

# News Creator

## WORKSHOPS 2022

### HOW YOUTUBE RECOMMENDS VIDEOS + MONETIZATION BASICS



#### KEY LEARNING


**01** YouTube’s algorithm **finds videos for viewers**, not the other way around

**02** It’s normal for different videos to have **different traffic sources**

**03** Monetization **does not affect discovery**

**04** Focus on your audience and the **algorithm will follow**

#### EXTERNAL FACTORS THAT INFLUENCE THE ALGORITHM


  
**TOPIC**  
 Broad appeal or niche market? The number of interested watchers worldwide on any given topic affects the algorithm

  
**COMPETITION**  
 YouTube ranks videos from *all* channels a viewer might watch

  
**SEASONALITY**  
 YouTube traffic fluctuates throughout the year - particularly around seasonal events such as holidays or school year start/end

#### YOUR CHALLENGE

Implement a consistent title and thumbnail style for your channel. Review analytics consistently to understand how this has affected both

  
 Additional resources:  
[Keep up-to-date with YouTube on the official blog](#)  
[Learn more about mid-roll ads](#)