

YouTube Shorts™

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SPECIAL REPORT



Find Out How to Quickly Master
YouTube Shorts for Digital Success!



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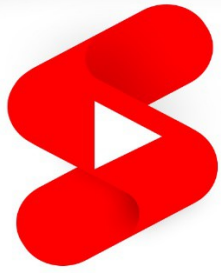
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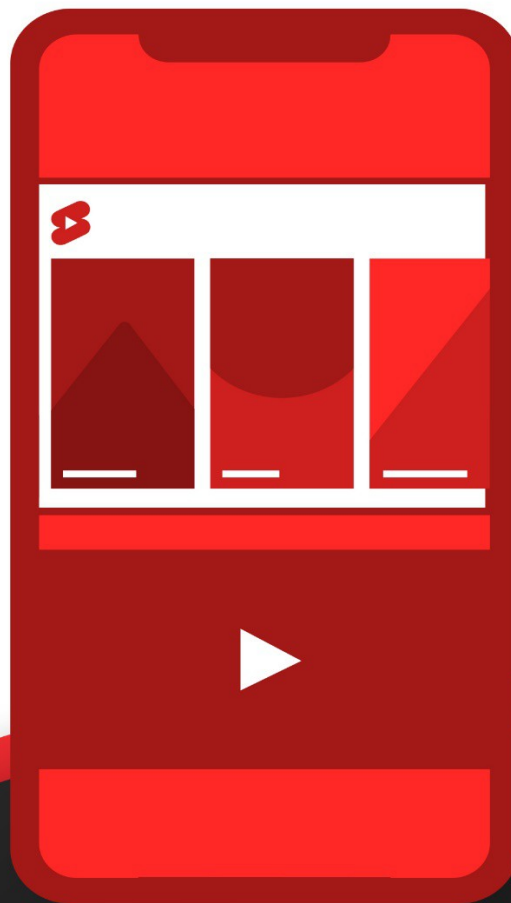
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CHAPTER 1



Introduction



YouTube is now the third major social platform, following Instagram's Reels and Snapchat's Spotlight, to take on TikTok and jump on the short-form video trend that's taking the social media world by storm.

The YouTube Shorts player surpassed 15 billion daily views globally.

Are YouTube Shorts the golden ticket to creator success? How do you even make one? Those are valid questions, so here's everything you need to know about the new feature!

To get started, our comprehensive and professionally researched YouTube shorts Excellence Training Guide will assist you at every step of creating your perfect shorts and a long-term digital content strategy.

This comprehensive cybersecurity guide will help you understand all about the YouTube shorts platform, its features, how the algorithm works, monetization rules, content creation strategy and analytics. Plus, so much more! Its golden!

Get Started!



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CHAPTER 2



YouTube Shorts – An Overview



YouTube Shorts – they are the latest version of short videos that are popping up across social media.

This is the YouTube version of TikTok and Instagram Reels that we've seen arise over the last year or so. But the real question is, can it be beneficial for your business and for your YouTube Channel?

Let's find out.

What Are YouTube Shorts?

These are short videos published on YouTube that can be up to 60 seconds long. They have a general purpose of entertaining or providing value to your viewers.

When you're scrolling through the YouTube mobile app on your home feed, you will now run into what's called the Shorts Shelf. Once you click on a Short, from there you can just scroll up to continue watching Shorts from different people. If you noticed, next to the Shorts Shelf, it said Beta.

The other place to find Shorts is along the bottom menu bar. You can click Shorts and scroll through them from there. The nature of these videos is mobile-based. They're vertical and they're meant to be recorded from a smartphone. But you can still access them on desktop or Smart TVs as well, it's just a little different.

When accessing YouTube on desktop, you'll notice that even if you scroll down, you'll never run into a Shorts Shelf. So, you can type in #Shorts into the search bar to find Shorts. Or, you can just go directly to the channel you want to watch and scroll down to see if they have posted any Shorts.

How Do You Make Shorts?

On your smartphone, if you hit the plus sign icon, you can then tap Create a Short. You're then brought to a screen where you can record a clip directly with the YouTube camera, either front facing or by flipping to record on selfie



cam. Or, you can also upload a clip from your camera roll. Now before you record, you'll need to tap that 15 number to turn it to 60 if you want to record up to 60 seconds.

(Get More Info in Training Guide...)

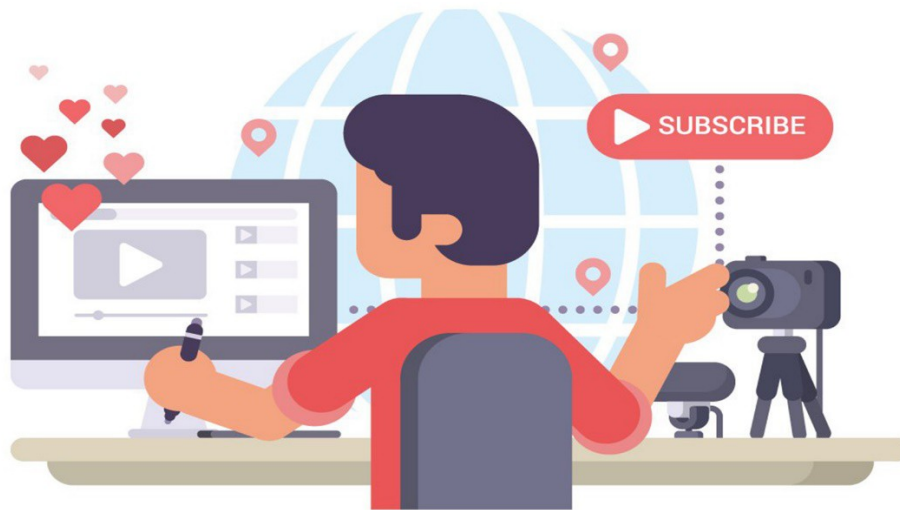




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CHAPTER 3



How to create YouTube Shorts



You can create shorts directly in the YouTube app. They're limited to 60-seconds and required to be in portrait orientation, just like TikTok. It's a very different way to think about a "YouTube video."

To create a short, open the YouTube app on your iPhone, iPad, or Android device. Tap the + button in the bottom toolbar—YouTube calls this the "Create" button.



Select "Create a Short" from the menu. At the time of writing, Shorts are in beta.



The Shorts recording screen will appear and there are several options here:

- **Add Music:** Browse for music to play during the video.
- **Flip:** Flip between front and rear cameras.
- **Speed:** Adjust the speed of the recording from 0.3X to 3X.
- **Timer:** Set a time to start recording so you don't have to hold the phone.



- **Short Length:** Switch between 15 and 60-second recording length. This only matters if you're not doing hands-free recording.
- **Gallery:** Add video from your camera roll.
- **Record:** Press and hold to record or tap to record hands-free for the selected time length.

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CHAPTER 4



**How to Promote Your Business
using YouTube Shorts**



From Money heist to Magento development tips, everybody searches for anything on YouTube, and no wonder users spend almost 40 minutes a day on the platform. In 2005, when YouTube launched, users had **18 seconds** to record a video and share it.

To keep up with its frame, YouTube has now created a new parent platform called YouTube shorts, which allows creators to post videos up to **15 seconds** long and entertain their viewers even more.

In addition to YouTube shorts, YouTube shorts have more than **15 billion** views daily which is more than TikTok (short video sharing app). Using YouTube shorts for your business has many benefits, especially for promoting your business.

YouTube Shorts: Are they worth it?

In an era of **Instagram reels** & TikTok, it is important to decide whether or not we should consider YouTube Shorts. These platforms have caused quite a buzz in the market, and everyone loves them.

With YouTube shorts, the role is the same as YouTube when it comes to work because in Shorts also creators are encouraged to distribute and share their videos. It only requires a few things to be kept in mind when using YouTube shorts to market your business.



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CHAPTER 5



Top YouTube Shorts Video Ideas



1. Quick Hacks

We all serve time no matter what we do, we cannot stop time. We are in a busy world where we all like to do things as fast as possible. Share interesting hacks that can be related to any topics that you are interested in or it can be trending topic that's going on around the world and show some of the tricks that viewers can follow to save their time.

This could also be sharing a piece of knowledge but more on the tutorial way instead of just speaking from of the camera.

2. Myth Busting

This is where you take a commonly held belief about your niche or your industry and you bust it with an excellent example of your life. There are a lot of life hacks which can be shown how to do, and cheap little thing will make your life so much easier.

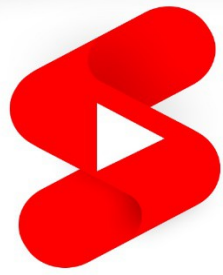
If you could test those things and bust myths around those beliefs within a 60 second short, people would really appreciate it.

3. Amazing Facts

The whole idea of Ripley's believe it or not is built on this idea or the Guinness world records, you can use an example here of did you know that if you apply this certain leather conditioner to the seats in your car then they will actually last twice as long and show, make sure give some proof before and after.

Not only that you can make any different types of facts videos, that you are interested in, do research on the internet, read books on that topic and tell those facts in short single video.

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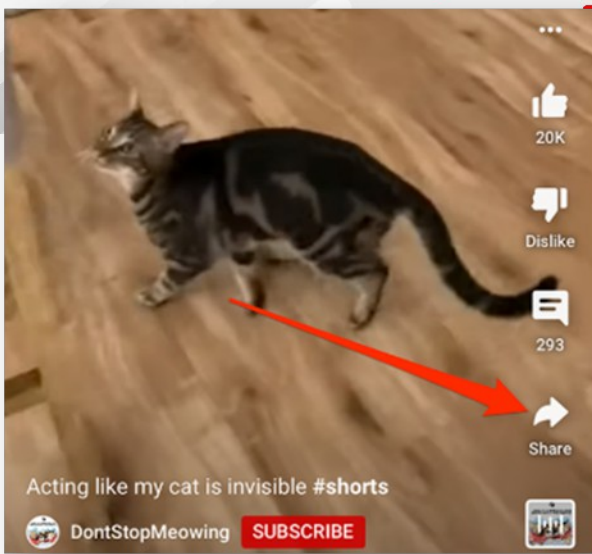
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CHAPTER 6



How to share YouTube Shorts?

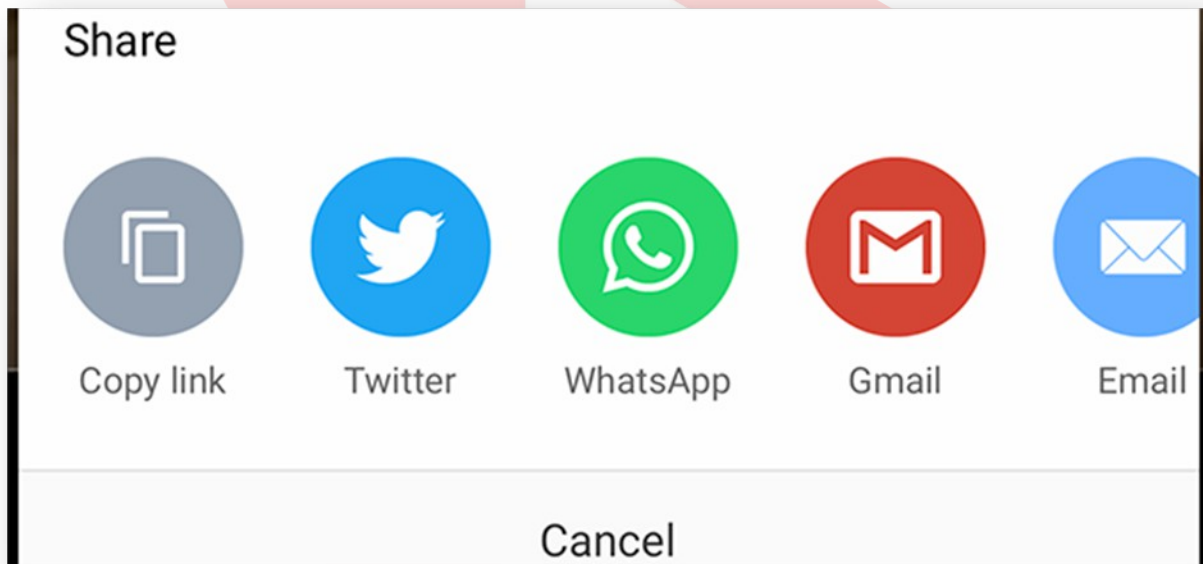


As you browse videos on YouTube Shorts, you may come across a video you want to share with other people. If you want to share a YouTube Shorts video, our guide will show you how this is done.

Note: These screenshots were captured in the YouTube application on iOS.

Step 1: While viewing a YouTube Shorts video you want to share, tap the “Share” button near the bottom-right corner of the screen.

Step 2: Tap one of the buttons to share the video through an email, text message, WhatsApp, and so on. You can also tap the “Copy link” button to copy a link to the video that you can paste anywhere.



If you swipe to the end of this Share menu, you can tap the “More” button to see more sharing options.

(Get More Info in Training Guide...)



As the popularity of YouTube Short videos reaches every corner of the world, many people have started to create exciting 15-to 60-second videos. But not many people know exactly how to grow YouTube Shorts content and garner more attention and views.

Keeping this in view, we have curated a couple of techniques you can follow to get more eyeballs on your videos and connect with a new and even bigger audience. Let's check out.

1. Set up YouTube Shorts Channel

First things first, create a new YouTube channel dedicated to Shorts videos only. A separate channel will help you upload, organize, and manage the content easily and quickly. Plus, it makes it easy to get insights into your targeted audience and analyze the performance of each video.

Note that YouTube doesn't offer any specific type of channel for YouTube Shorts, and you must proceed with creating a regular YouTube channel. Here's how you do that:

Step 1 - Sign in to YouTube from your PC or smartphone.

Step 2 - Hit on your Profile Picture at the top-right corner and then, click Create a Channel.

Step 3 - Now, you have the option to set up a personal channel or a channel with a business or brand name. Choose an option, create your name and other necessary details.

Step 4 - After that, drag the Short Videos section from the moving handle at the left and place it at the top of the list just below the Featured segment.

Step 5- Finally, hit Publish to save changes.



And that's it. You have a dedicated channel for YouTube Shorts. Now, use this channel to upload Shorts videos and try not to upload regular video content on this channel. Remember that YouTube Shorts only appear on the mobile app at the bottom of the screen.

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CHAPTER 8



How to Fix YouTube Shorts Not Showing



Many users have claimed that YouTube shorts are not showing on their iPhones. If you're one of them then worry not as we are listing the best methods you can fall back on to fix this issue. Read on.

Solution 1. Update YouTube App

Firstly, update the YouTube app on your iPhone to the latest version as the older versions aren't compatible with YouTube Shorts. The latest version has a dedicated section for YouTube shorts at the bottom of the screen.

So, go to the App Store and check if you have installed the latest version or not.

Solution 2. Clear YouTube Cache and Data

Many a time, the YouTube app's cache and data are the culprits of why YouTube Shorts aren't showing on your smartphone. So, delete the cache and check if the issue persists.

To do that:

- On your iPhone's Home screen, launch the YouTube app, go to its Settings > History and privacy.
- Now, tap on Clear the watch history and Clear search history.
- Now, restart the app and sign in with your account.

Solution 3. Ensure a Stable Internet Connection

YouTube Shorts require a healthy internet connection to function. So, make sure your iPhone is connected to a stable Wi-Fi connection or mobile data is turned on.

Simply launch your mobile browser and refresh it to check if your internet is working or not.



Solution 4. Restart Your iPhone

Sometimes, a minor bug in your iPhone's system is hindering the working of the YouTube app. The easiest way to get rid of it is by restarting your phone and launching the YouTube app again.

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CHAPTER 9



**How to Make some money from
YouTube Shorts**



On May 11, 2021, YouTube announced the monetization of YouTube Shorts. YouTube first started Shorts as a beta release to grab the Indian market when the Indian government blocked TikTok in June 2020. Shorts got so famous that it received 3.5 billion views in India daily. YouTube recently launched Shorts in the United States of America too.

YouTube had a tiny place for short videos, but the success of TikTok means the demand for short-form content has increased more than ever. In Shorts, the creator uploads a vertical video shorter than a minute.

Now the creators who create these short videos on YouTube are soon to be rewarded for their work. YouTube also announced a \$100 million budget for this program in this announcement.

YouTube has launched a YouTube Shorts Fund, a \$100M fund distributed over the course of 2021–2022. Anyone is eligible to participate in the fund simply by creating unique Shorts that delight the YouTube community.

One thing to note about this is that it's separate from the YouTube Partner Program. That means you wouldn't need 1,000 subscribers and 4,000 watch hours like you would on their partner program.

This sounds like great news for new creators. But there is one catch: it's an invite-only program, according to their blog.

Each month, they plan to reach out to thousands of creators whose Shorts received the most engagement and views to reward them for their contributions.

This means you can only get in if YouTube wants you to. This will certainly discourage some creators from creating short videos, but on the other side, some will work hard to get that invite.

If you're a creator on YouTube and have been creating Shorts for some time now, you've done the right thing. The direction YouTube will take with YouTube Shorts is predictable. They will most likely keep increasing their



budget, starting from \$100 million. This is because \$100 million is a minuscule amount compared to the \$30 billion, they have paid their creators over the last three years.

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CHAPTER 10



YouTube** Shorts Analytics: Why Every Creator Needs This Data**

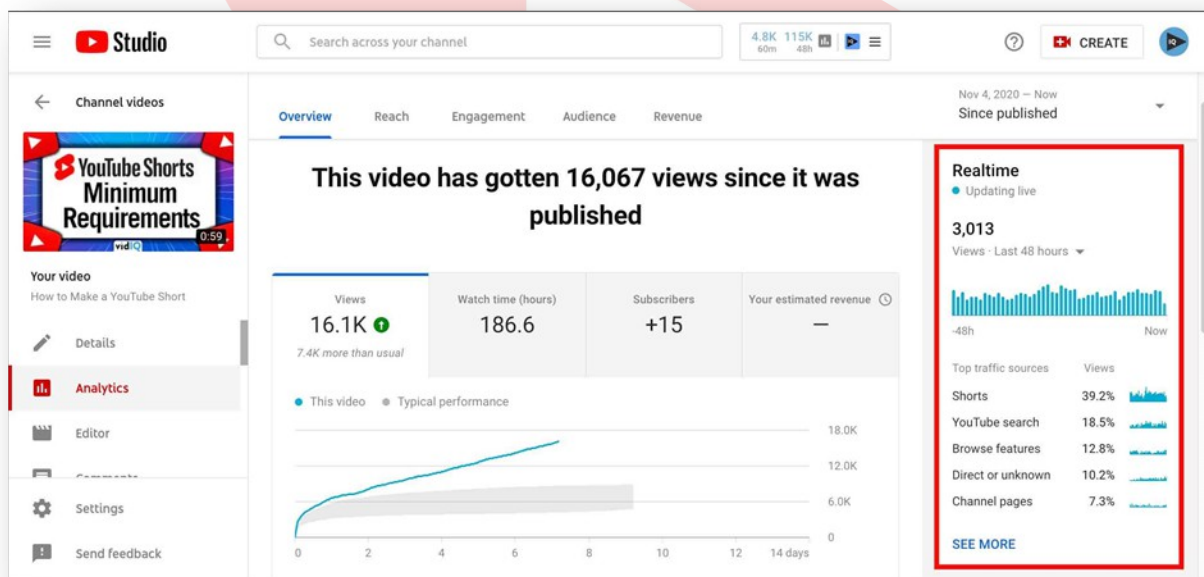


How to View YouTube Shorts Analytics?

On YouTube, there are three ways to view Shorts analytics. Two of those methods are for desktop viewing and one is for viewing on mobile. To see analytics on either device, here's what you need to do.

Method 1: Viewing Individual Video Stats on Desktop

- While on desktop, go to the YouTube Studio.
- In the left navigation menu, click 'Videos'.
- Hover your mouse over any video, and some menu options will appear. You'll want to click the analytics button, which looks like a tiny bar graph.
- On the right side of the page, you'll find real-time stats for views coming from YouTube Shorts, as shown below:



Method 2: Viewing Channel Stats on Desktop

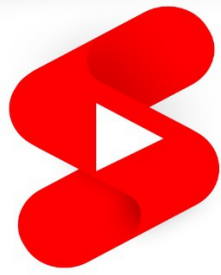
- While on desktop, go to the YouTube Studio.



- In the left navigation menu, click '**Analytics**'.
- Next, you'll see a section showing views, Watch Time, subscriber count, and estimated revenue for your channel. Scroll directly below this section and click '**See More**'.
- Go to the filter tabs at the top of the page and click '**Traffic Source**'. This action divides the views on your channel by all the different ways people can watch your content, which now includes YouTube Shorts.

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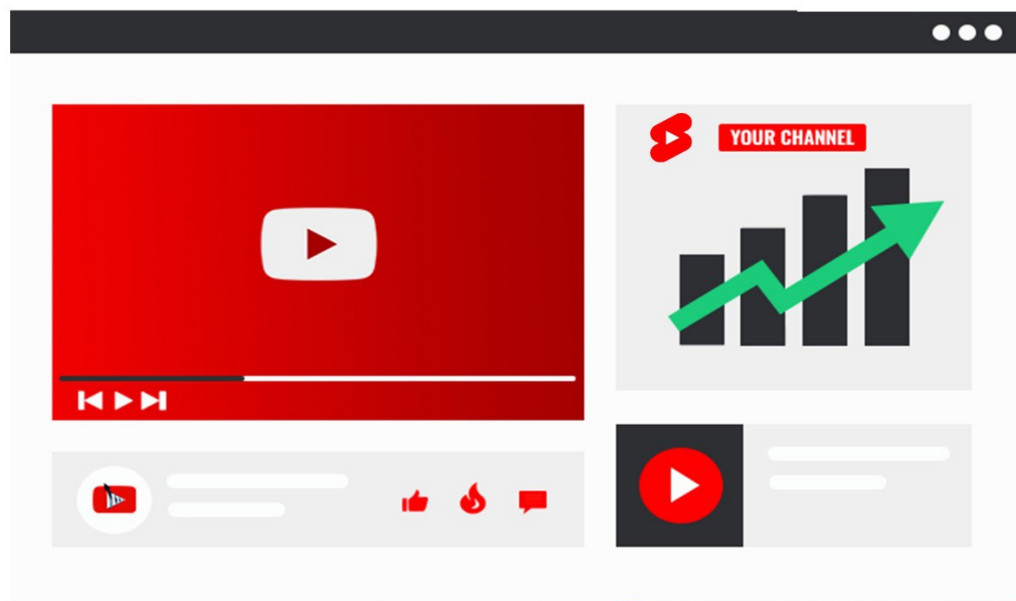




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CHAPTER 11



**Tips to Grow Your Channel
With YouTube Shorts**



YouTube keeps adding features for creating and discovering Shorts. In addition to the U.S. rollout of Shorts beta – a tool for recording, editing, and posting brief videos – the platform has changed the layout of Shorts, how they appear in search results, and more.

As a creator, you should know what these updates are to better grow your channel. We've seen creators get more views with Shorts, but the challenging part is keeping the momentum going.

With recent updates, you may have to think differently about the way you create short videos. The latest Shorts updates have revealed four undeniable truths:

- Shorts are appearing in search results, so you should absolutely create them.
- If you focus on making unique Shorts that go viral, subscribers will find you.
- Every Short needs a pinned comment.
- Musical Shorts may contain trends or dance challenges, which means you should research topics and songs before you press record.

Now that you have some background knowledge, here are four tips to grow your channel with YouTube Shorts.

1. YouTube Shorts are Becoming More Discoverable; don't hesitate to Post Them!

Are you familiar with the Shorts shelf? This display area for short, vertical videos has been on the app's homepage for months. Now it's also appearing **on search pages**. If you're posting Shorts to YouTube, this is a new opportunity to get your content discovered.

How to 'Search' For YouTube Shorts



Viewers can find your Shorts via search results but not in the traditional, topic-based way. Follow these steps to understand how they appear on YouTube:

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CHAPTER 12



**How can YouTube Shorts Boost
Your eCommerce**



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YouTube released YouTube Shorts on March 18th, 2021, and it hit a huge success. With the closure of TikTok in several countries, YouTube Short has achieved great success.

With TikTokers, YouTubers, and marketers swarming to YouTube Shorts, the feature has got great recognition and engagement.

Now, believe me, you can use this engagement to your own advantage. How? Let's find out.

1. Engaging

The biggest reason why you should be using YouTube Shorts for eCommerce is because it's engaging.

With thousands of eCommerce websites available on the net, you'll want to have some exclusive engagement to stand out and captivate your shoppers. And, YouTube Shorts for eCommerce allows you to do just that.

As per the statistics, there are more than 12-24 million eCommerce websites available on the internet and more are getting created every day.

A study also shows that the videos no longer than 2 minutes gain the maximum engagement and likes.

Customers are like babies. They have a very short span of attention and can easily get attracted with something different and new.

Thus, you'll want to make sure that you're delivering everything you want to convey within the shortest timespan possible to keep them engaged.

Therefore, if you want consumers to know you and listen to you completely, YouTube Shorts for eCommerce is the key.



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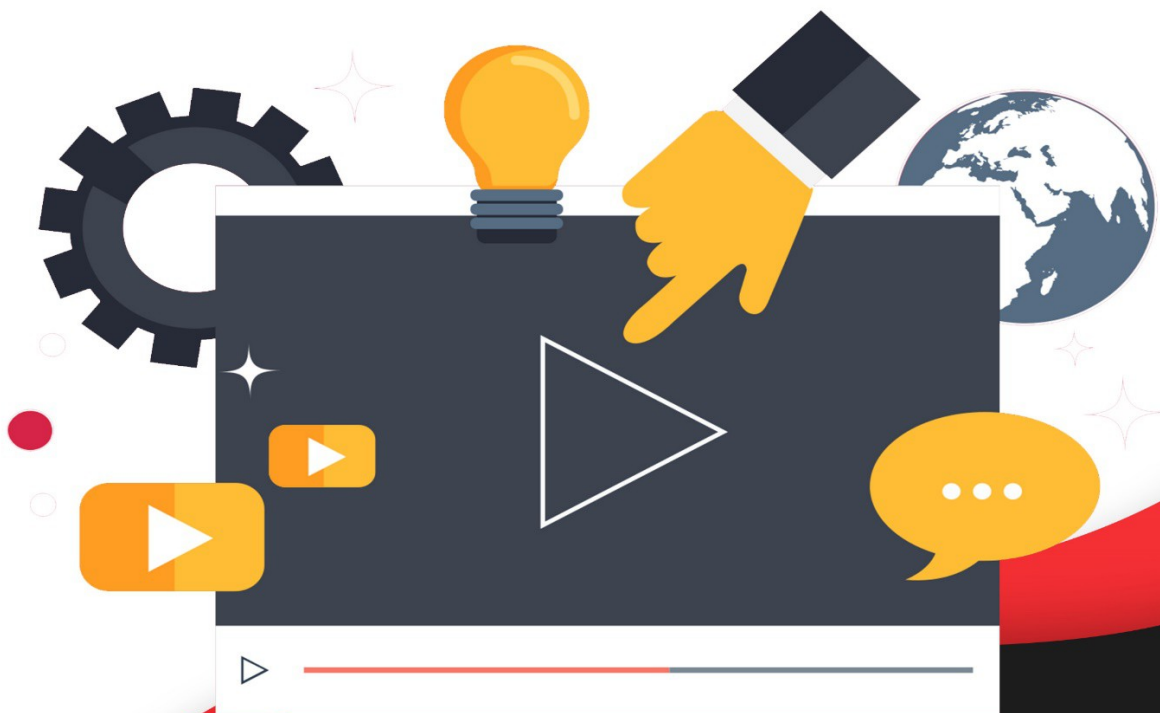
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CHAPTER 13



**How to Prepare for the YouTube
Shorts Fund**



What is the Shorts Fund?

Starting August 2021, YouTubers in select countries can vie for a piece of the \$100 million YouTube Shorts Fund – if their creations rise to the top of the heap of the most-viral clips.

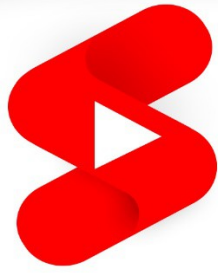
Every month, YouTube says, it will select thousands of eligible creators to claim a payment from the fund, which marks the first step in its efforts to monetize the short-form, TikTok-like video feature. Creators who meet the criteria can make anywhere from \$100 to \$10,000 based on viewership and engagement of their Shorts, which can be up to 60 seconds in length.

The \$100 million YouTube Shorts Fund will be distributed through the remainder of 2021 and into 2022. YouTube says it will notify creators who qualify for a bonus payment from the Shorts Fund the second week of each month in the YouTube app; they will then have until the 25th of the month to claim the bonus payment before it expires.

For now, only creators in 10 countries are eligible to receive YouTube Shorts Fund payments: the U.S., U.K., Brazil, India, Indonesia, Japan, Mexico, Nigeria, Russia and South Africa.

A creator's all YouTube Shorts videos will count toward their Shorts performance each month that they receive views (not just the month they were uploaded). The bonus payment amounts will be adjusted based on a channel's total Shorts performance and their audience's location. The level of performance needed to qualify for a bonus payment may differ between creators (based on audience location for example) and may change from month to month "due to fluctuations in audience location and the number of creators making Shorts," YouTube says.

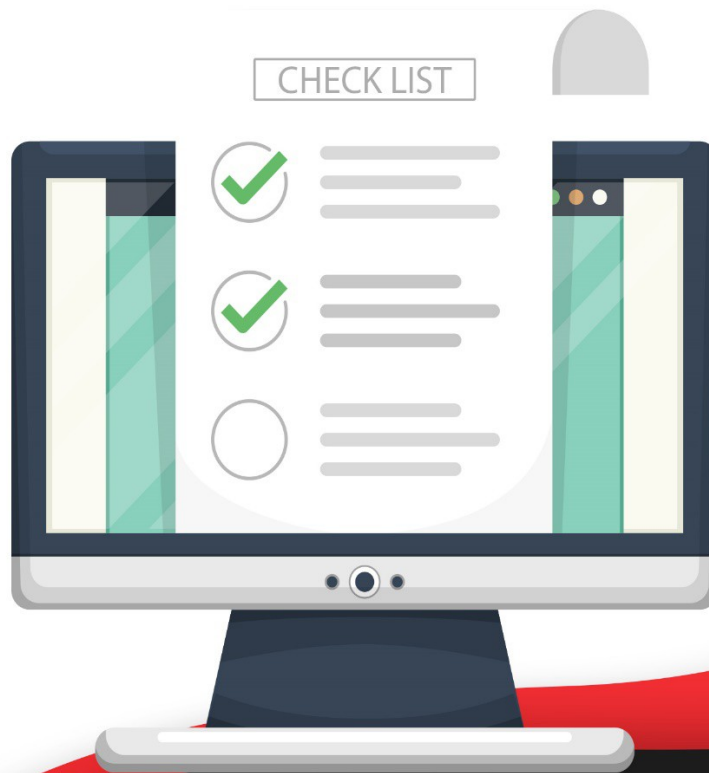
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CHAPTER 14



Case studies



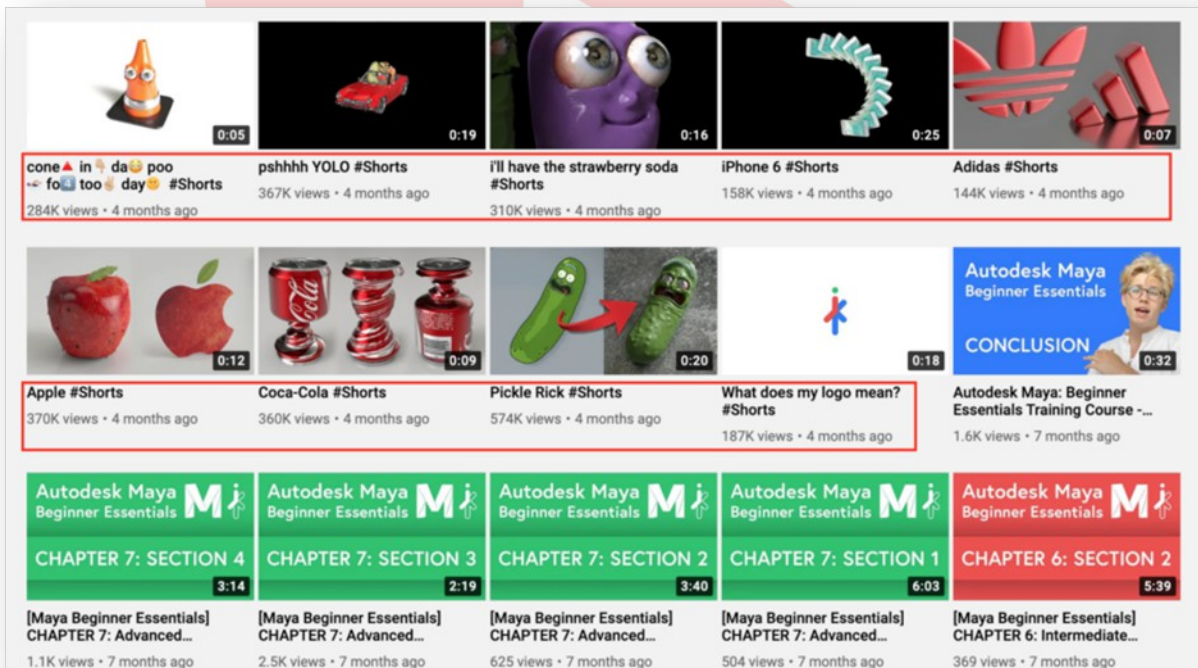
Looking for inspiration for your YouTube Shorts? There are a ton of great examples on YouTube of course, but here are three ideas to get you started:

1. Jake Fellman

Like any usual educational creator, Jake was creating tutorials around a popular software: Maya. His videos used to get a slew of a few thousand views at best.

In September 2020, he experimented with animated videos in the newly launched Shorts video format on YouTube. They were an amalgamation of his skillset in 3D art and storytelling. Moreover, he had picked up on a massive trend to create his skits -- the game "Among Us."

You can see a clear difference in how Jake's channel blew up the moment he started creating this entertaining series of videos in the Shorts format:



Some of his videos have touched 130 million views. Sure he creates merely under 30-second short videos. On his channel's about page, though, Jake mentions putting in up to 8 hours to make every single one of them.



Short, punchy, and entertaining videos by hijacking a huge gaming trend — that's the summary of what's working for Jake.

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CHAPTER 15



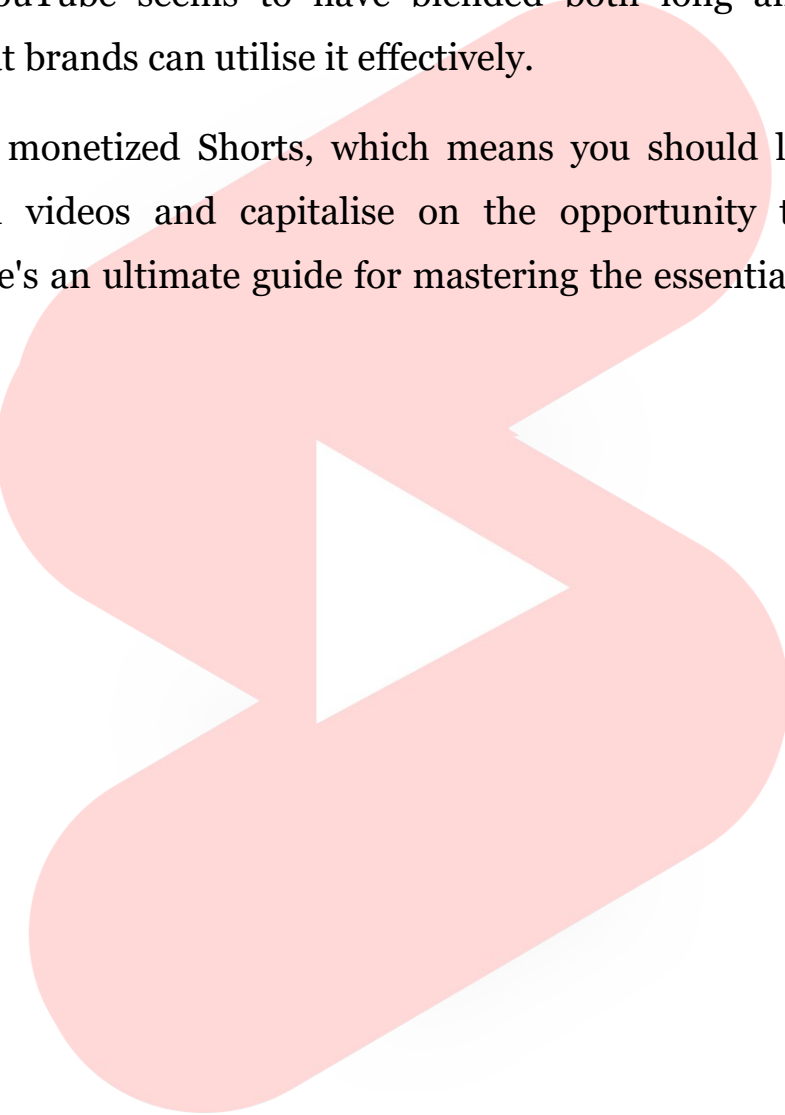
Conclusion



There is no doubt that consumer behaviour is shifting towards convenient content experiences. YouTube Shorts provide a strong, well-established platform with vast audiences and an accessible content creation tool.

Whilst there are some concerns, with extended testing and improvements over time, YouTube seems to have blended both long and short-form content so that brands can utilise it effectively.

YouTube has monetized Shorts, which means you should learn to make brief, vertical videos and capitalise on the opportunity to grow your business. Here's an ultimate guide for mastering the essentials of YouTube Shorts.





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