

Advanced Blog Training

YouTube Optimization

September 2018



By Dave Foreman

YouTube | CHANNEL BEST PRACTICES

“ Online users love videos. In fact,
[4x as many customers would rather watch a video about a product than read about it.](#)”

-Search Engine Watch

Your Channel Name

Consider putting a keyword into your YouTube channel name. For instance, instead of “Company name”, try “Company name: Keyword” for a better chance at ranking in search results.

Example:

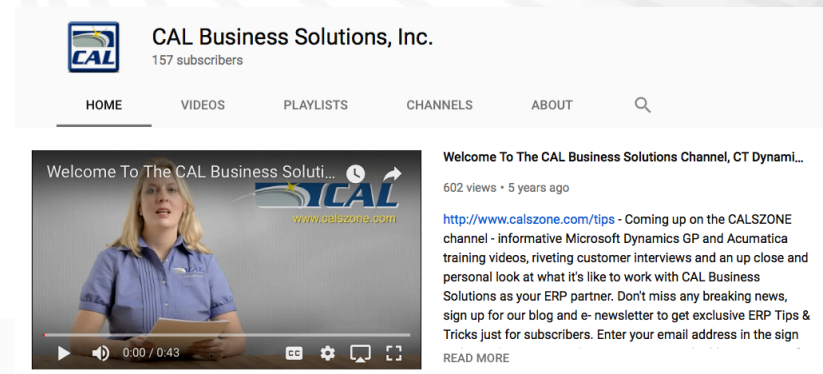
CAL Business Solutions | Microsoft Dynamics Gold
Partner

Channel Trailer for New Visitors

When a new visitor lands on your YouTube channel, the channel trailer will capture the visitor's attention.

What does your channel trailer tell new visitors about your channel?


- Create a trailer for new visitors to welcome them to your channel--tell visitors what your channel is about and introduce yourself as if no one has ever heard of you
- Establish your credibility—don't talk about your value, give examples of it
- Tell visitors what they will get if they subscribe to your channel, and ask them to subscribe both vocally and textually within the video
- Keep your video short and to the point—hook viewers within the first few seconds



Featured Video for Subscribers

New visitors aren't the only ones watching your channel's featured video. Returning subscribers already know what your channel is about so feature content relevant to them.

Feature the video or playlist that you think would be of interest to the largest percentage of your returning subscribers--or, you can choose to feature your latest upload automatically once you update your settings.



For returning subscribers

For new visitors

Choose a video or playlist to feature here.

Note: Featured content won't show if you're live streaming.

Feature content

Default content ?

Latest upload

Featured Videos

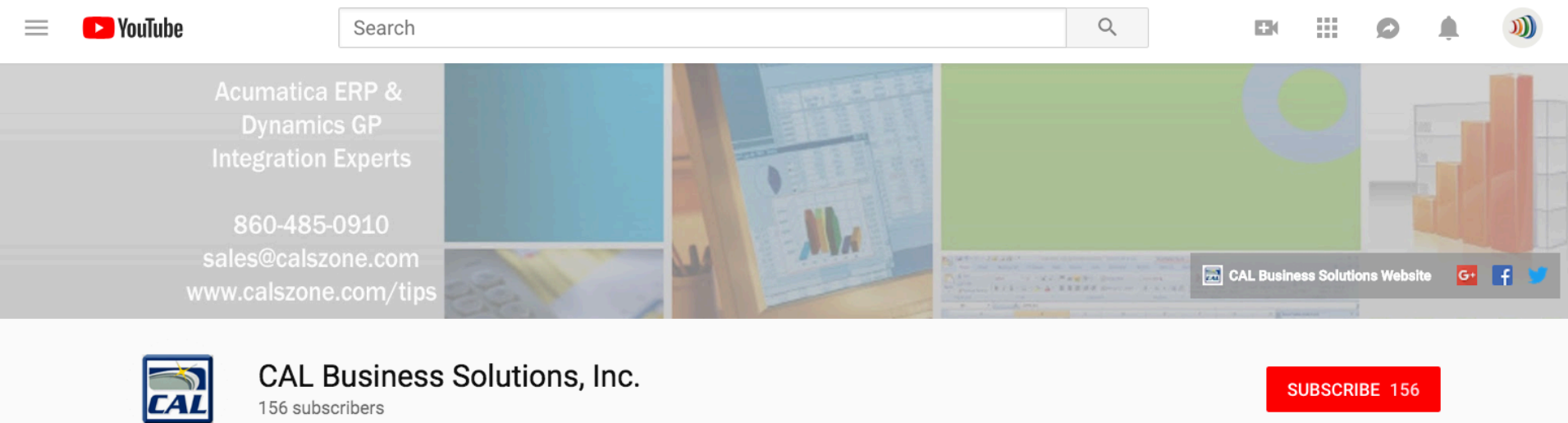
KEEP IN MIND:

Featured videos for both new visitors and returning subscribers auto-play on your channel. Unfortunately, there is no setting to turn off the auto-play feature.

Optimize Your Channel Art

Your channel art appears at the top of each page on your channel. Here are some questions to consider when designing your channel art:

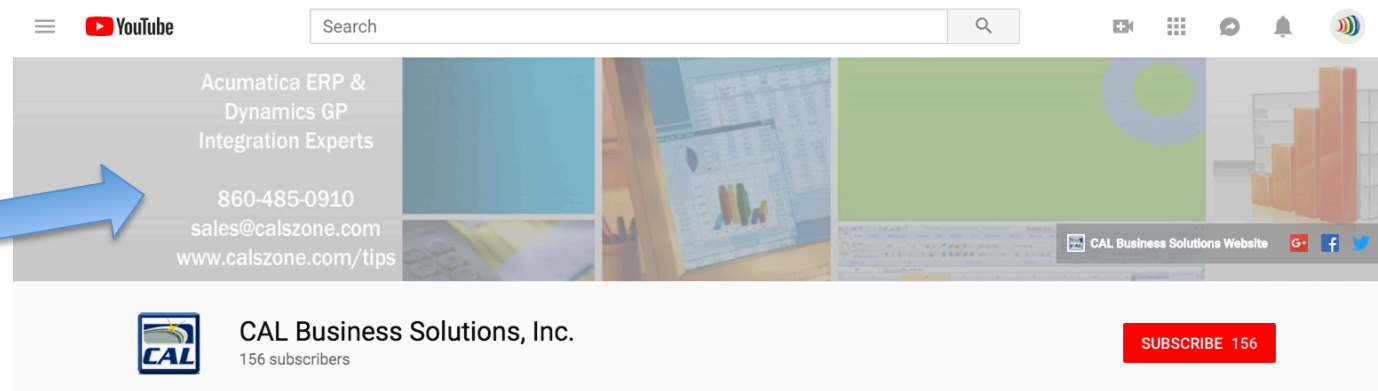
- *How do you want to brand your channel?*
- *What do you want visitors to know about you?*
- *What message do you want to be consistent across your channel?*



Optimize Your Channel Art

YouTube channel art is necessary to fully brand your channel, making it look both distinctive and more credible. Consider implementing some of these elements into your channel art design:

1. Your company's contact information

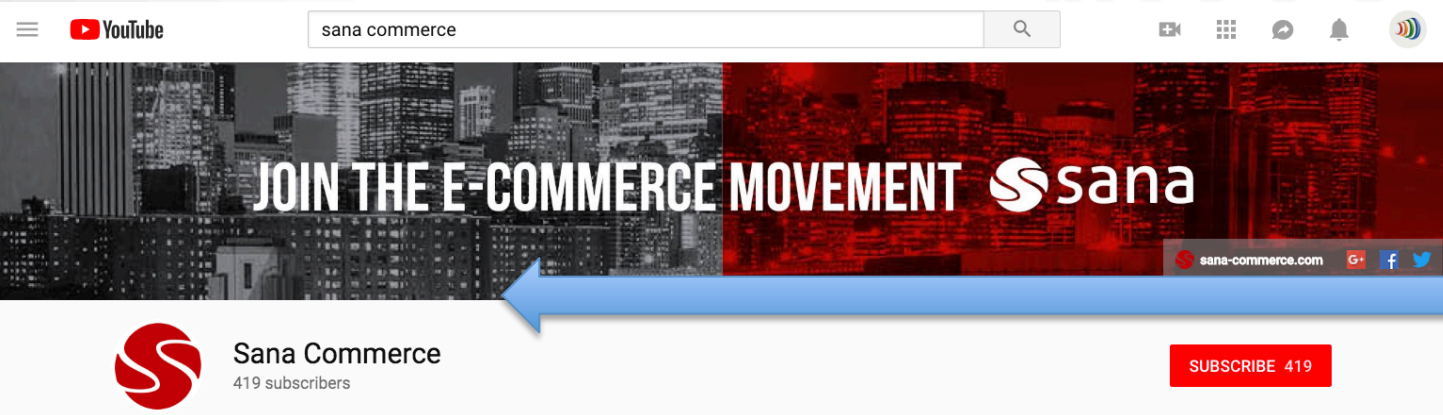
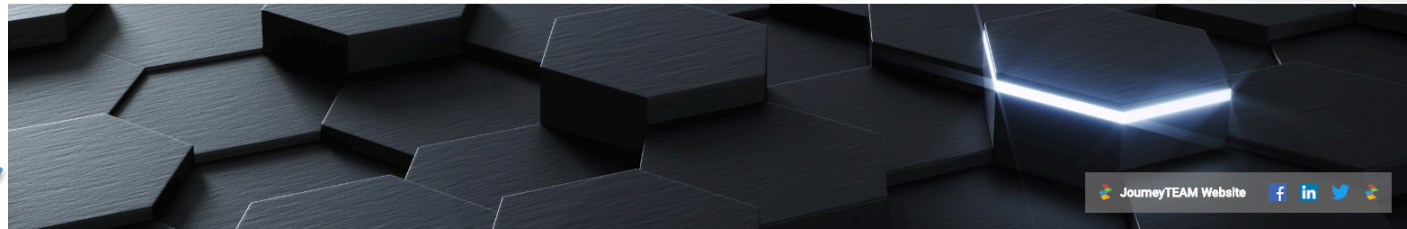


2. A graphic that shows what your company offers

Optimize Your Channel Art

Consider implementing some of these elements into your channel art design:

3. A sharp, high quality image



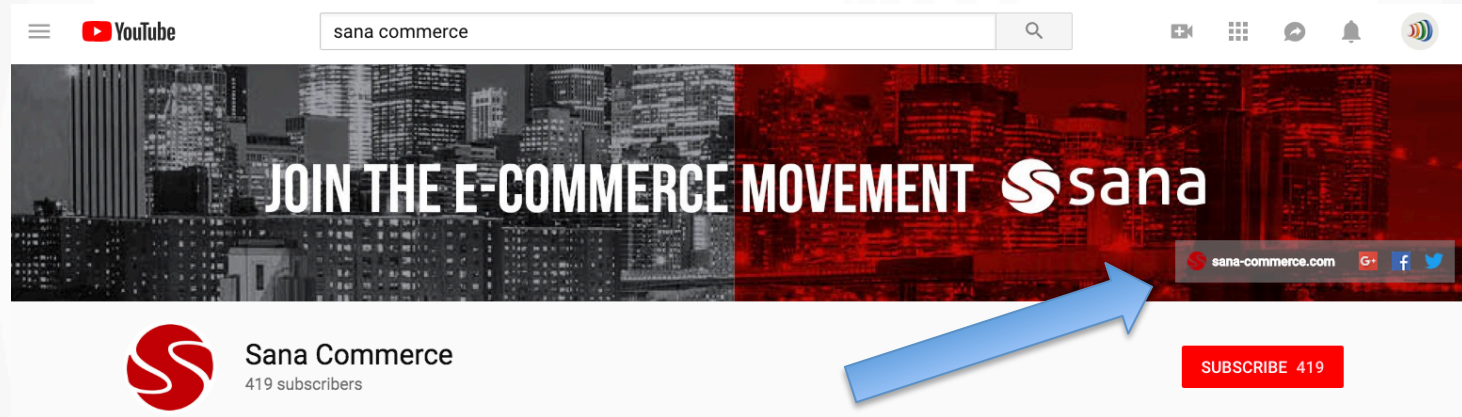
4. Use the same or similar colors, font, logos and taglines from your business logo

Optimize Your Channel Art

You may like these other channel art optimization tips:

- Do you have a big event you want to promote? Consider designing and uploading a temporary channel art design to spread the word.
- Keep in mind that channel art looks different on desktop, mobile and TV displays. [Click here](#) to learn more about sizing guidelines, safe areas and more.
- Less is more. Simple, clean designs are always best.
- *Don't forget about the channel art overlays...*

Optimize Your Channel Art



Set up website and social sharing links for your channel under the 'About' section of your channel. Choose to overlay up to five links. We recommend starting with a link to your website, followed by links to your most active social media profiles.

***Tip* - Name your website link clearly with the URL or your brand + website**

Optimize Your About Tab

If there's a section to fill, don't leave it blank!

Optimize Your Channel Description

Your YouTube channel description is an overview of your business and brief outline of what type of content you publish on your channel.

Why is it important?

Your Channel Description: IT'S IMPORTANT

The first 100-150 characters of YouTube channel description ***appear as a snippet*** next to your channel in search results.



AKA Enterprise Solutions

343 subscribers • 151 videos

Welcome to AKA Enterprise Solutions' YouTube Channel! As a leading Gold Certified Microsoft Partner we are dedicated to the ...

Your Channel Description: IT'S IMPORTANT

Your channel description *helps people find your channel*. Think of keywords that people would type into YouTube to find your channel. Then, sprinkle those keywords into your channel description.



CAL Business Solutions, Inc.

157 subscribers

HOME

VIDEOS

PLAYLISTS

CHANNELS

ABOUT

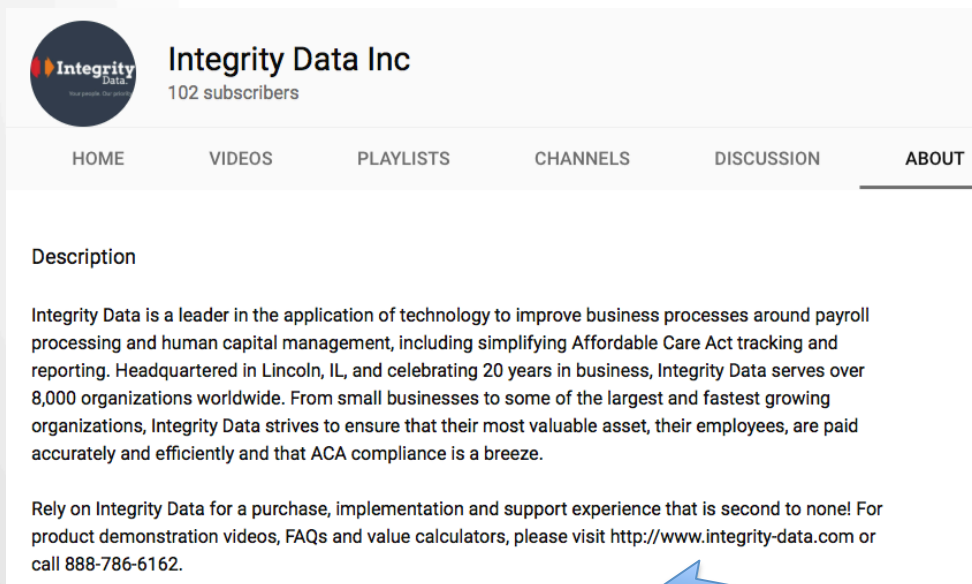


Description

<http://www.calszone.com> CAL Business Solutions is a Connecticut **Microsoft Dynamics GP** (Great Plains) partner specializing in, Implementation, Training, Integration, Customization and Support **Dynamics GP** is full featured affordable ERP/accounting software built on the highly-scalable platform of Microsoft technologies. We are a practical, hardworking team that has built our reputation on giving honest advice, straightforward answers, and a software system that works. If you are considering new accounting software, upgrading your existing system, or currently use **Microsoft Dynamics GP** and want expert support and training contact CAL at 860-485-0910. For a free **Microsoft Dynamics GP** price quote visit <http://www.calszone.com/quick-quote>.

Serving companies nationwide—focused on Connecticut, Massachusetts and Rhode Island.

Your Channel Description: IT'S IMPORTANT



Integrity Data Inc
102 subscribers

HOME VIDEOS PLAYLISTS CHANNELS DISCUSSION ABOUT

Description

Integrity Data is a leader in the application of technology to improve business processes around payroll processing and human capital management, including simplifying Affordable Care Act tracking and reporting. Headquartered in Lincoln, IL, and celebrating 20 years in business, Integrity Data serves over 8,000 organizations worldwide. From small businesses to some of the largest and fastest growing organizations, Integrity Data strives to ensure that their most valuable asset, their employees, are paid accurately and efficiently and that ACA compliance is a breeze.

Rely on Integrity Data for a purchase, implementation and support experience that is second to none! For product demonstration videos, FAQs and value calculators, please visit <http://www.integrity-data.com> or call 888-786-6162.

Your channel description is an opportunity to ***create a call to action*** targeted to your visitors.

Your CTA could be related to your website, services, videos, etc. We recommend trying to convert visitors into subscribers.

Optimize Your Video Titles

Just as you would when writing a blog post title or a title tag for a website, consider keywords when writing your video title. You want your title to explain what your video is about. We also recommend ending your YouTube video title with your brand name.



External Accountant Access in Microsoft Dynamics 365 Business Central | JourneyTEAM

Journey TEAM • 29 views • 3 months ago

<https://JourneyTEAM.com/BusinessCentral> | Learn how small businesses can easily invite external accountants to access ...

Optimize Your Video Descriptions

Your video description is an overview of what your video is about. Let's take a look at video description best practices...

Optimize Your Video Descriptions

Make the first 100-150 characters count—and make them unique!

- We recommend starting all of your video descriptions with a **link back to your website**. Make sure you use

https:// so your website appears as a hyperlink in the description.



CAL Business Solutions, Inc.
Published on Oct 28, 2014

<http://www.calszone.com/10questions>: In the past, the practice day or week to place a master purchase order was the n

- **Start your description with a call to action**, like 'learn' or 'watch'.
- **Let viewers know what your video is about in the first sentence** so they know what to expect from your video.



Crestwood Associates LLC
Published on Jun 19, 2018

Learn how to easily create a job in Microsoft Business Central, including how to use headings within each task, how to add usage to a resource, and how to easily create invoices from the job.

Optimize Your Video Descriptions

- **Include keywords in your description.** Just like the channel description, your video description helps viewers find you in search results.
- **Be thorough.** The maximum video description length is 5,000 characters, which is roughly 800 words.
- **Include a video transcription.** If you find yourself with lots of room remaining in the description, add a video transcription under your video description. This is a great opportunity for SEO as it will use keywords and provide more detail about your video.
- Remember, viewers will have to click to read below the 'SHOW MORE' fold. **Include the most important information (and keywords) in the first few sentences** so it does not get cut off.



Journey TEAM
Published on Jun 20, 2018

<https://JourneyTEAM.com/BusinessCentral> | Learn the procure to pay process in Microsoft Dynamics 365 Business Central by watching this video demo. This video will demonstrate accounts payable invoice creation and the multiple options for vendor payment methods in Business Central

SHOW MORE

Optimize Your Video Descriptions

- **Include social media links** in your description. Any links will become hyperlinks when you add https:// (or http://).
- At a minimum, **include a call to action at the end of your description.**
- **Bullet points make for easier reading.**

Do you have a list of products or services in your description that could be converted from a paragraph into a list? **Tip*- You can't make a bulleted list by clicking a button, you have to manually create the bullets with your keyboard.*



Journey TEAM

Published on Jun 20, 2018

<https://JourneyTEAM.com/BusinessCentral> | Learn the procure to pay process in Microsoft Dynamics 365 Business Central by watching this video demo. This video will demonstrate accounts payable invoice creation and the multiple options for vendor payment methods in Business Central through these steps:

- Entering a purchase invoice
- Paying the vendor
- Reviewing the vendor balance
- Auto suggesting appropriate payments

The first step is to enter in the purchase invoice. Log in to Business Central and select a

.....

Watch our Dynamics 365 Business Central playlist to learn how to use other helpful tools in Business Central: <https://www.youtube.com/playlist?list...>

JourneyTEAM is a Microsoft Gold Certified Partner providing customized IT solutions and individualized service. JourneyTEAM has over 20 years of experience successfully delivering IT business solutions to a wide range of industries:

- Healthcare
- Distribution
- Construction
- Professional services
- Manufacturing
- Financial services and more

Contact us to learn more about the best strategic solutions for your business needs.
800.439.6456 | <https://JourneyTEAM.com/BusinessCentral>

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- LinkedIn: <https://www.linkedin.com/company/jour...>
- Twitter: https://twitter.com/journeyteam_ut
- Google+: <https://plus.google.com/1085006669309...>

Optimize Your Video Descriptions

- **Describe your company and expertise** in your description. You have a generous amount of description space, so talk about your company.
- **Use tags** to help your videos rank higher. Use keyword and brand-specific tags. You can set video upload defaults—including tags. This feature saves you time from entering, for example, a tag for your brand on every video you upload.

Video Descriptions in Search

The first 100-150 characters of YouTube video description ***appear as a snippet*** next to your channel in search results,
SO MAKE SURE YOU MAKE THE BEST USE OF THESE CHARACTERS

Where Do Video Descriptions Appear?

The key places video descriptions appear are in ***YouTube search results***, search engine results and under the video.

Video description in YouTube search results:

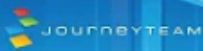
 Dynamics 365 Business Central

Procure to Pay

Procure to Pay in Microsoft Dynamics 365 Business Central |
JourneyTEAM

Journey TEAM • 14 views • 3 months ago

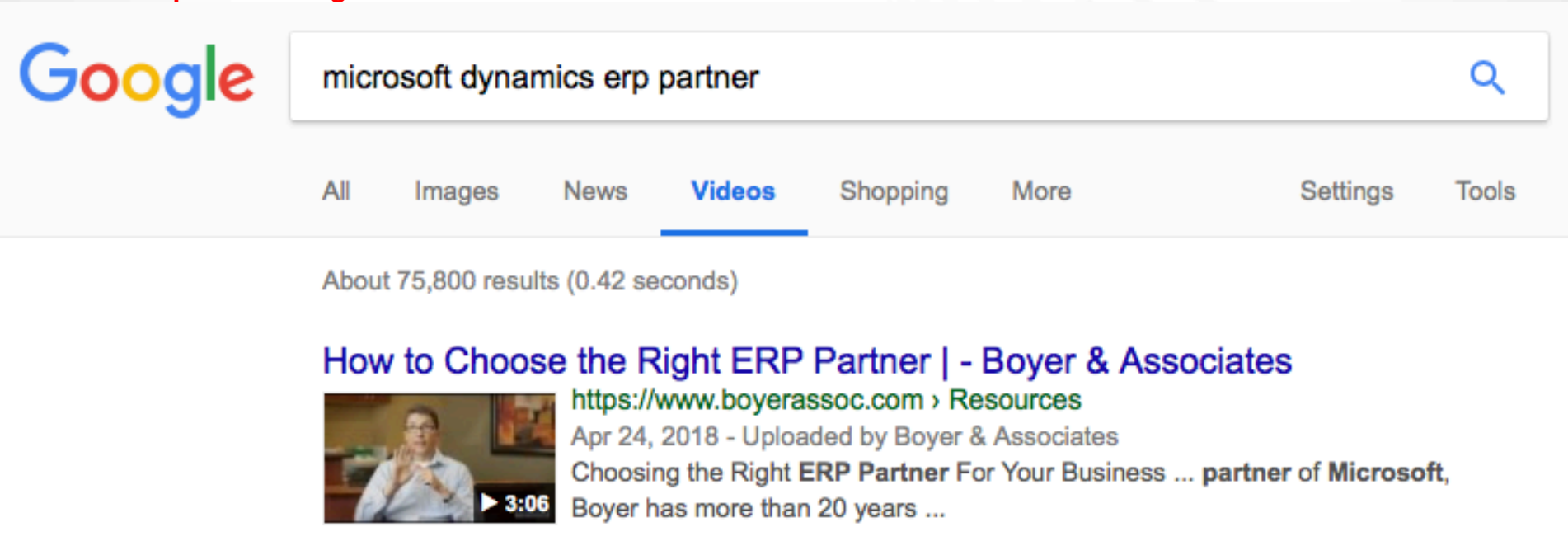
<https://JourneyTEAM.com/BusinessCentral> | Learn the procure to pay process in Microsoft Dynamics 365 Business Central by ...

 3:07

Where Do Video Descriptions Appear?

The key places video descriptions appear are in YouTube search results, *search engine results* and under the video.

Video description in Google search results:



The screenshot shows a Google search interface. The search bar contains the text "microsoft dynamics erp partner". Below the search bar, the "Videos" tab is selected. The results show "About 75,800 results (0.42 seconds)". The first video result is titled "How to Choose the Right ERP Partner | - Boyer & Associates" with a thumbnail showing a man speaking. The description below the video includes the URL "https://www.boyerassoc.com > Resources", the upload date "Apr 24, 2018 - Uploaded by Boyer & Associates", and the text "Choosing the Right **ERP Partner** For Your Business ... **partner of Microsoft**, Boyer has more than 20 years ...".

Google

microsoft dynamics erp partner

All Images News **Videos** Shopping More Settings Tools

About 75,800 results (0.42 seconds)

How to Choose the Right ERP Partner | - Boyer & Associates

<https://www.boyerassoc.com> > Resources


Apr 24, 2018 - Uploaded by Boyer & Associates

Choosing the Right **ERP Partner** For Your Business ... **partner of Microsoft**, Boyer has more than 20 years ...

Where Do Video Descriptions Appear?


The key places video descriptions appear are in YouTube search results, search engine results and ***under the video***.

Video description under video:



Procure to Pay in Microsoft Dynamics 365 Business Central | JourneyTEAM

15 views

 **Journey TEAM**
Published on Jun 20, 2018

<https://JourneyTEAM.com/BusinessCentral> | Learn the procure to pay process in Microsoft Dynamics 365 Business Central by watching this video demo. This video will demonstrate accounts payable invoice creation and the multiple options for vendor payment methods in Business Central

SHOW MORE

Video Thumbnails

What are video thumbnails and why do we use them?

Video Thumbnails

You may have created a video thumbnail without even knowing it. When you upload a video to YouTube, video thumbnail options will be generated automatically.

The video thumbnail is the first visual cue for your video content, so don't overlook the importance of making a great thumbnail. A good video thumbnail should:

- Convey the subject of the video content
- Compel the viewer to click through to the video
- Differentiate your brand

Video Thumbnail Best Practices

1. Use your thumbnail as your video's movie poster
2. Include the title or select keywords
3. Use expressive faces to attract viewer attention if your video features a person
4. Zoom in and out of your thumbnail to see if it looks good in a small and large format
5. Feature simple graphics and discretely feature your business's name or logo in one of the bottom corners
6. Use contrasting colors so the graphics and text pop from the background
7. Utilize whitespace to keep your thumbnail looking clean and organized
8. Be concise: you want to use as few words as possible to get your point across (three to six words is ideal)
9. Make the resolution of a thumbnail as high as possible, but keep it under the 2MB limit
10. Ideal thumbnail size should be 1280 x 720 pixels

Video Thumbnails



Create a New Budget in
Dynamics 365 Business...

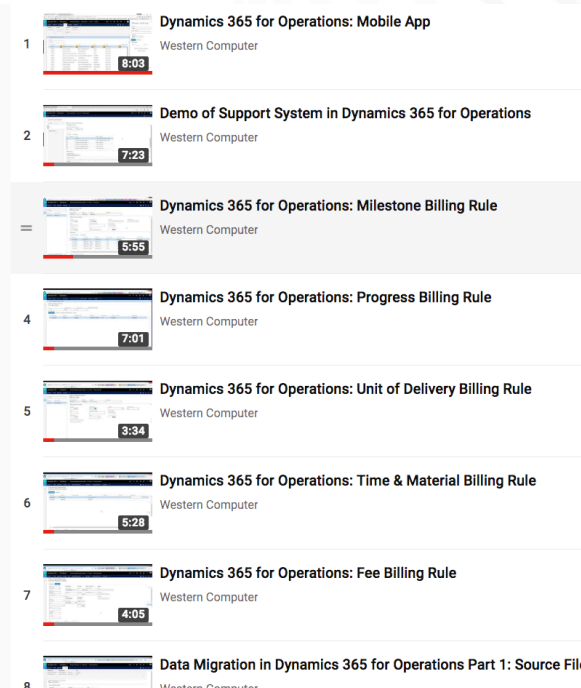
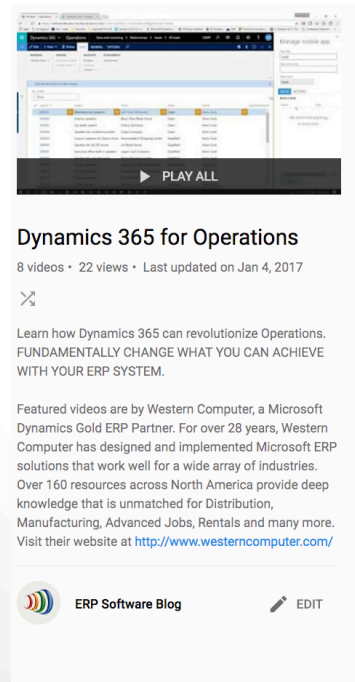
Which thumbnail catches
your attention?

Video Playlists

Video playlists are a great way to increase time spent by viewers on your channel. Playlists can also show up in search results.

Video Playlists

Group all of your videos into one or more playlists. This helps viewers determine which videos are related to the topic they are interested in and will in turn increase the likelihood of them watching another video. If you are doing a video series, create a playlist for all of the videos in that series.



Follow the same best practices we covered for video/channel titles and descriptions in your playlists



Video End Screens

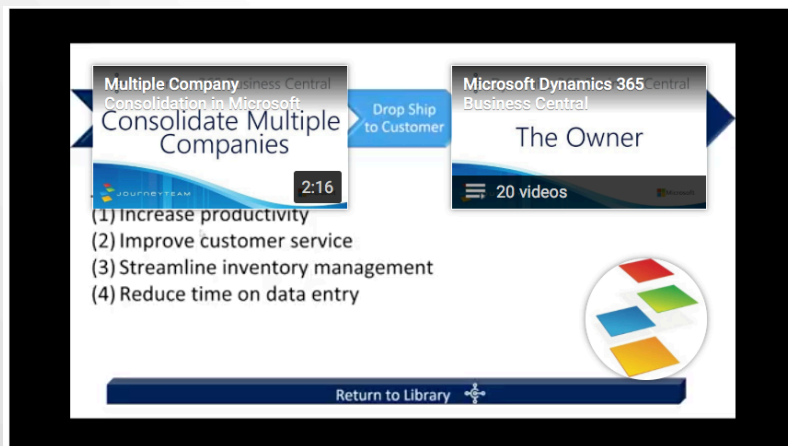
YouTube end screens are powerful marketing tools. The biggest benefit? You're reaching a viewer right when they've finished watching your video and are (hopefully) already hooked. A YouTube end screen is the next step in connecting with that viewer.



Video End Screens

We recommend setting up end screens for all of your videos. You can use end screens to point viewers to videos or playlists, or use the subscribe to channel call to action. End screens increase the odds that your viewer does what you want them to do next.

Timing your end screens to appear in a staggered release pattern make them less overwhelming for viewers.



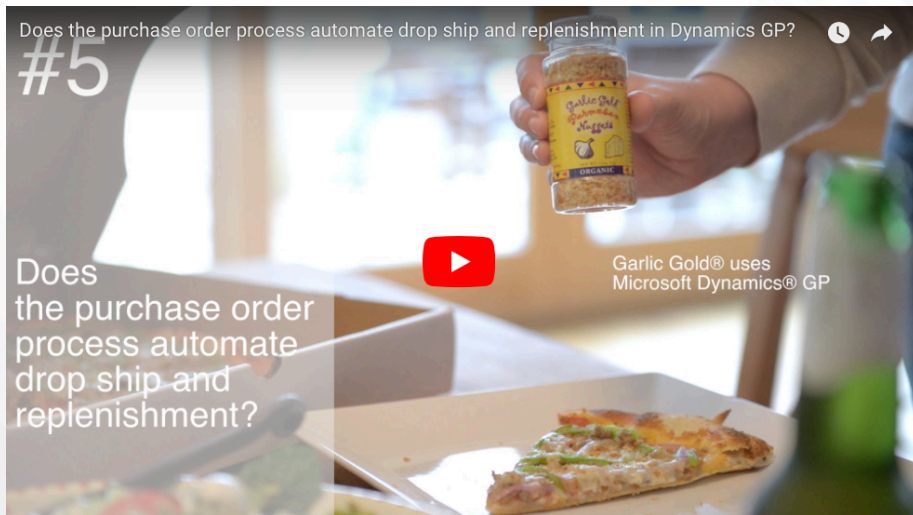
Our favorites? Subscribe to channel and best for viewer (automatically populated by YouTube).

We recommend adding three end screens, set to appear in the last 15-20 seconds of your video.

Other Recommendations

Share Your Videos

One of the most effective ways to generate more views for your channel is to promote your videos outside of YouTube, i.e. use your blog and social media channels. Host videos on YouTube and feature them on your website with a video embed.



Does the purchase order process automate drop ship and replenishment in Dynamics GP?

#5

Garlic Gold® uses Microsoft Dynamics® GP

Does the purchase order process automate drop ship and replenishment?

Embed Video

```
<iframe width="560" height="315"
src="https://www.youtube.com/embed/3J
5FM27zGBI" frameborder="0"
allow="autoplay; encrypted-media"
allowfullscreen></iframe>
```

☐ Start at 0:00

EMBED OPTIONS

- ☒ Show suggested videos when the video finishes.
- ☒ Show player controls.
- ☒ Show video title and player actions.
- ☐ Enable privacy-enhanced mode. ⓘ

API Reference Developer Sample

Repurpose Marketing Materials

If you have a hit video, why not turn it into something else? Take videos and turn them into blog posts and more. Remember to embed the original video into the blog post.

Here are other great ways to repurpose a video, or get inspiration for your next video:

- Social media posts
- Website pages
- Email marketing
- Product demos
- News and product or event promotions
- FAQs and guides
- Interviews
- Team/staff bios

Video Endings

We recommend ending your video with a standard exit screen. Fade from the last frame of your interview, demo, tutorial, etc. to a branded slide with contact information. Jazz it up with music, effects and more.



For questions, contact:

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