

So you make great videos, yet no one is seeing them!

Why the heck isn't anyone watching your videos?!

Well, you may not be doing things right.

What do I mean by "doing things right"? First of all, you need subscribers. Now, there are plenty of YouTube channels out there that have lots of video views with no subscribers, but it is pretty rare these days.

Think of it this way: You post a video. How do people find it? By searching for it? WRONG! Well, right AND wrong. Here's the thing... sometimes it can take awhile (sometimes days, sometimes weeks) before your videos show up in the YouTube search results. And even when they do, your video needs to have great keywords, an optimized title, and lots of views in order to show up on the first page!

So what is the best way of getting views? SUBSCRIBERS. YES! But how do you get subscribers? You can't spam up people's channels unless you want a lot of trolls and haters crawling around your channel and video, but no one wants that.

So, I now bring to you (in no particular order – so read all of them!)...

The Top 50 FREE Tactics of Getting YouTube Subscribers:

1. Make more videos! – People on YouTube generally subscribe to people who have a larger amount of videos (I'd say at least 10 – 20+ videos is good).
2. Make high quality videos – By having higher quality videos (good audio, video, lighting, editing, etc.), people will have more of an urge to subscribe, because they can expect great videos from you in the future.
3. At the end of your videos, tell people to subscribe! – It can be you telling people to subscribe, or an outro title that says "subscribe" – heck, even make a funny animation or cool special effect outro!
4. Comment on lots of videos, EVERYDAY – Just think about what sort of things interest you, as well as videos similar to yours. Then, comment on tons of videos everyday – it is likely that people will see your comment, and gives you more of a chance for people to click on your username to get to your channel!
5. Accept ALL friend requests – That's right, the more friends you have, the more people you can send out bulletins to (see #6).
6. Send out bulletins – Go to your YouTube channel, and in the top left corner will be a button that says "Post Bulletin". This bulletin will post to all of your subscribers AND friends. You can even attach one of your new or best videos to the bulletin, which will result in more video views.
7. Leave channel comments – When you accept someone's friend request, go to their channel and say something like "hey, thanks for the friend request, just accepted it! Great videos by the way!". And then make sure to comment on a video or two of theirs. You not only will be more likely to get THEM to subscribe, but also everyone else you sees your channel comment AND video comments.

8. Leave LENGTHY comments – There are so many people that leave comments like “cool channel”. And guess what? No one ever visits THEIR channel because of a tiny comment like that. Leave a lengthy comment, maybe watch one or two of their videos, and leave a comment saying “I really enjoyed ‘this’ video and ‘that’ video, hope to see more like that soon!” – or something like that.
9. People have NAMES, OMG! – That’s right, before you write a channel comment on someone’s profile, check their name. If they have it listed, and their name is Derek, start your comment by saying “Hey Derek...” – It gives more interaction, as if you are actually talking to Derek in person, not just “another youtube channel”.
10. Get a facebook fan page – Create a facebook fan page specifically for your youtube channel, and post your videos, as well as updates and other youtube related stuff there.
11. Tweet a’ Tweet tweet – Get a twitter account, and tweet every video you upload (as well as other YouTube or video-related stuff).
12. Follow lots of people on twitter – You don’t have to go TOO crazy, but you’ll be amazed by how many people will follow you back. And when you get more followers, people see your twitter as a good source of info or a great profile. They’ll say “hey, 350 OTHER people are following this person, maybe I should!”
13. Tell your REAL LIFE friends to subscribe – Again, don’t go crazy. But send all your facebook friends or just call up some friends and let them know about your channel, and how much it would help if they subscribed.
14. Upload CONSISTENT videos – If you have a channel that uploads videos 3 times a week, or once a week, or once a month, stay consistent – and you will have people always wanting more (it also helps YOU stay on track, as well as showing people that you are organized, and they can expect more videos at “this” specific time).
15. SUBSCRIBE to other people – Now, don’t get me wrong, SUB4SUB will hardly get you anywhere. You’ll just have a whole bunch of subscribers that NEVER watch your videos. But pick out a few hundred channels that you are interested in, and subscribe to them. They may subscribe back, and this will help you in the future with finding videos to comment on.
16. Tell people you subscribed to them – When you subscribe to someone, write them a channel comment telling them you like their videos so you subscribed. However, NEVER ask for them to subscribe back! You have a better chance at getting them to subscribe by just writing a nice comment, rather than trying to SUB4SUB.
17. Send out friend requests – Watch a video. If you think they did a good job, send them a friend request. At the time of me writing this article, you can send 10 friend requests every 10-20 minutes. If you take an hour or two to send friend requests to channels you are interested in, that gives you hundreds of new chances to get more friends (which you can then send bulletins to).

18. Customize your channel – There are WAY too many people that still don't know about making a full custom channel layout on YouTube. There are loads of free sites that offer free YouTube channel backgrounds. Download some, try some out, find one you like, and use it!
19. Have a good profile picture – Whenever you post channel comments, your profile picture shows up. How many of those actually catch your eye? Having a profile picture of your face, with a bright green, yellow, or orange background makes people's eyes go straight to your picture (which will make them read your comment, and possibly check out your channel, and then possibly subscribe!).
20. Add your youtube link EVERYWHERE – Facebook, twitter, your own website, blogs, forums, heck even email signatures if you want! The more people that see your link, the more people that will click to your channel and subscribe.
21. Get a website, and post your YouTube videos there! – There are countless services out there that allow you to create a website for free. Post all your videos on your website, and even have a blog section where you write about your videos as well as other things you and probably others are interested in.
22. Add a SUBSCRIBE button to your website – Find some free YouTube widgets, or make your own subscribe button to flash in the sidebar of your site.
23. Collaborate with other YouTubers – And don't bother trying to collab with the "big" tubers, either. Find other channels that have around the same amount of subscribers as you, and that also make similar videos (or in a similar style) that you make, and ask them to collab! If the video goes on your channel, the other person (or people) in the collab will tell their friends and subscribers about it, giving you more viewers (and probably subscribers – since if you are working on videos with someone that they are subscribed to, then that means you must be pretty cool too). And if the video goes on their channel, well guess what? People will say "oh wow who's that other person in the video?" – and they'll go check you out as well!
24. Make AMAZING video titles – If your video is a vlog showing you getting a hot dog from your favorite hot dog spot, don't title your video "Getting a hot dog" or "Hot dog vlog". Name it something like "Best Hot Dog in the WORLD!" – And then explain in the video why you think so!
25. Write lengthy video descriptions – The more you write, the more CONTENT you have. And as everyone knows, "CONTENT IS KING" – even in the "under-bar" of your YouTube video. If you write more in the description box, and write only about things that went on in the video, you will have relevant content. This makes it easier for search engines (including YouTube's search bar) to list your videos higher on the list.
26. Have a channel THEME – Don't post a whole bunch of random videos (unless that is what your channel is about – but even then it sometimes doesn't work). Instead, give your channel a nice theme. If you're all about comedy, do comedy and funny videos. Don't all of a sudden make some sort of tutorial about something completely unrelated. By having a theme to your channel, people will subscribe more, because they know your channel is about a specific subject that they are interested in, and will want to see more videos in the future.

27. Create a logo for your channel – Having a logo makes you and your channel look more legit. People will more often subscribe to channels that have a common logo they use in their videos and on their channel.
28. Watermark your videos – Now, this is if your editing software allows you to. So, if you can, place your logo or channel name in the bottom right corner of your video, and depending on what type of videos you make, let it show for part of or the entire video. Again, this makes you and your channel look a lot more legit than those “other” channels and videos.
29. Smile, Laugh, and Have Fun! – By showing a positive attitude in your videos (and in channel/video comments), people will be more likely to subscribe to you, because you are a positive person, and happy people LOVE other happy people!
30. Post video responses – Whenever you make a video, post it as a video response to another video related to yours! When people watch the other video, they will see your video as a response, and since they were interested in the video they just watched, they will more than likely be interested in yours as well, and they may subscribe.
31. Have a catchy/good channel name – Now, since you are watching this, I’m guessing you already have a YouTube channel. If the channel name you picked isn’t the best, you can always change the top title or channel name to whatever you want, whenever you want (this won’t change the url or your actual channel name, just how it looks in a link title in someone’s channel box, as well as at the top of your channel). If you mainly host a show on your channel, and have a show name, make your title (top of channel) name your show name!
32. Have title names for different types of videos – If you do a few different things on your channel, call one something like “The Cool Vlog” (obviously something different than that though), and then call your show a different name. Then, at the beginning of your video, say something like “welcome to another edition of ‘title/name here’ “. Your channel is more organized that way, and people will be able to get around your videos and channel easier, making them want to subscribe to watch more videos in the future.
33. Get GREAT Thumbnails – If you are a youtube partner, you can make your own thumbnails! So check out the top 100 subscribed YouTubers, and see how they design their thumbnails. However, if you aren’t a youtube partner, there are still ways of getting a good thumbnail. Once your video is uploaded, the default thumbnail will be exactly the halfway mark of your video (if your video is exactly 2 minutes long, the thumbnail will be the 1 minute mark of your video). At the halfway mark of your video, try inserting an image that shows for a couple seconds as you are still talking. Try blending the image into the content of your video though, like if you are making a rant video, at the halfway point of your video, talk about the image. Say something like, “I got so mad, I looked like this!” – then show the image for a few seconds (and make the image something like you edited really red, maybe have devil horns, or smoke coming out of your ears). And let me make this clear – DO NOT make your thumbnail irrelevant to your video, or you could be flagged, and your video could get removed by YouTube. Now, if you don’t want to work too hard on this, just pick one of the 3 thumbnails of your videos that YouTube allows you to choose, and pick one of the best (make sure you aren’t blinking!).

34. Add "SUBSCRIBE" annotations – Yes, anyone can add annotations to their videos in the "edit video" tab or page of your videos. Make sure to add a "SUBSCRIBE" annotation towards the top of your video during your entire video, and it will give people an incentive to click on it.
35. Keep in touch with friends and subscribers – Make sure to stop by some people's channels every once and awhile and say "hey, how have you been?!" or "hey, I see you've posted some new videos, going to check them out now!" – The more you interact with people, the more they will remember you.
36. Ask people to post Video Responses – At the end of your video, tell people to post their own video responses, either talking more about the subject, or their opinion on what you talked about, or if you made a beat or song, tell them to post their songs and beats as video responses and you'll check them out! This way, on all their videos, it will say "this is a video response to... YOUR VIDEO LINK HERE", and you'll get more viewers, and more subscribers.
37. BOX 4 BOX – Here's the thing, sub4sub is sooo 3 years ago. Box 4 Box is still "IN" and "COOL" (for the most part). Now, I'm not saying you have to treat this like a serious business transaction, but reach out to some channels that you interact with, or maybe have done a collab with, and ask them if they'd like you to put them in your box, and they can put you in their box in return. Make sure you tell them that this will help both of you out to get more subscribers. Also, don't try and ask youtubers who have tons more subscribers than you, because they will see this as spam and "only trying to help yourself, and not them". You need to ask people who have around the same amount of subscribers as you!
38. Reply to ALL video comments – Any comment that someone writes on your videos, reply to them! Now, if you are getting hundreds and thousands of comments, you probably shouldn't reply to EVERYONE, but then again, you probably wouldn't be here reading this if you had tons of views, comments, and subscribers.
39. Be better than the "other channel" – Look at your competition! Make your videos BETTER than theirs! If they make a tutorial, make sure you have better lighting, better editing, maybe some cool music, special effects – just be BETTER, and people will start to see you as THE BEST.
40. ADD MUSIC AND BEATS TO YOUR VIDEOS! – There are plenty of sites that allow you to download free music to use for your youtube videos. Put this music in the background of you talking (or tutorials, or vlogs, intros/outros, or anywhere else you can use music!). With music in your videos, you are immediately "cooler" than the channels who don't put music in their videos at all. Just look at any TV show. EVERY SINGLE ONE has some sort of music in the background, whether it is a documentary, action show, reality TV; ALL of them have music, and so should you!
41. Make a CONTEST or GIVEAWAY video! – Now, if you hardly have any subscribers, or are just starting out, you should make this a GIVEAWAY, NOT a contest. Because with giveaways, usually all people have to do is ENTER (you can also say "all you have to do to enter is subscribe to my channel and write a comment below"). But if you have somewhat of a following, do a contest where people have to post video responses to your video (and subscribe of course). This will bring more attention to your video, your channel, and will ultimately get you more subscribers.

42. Make a video about your new “TOY”? – By toy, I mean something like a brand new camera, iPhone, maybe computer, or something like that (electronics work best). Make a video about you unboxing your product. Also show the different features of it. You can also make a video of your review about a product. People search for these videos ALL DAY LONG, and you could very well have one of the highest viewed videos for “Unboxing the iPhone 12” if you were one of the first to post an unboxing video of it.
43. Review a viral video – Don’t just review it, but make it funny, joke around about it. As soon as “Friday – By Rebecca Black” came out, there were tons of videos where people just talked about it in a one minute video, and they all got tens of thousands of views on their videos. If you make it funny enough, and DON’T HATE on the video too much (hate is bad), then you can be sure to get more views and more subscribers.
44. Talk about celebrities or news – Did something funny happen in the news? Why don’t you make a video about your own opinion on it! Or did something horrible happen in the news? Make a video about why it’s horrible and what you think should have happened differently. You see, when celebrities do stupid things, or when something happens on the news, for about the next 2 weeks (more or less), people will constantly be searching for those terms online, and if you have one of the only YouTube videos that talks about the subject, you could very well get lots of views on it.
45. SOUND EFFECTS! – Use sound effects in your videos! If you flash a title or word on the screen, have a funny sound effect like a “punch” or gun shot. This makes your videos more legit, like explained in other techniques above.
46. Support and promote other youtubers – At the end of some of your videos, give a couple shoutouts to other channels, like “Shout out to VideoInterweb, they make some awesome videos about helping you out on YouTube, and they also have a blog!” – but don’t do this ALL the time, or people will see it as annoying. When you do this enough though, the channels you shoutout (you can tell them you shouted them out) may subscribe, may talk about you in the future, and you’ll get more subscribers this way.
47. Don’t make long boring videos – Use quick cuts, edit out all the “ums” and “sooo... uhhh’s”, and if you drag or slur your words a lot, try talking a little faster. People HATE boring and slow videos online. Learn to edit your videos, and the longer you work on this, and the shorter your videos are, the more people want to watch your future videos (people who watch YouTube videos have short attention spans, and usually prefer shorter videos, so they can jump from one to the other).
48. Make your videos SHORT AND SWEET! – You can have SOME longer videos, but try keeping your videos under 5 minutes (you should really shoot for 3 minutes or less). When people see a 15 minute video, most won’t even click on it, or if they did, some will click out immediately. When people see a 2 minute video, and it’s short and sweet, they may watch another one of your videos. Before you know it, they’ve been watching your videos for an hour, and they want more, so they’ll subscribe!

49. Pick good TAGS – If you make a video about a beat you made, don't just write tags like "beat, making, hip hop" – Write some good ones like "beat, making, hip hop, rap, hot, cool, west coast, underground, 'channel name', instrumental". If you don't know what tags to use, search for other videos related to yours, and use tags like theirs (but change some up, or add some!).
50. DO NOT BEG! – Never beg for subscribers. Never, never, never. It doesn't help you, it hurts you. If someone wants to subscribe, they will subscribe. You can follow the techniques above to ask people to sub to you, but never beg them or "try too hard". Trust me, you're only hurting yourself, and you'd be better off at spending your time following some of the other tips above.

Now, you probably won't follow ALL of these tips, techniques and tactics, but I guarantee you that the more techniques from this list that you follow, the more subscribers, views and visitors you will get!

*Hope this list helps you in your quest for more subscribers.*