



Checklist 8 - YouTube Setup Checklist

Project Name: _____

Date: _____

Create your Youtube account

	Yes	No
1 Go to https://www.youtube.com/	<input type="checkbox"/>	<input type="checkbox"/>
2 Read the YouTube's privacy reminder, scroll down and click the I Agree button	<input type="checkbox"/>	<input type="checkbox"/>
3 In top right-hand corner click sign in	<input type="checkbox"/>	<input type="checkbox"/>
4 Enter your Google email address	<input type="checkbox"/>	<input type="checkbox"/>
5 Enter your password and click next	<input type="checkbox"/>	<input type="checkbox"/>
6 In the top right-hand corner click on your profile image and click on My Channel	<input type="checkbox"/>	<input type="checkbox"/>

You can create a channel using your name or if you want to create a channel using a brand or different name then click on the link that says: use a business or other name. You can find out more about brand accounts here:

https://support.google.com/accounts/answer/7001996?visit_id=1-636513607353836933-167746243&p=brand_accounts&rd=1

Once you have created your channel you will see your channel dashboard.

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7 Click customize channel

8 Add or change your profile picture

You will upload or change this image in your Google account, sometimes you will find that your YouTube channel still displays the same image. Try deleting your cookies in your history or visiting your channel in a different browser and you should see your new profile picture being displayed

9 Click on add channel art to upload a cover/banner for your YouTube channel

*The recommended channel art size is 2560x1440 pixels and max file size of 6mb
To create a YouTube cover/banner visit Canva. They provide ready made templates you can easily edit or you can create your own from a blank canvas.
Go to <https://www.canva.com/create/banners/youtube-banners/>
For more information on creating YouTube cover art visit:
https://support.google.com/youtube/answer/2972003?visit_id=1-636513607353836933-167746243&p=picker_channel_art&hl=en-GB&rd=1*

10 Click on channel description below your channel art and add a description for your channel.

Remember to use relevant keywords and phrases related to your niche or interests as this will help you rank in search results.

11 Click on the cog icon below the bottom right hand corner of your channel art

12 Select your channel privacy settings – click more options link

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- 13 Customise the layout of your channel – click advanced settings
- 14 Choose whether you want to allow your fans to comment on your channel
- It is advisable to allow them to comment as this will increase interaction and help improve video rank in search results*
- If you plan on monetising your videos or linking out to your blog or website then there are a few things you need to do first
- 15 Click on your profile image in top right corner and then click on settings
- 16 Under additional features, click on view additional features
- 17 Click on enable monetisation
- 18 Apply for monetisation
- 19 Agree to YouTube partner program terms by checking boxes and click accept

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- 20 Sign up for AdSense
You will be redirected to AdSense to create an account if you don't have one by clicking next
- 21 Choose whether or not you want to receive customised help performance suggestions via email
- 22 Select the Google account you want to use
- 23 Your website url will be your YouTube channel url
- 24 Select your Country or Territory and accept YouTube's terms and conditions
- 25 Click Create Account
- 26 Enter your details
- 27 Verify your phone number

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28 Once your account is verified you will be able to monetise your YouTube videos

Notes