# 4 Mistakes You Should Avoid Making With Your YouTube Channel

As you start your new YouTube channel, you probably already have an idea of the few things that you need to do to be successful. However, just as essential as it is to know what to do, it is equally important to know which mistakes to avoid. Here are four mistakes that you need to avoid when you start your YouTube channel.

**Mistake #1 – Avoiding Your Audience**

Your audience is the only reason why you have a YouTube channel in the first place. Without them, you will never find success. If your audience asks you questions or leaves you feedback in the comments section of your videos, then you need to reply to them as often as possible. You need to make sure that you respond with thoughtful answers that fit the question being asked. The more that you engage with your viewers, the more connected they will feel with your business.

**Mistake #2 – Not Optimizing Your Video Titles**

Google acquired YouTube in 2006, which makes a lot of sense that both search engines would use titles in their search algorithms. If you don't include relevant keywords in both your title and video description, your audience won't be able to find you in the search results. You need to make sure that you create unique and engaging titles that incorporate relevant keywords so that your videos can appear higher up in the search rankings.

**Mistake #3 – Not Branding Your YouTube Content**

If you fail to brand your videos, it makes it that much harder for your viewers to recognize videos that you've produced. This is especially true when they are viewed on other social media platforms, blogs, or websites. Properly branding your YouTube videos is relatively easy and is incredibly useful. You can do this by adding a branded intro to your video, displaying your brand in the video background, or showcase your merchandise.

**Mistake #4 – Not Customizing Your Thumbnails**

YouTube allows you to choose any thumbnail that you want for your videos, which is what will show up next to your video title in the search results. If you don’t choose your own thumbnail image, YouTube will assign it a random thumbnail. To better engage your viewers you want to make sure that you add your own custom image that best represents each specific video you produce.

When you're building your YouTube channel, these are four things that you need to avoid. Keep this in mind, and you'll be well on your way to growing a successful YouTube channel for your business.