



Video Editing and Publishing Tips

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Best Practices for Outsourcing Video Editing

General Advice

Remember, the most important part of your video is your story and message. The video editing should enhance that, not distract from it. Don't get too carried away with special effects. Find a video editor who understands your style and humor and with each video you'll find the process becomes smoother and faster.

Scripting and Chapters

If you are writing a script before you film, that is great. Figure out where you want to have Chapters in your YouTube video. This is considered "best practices" in YouTube and we've found there is another big benefit to doing Chapters. You can then film each chapter separately and add a visual "Chapter Header" for each chapter which covers the video transitions.

Then when people click on the "chapter" in the YouTube description you have it go to showing your Chapter Header... and it looks very slick and professional.

3 Second Pause

At the beginning of each film clip or chapter, have a 3-second pause where you are not moving or saying anything. Have your body and head be in the same position. This makes transitions for your video editor **much** easier.

File Naming Convention

If your video was filmed as many short videos and you need them spliced together, make sure you make it blatantly obvious what the order is. For example, upload them all to a Google Documents folder and name them 01intro.mov, 02nextvid.mov, 03nextvid.mov, etc. If you did screen capture videos and had audio recorded separately, then name the associated sound files the same as the film names. For example 02nextvid.m4a sound file to match up with 02nextvid.mov. When you have self-evident names you don't need to explain what is matched to what in long emails. Obviously every video production you do should have its own folder to prevent confusion.

Recommended Collaboration Software

For the first one or two videos you may want to use software so you can collaborate and review some of the video editing during the process. This can greatly speed up some of the initial designs for intro, chapter headers and outro. Plus verify some b-roll or other aspects that the editor may have.

There are relatively cheap video reviewing platforms available. Both of these are free for two users plus they offer more powerful options for a price.

<https://www.frame.io/>

<https://wipster.io/>

Another simple solution is to use GoToMeeting or a similar tool and look at the editor's screen.

Change Requests

When you receive the first version from your video editor for you to review, resist the temptation of quickly sending an email after you've seen 2 items you want changed. Watch the whole video taking notes of **every** change you want. Put in your change request exactly when the change needs to happen, for example "starting at 2:32 before I say 'Avoid reserved words'". The reason you want to mention **both** the time and the words is because a different change request you mentioned may trim or extend the video a bit and change when that phrase happens.

Remember the more changes and repeated iterations the more time it takes and money it costs. It takes considerable time to render a finished file. Then more time to upload a large video. It is **much** more time-efficient for the video editor to do everything from a single list and at a single sitting.

Increase Popularity of Your Videos

How YouTube Decides What To Promote

The first two hours after you publish your video are the most important. That is when YouTube shows it to a small audience and based on their reactions decides whether to show it to another small audience. Then based on this second audience's reaction they decide how many other people to recommend it to.

Quantifying triggers that YouTube uses to determine if a video is should be recommended:

- the video is Liked
- the video has the Share button clicked
- the Save feature is used saving the video to a folder for later viewing
- over 50% of video is watched (you should watch at least 97%)
- a comment is written
- viewer continues watching at least one video after your video

Steps You Can Take

With the above in mind, here is how we recommend optimizing popularity of your videos so YouTube will promote your videos.

1. Do not publish your video until the HD version is done processing. This way initial viewers will have the best experience.
2. Schedule your video to be published at prime time for your market - weekends are generally bad. Research your industry / niche to determine when is best for you.
3. As soon as it is live, **you watch it first**. Like, Share, Save to WatchLater folder. Then carefully choose which video to watch immediately next so that becomes YouTube's default recommended video for future viewers.
4. During your video ask watchers to add comments on a specific topic. After you publish add a comment yourself using a different YouTube account.
5. Let next video play through as well - continued watching is another indicator to YouTube that a video is good and worthy of recommending. Their goal is to promote videos that keep people watching YouTube.
6. Some people even use a VPN to watch their videos using multiple accounts. Do not abuse this. Doing this with 2 or 3 accounts should be sufficient to get the algorithm properly programmed.
7. Post to all social media platforms within 2 hours of publishing. Here is the launch page for social media links <https://programminglabs.com/launcher.php> that we use.
8. Create shorts to advertise a related longer video using the End-Card link. Post these two days after you post the original longer video.
9. At end of #shorts click end-card link so longer video becomes next default video.

Remember to click one of your other videos at the end of the video you would like to promote. This tells the YouTube algorithm what average people will likely want to watch next. Therefore the next person who watches the video, it will recommend the video you watched in the right-side bar of potential next videos.

If you have a friend network that are reliable then write an email template and send them a note each time you publish a video so they can play the video, Like, Share and Save to a folder also. Make sure they understand that starting the video then quitting before 50% is viewed is actually **bad** for your channel. If they don't have the time to let it play 100% of the way through they should not even start it. In other words, if your video gets limited views in the first hour and too many of your "friends" started the video and then switched to a different video within the first 10 seconds... YouTube will think your video is trash and **will not recommend it** to others.

Here's the email template I send to some reliable family and friends:

I just published the **5 Options to Learn Programming** video.

<https://youtu.be/AigoxyWUrCI>

If you could let it play in the background...that would be awesome! It is 19 minutes long. Hit Like anywhere except the first 30 seconds.

Don't start the video though unless you can let it play all the way through. YouTube penalizes and stops recommending videos if people just start them but do not watch the full video.

Thanks much for your support. **I truly appreciate it.**

Social Media Launch Page

<https://programminglabs.com/launcher.php>

Links to Tools



Here's a link to [NordVPN](#) which will give you a big discount on a 2-year plan. NordVPN is easy-to-use and they have 5200+ servers in 59 countries. Plus the speed is amazing - it's confirmed by 3rd party speed tests that NordVPN is the fastest VPN out there.

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See our demo reel on intros, outros and chapter headers: https://youtu.be/GIIKhiJ_B1s

For our video about Video Editing Services see: https://youtu.be/B_wlq7DAInI

If you need help with video editing or a software development project, contact Alec@ProgrammingLabs.com or visit <https://ProgrammingLabs.com/video-editing-services>