



ProfitNotch

 TubeBuddy

UPLOAD CHECKLIST

1 Write a Compelling Title

This is your video's headline. If it showed up in a search, would you click on it?

- Always represent your content accurately.
- Offer keywords first, branding at the end.
- For serial content, add the episode number to the end of the title.
- Update video titles so they continue to grab views..

2 Enter a Complete Description

Only the first few sentences of your description will appear in search results or above the fold on a watch page - so make them count! Follow a template for all of your video descriptions to create consistency.

- Accurately describe your video in one or two concise sentences.
- Describe your channel and link to your channel page.
- Drive viewers to subscribe (and include a subscribe link).
- Link to other episodes or related videos and playlists.
- Include your channel's release schedule.

3 Add Descriptive Tags

Tags are descriptive keywords that will help people find your videos. Create a set of standard tags for your channel that can

be applied to any video you publish (e.g. filmmaking, animation, comedy, "Funny Videos," "Pet Videos," etc).

- Include a mix of both general and specific tags.
- Use enough tags to thoroughly and accurately describe the video.
- Update catalogue videos' tags when new search trends emerge.
- Properly format tags to ensure proper indexing of your video.
- Include keywords from your title in your video's tags.
- List them in order of relevance to the video and try to use the whole 500-character limit.

4 Create a Custom Thumbnail

Thumbnails show up in different sizes and formats all across the YouTube platform and outside of it. Make sure you've got a strong, vibrant image that pops no matter what size it is.

- Use visual cues (colors, images, shapes, personalities) that are consistent with your brand.
- Clear, in-focus, high-resolution (1280px by 720px min).
- Visually compelling imagery that is well-framed with good composition.
- Foreground stands out from background
- Consider the legibility of your thumbnail at multiple sizes. Thumbnails change size depending on the YouTube placement and device.
- Bright, high-contrast and close-ups of faces tend to work better.

5 Monetize / Adv. Settings

Enable ad types that perform best on your channel in order to maximize revenue.

- Use YouTube Analytics to determine which Ad Types give you the highest CPM.
- Make sure comments are enabled (unless you have a specific reason to disable them) in order to promote discussion.

6 Add Info Cards

Cards are a way to complement your video's content and enhance the viewer experience with contextually relevant information. They are a great way to encourage your viewers to engage with your video and take meaningful actions as a result. The key is to use cards to deliver additional value to your viewer.

- When appropriate, set cards to open a new window when clicked. Be careful! Don't take viewers away from a video too soon.
- Drive viewers to your website to check out product information.
- Drive viewers to your other videos, playlists and channels as well as merchandise.

7 Add to Playlist(s)

Playlists make it easy for viewers to sit back and watch multiple videos of yours with minimal effort which increases views and watch time for your channel.

- Add to more than one playlist if it makes sense to.
- Add this video to a Playlist marked as an Official Series Playlist in order to keep viewer from watching other channels after the video is over.
- Create a new Playlist if this video doesn't fit into your existing Playlists

8 Engage with the Video

Get the conversation started and pointed in the right direction.

- Be the first to comment on your video and ignite discussion
- Like your video (you do like it, right??)
- Get your friends or colleagues in early to engage as well

9

Promote Across Existing Videos



Use your existing videos to drive traffic to this new upload for an initial boost.

- Add an Info Card and or Description Links across all your videos to this new upload.
- TubeBuddy's Vid2Vid Promotions (<https://www.tubebuddy.com/tools#descriptionpromotion>) will help you accomplish this across your entire channel in seconds.

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Share on Social Media



Use social media to improve your content's discoverability and interact with your audience on multiple platforms.

- Share on Twitter.com (<https://www.twitter.com>)
- Share on Facebook.com (<https://www.facebook.com>)
- Share on Instagram.com (<https://www.instagram.com>)