

Use YouTube & AI to Grow Your Business

- **SCORE Rio Grande Valley – Harlingen TX**
- **SCORE Austin**
- **SCORE Houston**
- **Texas A & M Victoria SBDC**
- **UT Rio Grande Valley SBDC – Edinburg and Brownsville TX**
- **Texas Tech University SBDC – Abilene TX**
- **Choctaw Small Business Development – Durant OK**
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Presenter

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Founder & CEO, Smart Brand System

Chief AI Officer (CAIO)





Most Videos Don't Have a Content Problem. They Have a Discovery Problem.

Your customers may never see your video because YouTube, Google, and AI tools do not clearly understand what it answers.

You will learn how to use AI to help your videos get found, answer better questions, hold attention, and turn one video into more useful content.



What We'll Cover

Today we will focus on six practical ways to use AI with YouTube:

YouTube SEO

AEO, Answer Engine
Optimization

Story ideas and hooks

Repeat and repurpose

AI authenticity guardrails

Shorts creative ideas with Dream Screen

This is not about robotic videos.

This is about using AI as a helper while your voice, face, stories, and business judgment stay in charge.



The Big Shift

People are not only typing short keywords anymore.

They are asking full questions.

They may ask:

"What should I know before hiring a plumber?"

"How do I start a podcast without spending a lot?"

"What camera do I need if I'm new to YouTube?"

"What should I do before my first consultation?"

Your videos need to answer real questions clearly.

That is how AI helps people find, understand, and trust your content.



1. YouTube SEO — Help the right people find your video

YouTube SEO helps people find your video when they search.

This matters when your channel is small.

AI can help you create:

- Clear video titles
- Better descriptions
- Search-friendly phrases
- Simple chapter ideas
- Video topics people are already looking for

The goal is not to trick the algorithm.

The goal is to make your video easier to understand.



Demo Prompt: YouTube SEO

Copy and use this prompt:

"Act as a YouTube strategist for a small business owner.

I am making a video about: [topic]

My audience is: [audience]

Give me 10 clear title ideas under 60 characters.

Make them specific, helpful, and interesting without sounding like clickbait.

Then write a short YouTube description using natural search phrases."



Small Business Example

Topic:

"How to prepare for your first consultation"

AI can help turn that into stronger title ideas like:

What to Bring to Your First Consultation

Before You Book: What to Know First

How to Prepare Before We Work Together

5 Things to Know Before Your First Appointment

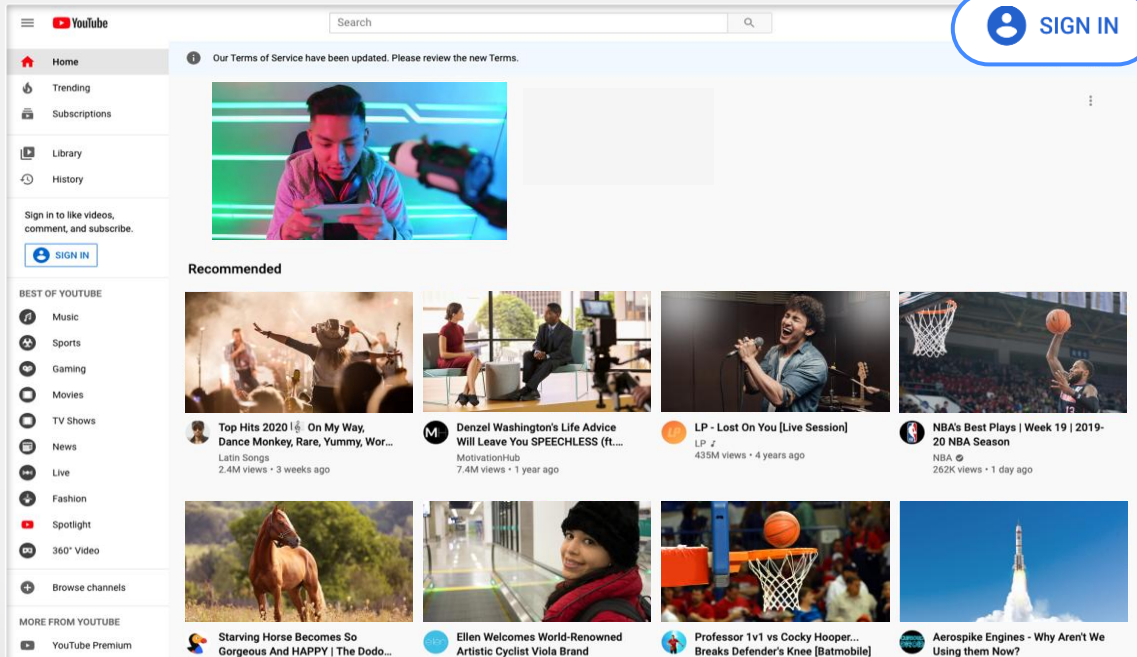
The title needs to match what a real customer would search or ask.



Create your YouTube channel



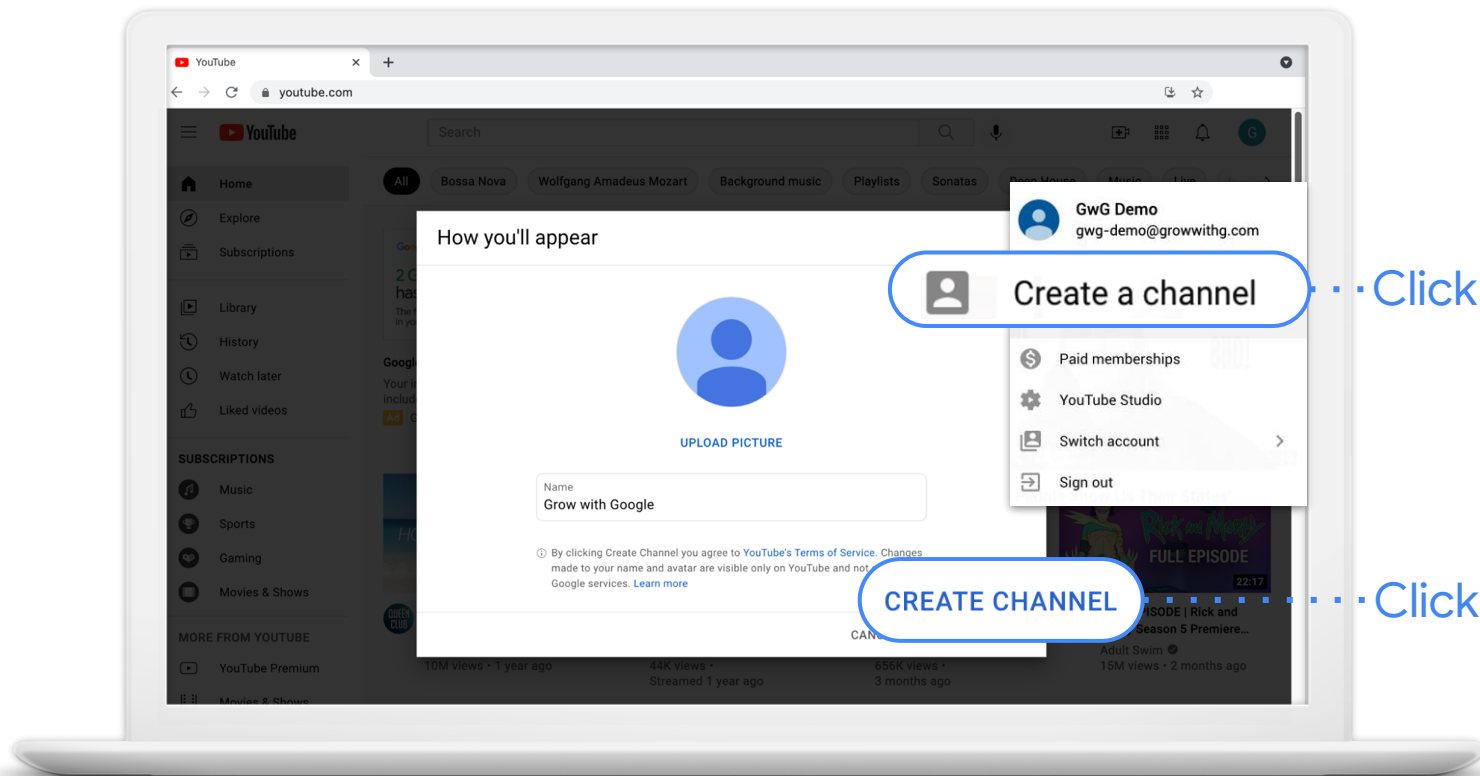
SIGN INTO YOUTUBE



Sign in with your
Google Account.

YouTube.com

CREATE A CHANNEL

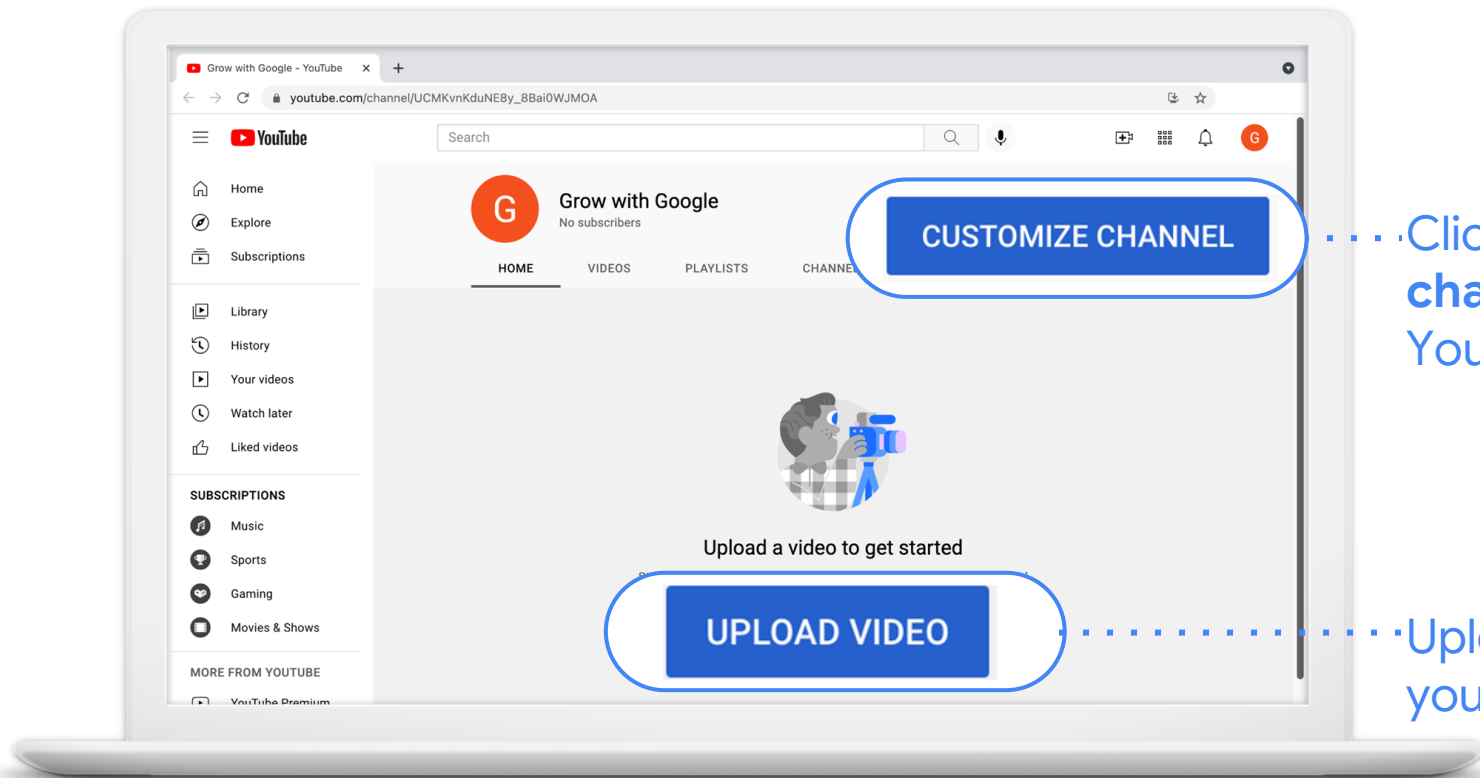


Click Create a channel

CREATE CHANNEL

Click Create channel

YOUR NEW CHANNEL

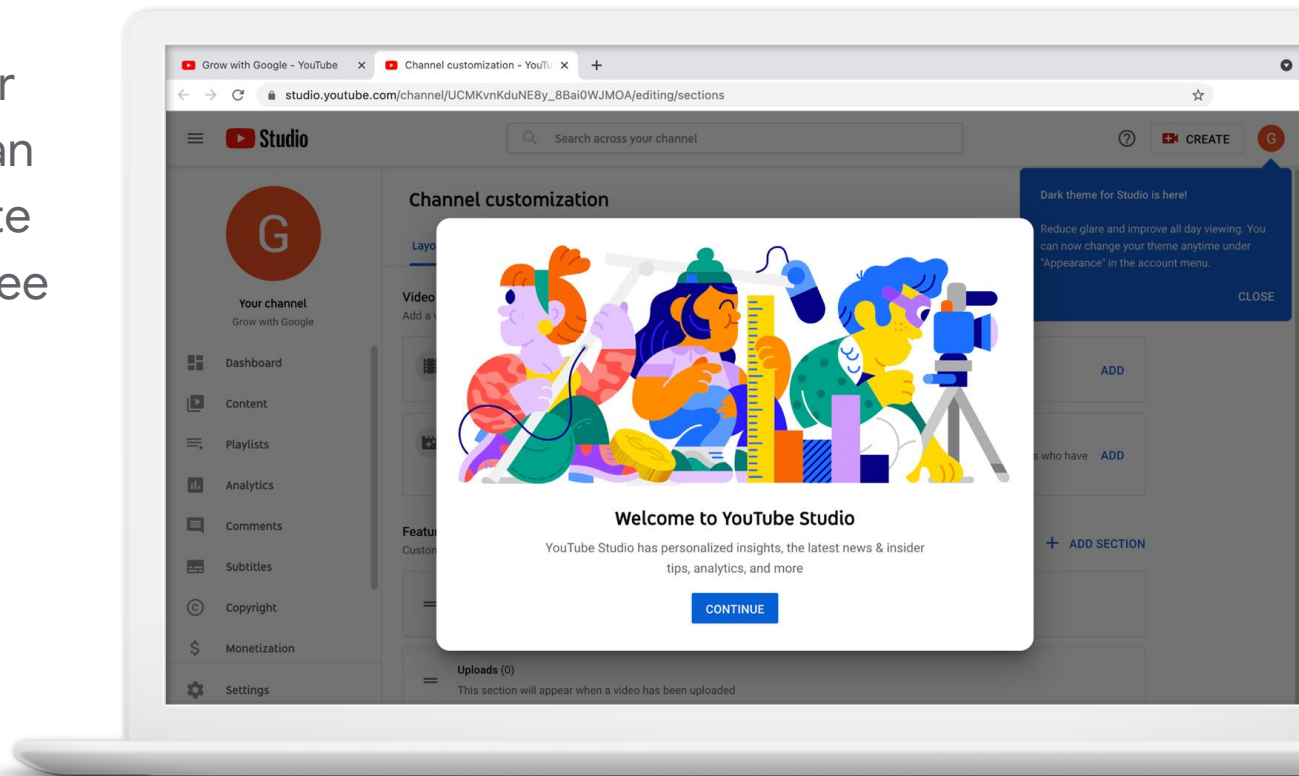


Click **Customize channel** to access YouTube Studio

Upload videos to your channel here

ACCESS YOUTUBE STUDIO TO CUSTOMIZE YOUR CHANNEL

YouTube Studio is your channel's home. You can customize layout, create and manage playlists, see analytics, and more.

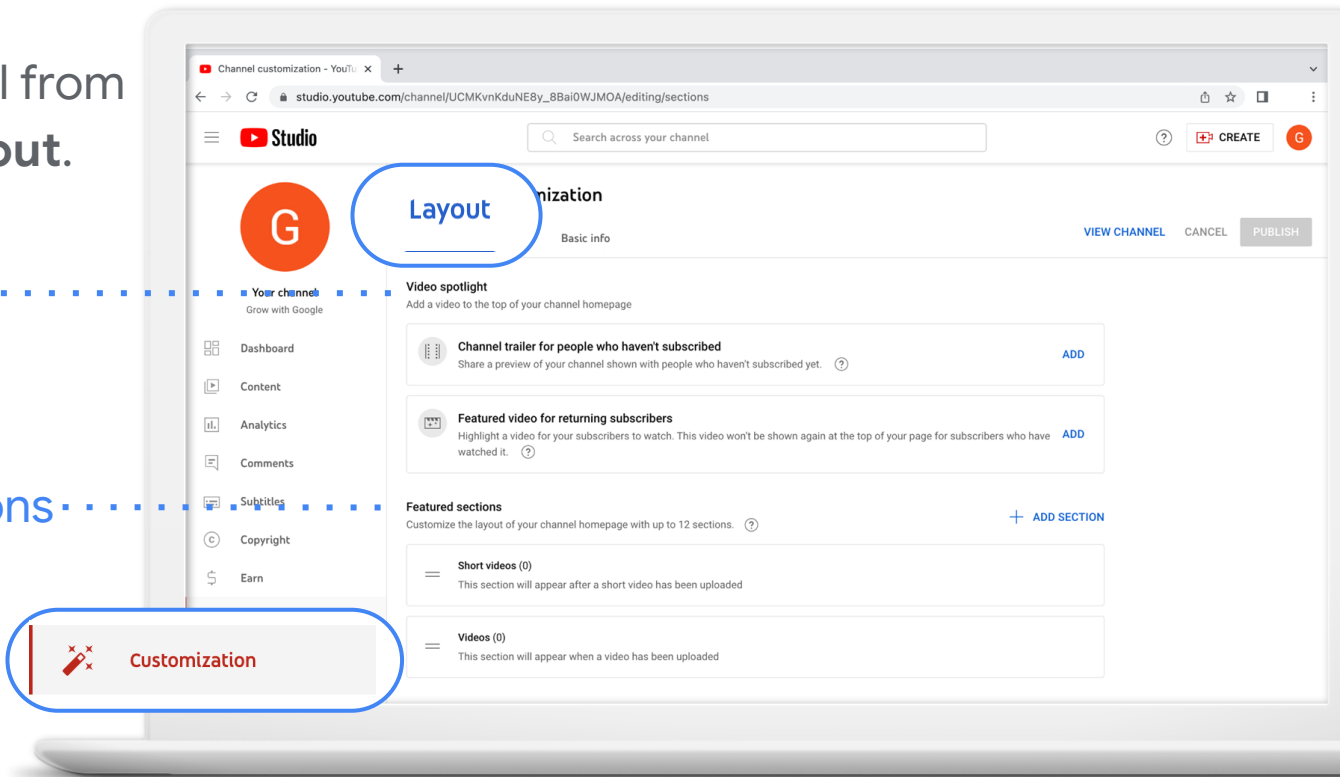


MANAGE CHANNEL LAYOUT

Organize your channel from
Customization > Layout.

Video spotlight

Featured sections

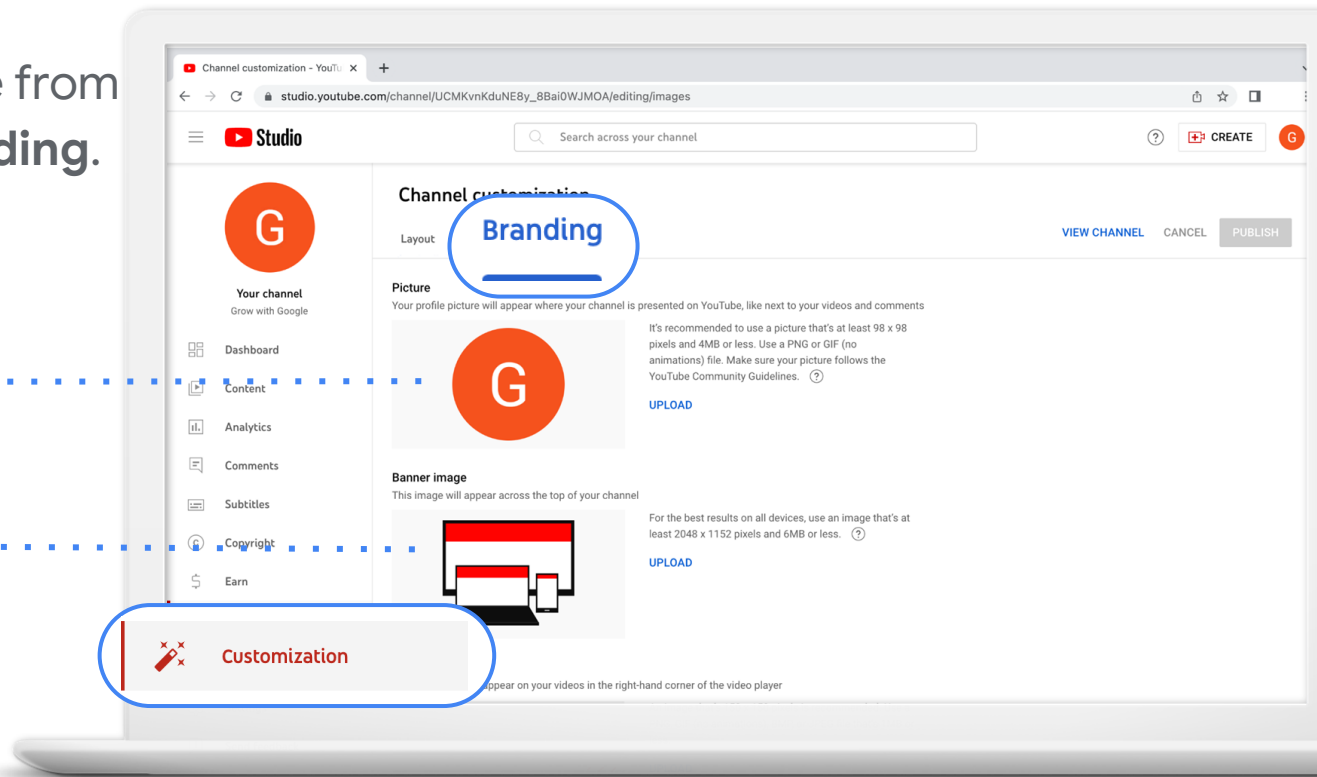


ADD BRANDING ELEMENTS

Customize appearance from
Customization > Branding.

Profile picture

Banner image

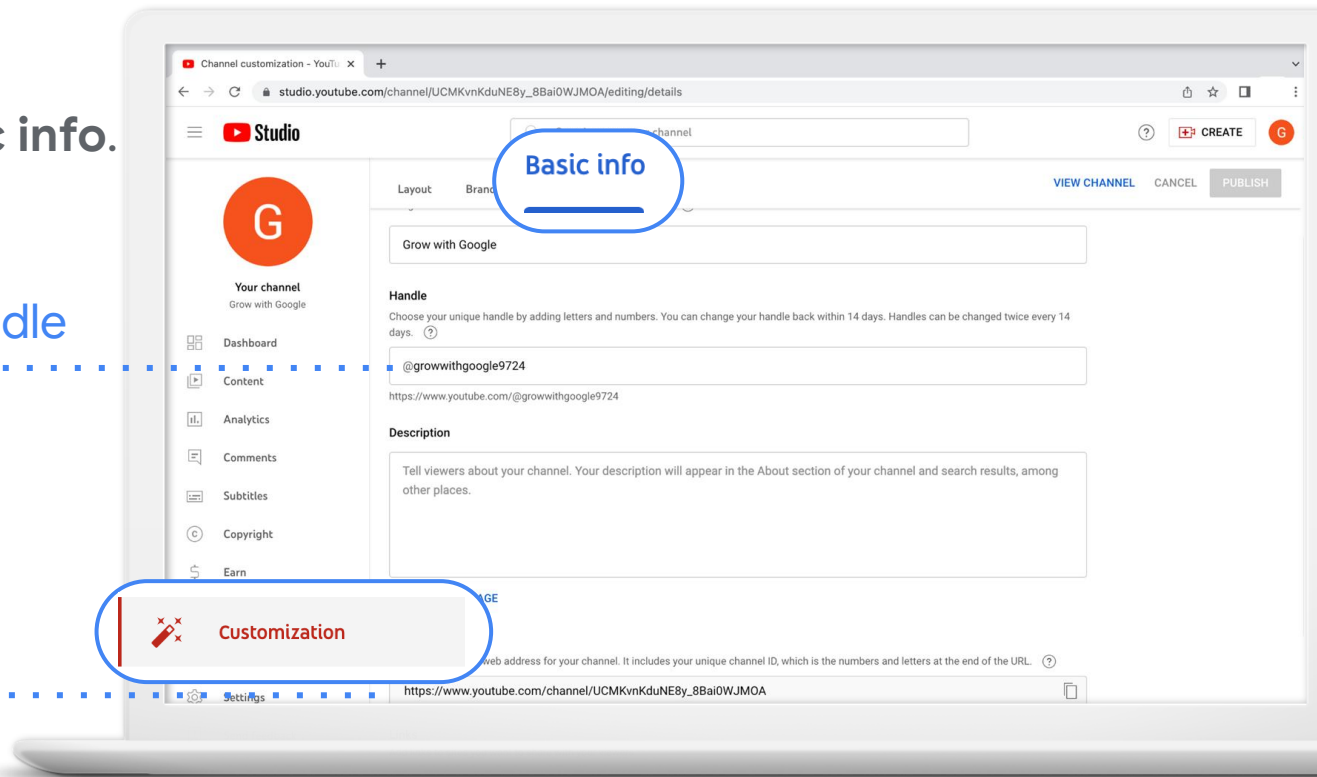


NAME YOUR CHANNEL

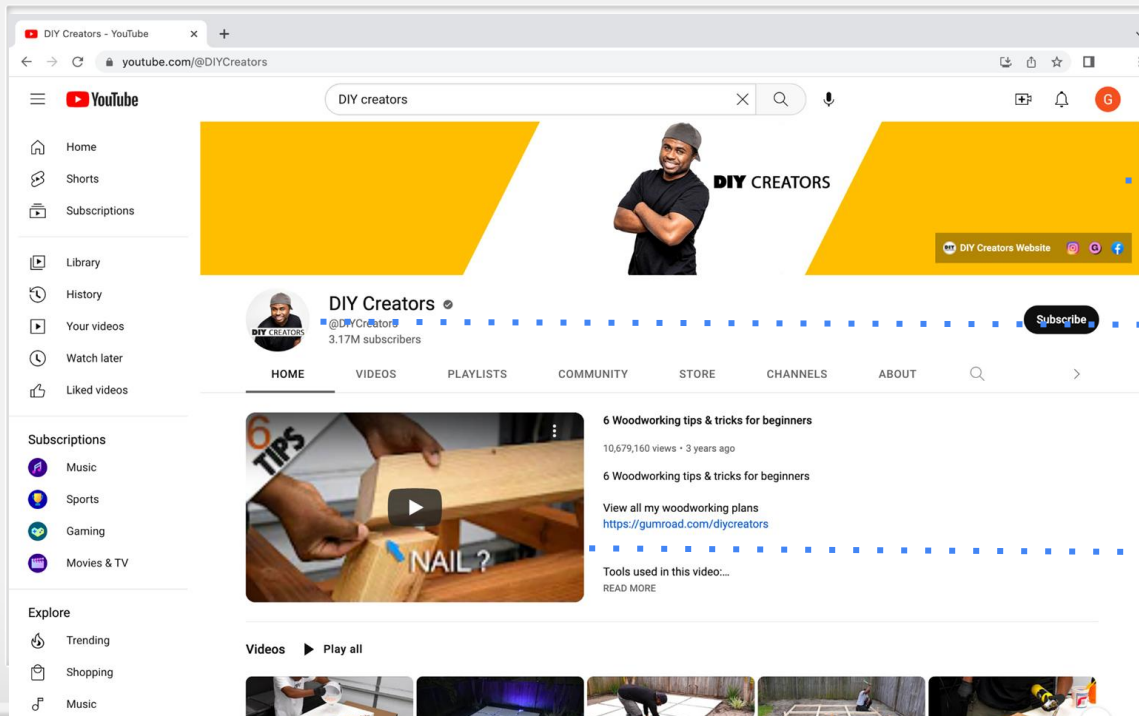
Customize info from
Customization > Basic info.

Channel name, handle
and description

Channel URL, Links
and Contact Info



A CUSTOMIZED CHANNEL

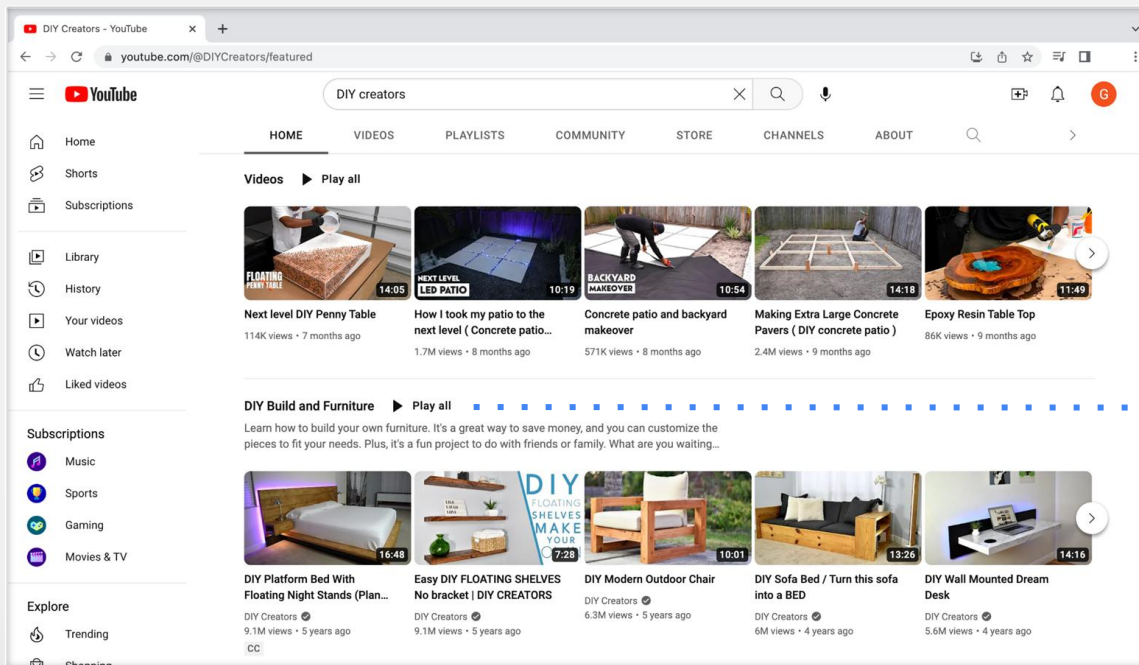


.....Banner image

.....Profile picture

.....Video spotlight

AN ORGANIZED CHANNEL



Videos are
grouped in
sections

Create and add videos to your channel

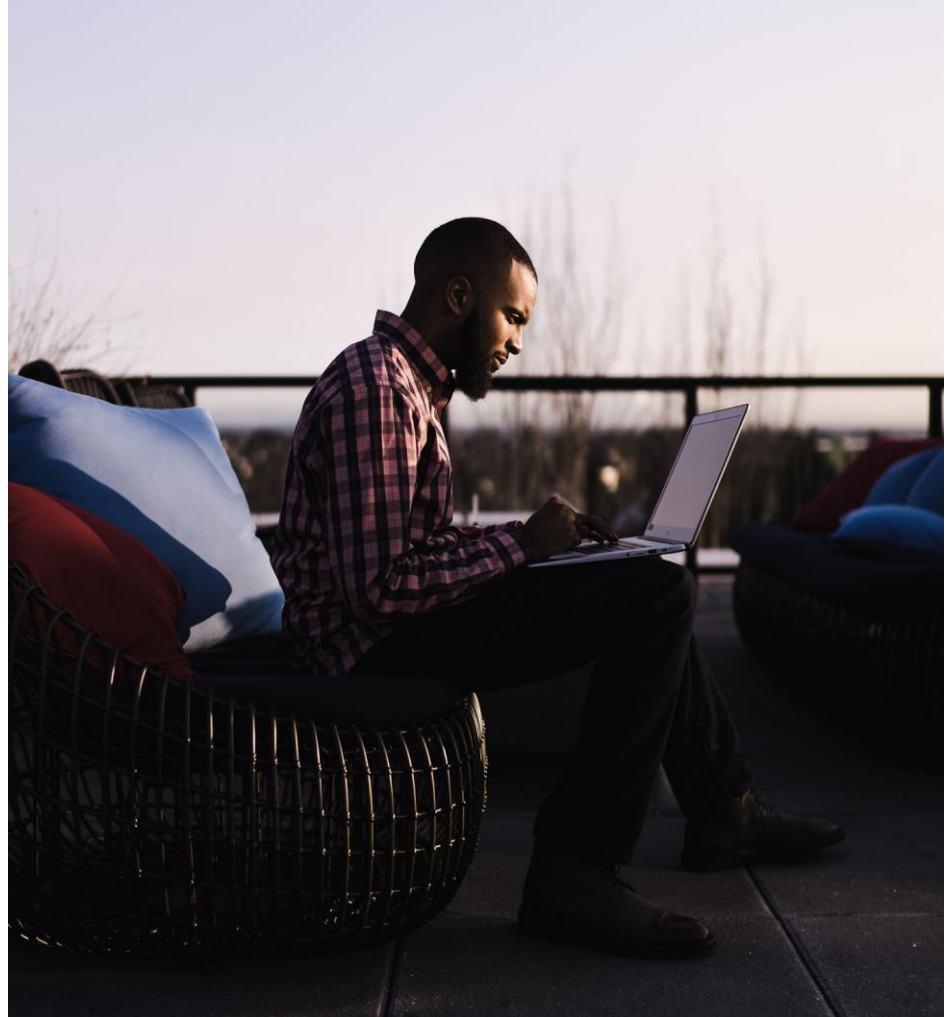


VIDEO TECHNOLOGY HAS COME A LONG WAY



VIDEO CONCEPTS

- What **story** do you want to tell?
- What is the **purpose** of the video?
- Who (or what) is the **star**?



STORY TYPES

Business Story

Product or service story

Promotional story

Use to highlight:

- Who you are
- What you do
- Why you do it

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Product or service story

Explain benefits of your product or service:

- How it works
- Show problem solving

Promotional story

STORY TYPES

Business Story

Use to highlight:

- Who you are,
- What you do
- Why you do it

Product or service story

Explain benefits of your product or service:

- How it works
- Show problem solving

Promotional story

Share timely information:

- Product and service announcements
- Special deals

2. AEO – Answer Engine Optimization

AEO means your video is easy for answer engines to understand.

This matters because people are asking questions in YouTube, Google, and AI tools.

Your job is to answer clearly.

A strong AEO video:

- Uses real customer questions
- Answers the question early
- Uses clear chapter titles
- Speaks in plain language
- Gives a direct answer before explaining more



Demo Prompt: AEO Questions

Copy and use this prompt:

"I am creating a YouTube video about: [topic]

Give me the top 5 questions a beginner or small business customer would ask about this topic.

For each question, write a clear 2-sentence answer.

I will use these questions as video chapters and answer them on camera."



BEST PRACTICES

- Share a clear, concise message.
- Make a strong impression in the first 5-15 seconds.
- Deliver a compelling call-to-action or timely offer.

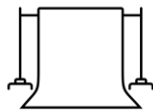


COMMON PRODUCTION TECHNIQUES

8 Common Techniques



Selfie



Backdrop



Voice over



Top Down



Point + Shoot



In Action



Told with text



Animation

Quick Tip:

See examples on

youtube.com/ads/video-creation-tips

TIPS FOR SHOOTING YOUR VIDEO



Space

- Free the space of clutter
- Think visually
- Show your logo or workplace



Lighting

- Use natural light
- Face your source
- Look for shadows



Sound

- Listen to the space
- Use a microphone
- Speak confidently

The AEO Video Habit

Use this simple pattern:

01

Say the question.

02

Answer it clearly.

03

Then explain more.

Example:

"Do you need expensive equipment to start a podcast? No. You can start with a simple microphone, a quiet room, and a clear topic. Better gear can come later."

That first clear answer helps people stay with you.



3. Story Ideas and Hooks – Keep people watching

A title helps people click.

The opening helps people stay.

AI can help you think through:

The main point

The audience problem

The stakes

The story angle

The opening hook

The order of ideas

Do not ask AI to replace your personality.

Ask AI to help you structure your thinking.



Demo Prompt: Story and Hook

Copy and use this prompt:

"I am making a YouTube video about: [topic]

Give me 3 story angles for this video.

For each angle, give me:

The opening idea

The main problem

The turning point

The takeaway

Then write a 15-second opening hook that sounds natural for a small business owner talking to real customers."





Hook Examples

A good hook tells people why to stay.

Instead of:

"Today I'm going to talk about our services."

Try:

"Most people wait too long to ask this question, and it can cost them time, money, or both."

Instead of:

"Here are some tips for beginners."

Try:

"If you are new to this, start here before you spend money on the wrong thing."

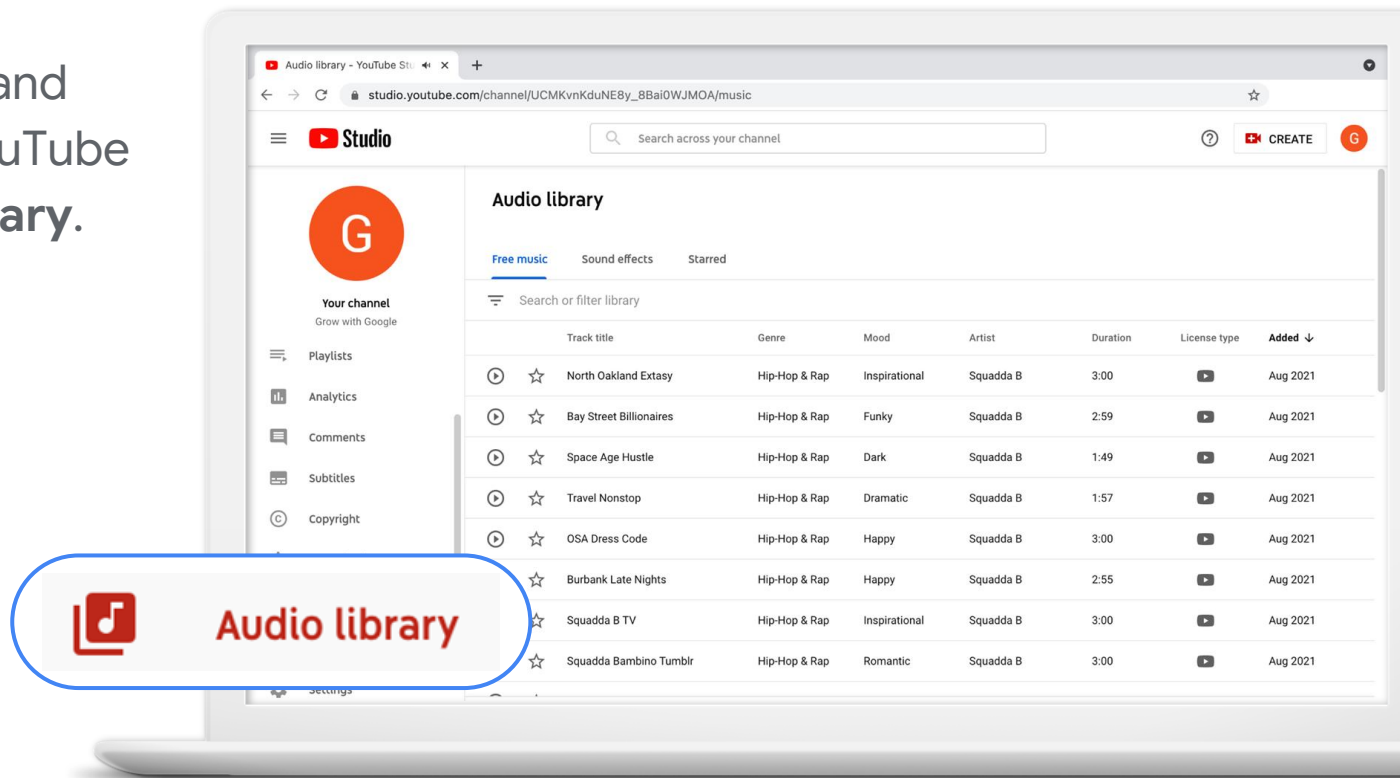
The hook does not need to be dramatic.

It needs to be clear and useful.



NEED MUSIC OR SOUND EFFECTS?

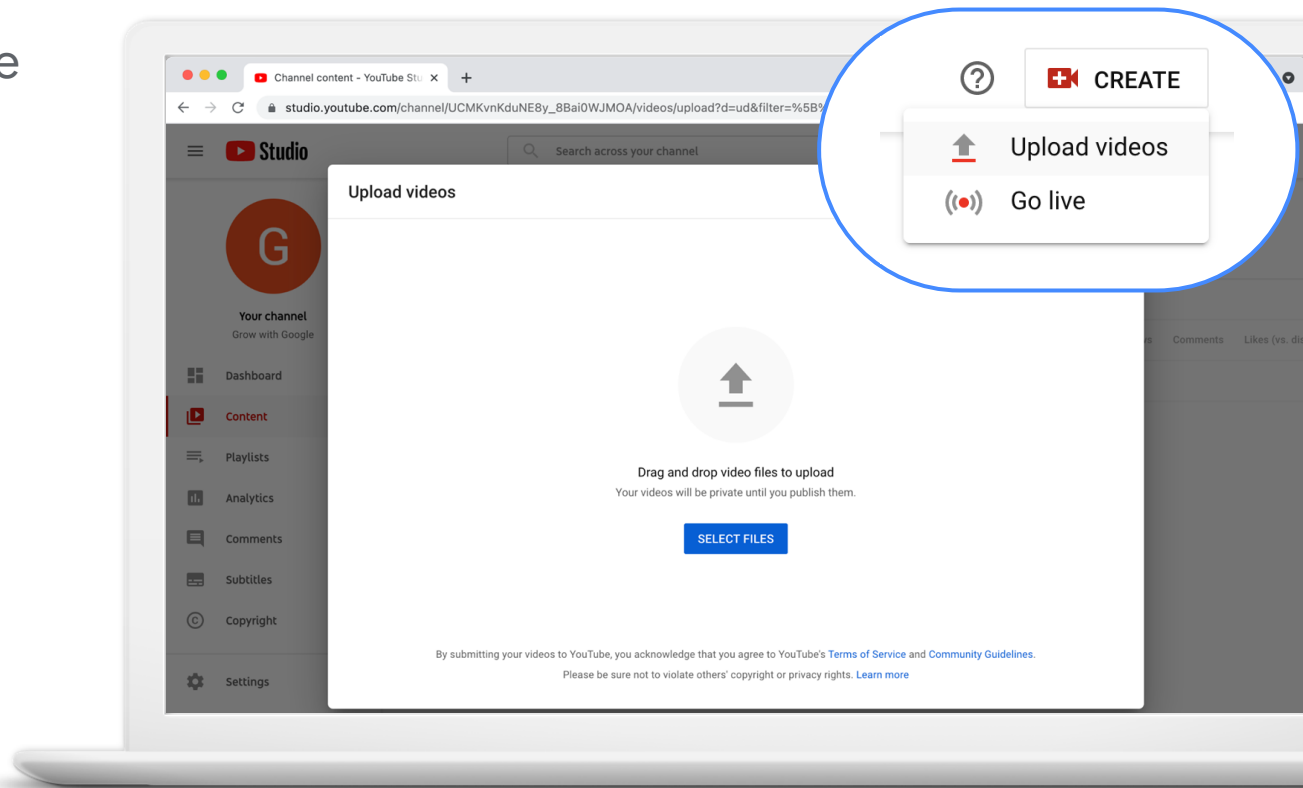
Access free music and sound effects in YouTube Studio's **Audio Library**.



HOW TO ADD VIDEOS TO YOUR CHANNEL

Click **Create** next to the camera in top right corner.

Click **Select Files** to choose videos to add.

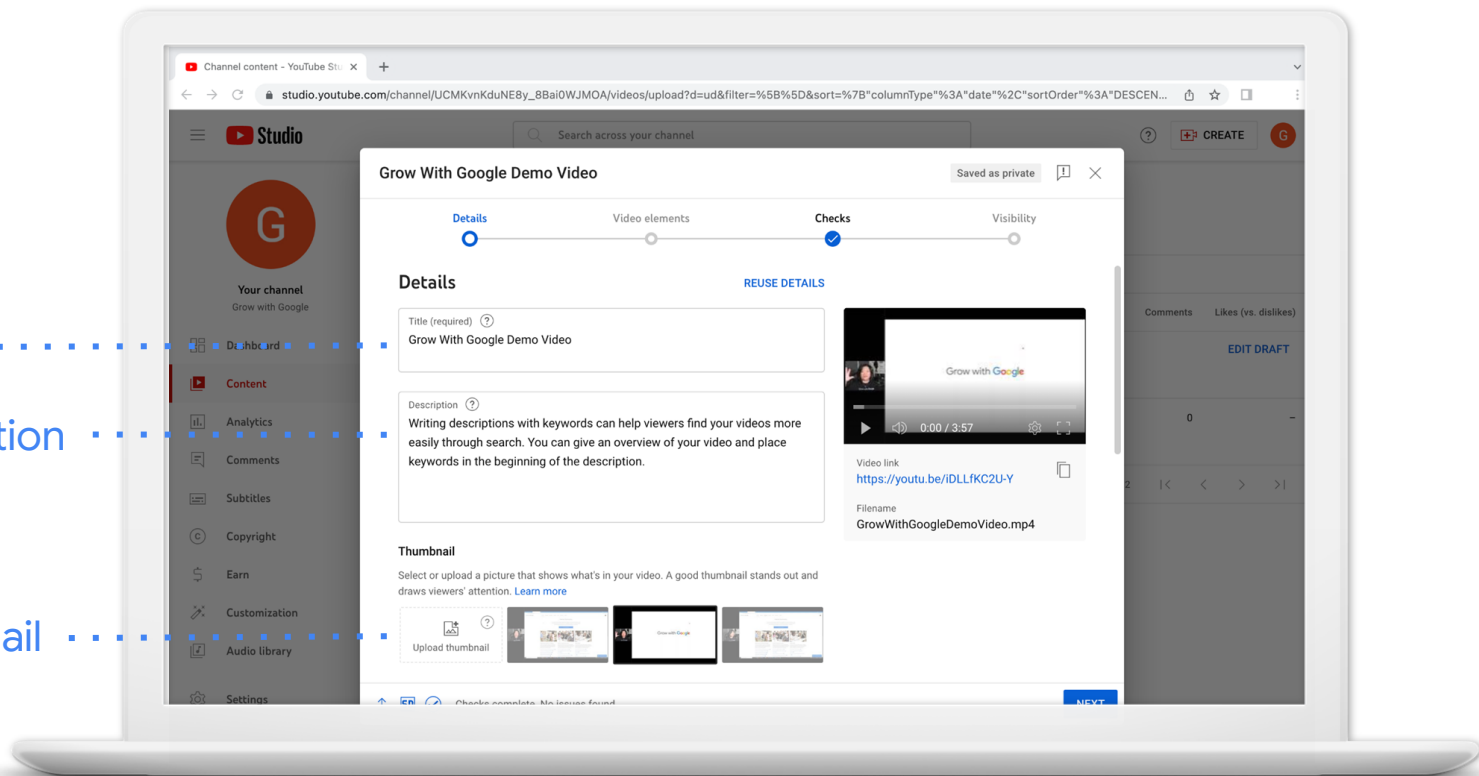


VIDEO DETAILS

Title

Description

Thumbnail

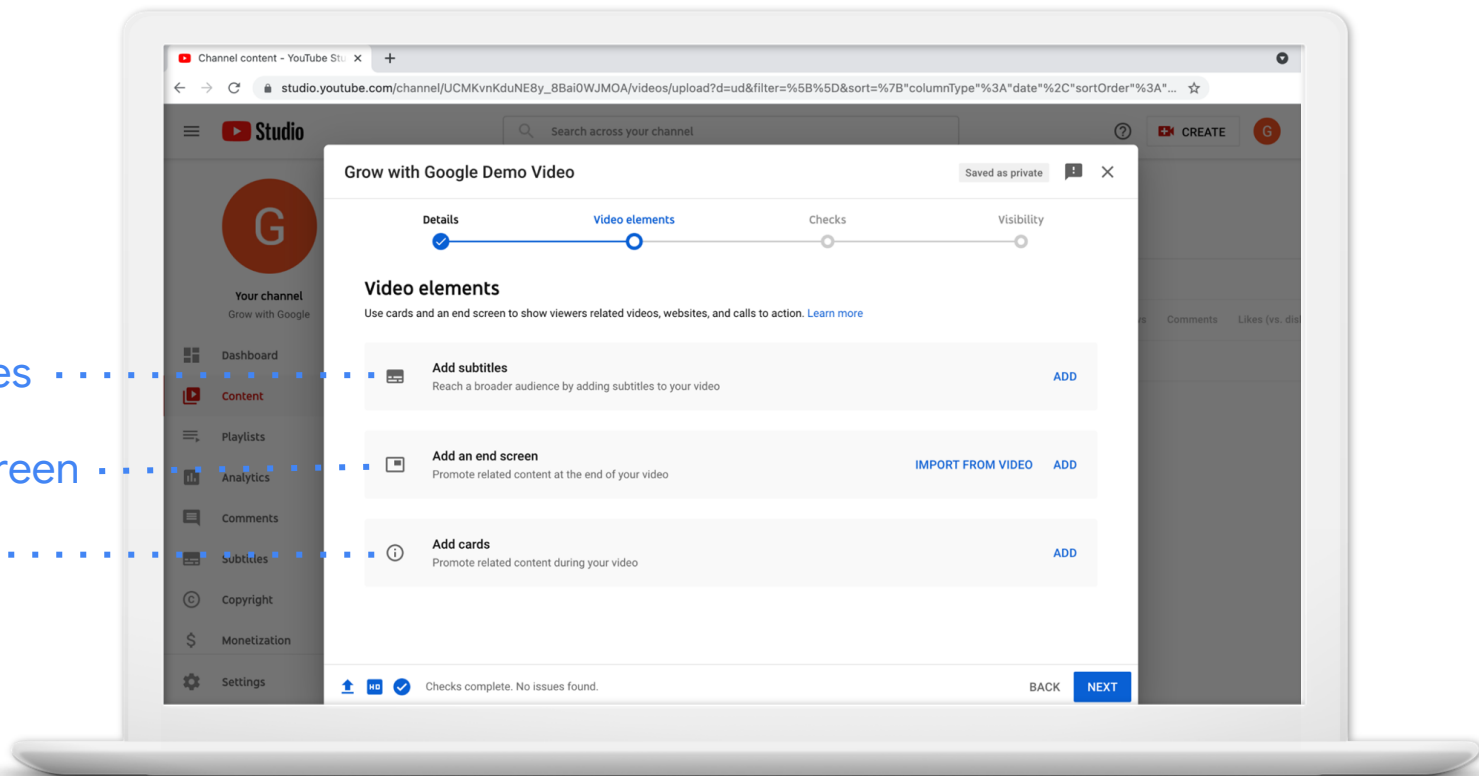


VIDEO ELEMENTS

Subtitles

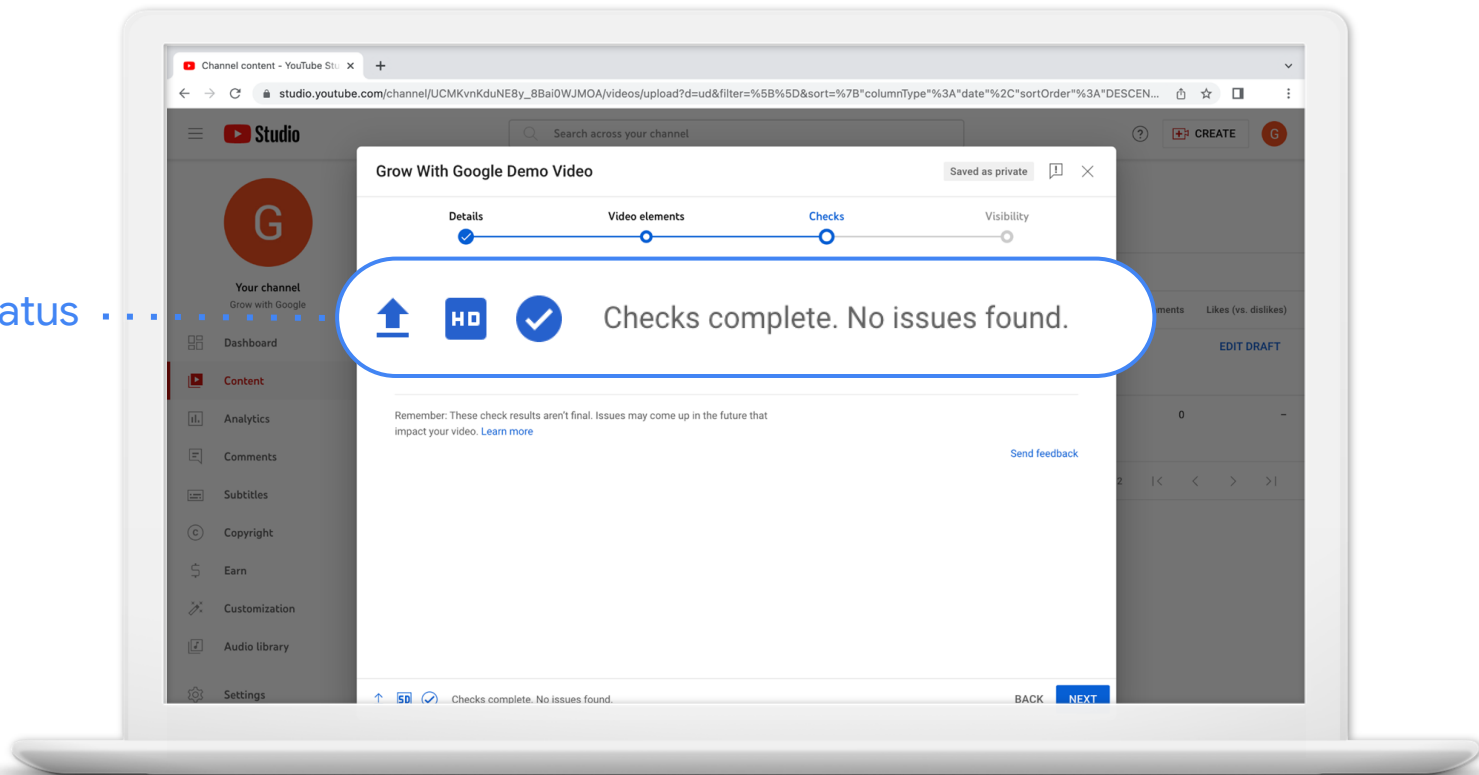
End screen

Cards



VIDEO CHECKS

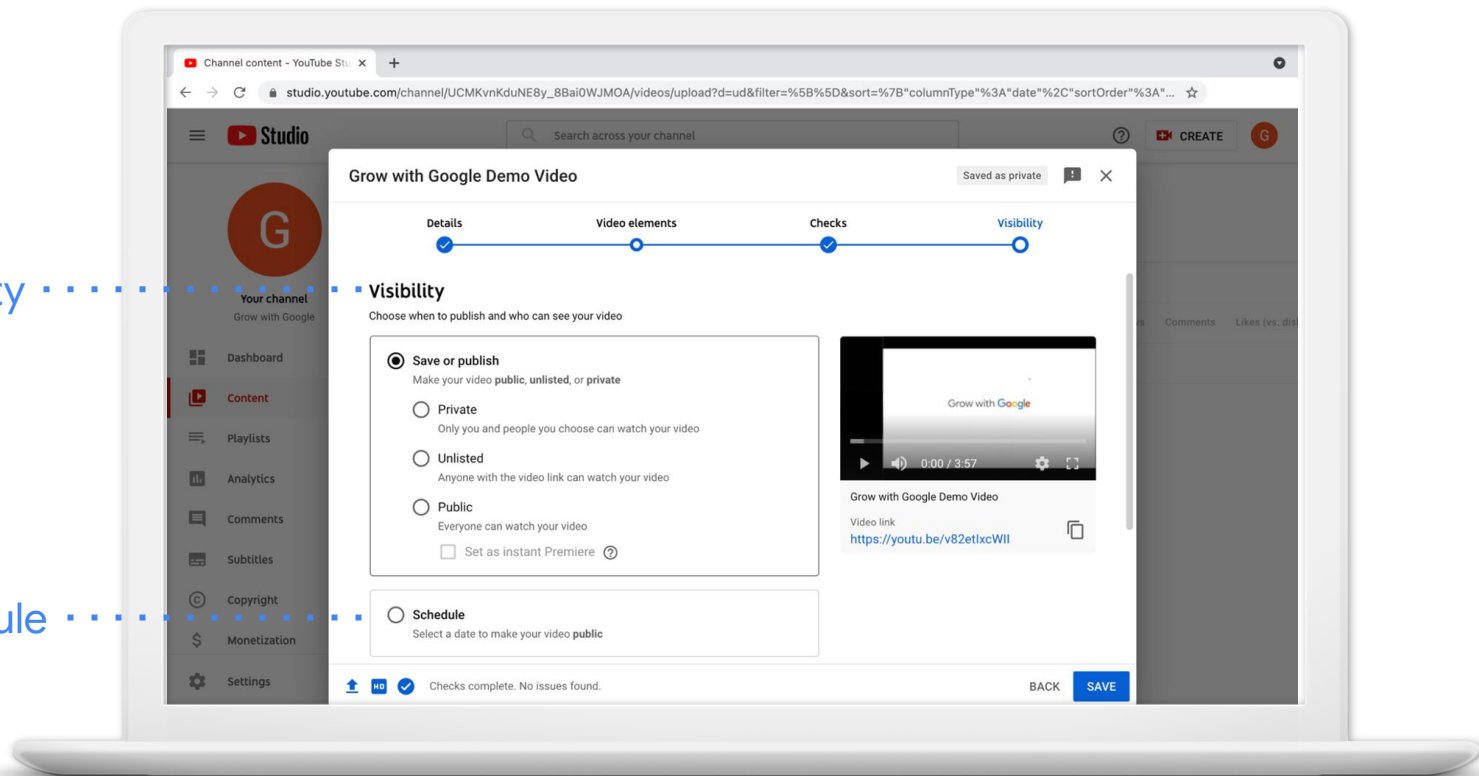
See status . . .



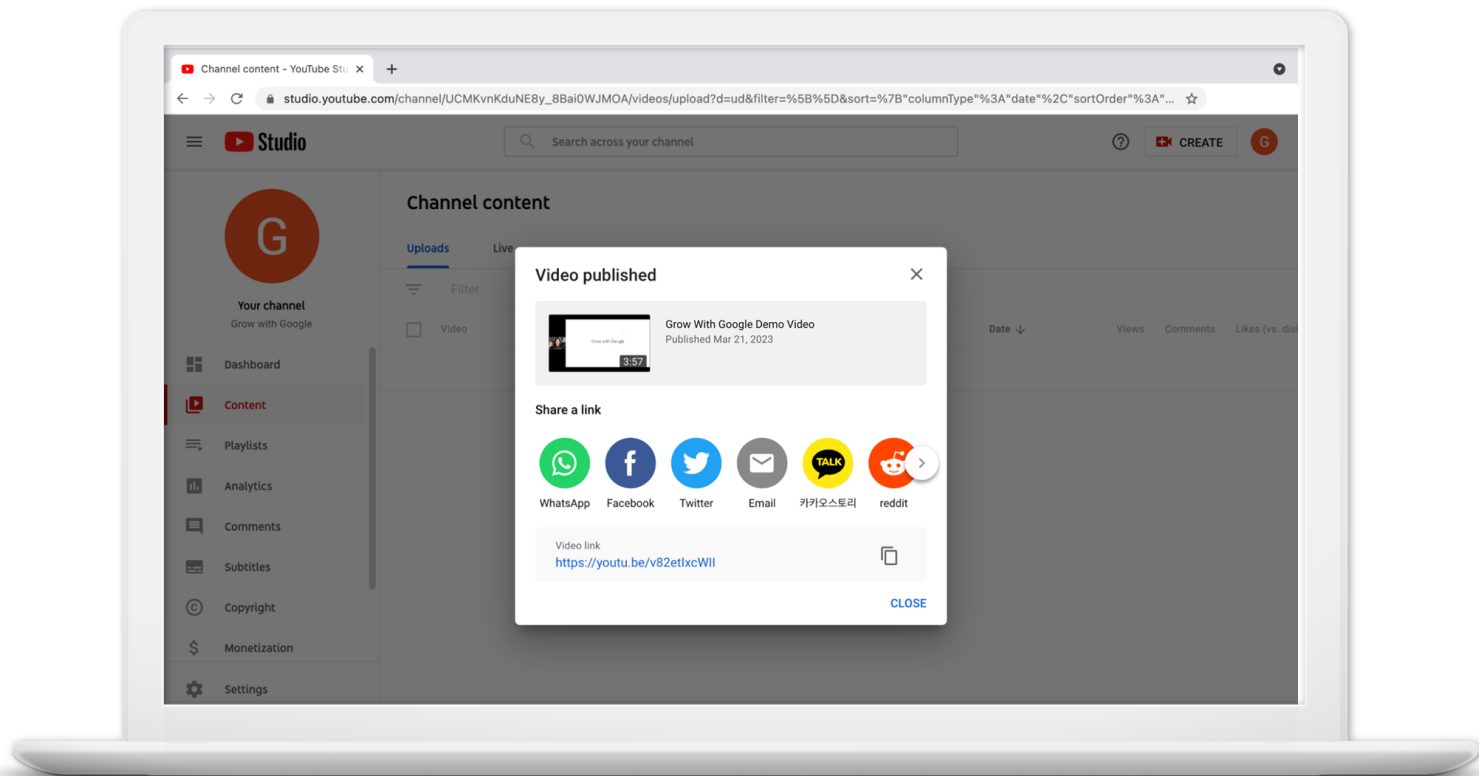
VIDEO VISIBILITY

Visibility

Schedule



PUBLISH AND SHARE



Ask

Repurpose to help people take the next step.

Ask:

What question did the video answer?

Who needs this answer?

Where else could they use it?

What next step fits this message?

What short version would help someone today?

One video can support your visibility, follow-up, and customer education.



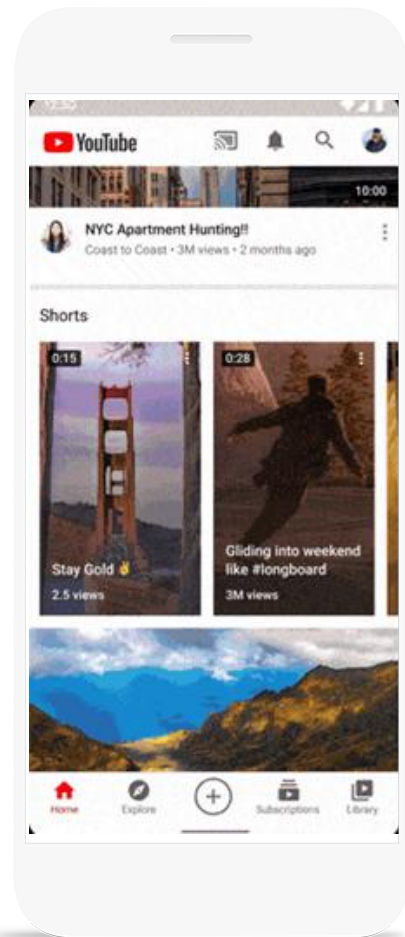
SHORTS

A new way to watch and create short videos (60 seconds or less) using nothing but your phone.

Quick tip:

Learn more about Shorts:

<https://youtu.be/9EJIH8kxTn8>



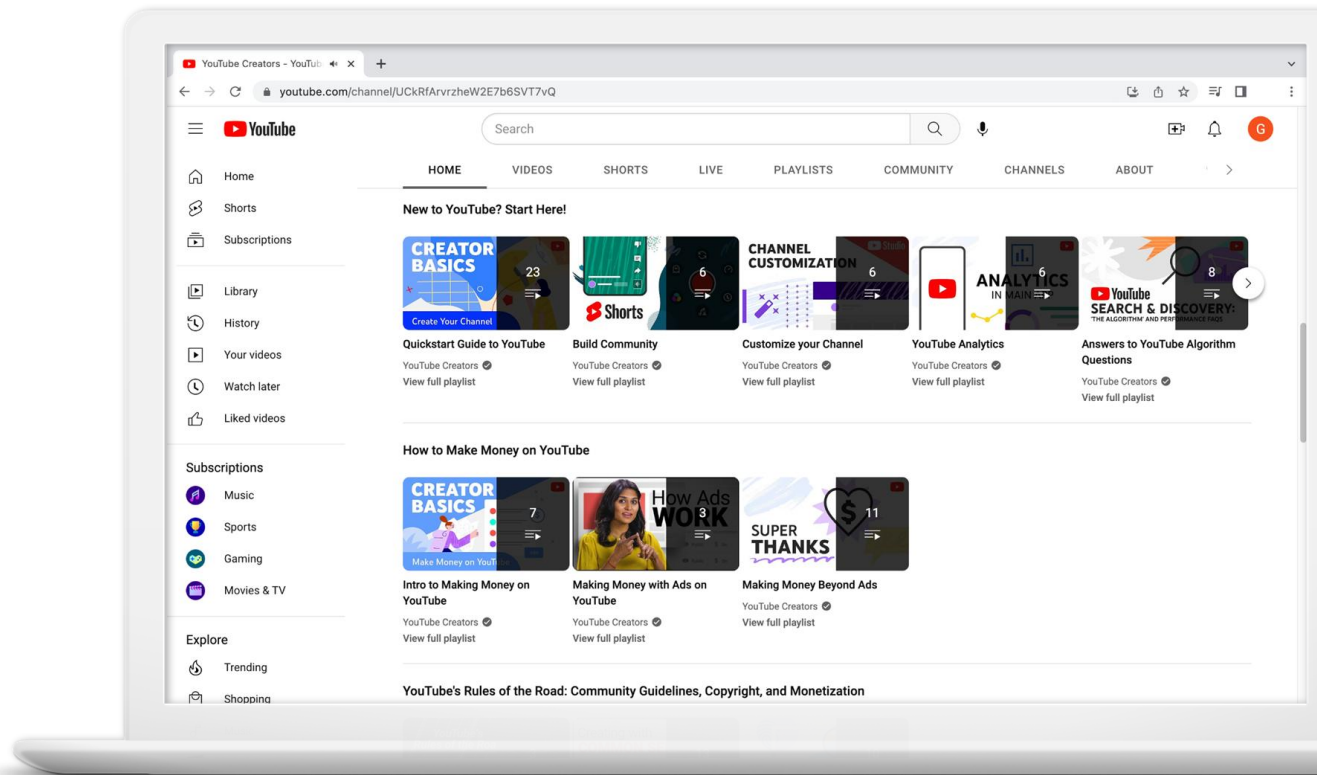
YOUTUBE CREATORS CHANNEL

Stay in the know on all things YouTube.

Quick tip:

Learn more at

youtube.com/youtubecreators



5. AI Authenticity Guardrails

AI can help with research, titles, outlines, and drafts.

But small business videos still need your real voice.

Use AI to help you prepare.

Then bring:

- Your real examples
- Your face or voice
- Your customer stories
- Your honest point of view
- Your business judgment



Next steps & resources



NEXT STEPS



Create your
channel



Create and
upload videos



Explore additional
resources

grow.google/business

Build essential skills with AI training

Flexible, online training programs designed to help you supercharge your work or business with AI.



Google AI Professional Certificate

COURSE • 7-10 HOURS

Build your AI fluency and get more done. With 20+ hands-on activities, you'll master the skills to use AI as a partner in your daily work. You'll learn to delegate routine tasks and build real, job-ready solutions you can put to use right away.

Get started



Make AI Work for You

COURSE • 1 HOUR

Tired of your endless to-do list? Unlock fresh ideas and eliminate repetitive work with AI. Our YouTube course, Make AI Work for You, brings you helpful tutorials from Google experts and business owners – with new videos arriving weekly.

Watch on YouTube

U.S. businesses can now access the Google AI Professional Certificate at no cost to train their employees. Terms apply - visit grow.google/business

For small businesses

No-cost access to the
AI Professional Certificate
plus three months of Google
Workspace Business Standard

grow.google/business



Fundamentals

Brainstorming and Planning

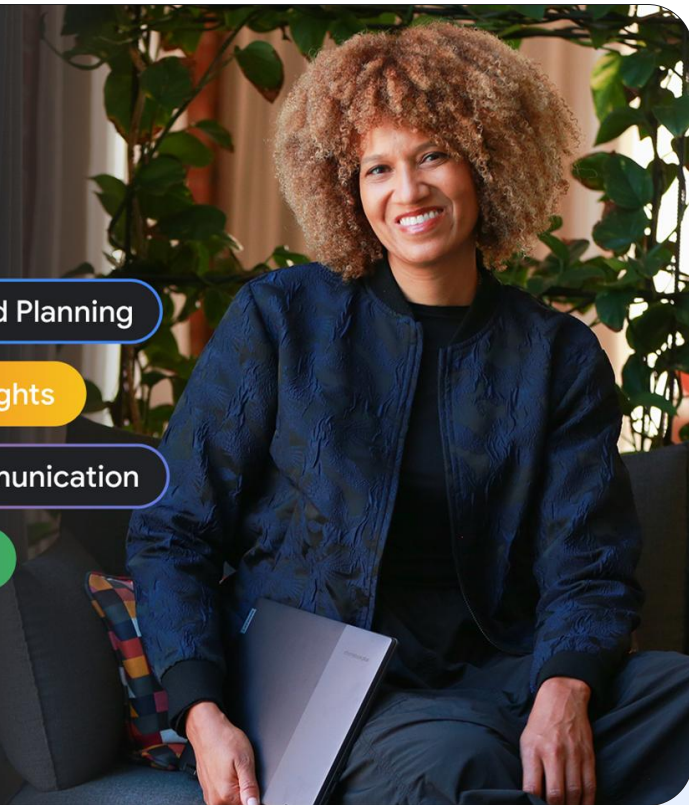
Research and Insights

Writing and Communication

Content Creation

Data Analysis

App Building



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Small Group Deep Dive:
3 Available Spots



smartbrandkit.com/coach

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- ✓ International Marketing keynote speaker
- ✓ International Speaker Google, Search, and AI
- ✓ 370+ ★★★★★ Google reviews



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Questions?



Thank you!

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