



YouTube Upload Checklist!

This worksheet will help you maximize your results with YouTube.

Make sure to install the [TubeBuddy extension](#) before starting:

<https://www.tubebuddy.com/andrewmurray>

Step 1: Research

Search for your target keyword on YouTube and use the TubeBuddy extension to see tags.

Also, search your keyword on Keywordtool.io for more suggestions. Make sure to see if there are any “Questions” about your keyword. These are ideal to create a video on.

Morningfa.me also has an incredible keyword research tool specifically for YouTube.

Here is a video on how I use it:

<https://www.youtube.com/watch?v=IIDopxgckqU>

<https://hoply.io/mf>

Step 2: Record

Record and edit your video.

When recording, plan your video into sections or chapters. This will help your video be organized and eliminate wasted time, which will hurt watch time.

Make sure to actually say the keywords near the start of your video (and hopefully throughout as this does have an SEO effect.)

You can record a selfie video on your smartphone, or use a tool like [Snagit](#) to create a screen capture if you prefer not to be on camera.



Step 3: Create Your Thumbnail

Creating a Thumbnail is MANDATORY for great SEO ranking - plus it will help you get a better click-through rate.

You can use the TubeBuddy thumbnail creator, or use [Snappa](#) or [Canva](#).

Here is how I create an awesome thumbnail:

<https://www.youtube.com/watch?v=QcE5EBpk4w>

Step 4: Name Your Video File

Name Your Video file “your-keyword-here.mp4” to get maximum SEO results. Also, be sure to use the largest, highest-quality video. 4k and HD get SEO preference over lesser quality video renders. So if you have the time and space, do it big!

Step 5: Follow the Upload Checklist

1. Write a compelling, clickable title. Be sure to use your main keyword phrase. Try to use a keyword and something that is a headline or a question.
2. Enter a complete description. Be sure to use your keyword and use similar and related words. Don't be spammy. I tend to write this off the cuff as the video file is uploading. I try to make it valuable, so if somebody reads it, they would get some value out of reading it. I treat this like a mini-blog post. If you hate writing, [use this](#) to generate the description.
3. Add 3 hashtags
4. Add description tags. This is where TubeBuddy really comes into play. I like seeing what TubeBuddy suggests based on my video, but I try to aggressively target the more relevant tags to my main keyword phrase
5. Add Chapters (starting with 0:00)
6. Upload the Thumbnail you created. Bonus points for naming the file your keyword also.
7. Monetize your video if you want to.
8. Add info cards
9. Add to a playlist



10. Watch your video all the way through, and consider watching it from a second YouTube account.
11. Announce your video using a social media scheduler like Publer:
<https://publer.io/andrewmurray>
12. Add the first comment. Pin it. Heart your own comment.
13. Put a link to a related video (the next they should watch) in the end card, as a card, in the description, and in the pinned comment.

Step 6: Share and Engage

1. Share your video on Facebook and any other options, like Twitter, or Reddit.
2. Give it a full, complete view right away.
3. Like your video
4. Add it to a playlist.
5. Send an email off to some friends to give it a like, comment and watch. It also helps if they add it to a public playlist

Action Time!

Now, it's time to put all that into action and go start making some videos!

Learn how to drive traffic for any business.

[Download my FREE report on the top 12 ways to drive traffic to your offers](#)

