

Video Optimization Checklist

Find a video editing program that works for you

Modify audio levels to be comfortable (not too loud, not too quiet)

Edit out mistakes and pauses

Add a branded intro / outro

Export video using YouTube recommended settings

- File Type: .mp4
- Audio Codec: AAC-LC
- Video Codec: H.264
- Resolutions:
 - 2160p: 3840x2160
 - 1440p: 2560x1440
 - 1080p: 1920x1080
 - 720p: 1280x720
 - 480p: 854x480
 - 360p: 640x360
 - 240p: 426x240

Use keywords when creating a title and description for video

Upload video