



Optimise Your Youtube Channel

AM:PM
WEB & DIGITAL

Optimise Youtube Checklist

Optimising your YouTube profile is one of the most important things you can do to make your marketing strategy work on the platform. To make things a little easier, use this checklist to triple-check that your profile is the best it can be to help you grow your business.

□ **Determine what you want to accomplish:**

Setting your goals ahead of time should be key. Do you want to drive traffic? Sell directly? Build brand awareness? Highlight company culture? Determine what you plan to do on the channel so you can build your content strategy around those goals.

□ **Pinpoint your target audience:**

Knowing which buyer personas you're targeting will help you understand whether your videos are reaching the right people. Knowing your target audience will help you develop content, and then when you're evaluating the content, you can check demographics to determine whether you're reaching the audience you initially intended to.

□ **Create your channel:**

Start by creating a Google account. You might not want to tie your email to your business's YouTube channel – especially if you need to share access to the account with team members or an agency partner. Instead, create a common email account that can be used by multiple people.

Then, visit YouTube. Once you've signed in, click on "My channel" in the drop-down menu from your profile icon in the top right corner. There, you'll have the option to create a channel right away. Do not click on "Create channel." Click on "Use a business or other name" at the bottom. Enter your brand account name and press "Create." Note: You can update or change your channel name from your account settings later, so don't worry if you need to revise your selected label.

□ **Verify your channel:**

You can get started with verification by going to youtube.com/verify. You'll be asked to provide a phone number for account verification so Google can send you a verification code via voice call or SMS. Once you've verified your account, you will be able to upload videos longer than 15 minutes.

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- **Choose a recognisable and memorable profile photo:**

For most companies, this should be your logo. The ideal picture size for YouTube is 800x800 pixels – a perfect square.

- **Create your channel art:**

Keep in mind that people use YouTube on many different types of devices, and your channel cover image will vary in appearance across each one. Images at 2560 x 1440 will be optimized for TV screens, while desktop computers will display them at 2560 x 423. Mobile devices will display YouTube cover art at 1546 x 423, while tablets will display them at 1855 x 423.

- **Add your website and social links:**

After you upload your channel icon and art, add a channel description, a company email, and links to your company website and other social platforms under the "About" tab. Your description should provide more information about your company and explain what type of video content you plan on sharing. Search engines look at your description when determining how to rank your profile, so incorporate relevant keywords in your overview.

- **Choose your channel categories:**

After you upload a video, YouTube will allow you to choose a video category under "Advanced settings." Video categories group your video with related content on the platform. YouTube allows you to sort your video into one of the following categories: Film & Animation, Autos & Vehicles, Music, Pets & Animals, Sports, Travel & Events, Gaming, People & Blogs, Comedy, Entertainment, News & Politics, How-to & Style, Education,

- **Add a watermark:**

You can add a custom watermark to all of your videos. To do so, navigate to the "Branding" section of the Creator Studio. The watermark serves as a custom subscribe button that viewers can click anytime when watching your videos. To add a watermark, go to your Creator Studio. Then, click on "Channel" > "Branding." Follow the instructions to upload a file.

- **Add a trailer:**

A channel trailer is the video version of your description and is shown to all your unsubscribed viewers. Your trailer should be short and sweet (around 30 to 60 seconds). Focus on showing visitors what your channel is about and what they can expect to see. Don't forget to encourage them to subscribe. Your trailer won't be interrupted by ads, so it'll keep viewers focused on why they should watch more videos from your brand.

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- Determine frequency:**
Consistency is key when it comes to YouTube. Make sure you're ready to upload content on a regular basis. Determine how often you plan to post (we suggest once a week), and commit the resources to meeting those deadlines. Tell people in your trailer when they can expect to see your videos.
- Consider equipment and lighting:**
You don't necessarily need a ton of fancy equipment to get started, but consider investing in a good microphone, such as the Blue Yeti.
- Have custom thumbnails ready to go:**
Think about your thumbnail art ahead of time. Create templates to make the process easy. Make sure you're consistent with fonts and colors. Having a person featured on the thumbnail is helpful for catching attention.
- Research keywords:**
You'll want to use searchable keywords in your file names, titles, descriptions, and video content. Use a site like Hashtagify or All Hashtag or an extension such as TubeBuddy or VidIQ to help you find trending keywords.
- Have a plan for transcripts:**
Adding transcripts and subtitles will help you rank in search and make your content easier to view for people with disabilities or who are watching without sound. Consider using a transcription service such as Rev.com to make it easy.

If you've checked off the boxes, you're ready to create videos for YouTube!



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