

CourseDekhlo Reader Bonus Guide

A Simple & Practical Guide to Start and Grow on YouTube

1. Start With Clarity (Before Creating Content)

- Why do I want to create content?
- What type of content will I create?
- Who is my target audience?
- Which platform suits my content best?

Platform Tip: Choose wisely — YouTube for long-form learning, Instagram for short-form engagement.

2. YouTube Performance Matrix (Understand Your Video)

Quadrant	Meaning
High CTR + High AVD	Viral potential
Low CTR + High AVD	Improve thumbnail/title
High CTR + Low AVD	Clickbait — fix content
Low CTR + Low AVD	Weak topic or idea

This is real YouTube analytics thinking—not just motivation.

3. Extra Tips for Faster Growth

- Focus on thumbnails and titles — they decide clicks.
- First 5 seconds of your video are critical for retention.
- Consistency matters more than perfection.
- Analyze your top-performing videos and repeat what works.
- Don't chase viral videos — build a repeatable system.

Final Tip: Analyze → Improve → Repeat. That's how real YouTube growth happens.