**YouTube Creator Checklist**

**Start the YouTube Channel**

* If you do not already have a YouTube account, make one now.
* Within your YouTube account, create a new channel.
* Create your brand account or in other words, create an account that matches your business brand.
* Customize your YouTube channel and add things like a profile image, a channel description, YouTube header art links, and contact details for you and your business.

**Make YouTube Videos**

* Plan your content by targeting a specific audience and using relevant phrases and keywords that will appear in the search bar.
* Start posting content consistently so that your users know that there is always more coming.
* Create high quality content that will engage the users. Be sure to pay attention to both search engine optimization and artistic factors.

**Optimize the YouTube Channel**

* Ensure that your video quality is top notch, which means having a great camera, a microphone, a tripod, good lighting ,and good video editing software.
* Explain exactly what your YouTube channel is all about and explain what each video is about with the aim of doing so within the 1st 15 seconds.
* Add tags to your videos that are relevant to both the content and your business, starting with the primary keywords.
* Try to leverage the tags of your competitors.

**Describing Your YouTube Video**

* Add a description to your video that is at least 200 words, which needs to include the topic of the video. Make sure to use the keyword at least two to four times within the description.
* Provide the viewers with other handles and accounts.

**Create End Screens**

* Use cards and end screens within your videos in order to promote your other videos.

**Create Thumbnails**

* Create video thumbnails that will entice viewers to watch the videos.
* Make YouTube thumbnails 1280 by 720 pixels using an aspect ratio of 16 to 9.
* Ensure that the thumbnail is no larger than two megabytes.

**Create a Call to Action**

* Tell people to like the video.
* Tell people to comment on the video.
* Tell people to share your video on their social networks.
* Tell people to visit your website.
* Tell people to download your content.
* Tell people to purchase a product.

**Create a Video Playlist**

* Create a video playlist so that when you viewers are watching one of your videos, YouTube will automatically recommend your other videos to those people.