COMMUNITY NEWSPAPERS · FOR MICHAEL

YOUTUBE CHANNEL OPTIMIZATION PROPOSAL

November 18, 2026 · Valid until Dec 18, 2026

Choose CORE or FULL for your YouTube channel, both with 30% off. Upgrades are optional add-ons on the last page.

This proposal covers the channel's structure and settings. It does not include video production, content creation or community management.

1. CORE OR FULL: YOU CHOOSE ONE

CORE

The channel's foundation, playlists and search metadata

$4,725.00

list $6,750.00, 30% discount -$2,025.00

- ✓ A. Channel foundation: banner, trailer, About, settings
- ✓ B. Analytics access and a dated baseline report
- ✓ C. 32 show playlists plus extras; about 3,400 episodes placed, 90% coverage or more
- ✓ D. New search metadata on the 200 most-viewed videos (not Shorts), plus 1 title and 1 description template; chapters on the 50 most-viewed of those

Approve CORE: reply APPROVED to our email and write CORE

FULL

Everything in CORE, plus cleanup, calls to action and a Shorts plan

$7,035.00

list $10,050.00, 30% discount -$3,015.00

The extra over CORE: $2,310.00

- ✓ **Everything in CORE (A to D), plus:**
- ✓ E. Cleanup list for your approval (nothing deleted)
- ✓ F. Calls to action, end screens, pinned comments; 1 upload template
- ✓ G. An 8-week Shorts plan

Approve FULL: reply APPROVED to our email and write FULL

For: the Community Newspapers YouTube channel, @communitynewspapers1946

Supporting report: YouTube channel audit (in Reports)

2. HOW TO APPROVE

Reply APPROVED to our email and tell us whether you choose Core or Full

By Dec 18, 2026. We send your first invoice; the work starts when it is paid. One-time prices. Upgrades are not in either price.

3. CORE: THE FOUR STEPS, WITH THE EVIDENCE FOR EACH

For: the Community Newspapers YouTube channel, @communitynewspapers1946

- **A. Channel foundation:** new banner and channel art, channel trailer, About section, and channel settings (default language, upload defaults, branding).
  Delivered when: the banner and channel art, the channel trailer, the About section and the 3 channel settings are set.
  Evidence: before and after screenshots of the channel page and settings.
- **B. Analytics access and baseline:** YouTube Analytics connected to our tools, and a dated baseline report of views, watch time and subscribers saved before any change.
  Delivered when: 1 dated baseline report is saved before any change.
  Evidence: the baseline report (PDF) with the figures.
- **C. Playlists organized by show:** a playlist for each of your 32 shows plus extras, about 3,400 episodes placed, and coverage re-measured so at least 90% of show episodes sit in a show playlist.
  Delivered when: 32 show playlists plus extras are published, about 3,400 episodes are placed, and at least 90% of show episodes sit in a show playlist.
  Evidence: the playlist list with item counts, and the before and after coverage figure.
- **D. Search metadata on the 200 most-viewed videos, not counting Shorts:** new titles, descriptions and tags written for search on the 200 most-viewed videos, 1 title template and 1 description template (reusable fill-in formats for future uploads), and chapters on the 50 most-viewed of those 200.
  Delivered when: the 200 most-viewed videos (not counting Shorts) have new titles, descriptions and tags, 1 title template and 1 description template are delivered, and chapters are on the 50 most-viewed of those 200.
  Evidence: a sheet listing each video with its old and new title, the title template and the description template, and screenshots of the chapters.

CORE: list $6,750.00 · 30% discount -$2,025.00 · total $4,725.00

4. FULL: EVERYTHING IN CORE, PLUS THREE MORE STEPS

For: the Community Newspapers YouTube channel, @communitynewspapers1946

FULL includes steps A to D above, and adds these three, with the evidence for each:

- **E. Cleanup list for your approval:** duplicates (359 groups of videos share a title), placeholder live-stream titles (958 found) and defective uploads (10 stuck in an unfinished state), as counted in the Nov 18, 2026 audit, each listed with a proposed action. Nothing is deleted or hidden without your written approval.
  Evidence: the list (spreadsheet).
- **F. Calls to action, end screens and pinned comments** set on the 200 most-viewed videos, plus 1 upload template (title, description and tags together) for future uploads.
  Delivered when: calls to action, end screens and pinned comments are set on the 200 most-viewed videos (not counting Shorts), and 1 upload template is delivered.
  Evidence: screenshots of each, and the upload template.
- **G. An 8-week Shorts plan:** topics, formats, schedule and measures.
  Evidence: the written plan (PDF).

FULL: list $10,050.00 · 30% discount -$3,015.00 · total $7,035.00. The extra over CORE is $2,310.00.

5. UPGRADES: OPTIONAL ADD-ONS, NOT INCLUDED IN CORE OR FULL

UPGRADE · OPTIONAL · NOT IN THE CORE OR FULL TOTAL

UPGRADE	LIST PRICE	DISCOUNT	IF ADDED
Paid-views audit For: the Community Newspapers YouTube channel, @communitynewspapers1946	$1,050.00	-$315.00 (30%)	$735.00

Find where the paid views come from, check who sees the videos, and write the procedure to keep them local. Fixing the ads is not included. Add it to CORE or FULL by replying with its name; it is invoiced separately.

Requires access to the ad account(s) and campaign history that paid for the views. The audit reports what the data shows; if the data cannot identify a source, the report says so.

What the Paid-views audit includes, with the evidence for each step

For: the Community Newspapers YouTube channel, @communitynewspapers1946

- **Where the paid views come from:** the ad campaigns that deliver your YouTube videos, on the ad accounts you give access to, found and listed, with the account that runs them.
  Evidence: a list of each campaign with its spend and views, and a screenshot of the channel's Advertising report.
- **Who sees the videos:** views by country and state, and average watch time for paid views compared with search and other views, over the last 28 days.
  Evidence: a table of views, share of views and average watch time by country and by source.
- **Targeting and placements checked** on every campaign: location, language, age range, devices and where the ads appear.
  Evidence: a screenshot of each campaign's settings, marked with what to change.
- **Findings page:** what is bringing views, where they come from, and the recommended settings to keep views in Florida and in the audience you sell to.
  Evidence: the written findings page (PDF), one to two pages.
- **Written procedure** for the people who run your ads: the settings to check before every campaign and on a set review schedule, and who approves.
  Evidence: the one-page procedure (PDF).

Settings are changed only with your written approval, and changing them is not included in this price. Nothing is paused or deleted by us.

More upgrades will be listed in this section as they become available.

6. HOW TO PAY

Zelle to EDILBERTO MORILLO · 786-426-4902. Check payable to Edilberto Morillo.

7. TERMS

CORE $4,725.00 or FULL $7,035.00, as you choose; the Paid-views audit is not included in either. Valid until Dec 18, 2026; payable by check, Zelle, cash or credit card; invoices are issued in the legal name Edilberto Morillo (NeedAWebNow). Where this proposal says “Delivered when”, that step is complete when those counts are met and the evidence named is delivered to you. Where it says evidence only, that step is complete when the screenshot, report or list named is delivered to you.