

YouTube Channel Onboarding Guide

Introduction:

This guide is a prioritized how-to document that will help make your YouTube channels enticing to potential subscribers, and more discoverable in search. Each step in this onboarding guide includes best practices, and hyperlinks to our YT help center in case you have difficulties.

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Channel Optimization

Channels appear on YouTube more often and in more varied placements than ever before. Optimize your channel for placement in search, related channels, browse channels and the feed so you'll engage current and potential subscribers across YouTube.

Channel name



Milwaukee Journal Sentinel Inc [change](#)

- Your channel name will appear across the site in search, suggested channel and channel browse placements.
- Your channel name is distinct from your channel URL; the name can be edited from the channel [settings page](#).
- Pick a channel name that is short, memorable and gives your audience an idea of what your channel is about.

[Channel description](#)

- The first few sentences of your channel description appear most frequently across the site so highlight your most important content upfront.
- Accurately describe your channel.
- Use relevant keywords in the description.
- Add website and social media links to the About tab. These links can also be exposed on your home tab and help tie your YouTube presence to the rest of your online brand.
- Include your upload schedule, especially if you host multiple content types or series.
- Example of a great description: [VICE](#): "VICE specializes in exploring uncomfortable truths and going to places we don't belong. Now, thanks to YouTube, we have compressed two decades of our unique immersive approach to these subjects into delicious bite-size morsels. Herein you will find people talking frankly about their hatred and love for various things, general heresy, the only travel and news

documentaries you'll want to watch, tons of exclusive new stuff, and probably a lot of cats. You're welcome."

Channel art

- Icon: Upload a square, high-resolution (800px x 800px) image that is recognizable at smaller resolutions. This image will be your channel's icon throughout the site.
 - Use text sparingly; it can be illegible at smaller resolutions.
 - Create customized, visually-compelling channel art. Use the channel art tool to choose how the image appears on desktop, mobile, and TV. Remember, busy images don't scale well so try to keep the image simple, yet representative of your brand.
 - Channel art should reflect your channel's personality. Make the audience feel like they're connecting with a person or character and not just a brand.
 - Check how your channel looks in search, related channels and the channel browse page. Do your channel icon, channel name and channel art do a good job of describing your channel to potential fans?
-

Associate a Website:

- Associating an official website will improve your channels' rank in search.
- It will also allow you to use external annotations to link back to your official website.

Associated website

Tell us if your channel is associated with another website. This will help us improve the quality of our search results and verify your channel as the official representation of your brand on YouTube.

 Success

Remove

To Associate a Website you need to complete these steps:

1. Make sure your account is verified and in good standing before adding an associated website. You can verify your account in youtube.com/verify
2. Add your website as an associate website in the [Webmaster Tools](#). This will allow you to confirm that you own the site before you link it to your YouTube account.
3. Include this website as the “Associated Website” in your YouTube account. Visit your [Advanced Channel Settings](#) and add the information in the "Associated website" section.

Once you have associated your main webpage to your YouTube account, you can associate more websites through the Webmaster Tools. You will be able to link your annotations to any of these domains. Learn more about adding more [associated websites](#) to your Google Account.

[Google Plus Merge with G+ Page](#)

- You cannot link your channel with a +Page if it has already been linked with a Profile. If this is the case, [disconnect your channel from google+](#) before proceeding.
- If you have an existing +Page to which you'd like to link your channel, add your Channel's Google account as a manager of the corresponding +Page ([instructions](#)) and accept the invitation.
- If you don't already have a +Page for your channel, that's fine, you can create one directly in the merge flow that's linked with your channel!
- Then, go to your [advanced account settings](#) and click **Connect with a Google+ page**.

Connect with a Google +Page (beta)

- You'll be presented with a few options, including:
 - Link with a new Google+ Page. Use your channel's existing name, or a new name that you specify. Spaces and punctuation are OK.
 - Link with an existing Google+ Page for which your channel is a manager (if applicable)
 - Link with the Google+ Profile on your channel's account (not advised).
- Once you've chosen an option, click **Next** to link your channel with a +Page, or create

Link your channel with Google+ ×

 Any name you want for your channel

 New features like Hangouts On Air

 A page for your channel on Google+

Choose an existing Google+ page or create a new one:

-  **Superman**
Your channel will be linked with this Google+ page
-  **Superman87**
Your channel will get a new page on Google+
-  **Choose a better name**
Your channel will get a new page on Google+
-  **Clark Kent** (profile)
Your channel will be linked with this Google+ profile

Existing Google+ page not listed? [Find out how to link it with your channel](#)

[Learn more about your options](#) Next

new one

Verified ID:

Google+ has a system of identity verification that will be extended to channels that *have linked with a verified Google+ Page or Profile*. You can see an example of a verified channel at youtube.com/google. The verified name checkmark displays in most locations where we display the channel's name on youtube (search, watch page, comments, channel, etc.).



TheFineBros

by TheFineBros • Active 1 day ago • 406 videos

Comedy and Series from filmmaking brothers. New videos every Sunday and Thursday from **Fine Brothers** Productions.

CHANNEL

Subscribe

4,168,772



KIDS REACT TO HARLEM SHAKE

by TheFineBros • 2 months ago • 19,799,959 views

Harlem Shake Bonus Reactions - <http://bit.ly/Y49B5s> Subscribe! New Vids on Sun & Thu: <http://bit.ly/TheFineBros> Watch All ...

HD

Channel Trailer

- Unsubscribed viewers will see your channel trailer first. Enable the channel trailer view and upload a channel trailer. The video will autoplay, so this is your opportunity to let new visitors know what your channel is all about.
- Keep your trailer short. You should be able to pitch your channel to a new viewer quickly.
- Your channel trailer is your elevator pitch to potential subscribers: How can you convince first-time viewers to subscribe?
- Ask viewers to subscribe. Your trailer will also automatically have an end card when the video finishes, giving the audience an easy way to subscribe.
- Select a trailer video that is viewable by anyone who can visit your channel page (i.e. not geo blocked or age gated). If a viewer is unable to watch your trailer then the module will not appear and they will only see your sections.
- [Example](#)

Sections

Sections function as the main organizational tool for channels. They are seen on your channel's Browse page and can be comprised of videos, playlists, or channels. Sections can help viewers make sense of your content, dividing it by theme, genre, show, or talent.

Sections best practices:

- Many viewers will only see your top section without scrolling. Make sure that you highlight your most relevant and exciting content at the top of the channel page.
- You can curate entire sections from other channels by creating a section from a playlist owned by another channel. Any time the section is updated by the channel that originally created it, it will also dynamically change on the channel that is curating it. This is a great tool to cross-promote content across multiple channels.
- Example:

VICE News



Meet the Hosts

by VICE News ✓
6 videos



Best of VICE News: Youth in Revolt

by VICE ✓
7 videos



Best of VICE News: Environment

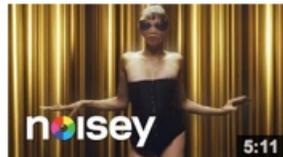
by VICE ✓
11 videos

FROM THE VICE NETWORK: NOISEY (Music)



The Kid Mero Meets Pig Destroyer - The Great Adv...

by Noisey ✓ 52,883 views



MGMT - "Alien Days" (Official Video)

by Noisey ✓ 546,268 views



A\$AP Rocky X Riff Raff ft. A\$AP Yams - Back & For...

by Noisey ✓ 459,077 views

FROM THE VICE NETWORK: THE CREATORS PROJECT (Art and Tec



Make It Wearable | IDEA SUBMISSIONS OPEN 2/24

by T Make It Wearable | IDEA SUBMISSIONS OPEN 2/24 views
76,600 views



The Creators Project: An Arts Channel from VICE

by The Creators Project ✓ views



Make It Wearable | Episode 2: Human Health

by The Creators Project ✓ 45,114 views

