

Module 6 – Tools Mentioned in This Lesson

Sharing, Promoting & Improving Your Videos

This document lists all tools and platforms mentioned in Module 6.
All tools are optional. Focus on clarity, consistency, and learning from real feedback.

Video Platforms

YouTube

Used for:

- Uploading and publishing videos
- Long-term visibility and discoverability
- Building authority and search presence

Key features shown:

- YouTube Studio
- Channel customization
- Upload defaults
- Playlists
- Pinned comments
- Community moderation

Official help: <https://support.google.com/youtube>

Channel Setup & Optimization

YouTube Studio

Used for:

- Uploading videos
- Setting visibility (private, unlisted, public)
- Managing thumbnails, titles, and descriptions
- Checking copyright status

- Managing comments and permissions
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Design & Visual Assets

Canva

Used for:

- Creating YouTube banners
- Designing profile pictures
- Creating custom video thumbnails

Official guide: <https://www.canva.com/help>

Writing & SEO Support

ChatGPT

Used for:

- Writing SEO-friendly channel descriptions
- Generating video descriptions from transcripts
- Brainstorming pinned comments and calls to action

Official guide: <https://help.openai.com>

Topic Research & Discoverability

YouTube Search

Used for:

- Researching video ideas
- Identifying real search demand
- Studying titles, angles, and competition

YouTube search suggestions are based on real user behavior.

Google Trends

Used for:

- Validating topic interest over time
- Checking whether a topic is growing, stable, or declining
- Comparing YouTube search interest worldwide

Official site: <https://trends.google.com>

Analytics & Feedback (Introductory Level)

YouTube Analytics (Basic Concepts)

Used for:

- Understanding clicks, watch time, and engagement
- Learning how YouTube evaluates videos
- Improving future videos gradually

Early data is for learning, not judgment.

Community & Collaboration Tools

YouTube Permissions

Used for:

- Granting viewer or manager access
 - Collaborating safely without sharing login details
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Final note

YouTube growth comes from habits, not hacks.

Use these tools to support consistency, not to chase perfection.