



YouTube – Tips & Tricks

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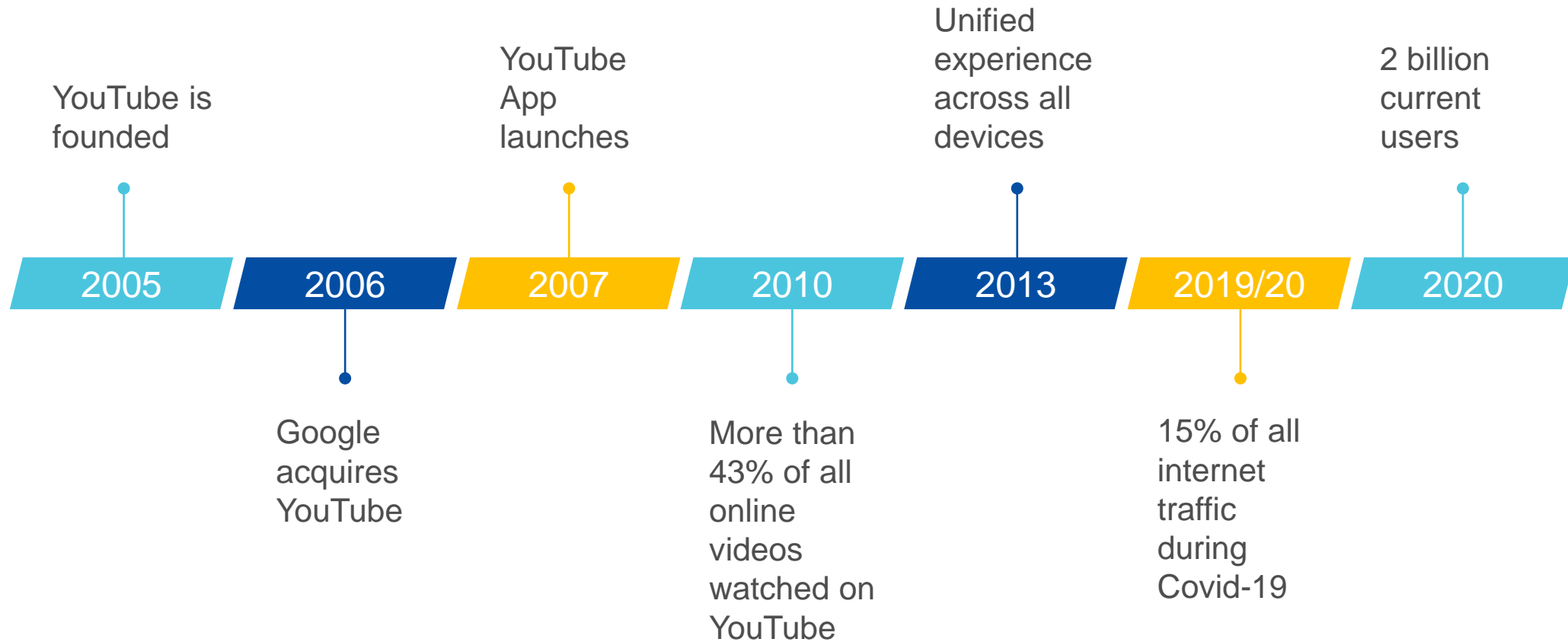
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Agenda

- YouTube history and quick facts
- Why YouTube?
 - Video repository
 - SEO
- How to upload videos?
 - Details
 - Video elements
 - Visibility
- Channel Customization
- Analytics
- Additional Functions
 - Social functions
 - YT Creator Academy
- Wrap-Up
- Q&A (YouTube and beyond)

YouTube history and quick facts

Timeline



Why YouTube?

Why YouTube?

- Video repository
 - Virtually free and unlimited storage capability
 - Ease-of-use
 - Smooth integration with other platforms
 - Low-risk
- Search Engine Optimisation
 - “the process of improving the quality and quantity of website traffic to a website or a web page from search engines”
 - YouTube is owned by Google and highly integrated with the search
 - Free

How to upload videos?

How to upload?

- Details

- Complete title / description (and chapters)
- Custom thumbnail if possible
- Playlists are useful
- It's probably not for kids.
- Tags

- Video elements

- Subtitles?
- Always add an end screen
- Add cards for more customisation

- Visibility

- Public
- Private / Unlisted
- Schedule
- Premiere

Channel Customization

Channel customisation

- Layout
 - Channel trailer / Featured video
 - Featured sections
- Branding
 - Picture
 - Banner (check multiple devices)
 - Watermark
- Basic info
 - As much information as possible.
 - SEO again.

Analytics

Analytics

- Dashboard
 - Most important info at one glance.
- Channel analytics
 - Overview
 - Reach
 - Engagement
 - Audience
- Advanced mode
 - All of the above + much more
 - Exports readily available

Additional Functions

- Social functions

- Posts
- Polls
- Shorts

- YT Creator Academy

- Free online courses that are actually good.

Wrap-Up

My take

- If you have any video content that is filmed in landscape format, use YouTube.
- SEO and ease-of-use are unparalleled.
- Give as much information as you can.
- Streamline your process to ease your workload.

Q&A (YouTube and beyond)

Thank you



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