

YouTube Course for Beginners

Start and grow your YouTube channel professionally.

DURATION	COURSE PRICING	FORMAT
2 Months	₹8,000 ₹5,999 Only	Interactive Learning

KEY LEARNING PILLARS

- **Channel Setup & Branding:** Learn to establish a secure, properly configured, and visually striking channel identity.
- **Search Engine Optimization (SEO):** Master keyword research, metadata optimization, tags, description formulation, and algorithmic ranking factors.
- **Monetization Frameworks:** Dive deep into the YouTube Partner Program, ad revenue, sponsorships, affiliate systems, and memberships.
- **High-Converting Thumbnail Design:** Understand color theory, visual psychology, click-through rate (CTR) variables, and tool asset workflows.
- **Data-Driven Content Strategy:** Blueprint a repeatable upload matrix, niche analysis methodologies, target audience mapping, and structural retention scripts.

CURRICULUM ROADMAP (8-WEEK STRUCTURE)

TIMELINE	CORE MODULE TOPIC	KEY LEARNING TAKEAWAYS & COMPETENCIES
Week 1	Niche Validation & Channel Foundation	<ul style="list-style-type: none">• Analyzing audience demand and competitor gaps• Configuring advanced backend channel settings• Creating optimized about sections and custom links
Week 2	Content Blueprinting & Scripting Architecture	<ul style="list-style-type: none">• Designing content pillars and programmatic series

TIMELINE	CORE MODULE TOPIC	KEY LEARNING TAKEAWAYS & COMPETENCIES
		<ul style="list-style-type: none"> • Audience retention patterns and the "Hook-Body-CTA" formula • Efficient continuous ideation workflows
Week 3	Production, Gear & Recording Fundamentals	<ul style="list-style-type: none"> • Maximizing affordable lighting, smartphone cameras, and microphones • Framing rules, rule of thirds, and background aesthetics • Overcoming camera shyness and polishing screen presence
Week 4	High-CTR Thumbnail & Title Design	<ul style="list-style-type: none"> • Graphic design principles for micro-layouts • Typography choices, contrast dynamics, and image sizing • Writing high-curiosity, low-clickbait titles
Week 5	Advanced Video SEO & Upload Mechanics	<ul style="list-style-type: none"> • Strategic tag selection and optimized programmatic descriptions • Creating structured multi-chapter timestamps • Harnessing end screens and cards to build retention loops
Week 6	Decoding YouTube Analytics	<ul style="list-style-type: none"> • Evaluating CTR vs. Impression data pipelines • Reading Audience Retention graphs to detect dropout points • Identifying true traffic sources and optimizing metadata post-publish
Week 7	Monetization & Sustainable Revenue Streams	<ul style="list-style-type: none"> • Navigating AdSense requirements and compliance protocols • Integrating organic affiliate links and merchandising models • Pitching to brands for sponsorships with small subscriber counts
Week 8		

TIMELINE	CORE MODULE TOPIC	KEY LEARNING TAKEAWAYS & COMPETENCIES
	Community Building & Multi-Channel Scale	<ul style="list-style-type: none">• Utilizing Community posts, polls, and YouTube Shorts for reach• Structuring comments sections for algorithmic favorability• Formulating a long-term consistency workflow calendar