



YouTube Automation Professional Course Outline

Course Title: YouTube Automation Professional Certification

Duration: 8–12 Weeks (60–80 Hours)

Level: Beginner to Advanced

Course Description:

This course teaches learners how to build and manage YouTube channels using scalable, ethical workflows. It covers content planning, AI-assisted production, outsourcing, SEO, analytics, monetization, and channel management while complying with YouTube's policies.

Module 1: Introduction to YouTube Automation

- What is YouTube Automation?
 - Types of automated YouTube channels
 - YouTube business models
 - YouTube Partner Program overview
 - YouTube policies and compliance
 - Ethical automation practices
-

Module 2: Niche Selection & Market Research

- Finding profitable niches
 - Audience research
 - Competitor analysis
 - Trend identification
 - Evergreen vs. trending content
 - Keyword and topic research
-

Module 3: Content Strategy & Planning

- Building a content strategy



- Creating a content calendar
 - Topic clustering
 - Viral content frameworks
 - Storytelling for YouTube
 - Batch content production
-

Module 4: AI-Powered Script Writing

- Script structure
 - Research techniques
 - AI-assisted script generation
 - Fact-checking AI-generated content
 - Editing and optimization
 - Creating engaging hooks and CTAs
-

Module 5: Voiceover Production

- Human vs. AI voiceovers
 - Voice recording basics
 - AI voice generation
 - Audio editing
 - Background music selection
 - Copyright-safe audio
-

Module 6: Video Creation & Editing

- Stock footage sourcing
- Screen recordings
- Motion graphics



- Video editing fundamentals
 - Transitions and effects
 - Captions and subtitles
 - Rendering and export settings
-

Module 7: Thumbnail Design & Branding

- Thumbnail psychology
 - Branding consistency
 - Canva and Photoshop basics
 - CTR optimization
 - Thumbnail A/B testing
 - Channel branding
-

Module 8: YouTube SEO & Optimization

- Keyword research
 - Optimized titles
 - SEO-friendly descriptions
 - Tags and hashtags
 - Playlists
 - Chapters
 - Closed captions
 - Metadata optimization
-

Module 9: Upload Workflow & Automation

- Upload scheduling
- Metadata templates



- Content organization
 - Publishing workflow
 - Checklists and SOPs
 - Team collaboration
-

Module 10: Analytics & Growth Optimization

- YouTube Studio Analytics
 - Watch time analysis
 - Audience retention
 - Click-through rate (CTR)
 - Traffic sources
 - Subscriber growth
 - Performance reporting
-

Module 11: Outsourcing & Team Management

- Hiring freelancers
 - Working with scriptwriters
 - Hiring voice artists
 - Managing video editors
 - Quality assurance
 - Project management
 - Workflow documentation
-

Module 12: AI Tools for YouTube Automation

- AI research assistants
- AI script generators



- AI image generation
 - AI video generation
 - AI voice tools
 - AI subtitle generators
 - AI productivity workflows
-

Module 13: Monetization Strategies

- YouTube Partner Program
 - Affiliate marketing
 - Sponsorships
 - Brand collaborations
 - Digital products
 - Online courses
 - Memberships
 - Merchandise
-

Module 14: Copyright & Platform Policies

- Copyright basics
 - Fair use principles
 - Community Guidelines
 - Reused content policies
 - Copyright claims and strikes
 - Licensing stock assets
 - Ethical AI content creation
-

Module 15: Scaling a YouTube Automation Business



- Managing multiple channels
 - Building Standard Operating Procedures (SOPs)
 - Automation with project management tools
 - Revenue diversification
 - Client channel management
 - Agency business model
 - Risk management
-

Practical Labs

- Research and validate a niche
 - Create a content calendar
 - Write AI-assisted scripts
 - Produce voiceovers
 - Edit and publish videos
 - Design high-converting thumbnails
 - Optimize videos for YouTube SEO
 - Analyze channel performance
 - Build a complete automated workflow
-

Capstone Project

Participants will:

- Launch a YouTube automation channel.
- Produce and optimize **5–10 videos**.
- Develop a complete content production workflow.
- Create branding assets and thumbnails.
- Implement SEO best practices.



- Present a growth and monetization strategy using analytics.
-

Tools Covered

- YouTube Studio
 - Google Trends
 - Google Keyword Planner
 - TubeBuddy
 - vidIQ
 - Canva
 - CapCut
 - Adobe Premiere Pro (Basics)
 - DaVinci Resolve (Basics)
 - ChatGPT
 - Google Gemini
 - Notion
 - Trello
 - ClickUp
 - Google Drive
-

Learning Outcomes

By the end of the course, participants will be able to:

- Build and manage an automated YouTube channel using ethical, policy-compliant workflows.
- Research profitable niches and create scalable content strategies.
- Produce videos with AI-assisted tools while maintaining quality and originality.
- Optimize videos for YouTube search and recommendations.



- Interpret analytics to improve performance and audience retention.
- Build and manage a content production team and documented workflows.
- Monetize YouTube channels through advertising, affiliate marketing, sponsorships, and digital products.
- Scale from a single channel to managing multiple channels or offering YouTube automation services to clients.

TECHNOCATION