



IDENTITY & BRANDING

OF YOUR YOUTUBE CHANNEL

NAME

Title or the name of the channel. It's the identifying label by which viewers recognize your channel.

PICTURE

Profile picture or avatar associated with the YouTube channel. It's a small image that represents the channel and typically appears next to comments, on the channel homepage, or beside videos uploaded by the channel.

HANDLE

Unique identifier associated with the channel that starts with the "@" symbol. This is used to find and interact with other users.

CHANNEL ART

Large header image that spans the top of the YouTube channel homepage. Also known as cover photo. It's a prominent visual element that allows creators to showcase their brand, style, or content focus. This image is often used to display channel branding, upload schedules, social media links, or a visual representation of the channel's content.

CHANNEL DESCRIPTION

A brief overview or summary of what your channel is about. It's located on the About section of your channel and provides viewers with information about your content, goals, and sometimes, upload schedules.

CHANNEL URL

Unique web address that directs users to your YouTube channel. It's typically in the format of "youtube.com/c/YourChannelName" or "youtube.com/user/YourChannelName".

LINK TO EXTERNAL SITES

YouTube allows creators to link their channel to external websites or social media platforms through the associated websites section on the channel's About page.

CONTACT INFORMATION

Creators can provide contact information, such as an email address, for business inquiries or other communications. This information can be displayed on the About section or in the video descriptions to facilitate contact with the creator.

Presentation: How to Start a YouTube Channel
in 2024 & The Basics of the YouTube Algorithm

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Webster CONCEPT

Choosing
MY HEALTH