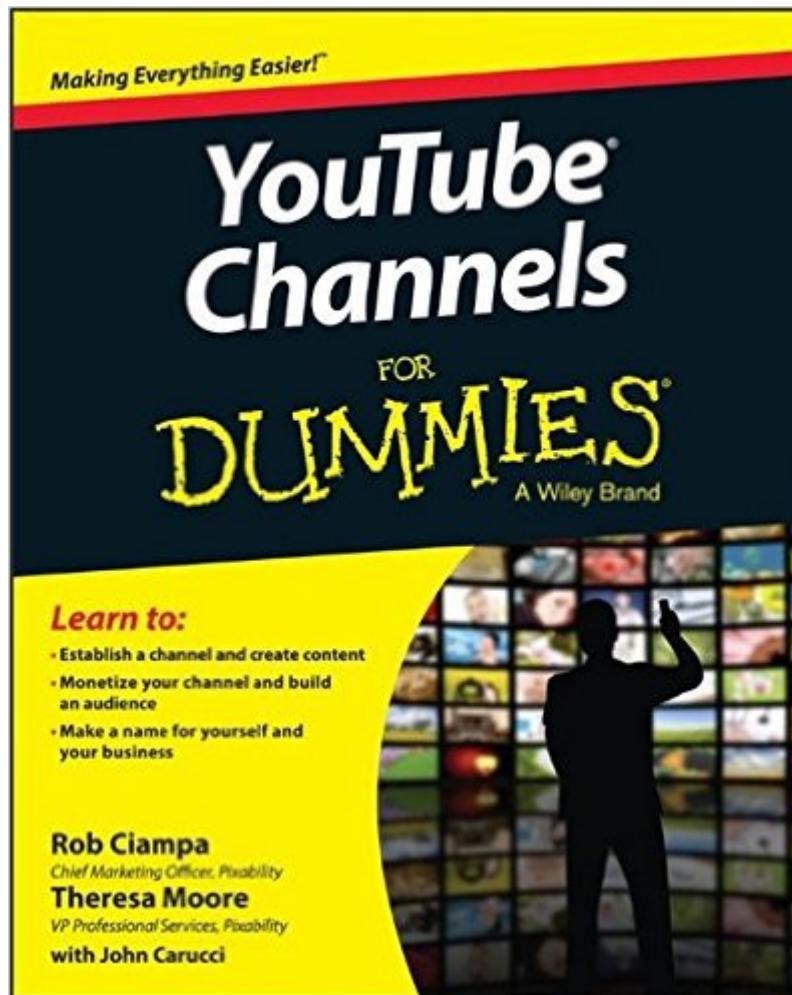


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YouTube Channels For Dummies



Synopsis

Create content and build a YouTube channel like a pro Written by a successful YouTube channel producer, YouTube Channels For Dummies shows you how to create content, establish a channel, build an audience, and successfully monetize video content online. Beginning with the basics, it shows you how to establish a channel, join a partner program, and develop a content plan. Next, you'll gain insight into how to create content that builds a channel, enhance the viral nature of a video, encourage subscriptions, and earn repeat views. If that weren't enough, you'll go on even further to learn how to get the word out about your channel and discover ways to enhance your potential profits. That's a lot of infoâ "but it's easily digestible and simple to put into practice when it's provided in the accessible and trusted For Dummies format. YouTube is the third most-visited website on the Internet, making it prime real estate for anyone seeking customers, celebrity, or education. If you want to harness this irresistible platform and reach a global platform, YouTube Channels For Dummies makes it easy. In no time, you'll have the know-how to create a YouTube channel with regular subscribers who watch, re-watch, and share your videos. Includes ten easy tips for growing a raptured YouTube audience Details how to enhance the viral nature of a video Shows you how to create and maintain a YouTube channel that generates views and revenue Written by the producer of a leading YouTube channel

Book Information

Series: For Dummies

Paperback: 408 pages

Publisher: For Dummies; 1 edition (April 27, 2015)

Language: English

ISBN-10: 1118958179

ISBN-13: 978-1118958179

Product Dimensions: 7.4 x 0.8 x 9.3 inches

Shipping Weight: 1.2 pounds (View shipping rates and policies)

Average Customer Review: 4.8 out of 5 starsÂ Â See all reviewsÂ (32 customer reviews)

Best Sellers Rank: #42,684 in Books (See Top 100 in Books) #9 inÂ Books > Computers & Technology > Digital Audio, Video & Photography > Video Production #52 inÂ Books > Computers & Technology > Web Development & Design > Web Design #558 inÂ Books > Textbooks > Computer Science

Customer Reviews

There is a lot of helpful information here. However, given that the publication date was April of this year, there should have been an update regarding the Google+ integration and how this affected the customization of the user's Channel URL, a very important core piece of YouTube identity. Page 52 describes the old version of the process. Google now requires significant skin in the game, either by adhering to the four criteria just below, or by linking one's website with one's Google+ id and placing that code snippet on every page of one's website:-----To get a custom URL for your channel, your account needs to be in good standing and meet a few other requirements:500 or more subscribersChannels is at least 30 days oldChannel has uploaded a photo for the channel iconChannel has uploaded channel artYou can also qualify for a custom URL by linking and verifying your official webpage with your channel or +Page.-----Getting 500 subscribers may be easy for some content providers, but for those starting out, who need the platform for artistic, creative, or business exposure, it takes a while to accrue that many. Why force users to pull in that number of subscribers before qualifying for a custom Channel URL? Because presumably it incentivizes them to take the quicker alternate route offered, per above, which is to embed Google+ code on one's website, thus pushing Google's brand for social media.

YouTube is a complex platform. Independent content creators and marketers alike often struggle to get the most out of their video strategy because they are not aware of all the many moving parts that go into a successful YouTube channel. This book covers all the necessary ingredients for a successful YouTube channel. It starts with a detailed explanation of the basics, such as setting up a channel in the right way, and it goes into various advanced topics like monetization strategies and ad buying. It's a very thorough, well-written and detailed reference book for people who want to succeed as content producers or marketers on YouTube.

I am preparing to become a YouTube vlog subscriber. Knowing the ins and outs was important to me with all of the intricate parts unknown until I bought this book. It sure made getting ready a lot simpler than the difficult to understand directions within the YouTube sign up area. I recommend this book as it gave me those sets of instructions and many other hints as to how to have a successful YouTube site.

This is definitely the "go to" book on Youtube. There is so much information in here it took me quite awhile to completely read the kindle edition. A good investment and worth every penny spent.

This book enabled me to get my YouTube channel up and running in short order. It was an excellent starting point to an initially intimidating endeavor. It's nicely organized and very easy to read. I was able to just read the parts of the book for the information I needed to get going. It helps guide the user through the issues such as copyrights and monetization. It also provides good information on how to expand your audience.

This is a fantastic book on an important subject. I did not know anything about YouTube and YouTube channels before I read this; after a few hours I was ready to use YouTube for real. Good conversational tone and loved the humor and color used by the author. Anyone interested in YouTube should buy this book.

Glad I bought this. Excellent material, easy to understand. I'm a new videographer (for my business) and I'm in the learning stages and this book has started the wheels spinning....at high speed. Love it!

Excellent explanations on how to go about setting up a YouTube Channel. And as clients of mine (and myself) ask how we might use YouTube to place videos, this book offers some clarity around the distinction between being a YouTube creator and a YouTube advertiser. I can more clearly state that my clients should be focusing on advertising and seeking out 'channels' that their target viewers may be watching instead of spending too much time placing videos (although there is a place for that - building authority, giving viewers a reason to stay in touch and subscribe and so on. As a video production professional more than a marketing manager, it is already helping me to understand some better ways to explain to my traditional TV clients how we might migrate to online - and YouTube specifically - in a way that is successful.

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