

HOME SERVICE CONTRACTOR SERIES

YOUTUBE MARKETING

30 Strategies for Roofers, Plumbers, HVAC, Electricians, and Every Home Service Trade

Powered by Footbridge Media

30

YouTube Strategies

5

Categories

100%

Home Service Focused

12 Mo

Build to Compounding Returns

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30 YouTube Strategies. 5 Categories. Built for Home Service Contractors.

This playbook is a complete YouTube marketing system for home service contractors. Each strategy includes a plain-English description and a 5-step plan you can start using this week.

Start with 3 strategies that match your trade and crew. Publish weekly for 90 days. Most contractors who do this see YouTube grow into a 15 to 30 percent monthly lead source inside 12 months.

INTRODUCTION

Why YouTube Wins for Home Service Contractors

YouTube is the second-largest search engine on the planet. It is owned by Google. And almost every home service contractor in America is ignoring it. That is the opportunity. While your local competitors keep grinding on the same Google search results, the homeowner who is researching their next big project is watching video.

Roof replacement. New water heater. HVAC system. Bathroom remodel. Generator install. Before a homeowner spends \$5,000 or \$50,000, they go to YouTube. They want to see what the work looks like, what the install process is, what can go wrong, and who they can trust. And in 9 out of 10 contractor markets, no local company is making that video. That is your seat at the table, free of charge.

This playbook gives you 30 YouTube and YouTube Shorts strategies that home service contractors are using right now to win local search, book qualified leads, and build a brand that compounds over years. Roofers. Plumbers. HVAC. Electricians. Painters. Remodelers. Pick 3 strategies that match your trade and your crew. Run them for 90 days. Then add more.

The Core Idea

Every other marketing channel rents you attention. YouTube buys you attention you keep. A video published in 2026 still earns views and books leads in 2031. No other channel works like that. That is why the contractors who commit win.

THE ECONOMICS OF YOUTUBE MARKETING

Why the Math Compounds Over Time

YouTube content does not work like Facebook posts or paid ads. A Facebook post lives for 24 hours. A Google Ad runs as long as you pay for it. A YouTube video keeps earning views, ranking in search, and booking leads for 3 to 5 years after you publish it. Here is the math contractors most often miss.

Metric	Value	Detail
Average Cost Per Video (DIY)	\$0 to \$50	Phone, free editor, 1 to 2 hours
Average Cost Per Video (Pro)	\$300 to \$800	Editor, thumbnail designer, light production
Video Shelf Life	3 to 5+ years	Versus 1 day for social posts
Lead Cost After 12 Months	Under \$5 per lead	Versus \$45 to \$150 from paid search
Trust Lift vs. Text Content	3 to 5x higher	Video viewers convert at higher rates
Compounding Effect	Yes	Older videos rank longer and lift newer ones

The Patience Curve

Most contractors quit YouTube before they hit 30 videos. The math does not work at 5 videos. It barely works at 15. It starts compounding at 30 and explodes at 60. If you commit to one video per week for one year, you will own your local YouTube market. Almost no one else is willing to do the work.

HOW TO USE THIS GUIDE

A 12-Month Build, One Quarter at a Time

YouTube is a long game. Set the expectation now. Videos 1 through 10 are practice. Videos 11 through 30 start to find their audience. Videos 31 and beyond compound. Use the phased rollout below to build the channel without burning out the crew.

Phase	Timeline	Strategies to Launch	Goal
Foundation	Week 1 to 2	Strategies #1 channel setup, #3 about section, #7 first project walkthrough, #13 title formula	Channel is live, branded, and has 2 to 3 videos published
Build	Week 3 to 8	Strategies #8 how-to videos, #9 testimonials, #14 description template, #19 Shorts hook	10 to 15 videos live, including 5 long-form and 5 Shorts
Refine	Month 3 to 6	Strategies #11 behind-the-scenes, #15 custom thumbnails, #21 community tab, #29 analytics review	30 to 50 videos live, watch-time and subscribers begin to climb
Scale	Month 6 and beyond	Add paid layer: strategies #25 TrueView ads, #27 remarketing. Repurpose every video (#30).	YouTube is 15 to 30 percent of monthly lead source and growing

Three Rules of YouTube Success

Publish on a schedule. Algorithm rewards consistency more than perfection. One video a week, every week, for a year beats 5 videos in a burst and then silence for 3 months.

Solve a real customer question. Every video should answer something a real homeowner has asked you in the last 30 days. If you do not know what to film, listen to your phone calls.

Target search, not views. A 200-view video that books a \$4,000 job beats a 20,000-view video that books nothing. Local intent is the goal, not viral.

CATEGORY 1: CHANNEL FOUNDATION AND BRANDING

6 strategies · #1 to #6

Most contractor YouTube channels look unfinished. Default banner. No about section. Random video order. These first 6 strategies are the foundation. Get them right before you publish video number 5. Done well, the channel looks like a real business. Done poorly, every video you make has to fight uphill.

#1 The Branded Channel Header That Earns Trust

Your channel header is the storefront. It is the first thing a homeowner sees when they land on your channel from a search result. A polished header with your logo, service area, phone number, and a clear tagline tells the visitor you are a real local business. Default or generic headers tell the visitor you are an amateur. Spend 30 minutes once and fix this for the next 3 years.

Step 1: Create a 2560 by 1440 pixel channel banner in Canva or a similar free tool. Center the key elements inside the 1546 by 423 safe zone so the design works on phone, tablet, and TV.

Step 2: Include 4 things: your logo, your trade and city ("Roofing in Pensacola FL"), your phone number, and one tagline ("20 years. 2,000 happy homeowners.")

Step 3: Use a high-contrast color combo. Footbridge house colors are navy and lime green. Your colors should match your truck wraps and website for brand consistency.

Step 4: Upload a 800 by 800 pixel circular profile photo. Use your company logo, not a personal photo. Logos build brand recognition. Selfies build personal brand only.

Step 5: Add 4 to 5 social and website links to the banner overlay. YouTube exposes these as clickable icons in the bottom right corner of the banner.

Best for: Every contractor with a YouTube channel. The first impression that determines whether a viewer subscribes or bounces.

Pro Tip: Refresh the banner every 12 months. Update the tagline with new milestones ("22 years. 2,400 happy homeowners"). The freshness signals you are still active.

#2 The 30-Second Channel Trailer for New Visitors

When a new visitor lands on your channel, YouTube auto-plays your channel trailer. Most contractor channels have no trailer set. That is a missed conversion. A 30-second trailer that explains who you are, what you do, and how to call you turns curious visitors into subscribers and leads.

Step 1: Film a 30-second video on phone. You on camera in front of your truck or shop. No fancy production. Real always beats polished for local trust.

Step 2: Script the 30 seconds in 5 beats: name, trade, service area, what makes you different, the call to action. Practice 2 to 3 times before you film.

Step 3: Example: "Hi, I'm [Name] with [Company]. We've been installing roofs in [City] for 22 years. Our crews are licensed, insured, and on time, and we back every job with a 10-year workmanship warranty. If you're thinking about a new roof, call us at [phone] for a free estimate."

Step 4: Upload to YouTube. In Channel Customization, set the video as your Channel Trailer for non-subscribers.

Step 5: Track the click-through rate from the trailer to your website link in the description. If it is under 5 percent, rewrite the call to action and refilm.

Best for: Every contractor. The trailer is the single video on your channel with the highest payoff.

Pro Tip: Refilm the trailer once a year. Show a recent project in the background or include your current crew. Fresh trailers signal active business and lift subscriber rate.

#3 The About Section That Books Calls

The About tab on YouTube is treated by Google like a mini local SEO page. Most contractors leave it blank or fill it with a sentence and the year they were founded. A complete About section with your services, cities, hours, and contact info ranks your channel in Google search and earns clicks straight from search results.

Step 1: Write a 200 to 400 word description that includes your full company name, primary services, service area cities (5 to 15), years in business, and your phone number written out.

Step 2: Include 3 to 5 high-value keywords naturally. Example: "Pensacola roofing contractor, residential roof replacement, storm damage repair, and roof inspections."

Step 3: Add full business details: business email, business phone, and links to your website, Google Business Profile, Facebook, and Instagram.

Step 4: Update the About section every 6 months. Add new service area cities, new awards, and new milestones. Fresh content signals an active business to Google.

Step 5: Cross-link to your website service pages. "Visit [yoursite.com/roof-replacement](#) for our full residential roofing process."

Best for: Every contractor with a YouTube channel. The free local SEO play almost no competitor is making.

Pro Tip: *Footbridge Media handles channel optimization for our marketing clients as part of the core program. Send us your access and we will rewrite the About section, banner, and trailer in one pass.*

#4 Playlists Organized by Service and City

Random video order is the most common contractor channel mistake. Playlists let you group videos by service ("Roof Repair"), by city ("Projects in Milton FL"), or by question type ("Customer FAQs"). Each playlist becomes a long watch-session container, which YouTube rewards with more recommendations and higher rankings.

Step 1: Audit every video on your channel. Sort each into one of 6 to 10 playlist buckets. Each playlist should have a clear theme.

Step 2: Create one playlist per service: "Roof Replacements," "Roof Repairs," "Storm Damage," etc. Add 5 to 15 videos per playlist over time.

Step 3: Create one playlist per major city you serve: "Roofing in Pensacola," "Roofing in Pace," "Roofing in Milton." Geographic playlists rank in local search.

Step 4: Use full-keyword playlist titles. "Residential Roof Replacement in Pensacola FL" beats "Replacements." Titles are searchable.

Step 5: Pin 3 to 5 top playlists to the channel home page. Visitors who land cold see organized content, not chronological clutter.

Best for: Every contractor with 10 or more videos already published.

Pro Tip: *Add the same video to 2 or 3 different playlists where it fits. One video can live in "Roof Repair," "Pensacola Projects," and "Storm Damage Recovery" all at once.*

#5 The Subscriber Hook in Every Video Outro

Most contractor videos end abruptly. The fix is the second highest-payoff edit you can make. A 10-second branded outro on every video that tells viewers to subscribe, watch another video, and call you grows the channel 3 to 5 times faster. Subscribers are not the goal. They are the multiplier that makes every new video reach further.

Step 1: Film one branded outro card once. 10 seconds. You or your crew, on camera, saying: "Thanks for watching. Hit subscribe so you don't miss our next project. And if you've got a question about your home, call us at [phone]."

Step 2: Add the outro to the end of every video. Free video editors (CapCut, DaVinci Resolve, iMovie) all let you append a clip in 30 seconds.

Step 3: Include 2 end-screen cards over the outro: one with a Subscribe button, one with a related video. End screens earn 10 to 30 percent more views and subscribers per video.

Step 4: Test 2 outro versions over 30 days. Version A has a phone number call to action. Version B has a "watch this next" video link. Track which one earns more leads.

Step 5: Update the outro every 12 months. Old outros with outdated phone numbers or stale offers undercut the rest of the video.

Best for: Every contractor publishing video on YouTube.

Pro Tip: Add a free animated lower third with your phone number that stays on screen for the full outro. Viewers who hesitate to write down your number now have a moment to grab their phone.

#6 Cross-Linking YouTube to Your Website and Google Business Profile

Your YouTube channel does not live alone. It is part of a wider local search ecosystem. Cross-link the channel to your website, your Google Business Profile, your social profiles, and your email signature. Every backlink and every embed boosts both the YouTube video and the destination page for local search.

Step 1: Embed your top 3 to 5 YouTube videos on the home page and key service pages of your website. Embedded videos increase average time on page by 60 to 90 seconds.

Step 2: Add your YouTube channel link to your Google Business Profile under "Social Profiles." GBP supports YouTube directly and the link surfaces in local search.

Step 3: Add YouTube videos to your Google Business Profile photo gallery. GBP lets you upload videos up to 30 seconds. Use a Short or a trimmed long-form clip.

Step 4: Include your YouTube channel link in every team email signature. "Watch our recent projects: [youtube.com/\[handle\]](https://youtube.com/[handle])."

Step 5: Cross-post every new video on Facebook, Instagram, LinkedIn, and Nextdoor. Embed the YouTube link rather than uploading native video to drive traffic back.

Best for: Every contractor with a website and a Google Business Profile.

Pro Tip: Add a clickable YouTube icon to your website header and footer. Most contractor sites only link to Facebook and Instagram. Adding YouTube tells visitors you have a video library worth watching.

CATEGORY 2: CONTENT THAT BOOKS JOBS

6 strategies · #7 to #12

Channel setup is the foundation. Content is the fuel. These 6 video types are the proven workhorses for home service contractors. Each one solves a specific homeowner question, ranks in YouTube and Google search, and books leads for years after you publish.

#7 The Project Walkthrough Video

A 5 to 10 minute video that walks through a real recent job. Before, during, and after. Project walkthroughs are the highest-converting content on a contractor channel because they answer the exact question the prospect is asking: "What does this look like when you do it at my house?" 1 walkthrough video per month equals 12 hyper-local case studies a year.

Step 1: Pick the right kind of job: visible work, full transformation, and a homeowner who agreed to be in the video. Roof replacement, HVAC swap, kitchen remodel, fence install all work.

Step 2: Capture B-roll throughout the job: arrival, prep, mid-install, finish, customer reaction. Time-lapse and short clips edit well.

Step 3: Film 60 to 90 seconds of you on camera at the start: name, city, the job, what makes it interesting. Film a similar wrap-up at the end.

Step 4: Edit to 5 to 10 minutes. Open with a hook ("This roof was 22 years old and leaking.") Then the process. Close with the finished result and a call to action.

Step 5: Title formula: "[Service] in [City] [State] | [Detail]" Example: "Roof Replacement in Pensacola FL | Full Tear-Off and Architectural Shingles."

Best for: Roofing, HVAC, plumbing, electrical, remodel, fence, paint, deck, generator install.

Pro Tip: *Get the homeowner's testimonial on camera at the end. 60 seconds of their honest reaction is the highest-trust content in the entire video.*

#8 The How-To Video That Answers Customer Questions

How-to videos rank for the long-tail searches your local competitors are not making. "How to tell if you need a new roof." "How a tankless water heater works." "How to bleed a radiator." These videos pull in viewers who are 30 to 90 days away from calling a contractor. You become the trusted voice in their research phase.

Step 1: Make a list of the 20 questions your office hears most often on the phone. "How long does a new roof take?" "How much does HVAC replacement cost?" "Should I repair or replace?"

Step 2: Film one 3 to 6 minute video per question. You on camera, on the truck or in front of a finished job. Plain English answers. No script, just bullet points.

Step 3: Use the question as the video title, word for word: "How Long Does a Roof Replacement Take in Pensacola FL?" Match the search query.

Step 4: Include real numbers, real timelines, and real local references. Generic answers do not rank or convert. Specific answers do.

Step 5: End every how-to with a soft offer: "If you've got a specific question about your roof, give us a call at [phone] for a free estimate."

Best for: Every contractor. How-to content is the largest source of new subscribers on YouTube.

Pro Tip: *Film 5 to 10 how-to videos in one afternoon. Same outfit, same location, same setup. Batch production cuts the per-video time by 60 to 80 percent.*

#9 The On-Camera Customer Testimonial

A 60 to 120 second video of a happy customer standing in front of their finished project is the most persuasive content a contractor can publish. Written reviews are good. Video testimonials are better. The viewer sees a real person, hears the real story, and trusts the answer in a way no written word can match.

Step 1: At the end of every job, ask the customer: "Would you be open to a 60-second video review for our YouTube channel? I will send you the finished version." Roughly 1 in 4 will agree.

Step 2: Film the testimonial outdoors with the project visible behind the customer. Phone camera in landscape mode. 5 feet from the customer. Tripod or steady hands.

Step 3: Ask 4 questions: 1) Why did you call us? 2) What was the process like? 3) How did it compare to what you expected? 4) Would you recommend us to a neighbor?

Step 4: Get a release on camera: "Can we use this on our YouTube channel and website?" Verbal release is enough for most use cases. Email a written copy if your state requires it.

Step 5: Title formula: "Customer Review: [Name] After [Service] in [City]" Example: "Customer Review: Maria After Her New Roof in Pensacola FL."

Best for: Every contractor. The highest-trust content asset you can publish.

Pro Tip: *Lead the testimonial with a 5-second clip of the finished project, not the customer's face. Viewers stay longer when the hook is the result, not the talking head.*

#10 The Service Explainer Video

A 3 to 5 minute explainer video for each of your core services. "Roof Replacement Explained." "How We Install a Tankless Water Heater." "HVAC Replacement, Step by Step." These videos sit on the matching service pages of your website and serve as both YouTube SEO content and on-site conversion content. One video pulls double duty across two channels.

Step 1: List your 5 to 8 core services. For each one, plan a 3 to 5 minute video covering: what the service is, why a homeowner needs it, what the process looks like, and what it typically costs.

Step 2: Film on a real jobsite where the service is in progress. Real installs beat studio explainers for trust and watch time.

Step 3: Use a simple 4-section structure with on-screen text labels: 1) What is it? 2) Why does it matter? 3) How does it work? 4) What does it cost?

Step 4: Embed the finished video on the matching service page of your website. The page gets a video watch-time boost and the video gets backlinks from your site.

Step 5: Update each explainer every 24 months. Pricing, codes, and product lines shift. Stale information drives away leads and erodes trust.

Best for: Every contractor with a website that has dedicated service pages.

Pro Tip: *Use a basic chapter structure with timestamps so viewers can jump to the cost section if they want. Chapter use lifts watch time and rewards the YouTube algorithm.*

#11 The Behind-the-Scenes Crew Video

Homeowners hire people. They do not hire companies. Behind-the-scenes videos featuring your crew ("Meet John, our lead installer") build a personal connection before the prospect ever calls. It is the difference between a stranger showing up at the door and a person they already met on YouTube last month.

Step 1: Film a 2 to 4 minute video featuring one team member at a time. Name, role, years with the company, one personal detail (family, hobby, favorite trade memory).

Step 2: Use real jobsite or shop backdrops. Avoid studio settings. Authenticity is the entire point.

Step 3: Include one work clip showing the team member doing their job. 30 to 60 seconds of B-roll inside the longer interview.

Step 4: Title formula: "Meet [Name]: [Role] at [Company]" Example: "Meet John: Lead Roofing Installer at Pensacola Roofing Pros."

Step 5: Pin the videos to a "Meet the Team" playlist. Cross-link from the About page of your website.

Best for: Every contractor with a stable crew of 3 or more team members.

Pro Tip: Refilm a Meet the Team series every 18 to 24 months. Old videos with team members who left signal turnover, even if it is not true.

#12 The Local Market FAQ Video Series

Build a 10 to 15 video series answering every question specific to your local market. "What are the building codes in Escambia County?" "How often does roof damage happen during Pensacola hurricane season?" "What is the permit process in Santa Rosa County?" Local FAQ content is the moat. National competitors and franchise channels cannot make it. Only you can.

Step 1: Identify 10 to 15 local-specific questions every homeowner asks. Talk to your office staff and pull the questions from real phone calls.

Step 2: Group questions into 3 to 5 series themes: codes and permits, weather and climate, costs and pricing, materials and brands, common problems.

Step 3: Film one video per question. 2 to 4 minutes each. Tight, focused, no filler. Real local language and references throughout.

Step 4: Title formula: "[Question] in [City County]" Example: "How Often Do You Need a New Roof in Escambia County FL?"

Step 5: Build the series into a playlist. Link to it from your website footer as "Local FAQ Series."

Best for: Every contractor serving a single metro market or county region.

Pro Tip: Reference local landmarks, hurricane names, and county-specific code references inside the videos. The hyper-local references are the ranking signal Google rewards.

CATEGORY 3: LOCAL YOUTUBE SEO

6 strategies · #13 to #18

Most contractor video content fails not because the video is bad, but because the SEO around the video is bad. A great roof replacement video with no title strategy, no description, no thumbnail, and no tags is invisible. These 6 strategies turn each video into a long-term local search asset that pulls views and books leads for 3 to 5 years.

#13 The Title Formula That Ranks

Video titles are the single biggest ranking factor on YouTube. Most contractors title their videos like blog posts ("Tips for a Long-Lasting Roof"). That does not rank. The formula that does: keyword + city + state, then a benefit or detail.

Step 1: Start every title with the exact keyword a homeowner would type into Google or YouTube. "Roof Replacement," "Water Heater Install," "HVAC Repair."

Step 2: Add city and state right after the keyword. "Roof Replacement in Pensacola FL." The city name is the second-highest ranking signal after the keyword.

Step 3: Use a pipe character or dash to add a specific detail or hook. "Roof Replacement in Pensacola FL | Full Tear-Off and Architectural Shingles."

Step 4: Keep titles under 60 characters when possible. Longer titles get truncated in search results and lose click-through rate.

Step 5: Avoid clickbait language. "You won't believe" and "Number 3 will shock you" hurt rankings on local intent searches. Plain titles win for contractor content.

Best for: Every contractor publishing video on YouTube.

Pro Tip: *Front-load the keyword. "Roof Replacement in Pensacola | [Company]" beats "[Company] Replaces a Roof in Pensacola." YouTube weights the first words most heavily.*

#14 The Description Template That Converts

Most YouTube descriptions are 1 sentence or empty. That is a major missed opportunity. A well-written description with 200 to 400 words, links, timestamps, and contact info ranks the video higher and drives more leads off the channel. Treat every description like a mini landing page.

Step 1: Write the first 2 lines as a hook. These are the only lines visible before the viewer clicks "more." Lead with the benefit and your phone number.

Step 2: Add a 100 to 200 word summary of the video. Include 3 to 5 keywords naturally. List the cities you serve.

Step 3: Add timestamps for chapter sections in long videos. "00:00 Intro · 00:45 The Old Roof · 02:10 Tear-Off · 05:30 New Install · 08:00 Customer Reaction."

Step 4: Include 3 to 5 links: your website, Google Business Profile, related videos, related service pages.

Step 5: Close with a soft CTA and a contact block. "Need a roof replacement in Pensacola? Call us at [phone] or visit yoursite.com. We respond within 1 hour."

Best for: Every contractor publishing video on YouTube.

Pro Tip: *Create one master description template per service. Save it in a Google Doc. Each new video swaps the city, project detail, and timestamps. 5-minute job becomes a 1-minute job.*

#15 The Custom Thumbnail That Earns Clicks

Thumbnails decide whether a viewer clicks or scrolls past. YouTube's auto-generated thumbnails are random frames from the video. They almost always lose to a custom thumbnail. A clean custom thumbnail can double or triple click-through rate, which is the single biggest lever for ranking.

Step 1: Use Canva or a similar free tool. YouTube thumbnail size is 1280 by 720 pixels.

Step 2: Use 3 elements per thumbnail: 1) a real before-or-after photo, 2) 3 to 5 word text overlay, 3) the company logo in one corner.

Step 3: Use high-contrast text. White text with a black or yellow stroke on top of any background reads at any screen size.

Step 4: Keep faces big. A close-up of the homeowner or the crew member earns 25 to 40 percent higher click-through than a wide shot.

Step 5: Test 2 thumbnails per video using YouTube's A/B Test feature in YouTube Studio. Keep the winner.

Best for: Every contractor publishing video on YouTube.

Pro Tip: *Build a thumbnail template you reuse for every video. Same fonts. Same logo placement. Same color palette. Brand recognition compounds. Random thumbnails do not.*

#16 Tags, Categories, and Hashtags

YouTube downplays tags compared to titles and descriptions, but they still matter for ranking on niche local searches. Add 10 to 15 tags per video. Set the right category. Use 2 to 3 hashtags. Each one is a small signal. The signals stack.

Step 1: Add 10 to 15 tags per video. Mix the main keyword, city, related services, and brand. Example: "roof replacement pensacola, pensacola roofer, roofing fl, architectural shingles, [your company name]."

Step 2: Set the category to "Howto and Style" for most home service content. "People and Blogs" works for behind-the-scenes content.

Step 3: Add 2 to 3 hashtags in the description. "#PensacolaRoofing #RoofReplacement #FloridaContractor." Hashtags surface in YouTube hashtag search.

Step 4: Use TubeBuddy or VidIQ (both have free plans) to research which tags your competitors are using. Steal what works.

Step 5: Refresh tags on your top 10 videos every 6 months. Trending terms shift. Old tags fall out of relevance.

Best for: Every contractor publishing video on YouTube.

Pro Tip: *Always include your full brand name and any branded variants as tags. Helps the channel rank for branded searches like "[Company name] reviews."*

#17 Chapter Markers and Timestamps for Long Videos

Videos over 4 minutes benefit from chapter markers. Chapters let viewers jump to the section they care about. YouTube rewards that with longer watch time and higher rankings. Adding chapters takes 60 seconds per video and lifts watch time 15 to 30 percent.

Step 1: Watch your video back and note timestamps for the natural section breaks. Aim for 4 to 8 chapters per 5 to 10 minute video.

Step 2: Format timestamps in the description: "00:00 Intro · 00:45 The Old Roof · 02:10 Tear-Off · 05:30 New Install · 08:00 Customer Reaction."

Step 3: Use clear chapter titles that match what viewers search for. "Cost Breakdown" beats "Numbers." "Final Walkthrough" beats "End."

Step 4: The first timestamp must be 00:00 for chapters to display on the video timeline. YouTube enforces this rule.

Step 5: Use chapters as a research tool. Watch your YouTube Studio analytics by chapter. Drop-off points tell you which sections to rewrite next time.

Best for: Long-form project walkthroughs, how-to videos, and service explainers over 4 minutes.

Pro Tip: *Add a "Cost" chapter to every video that mentions pricing. Viewers click straight there and watch time goes up. Cost is the highest-intent chapter for contractor content.*

#18 Transcript and Closed Caption Optimization

Every YouTube video gets an auto-generated transcript. It is almost always wrong in 10 to 30 places. Editing the transcript takes 10 minutes per video and lifts search ranking, accessibility, and watch time. Most contractors never do it. The ones who do, outrank the ones who do not.

Step 1: After upload, wait 24 hours for YouTube to generate the auto-transcript. Then open it in YouTube Studio under Subtitles.

Step 2: Read through and fix every mistake. Auto-transcripts especially fail on trade jargon, brand names, and local city names.

Step 3: Make sure your full company name, your phone number, and your top keywords appear correctly in the transcript. Search ranking pulls from the transcript text.

Step 4: Save and publish the corrected captions. YouTube indexes the new version within 48 hours.

Step 5: For high-priority videos, hire a captioning service (\$1 to \$3 per minute) for guaranteed accuracy. Rev.com and Otter.ai are both contractor-friendly.

Best for: Every contractor publishing video on YouTube.

Pro Tip: *Add a Spanish translation of the captions on your top 10 videos. Spanish-language captions add a meaningful audience in most US contractor markets at near-zero extra cost.*

CATEGORY 4: SHORTS, SUBSCRIBERS AND COMMUNITY

6 strategies · #19 to #24

YouTube Shorts and the community tab are the fastest-growing parts of the platform. Shorts pull new audiences in. The community tab and engagement loops keep them around. These 6 strategies turn your channel into a living local brand that wakes up and earns leads every day.

#19 The 60-Second Shorts Hook

YouTube Shorts is 60-second vertical video. Same content style as TikTok or Instagram Reels. Shorts get pushed to viewers who do not subscribe to you yet, which is the fastest way to grow a local channel in 2026. 1 Short per week, every week, can add 100 to 500 new subscribers to a contractor channel inside 90 days.

Step 1: Film in vertical 9 by 16 ratio on your phone. Hold the phone vertically. Most contractors film horizontal out of habit and lose the audience instantly.

Step 2: Hook in the first 3 seconds. Show the most dramatic moment first. "This 22-year-old roof is leaking. Watch what happens next."

Step 3: Cut fast. Aim for a scene change every 2 to 3 seconds. Static shots over 5 seconds lose 50 percent of the audience.

Step 4: End with a clear next step. "Subscribe for more," "Call us at [phone]," or "Watch the full project on our channel."

Step 5: Use trending audio when it fits. YouTube Shorts surfaces videos with trending sound 2 to 3 times more often than silent ones.

Best for: Every contractor. Strongest results for trades with visual transformations.

Pro Tip: Repurpose the most dramatic 60 seconds of every long-form video as a Short. One shoot. Two outputs. Algorithm rewards both.

#20 The Shorts-to-Long-Form Funnel

A 60-second Short pulls in a new viewer. The challenge is converting that viewer into a subscriber who watches the long-form videos that book jobs. The Shorts-to-long-form funnel is the system that closes the loop. Each Short has a clear next step that points to a long-form video on the same topic.

Step 1: Pair every Short with a related long-form video already on the channel. "Want to see the full roof replacement? Link in description."

Step 2: Add a pinned comment on every Short linking to the long-form video. Pinned comments earn 5 to 10 times the clicks of in-description links.

Step 3: Include a 2-second card at the end of the Short directing viewers to the channel page. "Subscribe for more contractor content."

Step 4: Track which Shorts drive the most subscribers in YouTube Studio. Double down on the formats that work. Drop the formats that do not.

Step 5: Publish Shorts on a steady schedule. 1 to 2 per week is enough to feed the algorithm and stack subscriber growth.

Best for: Every contractor with at least 10 long-form videos already published.

Pro Tip: End every Short with the same closing line: "Subscribe for more [trade] content from [City]." Repetition trains the audience and the algorithm.

#21 The Community Tab for Updates and Engagement

Channels with 500+ subscribers gain access to the Community Tab. Polls, photos, and short text posts that show up in subscribers' feeds without needing a full video. It is a fast, low-effort way to stay top of mind between long-form uploads.

Step 1: Post 2 to 3 community updates per week once the tab is open to you. Mix formats: a poll, a behind-the-scenes photo, a short quote from a customer.

Step 2: Use polls to ask viewers what video they want next. "Should we make a video about gutter cleaning or attic insulation next?" Polls earn engagement and feed future content.

Step 3: Share photos from active jobsites with location captions. "Roof replacement underway in East Hill, Pensacola."

Step 4: Cross-link community posts to your latest video. Each post is a small reminder for subscribers to come back and watch.

Step 5: Respond to every comment on community posts within 24 hours. Engagement drives more reach in the YouTube algorithm.

Best for: Every contractor with 500 or more subscribers (the threshold for the Community Tab).

Pro Tip: Run a 24-hour poll the day before publishing a new video: "Which roof color looks better, dark grey or black?" The poll seeds engagement and primes subscribers to watch the upload.

#22 Pinned Comments That Drive Action

A pinned comment sits at the top of the comment section forever. Most contractors leave it blank or let a random comment land there. Use the pinned comment as a second call to action that books leads from viewers who never read the description.

Step 1: Pin a comment on every video within 1 hour of publish. Treat it like a billboard inside the video.

Step 2: Use a 2 to 3 line format: 1) thank the viewer, 2) summarize the offer, 3) include your phone number and a link.

Step 3: Example: "Thanks for watching. Want a free estimate for your roof? Call us at [phone] or scan this link for a free 5-minute online assessment: [link]."

Step 4: Update the pinned comment if your offer or phone number changes. Stale CTAs hurt more than they help.

Step 5: Heart the pinned comment so it gets the red Heart badge. Hearted comments earn 20 to 40 percent more clicks.

Best for: Every contractor with active long-form video uploads.

Pro Tip: Pin a comment that quotes a real review from a customer with a link to the project video. "Maria from East Hill said this was the best home improvement she's done. Watch her project: [link]."

#23 Replying to Every Comment in the First 24 Hours

Comment engagement is the single biggest watch-time lift signal on YouTube. The algorithm pushes videos with high comment engagement to more viewers. Replying to every comment in the first 24 hours after publish multiplies that effect.

Step 1: Block 30 minutes per day for the first 3 days after a new video is published. Reply to every single comment.

Step 2: Replies should be 1 to 2 sentences. Reference the comment specifically. Add a question to invite more replies.

Step 3: Example reply: "Thanks Tom, glad you liked the breakdown. What kind of roof do you have right now? Happy to weigh in."

Step 4: Never use canned responses. Real human replies build the channel. Templated responses get flagged as low-quality engagement.

Step 5: Heart standout comments to give them the red Heart badge. Pin the best comment of the day as a rotation strategy.

Best for: Every contractor publishing video on YouTube.

Pro Tip: Reply to the first 5 comments on a new video as fast as possible. The first hour of engagement determines how YouTube ranks the video for the next 72 hours.

#24 The Subscriber Reward Mechanism

Give subscribers a real reason to stay subscribed and pay attention. Quarterly exclusive content. Subscriber-only discounts. Behind-the-scenes shop tours. Subscribers who feel rewarded keep watching, keep commenting, and refer friends to the channel.

Step 1: Create one quarterly subscriber-only piece of content. A free downloadable guide, a discount code for service, or an exclusive shop tour video.

Step 2: Promote the reward inside the channel banner and in the pinned comment on every video. "Subscribe for our quarterly homeowner guide."

Step 3: Set up a free email opt-in landing page where subscribers can claim the reward. ConvertKit, Mailchimp, and Beehiiv all offer free plans for small lists.

Step 4: Send the reward by email within 24 hours of opt-in. Slow delivery erodes trust. Speed builds it.

Step 5: Build the subscriber email list over 12 months. After 1,000 to 2,000 subscriber emails, you have a direct marketing channel that does not depend on YouTube's algorithm.

Best for: Contractors who plan to run YouTube as a primary marketing channel long term.

Pro Tip: *Make one quarterly reward video specifically for subscribers and never publish it publicly. Exclusivity is what makes a subscriber feel like an insider.*

CATEGORY 5: YOUTUBE ADS AND ADVANCED

6 strategies · #25 to #30

Organic YouTube takes 6 to 12 months to compound. Paid YouTube takes 30 days. These 6 strategies use paid amplification to shortcut the timeline and add a steady lead stream on top of the organic foundation. Budgets here range from \$300 a month for testing to \$2,500 a month for an active local market.

#25 TrueView In-Stream Ads Geo-Targeted to Your Service Area

TrueView ads are the skippable video ads that play before other YouTube videos. You only pay when a viewer watches 30 seconds or clicks through, which makes them the cheapest video ad format on the internet. Pair a TrueView ad with a tight geographic target (your city plus a 10 to 25 mile radius) and you have a paid local channel at \$0.04 to \$0.12 per view.

Step 1: Set up a Google Ads account if you do not already have one. Link it to your YouTube channel under Channel Settings.

Step 2: Use the 30 to 60 second version of your channel trailer (strategy #2) as the ad creative. It is already paid for and on-brand.

Step 3: Target your service area by city or by zip code radius. 10 to 25 miles around your home base is the right starting range.

Step 4: Set the target audience to homeowners aged 35 to 70 with home-improvement-related interests. Google offers built-in homeowner audience segments.

Step 5: Start with \$10 to \$25 per day. Run for 14 days. Check view-through rate and cost-per-view daily. Pause and refine if cost per view exceeds \$0.15.

Best for: Roofing, HVAC, plumbing, electrical, exterior remodel. Any high-ticket trade where one job is worth \$3,000+ in revenue.

Pro Tip: *Make the first 5 seconds of the ad worth watching even if the viewer hits Skip. Skipping happens, but the first 5 seconds is the free impression. Use it.*

#26 YouTube Demand Gen Campaigns for Awareness

Demand Gen is Google's newer ad format that combines YouTube, Discover, and Gmail into one campaign. It is built for awareness and warm-lead capture, not direct conversion. Use Demand Gen when you are building local brand recognition over 3 to 6 months.

Step 1: In Google Ads, create a new Demand Gen campaign. Select YouTube Shorts and Discover as the placement types.

Step 2: Upload 2 to 3 short video creatives (15 to 30 seconds each) and 3 to 5 image creatives.

Step 3: Set the geographic target the same way you did for TrueView. City plus 10 to 25 mile radius.

Step 4: Use Smart Bidding with a target cost per action (CPA) goal. Start with \$40 to \$80 per lead and refine after 30 days of data.

Step 5: Track results in the Google Ads dashboard. Demand Gen produces brand-search lifts and direct-traffic spikes that may not show up as direct clicks.

Best for: Larger contractors doing \$1 million plus annual revenue. Best for trades with long sales cycles like remodel and full system replacements.

Pro Tip: *Pair Demand Gen with the TrueView campaign in strategy #25. Same audience. Two ad formats. Frequency lifts conversion by 20 to 40 percent.*

#27 Remarketing to Past Video Viewers

Anyone who has watched your YouTube videos is a warm prospect. Remarketing ads target those viewers across YouTube, Discover, and the Google Display Network for 30 to 90 days. Cost per click is 30 to 60 percent lower than cold targeting, and conversion rate is 2 to 3 times higher.

Step 1: In Google Ads, build a remarketing audience of "viewers of any video from your channel" over the last 30 to 90 days.

Step 2: Run a 7 to 14 day TrueView remarketing campaign with a service-specific offer. "Watched our roof replacement video? Get \$250 off your project."

Step 3: Layer in a Display ad campaign targeting the same audience. Cheaper inventory, same audience, broader reach.

Step 4: Set the budget at \$5 to \$15 per day. Remarketing audiences are small, so high daily budgets get wasted.

Step 5: Track conversion by phone call or form fill. Most leads will come from people who watched a video 14 to 60 days earlier.

Best for: Every contractor with at least 10 long-form videos and 5,000 total video views.

Pro Tip: Layer the YouTube remarketing audience with a website remarketing audience for compound effect. People who watched your video AND visited your site are the warmest leads in your entire pipeline.

#28 Sponsoring Local YouTubers in Your Market

Every metro has a handful of local lifestyle, real estate, and home improvement YouTubers with 5,000 to 50,000 local subscribers. A 60 second sponsored mention inside their video runs \$200 to \$1,500 and exposes your brand to a hyper-targeted local audience that already trusts the host. It is the local TV ad of the 2020s, but cheaper and more targeted.

Step 1: Identify 5 to 10 local YouTubers with 5,000 to 50,000 subscribers in your service area. Search "[city] real estate," "[city] home tour," "[city] lifestyle" on YouTube.

Step 2: Filter for active channels that publish at least 1 video per month and have an engaged audience (10+ comments per video).

Step 3: Send a short outreach email: "Hi, I run [Company] in [City]. I love your channel. We are looking to sponsor 1 to 2 local creators this quarter. Would you be open to a 60-second mention in your next 3 videos for \$X?"

Step 4: Provide a 30 to 60 second script the host can read in their own voice. Keep it natural. Avoid hard-sell language.

Step 5: Track conversion with a unique offer code or a UTM-tagged link. "Mention [host name] and get \$100 off your service."

Best for: Contractors with \$3 million plus annual revenue or a strong local brand budget.

Pro Tip: Sponsor the same local YouTuber over 3 to 6 months. Frequency builds recognition. One-shot sponsorships rarely convert. Repeated mentions do.

#29 YouTube Analytics for Iteration

Every video on YouTube produces data. Most contractors never look at it. 30 minutes of analytics review per month tells you which videos book leads, which fail, and what to film next. It is the difference between guessing and knowing.

Step 1: Once a month, open YouTube Studio Analytics. Filter to the last 28 days. Note your top 5 videos by views and watch time.

Step 2: Click into each top video. Check the audience retention chart. The big drop-off points tell you what to cut from your next video.

Step 3: Check Traffic Sources. If 70 percent of views come from YouTube Search, you are winning local SEO. If 70 percent come from Browse or Suggested, the algorithm is favoring you.

Step 4: Check the Card and End Screen click-through rate. Below 3 percent means your call to action is weak. Rewrite it.

Step 5: Pick 1 to 2 insights per month and apply them to the next 4 videos. Iteration is what builds a channel that compounds.

Best for: Every contractor with 5 or more videos published.

Pro Tip: Subscribe to your own channel from a personal account so you experience exactly what a viewer sees. Most contractors never check the viewer experience.

#30 The Multi-Channel Repurpose System

Every long-form YouTube video should produce 5 to 10 additional pieces of content across other channels. 1 video equals 1 long-form YouTube upload, 3 to 5 Shorts, 2 to 3 Instagram Reels, 2 to 3 TikToks, 1 podcast-style audio version, 1 blog post, 5 to 10 social posts. Repurposing turns 1 hour of filming into 30 days of content.

Step 1: After each long-form video publishes, watch it back and mark 3 to 5 standout 60-second moments for Shorts and Reels.

Step 2: Edit those moments as separate vertical clips. Use a free tool like CapCut, Descript, or Opus Clip (AI-powered repurposing tool).

Step 3: Extract the audio of the long-form video and publish as a podcast episode on Spotify and Apple Podcasts. Free distribution through Anchor or Buzzsprout.

Step 4: Transcribe the video using a free tool (YouTube auto-transcript works) and adapt it into a blog post for your website. 60 minutes of editing.

Step 5: Publish 5 to 10 social posts pulling quotes, photos, and short clips from the video. Spread the posts across 14 to 30 days for steady reach.

Best for: Contractors committed to building a long-term content engine. Highest ROI in the entire playbook for time invested.

Pro Tip: Use AI-powered repurposing tools like Opus Clip or Vizard.ai. They auto-extract 30 to 60 second highlights from your long-form videos and produce 10 vertical clips in 15 minutes.

12-MONTH IMPLEMENTATION ROADMAP

From Zero to a Local YouTube Channel That Books Leads

YouTube is the slowest of all the marketing channels to start producing. But it is also the most durable. Use this roadmap to build the channel without burning out. Day 30 you have a real channel. Day 90 you have a content engine. Year 1 you have a moat no local competitor can catch up to.

Timeframe	Focus	Key Strategies	Target Outcome
Days 1 to 30	Channel Foundation	Strategies #1 banner, #2 trailer, #3 about section, #7 first project walkthrough	Branded channel live with 3 to 5 published videos
Days 31 to 90	Content Engine	Strategies #8 how-to series, #9 testimonials, #13 title formula, #19 Shorts	15 to 30 videos live. Subscribers and watch time climbing weekly.
Months 4 to 6	Local SEO Push	Strategies #14 description template, #15 thumbnails, #18 caption editing, #21 community tab	Top videos start ranking on page 1 of YouTube and Google for local queries.
Months 7 to 12	Paid Layer and Scale	Strategies #25 TrueView, #27 remarketing, #29 analytics, #30 repurpose system	YouTube is a 15 to 30 percent lead source. Each video compounds the next.

YOUTUBE SCRIPTS AND TEMPLATES

Word-for-Word Language That Books Jobs

These are the exact scripts, titles, descriptions, and ad copy our most successful contractor clients use. Copy them. Customize them to your trade, city, and offer. Test, refine, and keep what works.

Channel Trailer Script (30 Seconds)

"Hi, I'm [Name] with [Company]. We've been doing [trade] in [City] for [X] years. We're licensed, insured, and we show up on time, with crews that respect your home. On this channel, you'll see real projects, real customer reviews, and real answers to the questions homeowners ask us every week. If you're thinking about [service], give us a call at [phone] or visit [website] for a free estimate. Hit subscribe so you don't miss our next project."

Project Walkthrough Video Title Template

Format: "[Service] in [City] [State] | [Specific Detail]"

Examples:

- Roof Replacement in Pensacola FL | Full Tear-Off and Architectural Shingles
- HVAC System Install in Pace FL | 4-Ton Trane Heat Pump
- Tankless Water Heater Install in Milton FL | Rinnai Conversion

How-To Video Title Template

Format: "How to [Action] [Subject] in [City] [State]" or "[Question] in [City] [State]"

Examples:

- How to Tell If You Need a New Roof in Pensacola FL
- How Long Does HVAC Installation Take in Escambia County
- How Much Does a Tankless Water Heater Cost in Florida

Description Template (Long Form)

Line 1: [Service] in [City] [State]. Call [phone] for a free estimate.

Line 2: Watch a real [service] project from start to finish with [Company].

[100 to 200 word summary of the video, with city, service, and 3 to 5 keywords woven in naturally.]

Timestamps:

00:00 Intro

00:45 The Old [Service]

02:10 The Process

05:30 The Install

08:00 Customer Reaction

Links:

Website: [URL]

Google Business: [URL]

Watch our other [service] projects: [playlist URL]

About [Company]:

Licensed, insured, and serving [City list] since [year]. Free estimates and a [warranty] on every job.

#[City][Service] #[Service] #[Trade]

Pinned Comment Template

"Thanks for watching. If you're thinking about [service] in [City], we'd love to give you a free estimate. Call us at [phone] or click the link to schedule online: [URL]. Have a question about your home? Drop it in the comments. We answer everything."

Customer Testimonial On-Camera Question Set

1. What was the situation at your home before you called us?
2. Why did you choose us over other contractors?
3. What was the install or repair process like?
4. How does the finished result compare to what you expected?
5. Would you recommend us to a neighbor or family member?

Camera setup: vertical or horizontal phone on tripod. Customer 5 feet from camera. Finished project visible in background.

Shorts Hook Templates (First 3 Seconds)

- "This 22-year-old roof was leaking. Watch what happens."
- "Most homeowners don't know this about [service]. Here's what to do."
- "3 signs your [system] is about to fail."
- "What a \$X,000 [project] actually looks like."
- "We just finished a [project] in [City]. Here's the result in 60 seconds."

Outreach Email to Local YouTuber (Sponsorship)

Subject: Local sponsorship for your next 3 videos?

Hi [Name],

I'm [Your Name], owner of [Company] here in [City]. We've been in the [trade] business for [X] years and we love your channel. The episode on [specific topic] was great.

We're looking to sponsor 1 or 2 local creators this quarter. Would you be open to a 60-second sponsored mention in your next 3 videos? I can send a short script you can read in your own voice. Budget on our end is \$[amount] per video.

Let me know if it's a fit. Either way, keep up the great work.

[Your name + phone + website]

Comment Reply Templates

For a complimentary comment:

"Thanks [Name], appreciate it. What kind of [system] do you have right now? Happy to weigh in."

For a question comment:

"Great question. [Brief answer in 1 to 2 sentences.] We covered this in more detail in this video: [link]. Hope it helps."

For a negative or critical comment:

"Thanks for the feedback [Name]. Can you share more detail on what would've helped? We're always looking to make these clearer."

Community Tab Post Templates

Poll post:

"Next video: which one do you want first? [Option A] or [Option B]?"

Photo post:

"Mid-install on a new [system] in [neighborhood]. Full project video drops Thursday."

Customer quote post:

"[Customer first name] in [City] left us this 5-star review last week. Watch the project here: [link]."

TrueView Ad Script (30 to 60 Seconds)

Seconds 0 to 5 (before skip):

"If you're thinking about a new [service] in [City], watch this for 30 seconds."

Seconds 5 to 25:

"I'm [Name] with [Company]. We've been doing [service] in [City] for [X] years. Last year we completed [X] projects with [average review] stars. We're licensed, insured, and we back every job with a [warranty]. No high-pressure sales, no surprise fees."

Seconds 25 to 30:

"For a free estimate, call us at [phone] or visit [website]. Thanks for watching."

Email to Customer After Video Testimonial

Subject: Your video review is live

Hi [Customer name],

Thanks again for letting us film a review at your home last week. The video is now live on our YouTube channel:

[Link to video]

Feel free to share it with friends and family. And if there's anything we can do for your home down the road, just call.

Thanks again,

[Name + phone + website]

TRACKING AND MEASURING YOUR RESULTS

The 6 Numbers That Tell You If YouTube Is Working

YouTube success is measured differently than other channels. Views are vanity. Watch time, subscribers, and search ranking are the real metrics. Track these 6 numbers monthly and you will know within 90 days whether your channel is winning.

KPI	What It Measures	Healthy Target	How to Track
Average View Duration	How long the average viewer watches each video	50 to 60 percent of total video length	YouTube Studio Analytics
Click-Through Rate (CTR)	Percent of people who clicked the thumbnail after seeing it	5 to 10 percent for local contractor content	YouTube Studio Reach tab
Subscriber Growth Rate	New subscribers per month	20 to 100 new subscribers per month after 90 days	YouTube Studio Audience tab
Search Visibility for Local Queries	Ranking position for "[service] in [city]" type searches	Top 5 results in YouTube and Google for at least 3 target queries	Manual incognito search or TubeBuddy
Leads From YouTube	Phone calls and form fills tagged as YouTube-sourced	1 to 5 leads per video per month after 90 days	CRM with source tag or call tracking number
Cost Per YouTube Lead	Total YouTube spend (filming + ads) divided by leads	Under \$10 per lead organically. Under \$40 per lead with paid.	Spreadsheet or marketing platform

The Most Important Number Is Time.

Do not panic in month 1 or 2. YouTube is a 6 to 12 month compounding asset. The same channel that produces 50 leads a month in month 12 may produce 0 leads in month 2. If you stop, the channel dies. If you keep going, the channel compounds. That is the entire game.

GETTING STARTED WITH FOOTBRIDGE MEDIA

Your Marketing Partner in Home Services

Footbridge Media has built marketing systems for home service contractors for 20+ years. We work with about 1,500 contractor clients across the country. Roofers, plumbers, HVAC, electricians, fence, painting, landscape, and every trade in between. Our core program is \$249 a month, no contracts, with a 90-day money-back guarantee. We get more phone calls and form submissions for contractors. That is the whole job.

Your Next 4 Actions

Action	Details
Set up your channel right	Strategies #1, #2, and #3. Banner, trailer, and About section. Spend 1 day. Done forever.
Film your first 3 videos	Strategies #7 project walkthrough, #8 how-to video, #9 customer testimonial. One of each. Batch in 1 day.
Lock in the SEO basics	Strategies #13 title formula, #14 description template, #15 thumbnail design. Apply to every upload.
Talk to Footbridge Media	We can build the website, manage SEO, run the Google Business Profile, and connect your YouTube content to the rest of your marketing system. Your channel does not work alone.

Ready to Build a YouTube Channel That Actually Books Jobs?

YouTube is the most durable marketing channel a contractor can build. Other channels rent attention. YouTube owns it for years. Start with 3 videos. Publish weekly. By month 6, the channel starts pulling its weight. By month 12, it is one of your top lead sources. By year 3, no local competitor can catch up.

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