

Beyond Book Trailers Checklist

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

Video Optimization Checklist

- 1) Find a video editing program that works for you
- 2) Modify audio levels to be comfortable (not too loud, not too quiet)
- 3) Edit out mistakes and pauses
- 4) Add a branded intro / outro
- 5) Export video using YouTube recommended settings
 - a. File Type: .mp4
 - b. Audio Codec: AAC-LC
 - c. Video Codec: H.264
 - d. Resolutions:
 - i. 2160p: 3840x2160
 - ii. 1440p: 2560x1440
 - iii. 1080p: 1920x1080
 - iv. 720p: 1280x720
 - v. 480p: 854x480
 - vi. 360p: 640x360
 - vii. 240p: 426x240
- 6) Use keywords when creating a title and description for video
- 7) Upload video