

# YouTube Channel Free Guide

A hand with red-painted nails holds a vintage black video camera against a blue floral patterned background. The camera is a classic camcorder style with various controls and a lens visible. The text 'Shortlisted Productions' is overlaid in white on the right side of the image.

Shortlisted  
Productions

Every day billions of videos are watched on You Tube, making it not only an incredibly popular website but also a very powerful search engine. Consequently, You Tube also plays a critical role in Search Engine Optimisation (SEO).

In addition, companies that use a wide range of advertising media often find that it is videos (as opposed to other media) that have the **best Return On Investment (ROI)**. They also find that ad campaigns and landing pages with video content significantly **increase conversion rates**.

At the end of the day, people love watching videos - a phenomenon that doesn't look like changing anytime soon. The implication for businesses is that video marketing, more than any other channel, is a must for both external and internal communication. There is no longer any excuse not to have your own YouTube channel.

Here is a guide on to how to quickly open a YouTube channel and get started with your video uploads.

If you need any assistance with your video marketing strategy and video production, please do not hesitate to contact us at:

[shortlistedproductions@gmail.com](mailto:shortlistedproductions@gmail.com)

or visit our website

[www.shortlisted-productions.com](http://www.shortlisted-productions.com)

## Step 1. Create your Google account

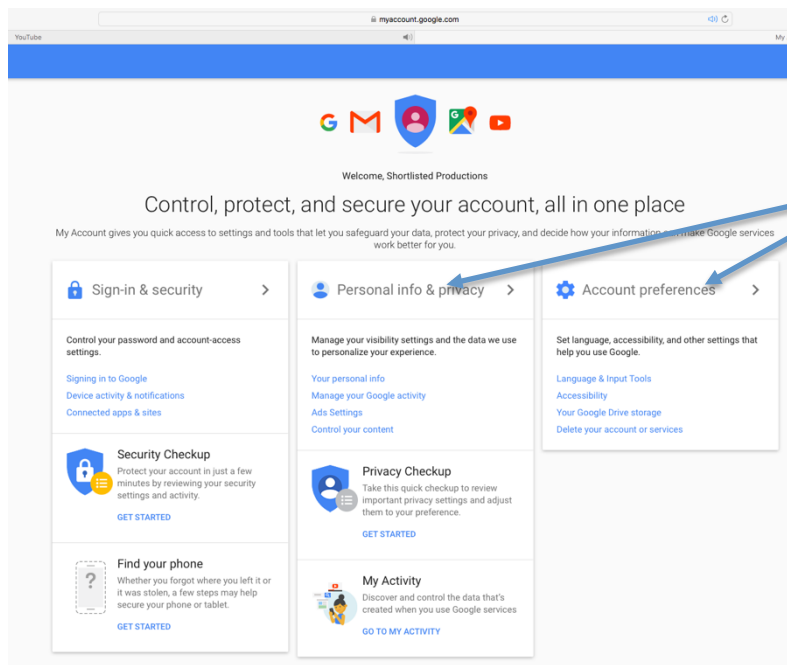
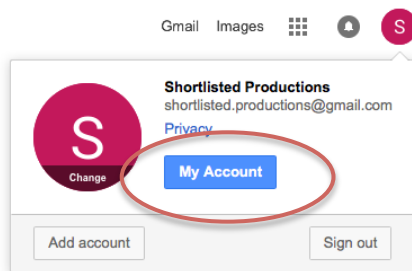
In order to create a YouTube channel you need to have a Google account, either in your name or in the name of your company and which you can create by opening a gmail account.

Depending on your ambition and budget, you can either go for a paid business account and get a whole range of business services including additional cloud storage, business calendar, customised @yourcompanyname.com accounts, etc. (here is the link <https://gsuite.google.co.uk>), or you can just add a regular free gmail account (<https://mail.google.com>).

Purely for demonstration purposes, we have created an account for Shortlisted Productions with the email address: [shortlisted.productions@gmail.com](mailto:shortlisted.productions@gmail.com).

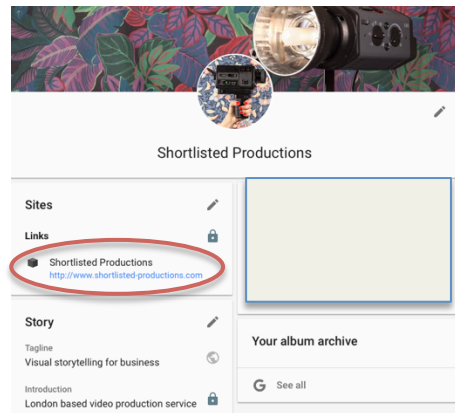
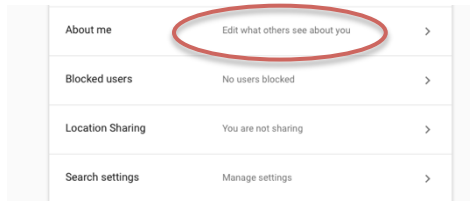
## Step 2. Update your personal or company information on your Google account

Sign in to your Google account with your new password, go to the icon in the right top



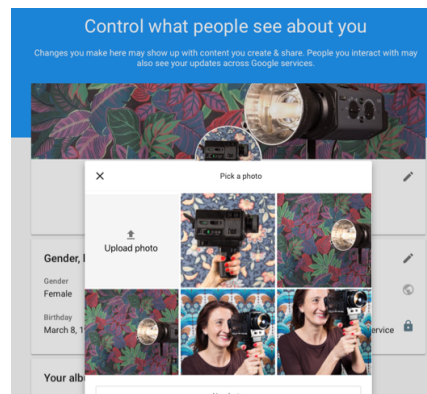
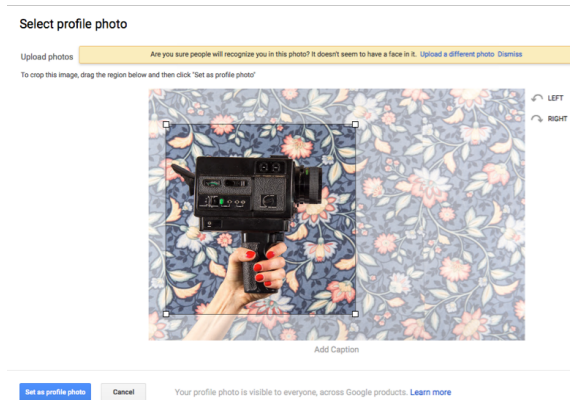
Update relevant personal or company information and account preferences.

In the section “Personal Information and Privacy” click on “About me – what others can see about me” and add your website information.

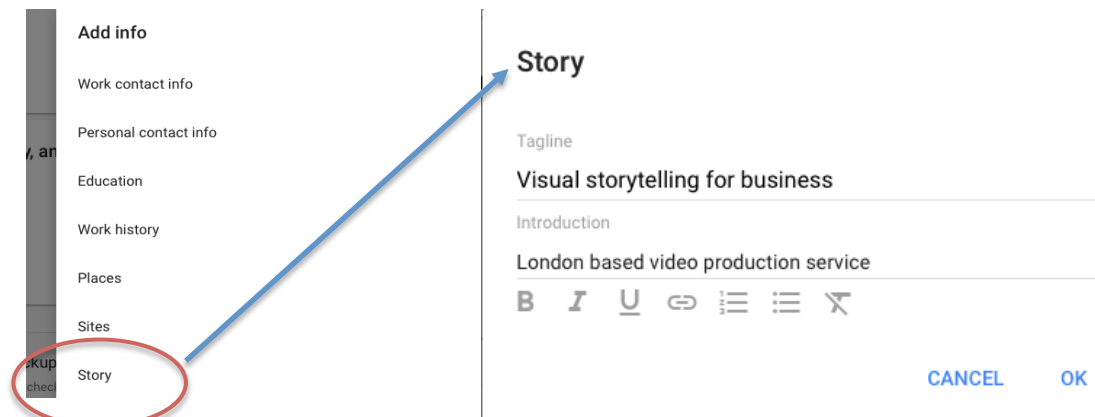


Please note that the **picture profile** in the Google account will be visible as your profile picture at the YouTube Channel (as well as your gmail account).

Besides the profile picture, you can add your custom banner.

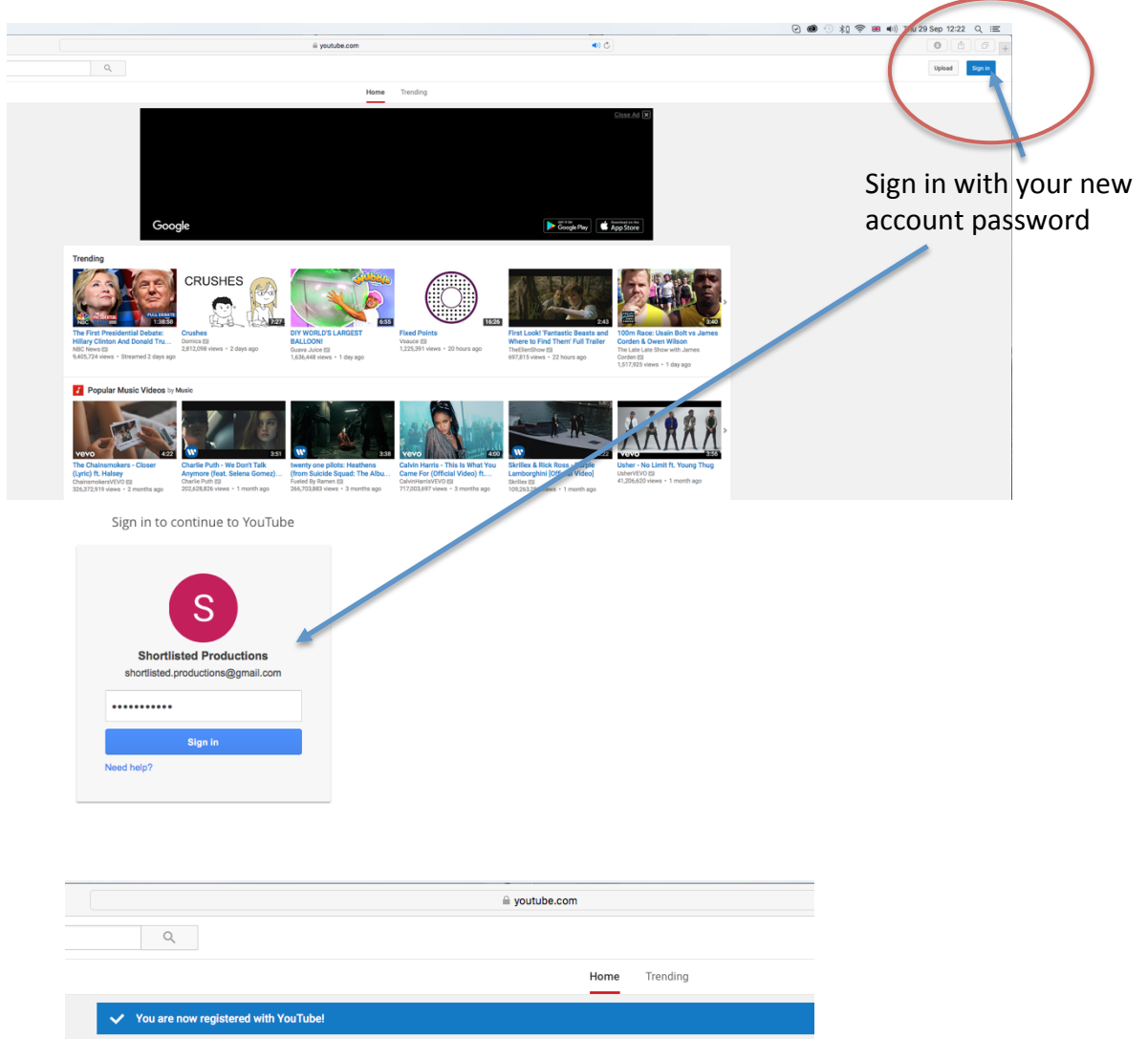


And add a “story” describing your business.



## Step 3. Create YouTube Channel

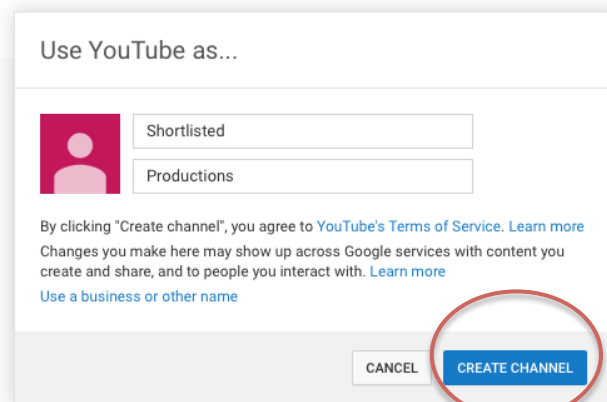
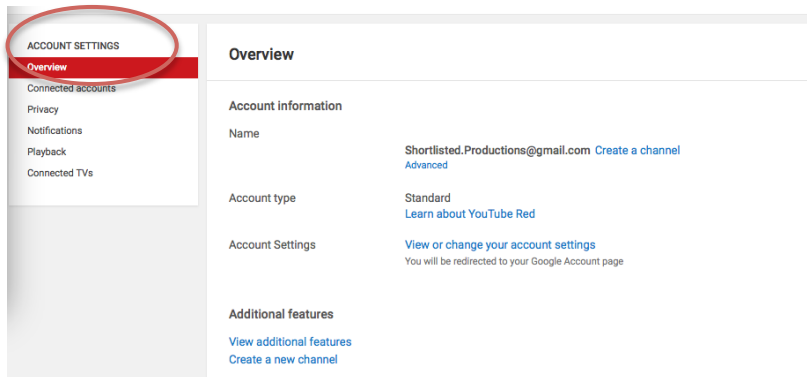
Go to [www.youtube.com](http://www.youtube.com) and sign in with your new account. Accept the terms. You will get a message that “you are now registered with YouTube”.



The image shows a sequence of steps for signing into YouTube. The top screenshot displays the YouTube homepage with the 'Sign In' button in the top right corner circled in red. A blue arrow points from this button to a sign-in form below. The form includes a profile picture placeholder with the letter 'S', the channel name 'Shortlisted Productions', the email address 'shortlisted.productions@gmail.com', a password field with masked characters, and a 'Sign in' button. A 'Need help?' link is also present. The bottom screenshot shows the YouTube homepage after successful sign-in, with a blue notification bar at the top that reads 'You are now registered with YouTube!'.

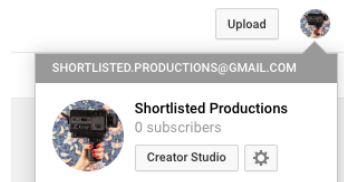
Sign in with your new account password

Now when you have got a YouTube account, go the YouTube account settings and click "Create a channel".

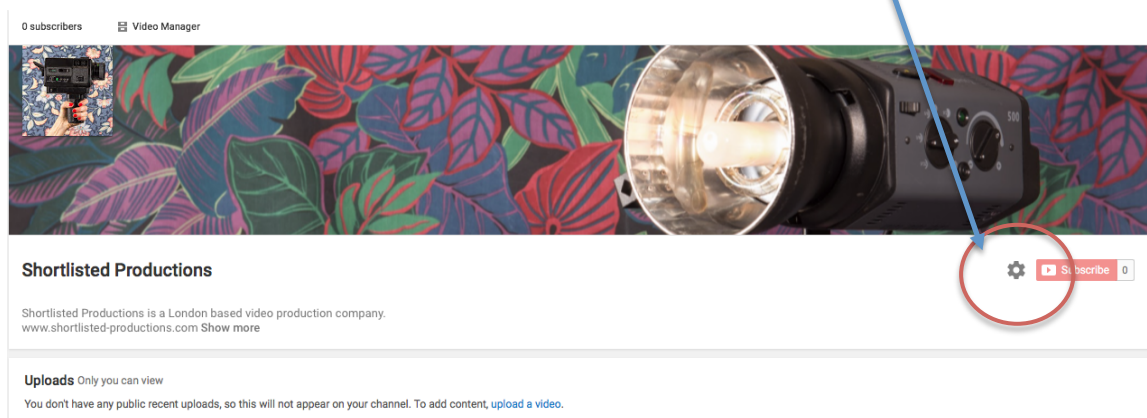


Congratulations! You have got your own YouTube Channel.

You can always come back to your channel and settings by clicking the profile picture in the right top corner of the screen and going to the Creator Studio.

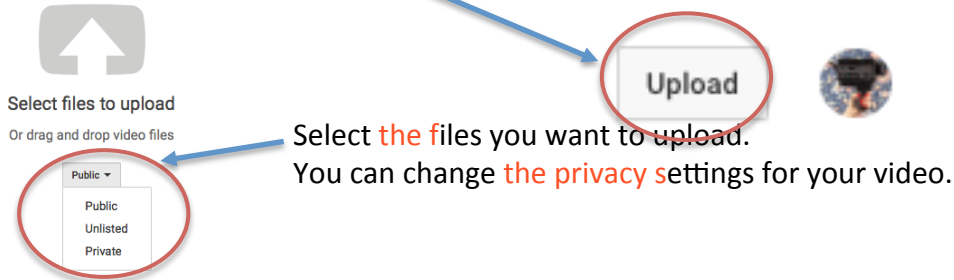


We also recommend adding channel art and customising settings.



## Step 4. Upload your video

To upload your video, click on the upload button in the top right corner of your screen and just follow the instructions.

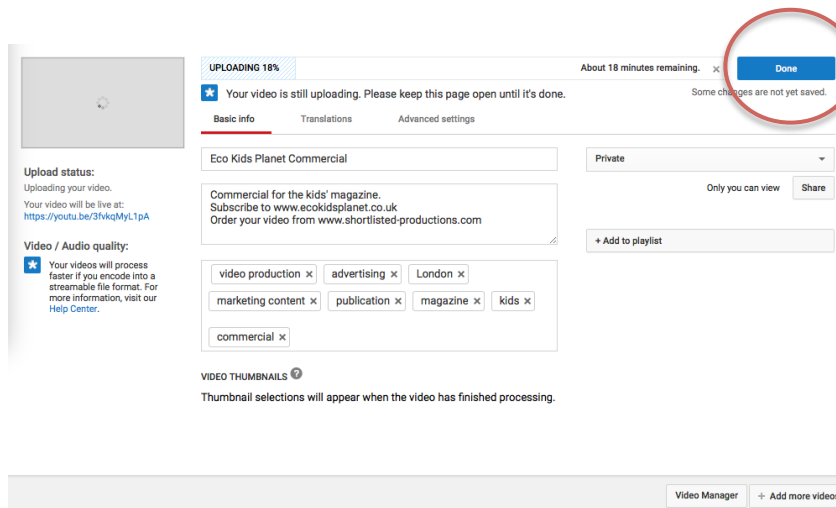


- *Public* is the default setting and means **that** anybody can see your video.
- *Private* means only those you invite to view the video can view it (they must have their own Youtube accounts and the maximum number is 50 usernames).
- *Unlisted* means your video will not come up in search results or on your channel either. Only those who know the link can view it, and you can share the link with anyone, even those who do not have a YouTube account/username.

To ensure the best quality for your video use the following encoding for your video. Upload it in MPEG4 (H.264), 1280x720 or 1920x1080 resolution.

The file can only be 2 GB in size. To upload longer videos, verify your account using the following steps:

- Go to upload page [youtube.com/upload](https://youtube.com/upload), At the bottom of the page, click “Increase your limit”
- After you upload a confirmation email will be sent to your gmail account.

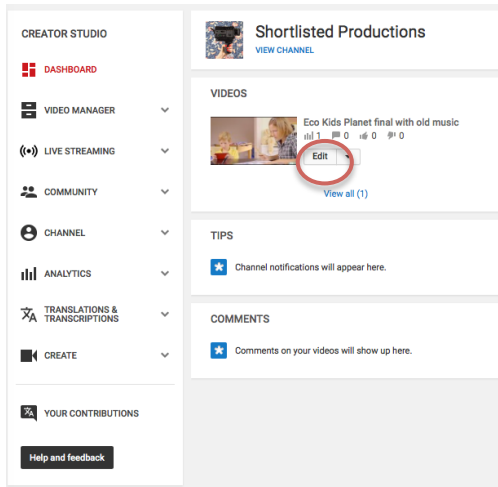


While your video is uploading, you can update video setting and information about your video.

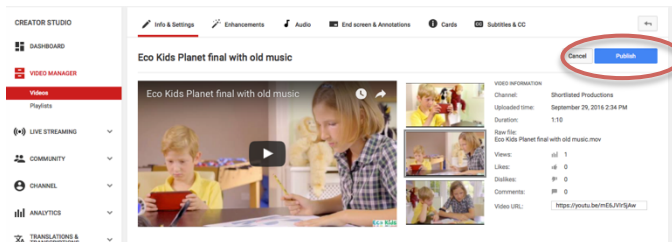
Press “Done” after you update the video information to save your changes.

Once the upload is completed, you will be notified via your gmail account.

After your video is uploaded, don't forget to publish it. You can do it either while the video is uploaded or later. For this, go to "Creator Studio" and click "Edit".



Then click "Publish". You can add custom images to ensure that the front image of your video looks nice by clicking "Custom Thumbnail". Please note the size of the custom thumbnail file should not exceed 2MB. Here you can also change any other settings and information about the file.

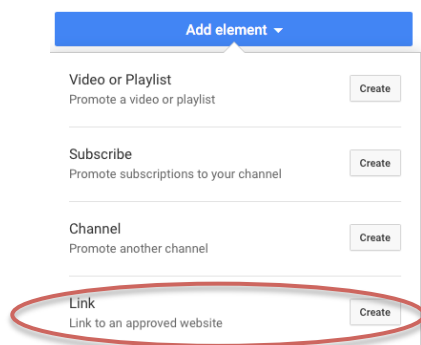


## Step 5. Create links from your video to your website

In the description field you can add information to your website, but there is a better way to allow viewers to quickly go to your website. This is done either through cards or annotations. Go to the tab "End screen & Annotations"



Select "Link" on the next screen.





On this page you will have links that allow you to verify your account and add an associated website. Make sure that your account is verified and that the link is created before you start adding ULR links. Follow the onscreen instructions.

Link URL

<http://www.shortlisted-productions.com>

You can link to:

**Your associated website**

Not enabled

To associate your website with your channel:

1. [Verify your account](#)
2. [Add an associated website](#)

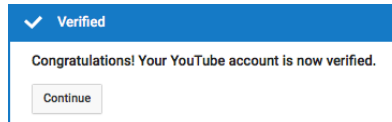
**Merchandise sites**

Link to your storefront or an individual product on one of the [approved retailer sites](#).

**Crowdfunding sites**

Drive awareness and support for your creative campaigns on one of the [supported crowdfunding sites](#).

You can complete verification of your account by providing your phone number. Follow the onscreen instructions.



Then go to go to [Advanced Channel Settings](#) by clicking your account > Creator Studio > Channel > Advanced.

In the "Associated website" section, enter the URL. It will show as "pending," unless you've verified the site before.

A screenshot of the YouTube Creator Studio interface. On the left is a navigation sidebar with "CHANNEL" selected and "Advanced" highlighted in red. The main content area is titled "Advanced" and contains several sections: "Account Information" with a profile picture and a "Country" dropdown set to "United Kingdom"; "Channel keywords" with the text "video production, filmmaking, video content"; "Advertisements" with a checked box for "Allow advertisements to be displayed alongside my videos" and an unchecked box for "Disable interest-based ads"; "AdWords account linking" with a "Link an AdWords account" button; and "Associated website" with a text input field containing "http://www.shortlisted-productions.com" and an "Add" button. The "Associated website" section and the "Add" button are circled in red.

You will be given a number of options to verify the ownership of your website.

## Webmaster Central

You are already a verified owner of <http://www.shortlisted-productions.com/>. Verifying with more than one method will make your ownership more resilient.

### Verification methods

### History

- HTML file upload**  
Upload an HTML file to your site.
- HTML tag**  
Add a meta tag to your site's home page.
- Domain name provider**  
Sign in to your domain name provider.
- Google Tag Manager**  
Use your Google Tag Manager account.
- Google Analytics**  
Already verified using this method.  
Use your Google Analytics account.

- You must be using the [asynchronous tracking code](#).
- Your tracking code should be in the <head> section of your page.
- You must have the "edit" permission for the Analytics web property.

The Google Analytics tracking code is used only to verify site ownership. No Google Analytics data will be accessed.

VERIFY

Not now

I used the Tracking Code from my Google Analytics account which I created for my website earlier on (this is a free service and takes minutes to set up – here is the link to the guide <https://support.google.com/analytics/answer/1008015?hl=en>).

To find your Code, sign in to your Analytics account. Select the Admin tab. Under PROPERTY, click Tracking Info > Tracking Code.

The screenshot shows the Google Analytics Admin interface for the website <http://www.shortlisted-productions.com>. The navigation menu at the top includes HOME, REPORTING, CUSTOMIZATION, and ADMIN (circled in red). Under the ADMIN tab, the 'PROPERTY' section is selected (circled in red). The 'PROPERTY' dropdown menu shows the selected property: <http://www.shortlisted-productions.com>. The list of options under this property includes Property Settings, User Management, .js Tracking Info, Tracking Code (circled in red), Data Collection, User-ID, and Session Settings.

Once the code is copied, the ownership is confirmed and you can start creating links from your videos.

## Webmaster Central

- ✔ Great job, <http://www.shortlisted-productions.com/> is now verified! You can now use Google services for your property such as [Search Console](#) .
- [Add additional owners to http://www.shortlisted-productions.com/](#) .
  - [Verify another property.](#)
  - [View your list of verified properties.](#)

The above process has to be only once, and from now on you can set up links to your website from any new video you download.

Go back to “End screen & Annotation”, select the part of the video where you want to display the link. Keep in mind that video playback stops when a viewer clicks an annotation in your video, and this can impact your watch time metrics. Click “Create” for the link..

The screenshot shows the YouTube Studio interface for a video titled "Eco Kids Planet final with old music". The "End screen & Annotations" tab is selected. A video player is visible with a timeline at 0:58. A "Link" card creation menu is open, with the "Create" button circled in red. The video player shows two children sitting at a table, looking at a book. The "Link" card creation menu has a "Create" button circled in red.

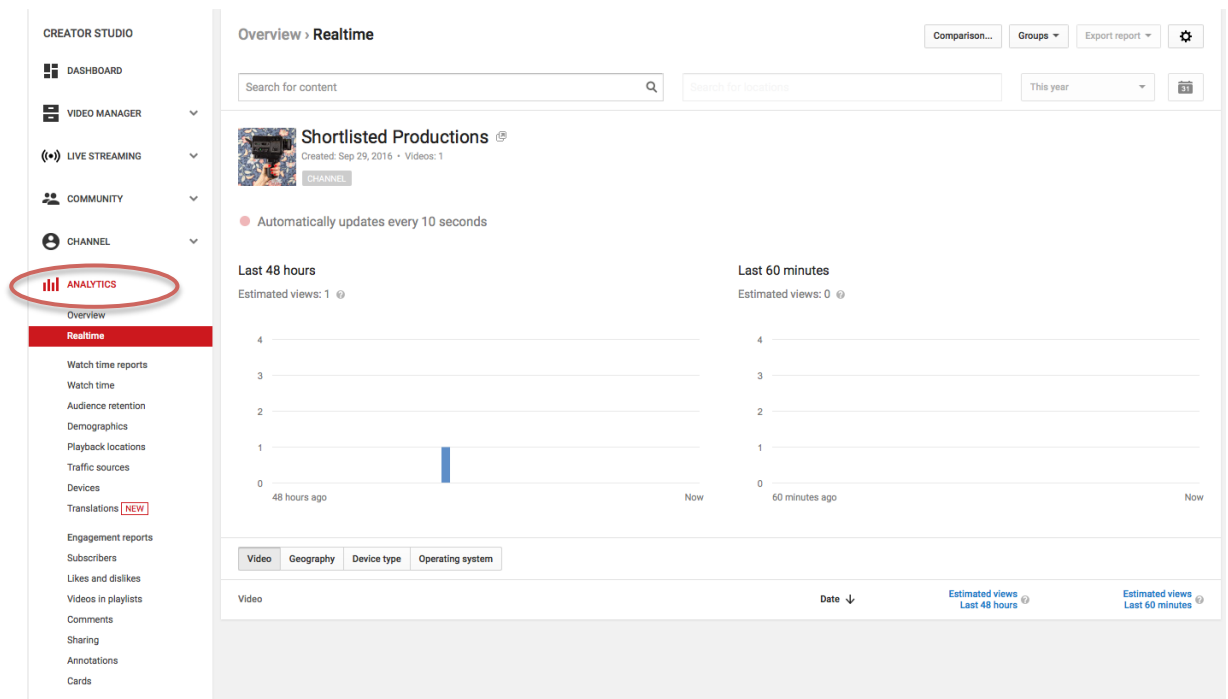
.. and enter the link on the website which you want to associate with your video. This could be any page from your website, include the landing pages.

Link URL

<http://www.shortlisted-productions.com>

## Step 6. Monitor your results

Last but not least, take a note that you have a section with Analytics for your videos where you can see the number of views, the location of viewers, their engagement and other useful Key Performance Indicators (KPIs).



In addition, your website and Google Analytics account will have other Analytics data, showing what is creating most traffic to your website. By placing videos strategically on various social media platforms and creating landing pages at your website, you can gather valuable information about your potential clients and track the success of your various communication channels and advertising campaigns.

*We hope this guide has been useful.  
Please contact us to get a free consultation  
on your video content marketing strategy.*

[www.shortlisted-productions.com](http://www.shortlisted-productions.com)