

YouTube Description Template

The 5-block description structure — optimized for search, key moments, and click-through.

Line 1–2 — The visible 125 characters

Only ~125 characters show before 'more' — in search results, this is your meta description.

[Target keyword + the video's promise in plain language. e.g. 'YouTube competitor analysis, step by step — find the exact videos growing rival channels and copy the pattern.']

Paragraph 2 — The expanded summary (2–4 sentences)

Natural-language summary using the keyword once more plus 2–3 related phrases. Write for a human skimming, not a crawler.

[What the video covers, who it's for, what they'll walk away with.]

Chapters / timestamps

Chapters earn key-moments treatment in Google search and reduce drop-off from viewers hunting for one section.

0:00 [Hook / intro]

1:24 [First section — use keyword-rich chapter names]

4:05 [Second section]

8:30 [Payoff]

Resources & links block

Links you mention in the video, your lead magnet, and 1–2 related videos. Use full https:// URLs.

[Resource mentioned]: <https://...>

[Free template/lead magnet]: <https://...>

Watch next: <https://...>

About + socials + hashtags

One-line channel pitch, socials, then up to 3 hashtags (only the first 3 show above the title).

[One-line channel value prop]

[Social links]

#[keyword] #[niche] #[format]

Keyword placement checklist

- Target keyword appears in the first 125 characters
- Keyword (or close variant) appears once more in paragraph 2 — no stuffing
- Chapter names use searchable phrases, not 'part 1 / part 2'
- Max 3 hashtags — more dilutes them
- No link before the summary — don't spend your visible characters on a URL