

THINKIFIC

THE ESSENTIAL

YouTube, Social Media, and Google Algorithm Cheat Sheet

Cut through the noise by ensuring all your
content is optimized for attention



THE ESSENTIAL YouTube, Social Media, and Google Algorithm Cheat Sheet

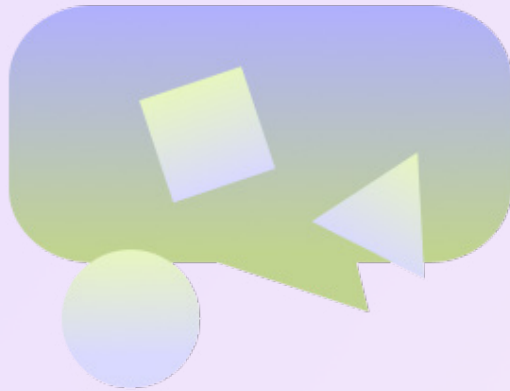
Selling courses online and feeling overwhelmed with the [social media](#) complexities?
You're not alone!

Cutting through the noise and clutter on social media seems overwhelming to many. Each social platform has its algorithm, which is updated regularly.

Although it can seem confusing to content creators, careful observation of different algorithms trends reveals much insight.

This guide will help you understand how to ace each social network's algorithm and make your online course visible to the right target audience. We've also included a social media algorithm cheat sheet at the end to help you with a handy summary.

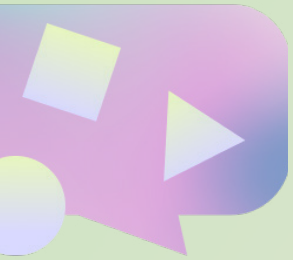
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Use this social media cheat sheet to quickly get past ever-changing and complex algorithms.

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INTRODUCTION



Content overload is real, with more than 3.47 million videos watched every minute on YouTube and more than 4,100 clicks per minute on sponsored Instagram posts.

While it was easy to set up a website and grow organic traffic through blogs in the past, the Internet has changed dramatically in the last few years.

Video-based content is more popular than ever, and more content creators use YouTube, TikTok, and Instagram reels to communicate with their audience. Although video content is growing in popularity, the importance of more established social networks such as LinkedIn, Facebook, and Twitter cannot be understated.

Most importantly, ranking higher on Search Engine Results Pages (SERPs) now depends on how popular and credible you are on social networks.

For instance, Google's algorithm now favours well-established users on social platforms.

As a course creator, you have solid reasons to ace social networks – after all, they're a gateway to generating sales and sign-ups for your online courses.



INTRODUCTION

Initially, social media users saw posts on their feed based on recency. As a result, newer posts appeared regardless of how important or relevant they were. Lately, social media algorithms have started prioritizing posts by relevance. Technology and science are behind the changing algorithms in these dynamic platforms.

As a course creator, it helps to know the nuances of the different social algorithms so that you can cut through the clutter.

This guide lays down simple hacks that can up your social media game and help you [market your online courses](#) more effectively.



Getting around the YouTube algorithm

GETTING AROUND THE YOUTUBE ALGORITHM

According to a [Pew survey](#), 81% of YouTube users prefer streaming content suggested by YouTube's algorithm.

YouTube recommends videos in real-time to individual users based on their unique interests. It works as a feedback loop that suggests relevant videos and keeps users glued to the platform. Therefore, if you want to increase visibility on [YouTube](#), working around its algorithm is a must.

- **Write an SEO-optimized video description to help the algorithm understand what your video is all about.** Use keywords as naturally as possible in the description, along with relevant hashtags.
- **YouTube's algorithm favours channels that regularly publish videos.** Therefore, post consistently. Feel free to recycle or crosspost videos you publish on other platforms such as Instagram Reels or TikTok.
- **Your title is a crucial source of metadata for YouTube's algorithm.** So make sure that it is precise and meaningful and incorporates the essential keywords naturally.
- **Youtube's algorithm considers videos that receive more comments, likes, and watch time as signs of user engagement.** Engaging with your audience, responding to their comments, and ensuring that you share your videos with everyone possible helps you prove the value of your content. Adding links to your online course in your video description can benefit you with increased traffic too.
- **At the end of the day, creating relevant and valuable videos is crucial for ranking higher in YouTube's SERPs and appearing on the recommended videos list.** However, comprehensive and informative videos sometimes may be lengthier. So you may have to prepare to invest more time.

YouTube

- ☐ Write an SEO-optimized video description with hashtags and links
- ☐ Post videos consistently, and recycle your videos from TikTok or Instagram Reels
- ☐ Use a short and creative title with an essential keyword
- ☐ Focus on user engagement and responding to them
- ☐ Make lengthy videos that are informative and authoritative

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Mastering Google's Algorithm

MASTERING GOOGLE'S ALGORITHM

With more than **5.6 billion daily searches**, Google is the most essential search engine in the world. Its ever-changing algorithm is complex and considers multiple factors such as backlinks, keyword mentions, and website usability while ranking content. Many SEO specialists believe that there are more than **200 such factors** that influence how Google's spiders rank your content. Their algorithm is updated at least six times daily, making it quite tricky to master. However, the basic hacks that we have listed below can help you to drive organic traffic from Google SERPs.

- **Google's algorithm favours websites with updated content.** While you can't frequently update your homepage or coaching services page, you can do that with your blog and add new keywords.
- **It is also a good idea to update your older blog posts with new statistics, information, and data.**
- **Google does not view sites with malware and viruses favourably.** If your website is infected with any signs of malware or viruses, you may **get banned permanently**. Therefore, you must make sure to implement website maintenance regularly. If you can't do this yourself, consider getting external help, but don't ignore it.
- **Keywords continue to be relevant to the present day.** However, it is crucial that you don't overstuff your content with unnecessary keywords. Use them as naturally as possible, without sounding artificial.
- **Another vital hack to get around Google's algorithm is to update your search result metadata.** Most Content Management Systems (CMS) allow you to configure your search result metadata. For example, you can customize your title, add relevant keywords, and write a meta description that accurately describes your content.
- **Google's algorithm considers backlinks to be "votes" for your website from other websites.** Earning them helps ensure you have an impressive organic search engine ranking. **Many experts believe** high-ranking backlinks are still Google's most important ranking criteria. To ensure you get backlinks from authoritative sites, you may consider guest-posting. You can also earn link juice by regularly publishing high-quality content that people want.

HERE'S THE CHEATSHEET

Google

- ☐ Update your blog consistently and use the right keywords
- ☐ Implement website maintenance regularly
- ☐ Use keywords wisely, and do not overstuff your content with them
- ☐ Customize and update your search result metadata
- ☐ Post high-quality content to generate backlinks from authoritative sites

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Tackling TikTok and it's audience

TACKLING TIKTOK AND ITS AUDIENCE

TikTok is a potent source of viral content, trending among younger audiences. Like YouTube, TikTok's algorithm ensures that its users get to watch videos that are relevant to them. TikTok's "For You" page is tailor-made to suit each user's unique preferences. What sets TikTok apart is how specific its suggested videos can be. You can do many things to ensure you crack TikTok's algorithm.

- **TikTok specializes in short, exciting videos.** Most videos on the platform are less than 30 seconds, although recently, the company has changed its stance by increasing the maximum duration of a video from 3 minutes to 10 minutes. To keep your videos interesting, it's helpful to focus on a niche. However, you must ensure that you are not forever limited by it.

- **As videos need to be short and exciting, it's helpful if you write the script before hand.** Once the script is ready, you can use a teleprompter to read your script and quickly end the video. Editing further can help reduce your video's duration and keep it snappy and exciting.

- **Like YouTube, TikTok favours videos that receive many likes and those that get favoured.** It frowns upon duplicate content and those that users mark as "not interested." TikTok also flags content that may upset users and outrightly bans potentially harmful content. Hence, you must create videos that are likable, useful, and non-offensive.

- **As TikTok is a short video platform, leveraging it is an excellent way to communicate your message without spending too much time.** Hence, you can crosspost your TikTok videos on Instagram and YouTube. This helps you reach out to different audiences not using TikTok.

- **TikTok's trending hashtags are an excellent way to discover what people want.** So make sure to leverage them to increase your search visibility. Another hack is to use trending audio. These include popular songs on TikTok, which you can add to your videos.

HERE'S THE CHEATSHEET

TikTok

- ☐ Keep your videos very short and interesting
- ☐ Write your script beforehand and use a teleprompter
- ☐ Create likable and valuable videos that have the potential to go viral
- ☐ Crosspost your TikTok videos on YouTube and Instagram Reels
- ☐ Leverage TikTok's trending hashtags and trending audio

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Getting Instagram right

GETTING INSTAGRAM RIGHT

Instagram's algorithms are wired to engage people enough to stay on the application for longer durations. It uses various classifiers, processes, and constantly updated algorithms to personalize the user experience. Please note that Instagram regularly adds new features. Still, certain factors remain consistent if you want to ace the image-based social networking platform.

Here are the most essential hacks you can save in your playbook:

- **Focus on user engagement.** Instagram places a lot of importance on how much time people spend on videos and how many likes they receive. It also prioritizes the number of comments, saves, and if people tap on profiles after viewing the post. Therefore, you should ensure that you constantly engage with your audience so that they share, like, and leave comments.
- **Recency still matters on Instagram.** Unlike other social platforms, Instagram tends to lean toward fresh and exciting posts. This implies that you need to plan to post more frequently on it than on the other social networks.
- **Instagram's algorithm is intelligent enough to weed out spam accounts and those that do not bring value to its users.** Hence, it is essential to be yourself and sound more human, so your content does not appear spammy or useless.
- **Instagram may have started as an image-based social network.** However, it has also blossomed into a video platform in recent years. Reels are an excellent way for your [coaching services](#) to be found organically. Make sure to create reels that tell a story and always ensure that they are short and exciting.
- **Instagram's algorithm classifies content based on hashtags.** As a result, adding as many relevant hashtags as possible is essential. Multiple tools are available that help to generate trending but relevant hashtags. These can give your post more visibility. You can also add hashtags to your bio, which duly reflect the nature of your online course.

HERE'S THE CHEATSHEET

Instagram

- ☐ Focus on increasing user engagement and communicating with your audience
- ☐ Post at least every alternate day
- ☐ Sound more human and natural in your posts
- ☐ Create reels that tell an informative story - create hooks in the first 1-3 sentences and bury the lead so they watch till the end
- ☐ Use hashtag generators to identify trending and pertinent hashtags

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How to ace the LinkedIn Alorithm

HOW TO ACE THE LINKEDIN ALGORITHM

LinkedIn is the more professional and business-oriented social networking platform. LinkedIn presence is crucial if you wish to sell your online courses to professionals and business-minded folks. The algorithm classifies most content into three categories: spam, average, and standard. Your goal must be to ensure that your content is tagged as standard, as this will help you gain the exposure you need.

Here are five hacks to ensure that you're on the right side of the LinkedIn algorithm.

- **Focus on creating high-quality posts.** LinkedIn's algorithm considers poorly written posts as average or spam. Thus, ensuring that your posts are grammatically correct and not misleading is vital. Make sure to share your knowledge, and talk about things related to your course, but do so in a way that brings value to your audience.
- **LinkedIn's algorithm favours posts whose authors post frequently.** Several social media experts believe posting on alternate days is crucial to ensuring that LinkedIn's algorithm thinks you are active. Your posts do not have to be necessarily lengthy, but they must be valuable always.
- **LinkedIn allows you to create groups and pages related to your interests.** This is a beautiful opportunity to enhance the visibility of your online course and generate leads. However, do not directly ask people to buy your

course on LinkedIn. Instead, managing a group or page that aligns with your course content can help you achieve your sales goals organically.

- **LinkedIn values user engagement.** Therefore, you should frequently comment on others' posts. This increases your visibility on the platform. However, make sure to always keep things professional and friendly. Do not post opinionated comments, as they may get flagged as offensive by other users.

- **A popular way to get more engagement from your connections is to ask questions using polls.** These multiple choice questions appear in users' feeds, and people often have an urge to respond. Use this human need to respond to questions by asking relevant and valuable questions that generate answers. However, make sure your questions are pertinent to your online course.

HERE'S THE CHEATSHEET

LinkedIn

- ☐ Create high-quality posts that are grammatically correct
- ☐ Post on every alternative day
- ☐ Create groups and pages related to your online course
- ☐ Engage with your audience in a professional and friendly manner
- ☐ Ask questions related to the topic of your online course

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Selling courses on Twitter without a hitch

SELLING COURSES ON TWITTER WITHOUT A HITCH

Twitter is an excellent platform for selling online courses, as its users tend to be more interested in keeping themselves updated. It shouldn't surprise that most journalists, writers, and academicians use Twitter to connect. The tool has a sort of immediacy that other social platforms cannot replicate easily. This immediacy is also what will drive organic sales of your online courses. However, before you begin to sell your courses on Twitter, you need to master its algorithm, which can be pretty complex.

- **Twitter's algorithm has undergone several changes, and the platform continues to add new features.** Due to Twitter's limits on the number of characters, many people have started to post threads (a collection of tweets) to communicate ideas that require more sentences. Threads are an excellent way to create bookmark-worthy content that stands out. The more your threads get saved or bookmarked; the more likely your post will appear in user feeds.
- **Twitter, as a platform, is ephemeral in nature, and older tweets tend to get buried.** As a result, it is necessary to post every day. [Some experts](#) suggest that 1-2 tweets per day should suffice. You can use analytics to determine when your followers are most active and accordingly tweet.
- **Nobody has the time to tweet regularly, multiple times a day.** So a good hack is to write all your tweets and threads at once and schedule them to be tweeted at regular intervals. Several tools, such as Hootsuite and Buffer App and Twitter's TweetDeck, help you batch schedule your tweets.
- **Use your bio space intelligently.** For example, you can add links to your online course and use hashtags that accurately describe your course. This may help Twitter crawlers to fetch your account when people search for specific topics. It is also an excellent way to be recommended by Twitter to similar users.
- **Your Twitter banner can be a promotional image that describes your course.** Make sure to get it professionally designed so that it is visually appealing and contains relevant information about your course.

HERE'S THE CHEATSHEET

Twitter

- ☐ Post insightful and informative threads that are likely to be bookmarked
- ☐ Post frequently every day
- ☐ Write all your tweets at once and use a tool to schedule them
- ☐ Use your bio space to add relevant hashtags and links to your course
- ☐ Customize your banner image to promote your online course

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How to get more enrolments on Facebook

HOW TO GET MORE ENROLMENTS ON FACEBOOK

Facebook is still the world's largest social network, and it is vital to have a presence on it. Its focus is to keep users on the website and make them view more advertisements. However, Facebook's algorithm has often been criticized for prioritizing controversial topics.

Here is what you can do to enhance your course visibility on Facebook.

- **Create original and valuable content.** Facebook's algorithm seeks to keep its users on the platform and thus gives priority to engaging content. Therefore, the more informative and meaningful your content is, the more likely it is to receive likes and comments.
- **Facebook does not prefer users clicking on links and bouncing off their platform.** Therefore, its algorithm may bury your posts if you embed them with outbound links. A quick hack to this problem is to talk about your course and its content in your posts, but the link to your course in the comments.
- **Facebook fetches posts that are relevant to its users.** Thus, you do not have to post as frequently as you may have to on Twitter. Posting on alternate days should suffice.
- **Create public or private groups related to your course topic, and ensure that you contribute valuable content to your followers.** Sales will follow automatically when you build a reputation.
- **Posts that offer something for free tend to receive more engagement, and Facebook's algorithm will push them further.** So offer a free chapter from your course, and the word will soon spread.

HERE'S THE CHEATSHEET

Facebook

- ☐ Create meaningful and informative posts that generate likes and comments
- ☐ Do not post links to external websites in your posts. Instead, post the link as a comment.
- ☐ Post on every alternate day to remain active
- ☐ Create public or private groups related to your online course topic
- ☐ Offer a free chapter to generate more sales

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WRAP UP



Although getting around social media algorithms seems easy, it takes much work to market your online course organically. There is a need to build credibility and a personal brand. Identifying and broadening your niche is also necessary so that algorithms do not limit you. Building an online presence and generating income virtually may feel daunting. Our cheat sheet should help you work with social media algorithms and market your online courses successfully.

To learn more about how to build a personal brand and market your online courses successfully on social media, enroll in **Adam Enfroy's course**. The course equips you with the knowledge required to build an online presence on various platforms and sell better.

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