



Checklist 15 - YouTube Content Creation

Project Name: _____ Date: _____

Once you have your YouTube channel set up then think about the type of videos you will be creating and sharing with others.

You can create more than one channel and you can create playlists within each channel.

If you have a number of different interests or work in different niches then you may want to create a new channel for each interest/niche

Remember your channel descriptions let people know what your channel is about.

So, if people subscribe to your channel because it's all about fishing for example, then they won't want to see videos that are related to horse riding. It would be better to create a new channel on horse riding and optimise that channel for that niche.

Playlists however can be added to your channel. So, if you were covering different areas of your chosen interest or niche such as Fishing tutorials, Fishing equipment reviews, Best fishing destinations etc. then these could be added to different playlists in the same channel.

- | | Yes | No |
|------------------|--------------------------|--------------------------|
| 1 Create a video | <input type="checkbox"/> | <input type="checkbox"/> |

Depending on your skills, experience and level of confidence you may or may not want to appear on screen. There are a number of options available to you such as

- | | | |
|---|--------------------------|--------------------------|
| 2 Create A Full screen talking head video | <input type="checkbox"/> | <input type="checkbox"/> |
|---|--------------------------|--------------------------|

Where the viewer sees you talking which really helps connect and build trust with the viewer

Notes

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3 Create A Screen capture video

Tutorial videos where the viewer just sees what you're doing on your computer screen

4 Create A Screen capture with in screen talking head video

If you want to share your screen whilst still maintaining that personal touch

5 Create A Slideshow video

Where the viewer see for example plain white screen with black text as the presenter is reading a script

6 Create An Animated video

Such as animated characters or visual effects

7 Create A Product review video

These could be physical products or online products such as courses or software

8 Create An Interview video

You could interview an expert in your niche and have a split screen or just images of you both with recorded audio playing

9 Create A Compilation video

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Use YouTube or video editing software to compile a number of separate video clips into a single video

- 10 Upload your video to YouTube

Click on the upward arrow in the top right of your screen

- 11 Choose whether you want your video to be public, unlisted, private or scheduled

- 12 Add a Title

Use keywords in your title that are relevant to the content and make it sound interesting

- 13 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

- 14 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

- 15 Click on translation to set the language

- 16 Turn on or off monetisation for the chosen video

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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
- 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

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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

*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 peoples
attention!*

*You can create YouTube thumbnails using Canva here:
<https://www.canva.com/create/youtube-thumbnails/>*

28 Add Enhancements to your video

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

29 Add Audio to your video

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;

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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

Encourage them to subscribe to your channel – more subscribers means more people watching your videos as you upload them and more interaction such as comments

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

31 Link to an approved website

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

32 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.

33 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

Notes