

# YOUTUBE DESCRIPTION

## TEMPLATE

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### **1st Paragraph**

The first lines of your youtube description is a critical ranking factor. Always include the main keyword of your video here. You could do this in some different ways:

- A quick summary of your video
- Transcript of the intro of your video
- Pose a question or set a premise for your video

### **2nd Paragraph**

The second paragraph should be used either as a quick description of the channel or as helpful text related to your video.

### **Resources / Call to Action**

List any resource links or affiliate links related to the video. Also, include your call-to-action in this section. You could list articles, playlists or link to another video.

### **Contact Links**

- Website
- Facebook
- Instagram
- Twitter
- (Other/Additional)

### **Credits/Sources (Add affiliate disclaimer - If you have affiliate links)**

If you have used somebody else's work, you should always credit them. You can also list any sources you have used if you made an informational video.