

**VIRGINIA  
IS FOR  
LOVERS®**

**BEST PRACTICES:  
YOUTUBE**

**AUGUST 2021**

# AT A GLANCE



Virginia is for Lovers

5.97K subscribers

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Share What You Love on a Mountain Getaway in Virginia



Share What You Love on a Mountain Getaway in Virginia

15 views · 5 minutes ago

With four kids, it can be tough to find time yourselves. So we invited Ben and Haley to the mountains of Southwest, Virginia - to see if a little time away could help them reconnect. Did it work?

Find out for yourselves, and plan your vacation today at <https://www.virginia.org>

READ MORE

WanderLove ▶ PLAY ALL



Hidden Beach Towns on the Chesapeake

Virginia is for Lovers  
117 views · 1 week ago



Iconic Virginia: Coast to Cliff

Virginia is for Lovers  
348 views · 1 month ago



A Foodie Adventure in Fairfax

Virginia is for Lovers  
852 views · 2 months ago



Joel and Alyssa Find Their WanderLove in Hampton...

Virginia is for Lovers  
320 views · 6 months ago



Nomarama Road Trips To New Parts of Virginia

Virginia is for Lovers  
294 views · 8 months ago



The Adventure Couple Explores the Blue Ridge...

Virginia is for Lovers  
279 views · 8 months ago



# WHERE IT SHOWS

When you upload a piece of content to YouTube, there are six different locations it can be found organically:

1. **Search Results** - People searching for relevant keywords and your video populating within the results.
2. **Recommended Content** - The right-hand side of the video player when watching a video.
3. **Notifications** - If a user has asked to be notified when you've uploaded new content.
4. **YouTube Home Page** - Curated to each viewer based on their search and view history.
5. **Channel Subscriptions** - The left-hand navigation which will show new content from your subscriptions only.
6. **Trending Streams** - Found under the "Explore" tab, pulls "hot" performing content into a playlist.

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## Executing a **YouTube Strategy**.

Every element of the video upload process is important to maximize your presence on the platform. In the following slides I'll go over some key elements to consider when trying to stimulate organic growth on the channel.

- Leverage Video Keywords
- Optimize Video Content
- Engaging Thumbnails
- Curated Playlists
- In-Application Features
- Turn Viewers into Subscribers
- Content for Kids
- Channel Inspiration



# UNTAPPED KEYWORDS

Be intentional in leveraging keywords for every piece of content we upload to your YouTube channel.

Keyword research will help you find the opportunity areas that could yield stronger organic search results, encouraging YouTube to promote your content more. There's several tools available for us to utilize:

- [Keyword Tool](#)
- [VidIQ](#)
- [TubeBuddy](#)
- [Ubersuggest](#)

Keyword competition is one of the most significant factors in determining what to tag your video with. For terms like “Virginia” and “Travel” the competition is significant, therefore channels with higher domain authority will be shown earlier in the search queue.

Do some competitive research on what's out there, and leverage an extension tool like [Youtube Tags](#).

# OPTIMIZED CONTENT

It's also important to develop a content strategy that includes the kind of programmatic material YouTube's algorithm prefers.

Within the last year, Virginia is for Lovers launched our *WanderLove* campaign which (among other things) plays into this model well - hoping the series will help effectively drive traffic and subscriptions to our channel.

This does mean the content uploaded to your channel should (more often than not) fit into these "streams." Video that falls outside a channel's typical pattern of content can throw off what the platform expects and can sometimes get buried in organic search and/or recommended content.

In addition to the type of content, there are several other factors at play when it comes to the type of material YouTube's algorithm emphasizes.

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# OPTIMIZED CONTENT (cont)

- Watch time
  - YouTube's #1 goal is to **keep people on YouTube**. They place a lot of emphasis on watch time, so longer videos help boost channel performance.
- Get to the point
  - Like all video, the **first 5 seconds are key**. It should start off attention grabbing, establish what the video is about, and tease the remaining content. Starting off with a lot of exposition or long branded slates doesn't typically work.
- Keep the content engaging
  - People don't want to watch a talking head for an entire video. Use compelling b-roll, leverage jump cuts and visual effects, use sound effects and music.
- Titles, Descriptions & Tags
  - Use keywords in video titles to help SEO, and leveraging titles that encourage clicks will cause YouTube to promote the content. Use full, keyword rich descriptions to help with SEO, and leveraging video tags that are keyword variants is huge.

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# ENGAGING THUMBNAILS

DON'T. NEGLECT. YOUR. THUMBNAILS.

You want to create something that's "thumb-stopping," and since we're visual creatures a thumbnail is going to catch our attention before a video title, no matter how compelling.

Some things to consider when creating a custom thumbnail:

- Include title text in the thumbnail
- Incorporate your brand
- Visuals that connect
- Follow rule of thirds

[Photopea](#) | [Canva](#) | [Photoshop Express](#)



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# CURATED PLAYLISTS

As mentioned, YouTube's #1 goal is keeping people on the platform, so optimizing your playlists can dramatically increase a user's session time.

"Your channel also gets a boost when people watch anything anywhere in YouTube after watching your content.

...and when you make content that makes people watch more from your channel, then you're helping us out."

– YouTube Creator Academy

This is why programmatic content works so well, and why taking a thematic approach to the content you upload is preferred.

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# LEVERAGE IN-APP FEATURES

**End Screen:** Opportunity to encourage viewers to subscribe to your channel or view additional content. Make sure the version of your video is optimized to include this feature.

**Cards:** These can be incorporated throughout your video, and provide click through opportunities for viewers.

**Closed Captions:** Don't rely on auto-generated captions! An accurate video transcription is incredibly important. Not only does it help with accessibility needs, but also allows users to watch videos in silence.

**Encourage Engagement:** "Smash that subscribe button!" "Click the notification bell!" "Comment your favorite down below!" It might sound silly, but there's a reason these tropes exist.

# TURN VIEWERS INTO SUBSCRIPTIONS

## Campaign on YouTube

Most campaigns encourage a click through to a webpage or product. Consider an ad campaign specifically designed to push viewers to your channel and encourage subscriptions.

## Social Promotion

Just like with blog content, YouTube videos can need a little “push” to get going.

## Email Outreach

Promoting the channel or series or the debut of a video within an existing series (like WanderLove for example).

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# CONTENT FOR KIDS

Not a best practice, but an important consideration when uploading content.

YouTube now requires channels to identify when content specifically created for kids is uploaded to the platform. The prompt below is now standard when adding a video to their channel:

## Audience

This video is set to not made for kids Set by you

Regardless of your location, you're legally required to comply with the Children's Online Privacy Protection Act (COPPA) and/or other laws. You're required to tell us whether your videos are made for kids. [What's content made for kids?](#)

 Features like personalized ads and notifications won't be available on videos made for kids. Videos that are set as made for kids by you are more likely to be recommended alongside other kids' videos. [Learn more](#)

- Yes, it's made for kids
- No, it's not made for kids

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# Channel **Inspiration**

Existing YouTube channels that are “doing it right.”

Expedia. It matters who you travel with.



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**Expedia YouTube Channel Trailer**  
683,302 views · 6 years ago

Welcome to the Expedia YouTube Channel where you'll find inspiring travel guides and tips about destinations across the globe. We'll be traveling around the world to help you find and plan the ultimate adventure.

Click subscribe and come travel with us!

For more great travel videos and photos check out the links READ MORE

Most Recent Travel Guides ▶ PLAY ALL

Want to check out our latest Vacation Travel Guides for some inspiration? Here it is all in one place.



Popular Destinations ▶ PLAY ALL



# Expedia

Travel-oriented channel.

1 million subscribers.

Consistent branding throughout (including thumbnails).

Monthly content streams.

Trailer encouraging the channel as a whole as opposed to a current campaign or promotion.

### Content Series:

- Expedia Travel Guides (grouped by continent)
- Discover Your Expedia Yellow
- Collaborations
- Expedia at Disney

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How A World Champion Climber Trains In Her Basement | R...
123,439 views · 1 week ago

Shauna Coxsey, the most successful climber in British history, and 2X Bouldering World Cup Champion shares her secrets on how she stays on top of her game at home! Let's take a look around her epic, home, indoor climbing wall set up!

Athlete - Subscribe to Shauna Coxsey:
https://win.gs/3u4vvA
Discover more incredible Red Bull athletes backyard and READ MORE

This Week On Red Bull PLAY ALL

Watch the latest Red Bull videos of the week!



5 Of The Best Soapbox Passenger Ejections | Red...
How A World Champion Climber Trains In Her...
The 6 Greatest Soapbox Heroes | Red Bull Soapbox...
Is Running In The Air The Key To Breaking The Long...
Wings for Life World Run 2021 | Red Bull

Red Bull Cartoons PLAY ALL

Red Bull Gives You Wiliings.



Table Flying Fish Zebra Superhero Smart Home

# Red Bull

Sports and lifestyle channel.

10 million subscribers.

More fluid branding, eye catching thumbnails.

Weekly content (1-2 times each).

Playlists broken out by sport (skating, surfing, winter sports, bike, motorsports, etc.)

## Content Series:

- Red Bull Backyards
- Signature Series
- Skate Tales
- How Was It Made?

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# TALK ABOUT MONEY

 The Financial Confessions | Mondays

 The Financial Diet | Tuesdays

 Making It Work | Thursdays

 TheFinancialDiet.com   



The Financial Diet 

875K subscribers

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PLAYLISTS

COMMUNITY

CHANNELS

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20 Trendy Items You'll Always Regret Purc...



20 Trendy Items You'll Always Regret Purchasing

184,541 views • 1 month ago

In this video, Chelsea talks about the many "trendy" purchases that are always a waste of money, from Instagrammable home items to gimmicky, inedible menu items.

Thanks to Wealthfront for sponsoring today's video! Open up a Wealthfront investment account today through my link and get your first \$5,000 managed for free: <https://invest.wealthfront.com/td>  
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Cheap Friends, Attractive Privilege, Veganism &...  
10K views • 4 hours ago

An NYC Political Candidate On Defunding The Police...  
4.4K views • 1 day ago

How The Real Housewives Poisoned Our Relationship...  
100K views • 1 week ago  
CC

A New York Times Editor On Salary Transparency...  
12K views • 1 week ago  
CC

The Rich-Person Money Secret You Can Use Even If...  
44K views • 1 week ago  
CC

Popular uploads  PLAY ALL



9 Unnecessary Items You Think You Need To Buy | T...  
2.2M views • 3 years ago  
CC

11 Things I Cut from My Budget And Don't Miss At ...  
2.1M views • 4 years ago  
CC

13 Everyday Things You Should Really Stop Paying...  
1.9M views • 3 years ago  
CC

7 "Grown-Up" Behaviors That Are Wasting Your...  
1.7M views • 3 years ago  
CC

13 Things I Wish I'd Done Differently at 22 | The...  
1.6M views • 4 years ago  
CC

# The Financial Diet

Financial advice channel.

875K subscribers.

Consistent thumbnails art and style.

Twice-weekly posting.

Leverages a lot of the list style content that encourages click throughs.

Also has playlists for financial habits (career, budgeting, etc.)

## Content Series:

- Making it Work
- The Financial Confessions
- The Lifestyle Fix
- The 3-Minute Guide

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First We Feast ✓  
10M subscribers

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HOME VIDEOS PLAYLISTS COMMUNITY CHANNELS ABOUT



The Best Underground Burgers in L.A. | The Burger Show

41,508 views · 4 hours ago

It's no exaggeration to say that we're in the midst of a Burger Revolution. Get ready for a tour of L.A.'s best backyard, underground burger operations! In today's episode, Alvin will be hitting two special backyard pop-ups—Yellow Paper Burger in Monterey Park to try their classic double cheeseburger, and Hangaburgers in El Sereno to try their epic Nayarit-style Smashburger.

READ MORE

Hot Ones ▶ PLAY ALL

The show with hot questions and even hotter wings. Watch Sean interview celebrities such as Gordon Ramsay, Tommy Chong, and DJ Khaled as they burn their tastebuds. Subscribe to First



Jack Harlow Returns to the Studio to Eat Spicy Wings [...]

First We Feast ✓  
1.3M views · 5 days ago

Sean Evans Reveals the Season 15 Hot Sauce...

First We Feast ✓  
436K views · 1 week ago

Keke Palmer Listens to the Season 15 Hot Eating Spicy...

First We Feast ✓  
617K views · 3 weeks ago

Matty Matheson and Benny Blanco Play Truth or Dab [...]

First We Feast ✓  
384K views · 1 month ago

Sean Evans Gets Schooled on the Carolina Reaper by...

First We Feast ✓  
717K views · 1 month ago

The Burger Show: Season 7 ▶ PLAY ALL

First We Feast's "The Burger Show" is a web series that explores everything about modern burger culture—from the rise of Instagram-bait stunt burgers to the enduring influence of



The Burger Show Season 7

3 Fast-Food Burger Hacks

Joshua Weissman Makes

Rich Brian Makes a \$400

The Best Underground

# First We Feast

Food-oriented channel.

10.1 million subscribers

Consistent branding throughout

Weekly postings (2-3 times per).

Very personality-driven channel that excels in narrative storytelling.

Example of effective programmatic content

## Content Series:

- Hot Ones
- The Burger Show
- Tacos Con Todo
- Burger Scholar Sessions
- Gochi Gang

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# THANK YOU

