

YouTube 101

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WHAT IS YOUTUBE

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YouTube is a free video sharing website and app and the lead video search engine (like Google for videos). People can upload videos to YouTube and share them with anyone on the internet. YouTube is owned by Google and is considered the second largest search engine (only dwarfed by its parent company). Coaches and consultants should be on YouTube. To give you an idea of just how influential this platform is, consider these stats:

- YouTube is the 2nd most visited site in the world.
- 37% of all mobile internet traffic belongs to YouTube.
- 73% of U.S. adults use YouTube.
- Everyday people watch over a billion hours of video on YouTube.

How to Set Up an YouTube Account

To sign in to YouTube, you'll need to create a Google Account. A Google Account lets you use the many YouTube features including Like, Subscribe, Watch Later, and Watch History.

From a computer:

- Go to YouTube.
- In the top right, click Sign in.
- Click Create Account.
- Choose 'For myself' or 'To manage my business.'
- For myself is if this account is for personal use.
 - To Manage my business is for your business.

From a phone:

- Open the YouTube app.
- In the top right, tap the profile picture .
- Tap Sign in.
- Tap Add account

Once you've signed in to YouTube with your Google Account, you can create a YouTube channel on your account. YouTube channels let you upload videos, leave comments, and create playlists.



Create Your Channel

When your account is created, you'll want to create your YouTube channel so you can start uploading videos.

- Log into YouTube using your Google account details.
- Go to your YouTube channels page. If you've never created a YouTube channel before, you'll only see your personal account. If you already have an existing brand channel, you'll see it as well. ...
- Enter your business or brand name and click Create.

Design Your YouTube Channel

Now that your profile is created, we have one more step before you can start posting videos. As with any social channel, when you're starting a YouTube channel, it's important to present a strong brand identity.

On YouTube, this means updating 2 graphics – your channel icon and channel art. We recommend doing this via Canva. Canva is an easy-to-use graphic design program that can create these. We'll walk you through each of these.

Add channel artwork

1. Log into YouTube and click your profile icon on the top right of the screen and choose your channel.
2. Hover over the profile image to bring up the Edit channel icon function. Upload an image, and adjust the cropping. Your company logo is a good choice for your channel icon. The recommended image size is 800 x 800 pixels.
3. Hover over the banner image to bring up the Edit channel art function. The recommended image size is 2,560 x 1,440 px. You can preview how your cover art will look on different devices and adjust the cropping accordingly.

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Edit Profile

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Link Website and Social Media

You'll want to add a link to your website on your profile. This will make it easier for people to find your business online.

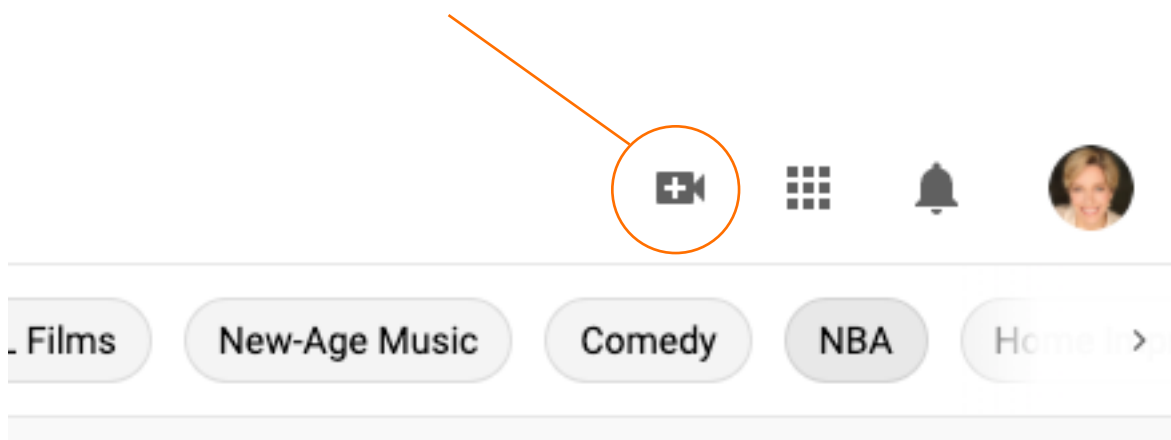
Here's how:

1. From your channel and click customize
2. Click on the 'About' tab and scroll down to 'links.'
3. Click the pencil icon and enter your website and social media info.

Upload your First Video

Now that you've set everything up, let's work on uploading a video.

1. Sign into your YouTube account.
2. Click on the Create a Video or Post button at the top of your screen. It looks like a little video camera.
3. Click Upload video.
4. Select the video you'd like to upload from your computer.
5. While your video uploads, add a title up to 100 characters and a description up to 5,000 characters.
6. Click Publish.



Pro-tip: Add Keywords to your Channel

Now that you've got your channel set up and some great content ready to go, it's time to make sure people can find your channel. Add some "channel keywords" to make it discoverable.

1. Sign into YouTube and click your profile icon in the top right.
2. From the dropdown menu, choose YouTube Studio.
3. In the left menu, click Settings.
4. Then, in the menu that appears, click Channel.
5. In the "Channel keywords" section, enter keywords relevant to your content. Be sure to focus only on keywords that truly relate to the content you plan to produce.
6. Keywords are ideas and topics that define what your content is about. They're what people type into search engines to find what they're looking for.

Congratulations!

You've successfully created your YouTube channel and are well on your way to success on this platform. Consider creating a schedule to regularly produce video content.