

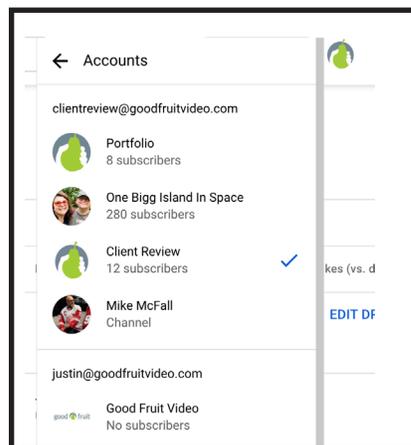
8 Steps to Optimize My Video on YouTube

Congratulations, you have a video you **love**! Now, it's time to make sure that it is primed to perform the way it's intended to. The first step is making sure your video has been properly uploaded and equipped to be found and viewed by the most eyes as possible.

Follow this checklist to optimize your video on your Youtube page!

My video is uploaded onto my proper YouTube under my account.

You may have several channels available when logging in to Youtube. Make sure you're logged into the proper account before uploading your video.



My video has the title that I want viewers to see.

It's likely that you won't want your live video to have the exact same title as the video file. The video file may include words such as "Final" in the file name and include an extension such as .mp4 or .mov. Remove those before making the video shareable.

Title (required) ?
Coffee Cocktails S1 E1: How to Make a White Russian

My video has a description added to it.

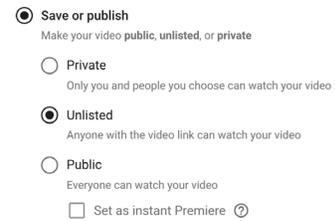
Make sure to add a descriptor to your video so that a viewer can understand what they're about to watch before clicking play. Supplemental information, such as links can be added as well.

Description ?
Tell your viewers about your video and provide them with additional helpful info.

81/5000

My video is public or unlisted, depending on my goal.

If you want the whole world to see your video, make sure it's public. If you only want specific people to see your video, make sure it's unlisted and you send the link to the people you want to see your video.



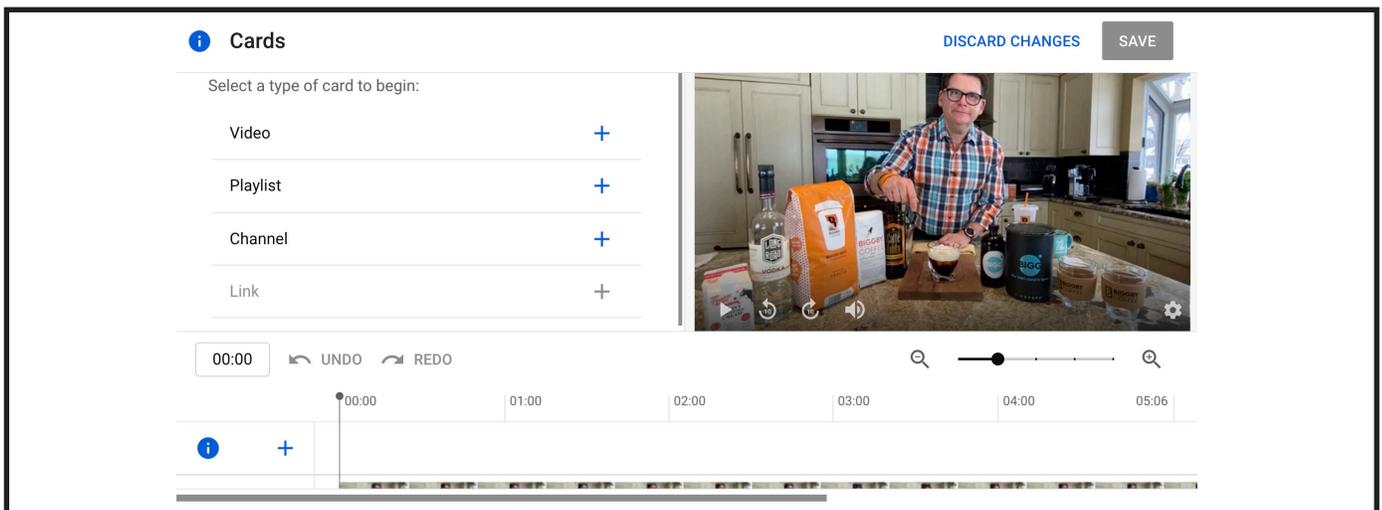
My video has cards for reference during the video.

You can add up to 3 different elements throughout the video...

Video: Link a video that you are referencing during your video.

Playlist: Suggest a playlist of related videos that the viewer may want to see.

Channel: Suggest a related channel the viewer may like.



My video has the proper end screen.

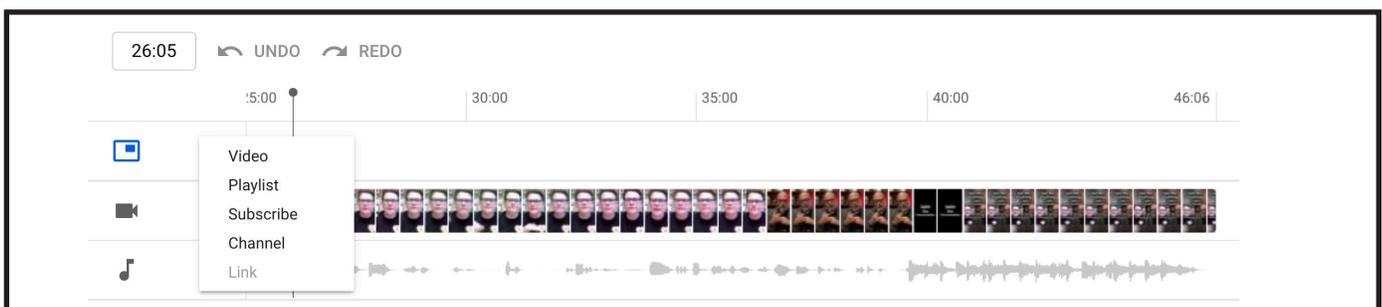
You can add up to 4 different elements to the end screen...

Video: Suggest a video for viewers to watch now, after watching your video.

Playlist: Suggest a playlist of related videos that the viewer may want to see.

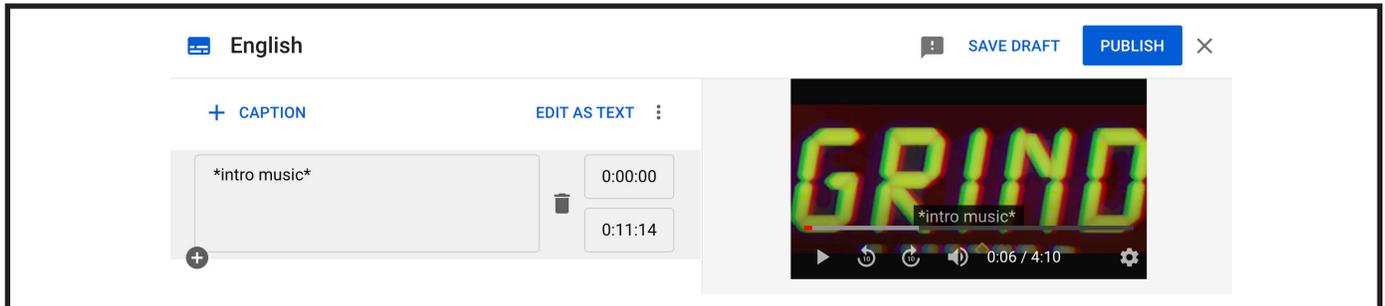
Subscribe: Suggest the viewer subscribes to your page to be updated on newly launched videos on your channel.

Channel: Suggest a related channel the viewer may like.



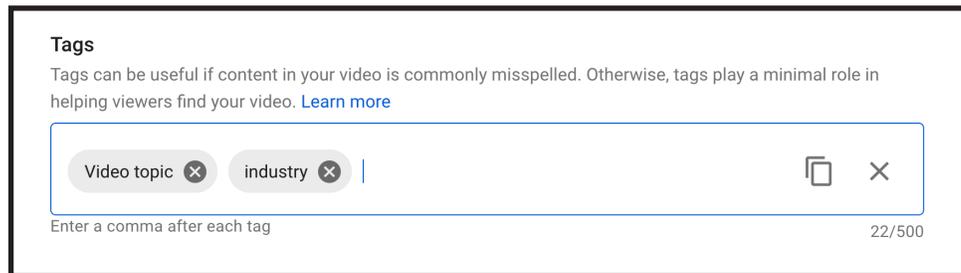
My video has proper captions.

Youtube auto generates captions for most videos, but make sure to go through the captions to make sure the correct words are being shown, spellings are correct and to add punctuation if you'd like.



My video has tags.

Tags are important to allow people to stumble upon your video if they're interested in your video topic or who/what is in your video. Remember, Google owns Youtube, so the more information you give Google so they can point viewers to your video, the better.



Have Questions? Give Us a Shout!

Good Fruit Video

517-708-3809

info@goodfruitvideo.com

PO Box 69
East Lansing, MI 48826