

YouTube Channel Checklist

Welcome to your YouTube Channel Checklist!

We can't wait to show you how easy it is to start getting free, targeted traffic.

Now that being said, before any of that actually happens, you need to make sure that your channel is set up the right way and that's what this checklist is for ;)

Make sure you don't miss a step on this checklist!

Every single step is critical to your success.

Also, before you get started, make sure you're subscribed to our channel for all the latest information:

https://youtube.com/subscription_center?add_user=andrewmurraytv

LET'S GET STARTED!

1: Create Your Channel

In order to have a YouTube channel you first need to open a Google account.

Open one here: accounts.google.com to create one.

Once you've got your Google account, you're ready to log into YouTube.com and login to get started.

What Should I Name My YouTube Channel?

If you are building your own personal brand, I would use your name. This way if you ever decide to change the content of your videos, you have the flexibility to do so without worrying about your channel name.

If you are building a very specific niche, then your channel name should reflect that.

Can I Change My Channel Name?

Just recently we had to do this for my son. When he first started his YouTube channel it was all about Pokemon so he chose a name that reflected that but as his channel evolved and his interest has changed to include other things, we changed his channel name to his own name to build his brand. So yes, you absolutely can, and if this is what you plan on doing, read this first so you understand how and when you are allowed to change it.

I have an old channel with views and subscribers but doesn't reflect what I do now or what I will do moving forward, is it worth keeping?

If you want to keep the subscribers and views from the channel, then YES.

BUT, if you want to start fresh, you can absolutely start a brand new channel.

I personally have videos from a long time ago that are not in line with what I do now, but I have kept them for the views and subscribers.

Note: Some people have 2 accounts, one for personal use and one for professional use.

Can I transfer old videos to a new channel?

The only way to transfer videos from an old channel to a new channel is to download the videos off of YouTube and re-upload them to your new channel. However, when you do this, you lose all of the views you had on the original video and you're starting from scratch.

#2: Verify Your Channel

In order to start reaping the benefits of YouTube, you need to ensure that your account is verified. So, go do that now!

#3: Use A Subscription Link

This is key and most people never use it!

If you have over 100 subscribers, you can create a custom URL which will allow you to have a subscription link.

Why do you want a subscription link?

You want to use a subscription link when sharing your videos on social media platforms because it makes people subscribe to your channel before they can watch your content - very powerful!

This is a great way to get subscribers, so use the subscription link:
[youtube.com/subscription_center?add_user=\(YOURUSERNAME\)](https://youtube.com/subscription_center?add_user=(YOURUSERNAME))

By the way, why not test it out by subscribing to my channel:

https://youtube.com/subscription_center?add_user=andrewmurraytv

#4: Brand Your Channel

The best way to get your audience to hit that subscribe button is to tell them WHY they should! Your header on your channel is prime real estate, and should include:

- a) How many videos you post per week and which day your audience can expect new content
- b) A brief description of what kind of content your channel will offer
- c) Your logo
- d) Your avatar should be a quality photo of yourself and it should be the same as the profile photo you use on all of your social platforms for brand consistency

WATCH this tutorial on how to create your YouTube channel art:

<https://youtu.be/QcE5EBpkI4w>

#5: Convert Your Traffic & Add Your Social Links

With all of the free, targeted and organic traffic your YouTube channel you get you want to make sure you are turning that traffic into potential customers!

Make sure you send your YouTube traffic to your conversion site.

A conversion site is a place to convert your traffic into potential customers by adding them to an email list or sending them to an online store.

Examples of this type of site are:

- a) Website/Blog
- b) E-Commerce Site
- c) Landing Page
- d) Leadpage

Next, is to add your social links to your channel. This is beneficial because then you can turn your YouTube traffic into community members on all of your social platforms so that you can deepen your relationships with your audience.

NOTE: In order to add social links, you need to be a YouTube Partner. It's easy to apply and takes a few days to confirm. You can apply from your YouTube Studio:

<https://studio.youtube.com>

To add your website and social links, go to the top right hand corner of your channel banner and click on edit links:

Then add your links!

#6: Channel Keywords

In the creator studio, under 'channel', under 'advanced', you want to add channel keywords to make your channel easier to find for your target audience. Make sure that these keywords match the exact words that your target audience is searching for when they're looking for your content.

#7: About

Keep it simple. Your 'about' section of your channel is designed to tell your audience who you are, how you can help them and why they should subscribe.

Often people who watch a video will click on your channel name and jump over to the About page to see what other content you have. This is your opportunity to connect with them!

#8: Watermark Your Videos

Make sure all your videos have a logo and subscribe button. It's easy, will take you less than 5 minutes and you can do it all in one shot. Here is a short video on how to watermark your videos...

<https://youtu.be/eoqVSQUV8o>

#9: Playlists & Sections

Having people on your channel for long periods of time is an indication to Google that people like your channel. You see, by increasing your watch time this helps you rank higher in search!

The holy trinity of watchtime is CTR, Watchtime and Audience Retention.

A great way to do this is by using playlists.

And when you use the right keywords in the titles, your entire playlist can rank in search for those keywords. This is a great way to increase your channel optimization. Click here to set up your playlists and sections.

#10: Add Recommended Channels

This is a great way to collaborate with fellow youtubers in your niche! Add recommended channels to your channel and those channels may add you to their channel. This gives you cross promotion to an entirely new audience! And if you have more than one channel, this is a great way to cross promote all of your channels in one place. Do this in your settings.

#11: Channel Trailer

Your channel trailer is the best way to introduce yourself to a new visitor. This is your chance to tell them why you should subscribe. Here are the elements that are important to include in your channel trailer:

- a) Who you are
- b) Why you're a credible source i.e. you're the founder of _____, you're an author, you're the creator of
- c) How your content will benefit your viewers
- d) A call-to-action to subscribe to your channel and also to go to your website for more information

Here is an example of a simple channel trailer:

If you are promoting your personal brand, title your channel trailer your name. This way when you are searched for it will be one of the top results in Google when people search your name.

On the other hand, if you are a local business, you should include your location and your product/service in the title of your channel trailer in order to show up in search i.e. Halifax Dance School.

#12: Custom Thumbnails

Custom Thumbnails help you stand out from the crowd and also act as an extension of your branding. They should be consistent in text and colour and align with your brand aesthetic. You can only add custom thumbnails once you have verified your Google account, click here to read the instructions.

And WATCH this tutorial on how to create your custom thumbnails

<https://youtu.be/QcE5EBpkI4w>

#13: Promote Your Channel

YOU ARE SET! Now, promote your channel and new video content on your social media platforms, blog, and to your email list! And don't forget to use your custom subscription link: `youtube.com/subscription_center? add_user=(YOURUSERNAME)`

BE CONSISTENT! The more consistent you can be with your content, the better chance you have of building a loyal audience. Go for one video per week - anything beyond that is a bonus!