

The Reflexive Media YouTube Guide 2017

YouTube best practices that will help your videos get found

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1 Video Title Setup

Maximum Length = 100 characters

Things to consider when creating video titles:

- Primary keyword should be placed towards the front of the title.
- Consider including the year in the title if applicable and if people may be looking for current videos

Example Video Title:

Primary Keyword: Rogue One Trailer

Video Content: The released trailer for Star Wars: Rogue One

Title: ROGUE ONE: A Star Wars Story TRAILER (2016)

Example Video Title:

Primary Keyword: Rogue One Leaked Trailer

Video Content: In-depth look at a leaked trailer from Star Wars: Rogue One

Title: ROGUE ONE LEAKED TRAILER 2 Breakdown! Darth Vader Details! A Star Wars Story Movie (2016)

2 Video Description Setup

Maximum Length ~ 1000 words

Include the following:

- Start with a summary for the video (Think Meta Description Length ~ 160)
- Link to your subscriber opt-in and website (Full HTML Link Structure - i.e. <http://domain.com>)
- Provide Longer Video Description (200-300 words)
- Add Contact & Social Links
- Add any additional reference links that were mentioned in video
- Add additional links to other channel videos that are similar in theme.
- Consider separating sections via special characters (i.e: ***** or ► ► ► ► ► ►)

Example Video Description:

ROGUE ONE: A STAR WARS STORY first trailer is finally here!

★ Join us on Facebook ► <http://goo.gl/tVtkwI>

★ Subscribe HERE and NOW ► <https://goo.gl/6f6iRt>

The film, which is set just before the events depicted in 1977's original Star Wars, chronicles the Rebel effort to steal the Empire's plans for the first Death Star.

ROGUE ONE : A Star Wars Story TRAILER

© LucasFilms

Category	Film & Animation
License	Standard YouTube License
Suggested by Disney Enterprises	ROGUE ONE: A STAR WARS STORY Official Teaser Trailer

Video Location: https://youtu.be/Ze2kpOZx_kU

Current Views: 4 Million

Example Video Description:

Published on Jul 16, 2016

► WHO WILL DIE? Subscribe to Robby and Ryan Comedy here:
<https://goo.gl/lkxLU>

We take an in-depth look at the behind-closed-doors leaked Rogue One: A Star Wars Story trailer 2, including Darth Vader, new planets, aliens and creatures! Plus we get new information about our new cast and characters, including plot details. We should be getting a full blown Rogue One: A Star Wars Story trailer soon, so stay tuned!

HELP STAR WARS HQ REACH 500,000 SUBSCRIBERS: <http://goo.gl/P6Y839>

More Rogue One Trailers, Analysis and more:

- Rogue One Darth Vader Details and Bacta Tank: <https://goo.gl/N50ChE>
- Clone Wars Character CONFIRMED and All Lead Characters Revealed! A Star Wars Story: <https://goo.gl/2SOGbT>
- New Tank Trooper Revealed and Reshoots Update! <https://goo.gl/6nvWdk>
- New Shoretrooper, AT-ATC, and Death Troopers! <https://goo.gl/wCwgYH>
- Rogue One Characters, Vehicles and Details Revealed! <https://goo.gl/3VLGY6>
- What Would It Be Like to Live on the Death Star? <https://goo.gl/E01exA>

Star Wars Battlefront 2:

- Battlefront 2 Top 10 Features We Want to See: <https://goo.gl/3KOf2j>

OUR SOCIAL MEDIA AND WEBSITES:

- Website: <http://www.StarWarsHQ.com>
- Facebook: <https://www.facebook.com/StarWarsHQ>
- Twitter: <https://twitter.com/gameverb>
- Star Wars On Twitter: <http://www.twitter.com/wearestarwars>
- We're now on Instagram: <http://www.instagram.com/starwarshq>

****Copyright Permissions****

Music in this video is provided by Epidemic Sound. We have full permission to use this music in our YouTube videos. See <http://www.epidemicsound.com> for more details.

Have questions, or suggestions? Contact our business email.

Category	Entertainment
License	Standard YouTube License

Video Location: <https://youtu.be/cAOkvvM43pk>

Current Views: 3 Million

3 Template Creation

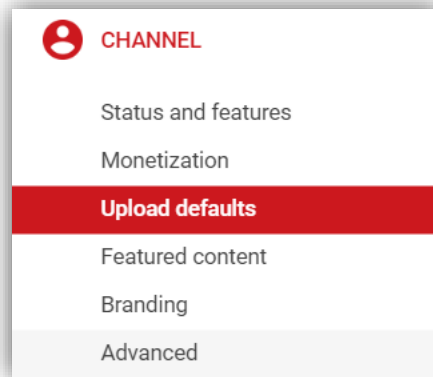
A great way to speed up your video creation time, and continue to be consistent in your layout is through the “**Upload Defaults**” section.

It is here that you will be able to set various video settings, such as monetization, title, descriptions, tags, etc... and have them be saved for use on all future videos.

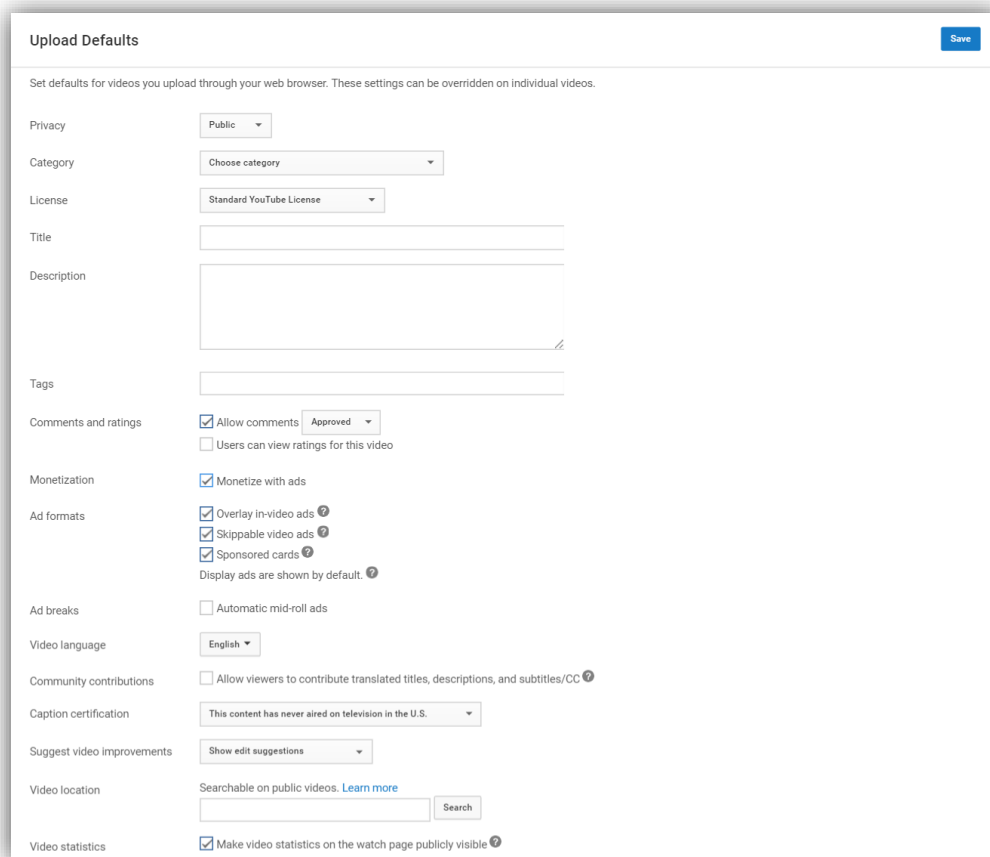
To get the most of this feature you need to be a [YouTube partner](#), which will allow for ad format and monetization defaults to be set. The most helpful default that you can set up is with the **Description** and **Tag** sections.

Here are the steps for adding / making changes to your upload video defaults:

Step 1: Go to Channel / Upload defaults Menu



Step 2: Fill out each section accordingly & click save

A screenshot of the YouTube 'Upload Defaults' settings page. The page is titled 'Upload Defaults' and includes a 'Save' button in the top right corner. Below the title, there is a note: 'Set defaults for videos you upload through your web browser. These settings can be overridden on individual videos.' The settings are organized into several sections: Privacy (Public), Category (Choose category), License (Standard YouTube License), Title (text input), Description (text area), Tags (text input), Comments and ratings (Allow comments checked, Approved, Users can view ratings for this video unchecked), Monetization (Monetize with ads checked), Ad formats (Overlay in-video ads, Skippable video ads, and Sponsored cards all checked; Display ads are shown by default), Ad breaks (Automatic mid-roll ads unchecked), Video language (English), Community contributions (Allow viewers to contribute translated titles, descriptions, and subtitles/CC unchecked), Caption certification (This content has never aired on television in the U.S.), Suggest video improvements (Show edit suggestions), Video location (Searchable on public videos, Learn more, Search button), and Video statistics (Make video statistics on the watch page publicly visible checked).

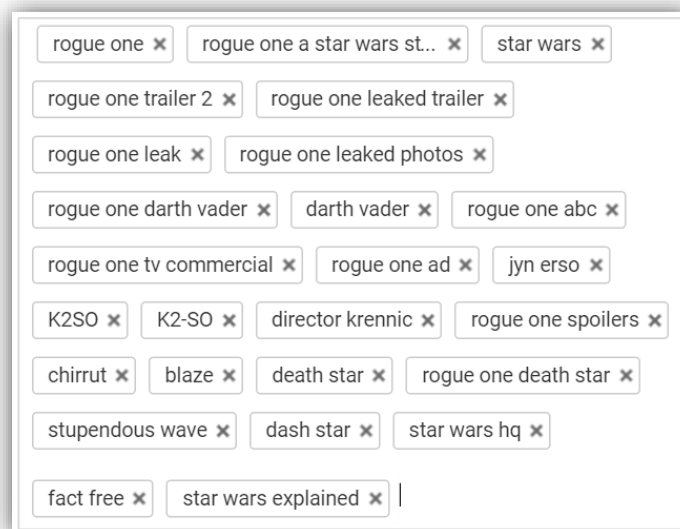
4 Tags

Maximum Length = 500 characters

Things to consider when tagging:

- Make sure to use as many of the 500 characters as possible.
 - If you need help in determining additional tags, look for similar / competing videos
 - You can find the tags being used via the source codes within the video URLs
 - Step 1: Right Click on YouTube page of the video you want to inspect
 - Step 2: Ctrl + F
 - Step 3: video:tag
 - Step 4: Use Tags

Example tags:



Example source code (tag search):



```
<meta property="og:video:tag" content="rogue one">
<meta property="og:video:tag" content="star wars">
<meta property="og:video:tag" content="teaser">
<meta property="og:video:tag" content="trailer">
<meta property="og:video:tag" content="spin-off">
<meta property="og:video:tag" content="ROGUE ONE : A Star Wars Story">
```

Example Video Description:



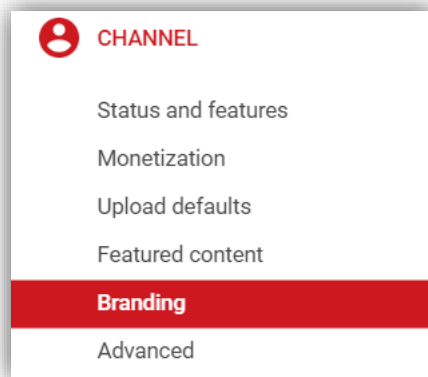
5 Branded Watermark

Putting your brand out there front and center is a fantastic way to stay consistent in your branding efforts across multiple videos, while subtly reminding your audience who created the video.

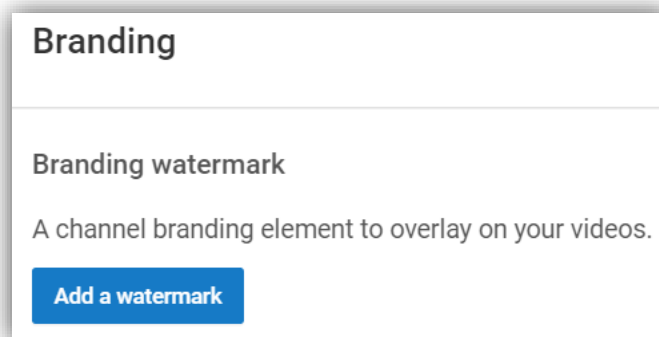
Branded Watermarks will allow your viewers another way to subscribe to your channel. By hovering over a watermark, an unsubscribed viewer will be given the option to subscribe. If that viewer has already subscribed, they will not be given the option to subscribe again. Note: This only becomes an option on a desktop or laptop.

Here are the steps for including branded watermark to your videos:

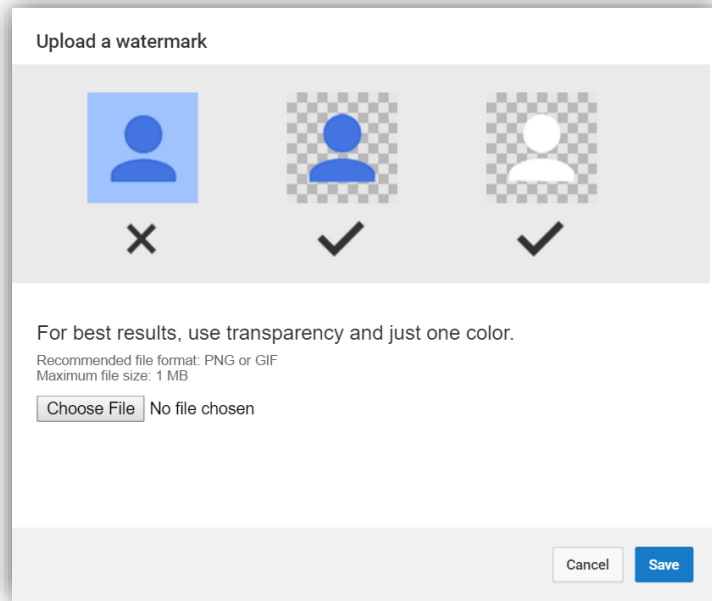
Step 1: Go to Channel / Branding Menu



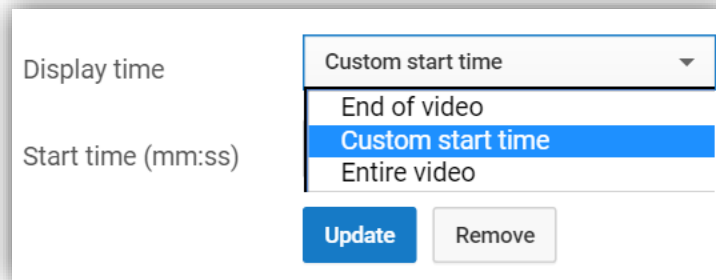
Step 2: Click on “Add a watermark” button



Step 3: Upload watermark image & click save

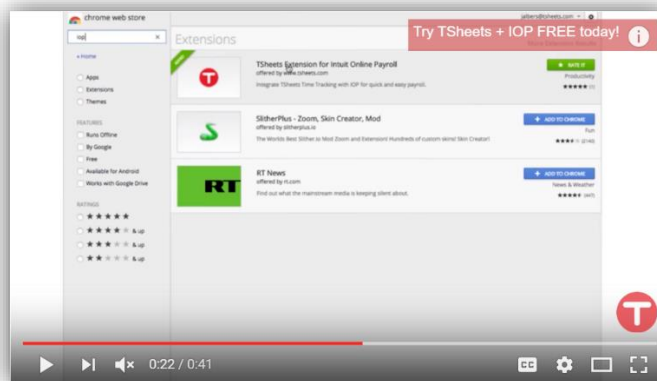


Step 4: Select watermark display time & click “update” button

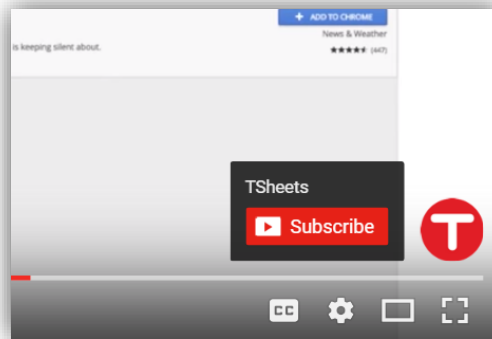


Example Branded Watermark:

Branded Watermark – Pre-Mouse Hover



Branded Watermark – Post-Mouse Hover (Unsubscribed User)



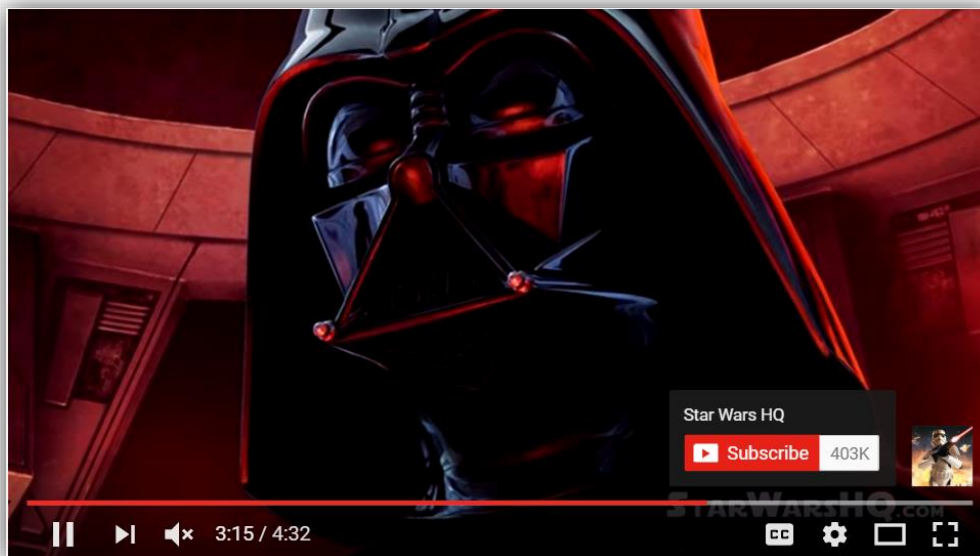
Video Link: <https://youtu.be/4zSNyOUfoFg>

Example Branded Watermark:

Branded Watermark – Pre-Mouse Hover



Branded Watermark – Post-Mouse Hover (Unsubscribed User)



Video Link: <https://youtu.be/cAOkvM43pk>

For further information on branded watermarks see:

<https://support.google.com/youtube/answer/6147757?hl=en>

```
<meta property="og:video:tag" content="rogue one">
<meta property="og:video:tag" content="rogue one a star wars story">
<meta property="og:video:tag" content="star wars">
<meta property="og:video:tag" content="rogue one trailer 2">
<meta property="og:video:tag" content="rogue one leaked trailer">
<meta property="og:video:tag" content="rogue one leak">
<meta property="og:video:tag" content="rogue one leaked photos">
<meta property="og:video:tag" content="rogue one darth vader">
<meta property="og:video:tag" content="darth vader">
<meta property="og:video:tag" content="rogue one abc">
<meta property="og:video:tag" content="rogue one tv commercial">
<meta property="og:video:tag" content="rogue one ad">
<meta property="og:video:tag" content="jyn erso">
<meta property="og:video:tag" content="K2S0">
<meta property="og:video:tag" content="K2-S0">
<meta property="og:video:tag" content="director krennic">
<meta property="og:video:tag" content="rogue one spoilers">
<meta property="og:video:tag" content="chirrut">
<meta property="og:video:tag" content="blaze">
<meta property="og:video:tag" content="death star">
<meta property="og:video:tag" content="rogue one death star">
<meta property="og:video:tag" content="stupendous wave">
<meta property="og:video:tag" content="dash star">
<meta property="og:video:tag" content="star wars hq">
<meta property="og:video:tag" content="fact free">
<meta property="og:video:tag" content="star wars explained">
```

6 Video Intro

So, what is a **Video Intro**? A **Video Intro** is typically a channel / company branded clip displayed at the start of each uploaded video. These intros are an opportunity for you to build hype, increase brand awareness, and set expectations for the material / video that is to follow. Another great benefit to the **Video Intro** is that it provides the appropriate branding for the video even if it has been shared on other sites, or viewed on different devices.

Things to consider when creating a **Video Intro**:

- Include logo / channel name
- Include Video Title if possible
 - Create an empty space within the intro that will allow you to create an annotation with your video title to go over the intro.
- Keep it short (2-5 seconds)
- Use a professional
- Flashy doesn't necessarily mean better

Example of video with video intros:



Video Link: <https://youtu.be/24cfyJ-4RYQ>

Example of video with video intros:



Video Link: <https://youtu.be/cAOkvM43pk>

Example of video with video intros:

This screenshot shows a YouTube video player with a collage of user comments overlaid on the video area. The comments are:

- KingofErebor123** (3 days ago): Do star wars the original
- Emin Elyakubi** (2 months ago): Star Wars episode IV !!!
- Nayantara** (1 day ago): do star wars!!!! PLEEEEEAAaaassssee!!!!
- Gnator814** (6 days ago): You should do Star Wars with the new one coming out! :)
- Michaela Fidel** (2 months ago): Star Wars Episode IV!
- Flora Lipsky** (6 months ago (edited)): DO STAR WARS PLEASE!!!! EPISODE IV!!
- JakeCo Video Company** (5 days ago): Do Star Wars fool.
- Stefinn44** (3 weeks ago): Do Star Wars Episode IV!!!!

The video player interface below the comments shows the title "Honest Trailers - Star Wars" by "Screen Junkies" with 5,660,402 subscribers and 5,751,211 views. It also displays 68,074 likes and 1,920 comments.

This screenshot shows the beginning of a YouTube video. The video has a green background with the text:

THE FOLLOWING IS AN
HONEST MOVIE TRAILER
A **Screen JUNKIES** ORIGINAL PRODUCTION

The video player interface below shows the title "Honest Trailers - Star Wars" by "Screen Junkies" with 5,660,402 subscribers and 5,751,211 views. It also displays 68,074 likes and 1,920 comments.

Video Link: <https://youtu.be/bsbgZTmbSKQ>

7 Video Exit / Outro

Just like a Video Intro, a **Video Exit / Outro** is your opportunity to further build your channel / company brand. A **Video Exit / Outro** is typically just a static page with a few places designated for your logo, channel subscription button, and previews of additional videos. The idea is to get your viewers excited for more of your content so that they will both subscribe and click on another of your videos.

Things to consider when creating a **Video Exit / Outro**

- Include logo / channel name
- Include a placeholder for where you can include an annotation to subscribe to the channel
- Include a few placeholders where you can include annotations for additional videos
- Consider adding a placeholder for your current video to continue running in the background
 - This is not necessary but can be a wonderful way for people to listen to the final summary of your video while at the same time being exposed to your additional content.
- Resolution of the static image: 1920 X 1080

Example of video with Video Exit / Outro:



Video Link: <https://youtu.be/24cfyJ-4RYQ>

Example of video with Video Exit / Outro:

The video player shows a central image of BB-8 with the text 'STAR WARS HEADQUARTERS' above it. To the left is a thumbnail for 'WANT MORE STAR WARS? WATCH MORE STAR WARS VIDEOS!' and to the right is a thumbnail for 'WEEKLY COMEDY! WHO WILL DIE? WITH ROBBY AND RYAN NEW SKIT EVERY SATURDAY!'. The video progress bar shows 4:27 / 4:32. Below the player, the title is 'ROGUE ONE LEAKED TRAILER 2 Breakdown! Darth Vader Details! A Star Wars Story Movie (2016)'. The channel is 'Star Wars HQ' with 403,036 subscribers. The view count is 2,644,448 views.

Video Link: <https://youtu.be/cAOkvM43pk>

Example of video with Video Exit / Outro:

The video player shows a 'STAR WARS' logo in a circle with 'SUBSCRIBE' text below it. The video progress bar shows 2:03 / 2:15. Below the player, the title is 'Rogue One: A Star Wars Story Trailer (Official)'. The channel is 'Star Wars' with 1,676,656 subscribers. The view count is 21,175,878 views. Two video recommendations are shown: 'Rogue One: A Star Wars Story Celebration Reel' (2:57) and 'Dave Filoni Interview ANOVOS Star Wars Costumes and More | Star Wars Show' (10:16).

Video Link: <https://youtu.be/frdj1zb9sMY>

8 Video Thumbnail

Creating a custom thumbnail for each of your videos will allow you to control what potential viewers see first. If you choose not to create a custom thumbnail, YouTube will take a screen shot from your video and put that in its place.

Here are a few things that you need to consider when choosing your thumbnail image:

File Type: .JPG, .GIF, PNG, or .BMP

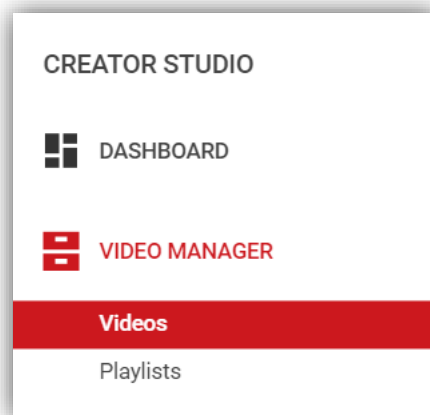
File Size: Less than 2MB

Resolution: 1280 X 720 with a minimum width of 640 px

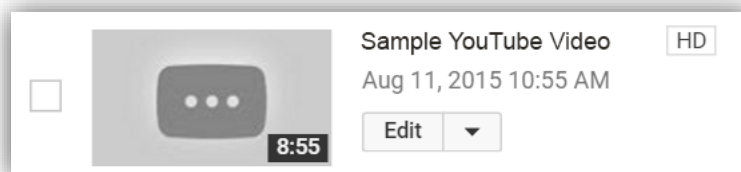
Aspect Ratio: 16 X 9

Let's look at the steps needed to upload your custom video thumbnail:

Step 1: Go to Creator Studio / Video Manager



Step 2: Select a Video / Edit



Step 3: Choose either a preselected thumbnail or click on “custom thumbnail” button

Sample YouTube Video

Sample YouTube Video



Custom thumbnail

Maximum file size is 2 MB.

Custom Thumbnails = Branding Opportunity

Holiday Food & Recipe Guide | Entertaining with Walmart

▶ Play all

Who says holiday hosting can't be effortless? Warm up with autumn flavors with seasonal and fresh ideas for fall.



Charcuterie Platte | Holidays with Walmart

Walmart
385 views • 1 day ago



Pumpkin Flatbread | Holidays with Walmart

Walmart
301 views • 1 day ago



Celebra Con Un Twist | Celebra La Navidad con Walmart

Walmart
590 views • 5 days ago

Video Link: <https://www.youtube.com/user/Walmart>

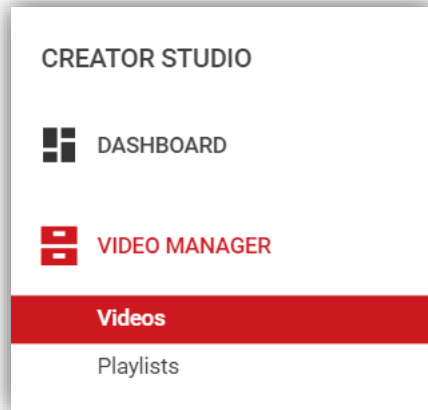
For further information on custom thumbnails see:

<https://support.google.com/youtube/answer/72431?hl=en&rd=1>

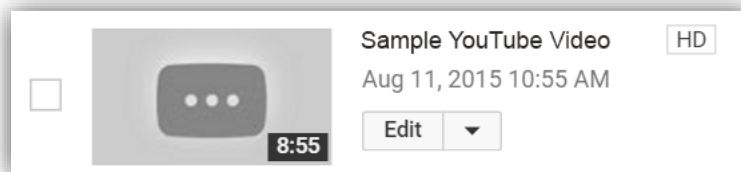
9 Video Transcription / Closed Caption

To create your transcription / CC you have a few options, but before we get to that. Here are the steps for including the transcriptions / CC.

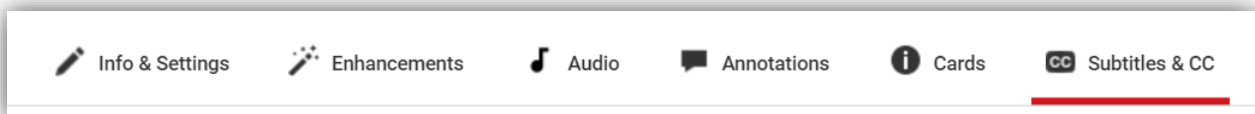
Step 1: Go to Creator Studio / Video Manager



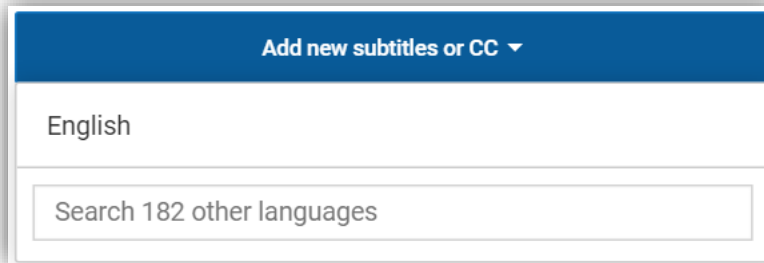
Step 2: Select a Video / Edit



Step 3: Click on the “Subtitles & CC” Icon

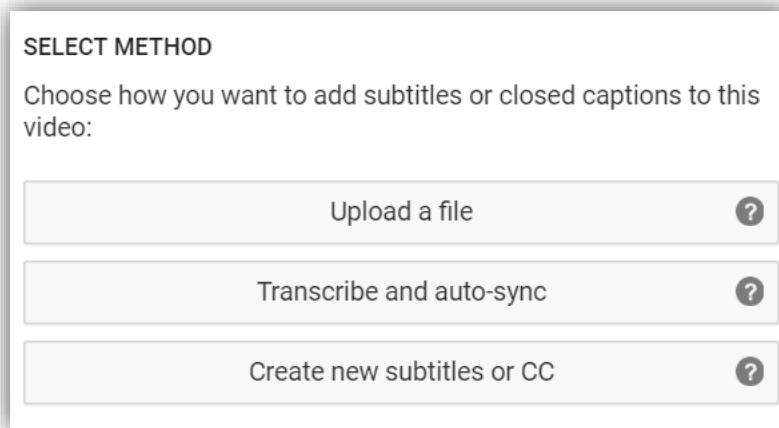


Step 4: Click on the “Add new subtitles or CC” drop down



The screenshot shows a dropdown menu with a blue header containing the text "Add new subtitles or CC" and a downward arrow. Below the header, the word "English" is displayed. At the bottom of the menu is a search input field with the placeholder text "Search 182 other languages".

Step 3: Choose your subtitle method



The screenshot shows a dialog box titled "SELECT METHOD". Below the title is the instruction "Choose how you want to add subtitles or closed captions to this video:". There are three buttons, each with a question mark icon to its right: "Upload a file", "Transcribe and auto-sync", and "Create new subtitles or CC".

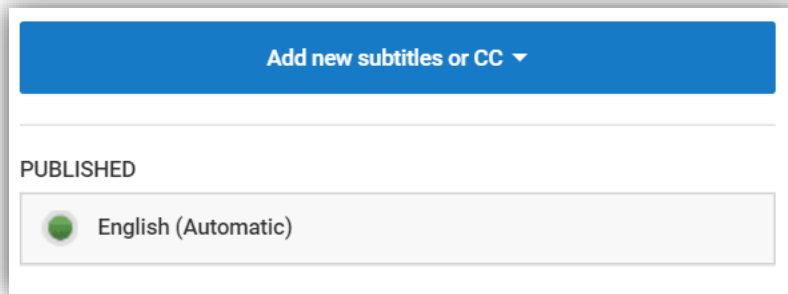
Option 1 – Upload a file: This will allow you to upload a text transcript or timed subtitles file.

Option 2 – Transcribe and auto-sync: Type or paste in a full transcript of the video and subtitle timings will be set automatically.

Option 3 – Create new subtitles or CC: Create subtitles and closed captions by typing them in as you watch the video.

Option 4 – Automatic: In this option, if available, YouTube will provide you with CC for the video without any work by you via their machine learning algorithms. This option will have the most errors, however you can go back into the editor and tweak the caption file.

As you can see below. The screen capture shows that option of having the automatic CC turned on. This won't occur on every video but when it does it will look as below.



For file type and additional transcription / CC information see:
<https://support.google.com/youtube/answer/2734698?hl=en>

10 Video Sitemap

While having a separate video sitemap is not essential, creating one can help your video results and search results within Google. Here are a few things that need to be included in your video sitemap:

- **Title** – Same as the video title
- **Description** – Same as your Video Description
- **Play Page URL** – The canonical URL that the video appears on
- **Thumbnail URL** – 1920 X 1080 thumbnail image that is being used
- **Raw Video Location** – Embed SRC link from YouTube

Example Video Sitemap:

```
<urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9"
  xmlns:video="http://www.google.com/schemas/sitemap-video/1.1">
  <url>
    <loc>http://www.example.com/videos/some_video_landing_page.html</loc>
    <video:video>
      <video:thumbnail_loc>http://www.example.com/thumbs/123.jpg</video:thumbnail_loc>
      <video:title>Grilling steaks for summer</video:title>
      <video:description>Alkis shows you how to get perfectly done steaks every
        time</video:description>
      <video:content_loc>http://www.example.com/video123.flv</video:content_loc>
      <video:player_loc allow_embed="yes" autoplay="ap-1">
        http://www.example.com/videooplayer.swf?video=123</video:player_loc>
      <video:duration>600</video:duration>
      <video:expiration_date>2009-11-05T19:20:30+08:00</video:expiration_date>
      <video:rating>4.2</video:rating>
      <video:view_count>12345</video:view_count>
      <video:publication_date>2007-11-05T19:20:30+08:00</video:publication_date>
      <video:family_friendly>yes</video:family_friendly>
      <video:restriction relationship="allow">IE GB US CA</video:restriction>
      <video:gallery_loc title="Cooking Videos">http://cooking.example.com</video:gallery_loc>
      <video:price currency="EUR">1.99</video:price>
      <video:requires_subscription>yes</video:requires_subscription>
      <video:uploader info="http://www.example.com/users/grillymcgrillerson">GrillyMcGrillerson
        </video:uploader>
      <video:live>no</video:live>
    </video:video>
  </url>
</urlset>
```

For further information on creating your video sitemap and where to upload it see:
<https://developers.google.com/webmasters/videosearch/sitemaps>

11 Annotations & Cards

Things to consider when creating annotations for your videos:

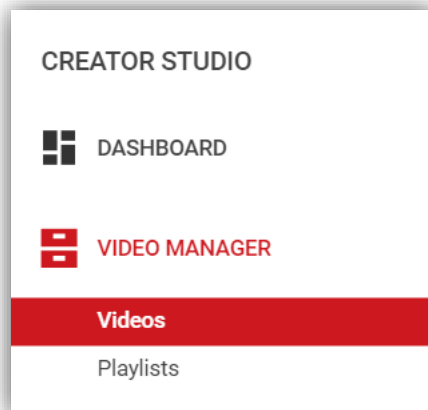
- Link to systempavers.com
- Ask for a subscribe to the channel
- Suggest additional videos

Optional uses:

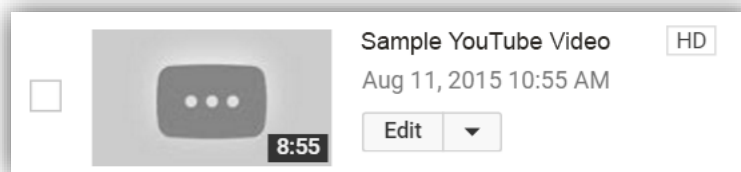
- Allow for users to skip ahead to specific points within the video
 - If it's a how-to video, consider creating skip ahead annotations to each major section of the video.
- Add additional Call to Actions
- Create word bubbles to highlight important ideas

Here are the steps for including annotations:

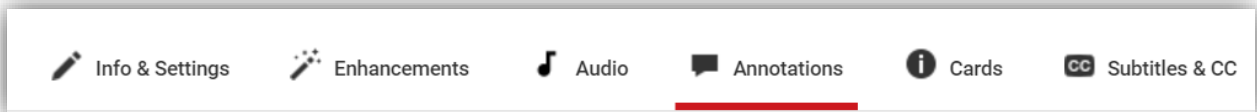
Step 1: Go to Creator Studio / Video Manager



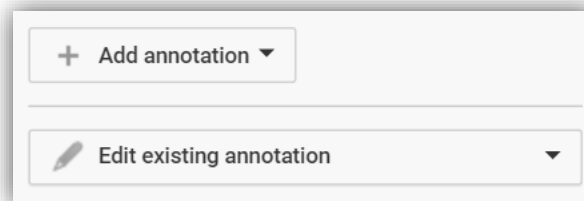
Step 2: Select a Video / Edit



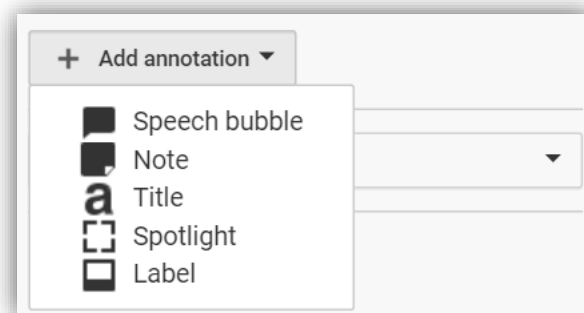
Step 3: Click the Annotations Icon



Step 4: Click the “Add Annotation” drop down



Step 5: Choose your Annotation Type



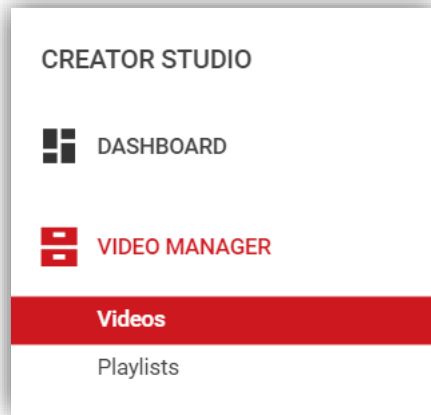
CARDS

Look to use a “card” to do a specific annotation. Here are the current ones available:

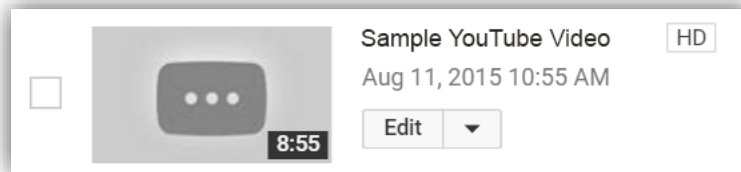
- Promote another video or playlist
- Conduct a quick viewer poll
- Promote another channel
- Feature a non-profit
- Add a link to an approved website

Here are the steps for including cards:

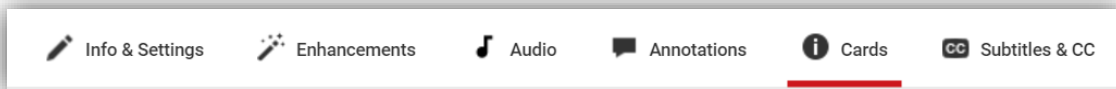
Step 1: Go to Creator Studio / Video Manager



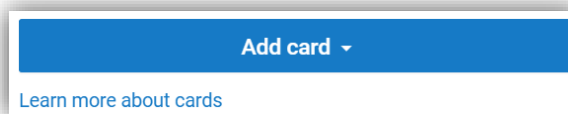
Step 2: Select a Video / Edit



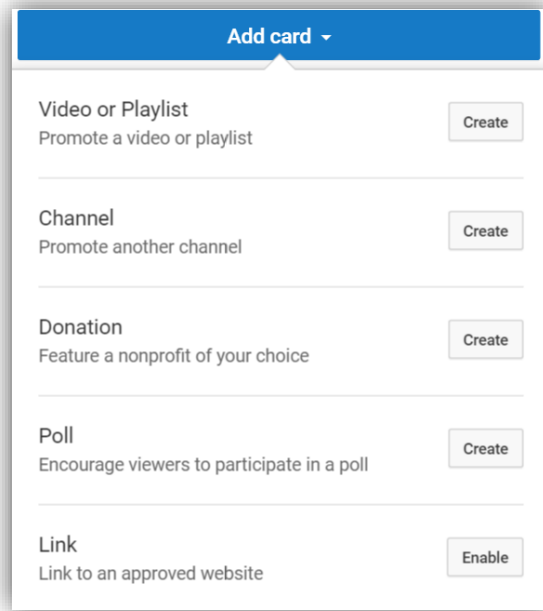
Step 3: Click the “Cards” Icon



Step 4: Click on the “Add card” drop down

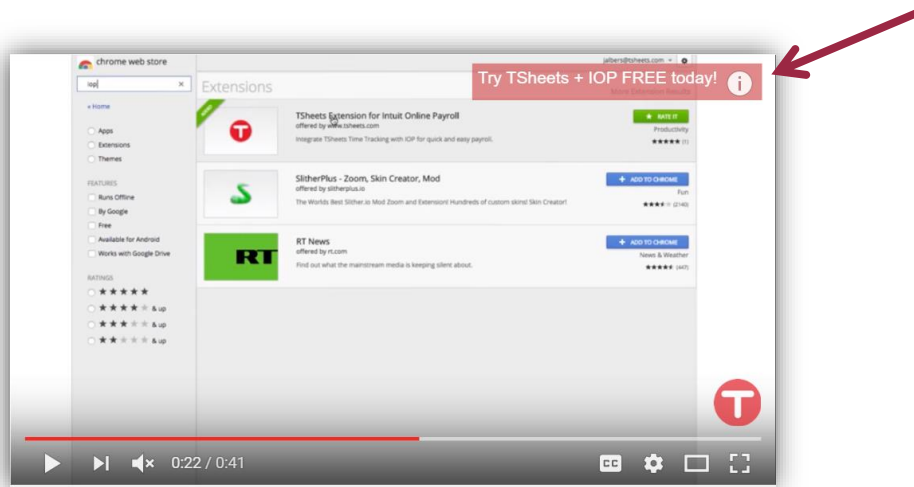


Step 5: Choose your Card / Annotation type



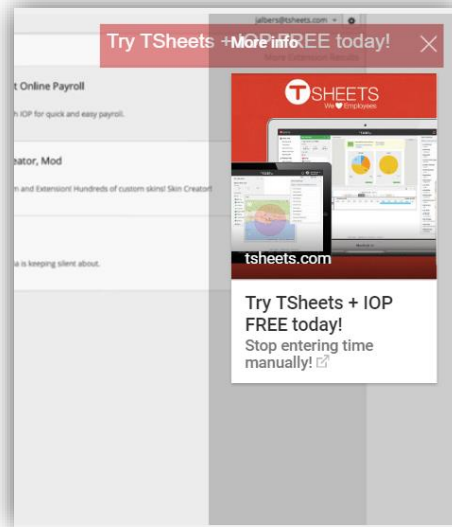
Example Cards:

Card – Pre Click



Example Cards:

Card – Post Click



Video Link: <https://youtu.be/4zSNyOUfoFg>

For additional help with annotations & cards see:
<https://support.google.com/youtube/search?q=annotations>

12 Best Practices

- Consider posting videos on Thursday or Friday between 12pm to 3pm EST
- Create playlists for each series of videos
- Link to complimentary channels or channels that your subscribers would enjoy
- Interact with your audience
- Be consistent!
 - Be consistent in the frequency of posting videos
 - Be consistent in the branding throughout each video
 - Be consistent in the way you create titles, descriptions, tags, and annotations.