

How to add a lower-third to a YouTube video

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If you have a home-made video that you would like to post on YouTube -- maybe a simple video you shot on your smartphone -- you want to make sure to promote your keyword throughout the video! And you don't need to be a professional video editor to pull it off.

This can be done easily by creating what is called a **lower-third** within YouTube. This is a graphic overlay that can be applied to your video to promote your keyword and shortcode.

Check out this [tutorial video](#) to learn how to add a lower third right within YouTube: