

CREATING A YOUTUBE CHANNEL IN 20 MINUTES

Youtube.com > Create an account this becomes a “Google Account” that you can use to sign into YouTube to create a new YouTube channel or edit an existing channel.

Click on Upload: This will take you to channel registration page. You must create a channel to upload videos.

Username. Choose wisely this is the name that is going to show up in the URL

- Use your name, company name, product, slogan, brand etc –
- YouTube will check to see if the name is available then you can continue by clicking “Next.”

Privacy and Sharing: – What activity you want people to see on your channel.

DONE: Takes you to main page in upper right is your URL link click on drop down menus and select “My Channel.”

It’s a good idea to upload some videos and organize them before you start doing the design. This way you’ll see how the videos will be displayed when you choose the different designs.

Click on “Upload” you’ll be taken to the upload page. You can drag and drop videos to this page or choose file to be uploaded. As the videos are uploading you can rename them, describe them and tag them.

TITLE: Most important: This is what search engines use. What are people searching for?

DESCRIPTION: Be sure to include links to your site or sites in the description. Make sure to use the http:// prefix so it will appear as hyperlink.

TAG: Use the most descriptive words. Notice that Best Motivational Speaker is 3 separate tag words. Use quotes to make it a phrase, “Best Motivational Speaker.”

You can do these steps with all the videos while they are loading. Be sure to “Save” all changes and additions. Once the videos are uploaded YouTube will give you the URL link that you can use for sharing. This link will appear anytime you click on “Share” in the player mode. You’ll also have the option to choose a thumbnail photo to use when the video is displayed. If you have several videos to upload and they’re all about 5 minutes this could take a long time. Fill in the information and go out for a long walk. You can always add or edit information later from the Video Manager.

Click on “Video Manager” You’ll see all the videos that have been uploaded. You can go to this page to edit your videos at anytime, changing or adding tags, description and thumbnail image.

Create Playlist. When you have multiple videos you can use the playlists to organize them the way you would music. Click on the box next to the video you want to add. Then click on “+Add to” tab above the video list > Add to new playlist. Add info in Playlist title and Playlist description Then Click “Create Playlist.”

When you add new videos they show up in the “Uploaded” channel only by default. You must manually move them to other channels in the Video Manager. Go back to the main drop down window and return to, “My channel.”

Designing Your YouTube Channel – How it Looks and How it’s Displayed

My Channel > Edit Channel

FIRST TAB: APPEARANCE

Avatar: upload small square photo that appears throughout YouTube when you’re making comments

Choose a background image and or choose a background color. If you know the Pantone color number from your website use that. Play around with different types of images. You can always change the image by clicking “remove” and then “choose” to select a new image. Look at designs and have someone design an image to place. Look at [Mark Sanborn’s Channel](#) and how about the [Discovery Channel](#) How did they do that?

SECOND TAB IS “INFO AND SETTING”

[CookingWithVinny.com](#) • [Facebook.com/cookingwithvinny](#) • [YouTube.com/cookingwithvinny22](#) • [VinnyVerelli.com](#)

TITLE: Have more freedom here. URLs have to be distinct not titles.

DESCRIPTION: Will appear on the right side. Links placed in THIS description will not be hyperlinks.

TAGS: These are tags that describe the channel and you generally as apposed to specific video

DEFAULT TAB: This will be the tab; Feed, Featured or Video that people will be taken to when they come to your channel. I like to use the Featured Tab.

“Always take subscribers to the feed tab.” Someone who has subscribed to your channel is usually looking for new content. Taking them to the feed accomplishes this.

THIRD TAB IS “FEATURED TAB”

This is the layout of the page and what will be displayed. “Blogger” is best look for professionals who want to show their own content, not the content of other people. Also gives the visitors a better choice of what they want to look at. I like to show a “featured video so I always click the “Enable feature tab.” **Click “Done Editing”**

Now select a featured Video. Follow the prompts. The more videos and playlists you have the more options are available to you. When you click on “Choose a feature video” You have the option of selecting an individual playlist to be the feed and then an individual video to be the “feature” which will stay the featured video until you change it or selecting the box “Most Resent Video in Featured Set.” The feature video will change as you add new content to the featured set. **Click on Apply**

Continue Editing and adding to the channel

On the right there is “About your channel name” Click on the “Edit” button on the right and you can now add hyperlinks and connect to social media. Create links to your website and blogs and fan page on facebook etc. You can drag the triple horizontal bars to change the order of the links. You can also add personal profile information. **Be sure to click “Apply.”**

Scroll down to +Other Channels. Here you can put links to other channels you want to promote. Your other channels those of associates or resources you want to send people to. Click on the +Other Channels link. The default name is “featured Channels.” You can change this. Then in the box type in the name of the channel. This is NOT the name but the URL name/user name. I have a channel cooking With Vinny, but the url is cookingwithvinny22 as someone had Cookingwithvinny. Make sure you click apply when you are finished adding channels.

Go back to the main Channel dropdown menu and click on “Settings”

Profile Settings: Change or add profile information. This information is visible to viewer when the click the “more” tab under “About Your Channel.”

Email Options: Tell YouTube when to notify you by email when certain actions are taken

Sharing: Gives you the option to display (share) on your channel certain actions you take.

Can also connect to social media to let people know when you’ve uploaded a new video.

Privacy: Yeah, good luck. If you want privacy, don’t get online.

Mobile: Upload videos from your phone. Gives you an email address to use that is yours.

Manage Account: Captions and Subtitles, Ads on your videos. Close account.

Monetize: Really?

At this point unless you have multiple videos and or playlists there is not much more to edit. Going now to an active channel, <http://youtube.com/cookingwithvinny22> to show some of these other features. Click the “Sign Out” to leave this channel then sign into another channel so you can edit it.

NOTES: I’ve tried to explain a lot in 20 minutes. I’m sure I left some gaps and of course there was no time for questions. If anything is unclear to you or if you have questions, email me at vinny@motivatethis.net - I’m also planning to do a video a screen capture of this.