

CHECKLIST TO OPTIMIZE YOUR YOUTUBE CHANNEL

Quality

- Have you planned the content of your videos in advance to make sure it catches and retains the attention of your viewers?
- Did you use a storyboard or script to help you shoot your video?

Consistency

- Have you created a posting schedule of all your future videos?
- Have you stuck to that schedule?

Titles and Tagging

- Have you added the title of your video?
- Is your title 50 characters or less? Youtube allows 100 characters in the field, but only 50-60 come up in the search results
- Have you used relevant keywords in your title?
- Is your title attention-grabbing, conveys a benefit and entices the curiosity of your potential viewer?
- Have you added tags that are relevant to the content of your video?

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High-Quality Descriptions

- Have you added a description of min. 200 words to your video?
- Does your description showcase the theme of your video?
- Did you provide social media links about yourself to the viewer?
- Have you mentioned other videos that could be relevant to your viewer?

Annotations

- Have you annotated a link to something you were talking about in the video? For instance, a subscribe button or a good resource.
- Have you added the annotations on the side of the video? Remember to do this so you don't take the viewer's attention away from the video.

Video Playlists

- Have you compiled your videos in a playlist so that a viewer can be directed to another one of your videos after you are done watching?
- Have you organized your playlists by a topic or category that is in line with the product or service you offer?