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Youtube Channel Optimization 101



Hey, everyone. Ezra Firestone here, with a Smart Marketer tutorial. In this video, we're talking about to setup and optimize your YouTube account for maximum leverage from

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a conversion and usability standpoint. Let's head over to the computer and have a look.

Here we are in the account, and you can see that we've got 163,00 views, but we haven't done any optimization on this YouTube account because we've been busy. I'm going to go in and I'm going to optimize it now, and show you how that's done.

The first step is I want to show you how to monetize these videos. We're getting a bunch views and we're not

allowing YouTube to display ads over them. I want to be able to run my own ads that display over the videos. To do that, I need to set up monetization. The way that you do that is you go into your YouTube Settings, that's right under your profile, you just click YouTube Settings, and then there's the Monetization button. Under Channel Settings, there's this little link that says Monetization. Before you do that actually, you're going to have to verify the account. There will be a little link that says, 'Click here to verify'; it'll have you put in your phone number and you can go ahead and verify that. Once you do, this monetization feature will become available.

Just click Enable and it's going to bring me here when I can enable my account. I've got to click all these little buttons that just say, 'I agree to the terms. I agree to the services', and then I just click, I Accept. I click the I Accept button, and now I'm ready to go. I'm ready to have my videos be monetized. What that will do is when I come to my



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analytics, it will pop up this thing that says Earning Reports. I can click on Earning Reports, and after a little bit, it'll show me how many monetizable views I've had. In the last 30 days, we've had 10,000 views on this account. None of them were monetized, but we had 23,000 minutes, which is 16 hours watched, in the last 30 days, which is pretty good.

Another cool thing that this did for us was it allowed us to have external annotations in our account. Since we're now monetizing and we've got some views, YouTube is going to allow us to put links in our videos back to our website, which is really, really powerful. I'm going to show you what that looks like right now.

Before you can link back to your website, you need to set it up as an associated website on your YouTube Channel. The way that you do that is you come into your settings, under Account Settings. You go down to Channel Settings, Associated Website. You put in the URL and it's going to ask you to verify that URL in Webmaster Tools. Just go ahead and click on the Verify button, and that's going to take you over to Webmaster Tools, where I've unverified this so I can re-verify it for you guys, where you verify it. You do that in a couple of different ways. There's a bunch of methods here you can use: You can use your Analytics account, you can use the domain name provide, you can use an HTML tag. We're going to go with domain name provider in this instance.

I'll click Go Daddy from this list, and click Verify. Then it's going to ask me to log into Go Daddy, so I'm going to do that. Then Google's going to ask Go Daddy for access, and



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we'll just click the Allow Access button. Then it's going to say, "Are you sure you want to verify that you own the domain name?" We just want to say, "Yes, we do." It's going to take a second to do that.

We're back. The domain name is now verified. What you can do is you can go to your YouTube Account Settings, under your account; just click on YouTube Settings. We're just going to go into our video settings and we're going to have a look. The way I got here was I just went over here to the Video Manager. We're going to come in here and look at a couple different ways to optimize this account.

The first thing is in-video programming. This is cool because you can feature your channel across all of your videos. You can have a little link that pops up in your video and you can have it display the entire video or right at the end of the video, and I'll just set it to display at the end. We'll set it for 10 seconds, and we'll put that in the top right. What that will do is it will show our channel avatar in the top right corner of our video.

The next thing I'm going to do is I'm going to feature one of my videos across every single video on my account. If there's one video on your account that you want everyone to see . . . so for me, we're going to want to feature probably this one on Silver Hair. We'll going to go ahead and save that. I'm going to have that display on the bottom right, at the end of the video's, the last 10 seconds. You can display it across the entire time. You can just go



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custom start time and start it at 10 seconds. Now that video is going to play 10 seconds in at the very start of my video. If we go and look at one of the videos, we'll be able to have a look.

This is the most recent video we put up here. I'm just going to play it. Once we get to 10 seconds, this little thumbnail pops up right here, and that's featured across every one of my videos. Basically, anyone who's watching any one of my videos is getting to see that this is the one that I want to feature, that I want them to see, and they get this little clickable link right here.

We can also see that my channel, I just went and set this to be featured. This channel, the Cindy Joseph Channel, is featured across all our videos, right in the top right. No matter where you are, that's always going to be there. If they click that, it takes them right into your entire YouTube Channel. That's one of the ways that you can push people over to specific videos and you can push them over to your channel from inside the video itself.

Let's talk about optimizing an actual video itself. I'm going to come over; I'm going to click on the Edit button. You'll notice that I have this little link that says Custom Thumbnail. These are being enabled for most YouTube accounts nowadays, if you have any amount of views, and that just allows me to upload my own image thumbnail. I could have a title on it, I could have text on it, and I wouldn't be set to one of these 3 images that they give. I just click Upload Custom Thumbnail, I'd scroll down. I don't



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have a thumbnail created this for video, but if I had one, I'd just select it and I'd click Upload. That would set me a custom thumbnail for this particular video.

I just made one real quick so I could have an example. I'll just come over here to my Downloads folder, and I will grab the image; choose it, now it's uploading. If I save this, I now have a custom image thumbnail. That means any time I embed that video anywhere, and on my channel, that image thumbnail is going to show up instead of that one that YouTube currently has. What that does is it just gives me a higher chance of people clicking on my video, because I have text on it now. I'm actually not going to set it, though.

The other thing that you can do in these videos is you can do annotations with links. Let's say I wanted to do a label. I could put, "Check out my web site." Put a link.

YouTube is going to give you a couple different options: You can link to other YouTube videos, which is a cool, fun thing to do. You can, at the end of your videos, have links to 3 of your other videos, to try to get people to watch them. You can link over to a playlist. You can link to your Channel or your Google+ page. You can link to a fundraising project. I like to link to an associated website, which is my website, the one that I just associated with it, earlier in this video. What that will do is it will allow me to drive traffic straight off of my YouTube video, over to my website. There you go. That is how you link out from a video to your actual website, and drive traffic from your videos to the website that you associate with your YouTube account.



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I want to show you a couple things on your Channel page. If you click this little link that says Channel Settings, right on the homepage of your YouTube Channel, you can make a few edits. You definitely want to come over to Info and Settings and fill that out, so that you've got a little description; that will show up down here. Then under Tabs, you can set where the default tab is. I'm going to the default tab to be my uploads. Noticed how changed down here? Now people are dropped right on the uploads; if you see that. I'll also make it live in a second. You could also set it to be a featured tab, which would be your playlist, and that kind of thing. We'll go ahead and set it to uploads. I'm going to feature my activity stream to look like this, that blogger-style, and I will click Done Editing. Notice now, when someone comes, they land straight on my uploads.

Another thing is over here to the right of your channel you have the option to display your description, and also to add links. You definitely want a link out to your website and any other places that you want. You can also link over to playlists from here.

That is how you optimize your YouTube Channel, or a couple ways of optimizing your YouTube Channel. Hope these have been helpful. I'll see you in the next video.

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