

## Brainstorming Video Ideas | Lesson Notes

### Main Takeaways

- Understand your topic, make sure that there is demand for this information
- Find your video keyword – this will be used to expand your search terms
- Know how to utilize your research resources

### YouTube Search Bar

- Start your research in the YouTube search bar, enter in your topic idea
- YouTube will generate a list of similar topics to your keyword
- Hitting the spacebar after your topic will generate more content
- Adding letters like “a” and “b” after your keyword can offer more suggestions
- Words like “how to” and “why” with your keyword will offer topics that viewers are looking for

### Google Search Bar

- Similar to YouTube, start by entering in your keyword
  - Adding a space after your keyword will generate more content
  - The “people also ask” section provides more ideas for topics
  - The bottom of the Google search page also provides insight into other searches related to the keyword
- Results that pop up multiple times can mean that numerous viewers have been searching for that content

### Answer The Public

- ATP is a research site that offers insight into viewers online searches
- You get three free searches per day – upgrades are available
- Enter your keyword into the search bar on the site
- A chart will generate with questions that have been asked about your keyword
- The site sorts the questions to categories and topics

### TubeBuddy

- TubeBuddy - a web extension that allows you to find video topics
- Enter in your keywords in the search bar
- TubeBuddy will provide related searches in YouTube and Google
- A list of potential video topics related to your keyword will be generated

## Notes

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