

# 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, especially 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 video summary (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 mentioned in video
- Add additional links to other channel videos 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/tVtkwl>

★ 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](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>

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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

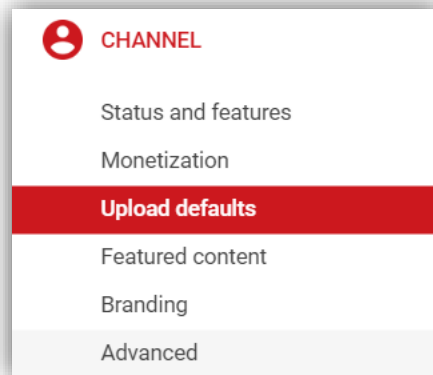
A great way to speed up your video creation time, and ensure consistency in your layout, is through the “**Upload Defaults**” section.

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

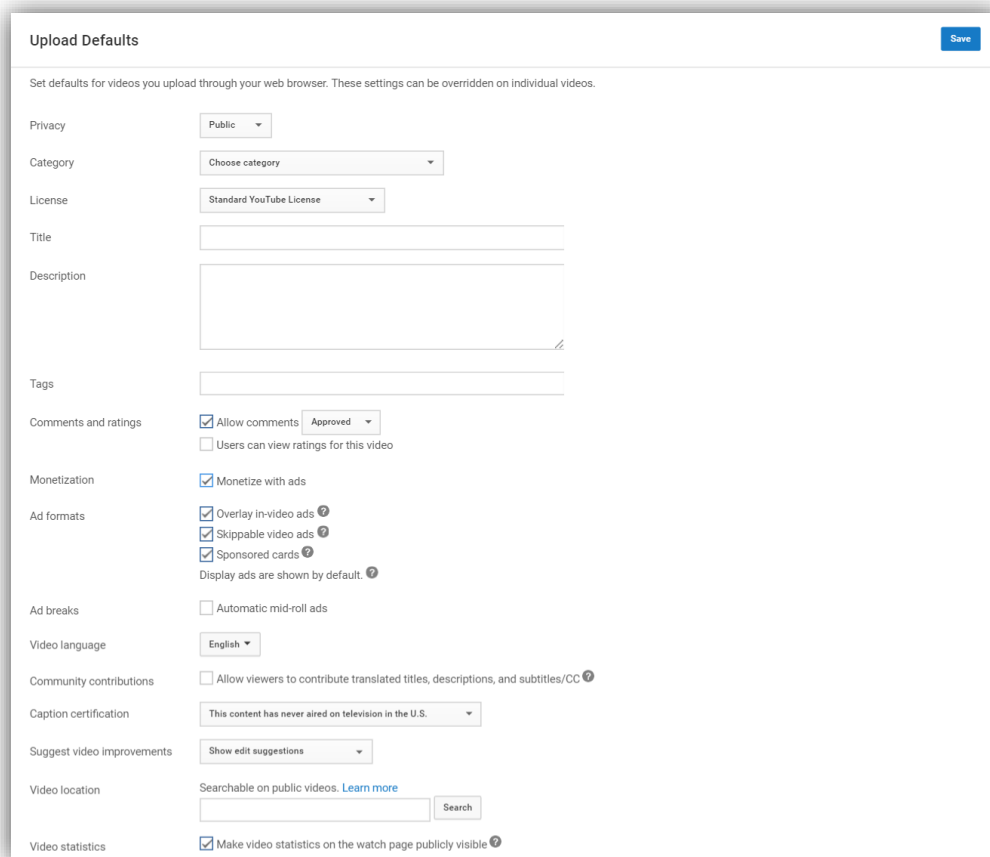
To get the most of this feature you need to be a [YouTube partner](#), which will allow for ad format and monetization defaults to be set. The most helpful default that you can set up is with the **Description** and **Tag** sections.

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 title is 'Upload Defaults' and there is a 'Save' button in the top right corner. Below the title, there is a subtitle: '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, 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, Search button), and 'Video statistics' (Make video statistics on the watch page publicly visible checked).

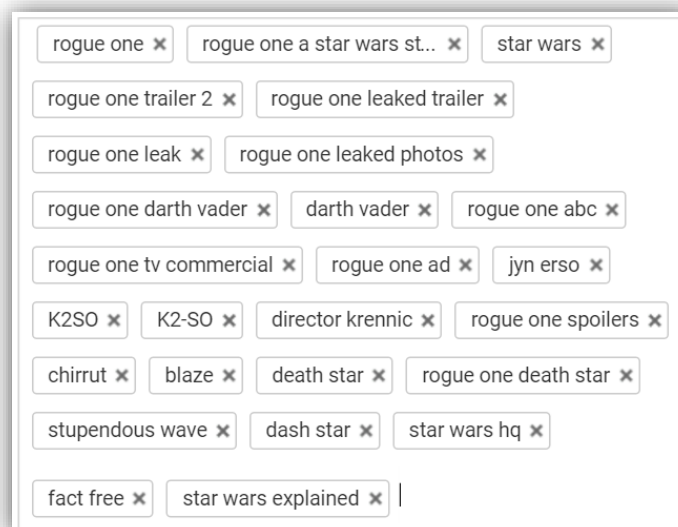
## 4 Tags

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: keywords”:
      - Step 4: Use Tags

Example tags:



Example source code (tag search):



```
,"keywords": "rogue one,rogue one a star wars story,star wars,rogue one trailer 2,rogue one leaked trailer,rogue one leak,rogue one leaked photos,rogue one darth vader,darth vader,rogue one abc,rogue one tv commercial,rogue one ad,jyn erso,K2SO,K2-SO,director krennic,rogue one spoilers,chirrut,blaze,death star,rogue one death star,stupendous wave,dash star,star wars hq,fact free,star wars explained","cr":"US","iv_invideo_url":"https://www.youtube.com/annotations_invideo?"
```

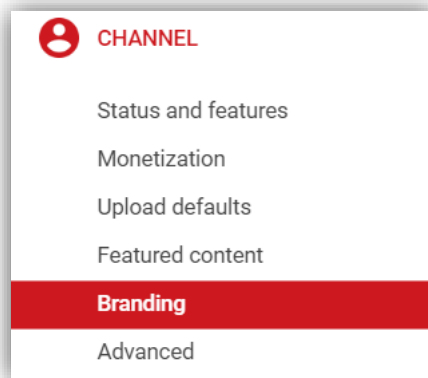
## 5 Branded Watermark

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.

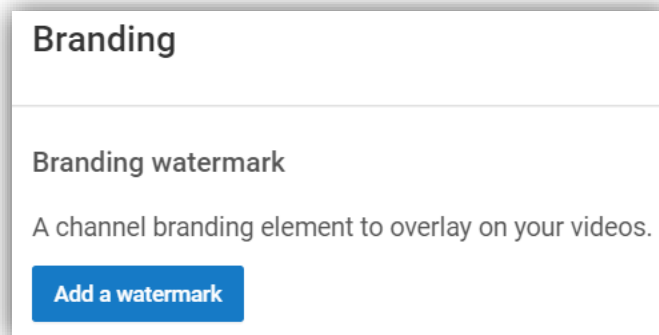
Branded Watermarks will allow your viewers another way to subscribe to your channel. By hovering over a watermark, a viewer will be given the option to subscribe. If that viewer has already subscribed, they will not be given the option to subscribe again. Note: This only becomes an option on a desktop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

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

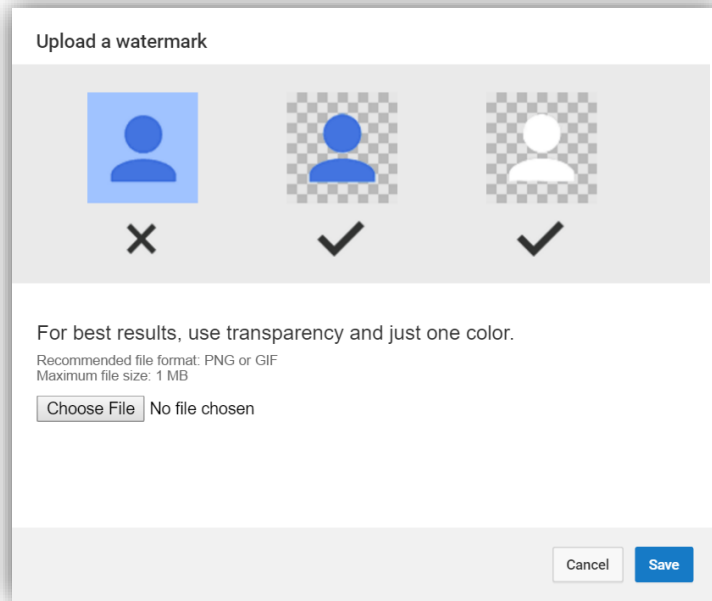
**Step 1:** Go to Channel / Branding Menu



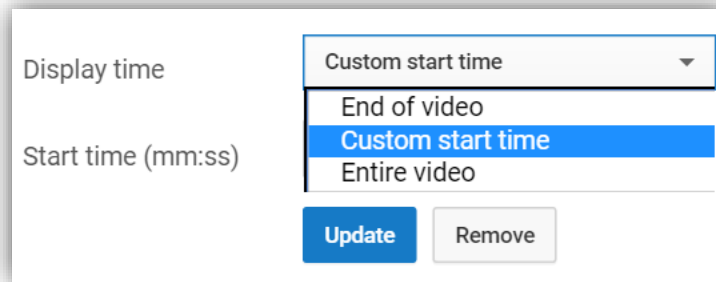
**Step 2:** Click on “Add a watermark” button



**Step 3:** Upload watermark image & click save

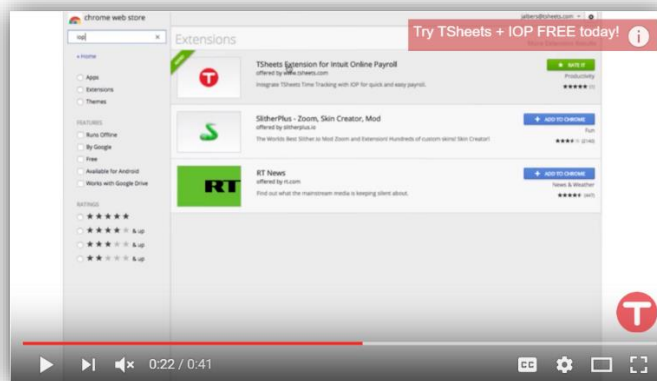


**Step 4:** Select watermark display time & click “update” button

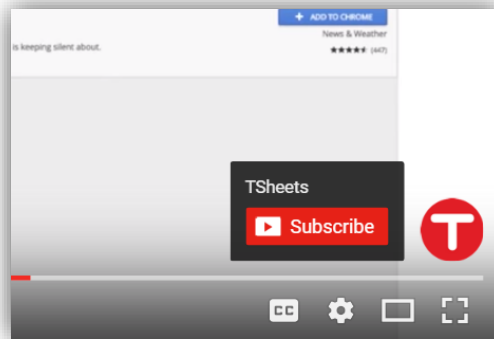


*Example Branded Watermark:*

Branded Watermark – Pre-Mouse Hover



## Branded Watermark – Post-Mouse Hover (Unsubscribed User)



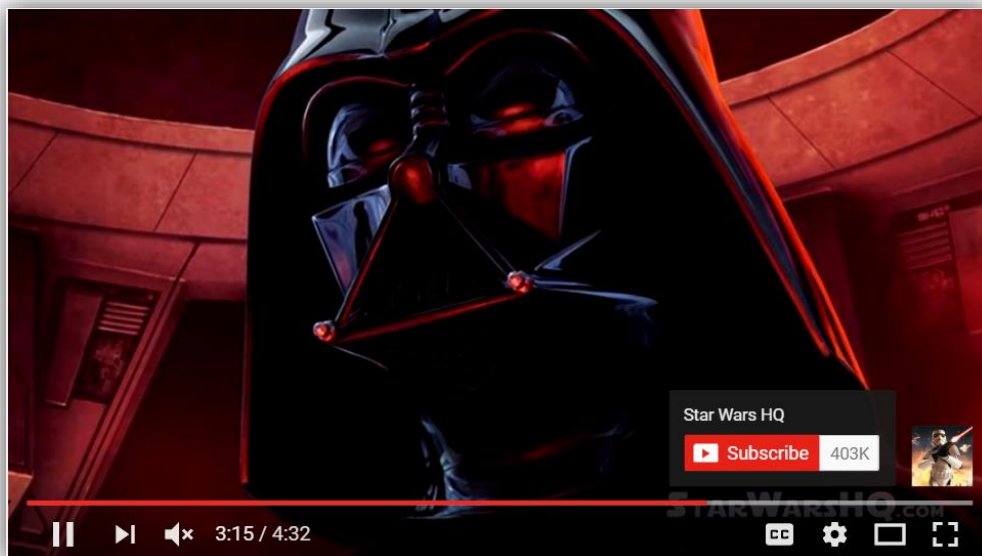
Video Link: <https://youtu.be/4zSNyOUfoFg>

*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>

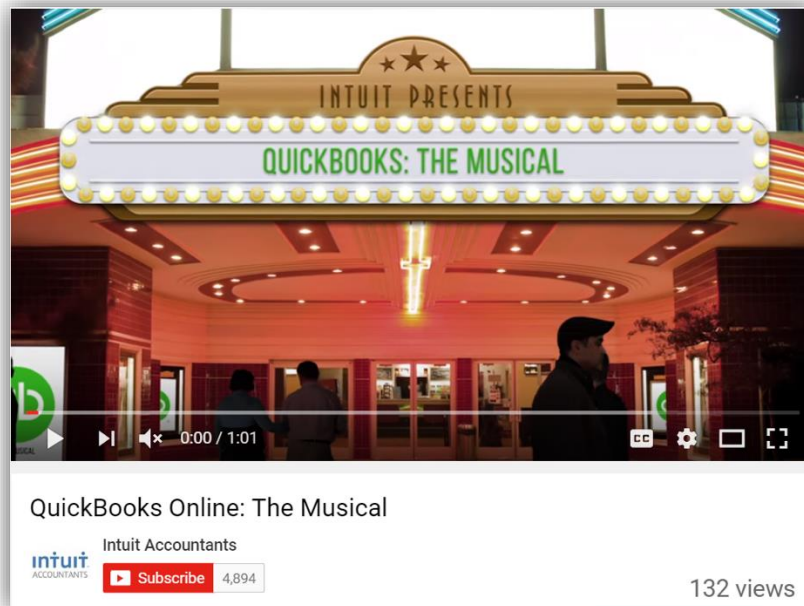
## 6 Video Intro

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 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)
- Flashy doesn't necessarily mean better
- As an option, professionals are available to handle this work at an affordable price.

*Example of video with video intros:*



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

*Example of video with video intros:*



The video player shows a scene from Star Wars with the text "STAR WARS HEADQUARTERS" overlaid in large yellow letters. The video progress bar indicates 0:04 / 4:32. The video 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 video has 2,644,448 views.

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

Example of video with video intros:



The video player shows a video titled "Honest Trailers - Star Wars" by the channel "Screen Junkies" with 5,660,402 subscribers. The video has 5,751,211 views, 68,074 likes, and 1,920 comments. The video progress bar indicates 0:03 / 5:49. The video is filled with comments from users like KingofErebor123, Emin Elyakubi, Nayantara, Gnator814, Michaela Fidel, Flora Lipsky, JakeCo Video Company, and Stefinn44, all expressing their desire for Star Wars Episode IV.



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

## 7 Video Exit / Outro

Just like a Video Intro, a **Video Exit / Outro** is an 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 interested in watching more of your content so they will both subscribe and click on another one of your videos.

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

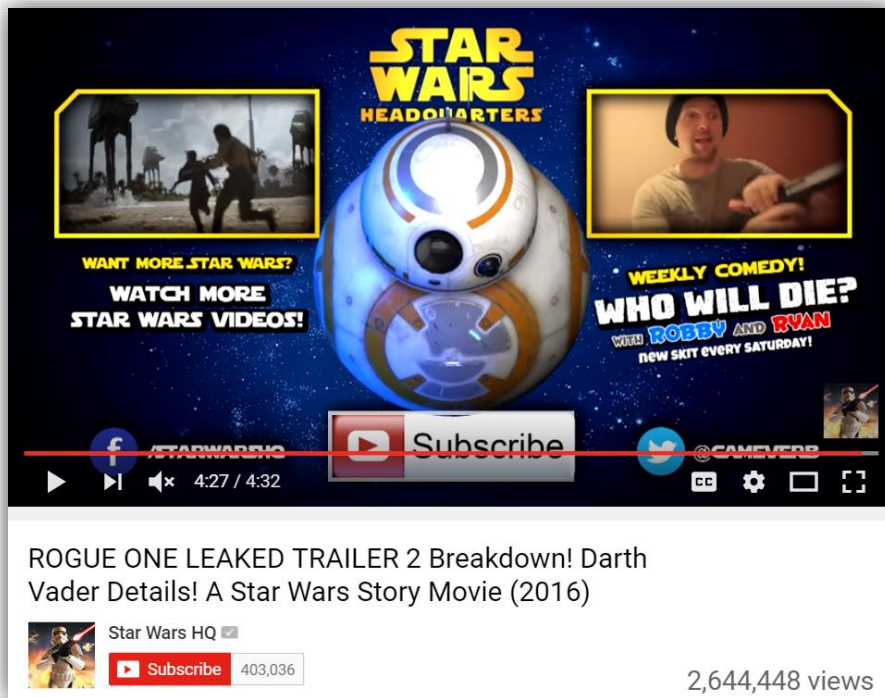
- Include logo / channel name
- Include a placeholder where you can include an annotation to subscribe to the channel
- Include a few placeholders where you can include annotations for additional videos
- Consider adding a placeholder for your current video to continue running in the background
  - This is not necessary but can be a wonderful way for people to listen to the final video summary 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:



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

Example of video with Video Exit / Outro:



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

## 8 Video Thumbnail

Creating a custom thumbnail for each of your videos allows 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

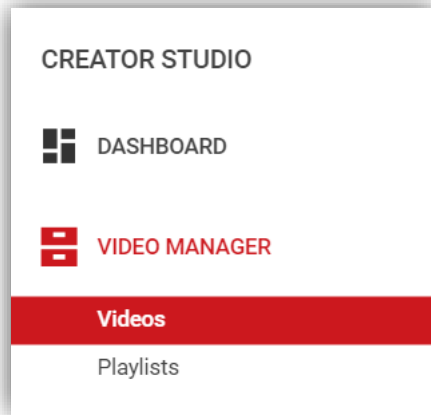
**File Size:** Less than 2MB

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

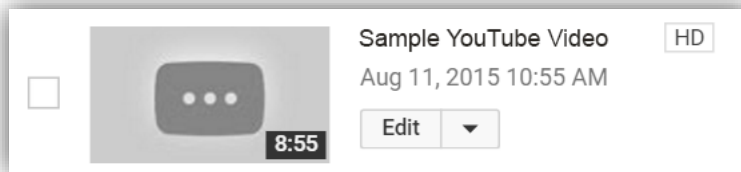
**Aspect Ratio:** 16 X 9

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

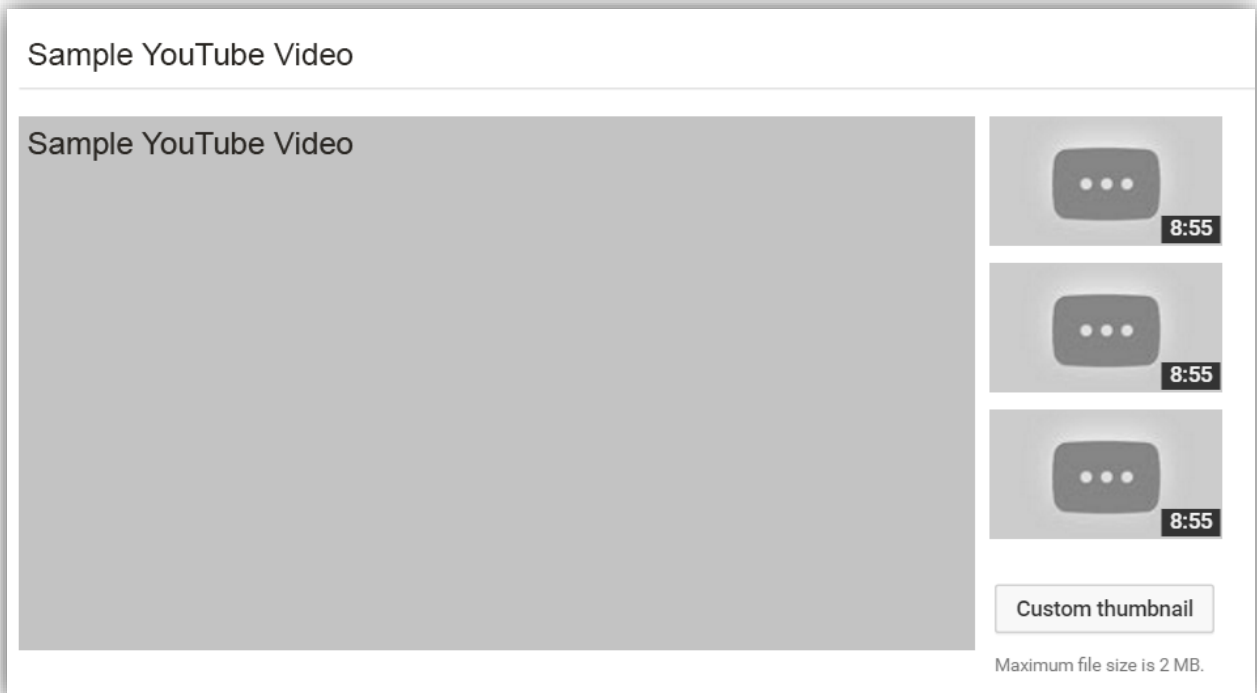
**Step 1:** Go to Creator Studio / Video Manager



**Step 2:** Select a Video you want and then select the Edit drop down.



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





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** 0:16

Charcuterie Platter | Holidays with Walmart  
Walmart  
385 views • 1 day ago



**Pumpkin Flatbrea** 0:16

Pumpkin Flatbread | Holidays with Walmart  
Walmart  
301 views • 1 day ago



**Celebra Con Un Twis** 1:01

Celebra Con Un Twist | Celebra La Navidad con Walmart  
Walmart  
590 views • 5 days ago

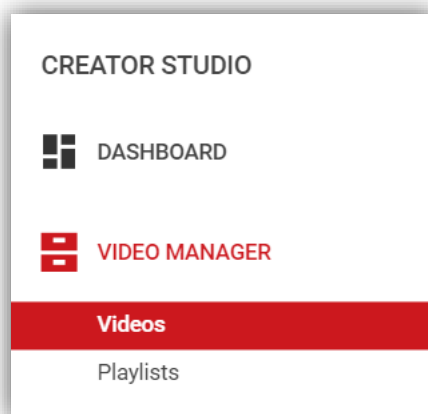
Video Link: <https://www.youtube.com/user/Walmart>

For further information on custom thumbnails see:  
<https://support.google.com/youtube/answer/72431?hl=en&rd=1>

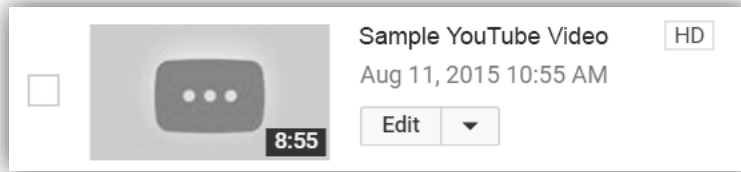
## 9 Video Transcription / Closed Caption

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.

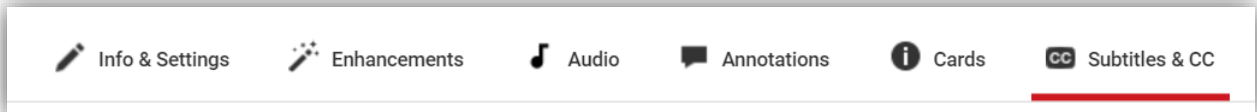
**Step 1:** Go to Creator Studio / Video Manager



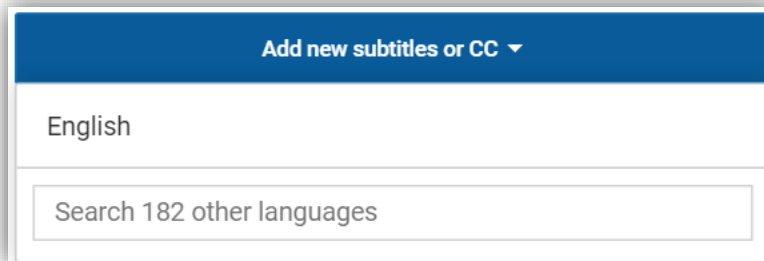
**Step 2:** Select a Video / Edit



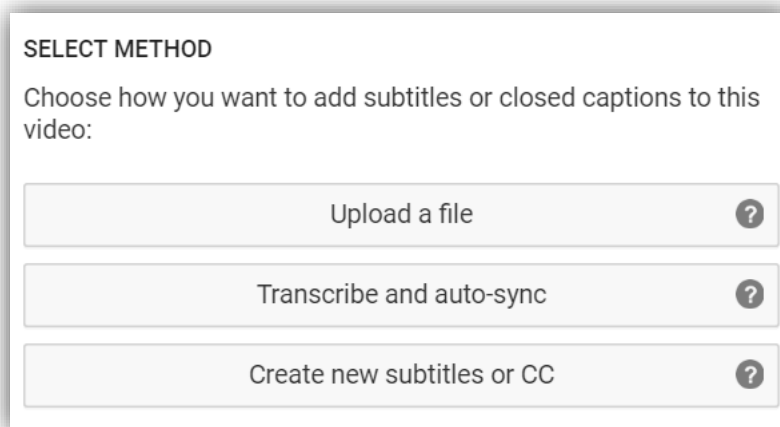
**Step 3:** Click on the “Subtitles & CC” Icon



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



**Step 3:** Choose your subtitle method



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

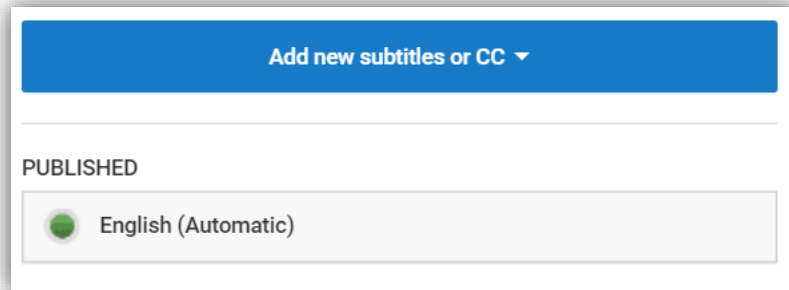
**Option 2 – Transcribe and auto-sync:** Type or paste in a full transcript of the video. Subtitle timings will be set automatically.



**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 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/vidoplayer.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:

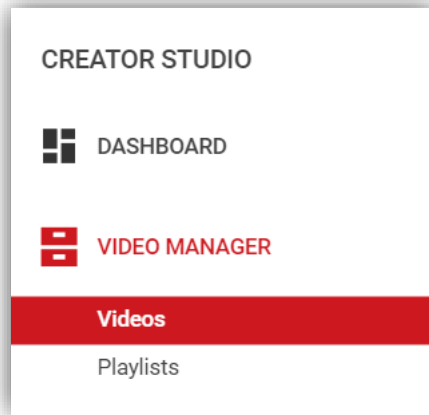
- Link to your homepage
- Ask viewers to subscribe to the channel
- Suggest additional videos

Optional uses:

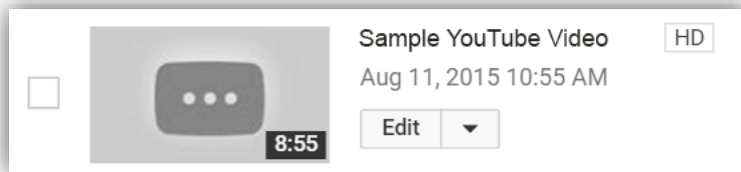
- Allow users to skip ahead to specific points within the video
  - If it's a how-to video, consider creating skip ahead annotations to each major section of the video.
- Add additional Calls to Action
- Create word bubbles to highlight important ideas

Here are the steps to include annotations:

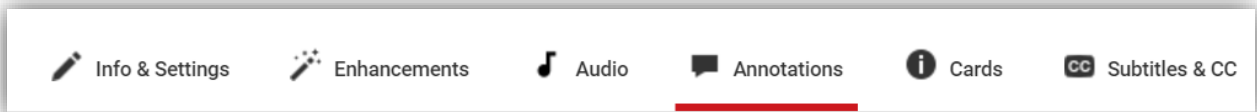
**Step 1:** Go to Creator Studio / Video Manager



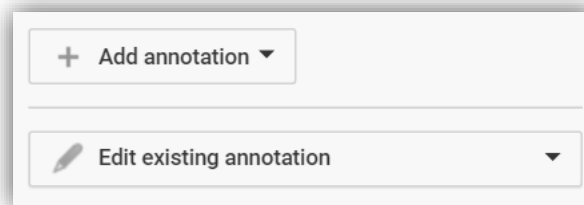
**Step 2:** Select a Video / Edit



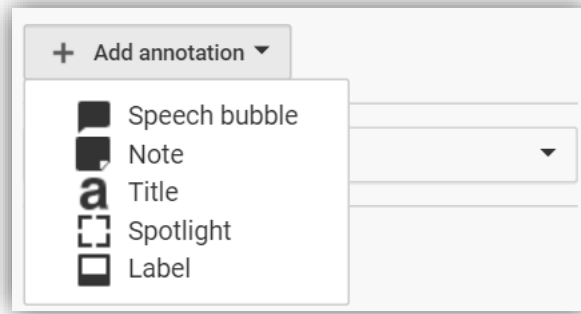
**Step 3:** Click the Annotations Icon



**Step 4:** Click the “Add Annotation” drop down



**Step 5:** Choose your Annotation Type



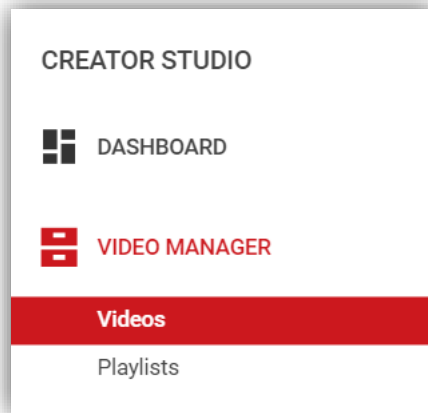
## CARDS

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

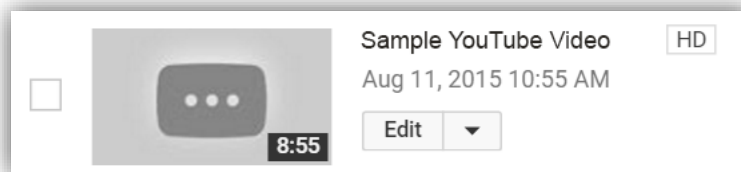
- Promote another video or playlist
- Conduct a quick viewer poll
- Promote another channel
- Feature a non-profit
- Add a link to an approved website

Here are the steps to include cards:

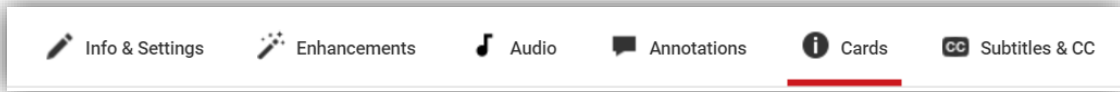
**Step 1:** Go to Creator Studio / Video Manager



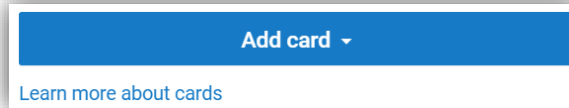
**Step 2:** Select a Video / Edit



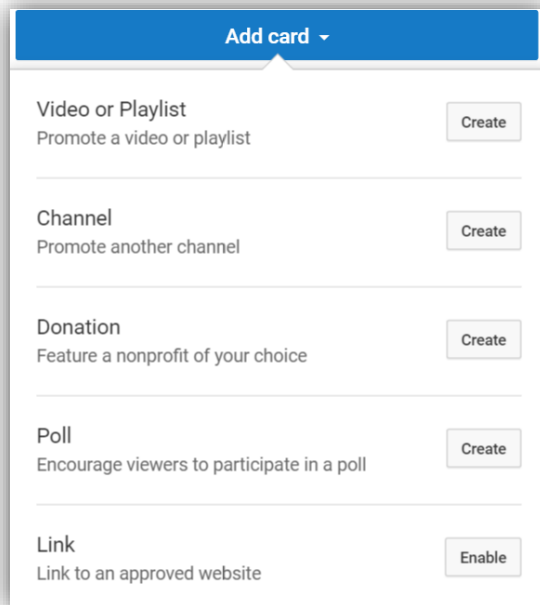
**Step 3:** Click the “Cards” Icon



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

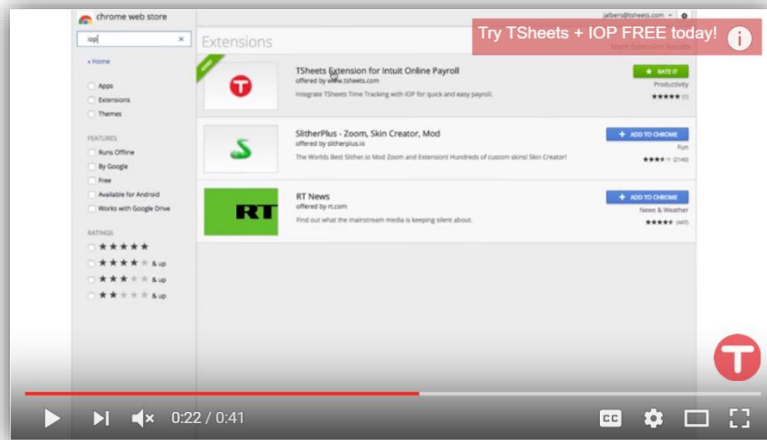


**Step 5:** Choose your Card / Annotation type



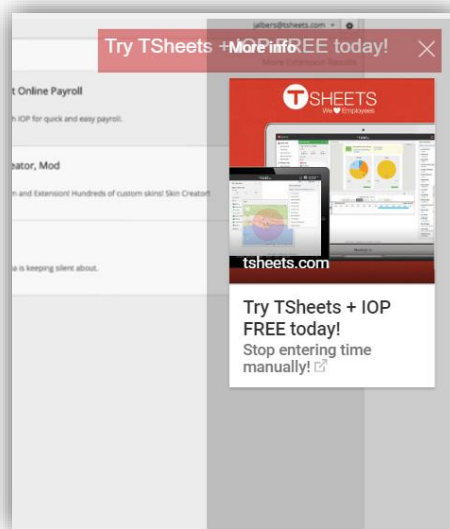
*Example Cards:*

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 will 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