



Checklist 11: YouTube Video Upload

Project Name: _____ Date: _____

If you want your videos to be found on YouTube and show up in the search results then you need to make sure that you optimise your videos properly.

Too many people upload videos without optimising them and then wonder why they're not getting many views.

Follow the points below and you will find that you have better results.

- | | Yes | No |
|--|--------------------------|--------------------------|
| 1 Upload your video to YouTube
<i>Click on the upward arrow in the top right of your screen</i> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 Do you want your video to be made Public?
<i>If you want your video to be found in the search results then select private but make sure you have optimised your video title, description and tags before you publish it.</i> | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 Do you want your video to be made Unlisted?
<i>If you don't want your video to appear in search results then select unlisted, this can also be used if you haven't optimised it yet. Once you have your optimisation done then you can switch it to public</i> | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 Do you want your video to be made Private?
<i>Select private if you just want you video uploaded to YouTube but you only want to share it with people privately</i> | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 Do you want your video to be made Scheduled?
<i>If you have a batch of videos that you've created which is a good idea, then you can schedule videos to be posted at any time in the future such as on the same time and day each week. This way you viewers will get used to your schedule and be waiting to watch your videos similar to a TV series on a specific channel.</i> | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 Add a Title
<i>Use keywords in your title that are relevant to the content and make it sound interesting to encourage people to want to watch your video.</i> | <input type="checkbox"/> | <input type="checkbox"/> |
| 7 Add a Description
<i>Write a description of what your video is about and remember to use relevant keywords. If it's a tutorial you could include actionable steps. You may also want to add a link in your description.</i> | <input type="checkbox"/> | <input type="checkbox"/> |

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| 8 | Add Tags
<i>Add keywords in the tags section, include the most popular keywords and phrases that someone would type in the search box to find a video like yours.
Note: A great tool you can use to find all the most popular tags and instantly optimise your video's title, description and tags is VidIQ
Upload and sync the video transcription (.txt file)</i> | <input type="checkbox"/> | <input type="checkbox"/> |
| 9 | Make sure you have your video transcription saved as a .txt file | <input type="checkbox"/> | <input type="checkbox"/> |
| 10 | After publishing the video go to watch it and then click on the "closed caption" button under the video | <input type="checkbox"/> | <input type="checkbox"/> |
| 11 | Select add captions and then select transcribe and sync | <input type="checkbox"/> | <input type="checkbox"/> |
| 12 | Copy and paste the text from your transcription and paste it into the box | <input type="checkbox"/> | <input type="checkbox"/> |
| 13 | And press the sync button | <input type="checkbox"/> | <input type="checkbox"/> |
| 14 | Make sure you watch the video afterwards and read the captions to look for any errors which you can go into and correct. | <input type="checkbox"/> | <input type="checkbox"/> |
| 15 | Click on translation to set the language | <input type="checkbox"/> | <input type="checkbox"/> |
| 16 | Turn on or off monetisation for the chosen video
<i>These are the ads that the viewer will see as your video plays. You will need to have created and verified your AdWords account.</i> | <input type="checkbox"/> | <input type="checkbox"/> |
| 17 | Choose which types of ads you would like to be displayed | <input type="checkbox"/> | <input type="checkbox"/> |
| 18 | Click on advanced settings | <input type="checkbox"/> | <input type="checkbox"/> |
| 19 | Select your comments settings for this video | <input type="checkbox"/> | <input type="checkbox"/> |
| 20 | Select the licence type for your video
<i>Normally just leave set as standard</i> | <input type="checkbox"/> | <input type="checkbox"/> |
| 21 | Select your syndication and distribution preferences | <input type="checkbox"/> | <input type="checkbox"/> |

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| 22 | Enable age restriction if you feel that your video may not be appropriate for some viewers | <input type="checkbox"/> | <input type="checkbox"/> |
| 23 | Choose your video category | <input type="checkbox"/> | <input type="checkbox"/> |
| 24 | Add your video location and language | <input type="checkbox"/> | <input type="checkbox"/> |
| 25 | Let people know when the video was recorded | <input type="checkbox"/> | <input type="checkbox"/> |
| 26 | Choose whether you want your video views visible to your viewers or not
<i>If your video includes product placement advertising then check to box</i> | <input type="checkbox"/> | <input type="checkbox"/> |
| 27 | Create a custom YouTube thumbnail
<i>This is the image of the video that people see when browsing through the results.
The more eye-catching and attention grabbing you make this image then the more views your video will receive as it will stand out from the rest and grab people's attention!
You can create YouTube thumbnails using Canva here:
https://www.canva.com/create/youtube-thumbnails/
Click here for full training on how to use Canva</i> | <input type="checkbox"/> | <input type="checkbox"/> |
| 28 | Click on Enhancements to change the visual effects and speed of your video or improve the quality of your video | <input type="checkbox"/> | <input type="checkbox"/> |
| 29 | Click on audio to add backing music to your video | <input type="checkbox"/> | <input type="checkbox"/> |
| 30 | Add end screen and annotations
<i>These are where you can add links that send your visitors to different places such as;</i> | <input type="checkbox"/> | <input type="checkbox"/> |
| 31 | Send them to watch other related videos more or a playlist in your channel
<i>This will help to increase the views of your other videos</i> | <input type="checkbox"/> | <input type="checkbox"/> |
| 32 | Encourage them to subscribe to your channel
<i>More subscribers mean more people watching your videos as you upload them and more interaction such as comments</i> | <input type="checkbox"/> | <input type="checkbox"/> |
| 33 | Promote another channel
<i>Maybe you would like to let your viewers know about another channel you have?</i> | <input type="checkbox"/> | <input type="checkbox"/> |

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| 34 | Link to an approved website
<i>You can connect with people on YouTube and then direct them to your blog or website once you have approved your site.</i> | <input type="checkbox"/> | <input type="checkbox"/> |
| 35 | Add a Card
<i>A card is where you see a small headline appear in the top right corner of the video and then it shows as a small info button, these display on mobile devices unlike notifications. These can also link to the same areas as above.</i> | <input type="checkbox"/> | <input type="checkbox"/> |
| 36 | Add subtitles
<i>These can be auto-generated but may need editing but they can be worth doing as they can help with ranking your videos</i> | <input type="checkbox"/> | <input type="checkbox"/> |
| 37 | Finally remember to save all of your settings and publish your video. | <input type="checkbox"/> | <input type="checkbox"/> |

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