



YOUTUBE BEST PRACTICES

2020

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CHANNEL PRESENTATION



CHANNEL PRESENTATION

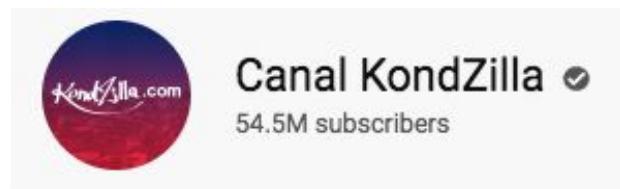
Is your channel an [Official Artist Channel](#) or [verified](#)?

We recommend artist channels upgrade to Official Artist Channels (OAC).

An [OAC](#) aggregates your content & subscriber count from your various YouTube channels (official YouTube, Vevo and a Topic channel) into one place. The channel automatically programs your music catalog on two new shelves to ensure your fans have one place to see all of your content. Read our best practices on [OACs](#), and to upgrade your channel to an OAC, please contact your label manager.

For more information, review our [blog post](#) on OACs.

Once your non-artist channel reaches 100K subscribers, you will be able to [request verification](#) for your channel, which we recommend for label or other non-artist specific channels. Once verified, you can feature other owned channels in the “featured” tab on your channel by editing your channel tabs in the Creator Studio.



CHANNEL PRESENTATION (CONT.)

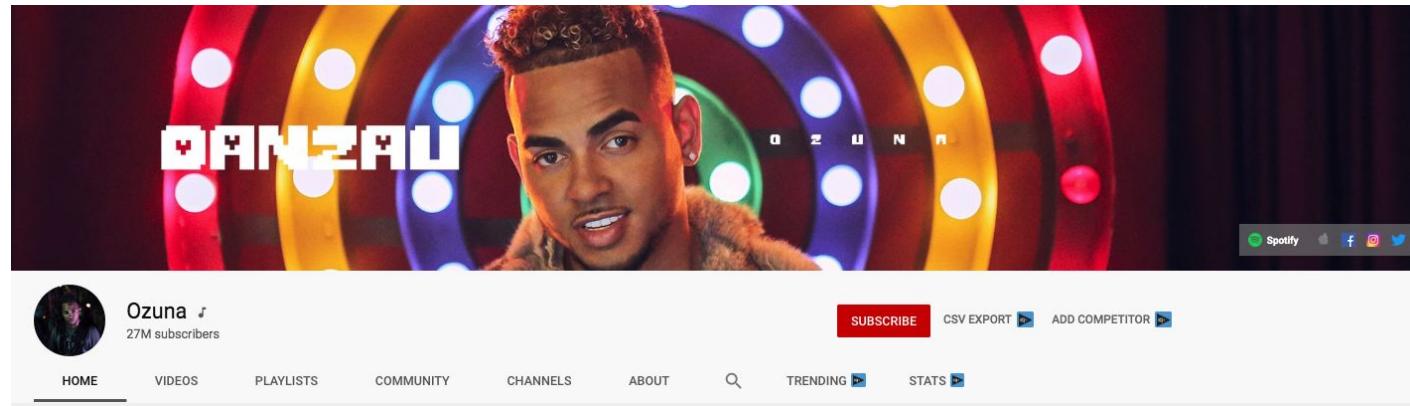
Is your channel art updated?

Your avatar and banner should be clear, consistent, visible in all resolutions and relevant to a recent or priority release.

Icon size: 800 x 800px.

Banner size: 2560 x 1440px.

Your banner links should include all socials, official websites, merch, tour and smartlinks, DSPs, and anything else relevant. Although only five can be featured on the banner, the other will be featured in the About tab. To do this, click the edit icon under the “links” section and the select “+add.”

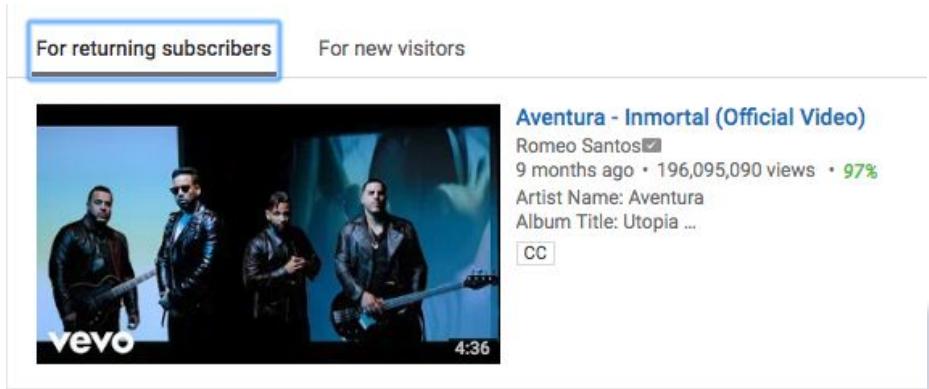


CHANNEL PRESENTATION (CONT.)

Have you curated the channel layout?

Customizing your channel allows you to decide what the viewer sees and aids in how they navigate it. Putting priority or recent content first is best to ensure you are curating your viewers watch session. To do this, simply click “customize channel” under your Creator Studio.

Explore the option to have two different teaser videos: one video for returning and already subscribed users (ex. the most recent song, music video, recently updated playlist) and one for new users (ex. the most popular current song, an introduction to the artist or the channel, something that pulls in that new fan). New visitors and returning visitors are a different target; ensuring they receive the proper introduction or 'welcome back' to your channel is a surefire way to increase views and gain subscribers. These teaser videos should also be updated often. [Here's](#) an example of a trailer video for a new viewer.



CHANNEL PRESENTATION (CONT.)

Have you curated the channel layout?

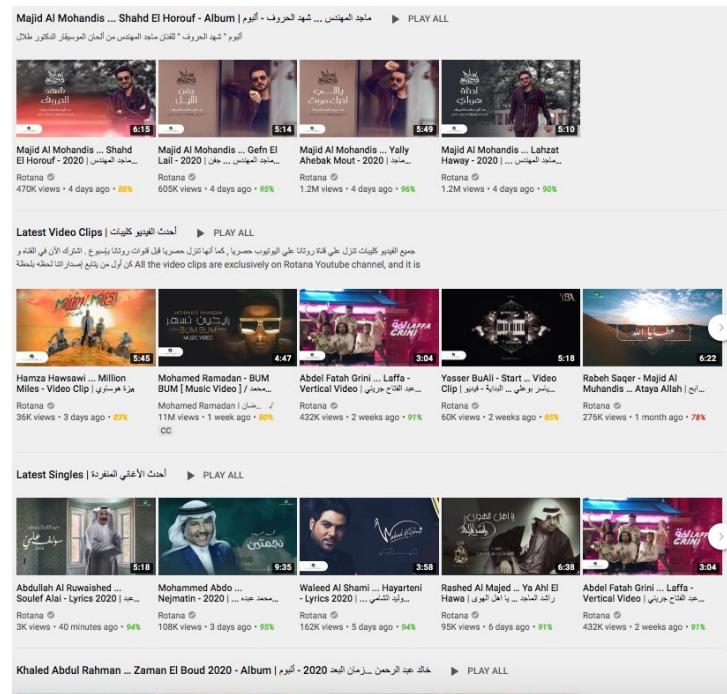
Playlists are crucial in helping increase watch time, views, and in turn, subscribership for your channel. Find this under the “add a section” button under “edit channel.”

For setting up playlists, add a proper and relevant title and description to aid with search engine optimization. If it is an album playlist, include the tracklist to coincide with the videos. We also recommend including any relevant links, such as a smartURL that leads to other platforms or another playlist link. [Here's](#) a playlist example.

The first playlist on the channel can be customized and should be the priority; if there are no new releases, consider a “Most Popular” or “Taste of” playlist up top. For OACs, the YouTube “Music Video” shelf is next and cannot be edited; below that, give the viewer a lot of options to curate their listening session with other customizable playlists. For non-artist channels, all shelves are customizable so include a variety of playlists for the viewer to dive into. It’s also important to keep playlists updated to ensure the YT algorithm knows the channel is active and surfaces them often. [Here's](#) a channel example.

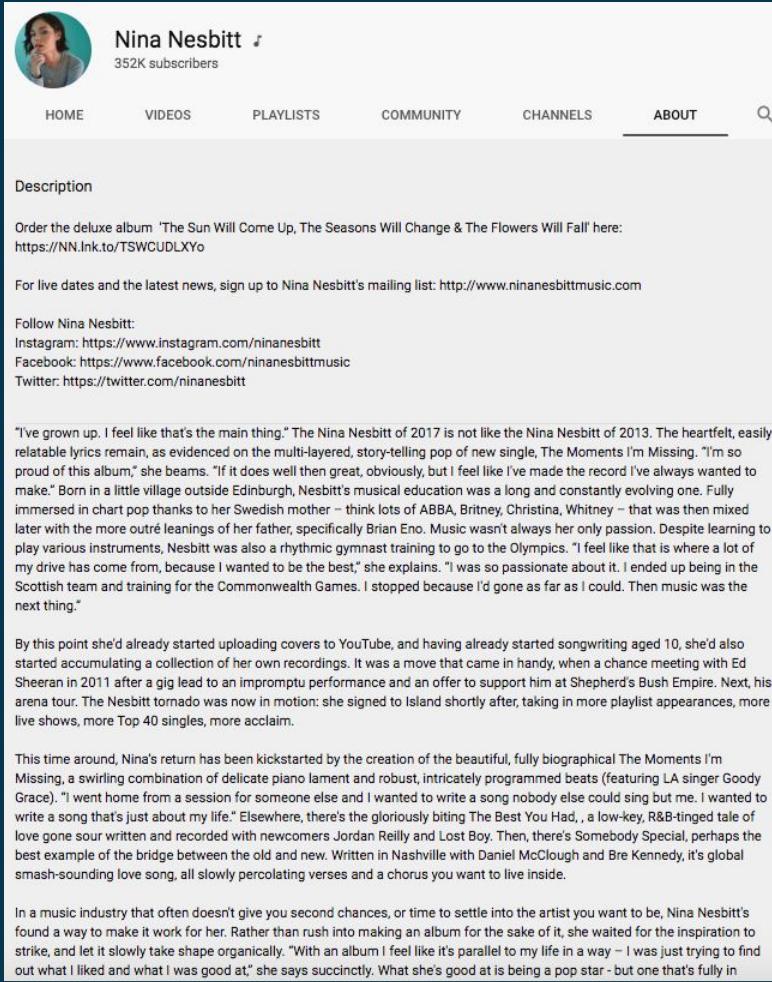
Sharing playlists in the Community tab (instead of just a single video link), as end-screens, or when sharing the link to a new song (put it as the first in a playlist) can help continue the viewers listening session.

Playlist Examples: Popular topics or search terms (ex. Genre Mix, Driving Playlist, Workout Playlist, Commute Playlist, Best of 2020, etc.), official videos, live performances, interviews, lyric videos, full discography, tentpoles, etc. The more videos in each, the better. Videos that live on other channels (interviews, Vevo, etc.) can also live within created playlists on your channel.





SEARCH ENGINE OPTIMIZATION



Nina Nesbitt 
352K subscribers

HOME VIDEOS PLAYLISTS COMMUNITY CHANNELS ABOUT 

Description

Order the deluxe album 'The Sun Will Come Up, The Seasons Will Change & The Flowers Will Fall' here: <https://NN.Ink.to/TSWCUDLXYo>

For live dates and the latest news, sign up to Nina Nesbitt's mailing list: <http://www.ninanesbittmusic.com>

Follow Nina Nesbitt:
Instagram: <https://www.instagram.com/ninanesbitt>
Facebook: <https://www.facebook.com/ninanesbittmusic>
Twitter: <https://twitter.com/ninanesbitt>

"I've grown up. I feel like that's the main thing." The Nina Nesbitt of 2017 is not like the Nina Nesbitt of 2013. The heartfelt, easily relatable lyrics remain, as evidenced on the multi-layered, story-telling pop of new single, The Moments I'm Missing. "I'm so proud of this album," she beams. "If it does well then great, obviously, but I feel like I've made the record I've always wanted to make." Born in a little village outside Edinburgh, Nesbitt's musical education was a long and constantly evolving one. Fully immersed in chart pop thanks to her Swedish mother – think lots of ABBA, Britney, Christina, Whitney – that was then mixed later with the more outré leanings of her father, specifically Brian Eno. Music wasn't always her only passion. Despite learning to play various instruments, Nesbitt was also a rhythmic gymnast training to go to the Olympics. "I feel like that is where a lot of my drive has come from, because I wanted to be the best," she explains. "I was so passionate about it. I ended up being in the Scottish team and training for the Commonwealth Games. I stopped because I'd gone as far as I could. Then music was the next thing."

By this point she'd already started uploading covers to YouTube, and having already started songwriting aged 10, she'd also started accumulating a collection of her own recordings. It was a move that came in handy, when a chance meeting with Ed Sheeran in 2011 after a gig lead to an impromptu performance and an offer to support him at Shepherd's Bush Empire. Next, his arena tour. The Nesbitt tornado was now in motion: she signed to Island shortly after, taking in more playlist appearances, more live shows, more Top 40 singles, more acclaim.

This time around, Nina's return has been kickstarted by the creation of the beautiful, fully biographical The Moments I'm Missing, a swirling combination of delicate piano lament and robust, intricately programmed beats (featuring LA singer Goody Grace). "I went home from a session for someone else and I wanted to write a song nobody else could sing but me. I wanted to write a song that's just about my life." Elsewhere, there's the gloriously biting The Best You Had., a low-key, R&B-tinted tale of love gone sour written and recorded with newcomers Jordan Reilly and Lost Boy. Then, there's Somebody Special, perhaps the best example of the bridge between the old and new. Written in Nashville with Daniel McCough and Bre Kennedy, it's global smash-sounding love song, all slowly percolating verses and a chorus you want to live inside.

In a music industry that often doesn't give you second chances, or time to settle into the artist you want to be, Nina Nesbitt's found a way to make it work for her. Rather than rush into making an album for the sake of it, she waited for the inspiration to strike, and let it slowly take shape organically. "With an album I feel like it's parallel to my life in a way – I was just trying to find out what I liked and what I was good at," she says succinctly. What she's good at is being a pop star - but one that's fully in

CHANNEL SEO

ABOUT PAGE

YouTube uses the About tab to populate their SEO so adding a detailed bio and description with key terms assists YouTube in surfacing the channel higher in search. Remember to include the artist's most popular songs, album names, genres, labels, locations, milestones, and any other search terms relevant to the artist.

ARTIST CENTER PRESS KIT

In the Artist Center tab in creator studio, you can also add pictures and a biography to the About tab, the YouTube Music app and so forth as a "press kit" of sorts. It's important to keep the look across platforms consistent for familiarity, and ensure the channel comes across to fans as the official source of the artist's content on YouTube.

spiremetal
subscribers

SUBSCRIBE

viscarisvids
subscribers

SUBSCRIBE

sanityalert
subscribers

SUBSCRIBE

BeyondCreationMetal
20.6K subscribers

SUBSCRIBE

Misery Index Official
2.11K subscribers

SUBSCRIBE

Dean Lane
10.8K subscribers

SUBSCRIBE

Alkaloid
3.07K subscribers

SUBSCRIBE

Der Weg einer Freiheit
2.86K subscribers

SUBSCRIBE

Carnation Official
457 subscribers

SUBSCRIBE

CHANNEL SEO (CONT.)

CHANNEL TAGS

Similar to video tags, channel tags help YT surface the channel in search and in other algorithms, such as Google. For example: adding the year, common misspellings of popular song titles or albums or names, genres, song titles, albums, geography; the more, the better, as long as they're relevant.

FEATURED CHANNELS

Link featured channels in your "Channels" tab to promote your other content and drive traffic between the two channels.

CUSTOM URL

Creating a custom URL gives fans an easy way to remember your YouTube Channel. It should be something clear and easy to remember such as /ArtistName /ArtistOfficial /LabelRecords /LabelMusic, etc. For more information on custom URL's, follow [this link](#).



Adexe & Nau /
10M subscribers

Una de nuestras canciones más divertidas del segundo disco "Indicubiles". El videoclip ha sido producido por Ivan Troyano, y esta inspirado en 😊

Suscríbete al canal de Adexe y Nau aquí: <https://geni.us/AdexeyNauYTsubscribe>

Siguenos:

ADEXE Y NAU:
<https://instagram.com/adexeynau>
<https://twitter.com/adexeynau>
<https://facebook.com/adexeynau>

ADEXE:
<https://instagram.com/adexeoficial>
<https://twitter.com/adexeoficial>
<https://facebook.com/adexeoficial>

NAU:
<https://instagram.com/nauzotoficial>
<https://twitter.com/nauzotoficial>
<https://facebook.com/nauzotoficial>

#adexeynau #tikitiki

Letra de TIKI TIKI 🌴🌴🌴

Yeah! ¡Adexe & Nau! jajaja
Llegamos, suenan las sirenas.
En el ambiente se refleja lo que nos espera.
¡Esto se pega! ¡la música está buena!
y ya los babys mueven duro sus caderas.

Y lo hace suavecito, sabroso pero rico.
De arriba abajo en círculos moviéndolo bonito.
Lo siente latente. Nadie es inocente.
Así que dale duro nena ¡muéstralao a mi gente!

Tiki Tiki Tiki
Tiki Tiki Ti
Lo baila despacito pa' que yo la mire así

Tiki Tiki Tiki
Tiki Tiki Ti
Lo baila despacito pa' que yo la mire así

Pom pom pom pom pom pom
Pom pom pom pom pom

Tiki Tiki Tiki

VIDEO SEO

TITLE

Video titles give viewers a sense of what to expect from your video, and aid in SEO optimization. By identifying your video content (ex. " Official Audio", "Behind the Scenes", "Lyric Video", or "Live @ X"), viewers know what they're tuning in to, and won't abandon the video after being misled by the video title. For music videos, "Artist – Song (TYPE)" is recommended. For more information, read the SEO portion of [this blog post](#).

TAGS

Adding more tags to videos, the better, as long as they remain relevant to the video (fill all of the space). It's also important to include easily misspelled words that people may be searching for. Some other examples: artists names, albums, songs, the year, genre, geography, new music tags, the type of video, etc.

DESCRIPTION

The description of each video is another way YT is able to utilize SEO to help viewers find your video. In the description, repeat the title info and add the lyrics, use hashtags that are a part of a larger search, such as "#NewMusic, #Artist, #Album, #Genre, #Event" and reuse all of the important keywords that people would be searching for, a bit about the project or artist at hand (if there is a tour or a new release on its way) and all of their links (to streaming services, socials, to subscribe, the main website). Also, it's important to use keywords especially in the first two sentences (and links below the fold) as only the first two sentences are shown on search and on the video page. For more information on hashtags, [read this](#) Daily Rind post.

A photograph of the rock band The Raconteurs. Four men are seated on a dark, patterned sofa against a backdrop of weathered, brown wooden panels. From left to right: Dean Fertita (guitarist) wearing a light-colored button-down shirt and light-wash jeans; Nick Jago (drummer) wearing a dark long-sleeved shirt; Jack Lawrence (bassist) wearing glasses and a dark plaid jacket; and Jack White (vocals/guitar) wearing a dark denim jacket. They all have serious expressions. The lighting is dramatic, with strong shadows.

VIDEO FEATURES

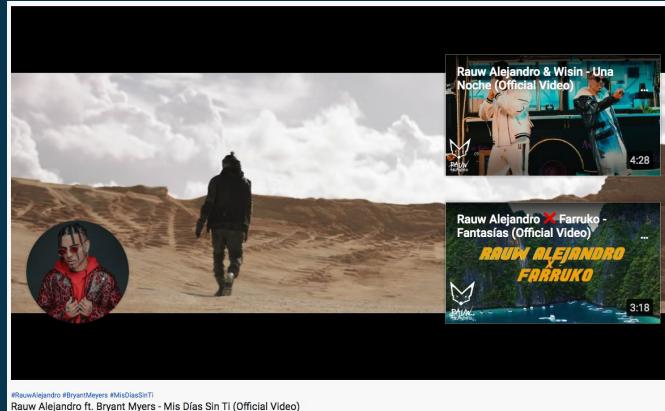
UTILIZING VIDEO FEATURES

END-SCREENS

End-screens are an important feature that help curate and lengthen a viewer's watch session. To drive the viewer to click on the next video/playlist, add at least 7-10 seconds of black screen time at the end of every video. You can add up to four different elements so we recommend utilizing at least three on each video with one of them being a playlist and one being the subscribe button. Make sure to keep these updated to push to relevant or priority content.

CARDS

The card button that shows itself as the "i" in the top right hand corner throughout the video is where you can link to sites (merch, streaming, donation sites, tour tickets, playlists, etc.) or promote relevant videos or even direct the viewer to subscribe, so viewers can follow through on another call-to-action without having to stop the video.



UTILIZING VIDEO FEATURES (CONT.)

SUBTITLES

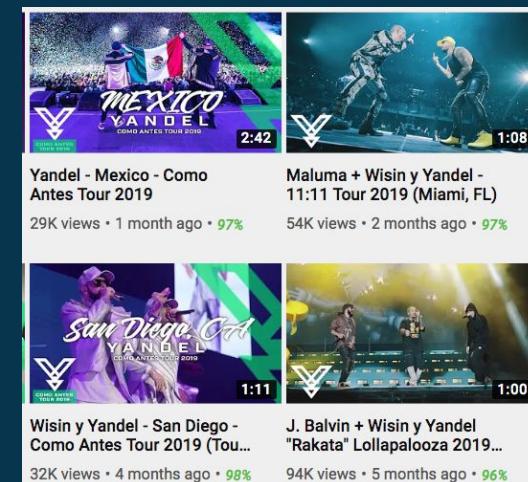
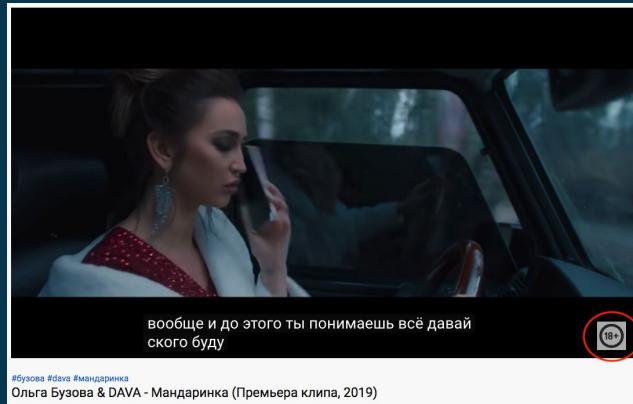
Enabling subtitles (CC)/translation to all videos is a beneficial way to spread the word about your music and videos to viewers that don't necessarily speak the language; or for people who'd like to have the lyrics automatically on the screen. Translation can also be automated for the [title and description](#), found under the Subtitles tab. To enable this feature in the video manager, select the video you want to add subtitles to, and select "edit." Then click on the "Subtitles/CC" tab and "add new."

SUBSCRIBE WATERMARK

Another watch session feature to add is the "[branding watermark](#)" button that sits on the lower right hand corner of each video. It's a logo that, when scrolled over, allows the user to subscribe to the channel without leaving the video. To enable this feature in the Creator Studio, select channel > branding, and then "add a watermark."

THUMBNAIL OPTIMIZATION

Thumbnails should be bright and easy to see (not dark or blurry), with a clear picture of the artist or a striking image that's on brand to grab the attention of potential fans. No thumbnail should look identical/too similar either because this can confuse the viewer in already watching the video and not clicking further.





ENGAGING WITH VIEWERS

ENGAGING WITH VIEWERS

COMMUNITY TAB

The [Community tab](#), which is essentially YT's version of a social feed, is a great way to directly engage with your audience by posting gifs, polls, photos, or even text statuses. To ensure you have your Community page enabled and for best practices, [read more on our blog](#). We recommend including engaging posts such as: polls, open questions, Q&A, and scheduled content.

Replying/liking comments within the Community page will have viewers realize the importance of being a part of a connected fanbase, making them more likely to subscribe and engage with your channel. This can be a good way to keep the channel active and within YouTube's algorithm, even without new releases.

INTERACT

Communicate with viewers through liking or replying to comments on videos, or pinning a top comment - a question, a thank you, tour dates, lyrics, etc. Engaging with viewers will incentivize them to interact to the channel, as well as increase subscribers. You can also reach viewers like this on the community page.

The image displays three separate posts from Al Green's YouTube channel on his Community tab:

- Post 1:** A photo of Al Green dancing with the caption "Happy Wednesday everyone! Hope you're all dancing. God bless." It has 621 likes and 44 comments.
- Post 2:** A poll asking "What would you like to see more of on my channel this year?" with options: "Lyric videos", "Full album streams", "Contests", "Interviews", and "Playlists". It has 222 likes and 19 comments.
- Post 3:** A thumbnail for a video titled "Al Green's 'Feels Like Christmas' with a Relaxing Yule Log Fi...". The video has 6.3K views and was posted 1 month ago. The description reads: "Spend the holidays with Al Green classics from his album 'Feels Like Christmas' while enjoying the relaxing sound and views of a crackling yule log in a fireplace."

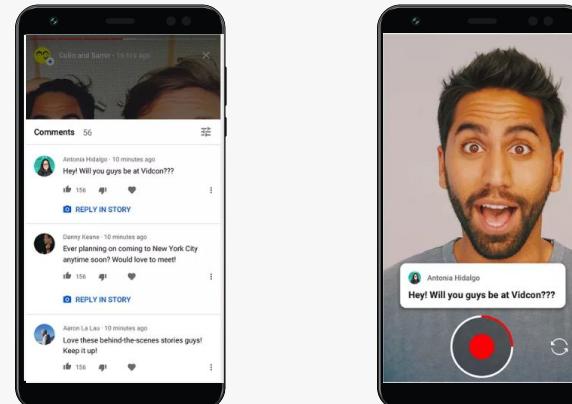
ENGAGING WITH VIEWERS (CONT.)

PREMIERE

Premiere is another positive way to engage with your viewers. Set up a premiere for a new release and YT will create a countdown on that link. If you spread that link and tell viewers to click on the little bell, it will notify them when the video is released. This feature also includes a live-chat on the side of the screen, where fans can show their excitement and the artist can engage the audience by commenting along.

STORIES

Stories is a new feature that can be important in interacting with viewers. Think Instagram Stories - but the video segments can be 15 seconds long, and don't expire for 7 days. There is also the option to download Stories to publish as videos on your channel. This is a good way to show on-the-go engagement from artists, as well as a cool way to answer fans questions in real time. To create a story, tap the camera icon button and record. You will also have the option to save, edit, add text, filters, music, stickers and comments.



ENGAGING WITH VIEWERS (CONT.)

LIVE-STREAMING

Utilizing live-stream on YT is one of the best ways to communicate and engage genuinely with your audience in real time. This is why it's important to use live-streams for performances, Q&As, and so forth to keep audiences feel part of a larger community.

SOCIAL PUSH

By creating social assets and asking users to “swipe up” to find a new video or subscribe to your channel, you can gather a whole new audience to visit the platform and engage with your channel. Along with other socials, adding your YT channel or a new video to bios can help users find your channel and new content.

CONSISTENT CONTENT

Continued consistent, engaging, and creative content creation such as vlogs, Q&A, behind the music, personal videos, serialized content, and setting a schedule so viewers know when to expect new content, are key in creating a strong, loyal fanbase.





For further information regarding YouTube,
please reach out to
VideoServices@theorchard.com, check out
[The Daily Rind](#), or contact your label
manager.

