

YOUTUBE AUTHORITY

Checklist



Getting Started

- ☐ Know why you are starting a YouTube channel
- ☐ Determine your target audience
 - ☐ Age
 - ☐ Gender
 - ☐ Social status
 - ☐ Geographical location
 - ☐ Preferences
- ☐ Know your direct competition
 - ☐ Search by relevant keyword
 - ☐ Determine what sets your channel apart
 - ☐ Give your audience a reason to subscribe
- ☐ Schedule your video uploads
 - ☐ Determine a set day and time to upload new videos
 - ☐ Gives audience something to look forward to
- ☐ Equipment and software you'll need
 - ☐ A good quality video recorder that shoots in HD
 - ☐ Most smartphones are capable
 - ☐ Find a good editing software
- ☐ Finding the time to create your videos
 - ☐ Dedicate time each week to shoot and edit videos
 - ☐ Outsource the video creation

Choosing Your Niche

- ☐ Determine what you're good at
 - ☐ Utilize your strengths
 - ☐ Determine if you want to inform or entertain
- ☐ Select a YouTube category

- ☐ There are 7 categories to choose from
 - ☐ Comedy
 - ☐ Autos and vehicles
 - ☐ Entertainment
 - ☐ Education
 - ☐ Film and animation
 - ☐ Pets and animals
 - ☐ People and blogs
- ☐ Research topics
 - ☐ Use Google Ads Keyword Planner
 - ☐ Determine problems or questions people face in niche
- ☐ Consider a desperate niche

Optimizing Your Channel for Success

- ☐ Choose a memorable channel name
 - ☐ Make it short and catchy
- ☐ Use an attractive channel icon
 - ☐ Make sure it is a clear image
- ☐ Create a channel trailer
 - ☐ Should showcase what your channel is about
 - ☐ Try to hook your visitors when they land on your page
- ☐ Integrate links to other social media platforms
 - ☐ Will help you build your network
- ☐ Include channel art
 - ☐ Appears at the top of your channel
 - ☐ Should incorporate your logo
 - ☐ Avoid using YouTube's default background
- ☐ The About Section

- ☐ Include a detail description of your channel
- ☐ Include social media links

Developing Your Content Strategy

- ☐ Consistency is important
 - ☐ You must satisfy your target audience
 - ☐ Switching topics and focus will confuse your target audience
- ☐ Create different types of videos
 - ☐ Vlogs
 - ☐ Won't cost a ton of money
 - ☐ Personality driven
 - ☐ Company culture videos
 - ☐ Behind the scenes look at your company
 - ☐ Interviews
 - ☐ Interview thought leaders in your industry
 - ☐ Webinars
 - ☐ Are high-value and low-cost endeavors
 - ☐ Events
 - ☐ Cover the proceedings of a corporate event
 - ☐ Presentations
 - ☐ Creates a compelling and shareable narrative
 - ☐ Tutorials
 - ☐ Help you expand your reach
 - ☐ Product reviews

Strategies for Building an Audience

- ☐ Comment on similar videos

- ☐ Avoid spamming others with self-promoting comments
- ☐ Provide valuable or insightful feedback on relevant channels
- ☐ Use social media
 - ☐ Reach a broader audience to market your videos
 - ☐ Add social media links to your channel
- ☐ Participate in Forums
 - ☐ Leave valuable comments in discussions
 - ☐ Don't spam with self-promotion tactics
- ☐ Collaborate with Others
 - ☐ Gain additional exposure
 - ☐ Reach a broader audience
 - ☐ Work with someone in your niche

Strategies for Increasing Customer Engagement

- ☐ Create simple and beautiful thumbnails
 - ☐ Will increase engagement by 154 percent
- ☐ Add annotations to drive user actions
 - ☐ Include call-to-actions
 - ☐ Gain subscribers
 - ☐ Grow your viewership
 - ☐ Interact with audience
 - ☐ Drive traffic to website
- ☐ Keep your videos short
 - ☐ No longer than three minutes
- ☐ Use basic SEO principles and marketing strategies
 - ☐ Utilize keywords in titles and descriptions
 - ☐ Promote through email marketing

- ☐ Embed videos in your blog posts
- ☐ Promote on social media

How to Monetize your YouTube Channel

- ☐ Join the YouTube Partner Program
 - ☐ Display ads on your videos
 - ☐ Must adhere to some strict guidelines
- ☐ Feature affiliate products
 - ☐ Include your affiliate link in the video description
- ☐ Work with outside YouTube partners
- ☐ Sell your own merchandise
- ☐ Drive traffic to your website

Mistakes to Avoid

- ☐ Purchasing fake reviews
- ☐ Dumping all your videos to your channel
- ☐ Not being consistent with your video uploads
- ☐ Not engaging with your audience
- ☐ Failing to have a plan
- ☐ Trolling other channels and begging for views
- ☐ Not linking your channel to your other social media accounts