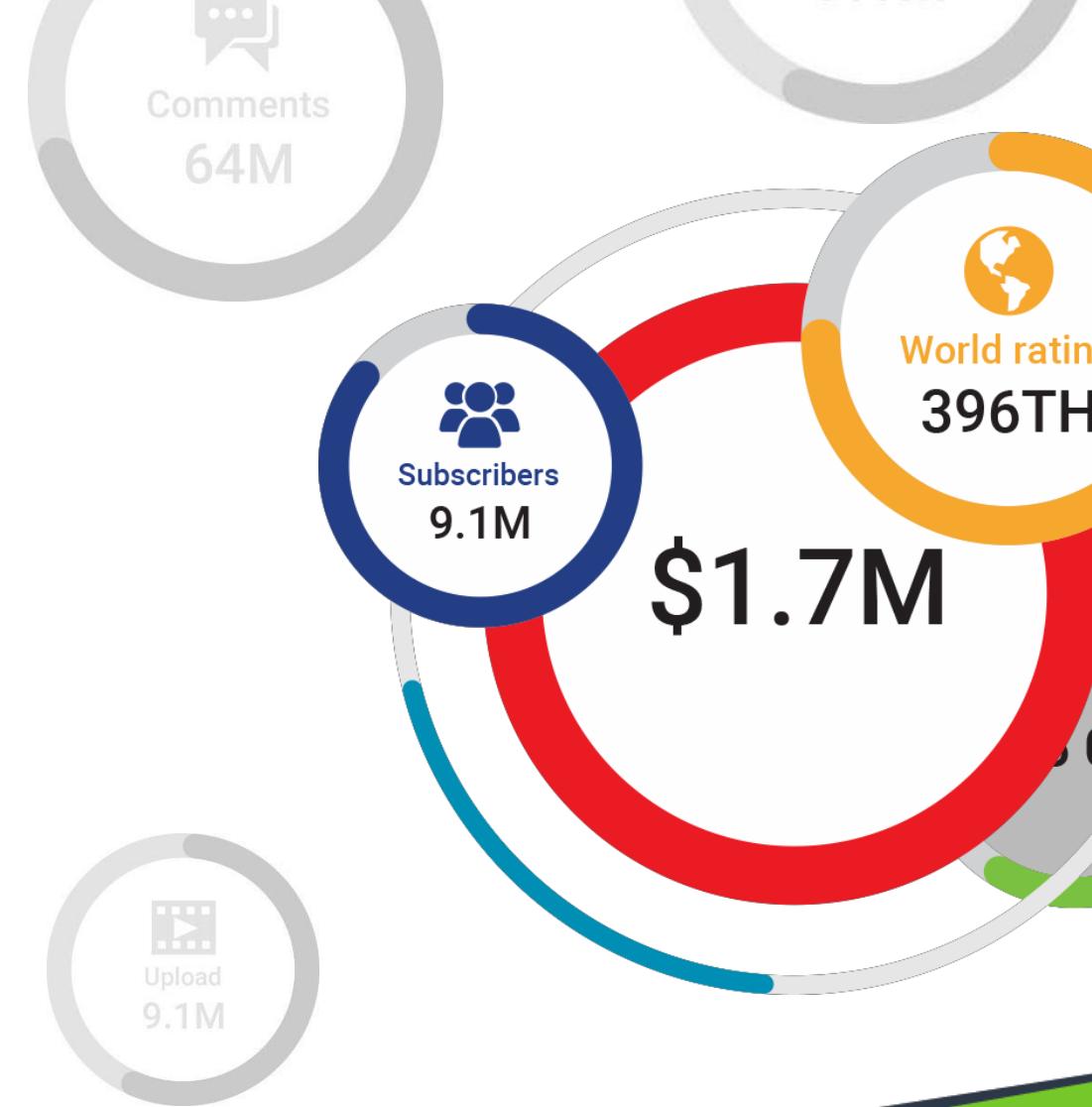




Doing successful business with YouTube

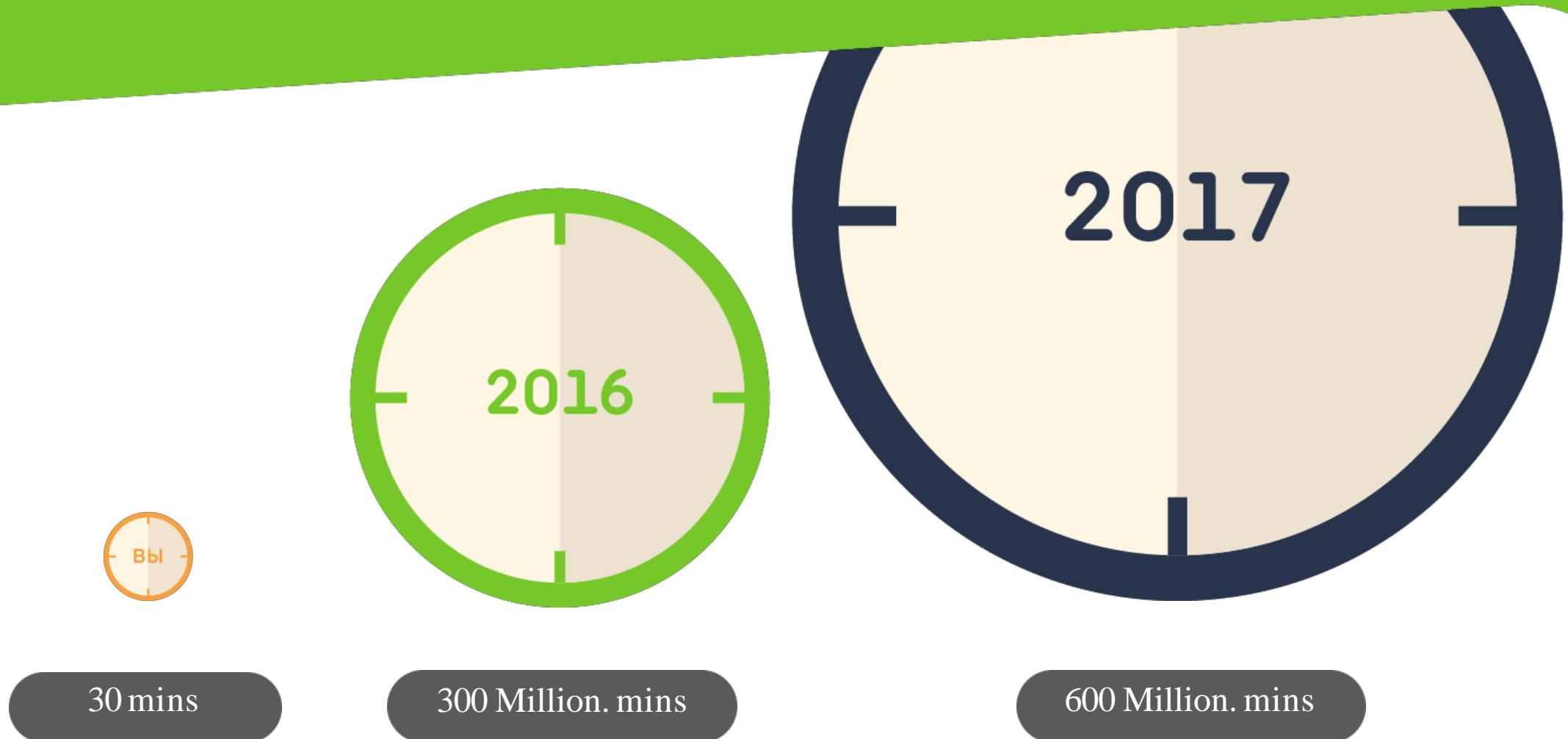
Lukashov Maksym
SeeZisLab Project Manager



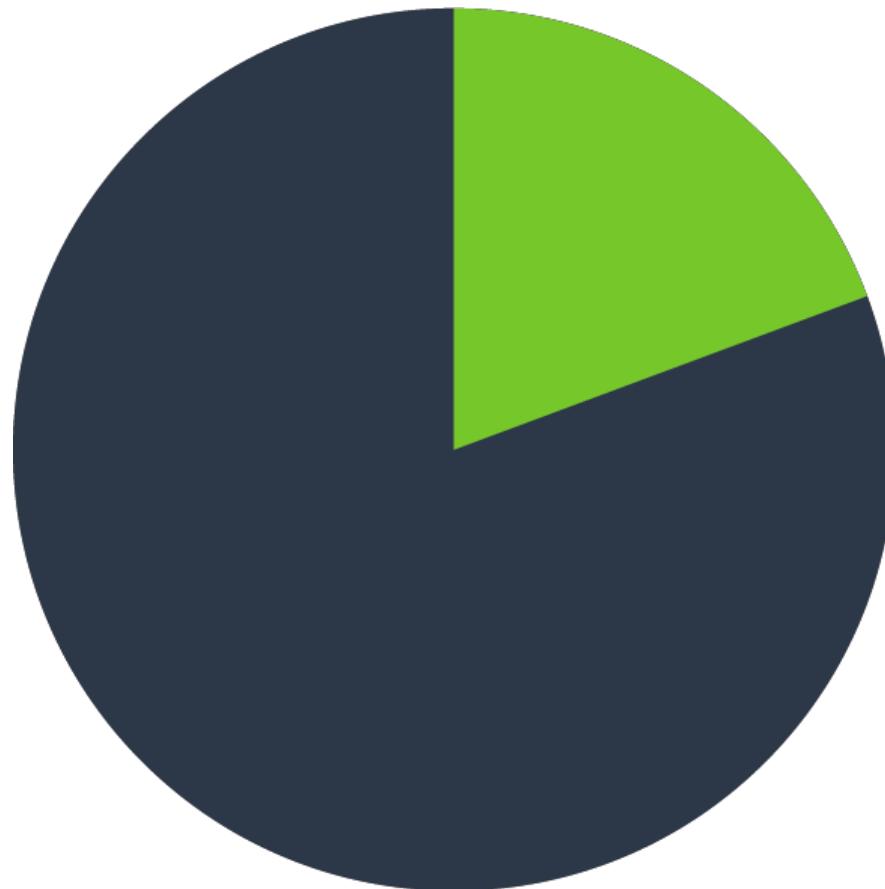
Steps to earn with YouTube



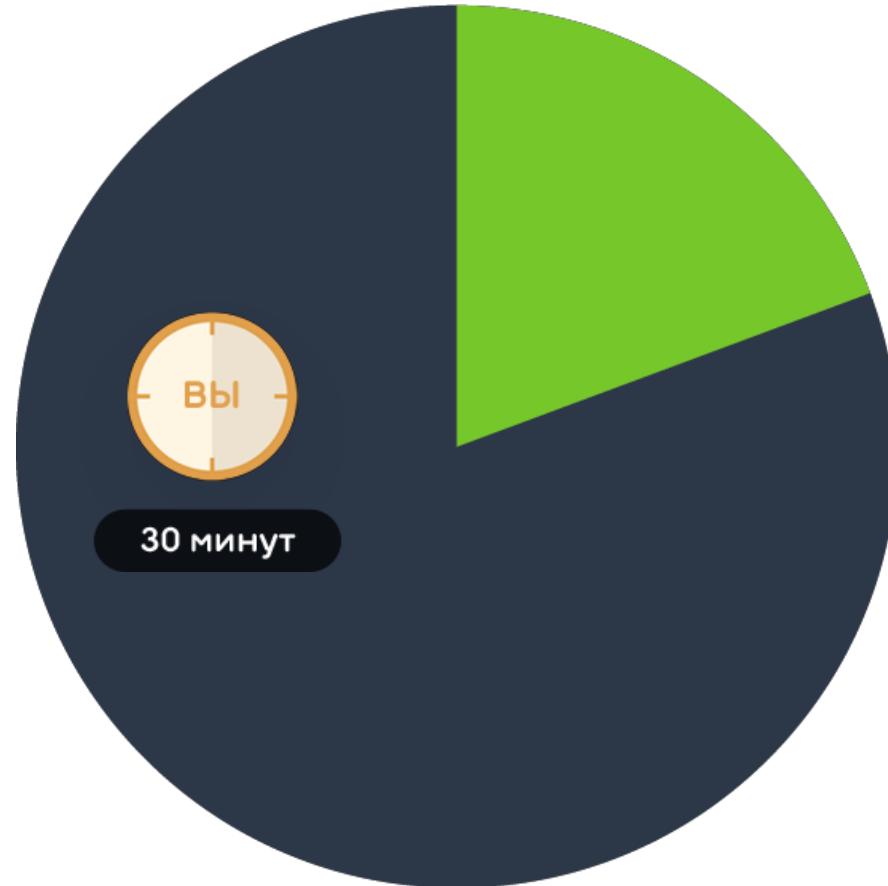
YouTube Extents



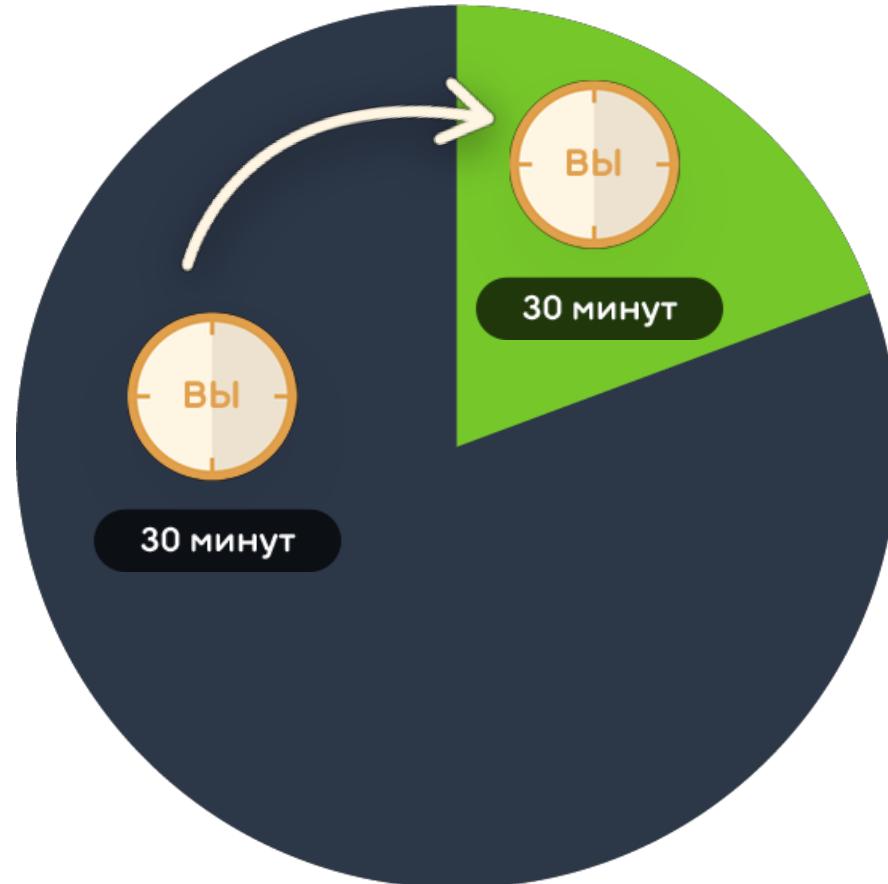
Pareto Principle



Pareto Principle



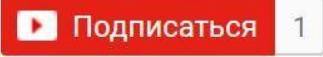
Pareto Principle



Troubles

Танки онлайн

 Наталия Добролежа

 Подписаться 1

5 просмотров

 Добавить в  Поделиться  Ещё

 1  0

Опубликовано: 3 февр. 2016 г.
Цуап

Nº1 Niche Choice

Categories:

MUSIC

ENTERTAINMENT

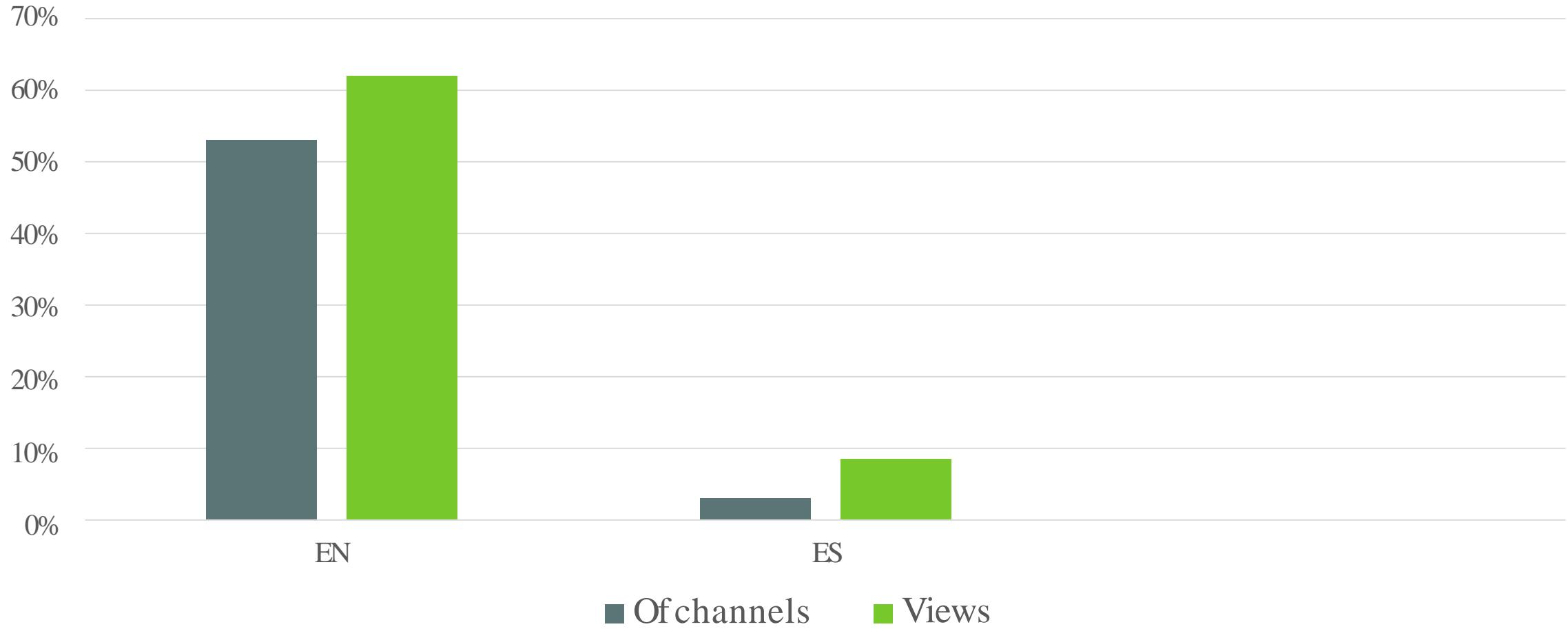
PEOPLE AND BLOGS

GAMES

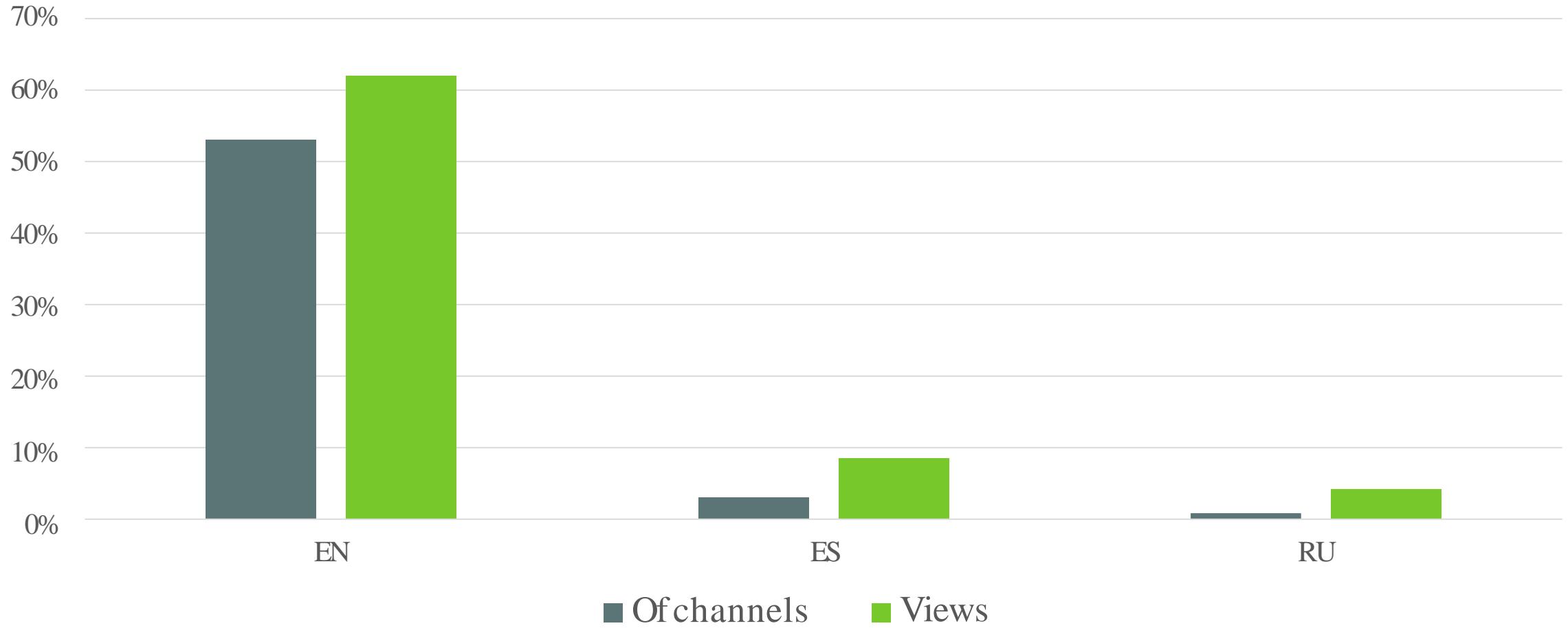
70% OF ALL VIEWS

62% OF ALL CHANNELS

№2 Language



№2 Language



Two Youtubers Comparing Incomes



SlivkiShow
SlivkiShow это интересные и познавательные видео. Контент меняется каждую неделю. Сотрудничество и предложения –
<https://vk.com/id206285614>

SlivkiShow

HD 3D 360° 10M

Language: RU

Price for 1000 views

\$0,31



CrazyRussianHacker
cool science experiments

CrazyRussianHacker

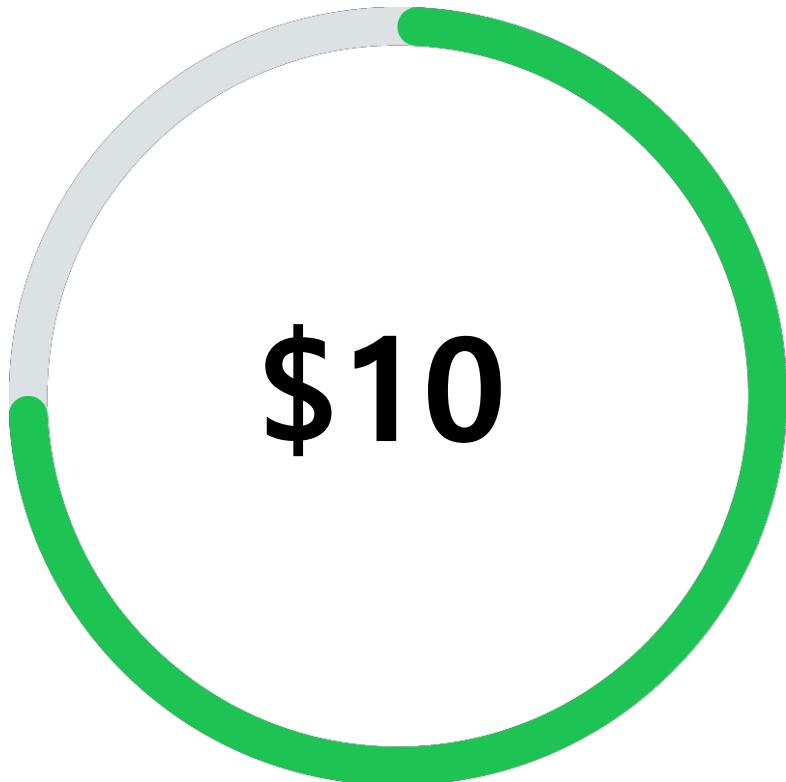
HD 3D 360° 10M

Language: EN

Price for 1000 views

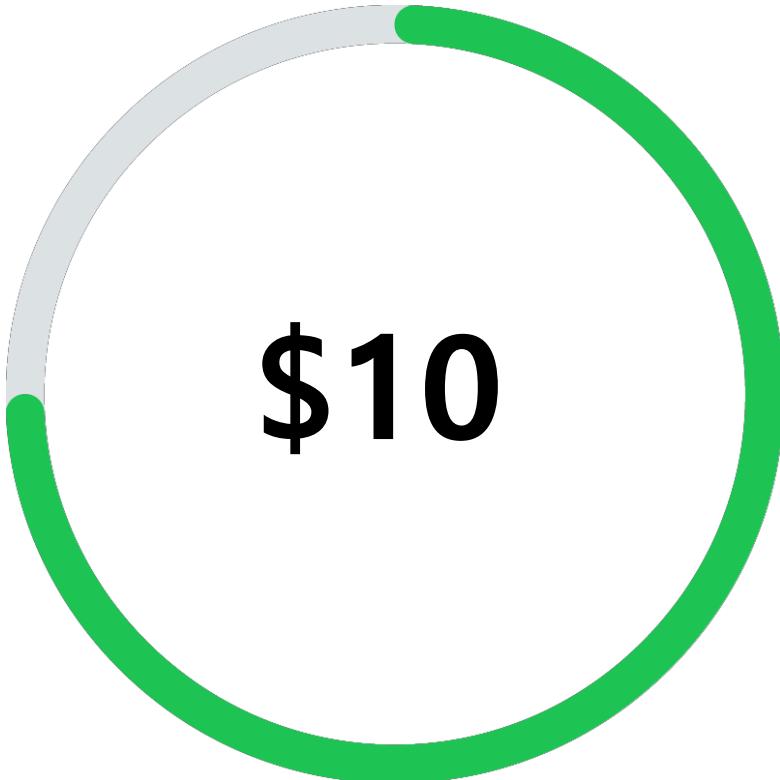
\$0,75

№3 Production capacities



Income for a minute of video

№3 Production capacities



Income for a minute of video

30 mins X 12 months = 360 mins

360 mins X \$10 = \$3600

\$300 peer month

№4 Optimization



1. The logo of video
2. Title
3. Description
4. Tags
5. Playlists
6. Subtitles
7. Localizations
8. Trailer



Primitive Technology

Making primitive huts and tools from scratch using only natural materials in the wild. I also have this blog: <https://primitivetechnology.wordpress.com/> (I have no facebook page- ignore the fakes) FAQ Q. Where
больше

Primitive Technology

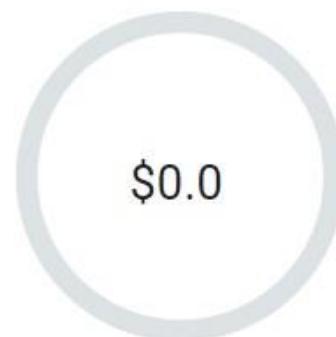
HD 3D 360° 10M



Страна: AU
Создан: May 2nd, 2015
Категория: Люди и блоги
Язык: EN
Локализация: Нет



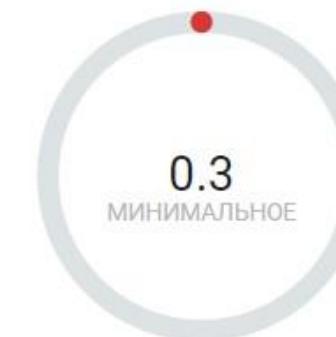
Доход за минуту видео
i



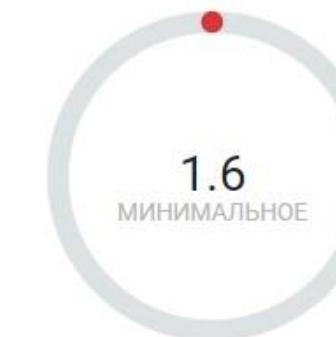
Доход в месяц i



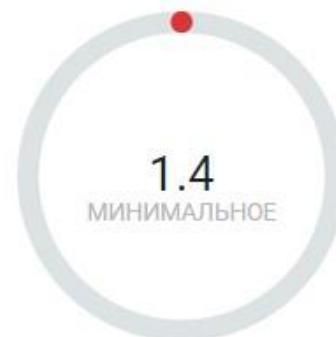
Доход за все время i



Коэффициент загрузки
i
Загружено видео в неделю



Коэффициент реакций
i
Реакций / 1K просмотров



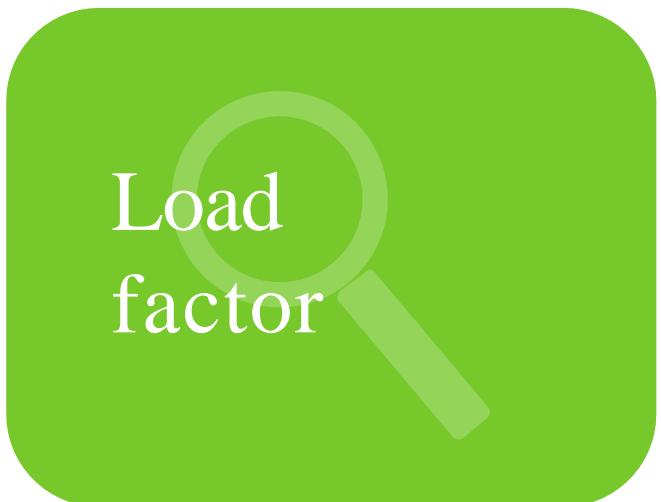
Коэффициент комментариев i
Комментариев / 1K просмотров

№5 Analytics



CASE (One of your channels)

Types of competitor analysis



Socialization depth

Competitor Analysis

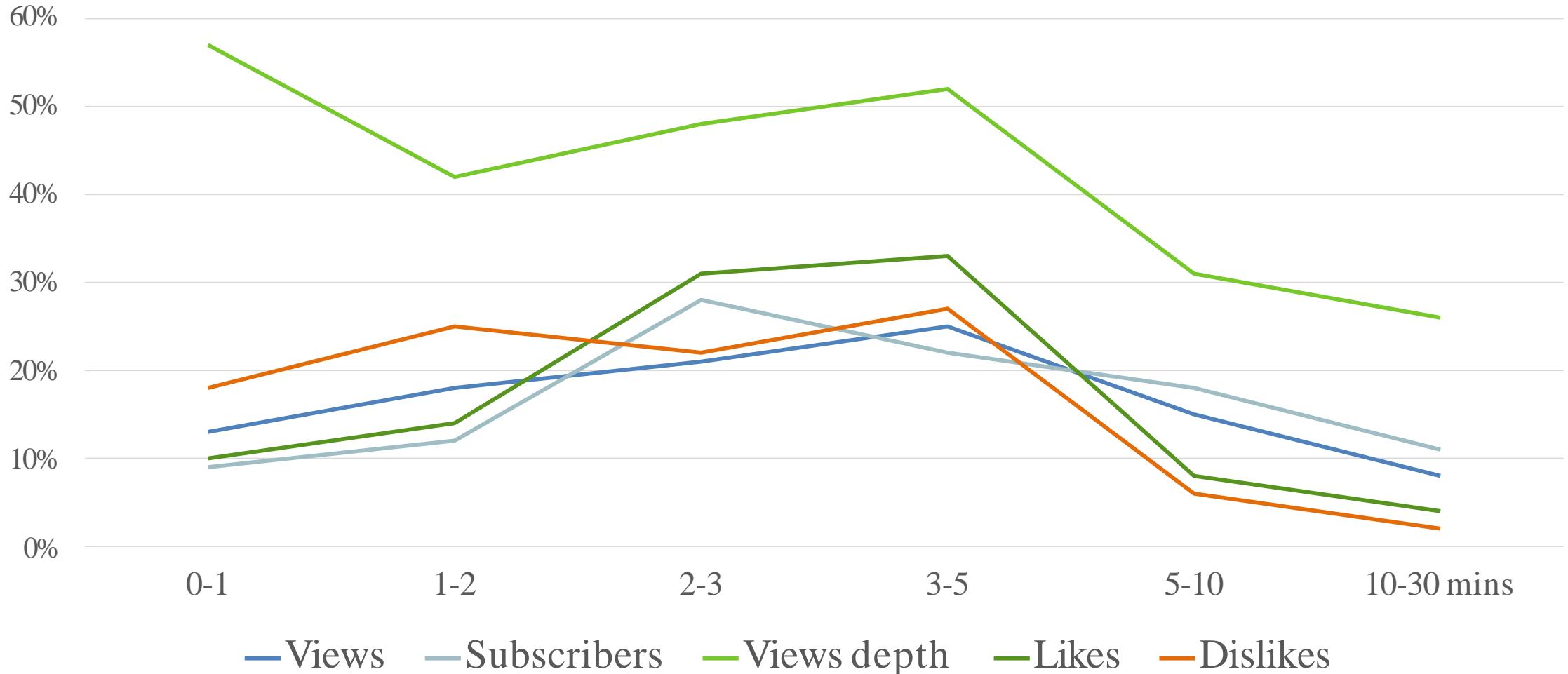
SEO

The optimal video length

Trends

The best load time

Competitor analysis: The optimal video length



Competitor Analysis: Trends

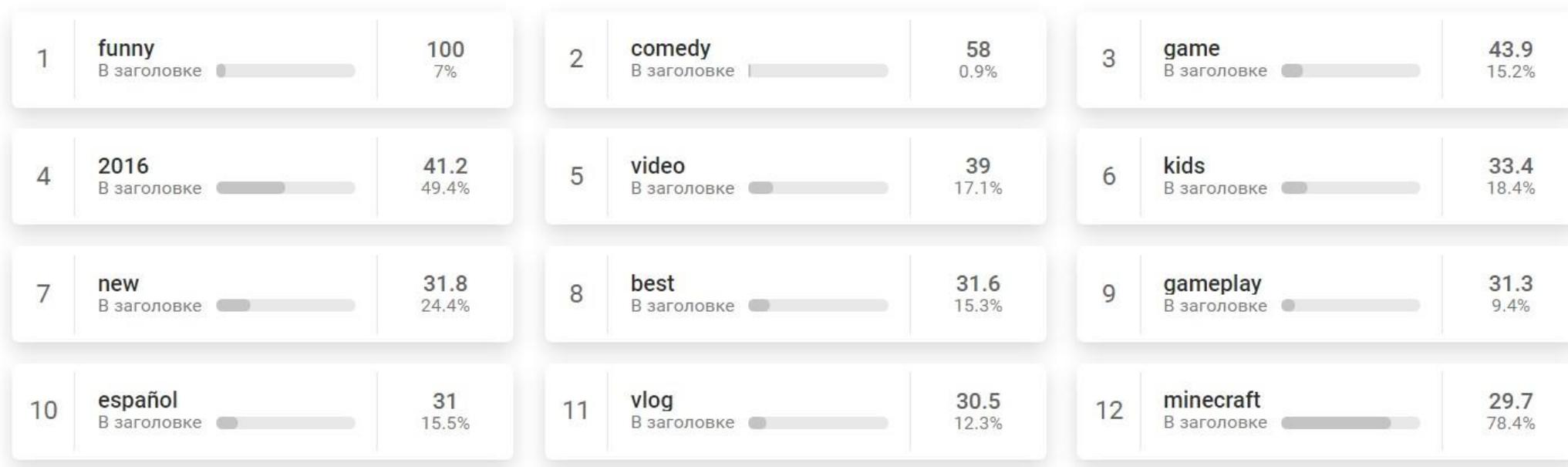
Главная • Топ по доходу за видео минуту • Топ по просмотрам • Топ по подписчикам • Топ по доходу за месяц • Топ по загрузкам • Тренды тегов 

 Ссылка на канал или видео, Имя пользователя или ID Анализ Тренды тегов

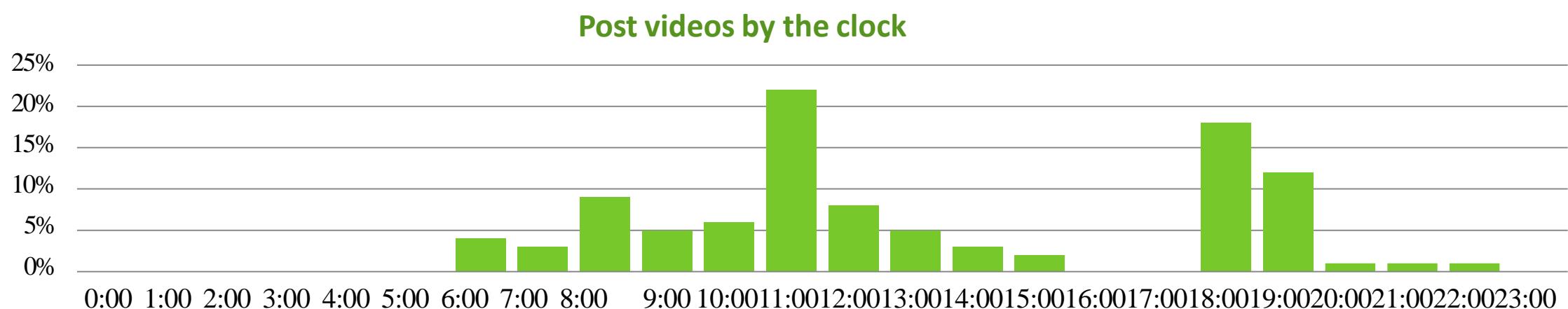
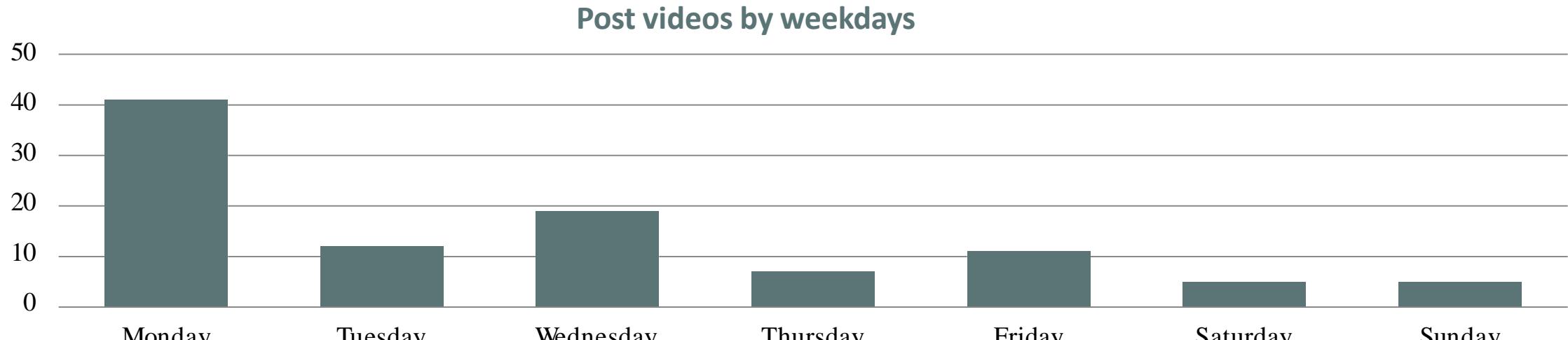
Сегодня Неделя Месяц

Тренды тегов

English 



Competitor analysis: The best time for video loading



Advertising strategies



AdWords

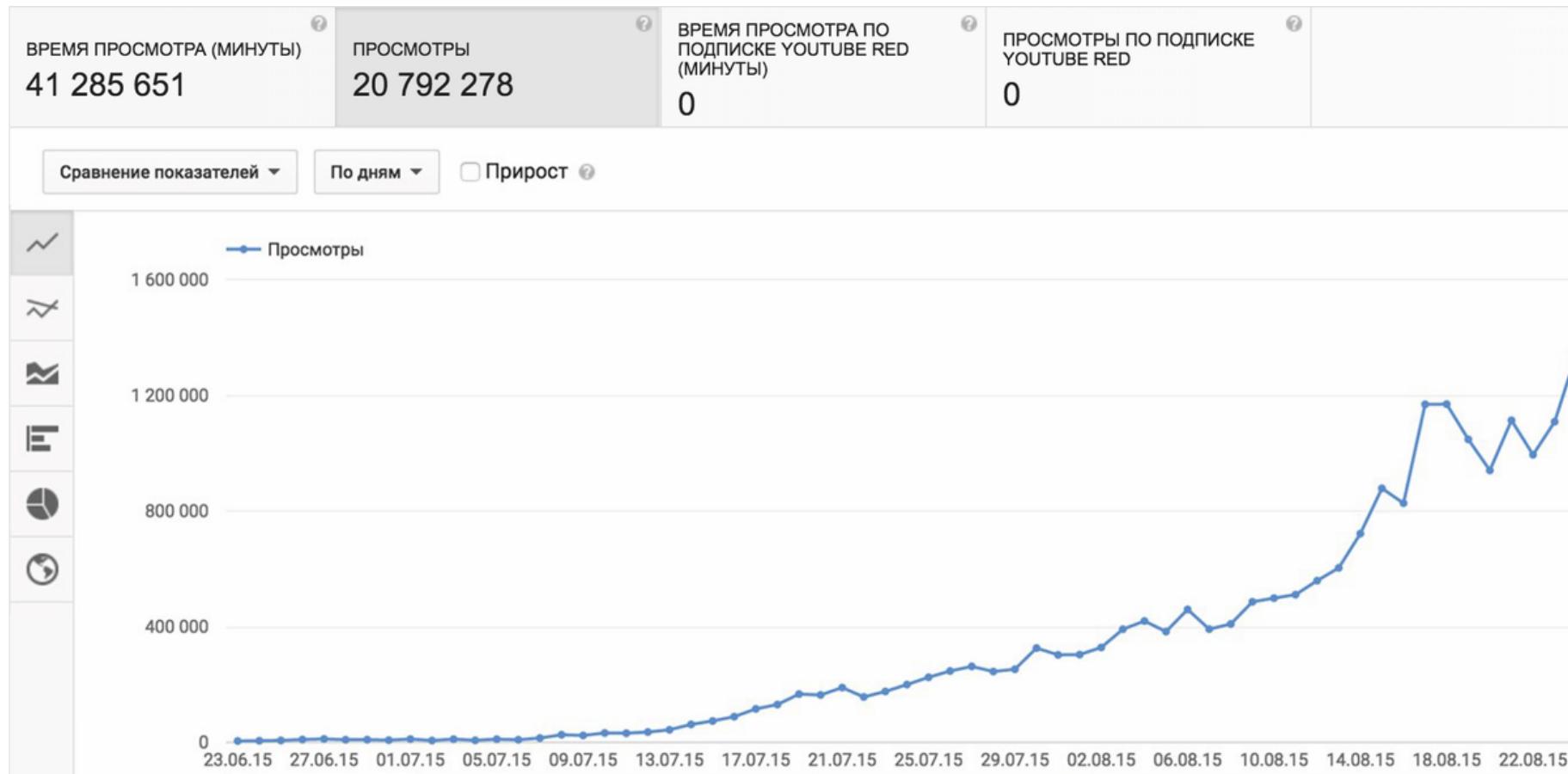
Social media

Youtube channels, cinema online and

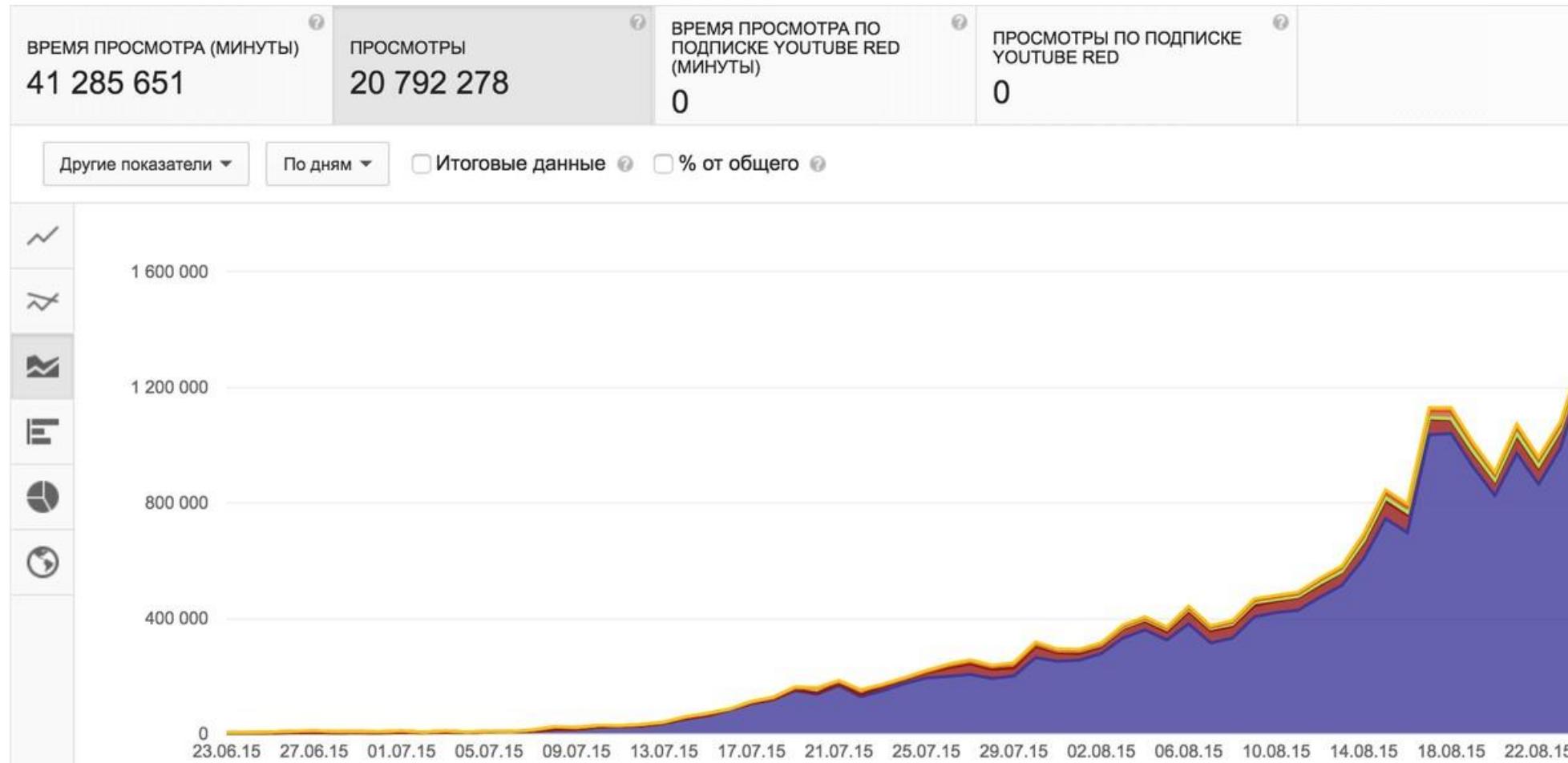
Other video hostings

Seeding via services

Growth graph



Growth graph



Growth graph



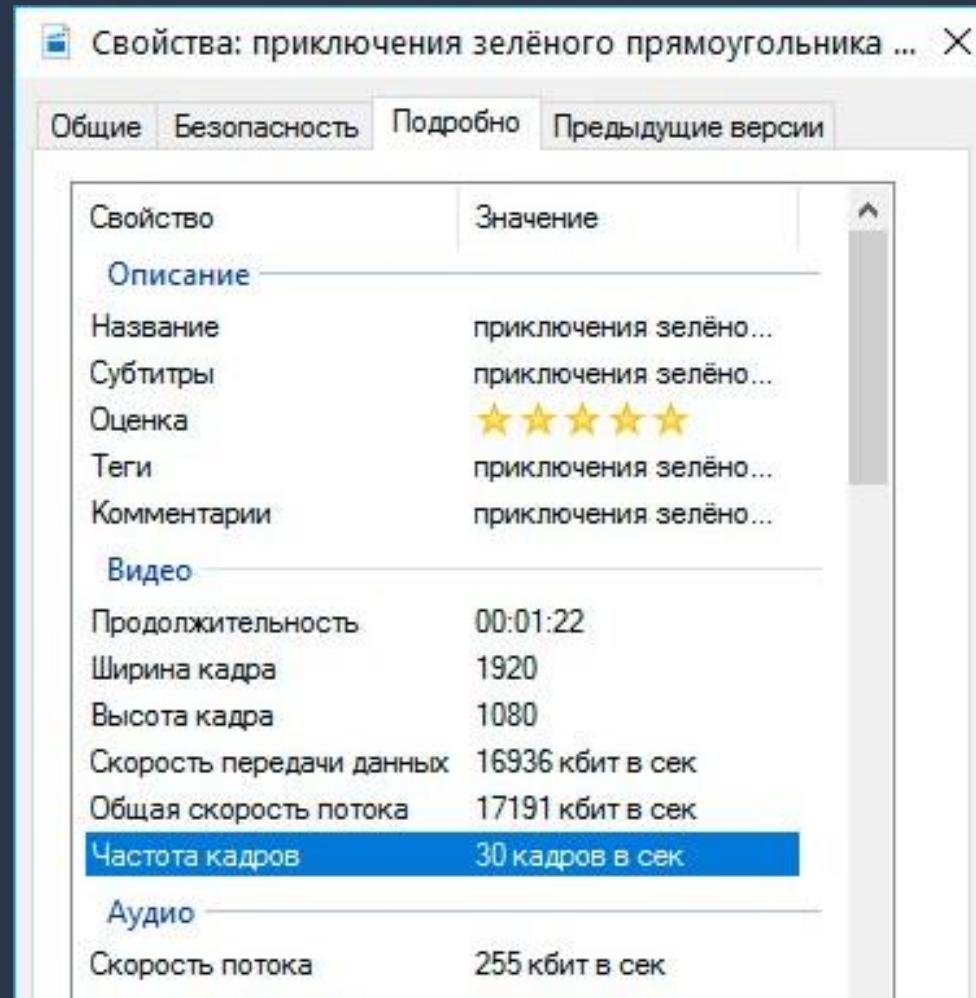
Conclusion



Experiments

№1

File properties optimization



Source data



$\times 2$ Computer's
(virtual machines)



$\times 2$ Account's YouTube



$\times 2 \times 3$ Channel's



$\times 15 \times 2$ Video

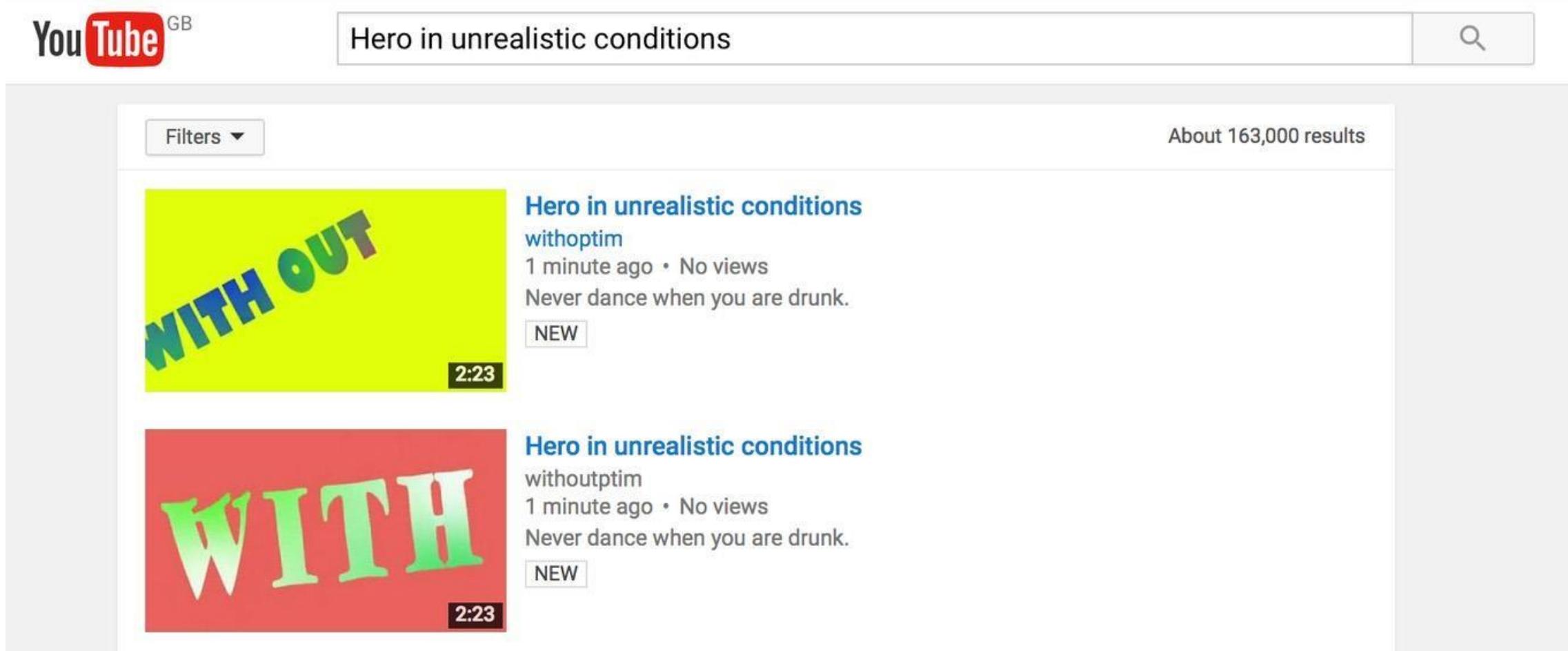
Movie placement in the search results after downloading

YouTube GB

Hero in unrealistic conditions

Filters ▾

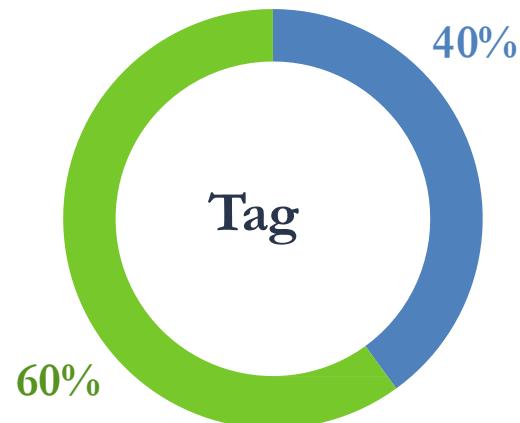
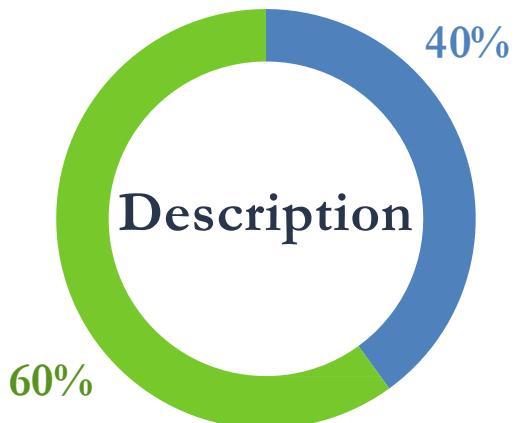
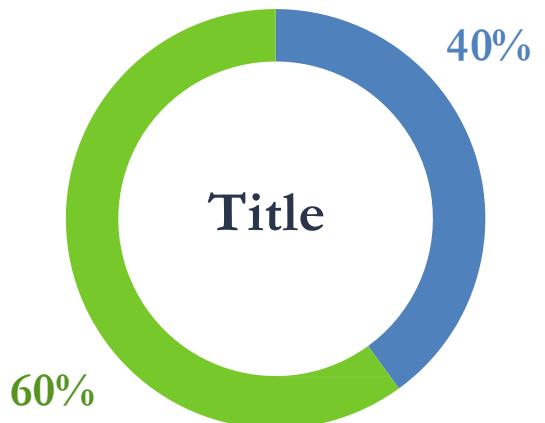
About 163,000 results



Hero in unrealistic conditions
withoptim
1 minute ago • No views
Never dance when you are drunk.
NEW

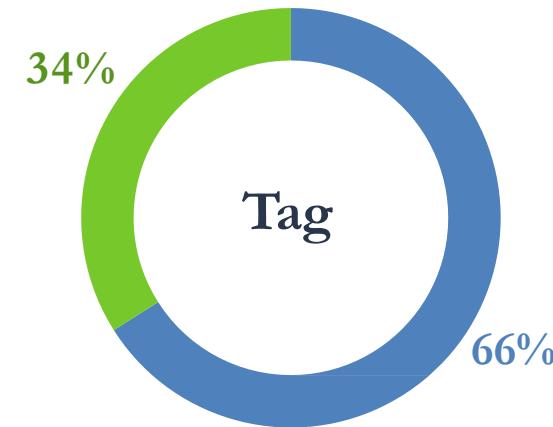
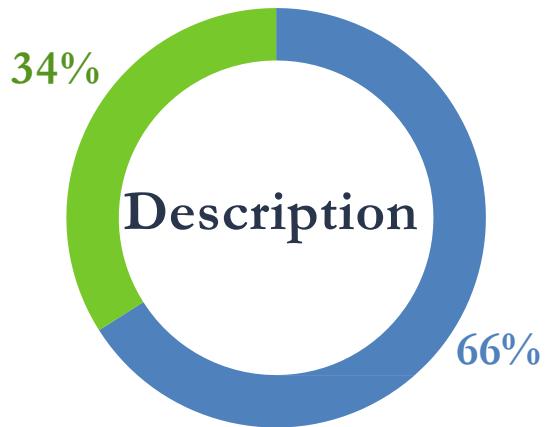
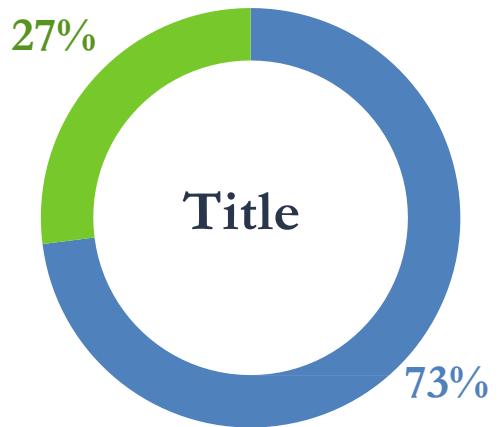
Hero in unrealistic conditions
withoutoptim
1 minute ago • No views
Never dance when you are drunk.
NEW

Immediate positions



- With optimization
- Without optimization

Positions in 2 weeks



- With optimization
- Without optimization

№3

Availability of subtitles and the
search ranging

4K

VS

720p

Source data



× 2

Computer's
(virtual machines)



× 2

Account's YouTube



× 2 × 3

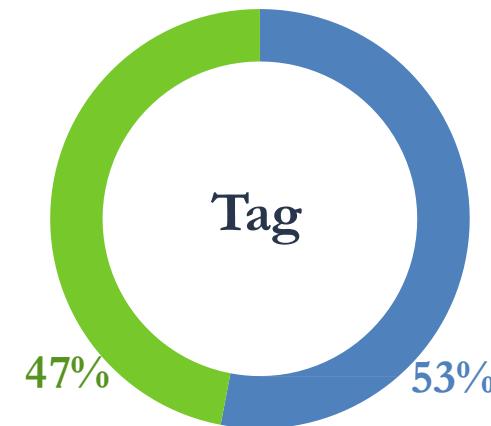
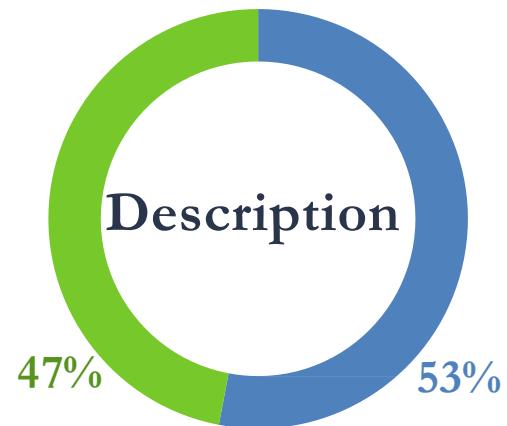
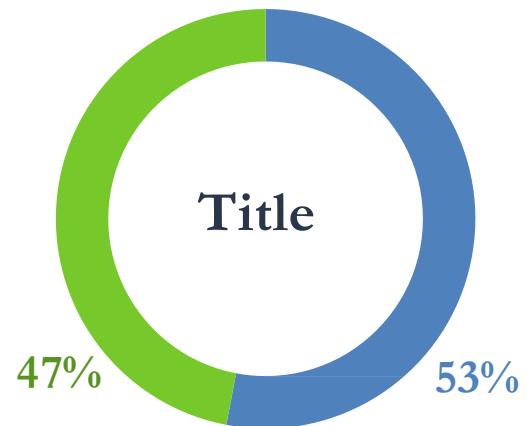
Channel's



× 15 × 2

Video

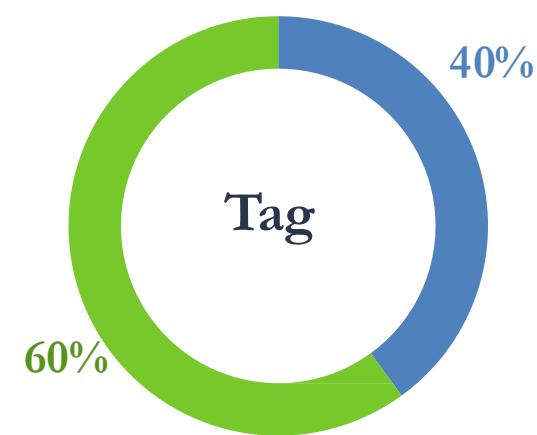
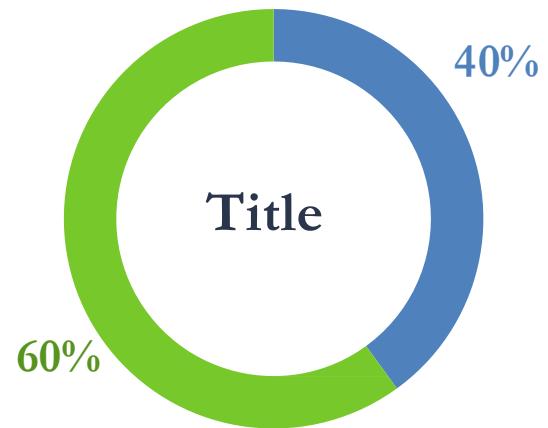
Immediate positions



4K

720p

Positions in 2 weeks



4K

720p

№3

Availability of subtitles and the
search ranging



Author's subtitles



Auto- subtitles

Source data



$\times 2$

Computer's
(virtual machines)



$\times 2$

Account's YouTube



$\times 2$

$\times 3$ Channel's



$\times 10$

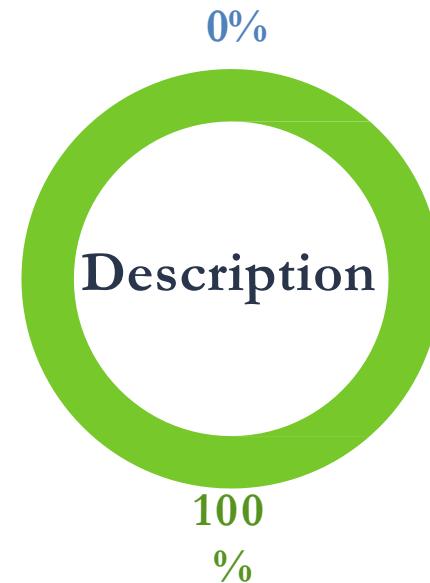
$\times 2$ Video



$\times 10$

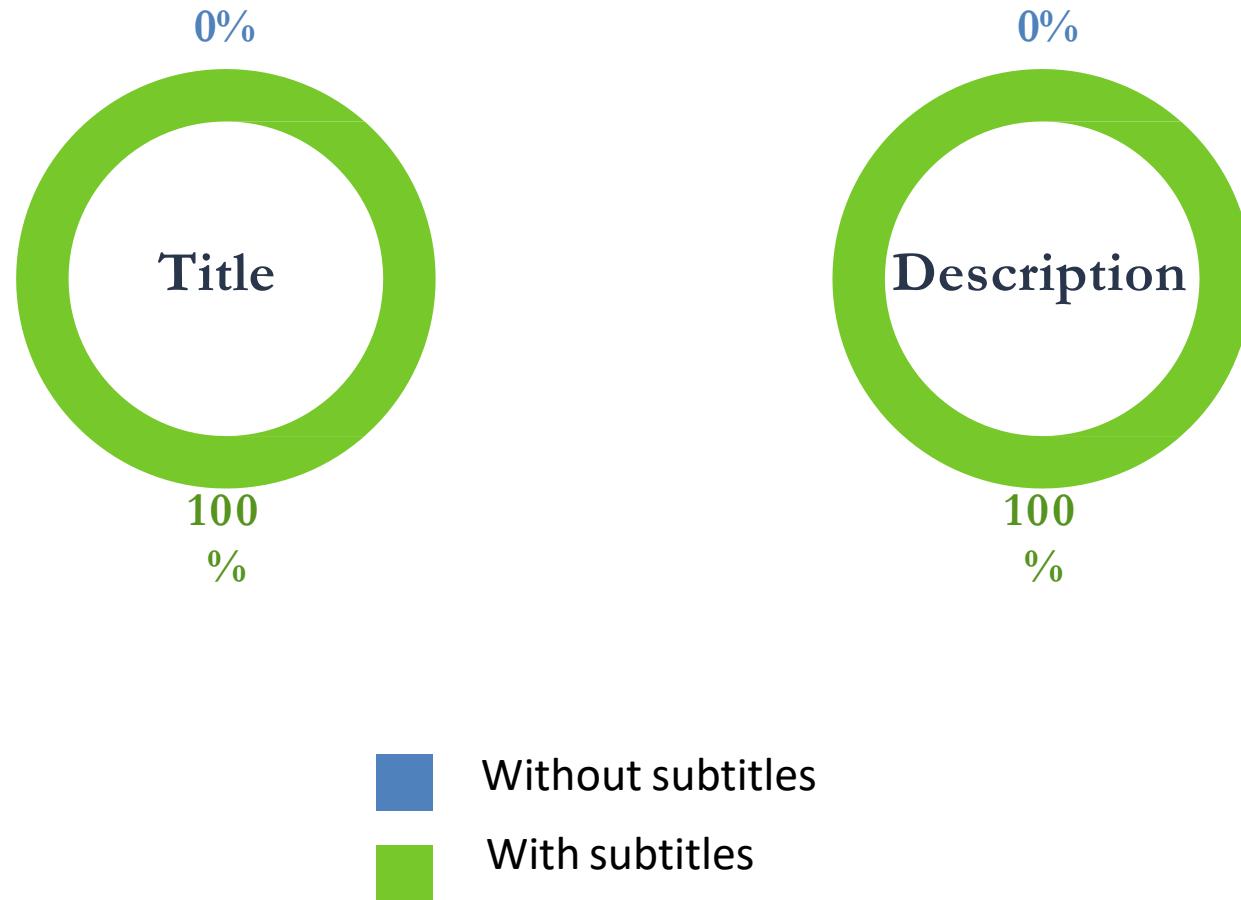
With subtitles

Immediate positions



- █ Without subtitles
- █ With subtitles

Positions in 2 weeks



Thank you for your kind attention.

Any questions?

Contacts

Lukashov Maksym
SeeZisLab Project Manager
Skype: intellecthouse
Telegram: @maximusin