

YouTube Channel Checklist



- ☐ Decide on what type of videos you want to make (tutorials, DIY, vlogs, tech)
- ☐ Establish your brand name
- ☐ Create your channel on YouTube
- ☐ Create a banner for your channel
- ☐ Upload an avi (use a logo or a picture of you)
- ☐ Plan your first video
- ☐ Film on iPhone or camera
- ☐ Edit on video editing software (imovie, Final Cut Pro X, Adobe Premiere)
- ☐ Make a thumbnail (Photoshop or Picmonkey) 1280 x 720 px
- ☐ Use keywords in your title
- ☐ Look at Google Trends to make sure title is relevant
- ☐ Check Vid IQ for most relevant title and related key words
- ☐ Put keywords in description and tags
- ☐ Use all related words in tags
- ☐ Promote YouTube channel cross all platforms (FaceB00k, Twitter, Instagram)
- ☐ Decide on a specific time and day for uploading (I post on Sundays at noon)
- ☐ Write out 5 video ideas to film
- ☐ Post consistently

- ☐ Let go of other people's opinions
- ☐ Create a strategy for your channel
- ☐ Make binge-worthy content (related videos people can binge)
- ☐ Develop an aesthetic of thumbnails and editing
- ☐ Have fun (passion fuels purpose)

Make and Share Free Checklists
checkli.com