

ONLINE VIDEO PRODUCTION

Process

- Pre-production - Planning - 40-50%
- Production - Recording - 30-40%
- Post-production - Editing - 20-30%
- Distribution - Uploading - 10-20%

Planning

- Research Audience and Topics
- Resources - People, Locations, Equipment, etc.
- Outline and Write content
- Research and set-up distribution

Recording

- Double check location
- Double check equipment
- Be patient - Take 2!
- Double check recording

Equipment

- Camera
- Microphone
- Lighting
- Tripod
- Storage

Editing

- Review and log material
- Gather other material
 - Graphics, Voiceover, Captions
- Rough cut material
- Fine tune material - Add transitions, Music, etc.
- Normalize audio
- Export to standards

Distribution

- Check on upload standards
- Set-up accounts if needed
- Create surrounding content
 - Titles, Thumbnails, Description, Tags
- Upload
- Measure

YouTube Video Structure

- Teaser (5-10 seconds)
- Title Screen (3-6 seconds)
- Main Content (3-5 ...minutes)
- End Screen (3-6 seconds)
- Out takes (5-10 seconds)

Teaser (5-10 seconds)

- What's to come
- Why a viewer should keep watching

Title Screen (3-6 seconds)

- Animated logo
- Music
- Effects.

Main Content (3-5 ...minutes)

- Keep it fun
- Easy-to-follow
- Always engaging
- Edit well and use music

End Screen (3-6 seconds)

- Annotations to one or a selection of your other videos
- Call to Action (CTA)
 - Visit website, subscribe, etc.

Out takes (5-10 seconds)

- Keep viewers regularly watching
- Use out takes or funny moment from your filming session.

YouTube Video Essentials

- Title and categorize your video effectively
- Add relevant tags
- Design an impactful custom thumbnail image
 - Drives clickthroughs.

All

Shorts

Unwatched

Watched

Videos

For you

Recently uploaded

Live

Filters



If I Started a YouTube Channel in 2023, I'd Do This

2.1M views · 7 months ago

Ali Abdaal ✓

YouTube is hard, but over the years I've learnt a few things about how to grow a successful channel, so in this video I go through ...

4:18 ... videos in level one and level two across these 10 videos you're getting to know the craft of making YouTube videos but you'r...

4K



3 POWERFUL WAYS to Make Your YouTube Videos 10x BETTER! (And Grow FAST)

268K views · 1 year ago

TubeBuddy ✓

You could be just one video away from MASSIVE success on YouTube! You don't have to publish hundreds of videos if you have ...

4K CC



Starter Kit for New YouTubers 2023 (gear, software, + strategies)

514K views · 8 months ago

Katie Steckly ✓

TABLE OF CONTENTS 00:00 now is the best time to get started on YouTube 00:32 YouTube Gear Starter Kit 02:19 ...

1:05 ... little addition and again you're still just using your phone now obviously this is not the way that I currently make YouTube vid...



How to Make a YouTube Video (Beginners Tutorial)

1.7M views · 4 years ago

Think Media ✓

This video is NOT sponsored. Some product links are affiliate links which mean if you buy something we'll receive a small ...

4K CC



3 POWERFUL WAYS to Make Your YouTube Videos 10x BETTER! (And Grow FAST)



Subscribe

10K | Dislike | Share | Clip | Save | ...

268K views 1 year ago #TubeBuddy
 In this video we discuss powerful ways to make better YouTube videos and grow much faster! 🤪 Get TubeBuddy FREE - Install Now! 🚀 <https://bit.ly/TubeBuddyTrial>
 ...more

Thumbnail



Thumbnail Technique

- Design Video Thumbnails Users Want to Click
- Test Thumbnail Options With AdWords

End Screen



End Cards - Why & How

- Make your videos more interactive
- Add End Cards in the YouTube Video Manager

What kind of End Cards

- **Video or playlist:** Promote your video content.
- **Channel:** Promote another channel.
- **Donation:** Feature a nonprofit or cause of your choice and encourage donations.
- **Poll:** Encourage viewers to engage in a multiple-choice poll.
- **Link:** Link to an approved website off of YouTube.

YOUR YOUTUBE CHANNEL

Creating a YouTube Channel

- Know your channel's purpose
- Know your niche
- Create your channel
- Verify your account
- Create a brand image
- Create a banner
- Start uploading
- Remember SEO
- Learn YouTube analytics

Channel Optimization

- Commit to Posting to YouTube Multiple Times Per Week
- Develop a Sustainable Video Production Workflow
- Replicate Topics or Tactics From Top-Performing Videos
- Create Long Videos to Improve Watch Time
- Go Live
- Develop Videos as a Series
- Collaborate With Other YouTubers
- Promote Collaborations in the Video's Title, Tags, and Description
- Hub, Hero, Help Strategy

Hub, Hero, Help strategy

Hub videos monthly

Hero videos quarterly

Help videos weekly

Hub (monthly)

- Community-focused
- Designed to create a strong bond with viewers and you, and other viewers
- All about engagement
 - Respond to comments, answer questions
 - Interact via live video
 - Initiate projects that require viewer participation
 - Share personal stories

Hero (quarterly)

- Designed to be very successful.
- Focus on topical subject matter like holidays and news events.
- Design to share on social media and/or blogs, and that other media pick it up

Help (weekly)

- Designed to have highly searchable content that provides actionable value.
 - Create DIY, how-to, advice, and troubleshooting videos.
 - Focus on search intent for discoverability.

YouTube Ranking Essentials

- Video title
- Filename
- Tags
- Description
- Views
- Comments
- View retention
- Subscriptions
- Shares
- Watch Later
- Thumbs up/down
- Backlinks

QUESTIONS?