



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?	<input type="checkbox"/>	<input type="checkbox"/>
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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.

3 Do you want your video to be made Unlisted?	<input type="checkbox"/>	<input type="checkbox"/>
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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

4 Do you want your video to be made Private?	<input type="checkbox"/>	<input type="checkbox"/>
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Select private if you just want you video uploaded to YouTube but you only want to share it with people privately

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5 Do you want your video to be made Scheduled?

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 your viewers will get used to your schedule and be waiting to watch your videos similar to a TV series on a specific channel.

6 Add a Title

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.

7 Add a Description

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.

8 Add Tags

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)

9 Make sure you have your video transcription saved as a .txt file

10 After publishing the video go to watch it and then click on the "closed caption" button under the video

11 Select add captions and then select transcribe and sync

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- 12 Copy and paste the text from your transcription and paste it into the box

- 13 And press the sync button

- 14 Make sure you watch the video afterwards and read the captions to look for any errors which you can go into and correct.

- 15 Click on translation to set the language

- 16 Turn on or off monetisation for the chosen video

- These are the ads that the viewer will see as your video plays. You will need to have created and verified your AdWords account.*

- 17 Choose which types of ads you would like to be displayed

- 18 Click on advanced settings

- 19 Select your comments settings for this video

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20 Select the licence type for your video

Normally just leave set as standard

21 Select your syndication and distribution preferences

22 Enable age restriction if you feel that your video may not be appropriate for some viewers

23 Choose your video category

24 Add your video location and language

25 Let people know when the video was recorded

26 Choose whether you want your video views visible to your viewers or not

If your video includes product placement advertising then check to box

27 Create a custom YouTube thumbnail

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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](#)

28 Click on Enhancements to change the visual effects and speed of your video or improve the quality of your video

29 Click on audio to add backing music to your video

30 Add end screen and annotations

These are where you can add links that send your visitors to different places such as;

31 Send them to watch other related videos more or a playlist in your channel
This will help to increase the views of your other videos

32 Encourage them to subscribe to your channel
More subscribers mean more people watching your videos as you upload them and more interaction such as comments

33 Promote another channel
Maybe you would like to let your viewers know about another channel you have?

34 Link to an approved website

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You can connect with people on YouTube and then direct them to your blog or website once you have approved your site.

35 Add a Card

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.

36 Add subtitles

These can be auto-generated but may need editing but they can be worth doing as they can help with ranking your videos

37 Finally remember to save all of your settings and publish your video.

Notes