Michael Miller

Sams Teach Yourself YouTube™ in 10 Minutes

SAMS

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Introduction

YouTube is full of videos, millions of them. Entertaining videos. Informative videos. Instructional videos. You name it, somebody has probably uploaded a video about it.

But how do you find the videos you want to watch? And how do you share the videos you find? And what about uploading your own videos—and managing the videos you upload? Just how do you figure out this whole YouTube thing, without spending hours and hours of your precious time?

Well, that's where this book comes in. *Sams Teach Yourself YouTube in 10 Minutes* is a quick and easy way to learn how to view and upload YouTube videos. Every lesson in this book is short and to the point, so you can learn everything you need to learn at your own pace, in your own time. Just follow the straightforward *Sams Teach Yourself in 10 Minutes* game plan: short, goal-oriented lessons that can make you productive with each topic in 10 minutes or less.

What You Need to Know Before You Use This Book

How much prior experience do you need before starting this book? Absolutely none! You don't have to be an active viewer or an experienced video producer. All you need is a computer with an Internet connection. Everything you need to know flows from there.

About the *Sams Teach Yourself in 10 Minutes* Series

Sams Teach Yourself YouTube in 10 Minutes uses a series of short lessons that walk you through the various aspect of the YouTube site. Each lesson

is designed to take about 10 minutes and each is limited to a particular operation or group of features. Most of the instruction is presented in easy-to-follow numbered steps, and there are plenty of examples and screen shots to show you what things look like along the way. By the time you finish this book, you should feel confident in using the YouTube site to both view and upload all sorts of videos.

Special Sidebars

In addition to the normal text and figures, you'll find what we call *sidebars* scattered throughout that highlight special kinds of information. These are intended to help you save time and to teach you important information fast.

PLAIN ENGLISH

Plain English sidebars call your attention to definitions of new terms. If you aren't familiar with some of the terms and concepts, watch for these flagged paragraphs.

CAUTION

Cautions alert you to common mistakes and tell you how to avoid them.

TIP

Tips explain inside hints for using YouTube more efficiently.

NOTE

Notes present pertinent pieces of information related to the surrounding discussion.

LESSON 9

Linking to and Embedding YouTube Videos

In this lesson, you learn how to include links to videos and embed videos in your website and email messages.

Linking to a YouTube Video

Another way to share a YouTube video is to pass around a link to that video. You can include video links in your email messages, as well as on your own blog or web page. You can even link to YouTube videos from Facebook and MySpace.

YouTube makes it easy to link to its videos. Every video page has its own URL and includes a snippet of HTML code you can insert to create a link to the page.

To link to a specific YouTube video, follow these steps:

1. Go to the page for the video you want to link to.
2. A URL box (shown in Figure 9.1) is in the information box to the right of the video. Highlight and copy the HTML code in this box.
3. Paste that HTML code into your email message, blog post, or body of your web page.

FIGURE 9.1 Copy the URL from the information box into your email message, blog post, or web page.

Anyone reading your email, blog, or web page can then click this link and be taken to the video viewing page on the YouTube site.

If you're copying the link into a web page, make sure you surround it with the appropriate HTML link tag. The resulting code should look something like this:

```
Click <a href="http://www.youtube.com/watch?v=12345">here</a>
to view my YouTube video.
```

Naturally, replace the `href` link with the URL from the video you're linking to.

> NOTE: **HTML**
>
> To paste a YouTube link on your web page, you must have access to and be familiar with basic HTML commands.

Embedding a YouTube Video in Your Website

Linking to YouTube videos from your web page is one thing; embedding an actual video into your web page or blog is quite another. That's right—YouTube lets you insert any of its public videos into your own web page, complete with a video player window. And it's easy to do.

YouTube automatically creates the embed code for every public video on its site and lists this code on the video page itself. The code is in the

information box beside the video, as you saw in Figure 9.1; you'll need to copy this entire code (it's longer than the Embed box itself) and then paste it into the HTML code on your own web page. Just follow these steps:

1. Go to the page for the video you want to link to.
2. In the information box to the left of the video is an Embed box. Highlight and copy the HTML code in this box.
3. Paste that HTML code into your web page's underlying HTML code where you want the embedded video to appear.

The result of inserting this code into your page's HTML is that your web page now displays a special click-to-play YouTube video player window, like the one shown in Figure 9.2. The video itself remains stored on and served from YouTube's servers; only the code resides on your website. When a site visitor clicks the video, it's served from YouTube's servers to your viewer's web browser, just as if it were served from your own server. (This means you don't waste any of your own storage space or bandwidth on the video.)

FIGURE 9.2 A YouTube video embedded in a web page.

By the way, the code in the Embed box is squished together onto a single line to make it easier to copy. If you were to properly format the code, it would look something like this:

```
<object width="425" height="350">
   <param name="movie"
value="http://www.youtube.com/v/12345"></param>
   <param name="wmode" value="transparent"></param>
   <embed src="http://www.youtube.com/v/12345"
   type="application/x-shockwave-flash" wmode="transparent"
width="425"
   height="350">
   </embed>
</object>
```

> CAUTION: **Don't Use This Code**
>
> Don't copy *this* code to your web page—it's just an example!

Customizing an Embedded Video

There are a few options you can choose that affect how an embedded video looks on your web page. You access these options by clicking the Customize button next to the Embed box on the original video page, as shown in Figure 9.3. These options include the following:

- **Include related videos.** Check this option to display related videos when the embedded video is done playing; uncheck this option to not show related videos.
- **Show Border**. Check this option to put a border around the embedded video player.
- **Enable delayed cookies**. The title of this option is a little confusing, but in essence when this option is selected, YouTube doesn't leave cookies on viewers' computers—which is better for viewers' security.
- **Color scheme**. Choose from seven different color schemes for the embedded video player.

- **Size**. Choose from four different sizes for the embedded video player. For standard aspect videos, the available sizes are 320 × 265 , 425 × 344, 480 × 385, and 640 ×505 (HQ pixels). For widescreen videos, the available sizes are 480 × 295, 560 × 340, 640 × 385, and 853 × 505 (HD pixels).

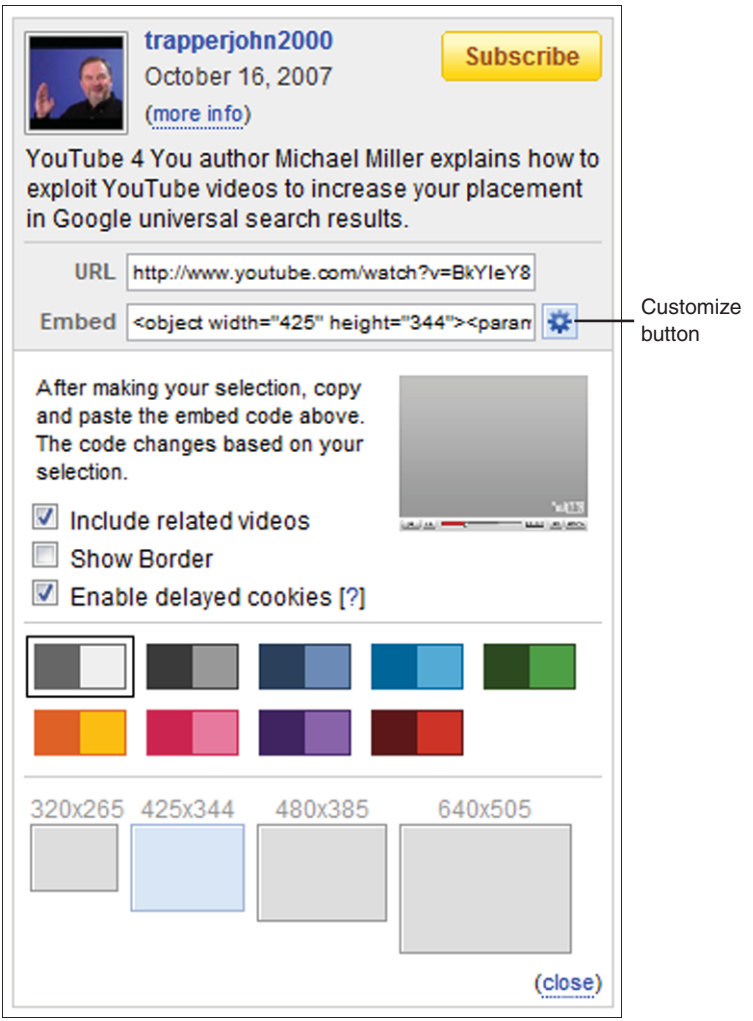

FIGURE 9.3 Customizing the code for an embedded video.

PLAIN ENGLISH: **Cookie**

A small file left on a user's computer by a website that tracks the user's activities on that website. YouTube typically leaves cookies that track viewing history and the like.

Choosing any of these options changes the HTML code for the embedded video. Make sure you made your choices *before* copying the embed code.

TIP: **Auto Play**

By default, an embedded video doesn't play automatically when your web page loads; visitors have to click the Play button to view the video. If you want the video to play automatically, you have to insert the following code directly after both instances of the video's URL in the embed code: **`&autoplay=1`**. Note that there should be no space before or after this added code, like this: **http://www.youtube.com/v/*12345*&autoplay=1**.

Summary

In this lesson, you learned how to link to and embed YouTube videos. In the next lesson, you learn how to post YouTube videos to your blog.

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