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Creating a YouTube Channel



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Why YouTube?

Show potential customers your work, build trust, and get found online.

Step 1: Sign In to YouTube

• Go to youtube.com and sign in with your Google account.

Step 2: Create Your Channel

- Click your profile picture > Create a channel.
- Enter your business name.

Step 3: Add Channel Art and Logo

Upload a profile picture (your logo) and cover banner.

Step 4: Upload Your First Video

- Click the Create button (camera icon with a plus).
- Select Upload video and pick your file.

Step 5: Add a Title and Description

- Use clear titles (e.g., "How We Install Home Security").
- Write a brief description with your contact info.

Step 6: Publish and Share

• Hit **Publish** and share your video on social media or your website.

Quick Tips

- Keep videos short and to the point.
- Show before-and-after shots or quick tips.
- Ask viewers to subscribe for updates.



Documents / Resources



YouTube Creating a YouTube Channel [pdf] User Guide

Creating a YouTube Channel, YouTube Channel

References

- User Manual
 - Creating a YouTube Channel, YouTube, YouTube
- YouTube Channel

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