



Quick Guide to Creating a YouTube Channel

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.