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15 BILIBILI

GROWTH MISTAKES STOP STAYING **STUCK!**

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15 BILIBILI GROWTH MISTAKES THAT KEEP CREATORS STUCK

Introduction

Growing a Bilibili channel is not simply about uploading videos and hoping they receive millions of views. Successful creators understand their audience, develop recognizable content, study performance, and continuously improve their videos.

Bilibili offers opportunities for creators across entertainment, gaming, education, technology, lifestyle, animation, reviews, and many other categories. However, many creators spend months or even years publishing content without achieving meaningful growth.

The problem is not always a lack of talent or creativity. Often, small but repeated mistakes prevent a channel from reaching its potential.

Some creators focus too heavily on views instead of building a loyal audience. Others upload inconsistently, ignore viewer feedback, copy popular creators, or fail to understand what makes people click and continue watching.

This guide explores 15 common Bilibili growth mistakes that keep creators stuck. More importantly, it explains how to recognize these problems and replace them with practical strategies that support sustainable channel growth.

By the end, you will have a clearer understanding of how to improve your content, attract the right viewers, increase engagement, and build a channel that people want to follow.

PAGE 1: UNDERSTANDING WHY BILIBILI CREATORS STOP GROWING

Before discussing individual mistakes, it is important to understand how creator growth works.

A video can receive initial attention but fail to build a successful channel. Similarly, a creator may have a small audience but strong potential because viewers consistently return, comment, and share their content.

Sustainable growth comes from several connected factors:

- **Content relevance:** Videos should address topics that people genuinely want to watch.
- **Packaging:** Titles, thumbnails, and opening moments should communicate the video's value.
- **Viewer satisfaction:** The actual content must deliver what the title promises.
- **Consistency:** Publishing regularly helps establish audience expectations.
- **Community engagement:** Responding to viewers encourages relationships rather than one-time visits.
- **Performance analysis:** Creators should learn from successful and unsuccessful uploads.

One important distinction is that growth does not always mean getting more views on every upload. It means gradually improving the channel's ability to attract relevant viewers and encourage them to return.

For example, imagine two creators.

Creator A publishes ten unrelated videos every week. Some receive a few hundred views, while others receive almost none. There is no recognizable topic or audience.

Creator B publishes two carefully planned videos each week about beginner-friendly technology tutorials. The videos answer specific questions, follow a consistent format, and encourage viewers to explore related content.

Creator A may upload more frequently, but Creator B has a clearer foundation for building a loyal audience.

The real lesson: Growth becomes easier to understand when creators stop treating every upload as an isolated experiment and start building a recognizable content experience.

PAGE 2: THE FIRST FIVE MISTAKES THAT DAMAGE CHANNEL GROWTH

Mistake 1: Creating Content Without a Clear Niche

One of the biggest mistakes new Bilibili creators make is publishing videos about completely unrelated subjects.

For example, a creator might upload gaming videos on Monday, cooking tutorials on Wednesday, technology reviews on Friday, and personal vlogs the following week.

Experimenting is not necessarily bad, but consistently changing subjects makes it difficult to establish a recognizable channel identity.

Viewers usually follow creators because they expect a particular type of experience. If someone subscribes for gaming tutorials but repeatedly receives unrelated lifestyle videos, they may lose interest.

How to fix it:

Start by identifying three things:

1. What subjects can you consistently create content about?
2. What type of audience would benefit from your videos?
3. What unique perspective or experience can you bring?

Choose one primary niche and develop two or three related content categories.

For example, a technology channel could focus on:

- Smartphone tips and tutorials.
- Useful apps and software reviews.
- Technology comparisons and buying guides.

These topics provide variety while maintaining a consistent audience.

You can experiment with new formats without completely abandoning your channel's identity.

Mistake 2: Uploading Videos Without Understanding Audience Interests

Some creators choose topics based entirely on personal interest. They assume that because something is exciting to them, viewers will automatically want to watch it.

Unfortunately, personal interest does not always translate into audience demand.

A video might require hours of research and editing but attract very little attention because the topic does not address a question, problem, or curiosity that viewers care about.

This does not mean creators should only follow trends. It means they should understand the connection between their ideas and audience interests.

How to fix it:

Research before recording.

- Read comments under popular videos in your niche.
- Identify recurring questions from viewers.
- Look for subjects that successful creators have covered from different perspectives.
- Explore relevant Bilibili searches and trending discussions.
- Turn frequently asked questions into individual videos.

For example, instead of creating a general video called "My Favorite Editing Software," consider a more specific topic such as "How to Edit Your First Video Using Free Software."

The second topic communicates a clear benefit and targets a specific audience need.

Mistake 3: Ignoring Titles and Thumbnails

A high-quality video can struggle to attract viewers if its title and thumbnail fail to communicate its value.

Many creators spend hours editing their videos but only a few minutes choosing a title and cover image.

This is a missed opportunity because viewers often make their initial decision based on the information presented before watching.

A weak title such as "New Video" or "My Latest Project" does not explain why someone should click.

Likewise, a cluttered thumbnail with tiny text, unrelated images, and inconsistent colors can make a video appear unprofessional.

How to fix it:

Treat your title and thumbnail as part of the content creation process.

A strong title should:

- Clearly communicate the subject.
- Create curiosity without misleading viewers.
- Include relevant keywords naturally.
- Explain the benefit or interesting angle.

A strong thumbnail should:

- Use one clear visual focus.
- Include readable text when necessary.
- Maintain good contrast.
- Avoid unnecessary design elements.
- Match the actual video content.

For example:

Weak title: "Editing Tips"

Improved title: "7 Video Editing Mistakes Beginners Should Avoid"

The improved version gives viewers a better reason to watch because it establishes a specific subject and outcome.

Mistake 4: Making Videos Too Long Without Adding Value

Long videos can perform well on Bilibili, particularly when they offer detailed explanations, storytelling, entertainment, or educational value.

However, increasing video duration does not automatically increase viewer satisfaction.

Some creators repeat information, include unnecessary introductions, or stretch simple topics into lengthy videos.

This creates viewing fatigue.

If a viewer expects a five-minute tutorial but spends the first two minutes listening to unrelated introductions, they may leave before reaching the useful information.

How to fix it:

Give every section a purpose.

Before editing, organize your video into a simple structure:

1. Opening: Explain what the viewer will learn.
2. Context: Introduce the problem or topic.
3. Main content: Deliver the information or entertainment.
4. Examples: Demonstrate important points.
5. Conclusion: Summarize the main takeaway.

Remove repeated explanations and unnecessary pauses.

Do not shorten a video simply to make it shorter. Instead, make sure its duration matches the amount of value it provides.

A detailed documentary may need 30 minutes, while a simple software tutorial might only need six.

Mistake 5: Starting Videos With Weak Introductions

The opening moments of a video are extremely important.

Many creators begin with long greetings, animated logos, background stories, or explanations that viewers do not immediately need.

Although introductions can help establish personality, they should not delay the content unnecessarily.

Imagine someone clicking a tutorial because they want to learn how to remove a video background. If the creator spends the first minute discussing their daily routine, the viewer may lose patience.

How to fix it:

Start with the main subject.

For educational content, demonstrate the result or explain the problem.

For entertainment, introduce an interesting moment or question.

For reviews, show the product or explain the key issue being investigated.

An effective opening might sound like this:

"Today, I'll show you three simple ways to improve your video quality without buying expensive equipment."

This tells viewers exactly what they can expect.

The goal is not to rush through everything. It is to establish relevance immediately and give viewers a reason to continue watching.

PAGE 3: FIVE MORE MISTAKES THAT LIMIT AUDIENCE ENGAGEMENT

Mistake 6: Uploading Inconsistently

Inconsistent publishing is another common reason creators struggle to build momentum.

Some upload several videos in one week and then disappear for a month. Others publish only when they feel inspired.

This makes it difficult to develop a predictable relationship with viewers.

Consistency does not mean uploading every day. It means creating a realistic schedule that allows you to maintain quality over time.

How to fix it:

Choose a publishing schedule based on your available time.

For example:

- Monday: Research topics and plan scripts.
- Tuesday: Write and organize content.
- Wednesday: Record videos.
- Thursday: Edit and prepare thumbnails.
- Friday: Publish and engage with viewers.

If you can only publish one quality video each week, that is better than committing to daily uploads and eventually abandoning the schedule.

Build a content calendar and prepare ideas in advance.

Mistake 7: Ignoring Comments and Viewer Feedback

Bilibili has a distinctive community culture, including comments and on-screen bullet comments known as danmaku.

These interactions can help creators understand which moments viewers enjoy, what questions they have, and where they feel confused.

Unfortunately, some creators publish videos and never return to engage with their audience.

This makes the channel feel like a one-way broadcasting platform rather than a community.

How to fix it:

Make audience interaction part of your workflow.

- Respond to thoughtful comments.
- Thank viewers for useful suggestions.
- Ask questions that encourage meaningful discussion.
- Use repeated viewer questions as future video ideas.
- Pay attention to danmaku reactions during important moments.

For example, after publishing a software tutorial, ask:

"Which editing feature would you like me to explain in the next video?"

This creates an opportunity for viewers to participate in shaping future content.

You do not need to respond to every comment individually. Focus on meaningful interactions and recurring questions.

Mistake 8: Copying Successful Creators Instead of Developing an Identity

Studying successful creators is useful. Copying their entire approach is not.

New creators sometimes imitate popular video styles, editing patterns, thumbnails, scripts, and even personalities.

Initially, this may seem like an easy way to grow. However, viewers already have access to the original creators.

If your content provides almost the same experience without adding anything new, there is little reason for someone to choose your channel.

How to fix it:

Study successful creators to understand their techniques, not to reproduce their identities.

Look at:

- How they introduce topics.
- How they organize information.
- What makes their storytelling effective.
- How they interact with their audience.
- How they create recognizable content formats.

Then combine those observations with your own knowledge, opinions, personality, and experiences.

For example, instead of copying a popular technology review, create a beginner-focused review that explains technical features in simple language.

Your unique perspective becomes your competitive advantage.

Mistake 9: Using Irrelevant or Excessive Tags

Tags help describe the subject of a video and provide additional context for discovery.

However, some creators add unrelated popular keywords because they believe doing so will automatically increase exposure.

This creates confusion and can attract viewers who are not interested in the actual content.

For example, adding gaming, fashion, technology, and celebrity tags to a video about photography does not make the video more relevant to all those audiences.

How to fix it:

Choose tags that accurately describe:

- The main topic.
- The specific subject or product.
- The content category.
- The intended audience.
- Relevant subtopics.

If your video teaches smartphone photography, suitable tags might include smartphone photography, photography tutorial, mobile camera, and beginner photography.

Use only relevant tags and follow the current platform's upload requirements.

Remember that tags support content discovery; they cannot compensate for an unclear topic or an unhelpful video.

Mistake 10: Ignoring Bilibili's Community Culture

Bilibili is more than a place to upload videos. Its community culture, creator-viewer relationships, danmaku interactions, and interest-based communities influence how people experience content.

Creators who approach Bilibili exactly like every other video platform may overlook important audience expectations.

For example, simply reposting videos created for another platform without adapting their presentation may fail to connect with Bilibili viewers.

How to fix it:

Spend time understanding the communities relevant to your niche.

Watch successful creators, observe how viewers communicate, and study the types of discussions surrounding popular videos.

Consider:

- Which subjects generate thoughtful discussions?
- What types of humor and storytelling resonate?
- How do creators involve their viewers?
- What information do audiences expect from video descriptions?
- Which recurring formats are popular in your content category?

Adapt your content naturally while maintaining your own style.

Do not force slang, memes, or community references that you do not understand. Authentic participation is more valuable than pretending to belong.

PAGE 4: THE FINAL FIVE MISTAKES THAT PREVENT LONG-TERM GROWTH

Mistake 11: Focusing Only on Views Instead of Audience Quality

Views are one of the easiest metrics to notice, but they do not tell the complete story.

A creator may receive thousands of views from one video but gain very few followers.

Another video might receive fewer views yet attract an audience that watches future uploads, comments regularly, and recommends the channel.

This is why creators should evaluate more than total playback numbers.

How to fix it:

Pay attention to several performance indicators:

- Total views.
- Average viewing duration.
- Audience retention.
- New followers gained from individual videos.
- Likes, coins, favorites, comments, and shares.
- Returning and active viewers.

For example, if one video attracts 5,000 views and gains 200 followers, while another attracts 10,000 views and gains only 20, the first may be more effective at attracting the audience you want.

The goal is not to ignore reach. It is to understand whether reach is translating into a stronger community.

Mistake 12: Ignoring Analytics and Performance Data

Many creators publish videos based on intuition alone.

They may believe a video performed poorly because of its topic when the actual problem was a weak opening. Alternatively, they might abandon a successful format without understanding why viewers enjoyed it.

Bilibili provides creator data tools that can help answer these questions.

Its official creator analytics resources describe metrics such as average viewing time, audience retention, follower growth, audience preferences, and fan activity.

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How to fix it:

Review each upload after it has accumulated enough data.

Ask yourself:

1. Did the video attract the expected audience?
2. At what point did viewers start leaving?
3. Which sections generated the most discussion?
4. How many viewers became followers?
5. Which traffic sources brought relevant viewers?

Suppose a tutorial receives good initial interest but viewers leave after the first 30 seconds.

This may indicate that the introduction is too long or that the video does not deliver its promised value quickly enough.

Use this information to improve the next upload.

Analytics should help you make decisions, not simply give you numbers to check.

Mistake 13: Neglecting Video Quality and Sound

Creators sometimes believe that excellent content ideas can compensate for poor production quality.

Although expensive cameras and professional studios are not necessary, viewers still expect content that is comfortable to watch and hear.

Common production problems include:

- Unclear or distorted audio.
- Excessive background noise.
- Poor lighting.
- Unnecessary transitions.
- Text that is difficult to read.
- Inconsistent volume levels.
- Disorganized editing.

These problems can distract viewers from otherwise useful content.

How to fix it:

Prioritize the basics before purchasing expensive equipment.

Start with:

Clear audio: Record in a quiet environment and keep your microphone close enough to capture understandable speech.

Good lighting: Use natural window light or an affordable light source.

Clean editing: Remove unnecessary pauses and organize information logically.

Readable visuals: Make sure text, screenshots, and demonstrations are easy to understand.

Consistent sound: Avoid sudden changes in music and voice volume.

Production quality should support the message rather than distract from it.

Mistake 14: Giving Up Too Early

One of the most damaging mistakes is expecting immediate results.

Some creators publish three or four videos, receive limited views, and conclude that Bilibili is too difficult.

They abandon their channels before developing the skills needed to improve.

Building an audience is a learning process. Early uploads often reveal weaknesses in topic selection, presentation, editing, and audience understanding.

However, continuing to publish the same type of unsuccessful content without making improvements is not a solution either.

How to fix it:

Give yourself a meaningful testing period.

For example, commit to publishing 12 to 15 carefully planned videos within a defined period.

After each upload, record:

- The topic and format.
- The video length.
- The title and thumbnail approach.
- The audience response.
- The number of followers gained.
- What you would improve next time.

Look for patterns rather than judging your entire channel by one unsuccessful upload.

Progress may be gradual, but every upload should teach you something useful.

Mistake 15: Having No Long-Term Content Strategy

Some creators focus entirely on their next upload.

They do not think about what viewers should watch after finishing a video, which subjects they will cover next, or how their channel will develop over time.

As a result, their uploads feel disconnected.

A successful channel should offer viewers a reason to explore more than one video.

How to fix it:

Build content around connected themes and recurring series.

For example, a beginner technology channel could develop:

- Series 1: Smartphone Tips for Beginners.
- Series 2: Best Free Apps and Tools.
- Series 3: Technology Myths Explained.
- Series 4: Product Comparisons and Reviews.

This approach creates a more organized viewing experience.

At the end of each video, recommend a genuinely relevant next video or series.

Think beyond individual uploads. Build a library of useful content that continues serving viewers over time.

PAGE 5: HOW TO BUILD A BILIBILI GROWTH STRATEGY THAT ACTUALLY WORKS

Avoiding mistakes is only the first step. To achieve consistent progress, creators need a repeatable system that connects research, production, publishing, and improvement. Here is a practical framework you can use.

Step 1: Define Your Target Audience

Do not try to create content for everyone.

Start by describing the people you want to attract.

For example, if you run a gaming channel, your audience might include:

- Beginners looking for gaming tutorials.
- Players interested in strategy and tips.
- Fans of specific game genres.
- Viewers interested in gaming updates and reviews.

The clearer your audience, the easier it becomes to choose relevant topics.

Step 2: Research Content Opportunities

Create a list of at least 30 potential video topics.

Divide these ideas into three groups:

Search-based content

Videos that answer specific questions people actively search for.

Examples:

- How to Improve Your Gaming Performance.
- Best Free Video Editing Software for Beginners.
- How to Use a Smartphone Camera Professionally.

Interest-based content

Videos designed around curiosity, entertainment, and interesting discoveries.

Examples:

- 10 Features You Probably Didn't Know About.
- Why This Game Became So Popular.
- The Biggest Mistakes Beginners Make.

Community-based content

Videos inspired by audience questions, feedback, and discussions.

Examples:

- Answering Your Most Common Questions.
- Reacting to Viewer Suggestions.
- Testing Ideas Recommended by Subscribers.

Combining these categories helps balance discoverability with community engagement.

Step 3: Develop Repeatable Video Formats

A recognizable format makes production easier and gives viewers a familiar experience.

You could create:

- Weekly tutorials.
- Monthly product comparisons.
- Beginner guides.
- Reaction and analysis videos.
- Step-by-step educational series.

Repeatable formats also make it easier to identify which types of videos perform consistently.

Step 4: Improve Every Stage of Production

Use a consistent production workflow.

Stage

Main objective

Research

Find audience-relevant topics

Planning

Organize the video structure

Scripting

Make the message clear

Recording

Capture clean footage and audio

Editing

Improve pacing and presentation

Packaging

Create an effective title and thumbnail

Publishing

Add accurate information and metadata

Reviewing

Study audience response

The purpose of a workflow is not to make content feel mechanical. It is to reduce unnecessary work so you can spend more time improving the actual content.

Step 5: Turn Successful Videos Into Content Series

When a video performs well, do not simply move on to an unrelated subject.

Investigate what made the topic successful.

Was it the question? The format? The level of detail? The audience it attracted?

Then create related videos that offer additional value.

For example:

- Video 1: Beginner's Guide to Video Editing.
- Video 2: Five Common Video Editing Mistakes.
- Video 3: How to Improve Audio Quality.
- Video 4: Best Free Editing Tools.
- Video 5: How to Edit Videos Faster.

This creates a connected content library that gives interested viewers more reasons to explore your channel.

PAGE 6: UNDERSTANDING BILIBILI ANALYTICS AND MEASURING PROGRESS

A creator who understands analytics can make better decisions than someone who simply uploads videos and hopes for improvement. However, analytics should be interpreted in context. Different niches, video lengths, and audience types produce different results. There is no single performance target that guarantees success for every creator.

1. Track Video Views

Views provide an indication of how many playbacks your videos receive.

Use them to understand:

- Which subjects attract attention.
- Whether your overall reach is improving.
- Which formats consistently attract viewers.
- How older videos perform over time.

Do not judge a video entirely by its first few hours.

Some topics have longer discovery cycles, especially educational content that remains useful after publication.

2. Monitor Average Viewing Duration

Average viewing duration helps you understand how much time viewers spend watching your content.

If people leave quickly, investigate the opening, pacing, and relevance of the video.

If viewers consistently watch longer sections, identify the presentation techniques that may be helping them stay interested.

3. Study Audience Retention

Retention information helps reveal where viewers stop watching.

For example:

- A sharp early decline may indicate a weak introduction.
- A gradual decline may suggest pacing problems.
- A sudden decline in the middle may point to an uninteresting or confusing section.
- Strong retention during a particular segment may reveal an especially valuable part of the video.

Use these observations to improve future scripts and editing decisions.

4. Measure Follower Conversion

A video should ideally do more than attract temporary attention.

It should also give interested viewers a reason to follow your channel.

Bilibili's official analytics documentation describes video-related follower growth and playback-to-follow conversion as useful creator measurements.

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Compare the number of followers gained across different topics.

If tutorials consistently bring new followers while general updates do not, consider developing more tutorial-based content.

5. Evaluate Engagement

Engagement includes meaningful interactions such as likes, coins, favorites, comments, and shares.

Each interaction can provide a different indication of audience response.

For example:

- Comments can reveal questions and opinions.
- Favorites can indicate that viewers want to revisit content.
- Shares can indicate that viewers find something worth recommending.
- Coins and likes can provide additional feedback about appreciation.

Do not chase engagement through artificial requests or meaningless controversy. Focus on making content that naturally encourages participation.

6. Study Your Audience

Understand who watches your content and when your existing followers are active.

Bilibili's creator data tools include audience preferences, fan activity, follower sources, and other account-level insights.

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Use this information to improve topic selection and publishing decisions.

For example, if your most active viewers regularly engage with educational technology videos, you can use that interest to guide your next content series.

A Simple Weekly Analytics Review

Metric

Question to ask

Views

Which topics attracted attention?

Average viewing time

Did viewers stay interested?

Retention

Where did viewers leave?

New followers

Which videos converted viewers?

Comments

What questions appeared repeatedly?

Favorites

Which videos offered lasting value?

Shares

Which subjects encouraged recommendations?

Important: Compare videos with similar lengths, subjects, and audiences whenever possible. A short entertainment video should not automatically be judged by the same standards as a long educational documentary.

PAGE 7: THE 30-DAY BILIBILI GROWTH IMPROVEMENT PLAN

Understanding mistakes is useful, but applying the lessons consistently is what creates progress.

This 30-day plan is designed to help creators improve their channels without becoming overwhelmed.

The objective is not to guarantee a specific number of views or followers. It is to establish a stronger content system and identify opportunities for improvement.

Week 1: Channel Audit and Audience Research

Days 1–7 | Build the foundation

Day 1: Review your channel

Examine your profile, existing videos, descriptions, and overall presentation.

Ask whether a new visitor can immediately understand what your channel offers.

Day 2: Identify your primary niche

Choose the main subject you want to become known for.

Remove unnecessary confusion between unrelated content categories.

Day 3: Define your audience

Describe your ideal viewer, their interests, their experience level, and the problems they want solved.

Day 4: Study successful creators

Analyze five creators in your niche.

Observe their topics, presentation, titles, thumbnails, and community interactions.

Day 5: Research audience questions

Read comments and discussions to discover subjects that viewers repeatedly ask about.

Day 6: Create a topic bank

Write down at least 30 potential video ideas.

Organize them into search-based, interest-based, and community-based topics.

Day 7: Plan your next four videos

Choose four relevant ideas and outline their key points.

Week 2: Improve Content Quality

Days 8–14 | Strengthen production

Day 8: Write a clear script for your first video.

Day 9: Improve the opening so viewers understand the video's value immediately.

Day 10: Record your video with clear audio and appropriate lighting.

Day 11: Edit the video and remove unnecessary sections.

Day 12: Create two possible thumbnail concepts and choose the clearest one.

Day 13: Write an informative title and description using relevant keywords naturally.

Day 14: Publish your video and respond to early audience feedback.

Week 3: Build Engagement and Consistency

Days 15–21 | Develop audience relationships

Day 15: Review the questions viewers asked about your latest video.

Day 16: Plan another video based on a recurring audience interest.

Day 17: Study relevant danmaku and comments on similar videos.

Day 18: Publish your second planned video.

Day 19: Respond to meaningful comments and participate in relevant discussions.

Day 20: Identify a subject that could become a recurring video series.

Day 21: Review the performance of your first two videos.

Week 4: Analyze and Improve

Days 22–30 | Make smarter decisions

Day 22: Review views and traffic sources.

Day 23: Examine average viewing duration and retention.

Day 24: Identify the strongest and weakest parts of your videos.

Day 25: Review follower growth from individual uploads.

Day 26: Prepare your third video using lessons from earlier uploads.

Day 27: Publish your third video.

Day 28: Review comments, favorites, and other engagement indicators.

Day 29: Compare your latest uploads and identify patterns.

Day 30: Create your next 30-day content strategy based on the results.

What Should You Have After 30 Days?

By the end of this process, you should have:

- A clearer channel identity.
- A defined target audience.
- A list of researched content ideas.
- A repeatable production workflow.
- Several published videos.
- A better understanding of your analytics.
- A list of improvements for the next month.

Remember that 30 days is a starting point, not a deadline for success. Some channels need more time to identify their strongest content formats.

PAGE 8: ADVANCED TIPS FOR SUSTAINABLE BILIBILI GROWTH

Once the basic mistakes have been addressed, creators can focus on building a stronger long-term presence.

1. Develop a Recognizable Creator Identity

People should be able to recognize your content even before they see your channel name.

This can come from your storytelling style, visual presentation, personality, educational approach, or recurring series.

You do not need an expensive logo or elaborate branding.

Consistency in how you communicate is often more valuable than complicated visual design.

2. Create Content That Remains Useful

Not every video needs to follow a trending topic.

Some of the most valuable content can continue attracting viewers long after publication.

Examples include:

- Beginner tutorials.
- Complete guides.
- Software walkthroughs.
- Educational explanations.
- Product comparisons.
- Problem-solving videos.

These videos can become long-term resources for your audience.

3. Participate in Your Niche Community

Do not treat other creators as competitors you must avoid.

Watch their content, participate in relevant discussions, and learn from the wider community.

Where appropriate, explore collaborations with creators who serve similar audiences but offer different perspectives.

A gaming tutorial creator, for example, might collaborate with a gaming hardware reviewer.

Both creators can introduce their audiences to relevant content without producing identical videos.

4. Improve Accessibility and Presentation

Make your content easier to understand.

Consider using:

- Accurate subtitles.
- Clear chapter markers for longer videos.
- Readable on-screen text.
- Relevant examples and demonstrations.
- Organized descriptions.
- Consistent audio levels.

These improvements make videos more comfortable to follow and help viewers locate useful information.

5. Follow Platform Rules and Protect Your Channel

Growth should never come at the expense of account safety or content originality.

Avoid copyright infringement, misleading content, prohibited material, artificial engagement, and attempts to manipulate platform systems.

Bilibili's published creation rules explain restrictions involving copyright, harmful material, community conduct, and content review.

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Before publishing, make sure that:

- You have permission to use third-party footage and music where required.
- Your content follows applicable platform policies.
- Your titles and thumbnails accurately represent the video.
- Your descriptions do not contain misleading information.
- You follow the current requirements for your content category.

A healthy channel is built through audience trust and consistent quality.

6. Do Not Depend Entirely on Viral Videos

Viral content can introduce your channel to new viewers, but one successful upload does not automatically create a loyal audience.

Build a library of related videos so new visitors can discover more of your work.

Think about the complete viewer journey:

Discover your video → Enjoy the content → Explore related uploads → Follow your channel → Return for future videos.

Each stage gives you an opportunity to strengthen your relationship with viewers.

7. Keep Learning and Experimenting

The content environment changes, audience interests evolve, and new formats emerge.

Creators who refuse to adapt can eventually lose relevance.

Experiment with different storytelling methods, video structures, and subject angles.

However, change one major element at a time whenever possible.

This makes it easier to understand which adjustments actually improve your results.

PAGE 9: FINAL THOUGHTS – STOP REPEATING MISTAKES AND START BUILDING

Growing on Bilibili takes more than uploading videos regularly.

It requires a clear understanding of your audience, useful content, strong presentation, community participation, and a willingness to learn from performance data.

The 15 mistakes discussed in this guide are common because they often seem harmless individually.

A weak title might not appear important. Ignoring a few comments might seem insignificant. Publishing an unrelated video occasionally may not seem like a problem.

But when these habits become part of your regular workflow, they can prevent your channel from developing a clear identity and attracting a loyal audience.

The solution is not to become obsessed with every metric or copy everything successful creators do.

Instead, focus on building a repeatable process.

Choose topics with purpose. Improve your storytelling. Make your videos easier to watch. Listen to your viewers. Study your analytics. And give your channel enough time to develop.

Your Creator Growth Checklist

Use this checklist before publishing your next video.

- Does the topic match my channel's niche?
- Does it offer something valuable or interesting?
- Does the title clearly explain what viewers will get?
- Is the thumbnail clear and easy to understand?
- Does the opening establish the video's purpose?
- Is the video free from unnecessary sections?
- Is the audio clear and comfortable?
- Are the description and tags relevant?
- Does the video encourage genuine audience engagement?
- Have I planned how to evaluate its performance?

The Most Important Lesson

You do not need to make every video perfect.

You need to make every video an opportunity to improve.

One upload can teach you how to write better titles. Another can show you which subjects attract loyal viewers. A third can reveal that your audience prefers detailed tutorials over short explanations.

When you consistently apply these lessons, your channel becomes stronger.

Stop chasing random views. Start creating content that gives people a reason to return.

Your next successful Bilibili video could begin with one simple change: fixing the mistake you have been repeating.