

# Optimizing Your YouTube Channel

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Resources:

- [YouTube Creator Academy](#)
- [YouTube Impact Lab](#)
- Production Tips worksheet
- Content Strategies worksheet
- Impact Lab worksheet

## Tips on Video Creation for YouTube

What do you have to offer and tell that is unique?

### [YouTube Creator Academy for Nonprofits](#)

- Effective storytelling
  - Keep it simple
  - Emotional content
  - Make your point
  - What is the ask?
  - Determine point of view

Examples:

- [Hope for Paws](#)
- [Malala Day](#)
- [Success Stories](#)

## Types of Videos for Your YouTube Channel

- Trailer - Who you are, what to know about your organization and what to expect from the channel. Good place to put best work/ high production value to hook them.
- Tentpoles - The big moments in your org, a big push you can make, once twice year
- Core - Bread and butter, regular stuff, short and frequent posts, once every week or so
  - Searchable content, what is your org being asked most frequently and how can you answer it

## YouTube Levels and Benefits

Getting more subscribers can result in great [benefits](#).

## Get Discovered

- View YouTube as a search community
  - What are people searching for?
  - What search phrases are they using?
- YouTube algorithm
  - Focus on what your audience likes
- Use effective thumbnails, titles, descriptions and keywords
  - Make sure tags are relevant
- Use cards and end screens to get users to click on other videos
- Keep your channel fresh with new uploads and playlists
- [Get Discovered course](#)

## Grow Your Community

- Define your mission
- Tell your backstory
- Respond to your audience
  - Make them feel there is a one-to-one connection
- Cross-promote with other social media platforms
- Give them reasons to keep coming back
- Be practical
  - Use your available resources to your advantage
- Make it shareable
  - Emotional
  - Timely
  - Relatable in a personal way
- Things to think ask yourself
  - Is this a video I would like if it wasn't my content? What would I like?
  - What critically needs to be answered - what is missing from the conversation about the topic now?
  - Watch time is one of the most important metrics - How long will people really watch this?
  - Where should you put your energy in social media strategies?
    - Facebook usually has more views but shorter views
    - Make longer for YouTube and lift out pieces for Facebook, Instagram, etc.
  - Are you fostering engagement?
    - Polls, questions, ask them to determine direction for channel
    - Ask for comments, likes, shares and subscribes
- Keep it going!
  - Expect slow growth at first
- [Grow Your Community course](#)

## Analytics

- Use Analytics to know:
  - How your channel is doing?

- Who is watching?
- How engaged are they?
- Impressions vs. CTRs (click-through-rates)
  - Above 60% is considered good
  - Below 40% is considered bad
- Watch time
- Traffic sources
  - Where are my viewers coming from?
- Do more of what is working well
- [Get Insights With Analytics course](#)

## Optimizing Your YouTube Channel

- Keep it fresh
  - Have a regular upload schedule
    - YouTube pushes channels with regular uploads
  - If something is much more popular, you might want to break it out to its own channel
- Keep your banner updated
- About
  - Description is important for search algorithm - keywords
- Customize Returning Subscribers/New Visitors sections
- Advanced
  - Channel keywords
  - AdWords
    - Use campaigns to find suggested keywords
    - You can use your AdWords to pull videos for a advertising campaign
- Use playlists to create a series
- Uploading defaults
  - Links to donations and campaigns, keywords
  - Best chance to take over your recommendations, not to have other videos in the waiting
  - First line for that video, then next is consistent or org, etc
- Watermarks

## Other Google Resources

### Marketing Tools

- Ad Grants - <http://www.google.com/grants/details.html>

Google Ad Grants is the nonprofit edition of [AdWords](#), Google's online advertising tool. Google Ad Grants empowers nonprofit organizations, through in-kind AdWords™ advertising, to promote their missions and initiatives on Google search result pages. Don't hesitate to contact AdWords Customer Support: 1-866-2-GOOGLE.

- Google for Nonprofits - <https://www.google.com/nonprofits/>
- Google+ - <https://support.google.com/plus/>

G+ is the 'social spine' or layer across all of Google's products, adding an element of identity and sharing across all of our tools. It can influence and impact presence on Google, from search ranking to Maps listings.

## Operational Tools

- Maps/Earth - <https://www.google.com/earth/outreach/index.html>

Use Google Maps & Earth for mapping and visualization; monitoring and analysis; adding to Google's basemap; and storytelling.

- G Suite for Nonprofits (Gmail, Docs, Sheets, etc.) - <https://gsuite.google.com/learning-center/>

G Suite is a suite of Google collaboration & communication tools that brings together essential services to help your nonprofit. G Suite also has 24/7 customer support: <https://gsuite.google.com/support/>

## Measurement

- Google Analytics - <http://www.google.com/analytics/>

[Whether you want to boost sales, find more website visitors or improve your mobile app, Google Analytics has the answers and insights you need to improve your business or nonprofit.](#)

- Webmaster Tools - <https://www.google.com/webmasters/tools/home>

Get the data, tools, and diagnostics for a healthy, Google-friendly site. Check your site's health for potential issues that Google has detected. Understand your search traffic and learn how users are finding your site.

Make optimizations to help Google better understand and represent your site.

## Fundraising

- OneToday App - <https://support.google.com/onetoday/>

One Today is a free app for mobile devices that features a different nonprofit project every day. People can learn about new nonprofits, donate to what inspires them, and invite their friends to give and match their donations.

## Other

- Translate - <https://translate.google.com/>

Helpful when working with multiple languages across clients (and the mobile app has great voice recognition features). Your website can instantly be translated with our [Website Translator plugin](#).

- Google My Business - [gybo.com/business](http://gybo.com/business)

A consolidated dashboard to manage your presence across Google's search results, map listings and Google Plus platform.

- Think with Google - [www.thinkwithgoogle.com](http://www.thinkwithgoogle.com)

Sector-specific research from Google's Think Tank!