



IT IS LEON

HOW TO LEVERAGE

Claude as Your YouTube Assistant

Metadata · Strategy · Growth

My content creator story · Itisleon · Powered by Claude Sonnet 4.6

— BACKED BY REAL DATA

Real channel. Real results. No team.

16 months of niche gaming videos

Metadata, strategy, and growth managed entirely with Claude.

96

videos

46K

views

222

subscribers

The Hidden Tax of Running a YouTube Channel

Every upload demands hours of work that has nothing to do with creating:

Description, Title & Metadata

- Hook
- Body
- links
- credits
- hashtags

It takes time writing the content for your video, doing the research and having all elements in place. This is a task perfectly outsourceable to AI.

YouTube Tags & SEO

- Read and understand SEO
- Generate tags for your video
- Repeats
- Connecting tags to topic

The right tags and SEO can make or break a video's performance and is often a time-consuming process, especially when creating multiple videos.

YouTube Analytics

- Traffic sources
- Retention
- CTR
- AVD

Understanding your metrics can be a job on it's own sometimes. Especially when looking for what worked and what didn't in your content.

This is the work Claude is built for — repetitive, structured, and time-consuming.

Three Things Claude Does For Your Channel

01

Metadata

- **Generate** upload-ready titles
- **Write** Full descriptions with hooks, timestamps, links
- **Compose** 15–20 SEO tags that match your content

02

Strategy

- **Analytics** Interpret your analytics honestly
- **Evaluation** Diagnose why videos over/underperform
- **Strategy** Help decide: pivot, stay, or kill a series

03

Channel Memory

- **Builds knowledge** Remembers your format, voice, links
- **Aligns content** Consistent output across every upload
- **Improves on use** Learns your channel's specific rules

Real Results — It is Leon Channel

16 months · 96 videos · one niche game · no team

46,182

Total Views

from a single niche game

3,788

Watch Hours

86% from long-form

548K

Impressions

algorithm reach in 16 months

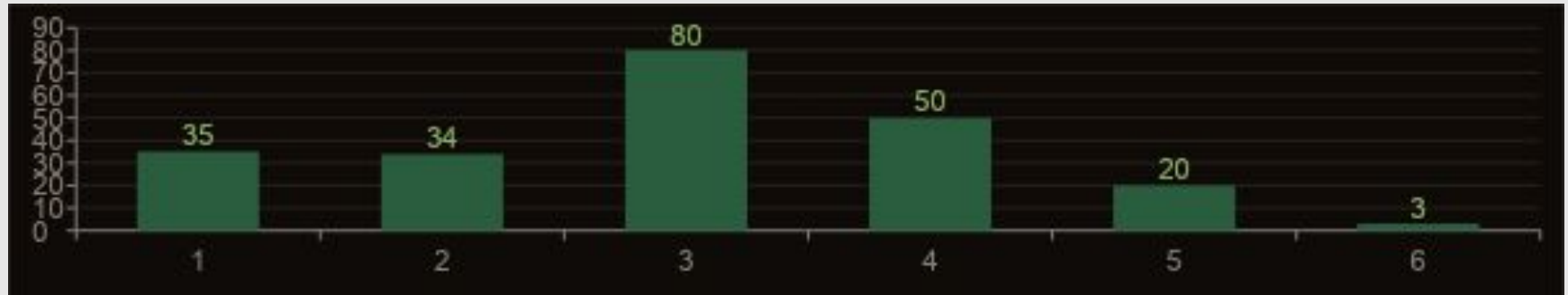
222

Subscribers

4 → 222 in 16 months

Subscriber Growth by Quarter

Q3 2025 peak: +80 subscribers in 3 months



The Number That Matters Most

46,182

*total views
from 1 niche game*

96 videos · 16 months

Subscribers look small. Views tell a different story. In a niche, 46K views means you've reached a massive slice of your total possible audience.

~480 views/video

average across ALL 96 videos

1,875 views

top video — Building a Village

3,788 hrs

watch time — nearly 4,000 hours consumed

86%

of watch hours from long-form content

What Makes This Different — Skills

A Skill is a set of instructions that tells Claude exactly how to behave for a specific task. Instead of explaining your format every time, you write it once — and Claude follows it on every job.

WITHOUT a Skill

- ✗ Re-explain your format every session
- ✗ Inconsistent descriptions across uploads
- ✗ Claude makes assumptions about your channel
- ✗ You fix AI output more than you use it

WITH a Skill

- ✓ Format locked in — no re-explaining
- ✓ Consistent, on-brand output every time
- ✓ Claude knows your links, style, and rules
- ✓ Copy-paste ready output from the first try

Skill #1 — YouTube Metadata

What It Generates

TITLE	Hook-first, mobile-optimised, under 60 chars
DESC	Hook → timestamps → body → links → credits → hashtags
TAGS	15–20 tags: specific → niche → broad, comma-separated

How To Use It

- 1 Tell Claude your video topic, format, and duration
- 2 Share your thumbnail, a screenshot, a description or timestamps if you have them
- 3 Claude returns a ready-to-paste package: title, description, and tags
- 4 Copy straight into YouTube Studio — no editing needed

Skill #2 — Channel Strategy

Claude reads your data and helps you decide — not just describe:



My views dropped this week

Trend, gap, or one-off? Claude diagnoses and gives a clear next step.



Should I keep doing Shorts?

Shorts views \neq watch hours \neq subscribers. Get an honest breakdown.



My last 3 videos underperformed

Three in a row is a signal. Is it the title, thumbnail, topic, or format?

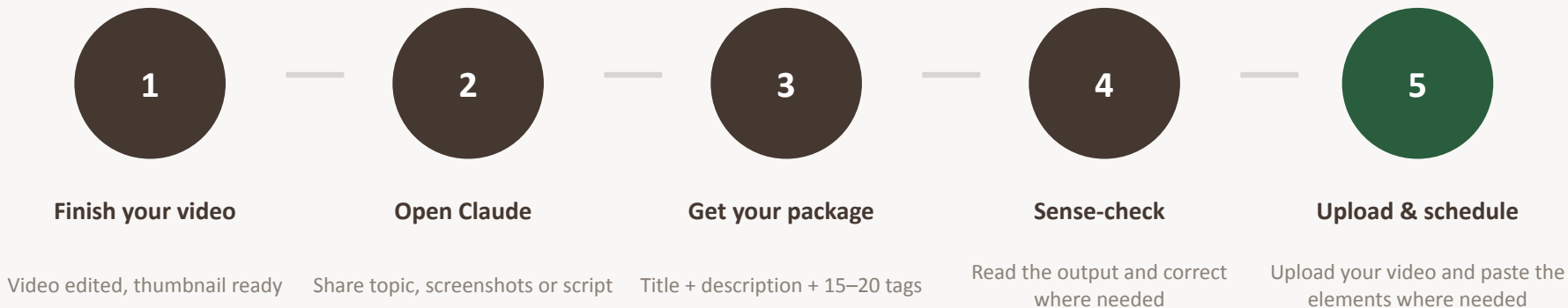


Should I kill this series?

Set a data threshold before making emotional decisions. Know when to cut.

The skill always asks what you want before it advises. Context first, prescription second.

The Upload Day Workflow



What this saves you per upload

~25 min

Writing description from scratch

~15 min

Researching and formatting tags

~10 min

Crafting and testing the title

How To Set This Up For Your Channel

Step 1

Create a Claude Project

Projects let you attach files and context that persist across every conversation. Your channel is the project.

Step 2

Add Your Channel Context

Write a short doc: channel focus, upload links, credits, format rules. Anything Claude should always know.

Step 3

Add the Skills

Drop in the YouTube Metadata and Strategy skill file. Claude follows them automatically.

Step 4

Test on your next upload

Give Claude your video details. Review the output. If anything's off, update your channel doc — not every message.

The Takeaway

Using Claude as your Assistant allows you to do what you do best:

Create Content

The building, the storytelling, the decisions about what to make next — that's still you.
What Claude handles is everything that comes between finishing a video and publishing it.

46K

Impressions in 16 months

45min

Time saved per upload

1 creator

No assistants or SEO team

