In the growth guide 1.0 we plan on giving you the education you need to build a connected audience for the content you create.

Our promise to you is that if you follow this guide, and stick to it for at least three months you will see a great change in the consistency of active viewers on your channel.

We also offer a free YouTube manager to all of our partners. Our team of YouTube experts will analyze your channel for the whole duration you are working with us and offer advice to help you on your way to becoming a YouTube star. If you are not already partnered with us you can find out more [here](#).

Channel Identity

What is channel identity? Channel identity is a massive part of your channels future success. Your channel identity is the image that you want to portray to your viewers. If you are a gamer who loves to upload Call of Duty then your channel needs to reflect this.

YouTube today is the second largest search engine in the whole world. Every day, people watch hundreds of millions of hours of YouTube videos and generate billions of views. Viewers have the choice to view whatever content they like, at any time of the day. This is why channel identity is so important. For you to be able to grow consistently and keep a fanbase that wants to come back and watch your YouTube video's every day, the viewers need to know what they are coming to watch. If you are uploading different types of videos everyday you will find it hard to build a consistent audience. For example Joe uploads 7 minecraft videos every week, his subscribers know that they can go to Joe's channel and consistently watch what brought them to that channel in the first place.

The first step of you creating a succesful channel is choosing what you want your channel idenity to be. Now im not saying that you can only upload one type of video, but what i am saying is build a consistent audience that know what they are subscribing for.

Channel Identity

Choosing your channel identity can be difficult for some people. The way i recommend choosing it is by asking what *sort of videos do i like watching?* and *what do i enjoy doing?* Once you have answered them questions you will get a rough idea of the sort of content that you are probably best suited to post. When you actually enjoy what you are posting the videos are always much better!

Branding

The next step is branding your channel. A lot of people overlook this, but i can honestly tell you from experience that a channel that is branded well is always much more likely to succeed. When the channel is branded nicely, it attracts the viewer before they have even watched your videos. Channel branding is one of the most obvious secrets to success on YouTube, and also one of the most overlooked methods of growing your channel.

What you need:

- YouTube Banner
- YouTube Intro
- Profile Icon
- Thumbnails

You can find all of these tools available online fairly easy if you dont know any designers already. Great websites to use are places like Fiverr.com where you can have graphics made for \$5.

If you are already a Ritual Network partner then contact us

and we will help you get started with branding your channel. We have some great designers who can help you get your channel branding looking amazing!

When creating your branding you want to make sure that it reflects the your identity. For example if you are a beauty vlogger then a video thumbnail that reflects your channel identity is more likely to attract a new viewer to check out your video.

Key Points.

- Make sure you have a channel identity and upload videos of consistent content.
- Make sure your channel branding stands out and reflects your identity.

Video Titles

Here are a few tips which can help you hit those high audience numbers. Let us share this little secret trick with you that can help you get more views.

A large proportion of your video views will actually stem from user search. Especially if your subscriber count isn't in the hundreds of thousands. You will get more views from searches than your subscribers. The trick is; to tailor your YouTube titles to what the viewers are currently searching for. This will indicate the most popular searches for your content and ensure that you get more views,

For instance, if your video is on a Headset unboxing, then type this into the YouTube search bar and study the results. As you can see in the image, “test”, “review”, and “microphone” are shown as some of the more popular results.

A problem which most content creators encounter, and a tough challenge all of us have is coming up with that quirky yet cool video idea which will hopefully rake in the views. But others find it much harder, and more frustrating, to invent a catchy video title, which they are happy with creatively, and one which helps you appear in any search results.

Let us share this little secret trick with you that can help you get more view.

Video Titles

To craft a title, simply take these keywords to form something similar to “Turtle Beach X12 review an unboxing, including microphone test!”.

This method will make sure you hit those key searches and increase the maximum amount of views you will receive.

This next trick isn't as vital as a good title which hits all of the buzzwords, but should help gather some attention from the user searches!

This is video tags. Never forget to add tags to a video. They are just as important as the title. Having a good combination of tags will lead to becoming easily searchable in user searches. A good combination of tags which follows our example would be;

X12 Test, X12 review, Turtle Beach, Headset, X12 Unboxing, Headset unboxing, Turtle Beach unboxing.

Make sure not to overflow your tag box with a thousand tags however. YouTube considered a long list of tags to be spam, and this goes against YouTube terms of use and service. This can lead to a strike against your own account. Also make sure to keep tags out of the description box! This will only put off potential subscribers and will also lead to a YouTube strike.

We have a video tag generator on our dashboard free for all of our partners it is available under the ‘APPS’ section.

Video watch time.

Is watch time important?

The official term for Watch time is audience retention This can be found within your your YouTube analytics. The videos which are watched the longest tend to rack up those crazy view counts and are the ones which bring the most CPM! Watch time is important for all YouTube channels who want to earn a full time living.

The new YouTube Red service will change the way audience retention works for you as a partner— This is because any revenue earned on a video through YouTube Red will be estimated on a Watch time statistic rather than views. So if you want to smash the big bucks, a couple thousand viewers watching 8 minutes of a 10 minute video is more important than 100,000 7 second viewers!

Ways in which your Watch time can be improved:

Create high-quality, original content.

This may seem like an obvious tip, but it's one that really needs repeating! The better the quality of your content, and the more original it is will only lend to a higher view count, but more importantly a longer Watch time. Viewers will continue watching videos which are highly entertaining and of the likes they've never seen before. Viewers are more likely to share such content as well!

Video watch time.

Get the viewer excited!

If your videos take half the run time to get exciting or interesting, the viewer will have likely clicked away before the good bits start (now isn't that a waste of effort!). Intros should be short and sweet, and the aim of your video should kick within seconds. With attention spans being lower than ever, immediate action is key! Keeping your energy consistent throughout videos is also vital. The fastest growing YouTubers, Jacksepticeye being one example, follow these steps to a T and serve as prime examples.

Never mislead the viewership.

In a world riddled with clickbait articles and videos with sexy thumbnails: titles which trick viewers into clicking the video, only to find the content to not match will only lead them to click away from the video, looking for the content they're actually after,

So tricking your viewers with clickbait and suggestive thumbnails will only lead to a reduced watch time, and therefore a reduced income. All of your video metadata should accurately reflect the video content and this will lead to a longer Watch time!

Link the old to the new!

After running some viewer tests, annotations correlate between watch times on older videos. It is proven that placing annotations on videos see's a 15% increase in Watch time. Make sure that you annotate all of your videos, and enjoy the extra views!

Consistency

Being consistent is usually what separates the huge channels and the small channels. Its pretty simple really, for you to be successful and build a fan base you need to be uploading consistent content.

For the next 30 days i want you to focus on uploading a minimum of three videos per week minimum.

We have a scheduler tools available free to use for all of our partners. You can schedule the days you are going to upload that week and set reminders for tasks easily. Find it [here](#).

If you upload consistently for 30 days and follow all of our other tips i guarantee within 30 days you will see massive results.

I can not stress to you enough how important this step is.

Summary

Follow this guide for three months and you WILL grow. We work with thousands of channels and enjoy continued success every day with all of our content creators.

This is only v1.0 of our Growth Guide. To get access to all of our guides and all future guides partner your channel with us today. You can find out loads of information [here](#).

We will be releasing a very detailed version of this growth guide very shortly. I would go as far as to say that it will be the best and most in-depth YouTube growth guide ever released.

Make sure you share your results with us, and if you have any additional questions then please do not hesitate to ask us.

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