

nel art that is in line with your brand theme and colors. Test your page with your channel art across different devices to ensure viewability.

Pro tip: For best results across devices, YouTube suggests using an image that's 2560x1440 pixels and isn't heavier than 4MB.

The idea is to attract and create recall in a viewer's mind. The **GoPro** and **Ted Talks** YouTube channels are two good examples of those that are in line with the product and showcase the philosophy of the brand.

Optimized Channel Name and Description

Your channel name and description help users discover your page. While it is important that you use the right title and description for each video you upload, the first step is creating a great channel description.

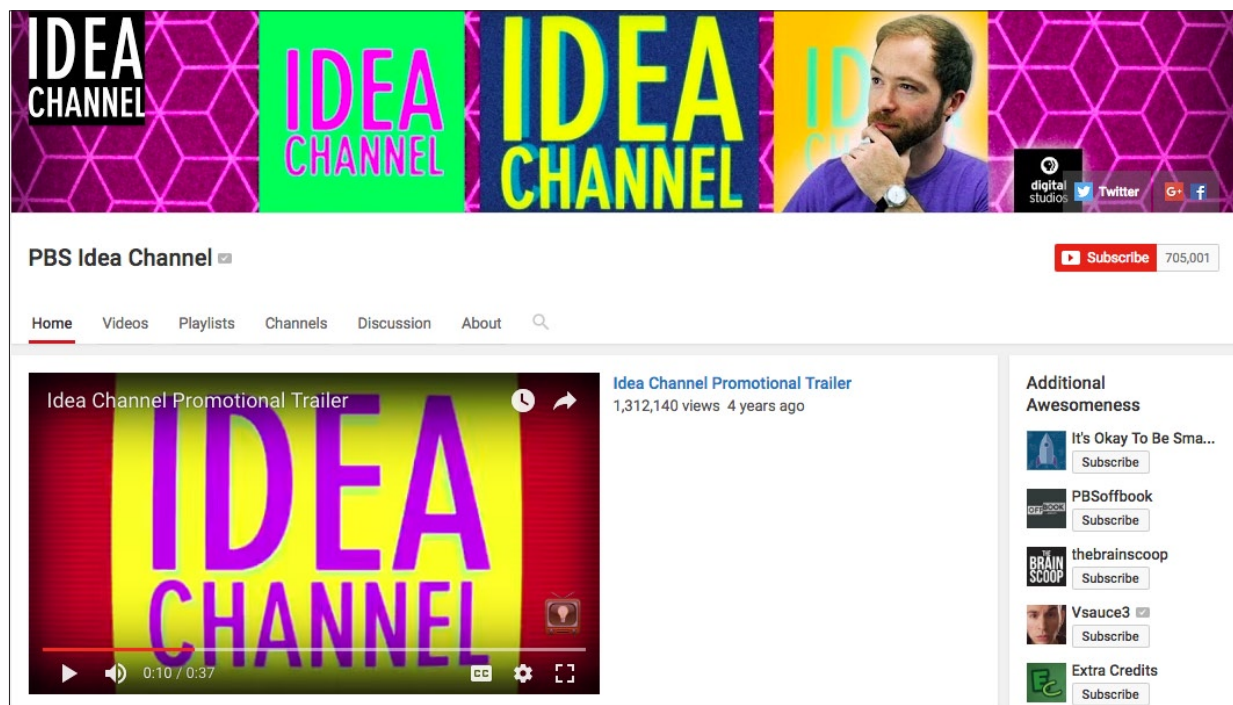
1. **Be generous with keywords:** Include words and search terms that are commonly used by your audience in Google and YouTube searches. Include your

5 Must-Do's to Give Your YouTube Page an Edge

1. Create custom channel art
2. Optimize your channel name and description
3. Share links to other social pages
4. Make a channel trailer
5. Create playlists and channels

topic or area of interest in the first sentence of the description but ensure that it looks authentic and is not laden with keywords that don't fit.

2. **Keep it simple:** What does your channel do? Answer this question in the simplest way possible and make that your channel description.
3. **Include your schedule:** Create and manage buzz. Sharing your publishing schedule helps build anticipation and establishes continuity to your feed.



The PBS Idea Channel is a great example of a channel trailer that absolutely nails the brief: <http://bit.ly/2b8Ey61>