

# YouTube Success Checklist

## Channel To-Dos (make your channel clean & shiny!)

- Up-to-date profile picture
- Up-to-date banner
- Up-to-date social links
- Create channel "trailer" for the unsubscribed
- Select channels to feature on right sidebar
- Publish quality videos with quality content (duh)
- Publish consistently. (Once a week, once a month, every day...  
It's your call, but **consistency is key**)

## Video To-Dos (every.single.one.)

- Use annotations to link to old videos
- Calls to action (either asked in-video or added as a title, caption, and/or annotation. Ex:: invite viewers to like, subscribe, ask for ideas & questions)
- Target tent-pole events (trends, breaking news, holidays, etc...)
- Create keyword titles (the first 60 characters show under thumbnail on YT)
- Tag, tag, tag
- Use a great thumbnail for new uploads
- Create **new** thumbnails for **old** videos...
- Update old descriptions (new links, etc...)
- Take advantage of description area - link to Twitter, Facebook, Website, etc.
- Create viewer incentives
- In-video programming  
(<https://support.google.com/youtube/answer/2790636?hl=en>)
- Dig into your analytics and learn about what keeps your viewers around.

## Community

- Comment, respond to comments, like, share...
- Create and add videos to playlists
- Collaborate with other YouTubers
- Do as I say, not as I do. (A.K.A. Be consistent!)

\*For endless more things you can do... **download & cuddle:** <http://www.youtube.com/yt/playbook/>

