YouTube Profile Cheat Sheet

In this lesson, you will learn about:
 ★ How to create a YouTube account
 ★ "Channel Icon" or "YouTube Avatar"
 ★ "Channel Art' / YouTube Banner
 ★ Searchable Channel Name
 ★ Bio/About
 ★ Trailer
 ★ SEO on YouTube - Embrace discoverability in a YouTube context
 ★ Establish your YouTube channel brand

How to create a YouTube account
 ★ Creating a YouTube account is easy and free.
  ★ Go to YouTube.com, click the Sign Up link (top-right of the page). This takes you to the Create Your YouTube Account page
  ★ Enter your e-mail address and set a password
  ★ Fill in the Re-type Password and Username fields. Make a note of your username and password!
  ★ Select your location from the drop-down list
  ★ Enter your postcode (only required only for United States, United Kingdom, and Canada residents)
  ★ Select your gender and add your date of birth (you have to be over 13 to set up a YouTube account)

"Channel Icon" or "YouTube Avatar"
 ★ This is the small image that will appear next to your channel's name on your videos
 ★ This is also the thumbnail that appears next to your name when you comment on videos. When it's clicked it takes users to your channel
 ★ Your profile picture isn't the same as your YouTube channel art (or YouTube banner), which is similar to a Facebook cover photo. The channel art is important, but it's only visible once users come to your channel; your YouTube profile picture can help get them there
 ★ Optimal profile picture size is 800 x 800 pixels (these are square dimensions and YouTube profile pictures are given a circular crop)
 ★ Use whitespace to help it stand out
 ★ Keep your YouTube profile picture consistent with your Banner/Channel Art
 ★ Keep it consistent with your other social channels
 ★ Your YouTube profile picture is someone's first impression of you. It creates a better impression if all your graphics; profile, banner, thumbnails and end cards have consistent branding

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Channel Art/YouTube Banner

★ Channel Art (Channel Header Image or YouTube Banner) is the large graphic banner that stretches across the top of your channel. It's a great way to visually communicate your channel's brand and personality

★ When people first visit your channel, the Channel Art is the first thing they see. So it's a crucial part of making a good first impression. Channel Art can be used to share important information about your channel; your tagline, your upload schedule, social media accounts and lots more

★ Use an image that represents your channel. This could be;
  ○ "The Creator Shot" - an image of you
  ○ "The Representative Shot" - an image which represents what your channel is all about
  ○ Make your logo the focal point of your Channel Art

★ Your Tagline - Your tagline is a short description of the value proposition of your channel (the benefit people will experience by watching). You could put your tagline onto your Channel Art to help people quickly work out what your channel is all about

★ Channel Art Links - These are links to external websites, placed on the bottom right hand of your YouTube banner. These links are overlaid, which means it's important to keep these in mind as you create your Channel Art (leave a space in this area) You can send people to your website, social media profiles and you can use a "subscribe" link. This means that when someone clicks on that link, they'll get a prompt to subscribe to your channel. To create a subscribe link, just add "?sub_confirmation=1" to the end of your channel's URL

★ Publishing Schedule - If you follow a regular upload schedule, it's often a good idea to add that schedule in your Channel Art, so visitors and subscribers know when to expect new videos

★ 2560 x 1440 px is the correct size for your channel art. The minimum dimensions are 2048 x 1152 px

★ Add "Featured on…" logos to your Channel Art if you've been featured anywhere notable. These will help to boost your channel's credibility

★ Add a Subscribe CTA (Call To Action): Consider adding a visual (like an arrow) that draws attention to your Channel Art links. Combine that with a CTA to encourage people to subscribe

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Searchable Channel Name
- ★ Don't rush into selecting your channel name. You don't want to rush the decision and end up with a name which doesn't fit what you ultimately want to do
- ★ Think about these points:
  - ○ Relate the name to your content. If your channel is about *Baking* then put the word *baking* or *baker* in the name
  - ○ Make it easy for people to talk about. Read the name out loud to make sure it's easy to say. You don't want a name that people are stumbling over Similarly make sure it's easy to spell
  - ○ Check whether the name is available and unique (you don't want it to sound like another channel name as this could cause confusion). Search the internet and YouTube to check the name isn't used by anyone else. Also check that the URL is available. YouTube's allocation of URLs is not automatic, and you have to choose your custom URL later in the channel creation process. So, even if your channel name is available, your custom URL may not be available, so it's best to check
  - ○ Avoid swear words or anything that might be considered bad taste. You don't want to give people the wrong impression of your channel or put them off before they even take a look
  - ○ Use a catchy name. Ideally you want your name to be memorable. This can be done by using alliteration, puns or rhyming
  - ○ Make sure it's easy to spell. Make it as easy as possible for people to find your channel

Bio/About
- ★ The About section on your channel can be a place that helps you get more subscribers.
  - ○ **The first few sentences** are super important. This is because the hover card pops-up in certain places (and on the hover card the first couple of sentences from the About section show up), for example in the comments section and also in the suggested channels on other users' channels
- ★ **Call out your Target Audience** - You want to create a section that makes people think that what you offer is for them. They identify with what you've said
- ★ **Share your channel's value**- Why should they watch your videos? What value are you offering? Again those first few sentences are very important, as they are going to show up as a snippet of text when your channel shows up on YouTube and Google search
- ★ **Describe your channel** - Share what your channel is about and what can be expected from the videos, which could include your posting schedule
- ★ **Include keywords in a natural way** - Use keywords that are relevant to your channel and content, but don't cram them in for the sake of it

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Trailer
★ A trailer is a video that can be set to automatically play when visitors come to your channel. This video can be a compilation of content that represents your channel or you could record a special welcome video letting people know what to expect from your content

SEO on YouTube
★ SEO (Search Engine Optimisation) will help you get discovered by people on YouTube. This happens through search and recommendations. A video's metadata — its title, description, and tags are all very important to discoverabil
★ Your video SEO helps search engines understand what your content is about and then they can include it in the search results
★ YouTube relies on this metadata and how the community reacts (watch time, social media shares,etc) to decide what the video is about and how popular it is
★ Optimisation means creating a proper description of your video so YouTube understands what your video is about to be able to offer your video to the most appropriate searcher

SEO tips for video titles
★ Your title appears in many places:
  ○ On the Watch page under the video
  ○ In a YouTube search
  ○ In Google searches
  ○ In playlists
  ○ In YouTube recommended videos
★ The video title is a key piece of metadata. It has to work for search, but also for the humans reading it!
★ Keep it simple
★ Before you upload your video, rename the video file itself to the title that accurately represents its content. YouTube records the original file title on the video
★ Avoid Clickbait. Exaggerated titles may lead to more clicks, but as the watch time will be low, the search engines will ignore your content
★ Strike a balance between attracting humans and attracting search engines when you create and optimise a title

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★ You can use up to 100 characters in a video title, but only 70 characters will show up in search results on a desktop and some mobile devices show around 40. Don't just create a short title though, because this might impair search algorithm matching. Ideally use up to the full 100 characters but have the key information at the start

★ *This process will help you choose a title:*
  ○ Decide on the keywords (the important words people search for) you want to use. Make sure they're part of your video content as well as the other metadata associated with your video, such as the Tag and Description fields. If you work for Acme Electric and you're marketing the new Z500 convection oven, your keywords would include Acme Electric, Z500, and convection oven
  ○ Add a descriptive phrase to the title. Think about why viewers would be searching for your video. Perhaps they want instructions for something specific or product review
  ○ Move branding keywords to the end of the title, as they are not as important in terms of search
  ○ If you are creating a series, then you could include an episode number at the end of the title
  ○ Include title keywords in the tag and description metadata

★ **SEO tips for YouTube video descriptions**
  ○ You have 5,000-characters in the description box. You can add information about this specific video, but also links to relevant videos, other social channels etc. This is a great place to add in those keywords too

★ **YouTube description**
  ○ The video description should;
    ■ Explain what your video and your channel are about
    ■ Give the viewer's additional information around what's being shown.
    ■ Be used as a CTA to encourage the viewer to take an additional action
    ■ Encourage people to view. Write a compelling opening to the description that encourages people to click and view
    ■ Help the video get discovered. The inclusion of relevant keywords will help with search

★ The first few lines of the description are always the most important as they show up on various devices. Whereas the rest might not

★ The links in the description field can point to;

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- ○ Your YouTube channel
- ○ A website
- ○ Social media sites
- ○ Other videos
- ○ A landing page
- ★ Only include one link in the first paragraph if you want to send the viewers somewhere else. The other links can be lower down in the description
- ★ Create a consistent template that includes any repeatable information, such as social media links, subscription information, contact information and uploading schedule. This way you can just tweak and add in the specific information for each video

- ★ **SEO tips for video tags**
  - ○ Tags are keywords or short phrases that describe the content of your video. They help search engines show potential viewers your video if relevant to their search. YouTube also uses tags to make their related video recommendations.
  - ○ There is a 500 character limit for the entire Tag field. A tag could be one word or multiple words, but each individual tag has a 30 characters max limit.
  - ○ Use as many as you can.

- ★ **How to create video tags?**
  - ○ Everyone searches differently. Some people use broad terms, while others get more specific. You can use both to cover all eventualities!
  - ○ Use synonyms too. They will help give YouTube more context around the topic of your content
  - ○ Add an action tag, such as 'how to install XYZ', or 'how to clean XYZ'
  - ○ Combine and break up keywords. Sometimes people will type something as one word while others might type it as two. Use both as two separate tags.
  - ○ You can modify tags in the future but getting tags right from the start will be beneficial
  - ○ Make sure everything you include is relevant to that video, otherwise it could actually hurt your rankings and discoverability

- ★ **SEO tips for YouTube thumbnails**
  - ○ A Thumbnails is the graphic snapshot which depicts your video and are very important to the success of a video. Although Thumbnails can be selected by default (YouTube would select a video still), uploading a custom thumbnail for each video will be so much more beneficial

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★ **YouTube thumbnail**
  ○ Effective YouTube video thumbnails
  ○ Create a thumbnail that's illustrative of the topic of the video. Thumbnails show up in the following areas:
    ■ Channel page
    ■ Watch page
    ■ Playlists
    ■ YouTube search
    ■ Web search
    ■ Mobile search
    ■ Recommended videos
    ■ Channel guide
    ■ Subscriber feed
    ■ Mobile display
★ Key points when creating a custom thumbnail:
  ○ Use people's faces: Viewers click on faces more than anything else
  ○ Be bold: Your Thumbnail needs to stand out to compete for viewers. Image quality, colour contrast and layout are all important
  ○ Be accurate: The thumbnail must relate to the content of the video. Don't use clickbait and deceive viewers into clicking to watch
  ○ The image must be 1280×720 pixels and no larger than 2MB
  ○ Brand your Thumbnail: Adding branding is a quick way to let people know who you are. Plus, it will create a cohesive look across your channel as a whole.

Key Takeaways
  ★ Give careful consideration to your choice of channel name
  ★ Clear, bold, branded graphics are key
  ★ Create a channel trailer that sums up the value you offer
  ★ Use SEO to optimise your titles, descriptions and tags
  ★ Focus on creating eye-catching thumbnails