

HOW DO I YOUTUBE?!

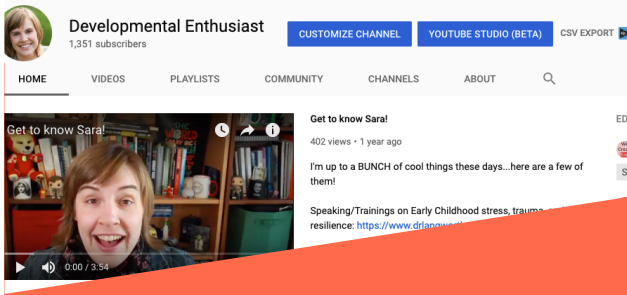
Setting up your YouTube channel for success

VIDEO YOUR WAY

Keep Going.



Keep Growing.



CHANNEL ADJUSTMENTS

So you've started a YouTube Channel...Congrats! And now you're wondering, what the heck do I do to make it grow?! That's actually simpler than you might think.

Making a few of the adjustments described in this document will help the channel grow its subscriber base and view rate by making videos more discoverable and engaging to the desired audience.

CHANNEL LAYOUT

- People tend to subscribe AFTER looking at channel pages
- Add a "New Here? Try this!" playlist of your best videos
- Use playlists to engage new viewers

CHANNEL TRAILER

- Keep it brief. (30 sec - 1 min is best)
- Tell people what they can expect from your channel.
- Make it "grabby" and interesting.

LINKS

- Go to "About" page on channel to edit.
- Add social and website links to your page.
- The first link is the "featured" link.

CHANNEL DESCRIPTION

- Go to "About" page on channel to edit.
- Change Description section to reflect the language you have in your "About Us" section of your website.

PLAYLISTS

- NOT an internal filing system for your videos.
- Create playlists based on topics your audience searches for, or things you want to feature.
- Make titles interesting and easy for viewers to understand what the playlist is about.

Pro Tip: Playlists are great ways to feature other channels' videos on topics important to your audience.

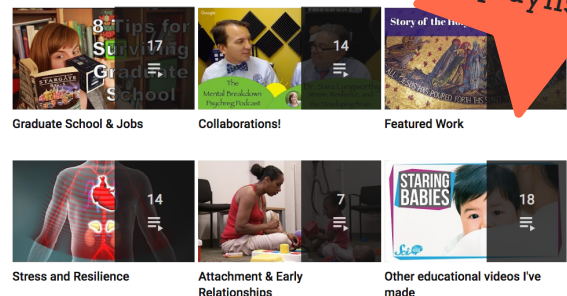
Make a Channel Trailer!



Create links!



Make playlists!



For more resources: DeveloPlayLLC.com/VideoYourWay

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INDIVIDUAL VIDEOS

There are many features within YouTube that you can use to make your video more friendly to the YouTube algorithm. You can adjust titles, add keywords, improve your description sections all to make your videos more discoverable by search terms. Once a potential viewer has found your video, then the goal is to make your video appealing and interesting enough for a viewer to want to watch it. This checklist highlights the small adjustments you can make to enhance the viewers' experience, and entice them to click on your video, and subscribe to your channel.



Which would you click?



My Grad School Vid.mp4



8 Tips for Surviving Graduate School!

THUMBNAILS

- People click on videos because of titles and thumbnails.
- Custom thumbnails communicate quickly and effectively the topic of the video.

TITLES

- Short, concise, interesting, clickable.
- Use highly searched terms or names as appropriate.
- Using numbers can help: "9 Ways to..." "12 Tips for..."

DESCRIPTION SECTION & TAGS

- Descriptions provide viewers with additional information, sources, and links to your web presence.
- Keyword tags can boost videos in search.

CAPTIONS

- Closed captioning is important for ADA compliance.
- YouTube algorithm prefers videos that are closed captioned to those that are not.

ENDSCREENS & CARDS

- Serve as your "Calls to Action" and provide links to your website or recommendations for other videos.
- Cards are embedded in the video whereas endscreens overlay at the end of the video.

SHARE YOUR VIDEO

- Putting your video on YouTube is not enough - share it and encourage others to share, like, and subscribe too.
- Embed your videos on your website, share on social media, or use in presentations.



Pro Tip: Online software like Canva for thumbnails, and VidIQ for analytics can help improve your YouTube channel!

Keep Going, Keep Growing



Push to your website



Recommend another video!