

Glossary: General Terms

Annotations: Annotations are clickable, customizable text or images that only appear on desktop. You can use them to send viewers to more of your videos or playlists, your website, to cross-promote, or take viewers back to your channel page.

Avatar: The square image on your channel page that represents your channel across the site.

Branding Watermark: The watermark on all videos of your channel that can act as your logo.

Bulletin: Channel owners can send a message to all their subscribers using this feature. The message will appear in the Subscribers' feeds.

Calls to Action (CTAs): It's the action taken by the viewer on any clickable button in your Video.

Closed Caption (CC) and Subtitles: Add subtitles and closed captions to your video.

Community Guidelines: There is a list of Do's and Don'ts to know before you upload your video. IT includes Violent or graphic content, hateful content, harmful or dangerous content, copyright, threats and nudity or sexual content. Check out the official page to check the community guidelines.

Community settings: You can review, report, hide or check comments filtered as spam.

Content ID appeals: If your video contains copy protected material, then you could get a content ID claim, to which you can appeal back if you think your content differs and follows the copyright guidelines.

Copyright: When a person creates an original work that is fixed in a physical medium, he or she automatically owns copyright to the work. The owner has the exclusive right to use the work in certain, specific ways. Here is the detailed explanation of copyright laws by YouTube.

Credits: Collaborated with an artist? You can credit that artist here. Though, this feature is only available for channels with more than 5000 subscribers.

End-slate: Showcasing your logo, graphics or any cards like subscribe button at the end of your video is known as end slate.

Events: You can stream an ongoing event with an option to change privacy settings and redundancy.

Featured content: Arrange your videos in playlist, manage your ad distribution.

Feed: A stream of activity either for one channel (via the channel page feed) or for multiple channels (the homepage feed). Feed activities include uploads, updated playlists, video comments, channel comments, new subscriptions, bulletins, likes, favorites and sharing. Users control what feed activities they broadcast and, by subscribing to channels, what feed activities are broadcasted to them in their homepage feed.

Hangouts on Air: Google+ Hangouts are a live video chatting feature, and they can be broadcast on your YouTube channel.

Hook: Content that is meant to keep viewers interested in what happens next. Ideally, a video's hook happens within the first 15 seconds.

Hosted Playlist: A collection of videos linked by additional hosted videos. Hosted videos can act as intros, outros and/or interstitials. Hosted videos can contain an actual host (person) or creative branding that acts as a host.

Like(s): A user action that shows appreciation for a video. This action can be broadcast to subscribers in the feed.

Longer videos: After, You can upload your video up to 15 min long. You upload longer videos by verifying your YouTube account.

Metadata: It is essentially what will get a YouTube user to click and view your video. It is a cumulative of: title, descriptions, thumbnails and tags used for the video.

Monetization: This is the place where you can authorize the presence of ads on your videos.

Optimization: It's to improvise and improve the best elements useful for your YouTube channel.

Paid content: Some parts of YouTube are actually not free. It will make your content visible to only ones who are paying your for your videos.

Stream now: It's a live stream option through which you can publicly host on YouTube.

Tags: Choose right tags and relevant keywords to make your video search engine friendly. Some suggested tags will include brand name, product offering or be a compilation.

Teaser/ trailer: You really need to have a channel trailer if you want your unsubscribed audience to follow you back. The trailers must showcase what your channel is all about.

Thumbnails: These are one of the most vital factors for your video being picked from a pool of other various thumbnails. Provide a simple text on your thumbnail describing the title of your video.

Video Editor: It's an inbuilt feature by YouTube, available in the CREATE section of creator studio. Here you can edit, drag videos, access the creative commons licensed videos, add transitions etc.

Vlog: A video-blog. A casual, conversational video format or genre featuring a person talking directly to camera.

Lifetime gains of the Channel: Here, it shows you the statistical gains for your channel where you can choose your customized timeframe to overview your growth.

Demographic: Demographics are the statistical study of subscriber, nonsubscriber, mobile and desktop views.

Top Countries: If you can understand from where your audience is coming from, then you can create content for that particular location so that you can accelerate the viewership.

Top YT Keyword Searches: Video is very important when building your SEO. Online videos are ranked on top when searching for a related keyword.

Embedded Videos Sources: Embedding is a code for your video. This process means that you are merging a video on a particular website, and when clicked, the video be watched in your page instead of YouTube.

Channel Social Media Stats: You can have the social media stats check the social media analytics for your YouTube channel engagement.

Channel Audience: You can check the number of subscribers gained and lost with the access to the profiles of the users who have subscribed and on what year.

Top Performing Videos: You can check and compare the top performing videos of your channel and your competitors.

Traffic Source: The referral source of a video view. The page, module or site that drove a viewer to a video.

Watch Page: The page where the majority of video viewing happens. URLs with the format youtube.com/watch?v= are watch pages.

Watch-time: The amount of time in aggregate that your viewers are watching your videos. Watch-time is estimated in Analytics.

YouTube Analytics: A tool that provides information across various metrics for videos, channels and audience. Available in your user account.

Source: YouTube.com