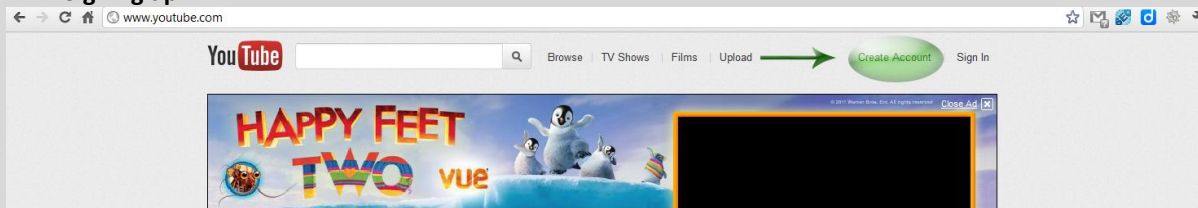


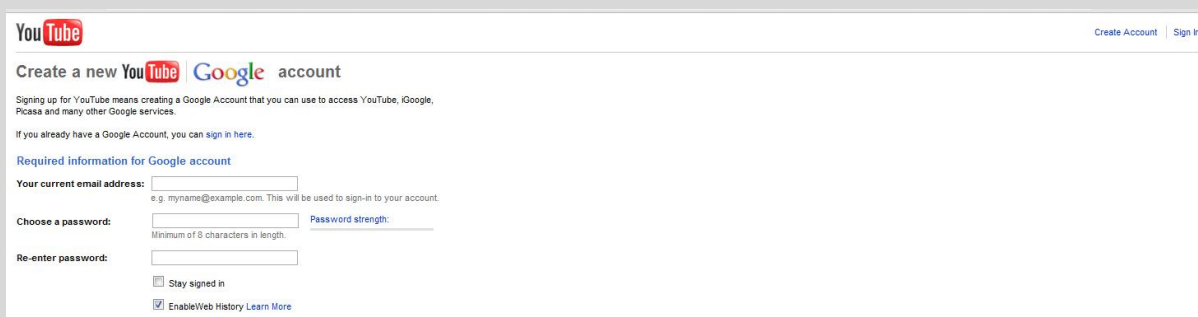
## The Impact YouTube Channel cheat sheet – A Step by Step guide to optimising your YouTube channel.

### 1. Signing up



Signing up for YouTube means creating a Google Account that you can use to access YouTube, iGoogle, Picasa and many other Google services. If you already have a Google Account, you may use it to log into YouTube straight away.

Otherwise fill out all the requested information on the signing up page.



The screenshot shows the 'Create a new YouTube Google account' page. It includes fields for 'Your current email address', 'Choose a password', and 'Re-enter password'. There are also checkboxes for 'Stay signed in' and 'Enable Web History'. A 'Password strength' indicator is visible next to the password field.

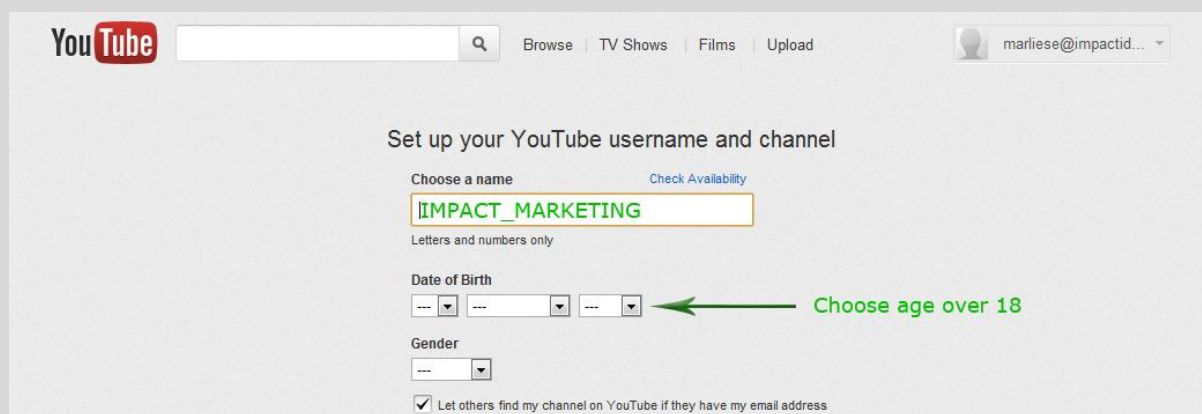
Once you have signed up you will be directed to your channel's home page. Ensure you confirm your new account through the email YouTube will send to the email address you registered.

### 2. Setting up your channel

**User name:** When you first register with YouTube you will be asked to create a user name for your channel. Choose a name that's

- easy to remember and type
- benefit orientated
- Reflects your brand

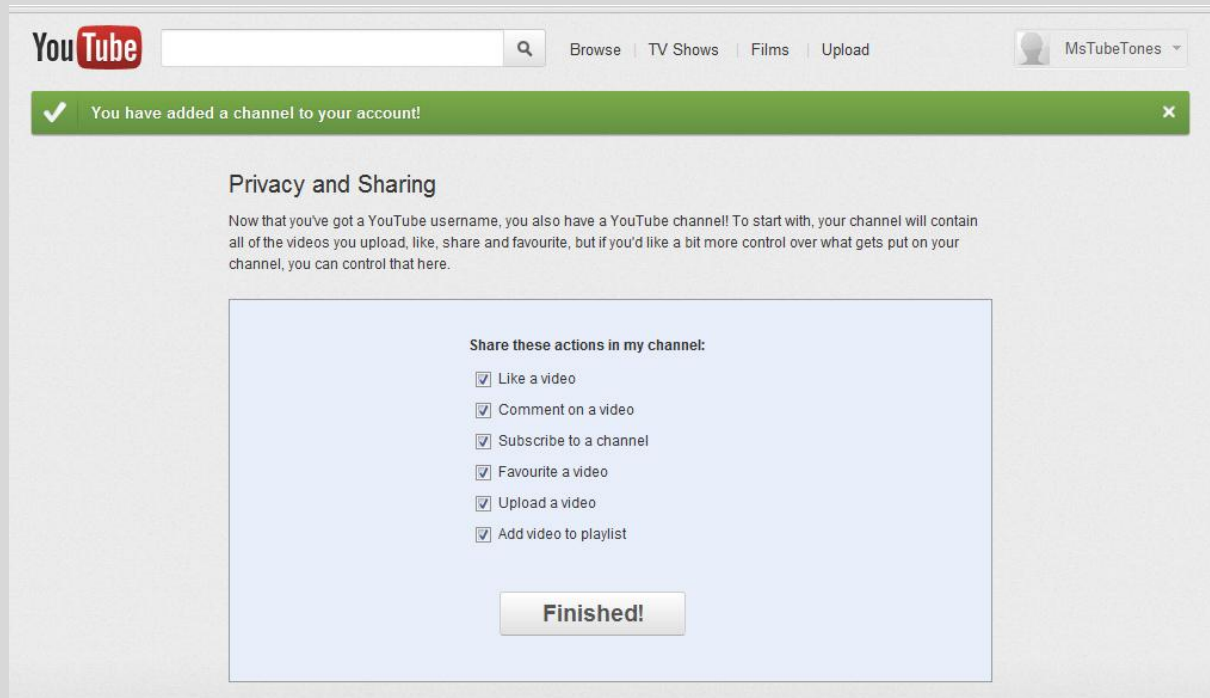
**D.o.B.:** Certain features of Google, such as Google Plus are only available for users over 18 years. Consider this when setting your D.o.B.



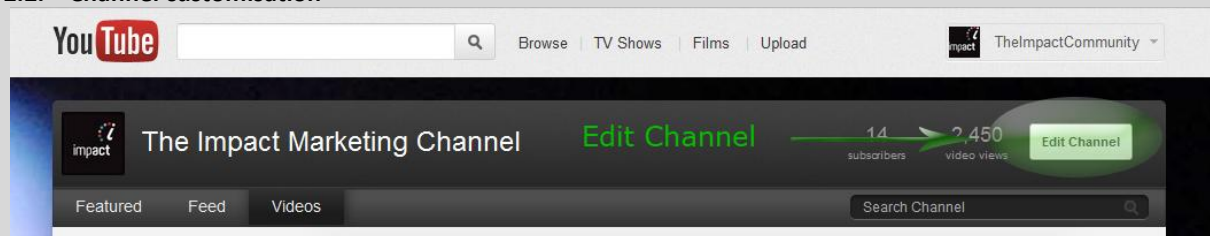
The screenshot shows the 'Set up your YouTube username and channel' page. The username field contains 'IMPACT\_MARKETING'. Below it, the 'Date of Birth' field is highlighted with a green arrow and the text 'Choose age over 18'. The 'Date of Birth' field consists of three dropdown menus for day, month, and year. There is also a 'Gender' dropdown menu and a checkbox for 'Let others find my channel on YouTube if they have my email address'.

## 2.1 Privacy and Sharing

Now that you have created a user name, you also have a channel! By default any activity you undertake will be shown on your channel, but you can customise these settings on the next screen.

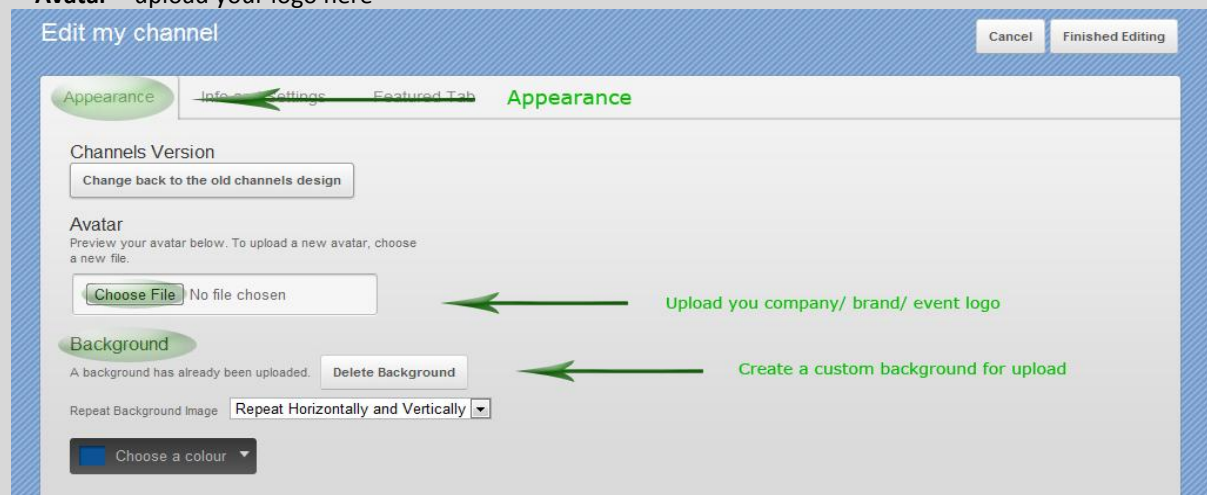


## 2.2. Channel customisation



### 2.2.1. Appearance

**Avatar** – upload your logo here

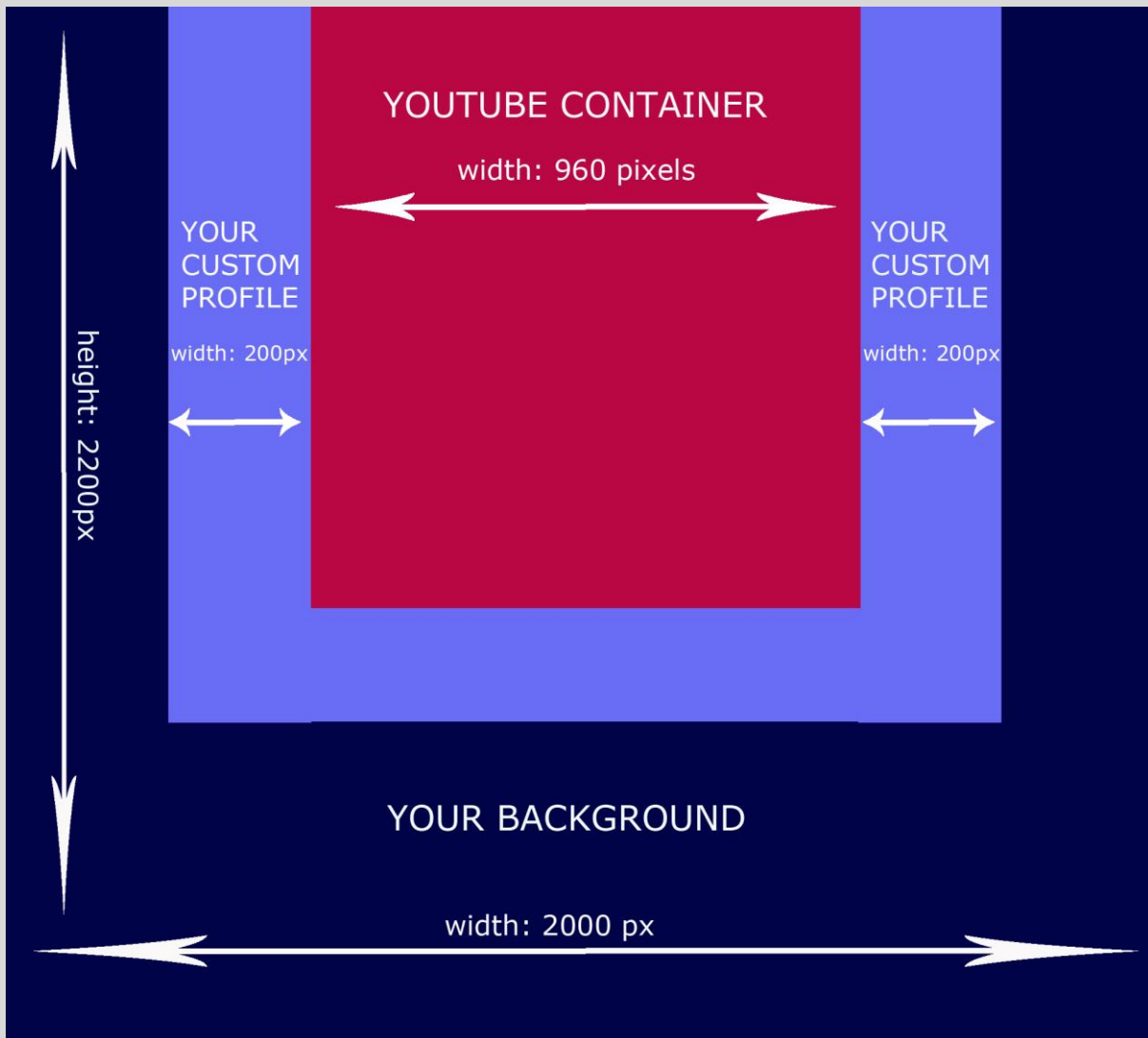


### Background

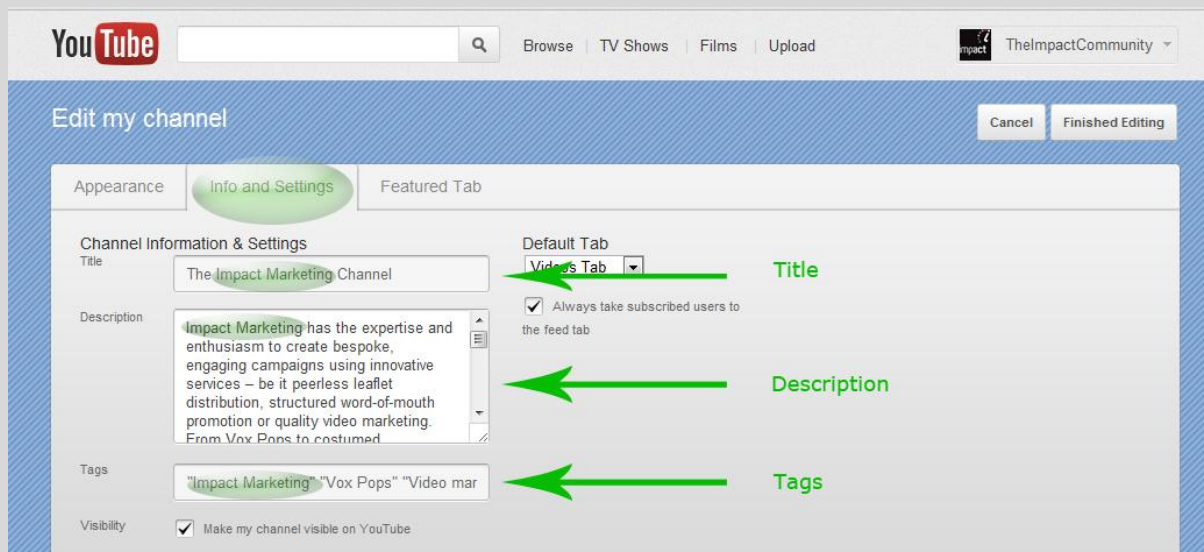
You can upload a customised background to your channel. A customised background will enforce your brand identity and should incorporate your logo, the most important points about your company/ brand, contact details and your website link.

Creating your customised background will require some creativity and skill as well as trial and error. Until you manage to create your unique YouTube background – find a photo (which ideally relates to the content of your channel) and use this as background image.

Here are the exact dimensions you will need for your custom background creation. (max file size: 256 Kb)



## 2.2.2 Info and settings



### Title & description

The title should strongly reflect your brand.

The description may be extensive and should contain your most relevant keywords (keyword phrases).

To identify relevant keywords you may want to rank for you can either use the Google's or YouTube's keyword tools. Try to find keywords which have a high monthly search volume, but a low to medium competition (referring to other videos which have been optimised for the same keyword).

Right at the beginning of your description, place your URL link. Although it is a so called 'no follow' link – meaning it is not clickable and will not add to your website's SEO efforts – it is good practise to state your web link prominently at the beginning **AND** the end.

### Tags

The most important thing to know about tags is that you have to place any term consisting of more than one word in quotation marks. Tags are space separated and the only way for YouTube to differentiate between a keyword and a key phrase is the use of "...".

*For example:*

"Video marketing" marketing "YouTube marketing"

As with title and description, do write your tags in order of importance. Aim for a minimum of 10 keywords/phrases, but only use as many as are really relevant to your channel.

### Visibility

Ensure that the check box is ticked. Surely, you will want users to be able to see your videos.

## Summary

Ensure your profile is 100% complete.

Here is a quick re-cap of all the sections you should complete:

- Profile image – upload your logo
- Title – include your brand name (and possibly a top keyword)
- Channel description – state your full URL first off, followed by your company name. Don't forget to add your contact details.
- Web site URL
- Tags – you are aiming to use about 10 different highly relevant keywords (keyword phrases)
- Visibility

**Your YouTube channel is now ready and waiting for your first videos to be uploaded. For the best tips and tricks of how to optimise your videos for YouTube please [go to our website to download our YouTube video optimisation Cheat Sheet – A beginners' guide.](#)**

**For a free consultation on our range of video marketing services call +44(0) 207 729 5978 or email [Marliese](#) today.**



Marliese Andexer has an extensive background in all aspects of the web and social media. Her current focus (and love) is video marketing and how to best leverage the exciting medium to create exposure for arts related organisations and businesses in London and the South East of England. Marliese is [Impact Marketing's](#) project and video production manager.  
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