

11 STEP CHECKLIST FOR THE PERFECT YOUTUBE CHANNEL

Written and published by Matt Dean

Youtube Certified for Channel Growth

<http://youtubegrowth.co.uk>



Overview

This checklist will go over 11 of the most vital steps to create and maintain the perfect Youtube Channel in 2019.

1. Channel banner and Channel Icon
2. About Section
3. Channel Trailer
4. Playlist Structure
5. Video Length
6. Video Frequency
7. Thumbnails
8. Titles
9. Descriptions
10. Tags
11. CTA's

Channel Banner and Icon

Your channel banner and your channel icon is the uniform of your channel, its what viewers will see first when they browse your channel and the quality of the images and the messages they convey can make or break the decision for that viewer to subscribe or keep watching.

A Bad Channel Banner



A Channel banner must reflect what the channel is about, If you have a static image that doesn't tell the viewer anything about the channel, then they are less likely to Subscribe because they don't know what the channel is!

This is an example of a bad channel banner.

- No Text
- No Context
- Static Image (Not relevant to the channel)

A Good Channel Banner



A Channel banner must reflect what the channel is about, If you have a static image that doesn't tell the viewer anything about the channel, then they are less likely to Subscribe because they don't know what the channel is!

This is an example of a Good channel banner.

- Branded Logo
- Colourful and vibrant
- Conveys what the channel is about quickly
- Provides a Call To Action for the viewer to subscribe

Channel Icons Good/Bad

Channel Icons are considered in my regards, more important than your banner, because it's the first thing people will see in the video comments section and recommended channel section.

A good Icon will convey the message of the channel with either a simple logo, A picture of the channel creator or even a mixture of the two.

Below are two examples of a good channel icon and an example of a bad channel icon.



Good



BAD

About Section

You need to utilise the About Section of your Youtube channel and fill it with as much information about your channel as you can.

A good channel description will answer 3 questions

- Who is the target audience
- What are they looking for
- How does my content deliver that

By answering those 3 questions in your About tab, someone that is reading it can make the decision quickly as to whether or not your content is for them as they are armed with all of the relevant information.

Channel Trailer

I like to consider the channel trailer to be on par with the about section, however the importance of delivering a powerful channel trailer is 100% more powerful than the About section.

A good channel trailer will answer the same 3 questions as before.

- Who is the target audience
- What are they looking for
- How does my content deliver that

As well as answering those 3 questions a powerful Call To Action must be applied at the end to urge people to subscribe. As a creator you must ask the question in order for the viewer to take action.

Playlist Structure

The structure of a playlist and its positioning on a Youtube channel can determine what videos perform well and drives potential subscribers.

In order to structure your playlists correctly you must follow these steps.

- Properly title your playlists and add keyword rich descriptions
- Add a video to ONE playlist only, and set that playlist as an official series.
- Customise the layout of your channel and put playlists containing videos that drive the most subscriptions at the forefront and work your way down in this fashion.

Many people will visit a channel to see what other content they have created, by showing them the content that has already proven to drive subscriptions and higher engagement you have a much better chance of converting that viewer into a subscriber as well.

Video length

Video length is a major factor in the ranking position of your Youtube videos, that is not to say that you have to upload a 45 minute video in order to rank, but videos with longer lengths perform better because they generate more WATCH TIME and the higher amount of watch time your video generates, the higher Youtube will rank that video.

The best way to look at this example is think of Youtube as a business, they want people on their platform watching videos for as long as possible, so the more watch time you generate from a video session (Yours and any subsequent video – not just your content) The more Youtube will favour your channel and promote it to others.

Video Frequency

Video frequency is essentially how often you upload. The biggest and most successful channels will always have a **video upload schedule**, this lets their viewers know that you will be releasing a video on a set day every single week and it will make them come back to see what's new. This in turn produces more **watch time** and **engagement** for your channel so you can appear in suggested areas of Youtube and get even more exposure.

Thumbnails

A videos thumbnail is THE MOST crucial part to determining if a viewer is going to click on a video or not.

Think about it, most users will be browsing Youtube on their mobile devices, the biggest piece of information they will be greeted with will be the thumbnail first before anything else.

So you **HAVE** to make the thumbnail POP.

Youtube gives us access to the Click Through Rates of our videos within the Youtube Analytics dashboard, with this we can see what thumbnails are working and if the CTR is low we can change it out for something else to increase the chances of someone clicking on the video.

Thumbnails Checklist

- **Colourful and vibrant**
- **Sharp images**
- **Branding** – Make sure your thumbnails stick to a theme or always contain something identifiable to you – Your viewers are more likely to recognise this as your content that way!
- Visual story telling (does your thumbnail instantly tell the viewer what the content is about?)
- **Don't add too much text** (A user will be viewing the thumbnail primarily on a phone screen so make sure not to cram too much text into the thumbnail, because people will get deterred quickly)
- **Less is MORE** – Keep the thumbnail as simple as you can 2 – 3 images is more than enough to tell a visual story and let the viewers know what the content is about.

Below are what I believe to be GOOD thumbnails and follow these practices



Titles, Descriptions and Tags (1)

So for the final 3 tips I'm going to roll them into one segment.

Titles, Descriptions and Tags are also known as your videos META Data, which basically just means the data that Youtube looks at when it displays your videos in suggested and search results.

So, Your META Data is the most important part of your video aside from thumbnails as it tells Youtube what your video is about and determines where your video will be displayed.

What you should be focusing on, when uploading a video is optimising the META Data so that you can rank much more easily for specific search terms.

First and foremost, keyword research should be your top priority. Without proper research it really is a stab in the dark as to how well your video will perform, so you need to make sure to find keywords and key phrases that people are already looking for and there are [3 great tools](#) that you can use to do this.

Titles, Descriptions and Tags (2)

Once you've completed your keyword research and have determined 2 – 3 strong keywords that you'd like to rank for you need to start crafting your titles, best practice here is to front-load your titles with the most relevant keyword for the video for example if your most relevant key phrase is "*How to make strawberry Jam*" then your title should be an exact match for that keyword.

Next is optimising your description, Youtube will show the first 5 lines of your description to viewers from search results so make sure to be as accurate as possible about the content of the video and use your target keyword/key phrases at least 3 times within the first 5 lines of the description.

Now for the tags, Tags aren't as used as heavily by the Youtube algorithm these days, but they are still important, a good structure for your tags should be as follows.

“MostRelevantKeyword,SecondaryKeyword,ThirdKeyword,CloselyRelatedSearchTerms”

A good tip is to add up to 5 closely related search terms for your particular video topic, as long tail keywords (long tags that match a search term) can become an exact match in the video search results page.

CTA's (Call to Action)

A Call To Action is a request either written or verbal that asks the viewer to perform an action.

As a Youtuber, you should be **ASKING** your viewers to subscribe but not only that, you should focus on the WHY.

Ask yourself 2 questions

- What value does my channel provide?
- Who does it provide value to?

Your call to action should answer both of these questions as well as deliver a powerful **ASK**.

Closing statement

Thank you so much for taking the time to read through this checklist, consider it your Youtube Bible and follow all of the tips mentioned within and you will have the perfect Youtube channel!