HubSpot

7 YouTube Video Description Templates

Optimize your YouTube videos for search and provide viewers with essential resources.

Hi There.

Thanks for downloading these video description templates.

You Can Edit Your Own Version in One of Two Ways:

1. Edit this version to fit your needs here on Google Docs.
2. Go to "File" > "Download As" > "Microsoft Word" to Download as a Word Doc

💡 What is a YouTube Description?

YouTube is the **world's second-largest search engine**, and sometimes, a title isn't enough for the video to be discovered by your target audience. This is where the added context of a YouTube video description comes in handy.

With these templates, you'll be able to format a YouTube video description with purpose – optimizing your videos for SEO and providing your viewers with context, links, and additional resources to help them learn more about your company.

❔ How to Use These Templates

Below are seven video description templates for different video types your business may publish on its YouTube channel. Each template has a planning section for you to outline important links and keywords, a description prompt for you to edit, copy, and paste for your video description, and a best practices checklist for each video type. We've also included a bank of optional content to include in each video description.

For *[words italicized and in brackets]*, erase the contents and add in the appropriate links and keywords. You can also add, edit, or delete any of the contents you see fit.

Learn More About YouTube Marketing.

Take HubSpot Academy's free course on how to grow your business' YouTube channel.

Take the Course for Free

Table of Contents

Product Video Description Template

Video Title: [Insert Video Title]

Product Name: [Insert Product Name]
Product Page URL: [Insert Product Page URL]

Relevant Link(s) to Include: [Insert Relevant Links(s)]
SEO Keyword: [Insert SEO Keyword]

YOUTUBE DESCRIPTION PROMPT

Learn more about **[Insert Product Name]** here: **[Insert Product Page URL**].

[Insert Product Name] was created to help **[Insert Target Demographic]** by **[Insert Main Purpose of Product]**. With **[Insert Key Product Feature]**, **[Insert Product Name]** makes **[Insert Task]** easier by **[Insert Description of What the Product Does]**.

Have you had a great experience with **[Insert Product Name]**? Let us know in the comments below!

About Us:

[Insert Company Name] is a **[Insert Business Type]** dedicated to helping **[Target Audience]**. Learn more about **[Insert Company Name]** at **[Insert Company Website]**.

[OPTIONAL] ADDITIONAL CONTENT TO CONSIDER:

- **[Insert Product Name]** was recently named the winner of **[Insert Award Won]**!
- For a limited time, **[Insert Product Name]** is available for a discount of **[Insert Discount]**. Click here for more details **[Insert URL for Discount Details]**.
- Sign up for the **[Insert Company Name]** Newsletter! **[Insert Newsletter URL]**.
- Read more about **[Insert Product Name]** best practices on the **[Insert Company Name]** blog: **[Insert URL to Company Blog or Product-Focused Blog Post]**.
- Read success stories about **[Insert Product Name]** here: **[Insert Review URL]**.

Checklist Before Publishing:

- ☐ Is the video title less than 60 words?

- ☐ Is the SEO keyword featured in the video title and in the video description?

- ☐ Is there one or more calls-to-action in the description for viewers to learn more about your product or company?

- ☐ Have you provided additional context and resources for readers, such as product reviews and case studies, if available?

- ☐ Did you include one or two relevant hashtags at the end of the video description?

- ☐ Did you include timestamps, if necessary and appropriate?

- ☐ Did you remind viewers to subscribe to your YouTube channel?

News or Trends Video Description Template

Video Title: [Insert Video Title]

Link to Story or Article (Can be on your website or a different one): [Insert Story URL]
Other Relevant Link(s) to Include: [Insert Relevant Links(s)]
SEO Keyword: [Insert SEO Keyword]

YOUTUBE DESCRIPTION PROMPT

[Insert Two or Three Sentences About the Story's Background and Why It's Important to Your Viewers].

Read more about this story at **[Insert Article URL].**

Let us know your thoughts about **[Insert Trend or News Story]** in the comments below, and don't forget to subscribe for more content about **[Insert Trend Topic]**!

About Us:

[Insert Company Name] is a **[Insert Business Type]** dedicated to helping **[Target Audience]**. Learn more about **[Insert Company Name]** at **[Insert Company Website]**.

[OPTIONAL] ADDITIONAL CONTENT TO CONSIDER:

- Sign up for the **[Insert Company Name]** Newsletter! **[Insert Newsletter URL]**.
- Read more about trends like this one on the **[Insert Company Name]** blog: **[Insert URL to Company Blog].**
- Check out our related articles on this subject: **[List 3-5 Related URLs]**.

Checklist Before Publishing:

- Is the video title less than 60 words?

- Is the appropriate keyword featured in the video title and in the video description?

- Did you provide enough context about the trend or story in the description without being too redundant of the video?

- Is there one or more calls-to-action in the description for viewers to learn more about your company or publication?

- Have you provided additional context and resources for readers, such as related articles, if available?

- Did you include one or two relevant hashtags at the end of the video description?

- Did you remind viewers to subscribe to your YouTube channel?

Company Q&A Video Description Template

Video Title: [Insert Video Title]

YOUTUBE DESCRIPTION PROMPT

[Insert Name(s) and Role(s) of the Person/People in This Video] answer(s) your questions!

So many have been asking about **[Insert Pressing Topic]**, so we put together this question and answer video to help **[Insert Video Purpose, i.e. "clear things up," "provide more context," or "share our best practices."]**.

If your question isn't covered in this video, go to **[Insert URL for Questionnaire or Feedback Form]**.

Thanks for watching!

About Us:

[Insert Company Name] is a **[Insert Business Type]** dedicated to helping **[Target Audience]**. Learn more about **[Insert Company Name]** at **[Insert Company Website]**.

[OPTIONAL] ADDITIONAL CONTENT TO CONSIDER:

•   Sign up for the **[Insert Company Name]** Newsletter! **[Insert Newsletter URL]**.
•   Check out our related articles on this subject: **[List 3-5 Related URLs]**.
•   For more Q&As, subscribe to our YouTube channel!

Checklist Before Publishing:

- Is the video title less than 60 words?

- Is there one or more calls-to-action in the description for viewers to learn more about your company?

- Did you provide a way for viewers to either ask more questions or read more about the answers provided?

- Have you provided additional context and resources for readers, such as related articles, if available?

- Did you remind viewers to subscribe to your YouTube channel?

Topic Explainer Video Description Template

("How to…", "What is…", etc.)

Video Title: [Insert Video Title]

SEO Keyword: [Insert SEO Keyword]
Relevant Link(s) to Include: [Insert Relevant Links(s)]

YOUTUBE DESCRIPTION PROMPT

In this video, we'll provide an in-depth explanation on **[Insert Topic that the Video Explains]**. Learn more about **[Insert Topic]** here: **[Insert Relevant Blog or Website URL]**.

[Insert Two or Three Additional Sentences About Why the Topic is Important and Why the Video Will Help Viewers Learn More About It.]

Do you have any questions, tips, or ideas about **[Insert Topic Here]**? Let us know in the comments section below!

About Us:

[Insert Company Name] is a **[Insert Business Type]** dedicated to helping **[Target Audience]**. Learn more about **[Insert Company Name]** at **[Insert Company Website]**.

[OPTIONAL] ADDITIONAL CONTENT TO CONSIDER:

- Sign up for the **[Insert Company Name]** Newsletter! **[Insert Newsletter URL]**.
- Read more about **[Insert Topic]** best practices on the **[Insert Company Name]** blog: **[Insert URL to Company Blog or Topic-Focused Blog Content]**.
- Subscribe to our YouTube channel for more videos about **[Insert Topic]**.

Checklist Before Publishing:

☐ Is the video title less than 60 words?

☐ Is the SEO keyword featured in the video title and in the video description?

☐ Is there one or more calls-to-action in the description for viewers to learn more about the topic that you're explaining?

☐ Did you include one or two relevant hashtags at the end of the video description?

☐ Did you remind viewers to subscribe to your YouTube channel?

Company Overview Video Description Template

Video Title: [Insert Video Title]

YOUTUBE DESCRIPTION PROMPT

[Insert Company Name] is a **[Insert Business Type]** dedicated to helping **[Target Audience]**.

[Insert Two to Three Additional Sentences About Your Company's Purpose, Products, Services, and/or Core Competencies].

Learn more about **[Insert Product Name]** here: **[Insert Product Page URL]**.

Find out how to get in touch with us here: **[Insert Contact Us or Demo Page URL].**

Have you had a great experience with **[Insert Product/Company Name]**? Let us know in the comments below!

[OPTIONAL] ADDITIONAL CONTENT TO CONSIDER:

- **[Insert Product/Company Name]** was recently named the winner of **[Insert Award Won]**! Learn more about our big win here: **[Insert Announcement URL]**.
- For a limited time, **[Insert Product Name]** is available for a discount of **[Insert Discount]**. Click here for more details: **[Insert URL for Discount Details]**.
- Sign up for the **[Insert Company Name]** Newsletter! **[Insert Newsletter URL]**.
- Read more about **[Insert Industry]** best practices on the **[Insert Company Name]** blog: **[Insert URL to Company Blog or Product-Focused Blog Post]**.
- Read success stories about **[Insert Product Name]** here: **[Insert Review URL]**.
- To hear more from us, subscribe to our YouTube channel!

Checklist Before Publishing:

- ☐ Is the video title less than 60 words?

- ☐ Are you able to succinctly describe your company in the description?

- ☐ Is there one or more calls-to-action in the description for viewers to learn more about your product or company?

- ☐ Have you provided additional context and resources for readers, such as product reviews and case studies, if available?

- ☐ Did you include one or two relevant hashtags at the end of the video description?

- ☐ Did you remind viewers to subscribe to your YouTube channel?

Webinar (or Webinar Clip) Description Template

Video Title: [Insert Video Title]

Webinar Name: [Insert Product Name]
Webinar URL (if uploading a segment of a full webinar): [Insert Webinar URL]

Relevant Link(s) to Include: [Insert Relevant Links(s)]
SEO Keyword: [Insert SEO Keyword]

YOUTUBE DESCRIPTION PROMPT

In this webinar, **[Insert Name of Hosts/Participants]** go over **[Insert Webinar Topic]**. Specifically, the webinar focuses on the following:

- **[Time Stamp]: [Insert Topic 1]**
- **[Time Stamp]: [Insert Topic 2]**
- **[Time Stamp]: [Insert Topic 3]**

[Insert a Key Statistic or Takeaway from the Webinar].

By the end of the webinar, you'll be all caught up on **[Insert Webinar Topic]**.

About Us:

[Insert Company Name] is a **[Insert Business Type]** dedicated to helping **[Target Audience]**. Learn more about **[Insert Company Name]** at **[Insert Company Website]**.

[OPTIONAL] ADDITIONAL CONTENT TO CONSIDER:

- Watch the full webinar here: **[Insert Link to Webinar Landing Page]**.
- **[Insert Company Name]** was recently named the winner of **[Insert Award Won]**!
- Sign up for the **[Insert Company Name]** Newsletter! **[Insert Newsletter URL]**.
- Read more about **[Insert Product Name]** best practices on the **[Insert Company Name]** blog: **[Insert URL to Company Blog or Product-Focused Blog Post]**.

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Checklist Before Publishing:

- [ ] Is the video title less than 60 words?

- [ ] Is the SEO keyword featured in the video title and in the video description?

- [ ] If the uploaded video is a clip of the webinar, do you link out to the full webinar in the video description?

- [ ] Is there one or more calls-to-action in the description for viewers to learn more about your product or company?

- [ ] Have you provided additional context and resources for readers, such as articles related to the case webinar's topic, if available?

- [ ] Did you include one or two relevant hashtags at the end of the video description?

- [ ] Did you remind viewers to subscribe to your YouTube channel?

Product Education Video Description Template

Video Title: [Insert Video Title]

Product Name: [Insert Product Name]
Product Page URL: [Insert Product Page URL]
Relevant Link(s) to Include: [Insert Relevant Links(s)]

YOUTUBE DESCRIPTION PROMPT

This video explains how to use **[Insert Your Company's Name] [Insert Product Name]**.

If you still need help, learn more about **[Insert Product Name]** here: **[Insert Product Page URL and/or Knowledge Base Article]**.

Have other questions not covered in this video? Let us know in the comments below.

About Us:

[Insert Company Name] is a **[Insert Business Type]** dedicated to helping **[Target Audience]**. Learn more about **[Insert Company Name]** at **[Insert Company Website]**.

Not a **[Insert Your Company Name]** customer? Learn how you can get this product here: **[Insert Product and/or Sales Page URL Here]**.

[OPTIONAL] ADDITIONAL CONTENT TO CONSIDER:

• For a limited time, **[Insert Product Name]** is available for a discount of **[Insert Discount]**. Click here for more details **[Insert URL for Discount Details]**.
• Sign up for the **[Insert Company Name]** Newsletter! **[Insert Newsletter URL]**.
• Read more about **[Insert Product Name]** best practices on the **[Insert Company Name]** blog: **[Insert URL to Company Blog or Product-Focused Blog Post]**.
• For additional help, reach out to our support team here: **[Insert Support Team Email Address, Phone Number, or Contact URL]**.

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Checklist Before Publishing:

- Is the video title less than 60 words?

- Is there one or more calls-to-action in the description for viewers to learn more about your product or company?

- Did you provide additional knowledge and/or resources in case the viewer needs additional education or support?

- Did you remind viewers to subscribe to your YouTube channel?