# General YouTube Information / Best Practices

* Stick to a regular posting schedule, consistency is key.
* Consistent format. Institute a recurring show or series that can be repeated again and
* again.
* Consistent elements- Repeat small aspects of a show the same way every time, such
* as intros and outros, or revisit certain segments in each episode
* Consistent voice- have a clear and confident perspective that’s appatent in every cideo, no matter how different each video is
* Create a structured format that will prevent you from having to reinvent every video
* Engage and respond with viewers
* Title, Keywords and Description- The more detailed and descriptive your videos are, the better. Include target keywords in your title and write them in the ways you think viewers would search.
* Tags- Include a mix of both general and specific tags. Use enough tags to thoroughly and accurately describe the video. Include keywords from your title in your video's tags. List them in order of relevance to the video and try to use the whole 120-character limit
* Thumbnail- 90% of the best performing videos on YouTube have custom thumbnails
* Subtitles and Closed Captions- not only do they make video accessible, they also help optimize your video for search by giving you another opportunity to highlight important keywords.
* Playlists- Group a set of videos that you want viewers to enjoy in a single session or in a
* particular order
* Enable the channel trailer for unsubscribed viewers. This video will autoplay, so tell new visitors what your channel's all about and why they should subscribe.
* Ideal length- TED Talks claim the ideal length is 10-18 minutes to avoid losing people's attention
* Channel art is important- make it recognizable simple and eye catching.
* Include a few well-placed cards in your videos. Ask for subscribers and drive viewers
* to other videos, but don't overwhelm them.
* Check out Google’s guide to YouTube <https://www.thinkwithgoogle.com/_qs/documents/1601/youtube-playbook.pdf>

Sources:

* <https://creatoracademy.youtube.com/page/lesson/thumbnails?cid=get-discovered&hl=en#yt-creators-strategies-6>
* <https://www.hubspot.com/youtube-marketing>
* <https://www.theverge.com/2019/7/26/8888003/youtube-video-length-contrapoints-lindsay-ellis-shelby-church-ad-revenue>
* <https://dailyrindblog.com/youtube-2020-best-practices/>
* <https://contentcareer.com/blog/optimal-youtube-video-length/>

# Automotive Museum’s YouTube Analysis

**Petersen Automotive Museum**

<https://www.youtube.com/channel/UC7l9_nNV7JWaSnNMqNjTEAQ>

Social Blade: <https://socialblade.com/youtube/user/petersenmuseum>

|  |  |
| --- | --- |
| Subscriber count | 54.7k |
| Frequency of new videos | 6+ per month |
| Average length of videos | 18:31 |
| Average video views | 50.5k |
| Video Content | Garage tour, Interviews with drivers, private and their own car collections, behind the scenes at businesses, first looks, prototype/concept cars, car shows |

**Revs Institute**

<https://www.youtube.com/user/TheRevsInstitute>

Social Blade: <https://socialblade.com/youtube/user/therevsinstitute>

|  |  |
| --- | --- |
| Subscriber count | 2.32k |
| Frequency of new videos | 2+ per year (last 2 years)  5+ per year (3 -7 years ago) |
| Average length of videos | 3:45 |
| Average video views | 8.3k |
| Video Content | About Revs, driving cars, driver interview, racing videos, drivers view, Concouts d’Elegance car feature |

**Indianapolis Motor Speedway Museum**

<https://www.youtube.com/user/cepindy>

Social Blade: <https://socialblade.com/youtube/user/cepindy>

|  |  |
| --- | --- |
| Subscriber count | 1.02k |
| Frequency of new videos | 4+ per month |
| Average length of videos | 5:20 |
| Average video views | 927 |
| Video Content | Car tours, crafts, car features, museum overview, racer interview |

**RoadScholars**

<https://www.youtube.com/user/RoadScholars>

Social Blade: <https://socialblade.com/youtube/channel/UCmUYwJqp45roWzi1Bq3bNrg>

|  |  |
| --- | --- |
| Subscriber count | 2.8k |
| Frequency of new videos | 3 per month |
| Average length of videos | 30:30 |
| Average video views | 5.5k |
| Video Content | Show “Fresh Brewed & Air Cooled”, car features / overviews, shop tours, car races, history, events |

**Racing Legend Car**

<https://www.youtube.com/channel/UCqQaZHHkoaYzPD2ULWEBB3Q>

Social Blade: <https://socialblade.com/youtube/channel/UCqQaZHHkoaYzPD2ULWEBB3Q>

|  |  |
| --- | --- |
| Subscriber count | 103 |
| Frequency of new videos | 7 per year |
| Average length of videos | 3:12 |
| Average video views | 770 |
| Video Content | Racing videos, racing simulator, history |

**Barber Vintage Motorsports Museum Main Channel**

<https://www.youtube.com/channel/UCdbd2cmjsenBsP5VipftYMg>

|  |  |
| --- | --- |
| Subscriber count | 53 |
| Frequency of new videos | - |
| Average length of videos | 4:03 |
| Average video views | 12k (on one upload) |
| Video Content | Trailer for museum event |

**Barber Vintage Motorsports Museum Learning channel (most active)**

<https://www.youtube.com/channel/UCPRfSCX3tAB9FVQxdtRmR-g>

|  |  |
| --- | --- |
| Subscriber count | 25 |
| Frequency of new videos | 1+ per quarter (3 months) |
| Average length of videos | 4:47 |
| Average video views | 327 |
| Video Content | History, design a bike, teasers |

**Motorsports Hall of Fame**

<https://www.youtube.com/channel/UCcfZzqwynDsdTzsE6vtkvyw>

|  |  |
| --- | --- |
| Subscriber count | 23 |
| Frequency of new videos | 9+ per year  (5 were last month) |
| Average length of videos | 1:28 |
| Average video views | 267 |
| Video Content | Time lapses of exhibition changes, information about museum |

**Newport Car Museum**

<https://www.youtube.com/channel/UCDdOD_ulx7U50W6WgM9NnhQ>

|  |  |
| --- | --- |
| Subscriber count | 85 |
| Frequency of new videos | 4 per year |
| Average length of videos | 1:59 |
| Average video views | 546 |
| Video Content | Museum tour, car review, car unveiling |

**Simeone Foundation Automotive Museum**

<https://www.youtube.com/user/SimeoneMuseum>

Social Blade: <https://socialblade.com/youtube/user/simeonemuseum>

|  |  |
| --- | --- |
| Subscriber count | 1.18k |
| Frequency of new videos | 2 per week |
| Average length of videos | 5:17 |
| Average video views | 1.5k |
| Video Content | History, car overview, test drive, |

**Audrain Museum Network**

<https://www.youtube.com/channel/UCmS3pX7KQ8BQZh3W9Hf3aEA>

Social blade: <https://socialblade.com/youtube/c/audrainmuseumnetwork>

|  |  |
| --- | --- |
| Subscriber count | 12.2k |
| Frequency of new videos | 13 |
| Average length of videos | 12:51 |
| Average video views | 13.6k |
| Video Content | Car overview/reviews, “Mansions and Motorcars” show, racing,history |

**Mullin Automotive Museum**

<https://www.youtube.com/channel/UCOAatHN9wYC9y-3FthhRHXg>

|  |  |
| --- | --- |
| Subscriber count | 678 |
| Frequency of new videos | 1+ per month |
| Average length of videos | 12:41 |
| Average video views | 1.9k |
| Video Content | Museum tour, car feature / overview, history of cars |

**Corvette Museum**

<https://www.youtube.com/user/corvettemuseum>

Social Blade: <https://socialblade.com/youtube/user/corvettemuseum>

|  |  |
| --- | --- |
| Subscriber count | 12.4k |
| Frequency of new videos | 5+ per month |
| Average length of videos | 5:47 |
| Average video views | 35.6k |
| Video Content | Car donations, history, “Vattecademy” and “Fink Friday” show, new cars, museum experiences |

**prototyp-hamburg**

<https://www.youtube.com/channel/UCP4F01J-wfbfYkH3x7cYPBg>

|  |  |
| --- | --- |
| Subscriber count | 13 |
| Frequency of new videos | * (3 posted 9+ years ago) |
| Average length of videos | 2:50 |
| Average video views | 2.7k |
| Video Content | Museum information and overview, driving experience |