



YOUTUBE CHANNEL

Step by Step Guide



THE

8 SITE

DIGITAL BLUEPRINT

Created by:

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National Speaker and Co-Founder at Real Grader
Marketing and Sales Leader



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EDITED BY:

ISHA TORRISI

THE 8 SITE DIGITAL BLUEPRINT

OVERVIEW

This guidebook is part of The **8 Site Digital Blueprint** brought to you by Alex Montalenti, Real Grader and Real Grader University.

ABOUT ALEX MONTALENTI

Alex is a leading technology innovator, serial entrepreneur, and coach to realtors. With more than 20 years of experience, he is responsible for the creation of multiple companies and the development of training programs for real estate professionals.

Alex focuses on social media growth, digital branding, technology solutions, reputation management, and sales growth

Son of a Romanian immigrant, Alex began developing solutions by helping his mother, now a retired real estate agent. It was 1999, the time when the internet disrupted the industry and hundreds of realtors saw themselves struggling with technology. After he saw the value in using technology, he became the founder of one of the first website and marketing companies for real estate in Long Island. Today, those companies are eRealty Media and Real Grader.

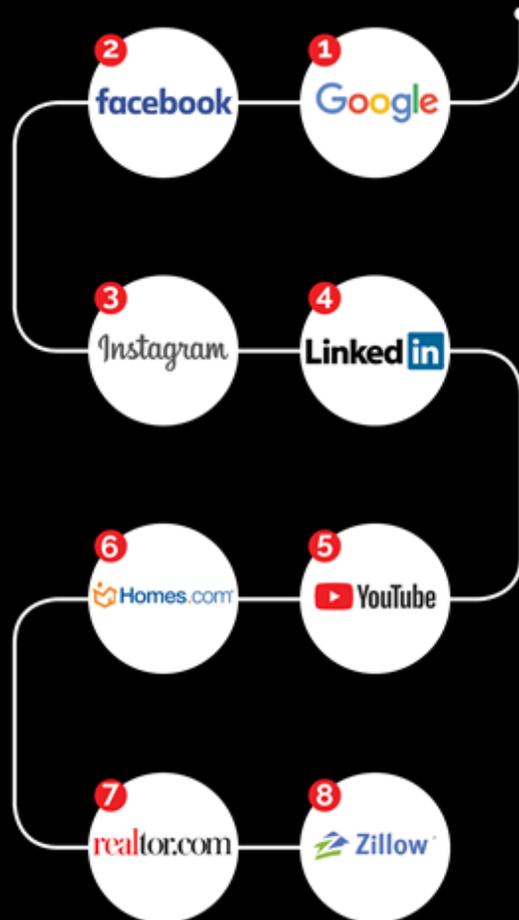


THE 8 SITE DIGITAL BLUEPRINT

ABOUT REAL GRADER AND OUR UNIVERSITY

Our mission is to help 100,000 agents reduce frustration and stress. This will enable them to expand their digital footprint and their real estate business. We are here to help you get the information and services to grow your business and enrich the quality of your life. With access to our education and training on digital marketing, you will learn to leverage your time and delegate the rest to us. Our training and our services have helped agents to multiply their business in less than one year with simple yet crucial solutions we developed.

After COVID-19, RealGrader made all their members-only training available freely to all realtors and this has allowed hundreds to grow in social media a reported 600%! And the best way for any new or experienced realtor to begin to see similar results is to enroll in the 8 Site Optimization Plan. This plan is the foundation yet it works in harmony with the InstaCard, a way to share your entire portfolio of online marketing with a single click. Contact us to learn more at realgrader.com



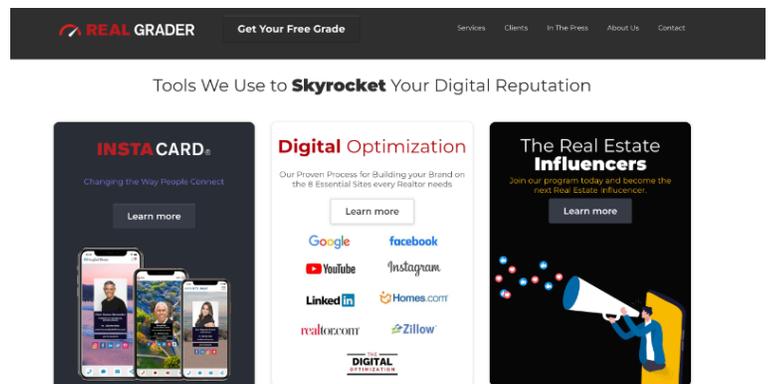


ARE YOU SET UP PROPERLY ON YOUTUBE?

The National Association of Realtors said in 2018 that 48% of realtors cite that keeping up with technology is a struggle for their firm despite the fact that the majority of realtors today have an online presence with websites and communication channels in the digital arena. Real estate agents still struggle with this every year.

They might not have enough time to complete all the tech-related improvements, they might have attempted it and given up, or the new updates may be overly complicated.

HOW DO YOU MANAGE ALL OF THIS? WHILE DOING THE BUSINESS OF REAL ESTATE.



The guides for all of these platforms are made available to you through our package deal on RealGrader.com under the "Digital Optimization" catalog shown on the right used to skyrocket your digital reputation. These guidebooks are step by step guidelines for you to follow for each platform shown on the left. However, if you want experts to do the work for you, contact our team or visit our website Real Grader for more info!

Now let's get into how to optimize your presence on a platform, like Youtube!

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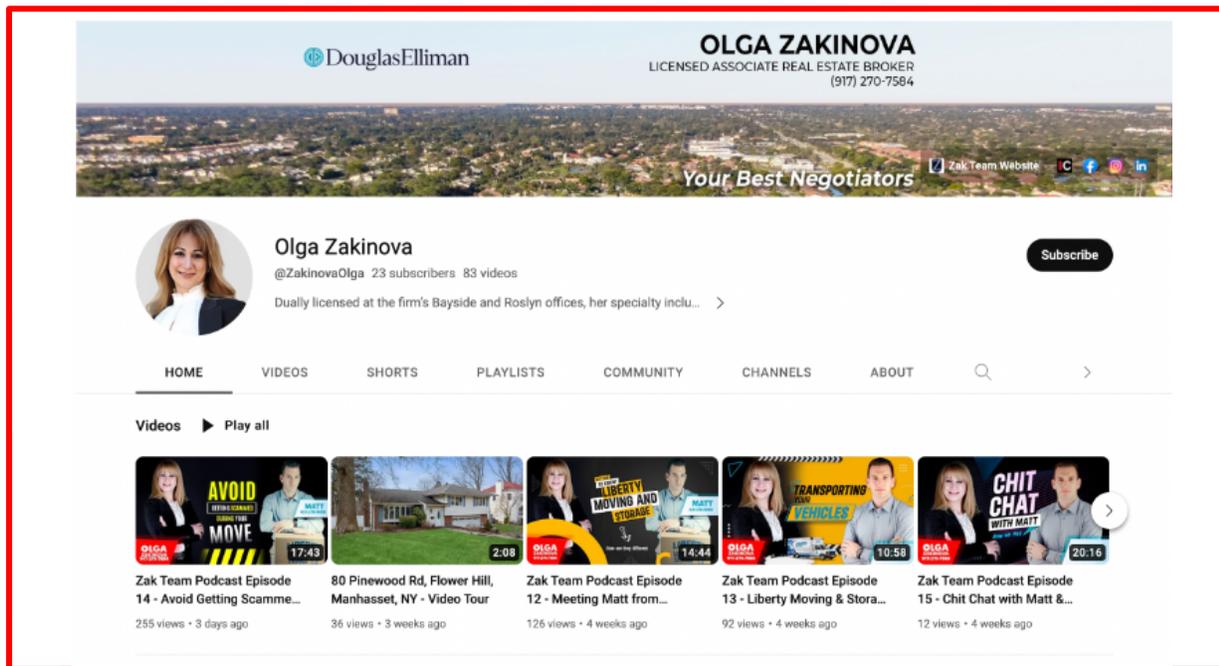


WHY DO YOU NEED YOUTUBE?

If you don't have a YouTube channel, you might not lose business, but we've worked with clients who have made new sales after uploading previous listings as videos to their channel. Even though another agency had already offered the listing, they managed to close the deal on that particular house!

If you don't have a channel, that is one of the things you are missing out on.

Here is how it ought to appear:



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Olga Zakinova, one of our clients, has posted the exact identical headshot and cover photo for her business across all social media platforms. She also has new videos.

When you Google Olga, you can also find her YouTube content. Anyone looking up Olga now has direct access to her listings.

Google Olga Zakinova

< All Images News **Videos** Maps More Tools

About 246 results (0.28 seconds)

www.youtube.com › watch
Olga Zakinova, Douglas Elliman - YouTube
Olga shares her story about Lucy Edwards. She believes that Lucy has a great vision for marketing strategy and is always there to...
YouTube · Lucy Edwards · Nov 17, 2022

www.youtube.com › watch
Olga Zakinova, Associate Broker at Douglas Elliman - YouTube
QUEENS. Olga Zakinova, Associate Broker at Douglas Elliman. 50 views 1 year ago. Lucy Edwards. Lucy Edwards. 1.03K...
YouTube · Lucy Edwards · Dec 13, 2021

www.youtube.com › watch
140-10 84 Drive - Olga Zakinova - YouTube
1.00 beds 1.00 baths Olga Zakinova Phone: 917-270-7584 Email: Olga.Zakinova@elliman.com https://tours.vht.com/D...
YouTube · VHT Studios3 · Oct 24, 2022

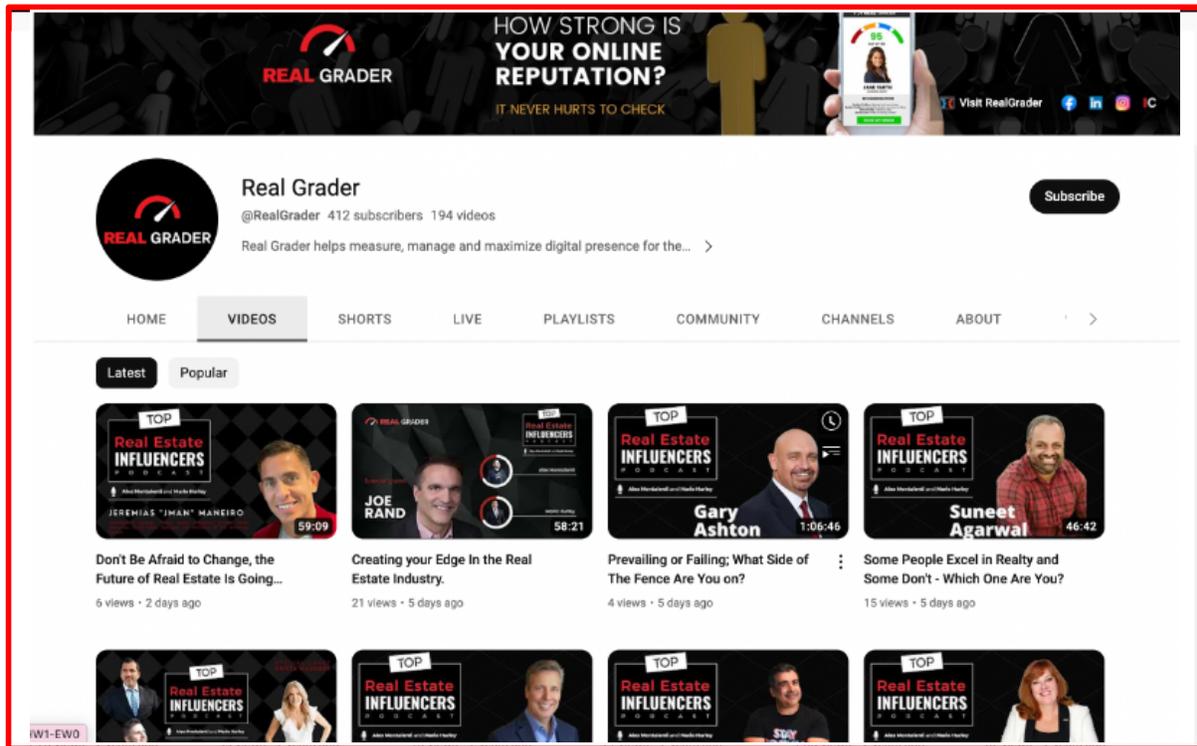
www.youtube.com › watch
Olga Zakinova, Associate Broker at Douglas Elliman - YouTube

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This is how our estate company, Real Grader appears on Youtube:



If you've noticed, the thumbnails and cover images for our videos are both interesting and alluring. You should choose a single thumbnail design for a more unified appearance in order to make your channel uniform, professional-looking, and branded.

For some of you who are new, you should prioritize uploading videos right away and worry about the cover thumbnails afterwards. You can start with videos of your property or yourself speaking. It's okay if you're still reserved because it's always a learning process.

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Our videos also show up on Google:

The image shows a Google search for 'realgrader'. The search bar is circled in red. The search results include a link to the Real Grader website, a pricing page, and three video thumbnails. The video thumbnails are titled 'Episode 1: What Is Real Grader?', 'Episode 2: How Real Grader Works', and 'Episode 7: What Is Real Grader - 60 Seconds'. To the right of the search results is a Google My Business listing for 'REAL GRADER'. The listing includes a map, a 5.0 star rating with 517 Google reviews, and contact information: 'Address: SHU iHub West Building, 3135 Easton Turnpike, Fairfield, CT 06825', 'Phone: (516) 600-0102', and 'Appointments: realgrader.com'. The listing also features a 'Questions & answers' section and a 'Reviews' section with several 5-star reviews.

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This is a non-real estate client of ours who used our coaching program and went from having no subscribers to having thousands in only two years:



Because it can now monetize for YouTube advertising, this channel even makes money paying for its promotion. This shows how you can optimize your online presence even if you are not a realtor.



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Follow him for guidance, motivation, and even health suggestions! The format of Ben's videos is as follows:

The 5 Biggest Keto Mistakes to STOP Making Immediately! ← **TITLE**

Keto Kamp 176K subscribers [Join] [Subscribed] [488 Likes] [Share] [Download] ← **HASHTAGS**

5,366 views Nov 15, 2022 #ketogenicdiet #KetoDiet #KetoKamp ← **HASHTAGS**

These are the 5 biggest ketosis mistakes that prevent fat loss and results. You want to make sure you avoid these common mistakes on the ketogenic diet especially if you're doing it for weight loss. To lose weight on ketogenic diet and to get results you have to be sure that you're not messing up your meals and your recipes especially for beginners. watch this video to understand why keto is not just a low carb diet. ← **DESCRIPTION**

Keto diet masterclass: <http://www.ketosismasterclass.com> ← **LANDING PAGE**

You're following a Ketogenic diet or your just getting started by cutting back on some carbs and you want to get into ketosis and stay there. You want to burn some extra body fat and get really lean without being miserable. And you find out that ketosis is pretty much a state in which your body starts using fats for fuel in the form of ketone bodies rather than glycogen. You start following a ketogenic diet and in the beginning your results are pretty good, but then a few weeks in things start to slow down or maybe things come to a complete halt. And if that happened to you or if it's happening to you right now I'm really glad you found this video because today I'm gonna go over the 5 biggest keto mistakes that stop your fat loss and bring you out of ketosis. ← **WHAT YOU WILL LEARN**

00:00 Keto Mistake 1 You are only doing keto for weight loss ← **TIMESTAMPS**

02:58 How ketosis works inside the body

Cell membrane inflammation & hormone sensitivity is key. Many studies on keto show that ketosis helps you burn more fat, reduce inflammation, while creating more mitochondria.
<https://www.ncbi.nlm.nih.gov/pmc/arti...>
<https://www.ncbi.nlm.nih.gov/pmc/arti...>
<https://pubmed.ncbi.nlm.nih.gov/28877...>
<https://www.buckinstitute.org/>
<https://www.sciencedirect.com/science...>
<https://bit.ly/3AgBcMm>

05:25 How ketones communicate with your mitochondria to produce more energy

09:02 Keto Mistake 2 Not supporting your liver to break down fat.
Eat Bitter rich foods on keto
Additional liver support (coffee enema, PC push, castor oil packs)

10:25 Why people have digestive issues on the keto diet

12:53 Keto Mistake 3 Eating too much fat on the ketogenic diet
Every time you eat you spike insulin - headset analogy
You are not allowing your digestive system to recover
No need to eat high fat if you have body fat
Focus on animal protein (1 gram per pound of ideal body weight) draw chart
How to calculate your macros <http://www.cronometer.com/ketokamp>

14:15 How much protein should you have on keto? Will eating too much protein kick you out of ketosis?

16:22 Keto Mistake 4 Not pairing intermittent fasting with the keto diet
MIT Intermittent Fasting Study on intestinal stem cells. <https://news.mit.edu/2018/fasting-boo...>
Intermittent Fasting Study on breast cancer. <https://health.ucsd.edu/news/releases...>

18:15 How autophagy fasting works to reduce inflammation, lose weight, and prevent disease with intermittent fasting tips

21:35 The best intermittent fasting schedule paired with the keto diet

24:00 Keto Mistake 5: Consuming cow dairy, almonds and spinach on keto
75% of adults cannot break down cow dairy. <https://www.ncbi.nlm.nih.gov/pmc/arti...>

26:26 Bonus Tip 1: Avoid these 9 inflammatory fats on the keto diet.

He has hashtags, an optimized title, a landing page url, a description of what you will learn in the video, and helpful time stamps (advanced) to find certain information within the video.

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He also included valuable resource links, his social links, and disclaimers (if applicable).

The screenshot shows a YouTube video description with several key elements highlighted by red arrows:

- VALUE RESOURCES:** Points to a list of links under the heading "Seed Oil Studies:", including <https://academic.oup.com/carcin/artic...>, <https://www.ncbi.nlm.nih.gov/pmc/arti...>, <https://diabetes.diabetesjournals.org...>, and <https://pubmed.ncbi.nlm.nih.gov/26240...>
- LANDING PAGE LEAD CAPTURE:** Points to a link <http://www.ketokampcoffee.com> with the code KETOKAMP.
- HASHTAGS:** Points to the text "#KetoDiet #ketogenicdiet #KetoKamp".
- DISCLAIMERS:** Points to a detailed disclaimer paragraph starting with "Disclaimer: Ben Azadi is a Functional Diagnostic Nutrition - Practitioner in Miami, Florida. This video is for general informational purposes only. It should not be used to self-diagnose and it is not a substitute for a medical exam, cure, treatment, diagnosis, and prescription or recommendation. It does not create a health practitioner/patient relationship between Ben Azadi and you. You should not make any change in your health regimen or diet before first consulting a physician and obtaining a medical exam, diagnosis, and recommendation. Always seek the advice of a physician or other qualified health provider with any questions you may have regarding a medical condition. Ben Azadi is not liable or responsible for any advice, course of treatment, diagnosis or any other information, services or product you obtain through this video or site."

Other visible elements in the description include a timestamp "30:23 Bonus Tip 2: Master sleep and stress on keto", a heading "Sleep & Insulin resistance:" with links, a timestamp "32:30 The most important supplement on the keto diet", and a heading "Some Links Are Affiliates".

At the bottom, there is a "Chapters" section with a "View all" link and a row of video thumbnails.

This may be modified to suit the requirements of your channel, and you can add your own landing page, hashtags, and description, as well as time stamps (advanced) for simple navigation.

If you do it this way and there are lots of watchers, you might even get leads.

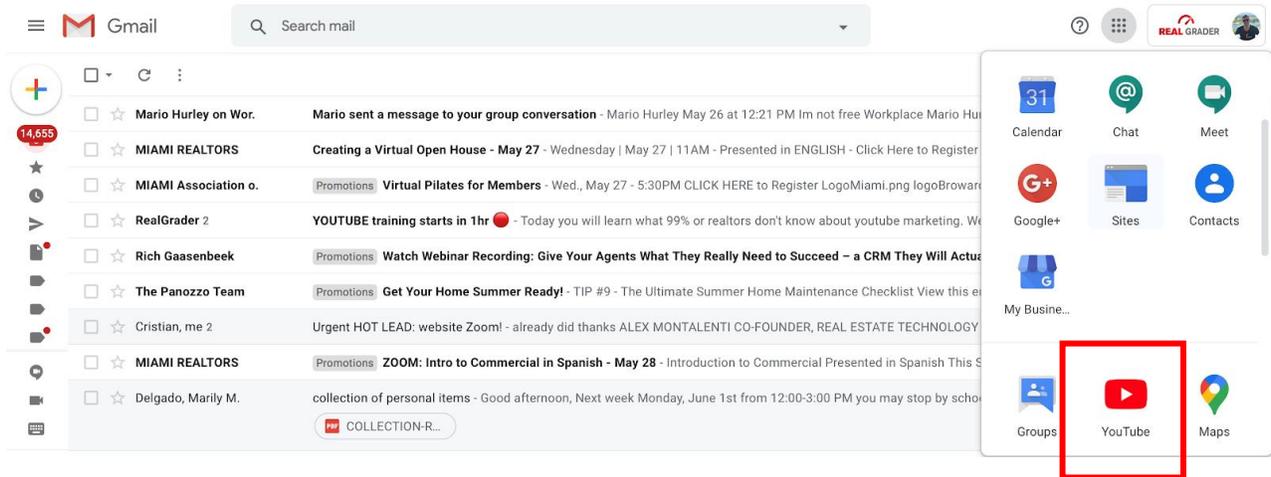
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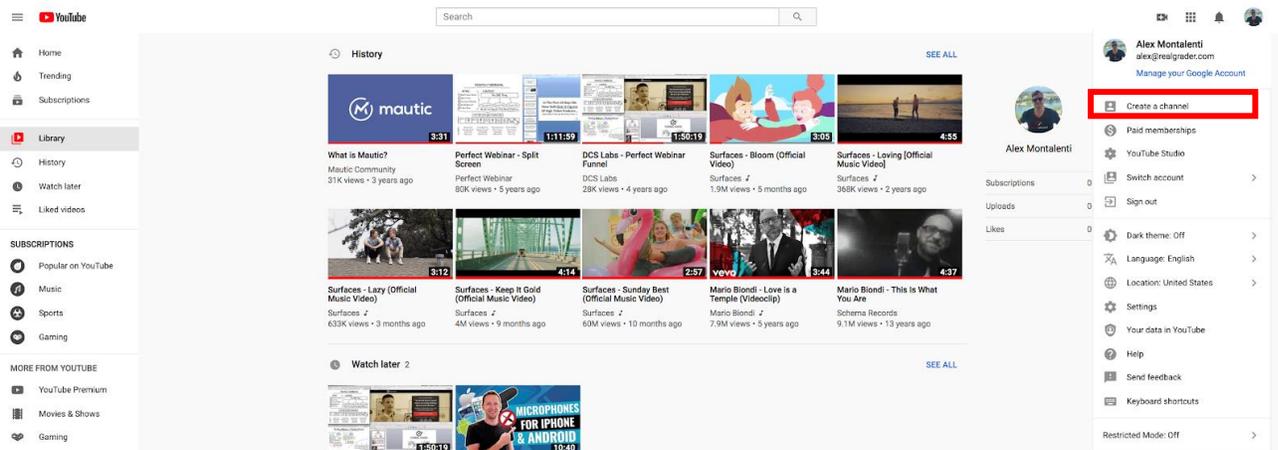


HOW TO MAKE A YOUTUBE CHANNEL

You must have a Gmail account, which I assume everyone does by this point. There is no justification because it is free and accessible everywhere. There is no entry hurdle to this because you can register a YouTube account for free:



Once in, click on your face icon in the upper right hand corner, then select Create a Channel.



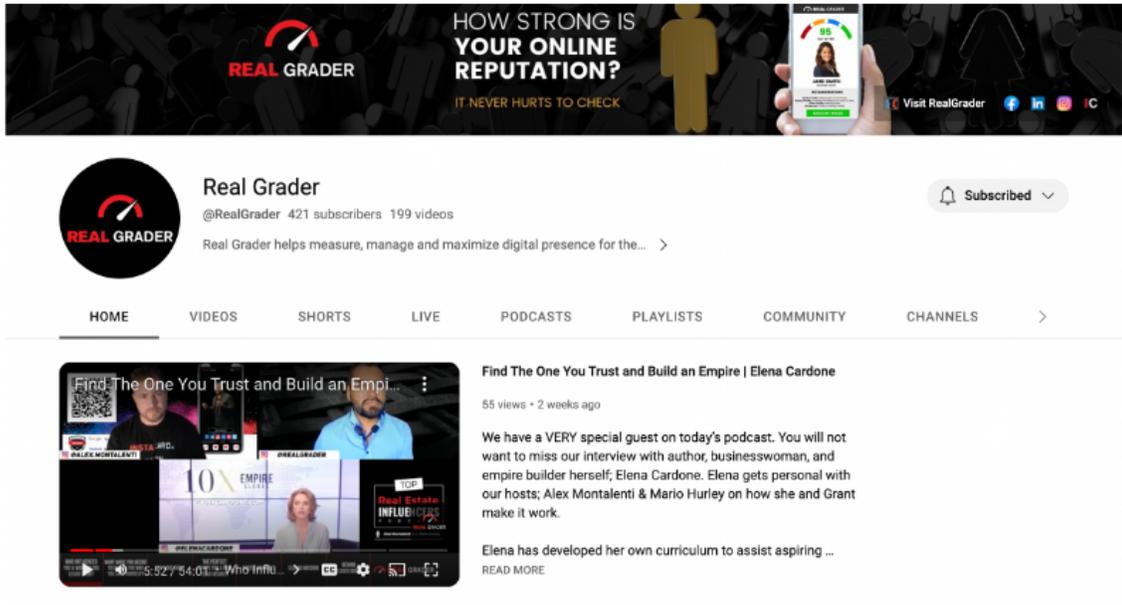
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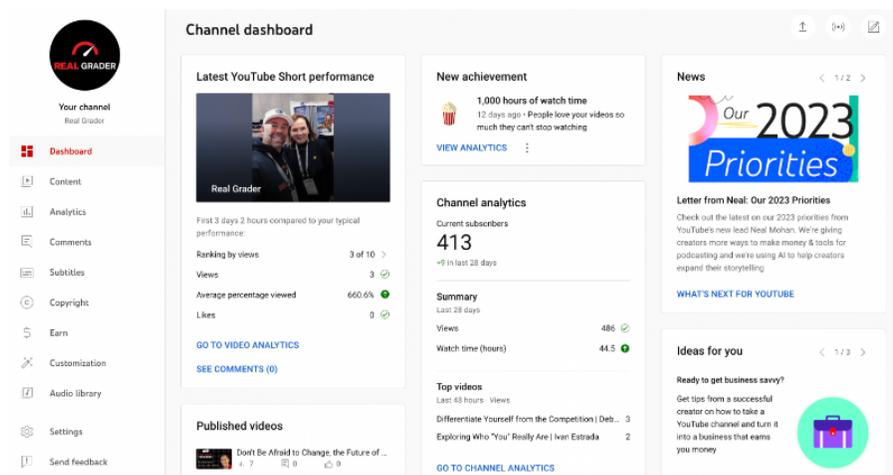


YOUTUBE STUDIO

This is the more recent design, which is user-friendly and provides all the tools you require, from editing videos to future revenue when your channel considerably expands.



In the YouTube studio dashboard, you can edit your videos, delete them, channel analytics, copyright, interact with your audience through comments, change settings, etc.



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It is vital to manage your videos, playlists, and watch your channel analytics, whether it needs to be edited, hidden, delete, or created new.

The image shows a screenshot of a YouTube channel page for 'Real Grader'. The channel has 413 subscribers and 194 videos. The page is divided into two main sections: 'Created playlists' and 'Channel analytics'.

Created playlists: This section displays a grid of video thumbnails with their respective view counts. The playlists include:

- Liked videos (Private, 27 views)
- TOP Real Estate Influencer Podcast (Updated 2 days ago, 29 views)
- Google My Business (Unlisted, 2 views)
- Google Local Ads - How to by RealGrader (2 views)
- Real Grader (PLAY ALL, 13 views)
- Mastering Instagram for Real (9 views)
- Mastering Facebook for Real (11 views)
- Our Reviews - Raving Fans (17 views)
- eRealty Media: Must Watch (1 view)
- Time management (1 view)

Channel analytics: This section provides a detailed overview of the channel's performance. Key metrics include:

- Views:** 486 in the last 28 days (About the same as usual)
- Watch time (hours):** 44.5 (24.5 more than usual)
- Subscribers:** +9 (50% more than previous 28 days)

The analytics section also features a line graph showing views over time from March 9, 2023, to April 5, 2023. A sidebar on the left lists navigation options: Dashboard, Content, Analytics (highlighted with a red arrow), Comments, Subtitles, Copyright, Earn, Customization, Audio library, and Settings.

YOUTUBE CHANNEL

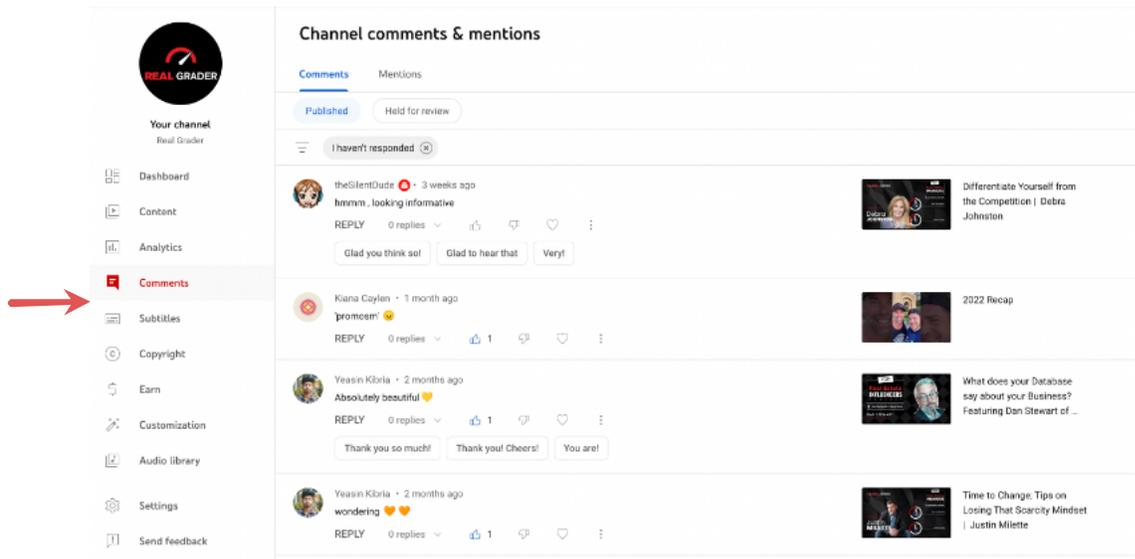
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Manage comments and reactions you receive from your videos (moderate/ban/approve/respond/like/heart).

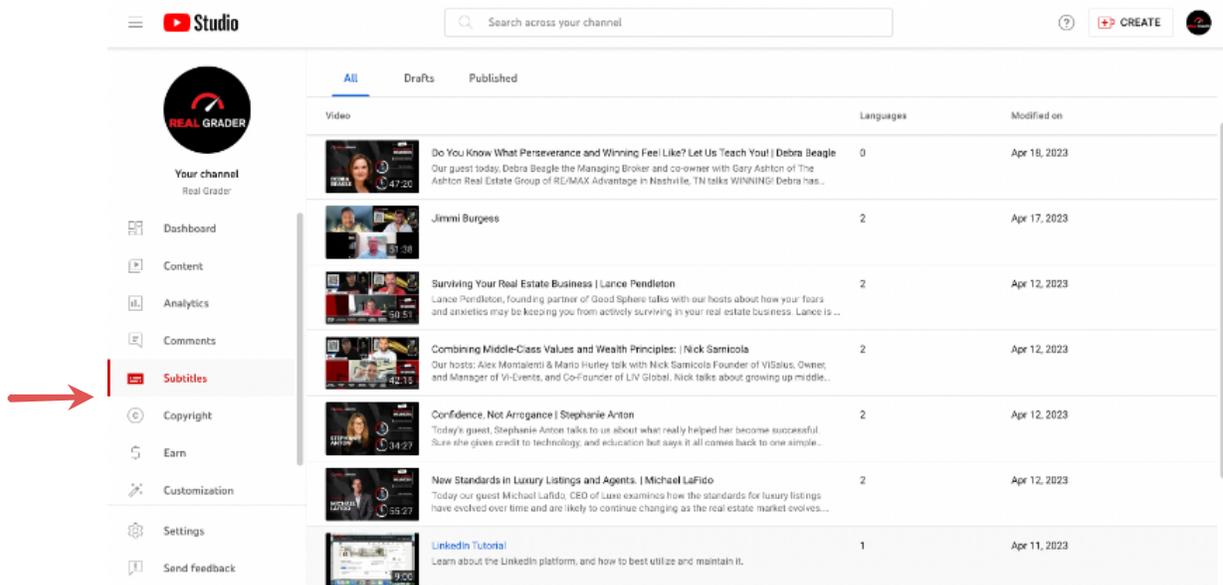
Subtitles can also be changed or added (important if you have long videos) as they enhance comprehension, bridge language barriers, and help those with hearing disabilities

Here are the comments:



The screenshot shows the YouTube Channel interface for 'REAL GRADER'. The left sidebar contains navigation options: Dashboard, Content, Analytics, Comments (highlighted with a red arrow), Subtitles, Copyright, Earn, Customization, Audio library, Settings, and Send feedback. The main content area is titled 'Channel comments & mentions' and shows a list of comments from users like 'theSilentDude', 'Kiana Caylen', and 'Yeasin Kibria'. Each comment includes the user's profile picture, name, time ago, the comment text, and interaction options like 'REPLY', 'Like', and 'Heart'. Video thumbnails are shown next to each comment.

Here are the subtitles:



The screenshot shows the YouTube Studio interface for 'REAL GRADER'. The left sidebar contains navigation options: Dashboard, Content, Analytics, Comments, Subtitles (highlighted with a red arrow), Copyright, Earn, Customization, Settings, and Send feedback. The main content area is titled 'Subtitles' and shows a list of videos with their subtitles. The list includes video thumbnails, titles, durations, and the number of subtitle languages. The videos listed are: 'Do You Know What Perseverance and Winning Feel Like? Let Us Teach You! | Debra Beagle', 'Jimmi Burgess', 'Surviving Your Real Estate Business | Lance Pendleton', 'Combining Middle-Class Values and Wealth Principles: | Nick Sarnicola', 'Confidence, Not Arrogance | Stephanie Arton', 'New Standards in Luxury Listings and Agents: | Michael LaFido', and 'LinkedIn Tutorial'.

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Manage monetization (once your site is eligible, so you can show ads which earns per clicks) and branding (that will appear for all of your channel videos)

The image shows two screenshots of the YouTube Channel Manager interface. The top screenshot is the 'Channel monetization' page. On the left sidebar, the 'Earn' tab is highlighted with a red arrow. The main content area is titled 'Channel monetization' and features a 'Become a partner' section. Below this, there are four monetization options: 'Watch Page Ads', 'Shorts Feed Ads', 'Memberships', and 'Supers', each with a 'LEARN MORE' link. A 'Shopping' option is also visible. The bottom section is 'Creator Support & Tools'. The bottom screenshot is the 'Branding' settings page. It shows options for 'Profile picture', 'Banner image', and 'Video watermark'. The 'Video watermark' section is highlighted with a red arrow, showing a video player interface with a 'Display time' dropdown menu set to 'End of video'.

As you can see in the image above, there is a feature to customize your video with a brand watermark on all of your videos, this could bring more awareness to your brand to your viewers.

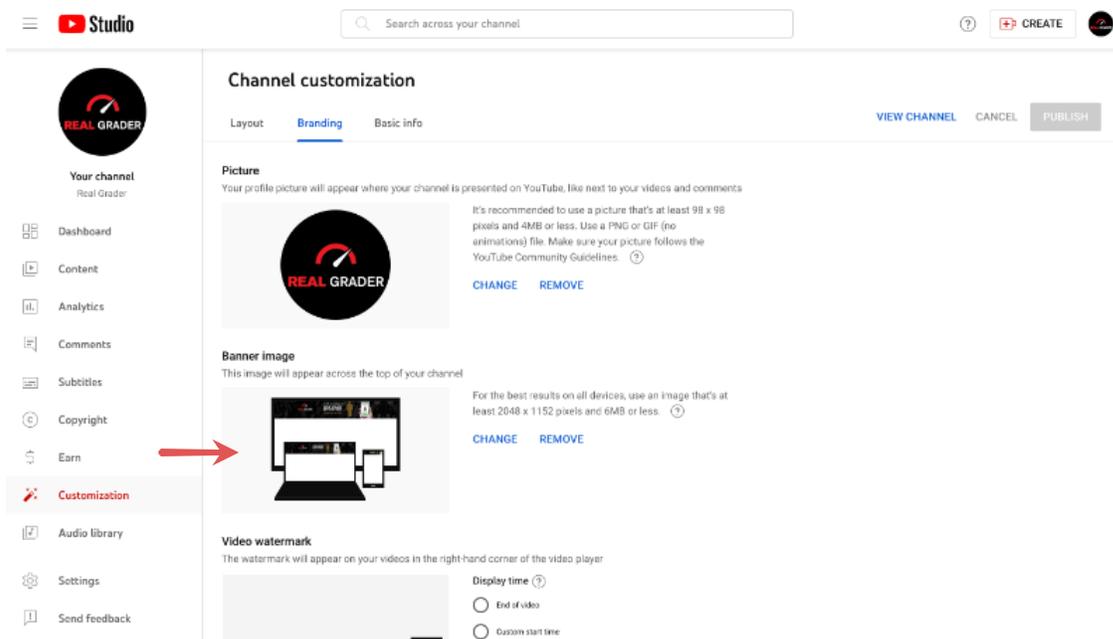
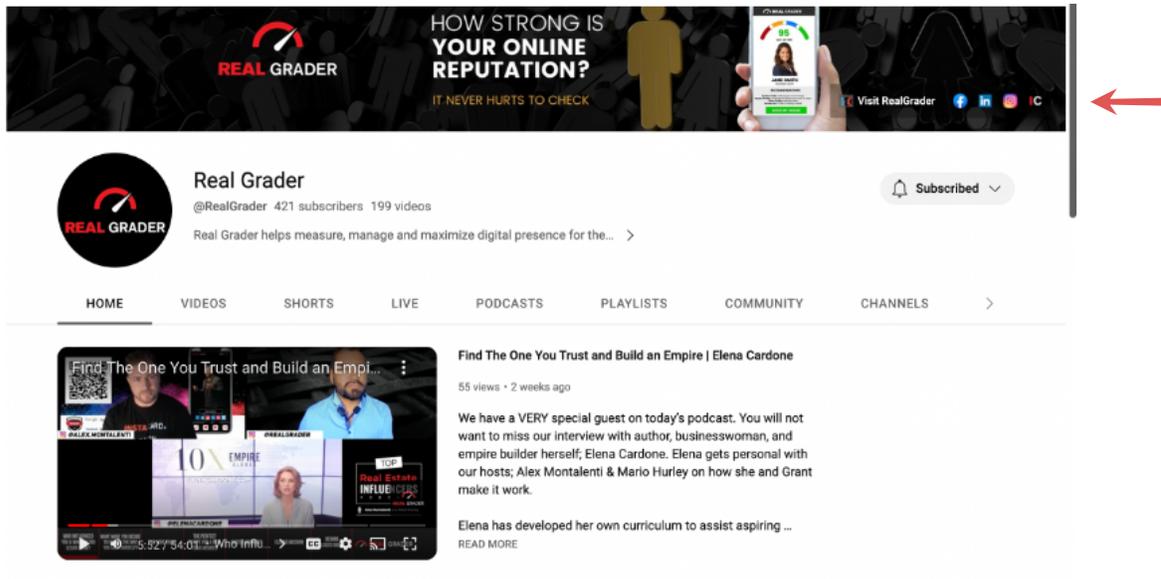
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ADD CHANNEL ART

In order to customize your channel art (the same cover in Facebook) you can click the banner, which is found above your channel. Then, this will lead you to the customize channel feature in Youtube Studio, where you can change the banner, profile picture, etc.



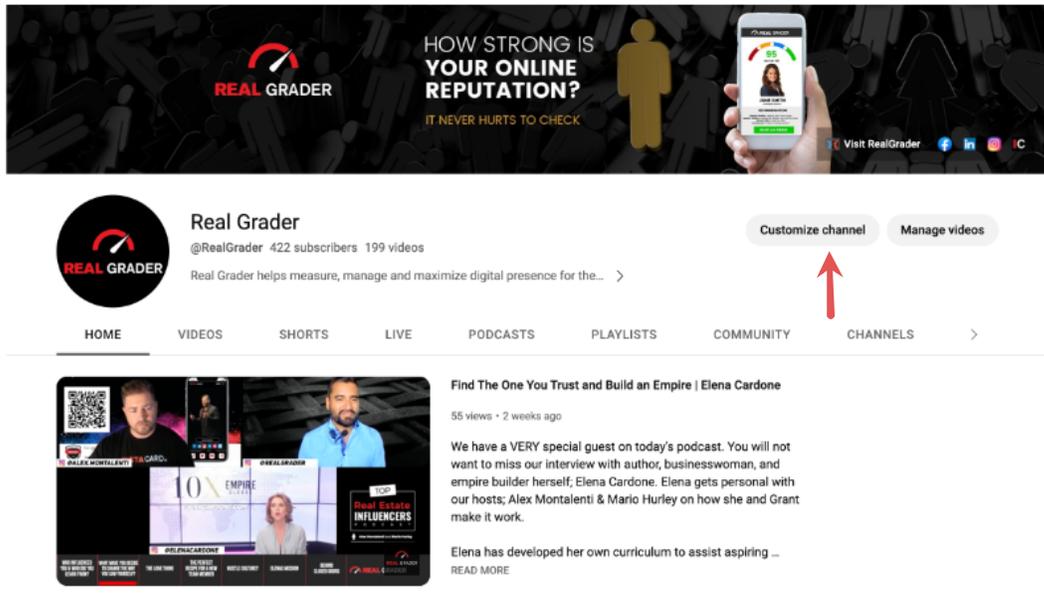
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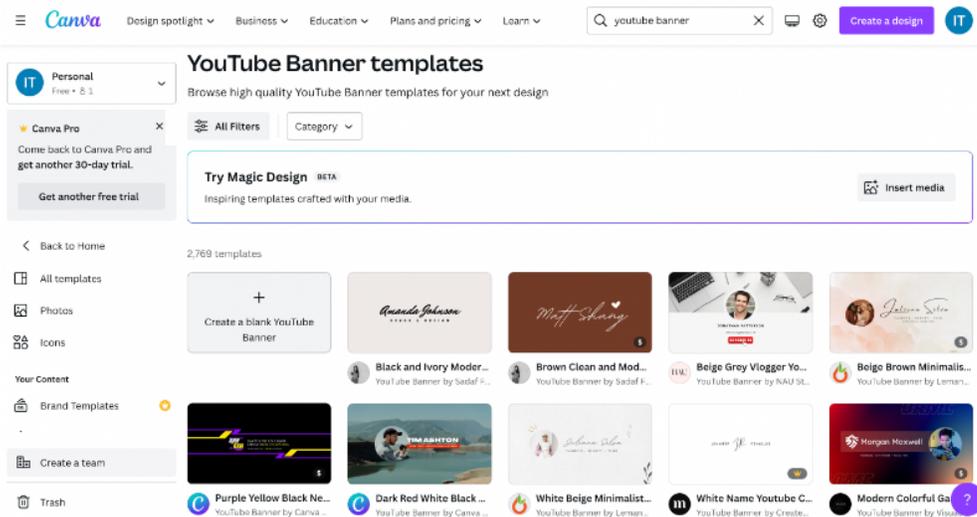
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Another way to enter this customizable space for your channel is to click the "Customize channel" button on the right of your profile on your channel page, then click the "branding" tab. This button will lead you to the same Youtube studio page to customize your channel. An image is shown below to guide you.



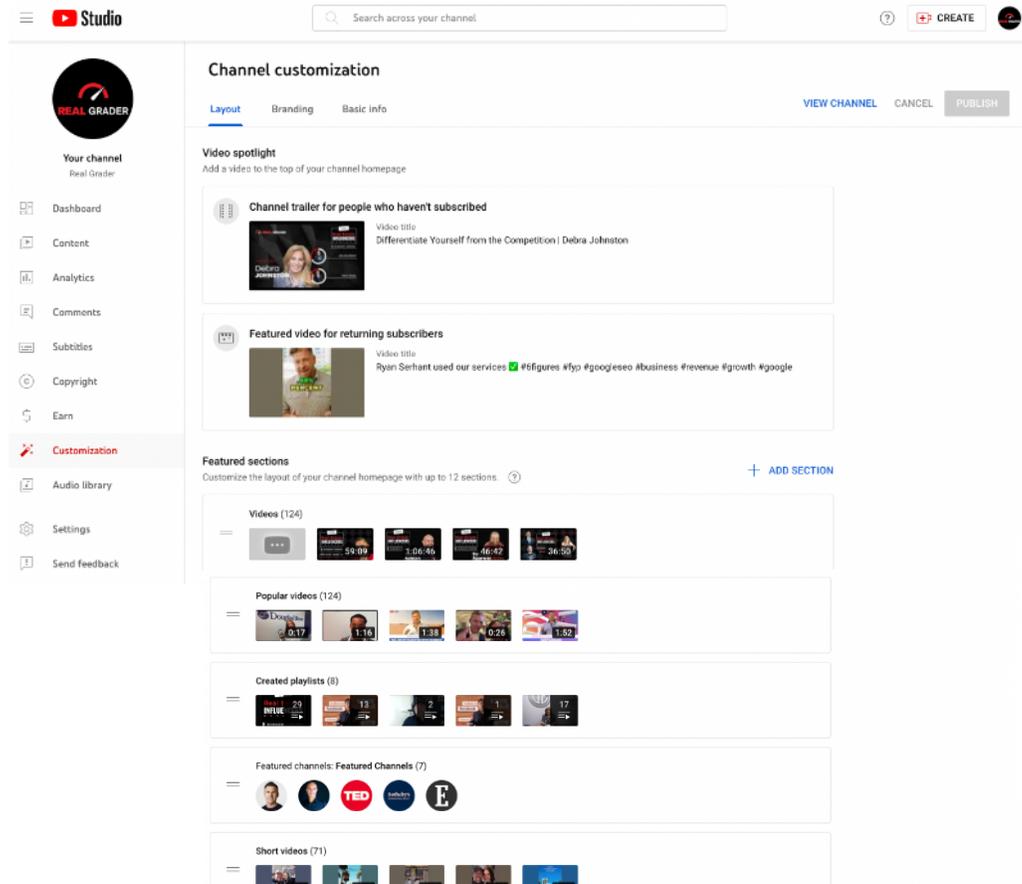
For customizing channel art, we highly recommend using Canva. You can use their mobile app or go to their desktop browser website. It's always easier to edit things on your computer since you will have more space to work on. If you search "youtube banner" you can find numerous templates to create your own.





CUSTOMIZE CHANNEL

To customize the layout of your channel, you will need to press that same "customize channel" and you will be brought to the image below, under the "layout" tab.



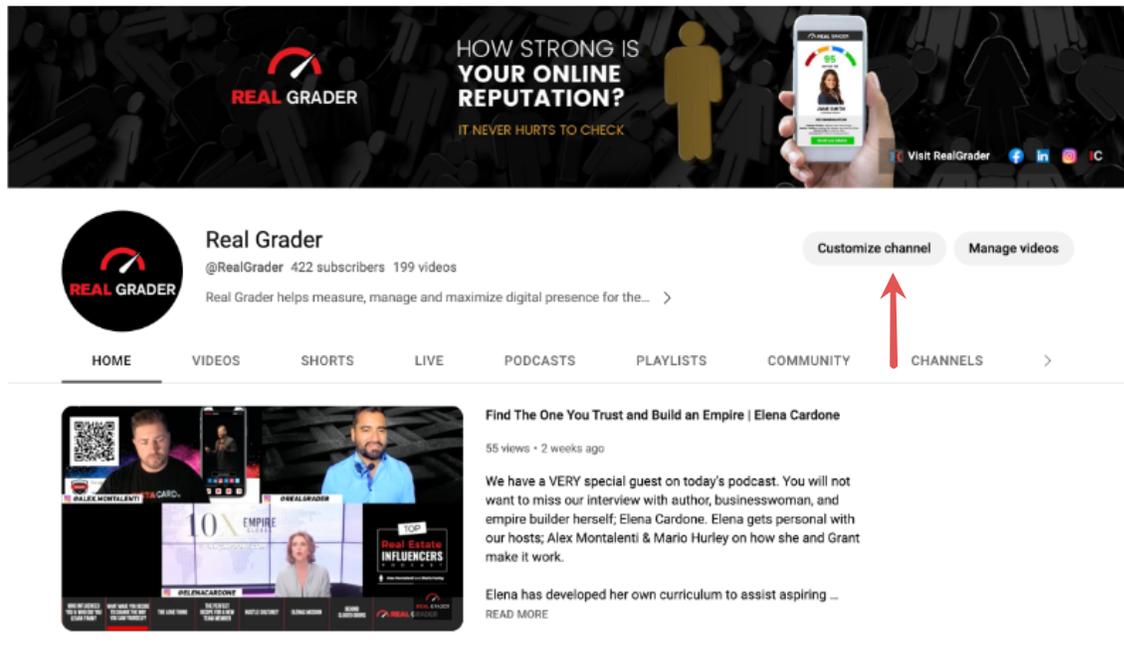
You can also edit all the navigation parts. In Home, you can choose which video to highlight as an introductory video (one for new people or one for returning visitors which you can set up later), and arrange which playlists to highlight.

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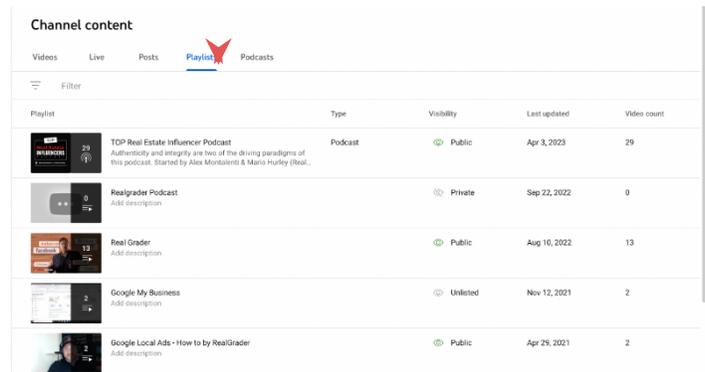
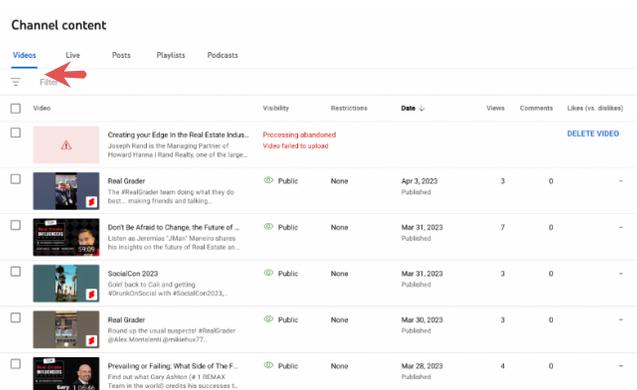


To arrange videos and create playlist for your channel, press the "manage videos" on the right of your profile picture, shown in the image below.



Arrange videos here:

Create playlists here:



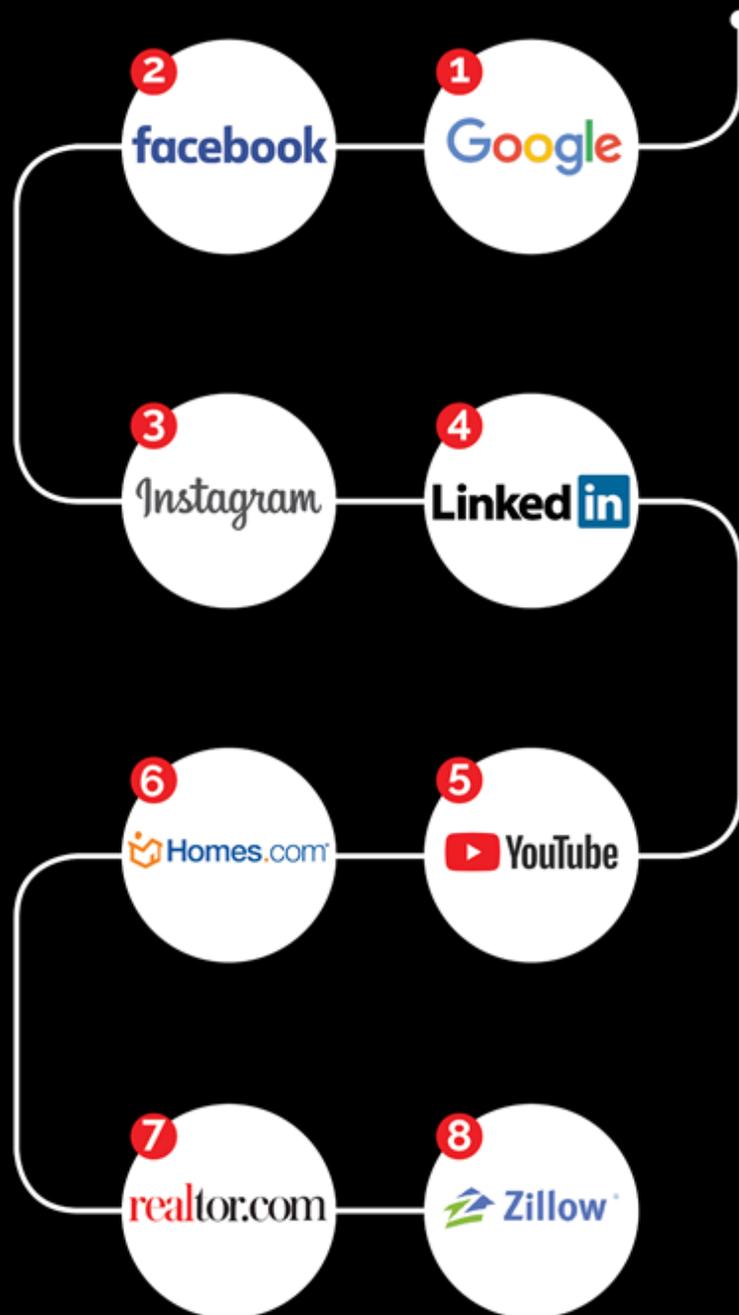
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YOUR YOUTUBE CHANNEL CHECKLIST



- Create A Channel
- Add Channel Art
- Customize Channel
- Arrange Videos
- Create Playlists
- Manage Comments
- Manage Subtitles
- Enable Monetization

DO YOU WANT HELP?



We have googled over
30,000 AGENTS,
and helped **9,000** agents.

AVOID THE COSTLY MISTAKES

AVERAGE GRADE
30 OUT OF 100



Inconsistent social media and lack of branding



Broken links and outdated information



Inappropriate or negative content



Missing profiles and duplicates profiles

70% of agents are not optimized and miss incredible opportunities



Missed opportunities on social media



No credibility



No presence online



Business deals lost



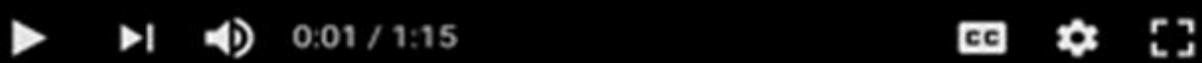
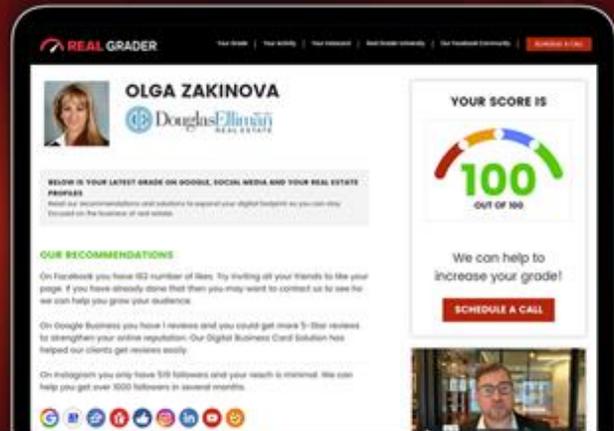
REAL GRADER

WE DO IT FOR YOU

We Raise Your Grade on 8 Sites
Building a Strong Unified Digital Brand Online

After Just **30 Days**

Initial Grade



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REAL RESULTS



ANN CONROY
CEO OF ELLIMAN
LONG ISLAND

NATIONWIDE PARTNERSHIP



"Real Grader has worked with all **26 of our sales offices** and managers and the results speak for themselves. They set up and optimize us on **9 different profiles** including **Google business, Realtor.com, zillow, Homes.com, Facebook, Instagram, LinkedIn and Youtube.**

Since we started with them, our look and feel across all platforms has been elevated and our SEO is exemplary. With all the money we spent on SEO in the past, we have never received the results we are currently experiencing.

Their training is outstanding and they truly care about their customers. **They now work with Elliman nationwide** and they are a preferred application partner. We highly recommend RealGrader and over **400 of our agents now use their service.**"



📈 **300% GROWTH**

facebook

📈 **1000% GROWTH**

Instagram



DONNA REARDON

Broker Manager for Douglas Elliman Bayside



EDWARD D'AMBROSIO

Senior Executive Manager at Douglas Elliman



BARBARA SCHULTIS

Senior Executive Manager at Douglas Elliman



BRIAN JATA

Senior Executive Manager at Douglas Elliman



JEFFREY BITSIMIS

Real Estate Agent at Douglas Elliman



LINA LOPES

Top Producing Team at Douglas Elliman



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TAKE THE NEXT STEP
Click on a guide below



This guide is a part of
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To access the entire series or learn more go to:
www.RealGraderUniversity.com