YouTube Video Description Template

Copy-paste descriptions that are ready to publish – Free, No Signup
Long videos, Shorts, playlists and pinned comments

Copy-paste templates

Long-form video

Put the keyword and the promise in the first two lines. That is the text visible before 'Show more'.

```
{One sentence that states what the video covers and the main keyword.}

{Two or three lines on what the viewer will learn or get, in plain
words.}

Chapters
00:00 Intro
00:45 {Topic one}
03:10 {Topic two}
07:30 {Topic three}
10:15 Wrap-up

Links mentioned
{Resource or product name}: {link}
{Resource or product name}: {link}

Watch next
{Next video title}: {link}
{Playlist name}: {link}

Connect
Website: {link}
Business enquiries: {email}

#{Hashtag1} #{Hashtag2} #{Hashtag3}
```

YouTube Short

Keep it short and send viewers to the full video.

```
{One line hook that includes the main keyword.}

Full video: {link to the long-form video}
More Shorts: {link to your Shorts playlist}

#Shorts #{Topic}
```

Playlist description

Say who it is for and where to start.

```
{What this playlist covers, in one sentence.}

Start here: {first video title} — {link}
Best for: {who it is for}
New videos added: {how often}
```

Pinned comment

Start a conversation and repeat the one link that matters most.

```
Thanks for watching! {A question that invites an answer.}

Resources from this video: {link}
Jump to {chapter name}: {timestamp link}
```

Affiliate or sponsor disclosure line

Check the disclosure rules where you publish and where your audience lives. This is an example, not legal advice.

```
Some links in this description are affiliate links. If you buy through
them I may earn a commission at no extra cost to you.
```

Check before you publish

- [ ] **The first two lines state what the video is about and include the main keyword.**
  That is what viewers and search see first.

- [ ] **Chapters start at 00:00, there are at least three, and each is at least 10 seconds long.**
  YouTube only turns timestamps into chapters when they follow these rules.
  YouTube Timestamp Generator

- [ ] **Every link opens and goes to the right page.**
  Old offers, expired shortened links and moved pages are the most common description bugs.
  YouTube Broken Link Scanner

- [ ] **The description is under 5,000 characters.**
  Long link lists are the usual reason to run over. Trim to the links that matter.

- [ ] **A disclosure line is present wherever there are affiliate links or sponsors.**

- [ ] **Study how top videos in your niche write theirs, then borrow the structure.**
  Pull their descriptions into one list to compare.
  YouTube Description Extractor

- [ ] **When a link changes, update it across old videos instead of editing them one by one.**
  One find-and-replace fixes the whole back catalogue.
  YouTube Bulk Find & Replace

Copy-paste descriptions for videos, Shorts and playlists, with a link and chapter check. Free at www.myfreshtools.com/resources/youtube-video-description-template