YOUTUBE
AUTHORITY

CHECKLIST

Getting Started

☐ Know why you are starting a YouTube channel

☐ Determine your target audience

    ☐ Age

    ☐ Gender

    ☐ Social status

    ☐ Geographical location

    ☐ Preferences

☐ Know your direct competition

    ☐ Search by relevant keyword

    ☐ Determine what sets your channel apart

    ☐ Give your audience a reason to subscribe

☐ Schedule your video uploads

    ☐ Determine a set day and time to upload new videos

    ☐ Gives audience something to look forward to

☐ Equipment and software you'll need

    ☐ A good quality video recorder that shoots in HD

        ☐ Most smartphones are capable

    ☐ Find a good editing software

☐ Finding the time to create your videos

    ☐ Dedicate time each week to shoot and edit videos

    ☐ Outsource the video creation

Choosing Your Niche

☐ Determine what you're good at

    ☐ Utilize your strengths

    ☐ Determine if you want to inform or entertain

☐ Select a YouTube category

- ☐ There are 7 categories to choose from
    - ☐ Comedy
    - ☐ Autos and vehicles
    - ☐ Entertainment
    - ☐ Education
    - ☐ Film and animation
    - ☐ Pets and animals
    - ☐ People and blogs
- ☐ Research topics
    - ☐ Use Google Ads Keyword Planner
    - ☐ Determine problems or questions people face in niche
- ☐ Consider a desperate niche

Optimizing Your Channel for Success

- ☐ Choose a memorable channel name
    - ☐ Make it short and catchy
- ☐ Use an attractive channel icon
    - ☐ Make sure it is a clear image
- ☐ Create a channel trailer
    - ☐ Should showcase what your channel is about
    - ☐ Try to hook your visitors when they land on your page
- ☐ Integrate links to other social media platforms
    - ☐ Will help you build your network
- ☐ Include channel art
    - ☐ Appears at the top of your channel
    - ☐ Should incorporate your logo
    - ☐ Avoid using YouTube's default background
- ☐ The About Section

☐ Include a detail description of your channel

☐ Include social media links

Developing Your Content Strategy

☐ Consistency is important

    ☐ You must satisfy your target audience

    ☐ Switching topics and focus will confuse your target audience

☐ Create different types of videos

    ☐ Vlogs

        ☐ Won't cost a ton of money

        ☐ Personality driven

    ☐ Company culture videos

        ☐ Behind the scenes look at your company

    ☐ Interviews

        ☐ Interview thought leaders in your industry

    ☐ Webinars

        ☐ Are high-value and low-cost endeavors

    ☐ Events

        ☐ Cover the proceedings of a corporate event

    ☐ Presentations

        ☐ Creates a compelling and shareable narrative

    ☐ Tutorials

        ☐ Help you expand your reach

    ☐ Product reviews

Strategies for Building an Audience

☐ Comment on similar videos

- ☐ Avoid spamming others with self-promoting comments
- ☐ Provide valuable or insightful feedback on relevant channels
☐ Use social media
- ☐ Reach a broader audience to market your videos
- ☐ Add social media links to your channel
☐ Participate in Forums
- ☐ Leave valuable comments in discussions
- ☐ Don't spam with self-promotion tactics
☐ Collaborate with Others
- ☐ Gain additional exposure
- ☐ Reach a broader audience
- ☐ Work with someone in your niche

Strategies for Increasing Customer Engagement

☐ Create simple and beautiful thumbnails
- ☐ Will increase engagement by 154 percent
☐ Add annotations to drive user actions
- ☐ Include call-to-actions
- ☐ Gain subscribers
- ☐ Grow your viewership
- ☐ Interact with audience
- ☐ Drive traffic to website
☐ Keep your videos short
- ☐ No longer than three minutes
☐ Use basic SEO principles and marketing strategies
- ☐ Utilize keywords in titles and descriptions
- ☐ Promote through email marketing

☐ Embed videos in your blog posts

☐ Promote on social media

How to Monetize your YouTube Channel

☐ Join the YouTube Partner Program

  ☐ Display ads on your videos

  ☐ Must adhere to some strict guidelines

☐ Feature affiliate products

  ☐ Include your affiliate link in the video description

☐ Work with outside YouTube partners

☐ Sell your own merchandise

☐ Drive traffic to your website

Mistakes to Avoid

☐ Purchasing fake reviews

☐ Dumping all your videos to your channel

☐ Not being consistent with your video uploads

☐ Not engaging with your audience

☐ Failing to have a plan

☐ Trolling other channels and begging for views

☐ Not linking your channel to your other social media accounts