



YouTube Upload Instructions for your Authentic Outreach Videos

How to upload each new video for maximum organic reach and exposure through YouTube's built-in search tool.

*[Note — if your video will be **Unlisted**, you may skip steps 1,3,5,8-14]*

#1) Evaluate and choose potential keywords and tags for your video

(This is a preparatory step — do not enter any information into YouTube yet.)

- a) Start with name and location data: Your company name, your city and state, your ZIP code and area code.
- b) Add the technologies you sell, e.g., business phones, VoIP, IP Phones, data security, contact center, etc.
- c) Consider adding brands you represent, but only ones you think prospects might search for
- d) Use [Google AdWords Keyword Planner](#) and [BuzzSumo.com](#) to add a maximum of five “long-tailed” (3 and 4-word) keyword phrases. Not sure about long-tailed search terms? Use [AnswerthePublic.com](#) to type in a one or two-word term and see popular search phrases related to your shorter terms.
- e) Finally, in your web browser, open a new tab (in incognito mode) to search the phrases you're considering and see what other resellers and content appear. Incognito mode gives you less biased search results.

#2) Before uploading, **change the file name** of your video to include top keyword(s) or phrase(s), your name, your company name, and city-state location. For example: **SD-WAN Technology Update – Jane Lucky — Jane's Digital – Anytown, CA**

We recommend changing the actual file name (on your computer), then using the identical video name on YouTube. If you're thinking of skipping the localization info, *don't!* Your location gives you a huge advantage when anyone searches from within YouTube- and Google-determined geographic radius of your business.

#3) Log into your YouTube account and start uploading the video. Set your video to **Private** (while uploading).

This gives your video all the time it needs to upload and process. It also gives you time to get all your settings perfect before you go live. FYI—YouTube's algorithms and popularity measurements don't kick in until you change the video to **Public**. *Once you're Public, you want as many full-length views of your video as possible by as many different YouTube account holders as possible, as soon as possible.*

#4) Fill out the video's **Description** field.

- a) Begin with a **one-line description** of the video using keyword-rich phrases.
- b) Next, include your **website URL**. (Items a and b should always be visible on the video's page.)

- c) Paste in a **complete transcript of the video narration**. Word has it that YouTube indexes description fields containing 300 words or more.
- d) Below the transcript, include the following **info and links** (your own):
 Subscribe to our YouTube channel to learn more.
 Visit our websiteo:
<http://www.yourwebaddress.com>
 Facebook
<https://www.facebook.com/yourfacebookID>
 LinkedIn:
<http://www.linkedin.com/in/yourLinkedInaddress>
- e) Paste the video's own Share link (**short URL**) at the end of your Description.

#5) Add **Tags** to your video data (these work like hashtags).

Tags categorize your video so the search algorithm can find and recommend it.

- a) Enter the top ten words and phrases that apply your video in the tags area. If your video were about hamsters doing handsprings, you'd tag **hamsters**, **handsprings** and **hamster handsprings**, along with related phrases like **animal tricks**.
- b) Your last tag should always be your own company tag, for example *Converged Digital*. The more you use your own tag in conjunction with other relevant tags, the more YouTube will begin recommending your videos to subscribers and others.

Tip: In your Channel Settings, you can set up default tags that automatically apply to every upload to your YouTube channel. These save time. Just remember to remove any tags that don't apply to a new video and add tags that do apply.

#6 Visit the **Advanced Settings** panel...

Preferred settings (only suggestions—choose what's right for you):

- a) Comments>Allow; Show>Approved; Sort By>Top Comments; Users can view ratings
- b) License and rights ownership> Standard YouTube License
- c) Syndication>Everywhere
- d) Caption certification>**This content has never aired on Television in the U.S.**
- e) Distribution Options>Allow embedding>Notify Subscribers
- f) Age restrictions>Not enabled
- g) Category>**Select your preferred category**
- h) Video location > **enter your City and State**. Localization data can help people find your video when people search from your geographic area.
- i) Video language>English
- j) Community contributions>not enabled
- k) Recording date (optional)
- l) Video statistics>**de-select until stats are where you want them**
- m) 3D video>not enabled
- n) Content declaration>not enabled

#7 Re-visit the **Info & Settings panel > Choose your preferred thumbnail from the 3 options YouTube provides (or better yet, add a **Custom Thumbnail** – 1920 X 1080 pixels, jpg preferred).**

#8) Change the video setting to **Public to go live.**

Now your video is “findable” via a YouTube search and features the image you chose.

#9) Copy the full contents of your **Description field and paste in the first **Comment** box**

#10) Copy the Share Link (Short URL**) and paste it in your browser address bar.**

Watch your uploaded video and check for errors.

#11) In your Voodoo account(s), use the **Add YouTube Video feature. Copy-paste the Name, Description, YouTube Share Link and Length to install your new video into your Voodoo library.** Click **View** to watch the video playing in your custom-branded frame. Copy the full URL address from your browser’s address bar.

#12) **Share/post the Voodoo URL of your new video to all your **social networks**. Make sure to **reach out to your email lists**, too.**

The more views your video gets in the first 48 hours, the faster it will rise in YouTube’s search rankings, and the more often it will be recommended *automatically*.

#13) **Comment on your video *again* and respond quickly to anyone else who posts a **comment**.**

Trust us on this. Write a comment that includes the video title, your website URL, and the YouTube Share link of the video.

#14) Try “pinging**” your video to gain backlinks.**

Pings and backlinks help build your audience. Pinging sites around the web informs sites that your page has new video content to index. Pings and backlinks are especially helpful if your keywords are popular.

Here are some helpful ping sites:

pingler.com

feedshark.brainbliss.com

socialmonkee.com

indexkings.com

That’s it. You’re on your way to more views, more search appearances and automated YouTube recommendations!

For more information or assistance with any of these steps, contact:

support@voodoovideomarketing.com