



FSG YOUTUBE STANDARDS FOR ALL VIDEOS AND AUDIOS THAT ARE SHARED IN VIDEO FORMAT ON YOUTUBE

We do not cut corners on YouTube.

This is also why Videos take more time and can cost more in a production and social cycle.

1. Titles that are set at or under 60 characters with 2 primary keyword phrases sets.
2. Titles researched for endurance searches to work in short & long term searching
3. Language assignments for correct optimization

4. Creating Video
5. Editing Video to the average of just under 3 min/ Audios between 2.5 to 30 min.
6. Editing pertinent graphics internally in video
7. Creating YouTube Opt. Friendly Cover Art for Video with titling and keywords
8. Adding Bumper music for in and out or lead words for in and outs
9. Adding Primary sub water mark
10. Adding Secondary in Video Watermark for Brand
11. Uploading Video at 480 for Speed over quality.
12. Video Location assignments for citation and business location listing optimization
13. Comment Privacy and Base Comment, Response, Pin and traction for video
14. Setting embedding parameters
15. Setting rating parameters
16. Caption Certifications for Compliance
17. COPPA Setting for distribution
18. Type of Distribution setting for Optimization
19. Properly Setting Recording Date Layering for flow of content
20. Categorizing for compliance and distribution
21. Adding Card set in to center of video for full optimization
22. Adding End Screen Subscription Link
23. Adding End Screen Subscription Card
24. Adding under 500 characters for Keyword Phrases
25. Compiling four phrases sets off main title.
26. Uploading Video with Title phrases to match optimization
27. Creating 3000-5000 Characters of Content for Video
28. Applying repetition of primary phrases and title through content
29. Adding signature and key links, address and web site
30. Adding to designated playlist for optimization
31. Adding 5 Tripled Keywords
32. Adding 5 Phrase Tags

33. Publishing Video to distribute across core Social Media.
34. Secondary Distribution to Video pick up channels for backlinks