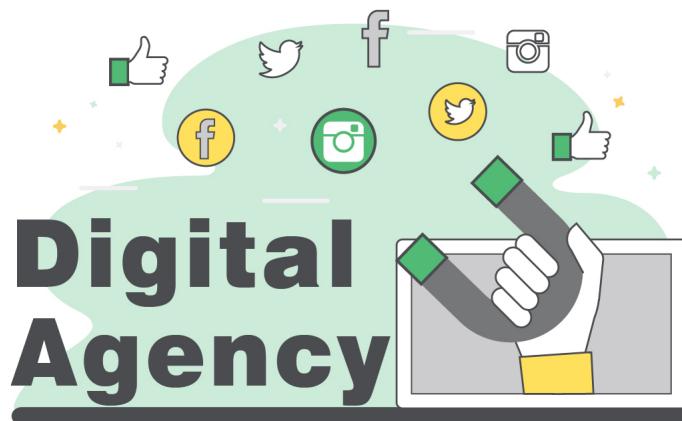


Belfast Couple Build YouTube Network Reaching 1.4 Million Subscribers and 40 Million Views

Belfast digital agency co-founders Ciaran and Michelle Connolly build content network spanning education, business, tourism, food, and motoring

BELFAST, COUNTY ANTRIM, UNITED KINGDOM, January 2, 2026 /EINPresswire.com/ -- ProfileTree Reaches 1.4 Million YouTube Subscribers and 40 Million Views Across Six Channels

Belfast digital agency co-founders Ciaran and Michelle Connolly build content network spanning education, business, tourism, food, and motoring



ProfileTree Digital Marketing Agency Belfast

ProfileTree, the Belfast-based digital agency, has built a YouTube network reaching over 1.4 million subscribers and 40 million views across six channels covering education, business, tourism, food, and cars.

“

Create genuinely useful content that helps people, and do it consistently. That's how ProfileTree built 1.4 million subscribers from Belfast.”

Ciaran Connolly, ProfileTree

The channels – LearningMole, ProfileTree, ProfileTree Digital, Connolly Cove, Amazing Food and Drink, and Amazing Cars and Drives – have grown organically over several years, demonstrating that consistent, quality content production can build substantial audiences from a Northern Ireland base.

Ciaran Connolly, co-founder of ProfileTree, said: "We started creating YouTube content to support our clients

and share knowledge. Over time, we realised the potential to build audiences in different niches. Each channel serves a different purpose, but they all share the same approach – create

genuinely useful content that helps people, and do it consistently."

Michelle Connolly, co-founder of ProfileTree and founder of Educational Voice, added: "LearningMole began as an extension of our animation work, creating free educational content for children. Seeing it grow to 19 million views and reach 198 countries has been incredible. It proves that quality educational content can find a global audience, even from Belfast."

Six Channels, Six Different Audiences
ProfileTree's YouTube network spans diverse content areas, each channel building its own dedicated audience.

LearningMole – Education for Children

LearningMole has become the largest channel in the network by views, with over 261,000 subscribers and 19 million views. The channel offers free animated educational videos for children covering science, maths, coding, history, financial literacy, and more.

Produced by Educational Voice, the Belfast animation studio founded by Michelle Connolly, LearningMole has reached viewers in 198 countries and delivered 489,000 hours of watch time. The channel demonstrates global appetite for quality free educational content in English.

Content ranges from explainer videos on natural phenomena like tornadoes and hurricanes to introductions to coding and artificial intelligence for young learners. The animated format engages children who might struggle with traditional text-based learning, making complex topics accessible and memorable.

The channel also offers content in Spanish and Irish, extending its reach to additional language communities. Over 1,000 printable resources complement the video content, providing worksheets and activity sheets for teachers and parents.



ProfileTree YouTube Channel Surpasses 250,000 Subscribers



Learningmole – one of best educational channels for children

LearningMole YouTube Channel Passes 260,000 Subscribers, Becoming the Best Educational Channels for Children

ProfileTree – Business and Digital Marketing

The original ProfileTree channel has grown to 248,000 subscribers and 5.7 million views, establishing itself as a resource for businesses seeking practical digital marketing guidance.

Content covers web design, SEO, content marketing, video production, and digital strategy – reflecting ProfileTree's core services as a digital agency. The channel serves business owners, marketers, and entrepreneurs looking to improve their online presence.

Rather than surface-level tips, ProfileTree videos offer detailed, practical guidance drawn from the agency's experience working with clients across diverse sectors. This depth of content builds trust and positions the agency as genuine experts rather than generic advice-givers.

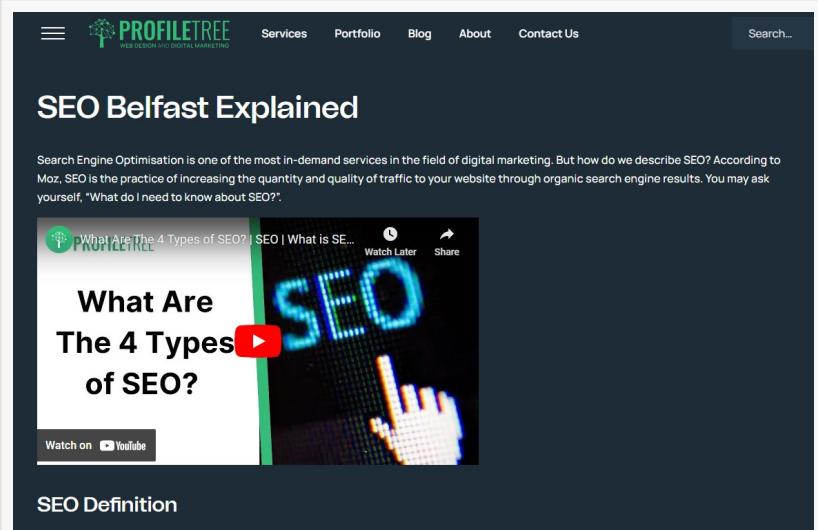
The channel has become a significant lead generation tool for the agency, with potential clients often citing videos as their first point of contact with the business.

ProfileTree Digital – Extended Business Content

ProfileTree Digital extends the business content offering with 278,000 subscribers and 1.4 million views. The channel provides additional depth on digital marketing topics, tutorials, and business guidance.

The two ProfileTree channels together represent over 500,000 subscribers interested in business and digital marketing content – a substantial audience for B2B-focused material that typically attracts smaller viewership than consumer content.

This combined business audience demonstrates strong demand for practical, expert-led content that helps businesses navigate digital marketing challenges.



The screenshot shows the ProfileTree website's header with navigation links for Services, Portfolio, Blog, About, and Contact Us. Below the header, a video thumbnail for 'SEO Belfast Explained' is displayed. The thumbnail features a hand cursor pointing at a large 'SEO' text on a screen, with a play button icon overlaid. The video description text reads: 'Search Engine Optimisation is one of the most in-demand services in the field of digital marketing. But how do we describe SEO? According to Moz, SEO is the practice of increasing the quantity and quality of traffic to your website through organic search engine results. You may ask yourself, "What do I need to know about SEO?".' There are 'Watch Later' and 'Share' buttons in the top right corner of the thumbnail.

SEO Agency Northern Ireland - ProfileTree



The screenshot shows a testimonial banner for Profiletree.com. The banner features the Profiletree logo (a stylized 'P' inside a circle) and the text 'OVER 450 FIVE-STAR CLIENT REVIEWS'. The text is surrounded by numerous gold five-star icons. Below the banner, the text 'ProfileTree.com - Over 450 Five-Star Client Reviews - Web Design Agency Belfast' is displayed.

Connolly Cove – Tourism and Travel

Connolly Cove has built an audience of 236,000 subscribers and 12 million views with tourism and travel content. The channel showcases destinations, attractions, and travel experiences, with particular strength in Irish and UK tourism content.

The channel serves travellers researching destinations, tourism businesses seeking exposure, and armchair travellers enjoying destination content. The 12 million views demonstrate strong demand for quality tourism video content.

Content covers everything from major tourist attractions to hidden gems, helping viewers discover places they might otherwise miss. The authentic local perspective differentiates the channel from generic travel content produced by creators with no connection to the destinations featured.

Amazing Food and Drink – Recipes and Restaurants

Amazing Food and Drink has attracted 224,000 subscribers and 2 million views with content covering recipes, restaurant features, and food culture.

The channel serves home cooks seeking recipe inspiration, foodies exploring restaurant options, and food enthusiasts enjoying culinary content. The combination of practical recipes and restaurant coverage creates a well-rounded food content offering.

Recipe content provides step-by-step guidance that viewers can follow at home, while restaurant features showcase dining options across various locations. This mix of practical and inspirational content keeps audiences engaged.

Amazing Cars and Drives – Automotive Content

Amazing Cars and Drives rounds out the network with 194,000 subscribers and 400,000 views focused on automotive content. The channel covers car reviews, scenic drives, and motoring features.

While the smallest channel by views, Amazing Cars and Drives serves a dedicated automotive enthusiast audience and continues to grow steadily. The combination of vehicle content and scenic driving routes creates a distinctive offering in the automotive content space.

From Agency to Media Network

ProfileTree's growth from digital agency to multi-channel YouTube network wasn't a sudden pivot but a gradual evolution built on consistent content creation over many years.

The agency began creating video content to support clients and demonstrate expertise. Early videos were practical – tutorials, explainers, and guides that helped clients and attracted potential customers searching for solutions to digital marketing challenges.

As these videos accumulated views and subscribers, the ProfileTree team recognised the opportunity to build dedicated audiences around specific content niches. Rather than keeping all content on a single channel, they launched separate channels for distinct audience segments.

This approach allows each channel to serve its specific audience without confusing viewers. Someone subscribing for children's educational content doesn't want business marketing videos in their feed. Separate channels keep content focused and audiences engaged.

The strategy required patience. Building six channels simultaneously means dividing resources across multiple content streams. Growth comes slower than focusing everything on a single channel, but the result is a diversified network serving multiple audiences and revenue streams.

Consistent Content Creation

The network's growth reflects years of consistent content production rather than viral moments or algorithmic luck. Across six channels, the ProfileTree team has published thousands of videos, each one contributing to cumulative growth.

This consistency matters more than any single video's performance. YouTube rewards channels that publish regularly, and audiences return to creators they can rely on for ongoing content. Building 1.4 million subscribers required showing up repeatedly, year after year.

The content itself prioritises usefulness over entertainment. Whether explaining coding concepts to children, demonstrating digital marketing techniques to business owners, or showcasing travel destinations to tourists, each video aims to provide genuine value to its audience.

This approach builds loyal audiences rather than casual viewers. Someone who learns something useful from a video is more likely to subscribe, return, and recommend the channel to others. Over time, these loyal viewers compound into substantial subscriber bases.

The long-term nature of YouTube content also contributes to growth. Unlike social media posts that disappear from feeds within hours, YouTube videos continue attracting viewers for years after publication. A video published in 2018 can still generate views, subscribers, and value in 2025 and beyond.

Quality Production From Belfast

All six channels are produced from Belfast, demonstrating that quality content creation doesn't require London or Los Angeles resources. ProfileTree has built this network using local talent and facilities, proving that Northern Ireland can compete in the global digital content market.

The production approach varies by channel. LearningMole uses professional 2D animation produced by Educational Voice. ProfileTree videos feature direct-to-camera presentation and screen recordings. Connolly Cove showcases destination footage. Each channel's production

style matches its content and audience expectations.

The Belfast base also provides authentic local perspective for content covering Irish and UK topics. Connolly Cove's tourism content benefits from genuine local knowledge. ProfileTree's business content reflects experience working with UK and Irish companies. This authenticity differentiates the channels from generic international content.

Building local production capability also creates employment and skills development opportunities in Northern Ireland's creative sector. The team producing content across these channels brings together skills in video production, animation, editing, and content strategy.

Building a Sustainable Model

The multi-channel approach creates a more sustainable business model than relying on a single content stream. Diverse channels mean diverse revenue sources and reduced risk if any single channel's performance fluctuates.

YouTube advertising revenue varies significantly by content category. Business and finance content typically commands higher advertising rates than entertainment. Educational content attracts advertisers targeting parents and educators. This mix of content categories creates a balanced revenue profile.

Beyond advertising, the channels support broader business objectives. ProfileTree videos generate leads for the agency's services. LearningMole content drives traffic to the LearningMole platform and supports Educational Voice's animation business. The channels work as marketing assets as well as standalone content businesses.

The audiences built across these channels also create opportunities for future ventures. With 1.4 million subscribers across six channels, ProfileTree has direct access to audiences interested in education, business, tourism, food, and motoring. This reach has value beyond YouTube itself.

The diversification also provides resilience against platform changes. Algorithm updates or policy changes that affect one content category may not impact others. A network spanning education, business, tourism, food, and cars is better positioned to weather platform volatility than a single-niche creator.

Lessons for Other Businesses

ProfileTree's success offers lessons for other businesses considering YouTube as a platform.

First, consistency beats virality. The network wasn't built on a handful of viral hits but on thousands of videos published over many years. Showing up regularly matters more than hoping for algorithmic luck.

Second, serve specific audiences with useful content. Each channel succeeds by addressing genuine needs – children wanting to learn, business owners seeking guidance, travellers

researching destinations. Content that helps people builds loyal audiences.

Third, quality compounds over time. Videos published years ago continue generating views and subscribers. Investment in quality production pays dividends long after the initial publication. Every video becomes a permanent asset working to grow the channel.

Fourth, niche separation works. Rather than confusing audiences with mixed content, separate channels serve distinct viewer groups. This focus improves engagement and subscriber loyalty.

Finally, location doesn't limit opportunity. Global platforms like YouTube allow businesses anywhere to reach worldwide audiences. Belfast is no barrier to building an international content business.

Continued Growth

The network continues to grow, with new content published regularly across all six channels. ProfileTree sees substantial opportunity for further expansion, both growing existing channels and potentially launching new ones in additional niches.

LearningMole in particular continues expanding its content library, with videos now available in Spanish and Irish alongside the core English content. The channel's reach across 198 countries suggests significant untapped potential as awareness grows.

"We're still early in this journey," said Ciaran Connolly. "1.4 million subscribers sounds impressive, but there are billions of YouTube users worldwide. Every channel has room to grow, and we're committed to continuing the work that got us here – creating useful content, consistently, over time."

ProfileTree's YouTube network demonstrates what's possible when a business commits to content creation for the long term. From a Belfast base, with patience and consistency, the agency has built something reaching millions of viewers worldwide.

About ProfileTree

ProfileTree is a digital agency based in Belfast, Northern Ireland, offering web design, SEO, content marketing, video production, and digital training services. Founded by Ciaran and Michelle Connolly, the agency serves clients across Northern Ireland, Ireland, and the UK. ProfileTree's YouTube channels have collectively reached over 1.4 million subscribers and 40 million views.

About Educational Voice

Educational Voice is a 2D animation studio headquartered in Belfast, Northern Ireland. Founded by Michelle Connolly, the studio specialises in educational animations, explainer videos, and e-learning content. Educational Voice produces the LearningMole platform, which offers [free educational videos for children](#) worldwide.

Ciaran Connolly

ProfileTree Web Design and Digital Marketing Agency

[email us here](#)

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