

Cracking **YouTube** for fun & profit in 2025

by Stan Leloup



What am I doing here?



Chiang Mai SEO Conference 2024

 Mon Nov 18, 2024 10:00 AM - Fri Nov 22, 2024 10:30 PM +07

 Le Meridien (Chiang Mai Marriott)

Sold out



what is a backlink



Google Search

I'm Feeling Lucky

Google offered in: [ภาษาไทย](#)

**There can be only one logical
explanation...**



All Shorts Videos Unwatched Watched Recently uploaded Live

Filters



Google SEO is DEAD. Do this Instead...

14K views · 3 weeks ago

Matt Diggity

In this video, learn why you should consider getting into YouTube now before it's too late. => This video is sponsored by Search ...

CC

3 chapters Introduction | Benefits of YouTube | Cons of YouTube



Google Killed Affiliate Marketing. Do THIS Instead!

88K views · 2 years ago

Matt Diggity

Did Google just kill Affiliate Marketing? Don't freak out. In this video you will get to know the EXACT strategies to thrive in the ...

CC

10 chapters Introduction | Product Reviews Updates | Core Algorithm Updates | Mega Sites Dominating The SERPs...



Google Killed SEO. This is what I'm Doing...

32K views · 4 months ago

Matt Diggity

In this video, learn the TRUE situation of what's going on with Google SEO. => This video is sponsored by Search Intelligence ...

CC

6 chapters Introduction | What's the situation | We've been here before | Make money now | JV Partnerships | ...

No, seriously...



Marketing Mania

@MarketingMania · 482K subscribers · 139 videos

Comment vendre plus efficacement grâce à la psychologie humaine. ...more

marketingmania.fr/mix and 1 more link

Customize channel

Manage videos

Home Videos Playlists Posts

Latest

Popular

Oldest



4:01

Sell me this pen: How to sell anything
2.7M views · 8 years ago



16:06

7 TECHNIQUES DE PERSUASION du Loup de Wall Street (appliquées au webmarketing)
2.1M views · 8 years ago



16:11

Squeezie vs Tibo Inshape : Les YouTubeurs ne sont pas vos amis
1.7M views · 5 years ago



15:02

Pourquoi les arnaques marchent : Analyse de Better Call Saul
1.3M views · 6 years ago

My YouTube experience

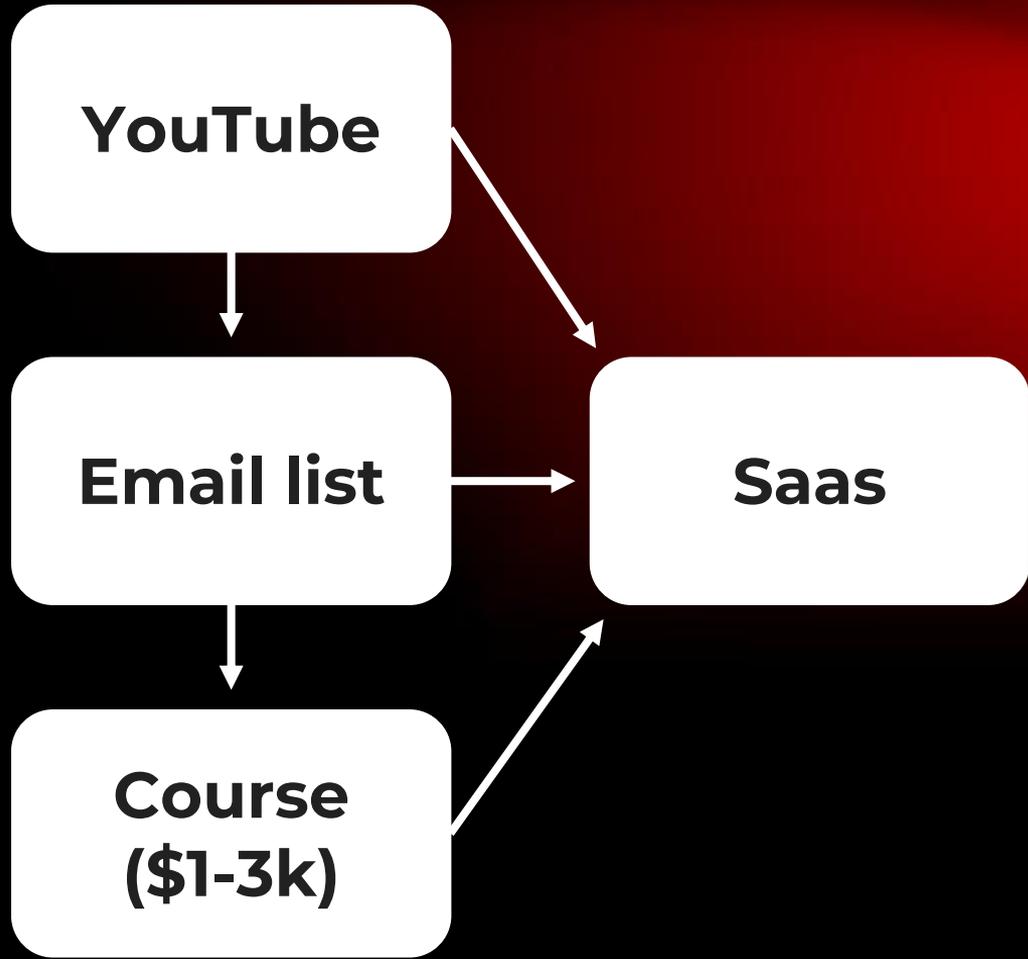
- **480K+ subs:** biggest “marketing” YT channel in France
- **29M views:** 200k+ average views per video
- Millions in course revenue : **\$50k+ in sales average per video**
(lifetime)
- Single best video (probably) generated **\$500k+** in sales

YouTube

```
graph TD; A[YouTube] --> B[Email list]; B --> C["Course ($1-3k)"]
```

Email list

**Course
(\$1-3k)**



Nov 2 - 9, 2020

Custom

Overview

Reach

Engagement

Audience

Revenue

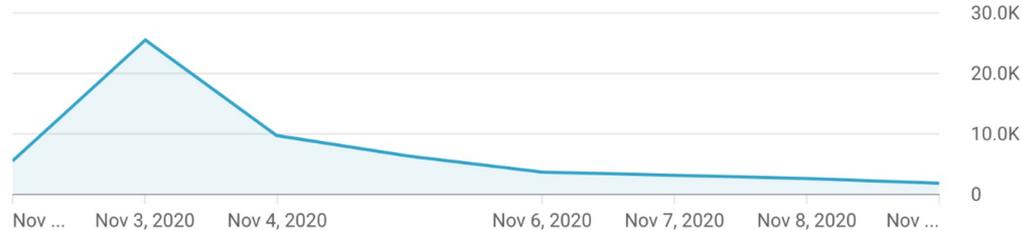
People watched this video 58,534 times during the selected dates

Views
58.5K

Watch time (hours)
10.7K

Subscribers
+87

Your estimated revenue
€317.54



Realtime

Updating live

55

Views · Last 48 hours



Top traffic sources

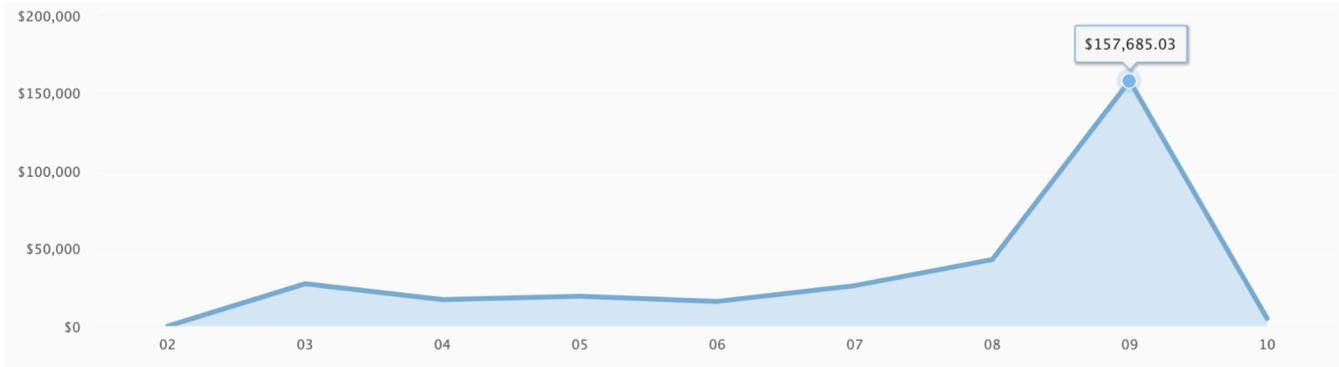
Traffic Source	Views (%)
YouTube search	32.7%
Browse features	25.5%
Suggested videos	20.0%
Channel pages	10.9%
Direct or unknown	3.6%

[SEE MORE](#)

Launching my SaaS on YouTube...

Nov 2, 2020 - Nov 10, 2020

Compare to [None](#) ▾



Break Down By [None](#) ▾



Current Period

Nov 2, 2020 - Nov 10, 2020

Same Period Last Month

Oct 2, 2020 - Oct 10, 2020

Same Period Last Year

Nov 2, 2019 - Nov 10, 2019

\$310,671.58

\$0.00

\$0.00

12

... led to \$310k of presales (ARR) in a week



Sell me this pen: How to sell anything

2.7M views • 8 years ago



7 TECHNIQUES DE PERSUASION du Loup de Wall Street (appliquées au webmarketing)

2.1M views • 8 years ago



Squeeze vs Tibo Inshape : Les YouTubeurs ne sont pas vos amis

1.7M views • 5 years ago



Pourquoi les arnaques marchent : Analyse de Better Call Saul

1.3M views • 6 years ago



Sell me this pen: How to sell anything
2.7M views • 8 years ago



7 TECHNIQUES DE PERSUASION du Loup de Wall Street (appliquées au webmarketing)
2.1M views • 8 years ago



Squeeze vs Tibo Inshape : Les YouTubeurs ne sont pas vos amis
1.7M views • 5 years ago



Pourquoi les arnaques marchent : Analyse de Better Call Saul
1.3M views • 6 years ago



Why scams work: Breakdown of Better Call Saul's coin scam
503K views • 1 year ago



Why is everyone in Succession bad at business?
69K views • 1 year ago



Sapiens: How a mind virus sold 40 million books
38K views • 1 year ago



Tesla is the greatest marketing heist of the 21st century
7.1K views • 1 year ago



Sell me this pen: How to sell anything
2.7M views · 8 years ago



7 TECHNIQUES DE PERSUASION du Loup de Wall Street (appliquées au webmarketing)
2.1M views · 8 years ago



Squeezie vs Tibo Inshape : Les YouTubeurs ne sont pas vos amis
1.7M views · 5 years ago



Pourquoi les arnaques marchent : Analyse de Better Call Saul
1.3M views · 6 years ago



@aaronstathatos6195 · 1 year ago

You sound like the sponge Bob "one eternity later" guy

Reply

1 reply



Why scams work: Breakdown of Better Call Saul's coin scam
503K views · 1 year ago



Why is everyone in Succession bad at business?
69K views · 1 year ago



Sapiens: How a mind virus sold 40 million books
38K views · 1 year ago



Tesla is the greatest marketing heist of the 21st century
7.1K views · 1 year ago

PART 1:

Should you do YouTube?

You can sell whatever you are selling now

- Adsense
- Leadgen
- Affiliate products
- Your own products



I built a real life RPG game to manage my life ⋮
in Notion

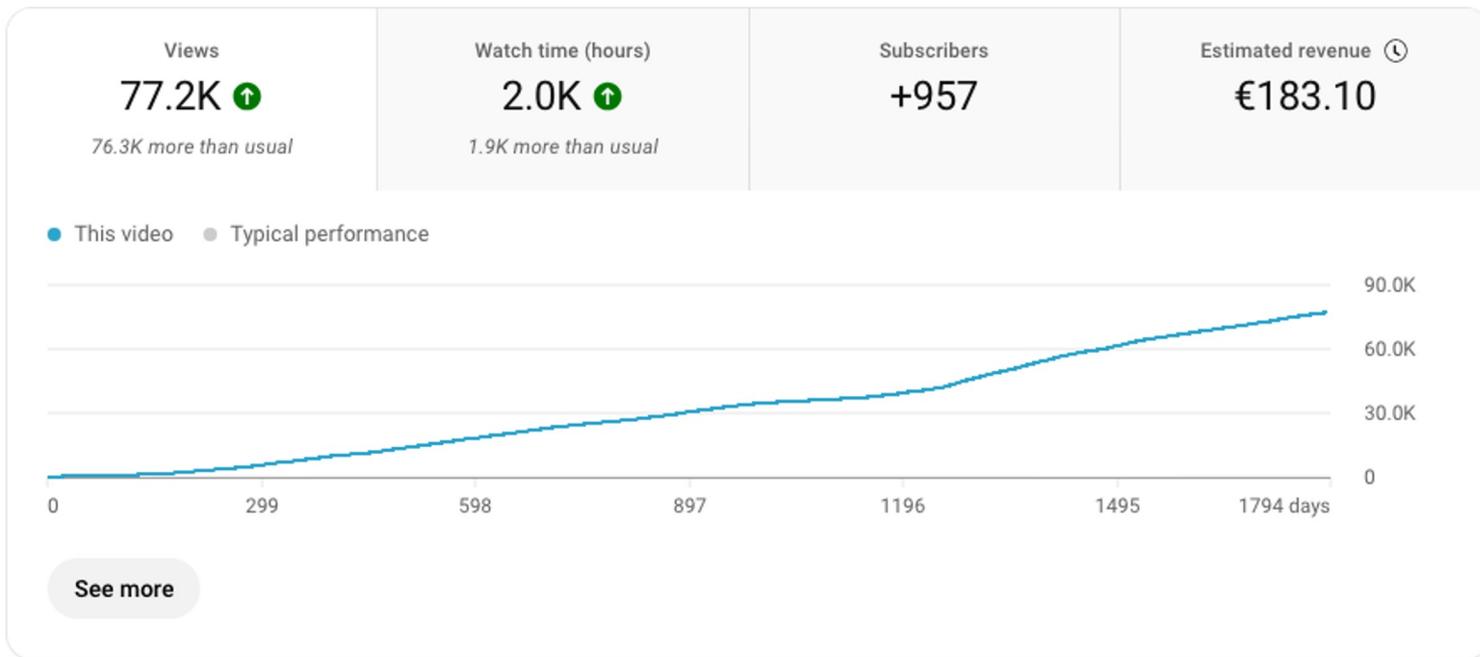
253K views • 6 months ago

\$ 100k+
from this
video



People buy

This video has gotten 77,176 views since it was published



SEO works great



Do THIS before the Next Google Update KILLS your Site...

15K views • 5 months ago



The algo isn't trying to kill you

YouTube much simpler

- No backlinks
- No technical SEO
- No algo updates (that matter)

PART 2:

So how do you win on YouTube?

2 metrics to optimize for

- **Click Through Rate (CTR)** : titles and thumbnails
- **Watch time** : video retention

2 metrics to optimize for

First 1 day 20 hours compared to your typical performance:

Ranking by views

5 of 10 >

Views

34.6K ✓

Impressions click-through rate

5.4% ✓

Average view duration

13:56 ⬆

**#1 Get them
to click**

**#2 Keep them
watching**

**Success on YouTube is about
hacking human psychology**

SO, WHAT YOU'RE SAYING IS...

I HAVE TO MAKE "GOOD CONTENT" ?

“Lame”





“Seems hard.”

You can study
~~YouTube~~
human psychology
and master it.

**(and it won't change in 6
months, either)**



How Japanese Housewives
Outsmarted Global Finance...



2.6M views • 1 year ago

**This video was
engineered to go
viral**

- First (& only) upload
- 2.6M views
- +43k subs
- Finance niche
- Hired voice actor



easy, actually •

@easyactually · 754K subscribers · 9 videos

explaining stuff with few word and more picture ...more

discord.com/invite/xJZB4CwWk3 and 2 more links

Subscribe

Home Videos Playlists Posts Q

Latest Popular Oldest



becoming a millionaire is easy, actually

108K views · 8 days ago



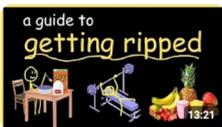
becoming social is easy, actually

655K views · 2 months ago



being productive is easy, actually

936K views · 5 months ago



losing weight is easy, actually

3.1M views · 5 months ago



taxes are easy, actually

189K views · 7 months ago



learning a new language is easy, actually

1.7M views · 7 months ago



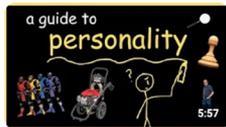
becoming smart is easy, actually

6.5M views · 8 months ago



the trolley problem is easy, actually

1M views · 9 months ago



getting a personality is easy, actually

1.4M views · 9 months ago

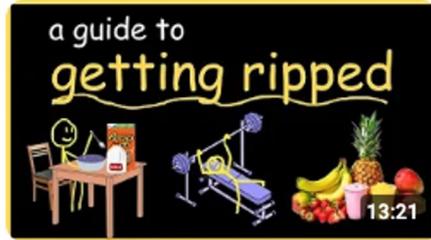
This channel is run by an anonymous YouTube Jedi

- 9 month old
- First upload: 1.4M views
- 9 videos
- 754k subs (84k/vid)
- 15.7M views (1.7M/vid)



becoming smart is **easy, actually**

6.5M views • 8 months ago



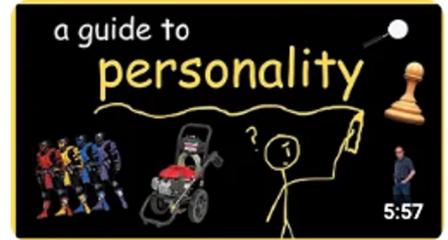
losing weight is **easy, actually**

3.1M views • 5 months ago



learning a new language is **easy, actually**

1.7M views • 7 months ago



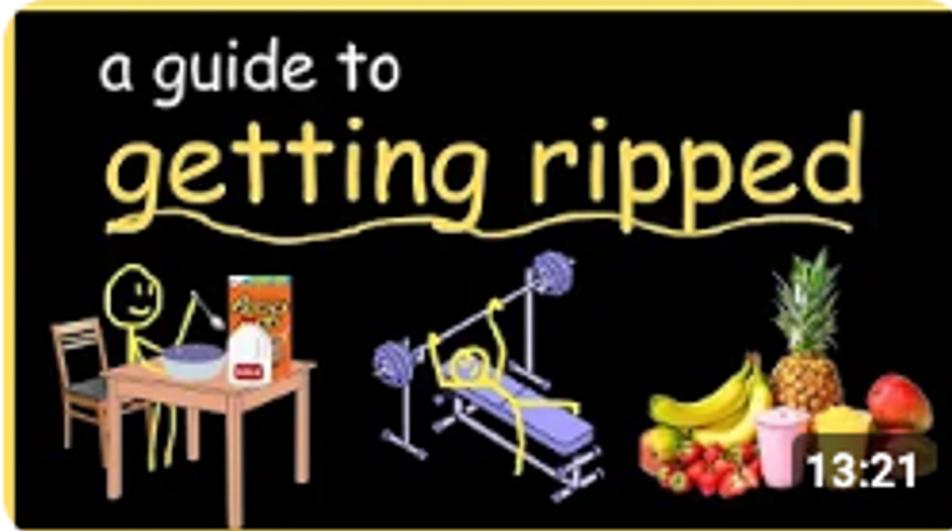
getting a personality is **easy, actually**

1.4M views • 9 months ago

✓ **Proven formula**



✓ Ugly doodles



losing weight is easy, actually



3.1M views • 5 months ago

 **Competitive topics**

108,963 views Oct 29, 2024

If you want to learn more than ever from important non-fiction books, join me on Shortform:

<https://shortform.com/easyactually>. You'll get a 5-day free trial and you'll save 20% on the annual subscription. Here's some books on there I recommend:

 **Affiliate links**



✓ No face



BTODtv

@btodtv · 78.5K subscribers · 900 videos

BTODtv reviews office chairs, standing desks and many desk accessories. We have tested...more

btod.com/blog/occr

Subscribe

Home Videos Shorts Live Playlists Posts 🔍

Latest Popular Oldest



DONT Buy A Monitor Arm Until You WATCH This!

1.1M views · 4 years ago



Gaming vs. Office Chairs: What I Learned After Selling 1000's

1.1M views · 2 years ago



DO NOT Buy A Monitor Arm Until You've Watched This Video

1M views · 1 year ago



How To Remove and Replace Office Chair Cylinder

921K views · 5 years ago



\$50 Cable Management Fix

897K views · 2 years ago



DO NOT Buy a Monitor Arm Until You Watch This

730K views · 2 years ago



We Picked The Best Office Chair For EVERY Price

679K views · 2 years ago



5 Tips That WILL FIX Your Cable Management

658K views · 2 years ago

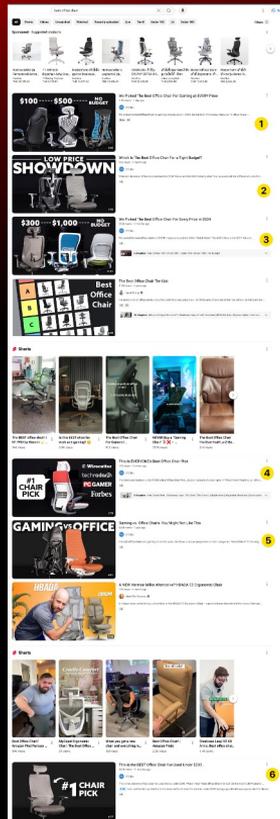


Best Office Chair Tier List (30 Ranked For Comfort)

646K views · 2 years ago

Office chairs reviews

- 1M+ qualified views per month
- Based on popular format (eg. “Tier ranking”)
- Affiliate links
- Their own ecom site



6 videos in the top 10 results for
"best office chair"

**“But HOW do you actually
become good?”**

Who
knows
who *this*
guy is?





**“I was like as awkward as they came.
No money no nothing and I just
basically just obsessed over YouTube
every day for a decade.”**

- Mr Beast

Become a student of the game

What *is* the game?

- Grabbing attention...
- ... and keeping it



Sam Sulek

@sam_sulek · 3.77M subscribers · 618 videos

Bodybuilding Content ...more

Subscribe

Home Videos Community

Latest

Popular

Oldest



Winter Shredathon Day 29 - Back - Weight Update 246 lbs

132K views · 16 hours ago



Winter Shredathon Day 28 - Full Day of Dieting and Chest

533K views · 1 day ago



Winter Shredathon Day 27 - Hamstrings With Short Hair

873K views · 2 days ago



Winter Shredathon Day 26 - Arms- Lifts Add Up

127K views · 3 days ago



Winter Shredathon Day 25 - Back - What is a "Pump"

109K views · 4 days ago



Winter Shredathon Halloween Special - Chest

222K views · 5 days ago

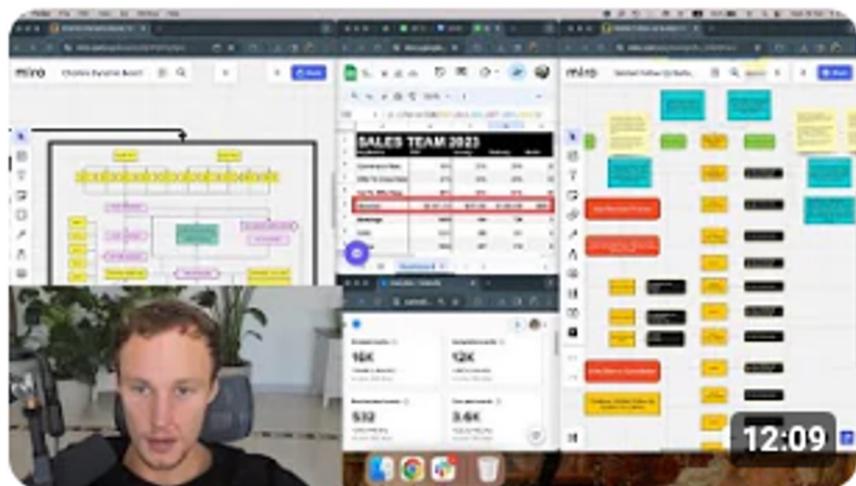
Sam Sulek

- Took over Fitness YouTube in ~1 year
- Long, daily videos (watchtime)
- Simple thumbnails (countersignalling)



I figured out how to actually get rich quick lol ⋮

522K views • 9 months ago



how I made \$17.4M online so you can just ⋮
copy me

429K views • 8 months ago

👁️ New trend : “bad” thumbnails,
“casual” titles



**YT SEO
HACKS**



**PSYCHOLOGY
HACKS**

PART 3:

**2 strategies to grow a
channel**

(pick yours)

2 strategies to grow on YouTube

1. Recommendation strategy

- a. Clickable topics (might not be searched for)
- b. Great to build a huge audience

2. SEO strategy

- a. Keyword-optimised topics
- b. Great to get a lot of predictable traffic

What they have in common

1. CTR

- Thumbnails and titles are always important

2. Watchtime

- Retention is always important

Where they differ

1. Topic selection

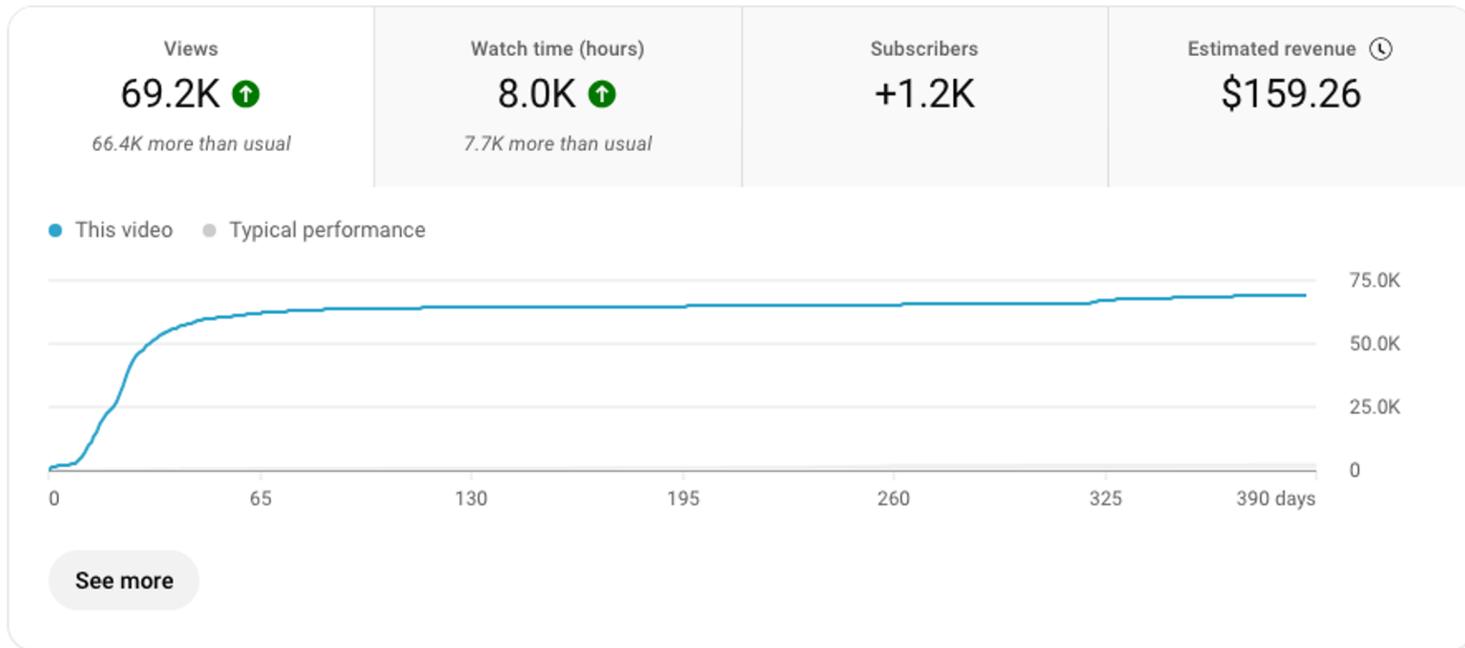
- Clickable vs Keyword

2. Quality vs quantity

- Recommendation strategy focuses on quality ;
SEO on quantity
- Workflows are usually different

3. Spiky vs smooth traffic

This video has gotten 69,192 views since it was published



Viral video: spiky traffic

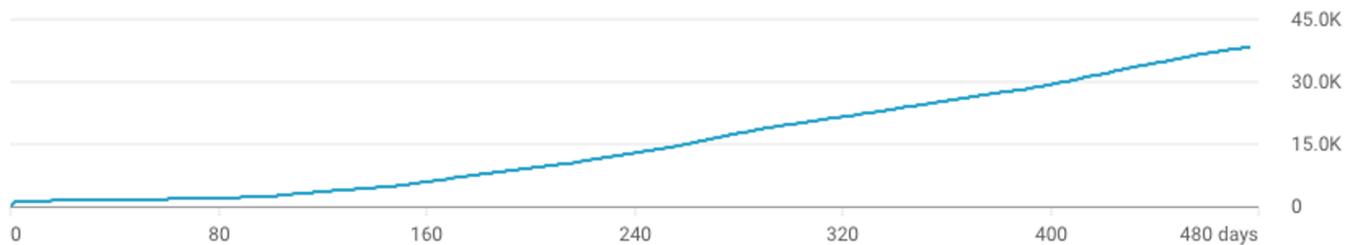
This video has gotten 38,288 views since it was published

Views
38.3K

Watch time (hours)
3.2K

Subscribers
+400

Estimated revenue 
\$94.63



[See more](#)

SEO video: smooth traffic



hbombguy

@hbombguy · 1.75M subscribers · 69 videos

I make videos ...more

patreon.com/hbomb

Subscribe

Home Videos Playlists Community

Latest

Popular

Oldest



Plagiarism and You(Tube)

29M views · 11 months ago



ROBLOX_OOF.mp3

14M views · 1 year ago



Deus Ex: Human Revolution is FINE, And Here's Why

15M views · 2 years ago



Vaccines and Autism: A Measured Response

10M views · 3 years ago

Recommendation-based channel (example)



Alex Cormont - The French Relationship Expert

@FrenchRelationshipExpert · 365K subscribers · 1.1K videos

Alex Cormont is the number 1 relationship expert in France and in Europe. You will receive ...more

frenchrelationshipexpert.com and 2 more links

Subscribe

Home Videos Shorts Live Playlists Community

Latest

Popular

Oldest



How Being Too Needy Pushes Men Away and How to Change It

2.3K views · 6 days ago



5 Things a Narcissist Will Do When Losing Control

1.6K views · 13 days ago



How To Become The Prize For Men?

1.7K views · 2 weeks ago



Why Men Are Attracted to a Distant Woman

40K views · 2 weeks ago

SEO-based channel (example)



Alex Cormont - The French Relationship Expert

@FrenchRelationshipExpert · 365K subscribers · 1.1K videos

Alex Cormont is the number 1 relationship expert in France and in Europe. You will receive

frenchrelationshipexpert.com and 2 more links

Subscribe

Home Videos Shorts Live Playlists Community

Latest Popular Oldest



How Being Too Needy Pushes Men Away and How to Change It

2.3K views · 6 days ago



5 Things a Narcissist Will Do When Losing Control

1.6K views · 13 days ago



How To Become The Prize

1.7K views · 2 weeks ago

264.75K ▲15.1%
VIDEO VIEWS FOR THE LAST 30 DAYS

VIDEO VIEWS
34,271,592

40K views · 2 weeks ago

SEO-based channel (example)



Alex Cormont - The French Relationship Expert

@FrenchRelationshipExpert · 365K subscribers · 1.1K videos

Alex Cormont is the number 1 relationship expert in France and in Europe. You will receive...more

frenchrelationshipexpert.com and 2 more links

Subscribe

Home

Videos

Shorts

Live

Playlists

Community



Latest

Popular

Oldest



7 Ways To Please A Man In Bed! w/
Mark Rosenfeld

1.4M views · 5 years ago



How To Make A Man Miss You! (3 Tips
To Understand Male PSYCHOLOGY)

805K views · 5 years ago



Is He Missing Me? THIS Is When He
Starts To Miss You!

796K views · 5 years ago

Which one is best?

1. **They both work**
2. **Risk tolerance:** Recommendation can get bigger faster, but has more variance (some never make it)
3. **Personal criteria:** What is fun for you ? What are you best at?
4. **Industry criteria:** Do people in your niche hang out on YouTube ? (Even if they watch other topics)
5. **They can be combined:** Recommendation strategy with some videos targeting BIG keywords



I Tried Real Augmented Reality Glasses!



4M views • 4 days ago



iPhone 16/16 Pro Review: Times Have Changed!



5.4M views • 1 month ago

Marques Brownlee: Recommendation-based channel with some huge SEO rankings

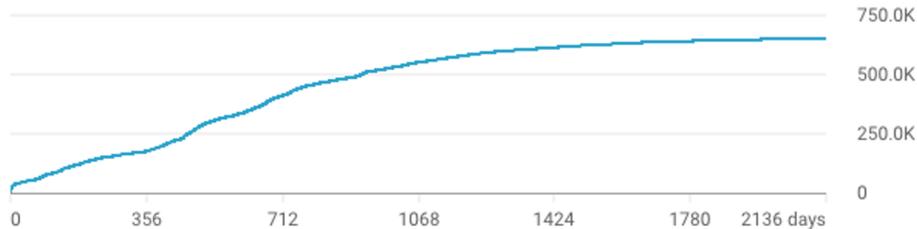
This video has gotten 652,655 views since it was published

Views
652.7K

Watch time (hours)
159.9K

Subscribers
+9.2K

Estimated revenue 🕒
—



See more

Top of Google for “*build an online business*”: 58-min long sales video with 650k views

PART 4:

Click-Through Rate

3 rules for a great Hook (title + thumbnail)

1. Create an *Curiosity gap*

- Set up 🙋 “What happens next?”

2. Trigger an *Emotion*

- Negative emotions are better (fear, outrage, disgust)
- But positive emotions can also work (surprise, joy, excitement)

3. Catch the eye

- BIG face
- Simplify: 2 elements (Face + Text/other image)
- Contrast



\$1 vs \$500,000 Experiences!



63M views • 3 days ago

Curiosity gap: what is a 500k experience?

Emotion: Excited.

Simple: Big face + Slide.



@Teejaywhst

Help me start a business 🙌

1 reply



dm me

12:19

I Helped a Subscriber Get Rich to Prove it's Not Luck

545K views • 2 months ago • **28 VPH**

Curiosity gap:
Specific story.

Emotion:
Overwhelmed.

Simple: Big face +
message



A Vulnerable Conversation About Attractiveness

489K views • 1 month ago

Curiosity gap: What's on his face? Why is he cutting his hair?

Emotion:
"Vulnerable" +
Attractiveness.

Simple: Big face +
(red) scissors



We Picked The Best Office Chair For Gaming at EVERY Price



7.5K views • 1 day ago

Curiosity gap: What's the BEST?

Emotion: I don't want to waste my money.

Simple: Chairs + Price

Reuse successful formats



\$1 vs \$1,000,000,000 Yacht!

MrBeast ✓ 392M views • 1 year ago

Buy Feastables anywhere to get a secret MrBeast new show "Bupkis" now live on Peacock!" <https://>

CC



\$300 Pen vs \$1 Pen

2.6M views · 5 years ago



Guava Juice ✓

(◡ ◯ ◡) ☹️ Thanks for reading the end of this description! Join the Guava J...



16 chapters Intro | Unboxing | BIC | Staple | Ballpoint | RSVP |...





\$1 vs \$5,000,000 Car!

11M views · 1 year ago



Unspeakable ✓

Special Thanks to @TheHamiltonCollection ! PL
video was expensive!! THANK YOU!



Testing The CHEAPEST Cameras on Amazon...

228K views · 4 months ago



FoxTailWhipz

I bought some of the cheapest digital cameras from Amazon to find out what they're ...

4K



5 chapters Intro | 4k Vlog Camera | Action Camera | Camcorder... ▾



I Made a Movie With Amazon's Cheapest Camera

1.3M views · 3 months ago



Isaac Carlton ✓

The first 500 people to use my link will get a 1 month free trial of Skillshare
<https://skl.sh/isaaccarlton07241> Watch the movie here ...

Adapting to your niche

1. I tried the **CHEAPEST** [product]
2. I tried the **MOST EXPENSIVE** [product]
3. **\$10 vs \$1,000** [product]

There are hundreds of such formats waiting to be adapted to any niche.

Your hook needs to be unique

1. Simply making a promise is not enough

- Eg : “How to reduce stress”

2. The viewer should be unable to even imagine what is inside your video

- Eg : “Why you should meditate” is a bad title

Finding a Hook

- **Okay:**
 - I meditated for 30 days. Here's what happened
 - How meditation made me a millionaire
- **Better:**
 - I just learned I've been meditating wrong for 7 years
 - How meditation ruined my life

Solid Speaking Skills



43 minutes straight of SOLID communication skills advice

654K views • 2 months ago 🌟

Title: 43 minutes straight of SOLID communication skills advice

Framework: (Number) minutes straight of SOLID (Activity) advice

Hook score: +456

Newsletter: creatorhooks.com

how you create your thumbnail vs
how people see it



The image shows a screenshot of the YouTube homepage. At the top, there is a search bar and navigation icons. Below that, a horizontal menu lists various categories: Home, Shorts, Subscriptions, and a 'You' section with History, Playlists, Watch later, and Liked videos. The main content area features a grid of video thumbnails. The first row includes a sponsored video for LinkedIn titled 'HIGH-QUALITY CONVERTING,' and several other videos with titles in French such as 'FORMATÉ', 'QUI MENT?', 'NOVEMBER', and 'Day 15 of Trying To Become A Millionaire From Dropshipping'. The second row contains videos like 'CHEZ LES PRO-TRUMP', 'ASAP Rocky - Taylor Swift (Official Video)', 'NE CROYEZ PAS CETTE VIDÉO', and 'Barack Obama: 2024 Election, Kendrick vs. Drake, LeBron & Bronny | DeepCut with VicBlends'. The third row is labeled 'Breaking news' and features thumbnails for 'INONDATIONS EN ESPAGNE', 'Des milliers', and 'ESPAÑA SUBIERTO DE SOLIDARIDAD'. On the left side, there is a sidebar with 'Explore' (Trending, Music, Movies & TV, Live, Gaming, News, Sports, Learning, Fashion & Beauty, Podcasts) and 'More from YouTube' (YouTube Premium, YouTube Music, YouTube Kids). At the bottom left, there are icons for Settings, Report history, Help, and Send feedback.

Use the “PrevYou” plugin to be reminded of your place in the universe

Hooks (Summary)

- **3 ingredients of a hook**
 1. Create an *Curiosity gap*
 2. Trigger an *Emotion*
 3. Catch the eye
- **Find successful hooks => adapt them to your niche**

PART 5:

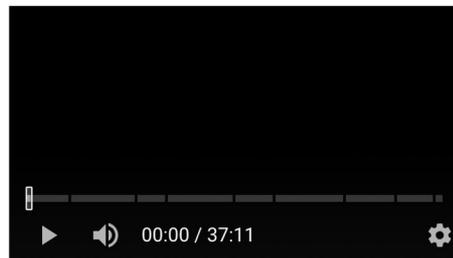
Watch time

Average view duration

16:43

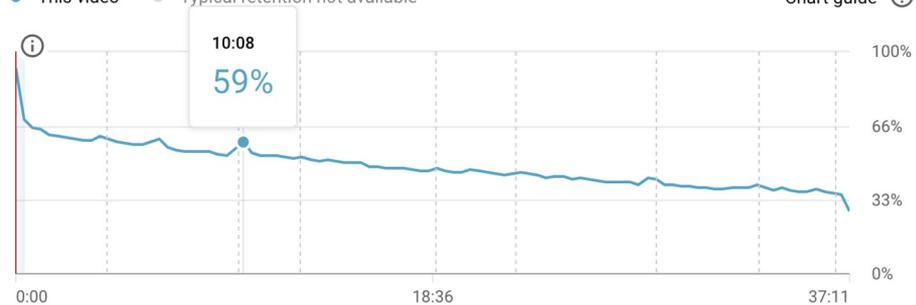
Average percentage viewed

45.0%



● This video ● Typical retention not available

Chart guide ?



76% of viewers are still watching at around the 0:30 mark, which is above typical. Learn more by comparing to your other videos. [Go to channel analytics.](#)

[SEE MORE](#)

Retention graph

Build on your hook

- 1. First sentence:** Tell me something unexpected in the *first* sentence
- 2. 30 seconds:** Start paying off your Hook
 - Have a twist in the story
 - Teach me something
- 3. Every 3 minutes:** Open/close a new loop.

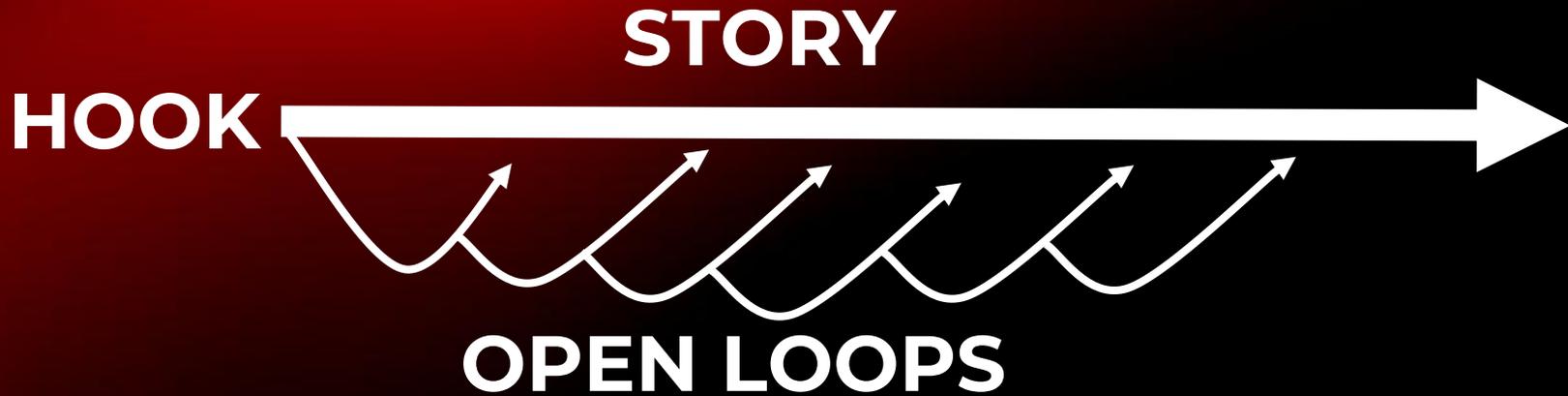


World's Most Dangerous Escape Room!

139M views • 8 months ago



The one-slide playbook



Hook:

- Information gap
- Emotion
- Simplicity

Story:

- Open loops: raise a new “mystery” every 3 minutes
- Keep the pace up

Meta:

- Be a student of the game



7 Ways To Please A Man In Bed! :

DECODING THE PSYCHOLOGY OF BUSINESS



Marketing Monster

@marketing_monster · 8.88K subscribers · 19 videos

Decoding the psychology of business. ...more

Subscribe

YouTube (English): Marketing Monster

Q&A