

## Overall YouTube Checklist

- Create goals for your YouTube channel
- Write a channel "about" page
- Upload the channel icon and channel art images
- Add social and blog links to your channel page
- Create a branded video intro and / or outro
- Edit video before uploading for audio optimization and to remove pauses
- Perform keyword research for video to be uploaded
- Create a keyword rich video title and description
- Add relevant links to description of video on YouTube
- Watch and like your own video after uploading to YouTube
- Add any desired links and annotations to uploaded video(s)
- Share video on all social networks and promote on blog(s)
- Create playlists to group your uploaded videos
- Customize your channel page to display most engaging content
- After uploading a few videos, apply to the YouTube Partner Program (YTPP)
- After being accepted into the YTPP, monetize all applicable videos
- Attempt to find other monetization channels outside of YouTube
- Interact and respond to your users on YouTube
- Review your YouTube analytics for successes, failures and trends