



Checklist 10: YouTube Channel

Project Name: _____

Date: _____

Before you start creating your banner and uploading your videos to YouTube you need to ask yourself a few questions. Taking the time to do this first will really pay off and lead to thousands more subscribers and video views.

- | | Yes | No |
|---|--------------------------|--------------------------|
| 1 Do you know who will watch your videos? | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 Are they mostly male or female? | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 What's the average age of your audience? | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 What are their interests? | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 What do they enjoy doing? | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 Do you know how big your potential audience? | <input type="checkbox"/> | <input type="checkbox"/> |
| 7 Do you know what type of content will you create? | | |

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- | | | |
|----|---|---|
| | <input type="checkbox"/> | <input type="checkbox"/> |
| 8 | Is there a lot of competition from other popular YouTube channels? | <input type="checkbox"/> <input type="checkbox"/> |
| 9 | Are there many optimised videos ranking high for the keywords you will be targeting? | <input type="checkbox"/> <input type="checkbox"/> |
| 10 | Are you really passionate about the content you will be creating? | <input type="checkbox"/> <input type="checkbox"/> |
| 11 | Where can you see yourself going with your channel? | <input type="checkbox"/> <input type="checkbox"/> |
| 12 | Is it a short-term pastime or will it be a long term online business? | <input type="checkbox"/> <input type="checkbox"/> |
| 13 | Can you keep making more content and improving over time? | <input type="checkbox"/> <input type="checkbox"/> |
| 14 | Where do you want to direct your viewers to? Maybe your website or other people's websites? | <input type="checkbox"/> <input type="checkbox"/> |
| 15 | Do you plan to monetise your YouTube videos? | <input type="checkbox"/> <input type="checkbox"/> |

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16 Do you have your Channel Name?

Think about some of the top YouTube channels. Names like PewdiePie, PrankvsPrank, Smosh etc. These are all very unique and memorable names. Avoid long and complex names for your channel. If you are going to be your brand i.e if you intend to become an authority in your niche then it's fine to use your real name but if you want to create a brand then think of something else you can use or take a look at other channels in your niche.

17 Is your name available on all other social media platforms?
A quick way to check this is by using [Namecheckr](#)

18 Do you have a domain name?
You will want to drive traffic from your YouTube videos to a page on your blog or website. Ideally to keep things congruent then try and register the same name for your blog/website as the one you're using on all your social media platforms.
You can register a domain name and easily build a website with [GoDaddy](#)

19 Do you have a nice profile image of yourself?

20 Do you have a logo?
If not you can create logo's very quickly and easily using [Canva](#)
You can find full training on [how to use Canva here](#)

21 Create your YouTube account and Channel

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22 Go to <https://www.youtube.com/>

23 Read the YouTube's privacy reminder, scroll down and click the I Agree button

24 In top right-hand corner click sign in

25 Enter your Google email address

26 Enter your password and click next

27 In the top right-hand corner click on your profile image and click on My Channel

You can create a channel using your name or if you want to create a channel using a brand or different name then click on the link that says: use a business or other name.

You can find out more about brand accounts here:

https://support.google.com/accounts/answer/7001996?visit_id=1-636513607353836933-167746243&p=brand_accounts&rd=1

Once you have created your channel you will see your channel dashboard.

28 Click customize channel and Add or change your profile picture (You will upload or change this image in your Google account, sometimes you will find that your YouTube channel still displays the same image. Try deleting your cookies in your history or visiting your

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channel in a different browser and you should see your new profile picture being displayed)

- 29 Click on add channel art to upload a cover/banner for your YouTube channel
The recommended channel art size is 2560x1440 pixels and max file size of 6mb
To create a YouTube cover/banner visit Canva. They provide ready-made templates you can easily edit or you can create your own from a blank canvas.
Go to <https://www.canva.com/create/banners/youtube-banners/>
For more information on creating YouTube cover art visit: https://support.google.com/youtube/answer/2972003?visit_id=1-636513607353836933-167746243&p=picker_channel_art&hl=en-GB&rd=1
- 30 Click on channel description below your channel art and add a description for your channel.
Remember to use relevant keywords and phrases related to your niche or interests as this will help you rank in search results.
- 31 Click on the cog icon below the bottom right hand corner of your channel art
- 32 Select your channel privacy settings – click more options link
- 33 Customise the layout of your channel – click advanced settings
- 34 Choose whether you want to allow your fans to comment on your channel
It's advisable to allow them to comment as this will increase interaction and help improve video rank in search results
If you plan on monetising your videos or linking out to your blog or website then there are a few things you need to do first

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35 Click on your profile image in top right corner and then click on settings

36 Under additional features, click on view additional features

37 Click on enable monetisation

38 Apply for monetisation

Note: YouTube recently made some changes and to monetise your videos you will need over 1,000 subscribers and over 4,000 hours of watch time in 12 months. So, when you reach this then you will be able to come back to this part of the checklists to monetise your videos.

39 Agree to YouTube partner program terms by checking boxes and click accept

40 Sign up for AdSense

You will be redirected to AdSense to create an account if you don't have one by clicking next

41 Choose whether or not you want to receive customised help performance suggestions via email

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- 42 Select the Google account you want to use

- 43 You website url will be your YouTube channel url

- 44 Select your Country or Territory and accept YouTube's terms and conditions

- 45 Click Create Account

- 46 Enter your details

Once your account is verified you will be able to monetise your YouTube videos

A better way of monetising your videos is through affiliate marketing and you can find full details and 20 checklists on affiliate marketing in the IM Checklists Volume 4

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