

THE FUTURE PROOF FILMS' VIDEO MARKETING SERIES

THE SUPER EASY
YOUTUBE CHANNEL OPTIMISATION
TECHNIQUES YOU SHOULD
BE USING RIGHT NOW



www.futureproof.film

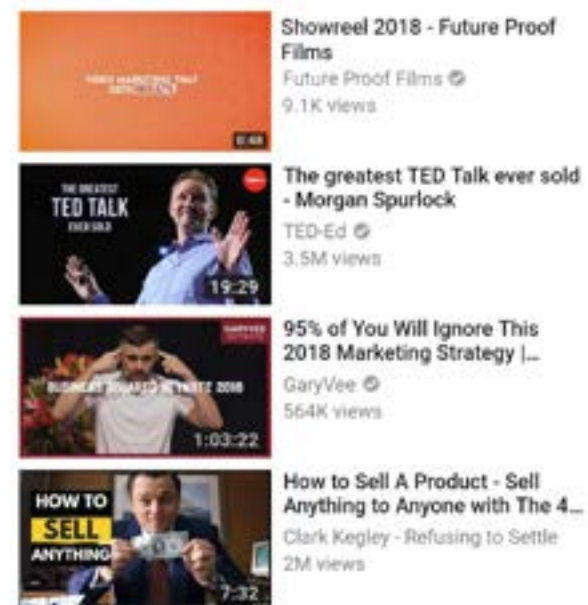
There's more to YouTube success than merely uploading your videos.

Why Optimise?

YouTube is the second largest search engine in the world and with video dominating how we consume information. It is essential that your channel is optimised to ensure your online presence is strong and your videos are favoured by YouTube's algorithms.

There are many simple steps that you can follow to ensure you have a killer YouTube homepage and that your videos top the rankings.

Who doesn't want that?



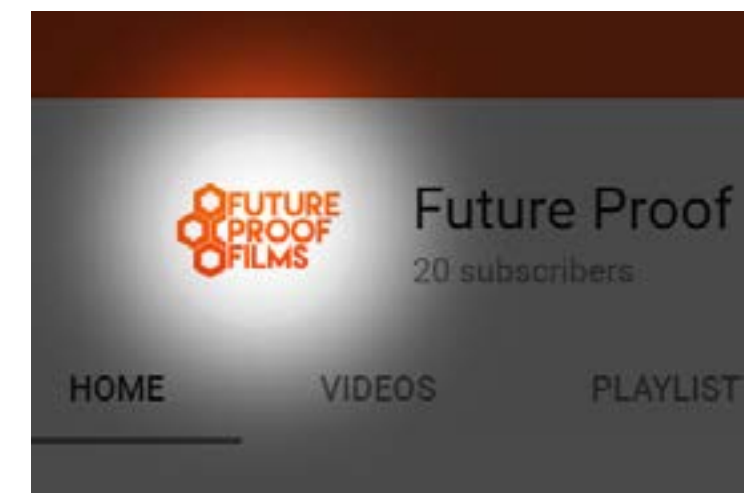
Optimise Your Look

Let's start off with your channel and your homepage. You need to set your icon and header to something that represents your brand. Here's an example:



Your icon and header need to work together, and be clean and personal to your channel and your brand. You want it to show people a little bit about yourselves and be nice to look at. You can inject your personality, some sense of fun, or be super slick - whatever your brand and style is.

Your icon is best as a logo if you are presenting a company or a headshot might be appropriate for an individual. You need to ensure your icon is square (800 x 800px) and is best if the file type is JPG, BMP or PNG.



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Your header is an image that can contain a little more information about your channel. For example, you could include your post schedule or a little bit about your company or images of you and your employees.

Whilst we chose a clean graphic for ours, a nice alternative could have been:

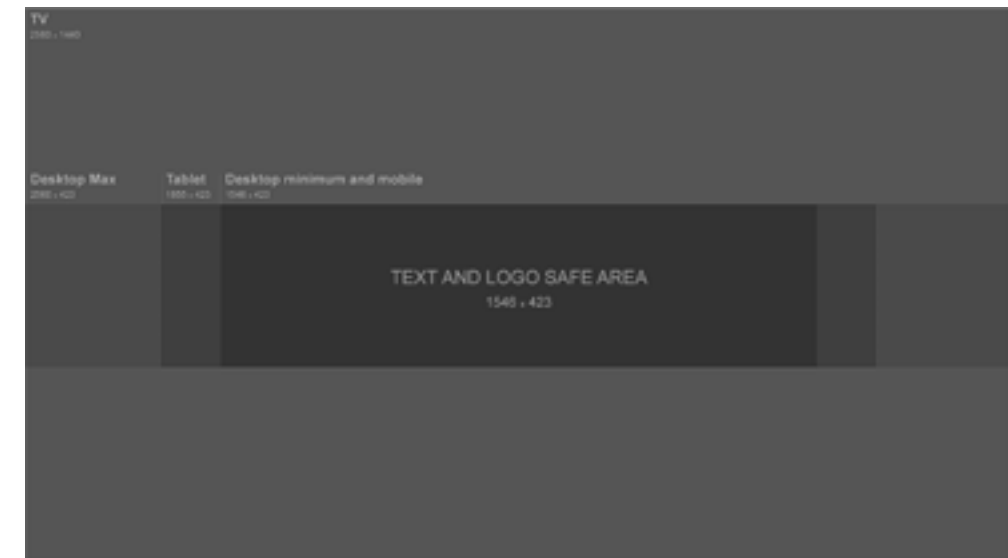


Your channel art appears a little differently on different devices, but for the best results you need to ensure that your header is an optimal size (2560 x 1440px). However, you still need to be aware that different devices will be able to view different things.



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The **safe area**, where the text and logos are guaranteed to be shown is within the centre rectangle, as shown on the diagram below (1546 x 423px), this is the area that you should keep your most critical information and images to ensure they are not cut off on smaller devices.



You can experiment with a little trial-and-error, and use these principles to help, but to make it easier for you, we've created a couple of **photoshop guides** where you can drop your logo or designs in, check them against the guide, and save them ready to use.

YouTube Icon Guide:

[Download link](#)

YouTube Header Guide:

[Download link](#)

Optimise Your Autoplay

The next important step to optimising your channel is deciding which video to play for **first-time visitors** and which videos to play for **regular visitors or subscribers**.

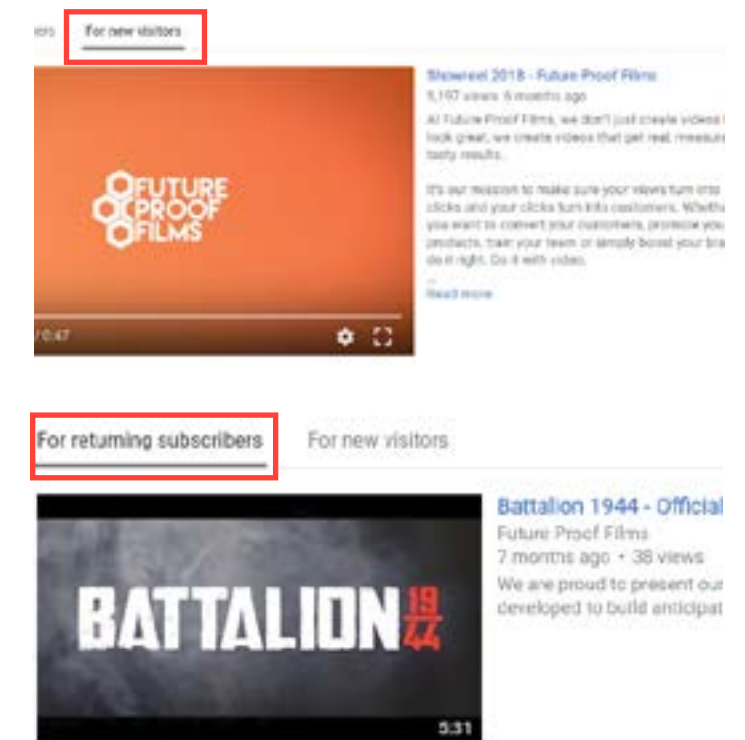


YouTube advises that you use a **trailer** for new visitors. For a business this may be a shorter, snappier version of your main company video or a video that gives an overview of you, your products or services, or your team. YouTube's tips (and ours) for creating a 'channel trailer' are:

- **Assume the viewer has never heard of you.**
- **Keep it short.**
- **Hook your viewers in the first few seconds.**
- **Show, don't tell.**
- **Ask viewers to subscribe in your video and with annotations.**

A **trailer** lets you show new visitors a little snippet of your channel. Your trailer needs to be eye catching and engaging to encourage the viewer to come back to your channel to see more. This trailer should be set to be shown when new visitors visit your page and a playlist or your latest video should be shown for returning subscribers. See the examples on the right.

This allows new visitors to have an insight into your channel and existing subscribers to see your new content.



What Else?

This guide allows you to begin the process of optimising your channel but why stop there? There are a few, more in depth, ideas that you can look into as a company to further your channels performance. For example:

- **Playlists**
- **Descriptions and Tags**
- **Channel Keywords**
- **Thumbnails**

Let us know if you want an advanced guide going into more detail of these points as well as other optimizing tips!

SUMMARY

- A well optimised YouTube channel is favoured by YouTube's algorithm and gives your viewers a better user experience.
- Your icon and header need to be clean and personal.
- Ensure important information is kept inside the safe area in the header.
- Upload a channel trailer to show people about your channel.
- Set different trailers/videos for new visitors and existing subscribers.

Important Information!

Logo: 800 x 800px (JPG, PNG or BMP)

Header: Safe area: centre 1546 x 423px rectangle.

Overall header: 2560 x 1440px

Trailer: Keep it short - under a minute.

