



# Your YouTube Channel Checklist

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**Important Note:** This special .PDF was intended for members of ReelMarketingInsider. If you are not a member of ReelMarketingInsider, well...*you're crazy!* Go grab your free trial here: <http://www.reelmarketinginsider.com>

Welcome to [ReelMarketingInsider!](#) As a BRAND NEW member, I want to encourage you to take action RIGHT NOW. There is a lot of training and content that awaits you inside the membership program, but none of it is of any value if you don't start putting it into action, right?!

So, the very first thing I want you to take action on is setting up your YouTube Channel.

## Why your YouTube Channel?

Well, it's simple really. Inside Reel Marketing Insider, we're going to be talking A LOT about video. We'll discuss the different types of videos and WHERE to post each of them. BUT, the majority of our videos WILL be on YouTube. As you'll quickly discover, YouTube is going to be your biggest ally for real, free and targeted traffic to your website or blog. And before we create a single video, we need to make sure your Video Platform, (*your channel*) is all set up and ready to go!



*So, let's do this!*

**Your Mission: To Optimize Your YouTube Channel for proper branding, keyword research and fan-building!**

## **Step #1: Make sure you HAVE a Channel**

If you don't have a YouTube Channel, now is the time to get one. If you can't remember your channel name, find it, or create a new one. We can't proceed any further until you have this all cleared up and figured out. Go to YouTube.com to create an account or sign in.

And I do get a ton of question here, like...

### ***Can I change my existing YouTube Channel Name?***

Unfortunately no. You are stuck with the current channel name and you can't change it. However, you can always create a NEW YouTube Channel at any time, but you'll need a new Gmail account as well.

### ***Can I move my videos over to a new YouTube Channel?***

If Channel A has one video with 1,000 views, you can not move that video (with those views) to Channel B. If you want to transfer content, you'll need to remove the video from YouTube, and re-upload it on the second channel. But be careful if you decide to do this, you lose all momentum and ranking power that those videos originally had, and it can be hard to get that back!

### ***What if I have an existing YouTube Channel, but it doesn't match my current branding?***

A lot of people come to me saying that have a YouTube channel from three years ago, username: CindyXOXO1341. Now they have a business teaches others how to "sell from stage" at a live event. What do they do?

As I said, you can't change your channel name, but you can create a new channel. Believe it or not, your channel name is NOT a do or die scenario. Here's what I suggest: if you have a fair amount of views and subscribers on this existing channel, keep it! ...as long as YOU are ok with the current username.

However, if you have one or two videos with 100 views, just start over.

The reasoning behind all of this is simple: YouTube Channels with more views and subscribers will help your future videos rank better.

### ***Should I have multiple YouTube Channel Names?***

If you serve multiple niches, you may be thinking about multiple channels. Here's what I suggest (because managing multiple Youtube channels can be a LOT of work!). Have a separate channel for every audience. For example, let's say you teach women's fitness. But you also like to teach motivation and self-growth. Well, men and women like personal development stuff. And your fitness audience may not want to hear motivational stuff. You need two channels.

## **Step #2: Name Your Channel**

So, if you are creating a channel, you'll need a name. What should you name your channel? It's up to you really! If you have an existing business name or brand, I recommend using that! You can also use your name, OR a benefit-oriented channel name (ie. freefitnessvideos)

The name should be...

- short
- easy to spell
- benefit-driven
- clearly explains what your videos are about

## **Step #3: Subscribe to My Channel**

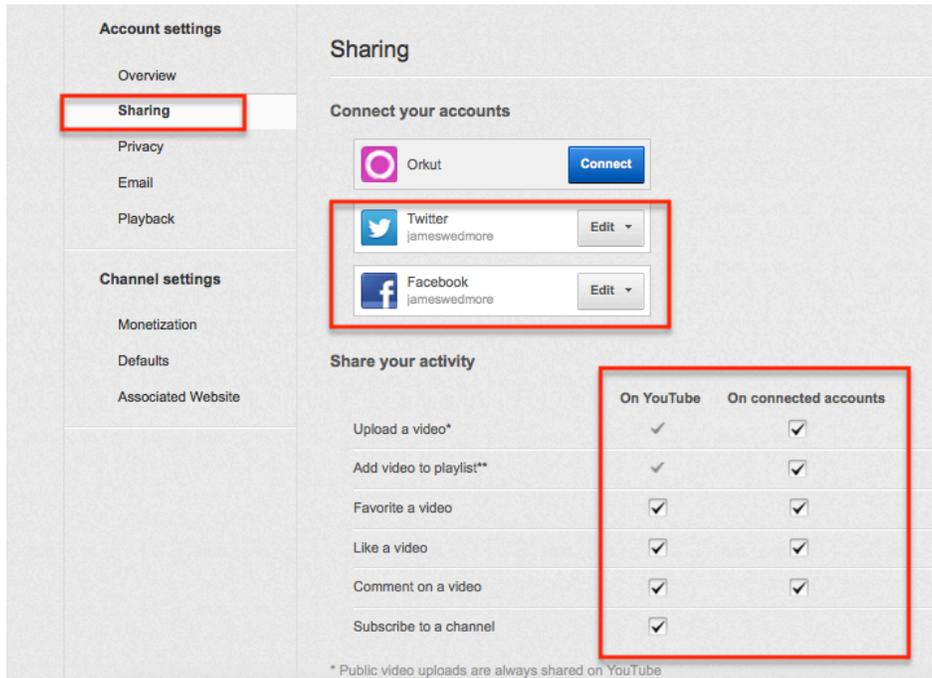
Once you know you HAVE a channel and you are logged in, *subscribe to me!* Head on over to <http://www.YouTube.com/user/jameswedmore> and make sure to subscribe to my channel (if you haven't already!). We are going to use my channel as an example AND I want to make sure you stay up to date with my upcoming videos.



## **Step #4: Sync up your Account**

In this step, we are going to sync up your other social networking accounts to YouTube. This way, every time you upload a new video on YouTube, it will automatically notify your fans, friends and followers!

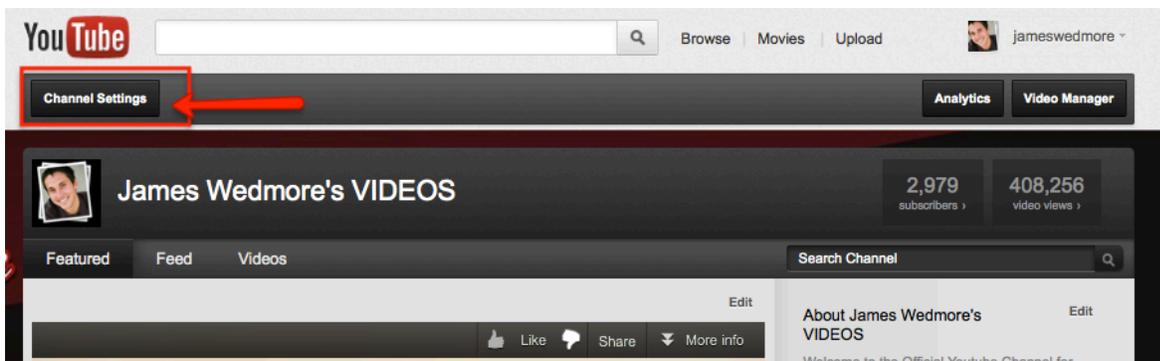
From The “Settings” menu found at the top right hand side of your browser window, you will find the page below...



Just make sure you have the same settings checked as I do on my channel. And you'll be good!

## **Step #5: Customize Your Channel APPEARANCE**

To perform this step, you'll need to click the “channel settings” button over on your channel page (**note:** your channel page is located on [www.YouTube.com/yourusername](http://www.YouTube.com/yourusername))

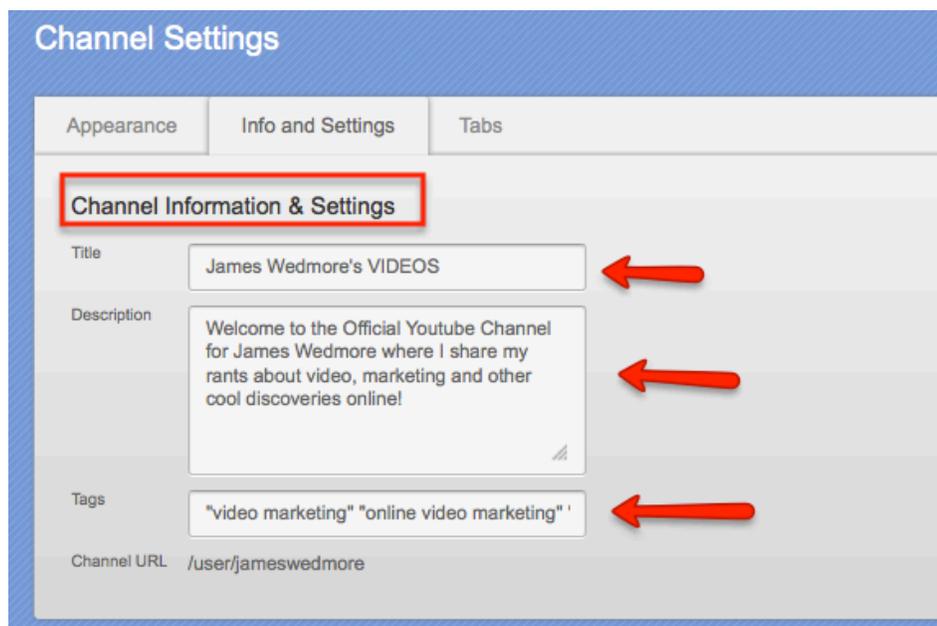
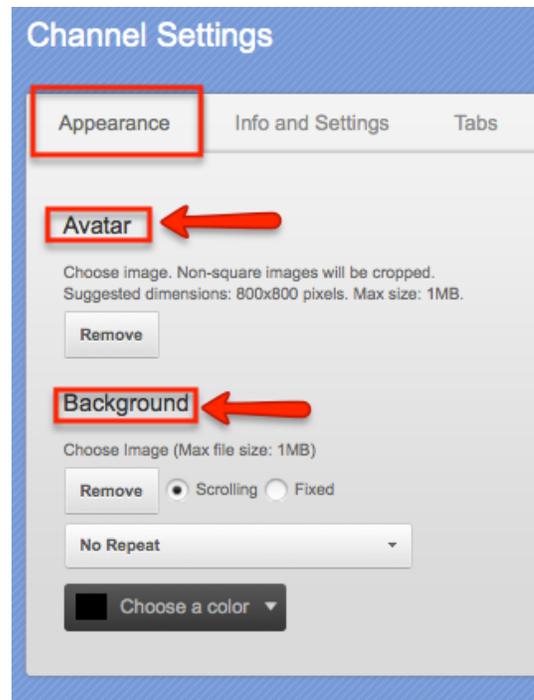


There are just two things we want to do here.

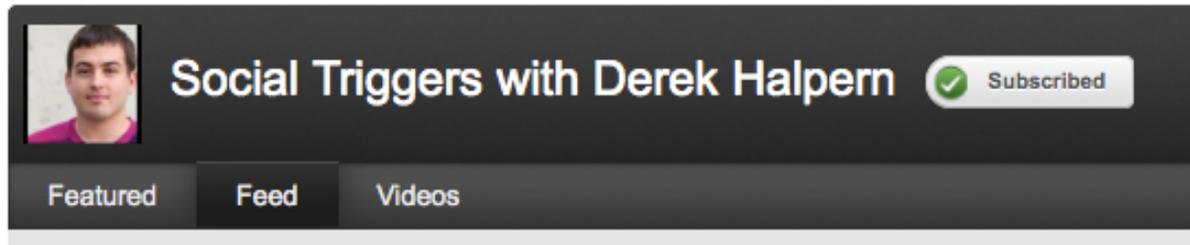
1. The first thing you'll want to do, is upload an avatar. This should be a thumbnail image of your face or your logo.
2. Second, we want to adjust the background. If you don't have a channel background image, that's ok, we are going to do that last. For now, just choose a solid background color. Choose a color that matches your branding.

### **Step #6: Edit the "Info & Settings" Tab**

On the second tab of the "Channel Settings" section, you'll see the "Info and Settings" tab. Click that to change your title, description and tags.



**The Title:** Your Channel Title is what people will see when they come to your channel page. It is different in your Channel Name. So the best way to create a title is make it an extension of your Channel Name.



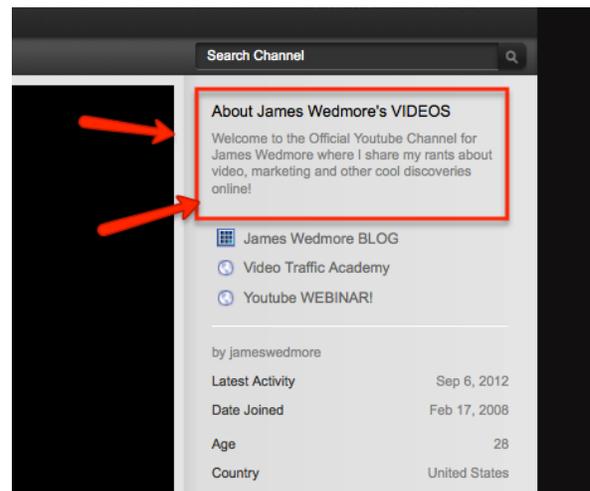
The Channel Title Should really convey the branding and benefit of your channel. What are your videos all about? Your channel needs to convey this!

**The Description:** Your channel description will show up on the right hand side of your channel page. It's designed to give people a more detailed overview of you, your business and your content. I like to keep this short and to the point. There's no need to put any URLs to your website in the description, we'll get to that soon enough.

I do however, recommend using some of your main keywords inside the description for Video Optimization purposes.

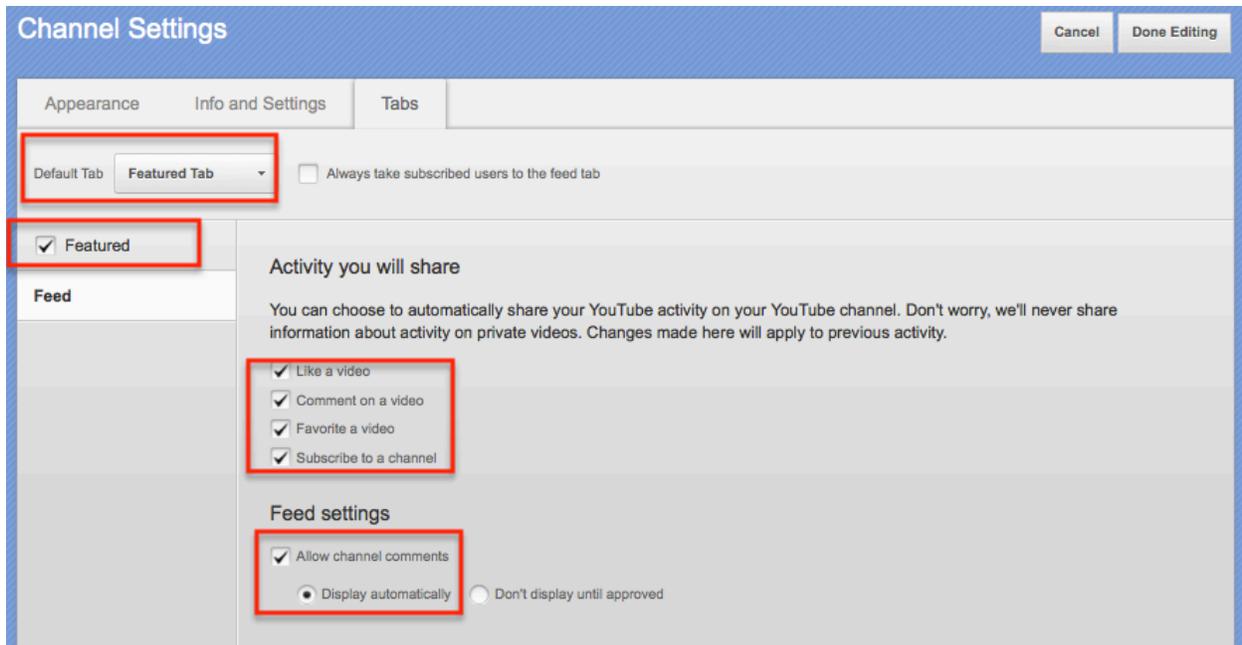
**The Tags:** The Channel Tags are where you place your keywords or keyword phrases.

These keywords should be the EXACT terms that people search for when they want to find your content. Make sure that the keyword phrases "are in quotes" to separate them from "other keywords."



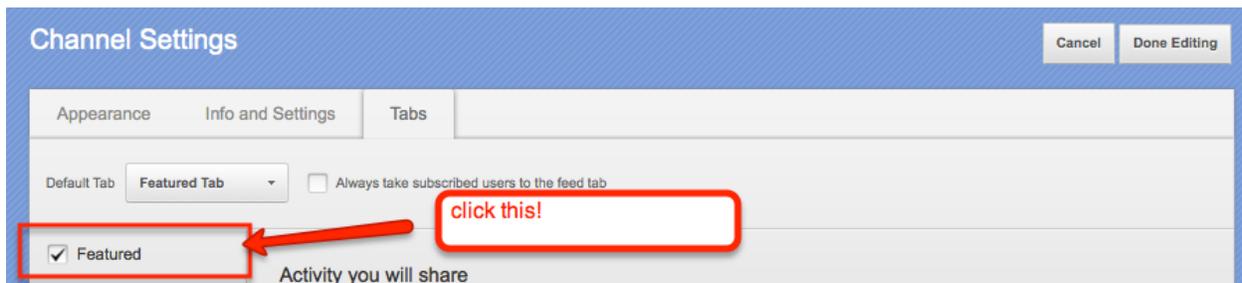
## **Step #7: Edit the "Tabs" Section**

The third "tab" over is called "Tabs" (*ya that may be a little confusing*). The easiest way I can tell you what to do is to just copy exactly what I have in the screenshot below:

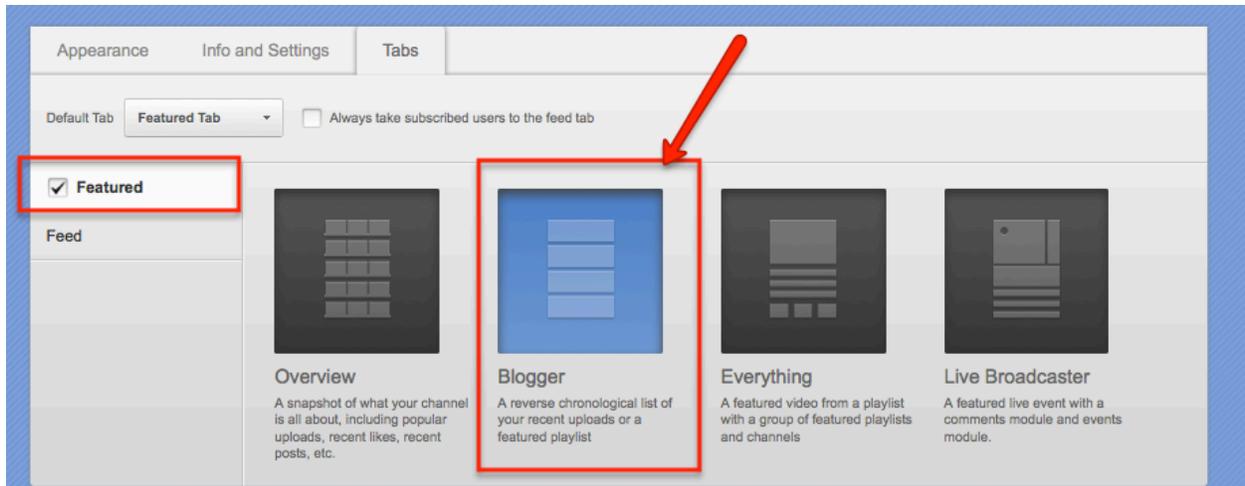


## **Step #8: Set Up The Featured Tab**

Ok, this is an important step. We are STILL in the “Channel Settings” section. And we are still on the third tab (*called “Tabs”*). To edit our “Featured Tab,” you must click the “Featured Tab” button. I’ve shown this below.



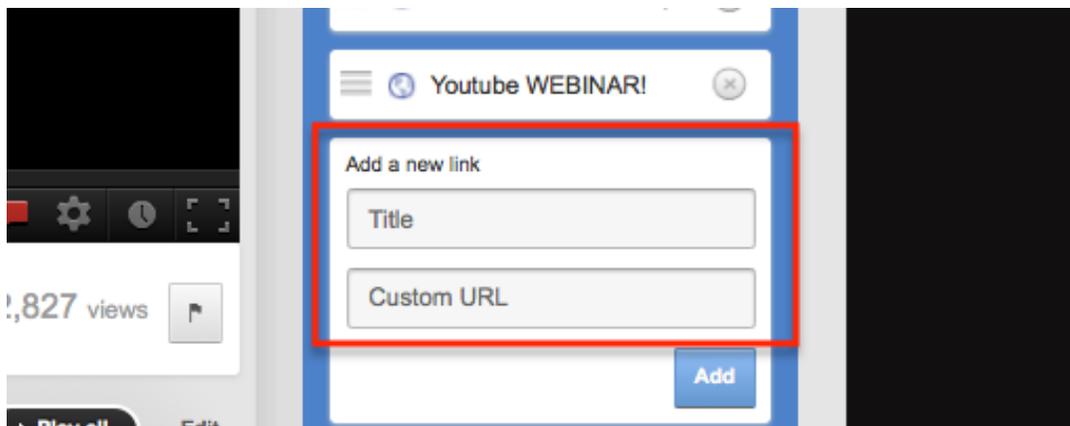
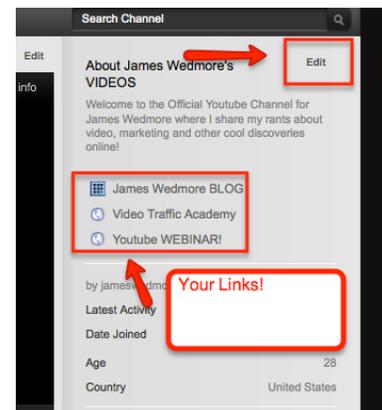
I highly recommend selecting the “Blogger” Format.



## Step #9: Add Your Links

In this step, we want to add your website/blog links to your channel so people can find you! From your channel page, click the “Edit” button in the top right hand corner next to your “About Me” section.

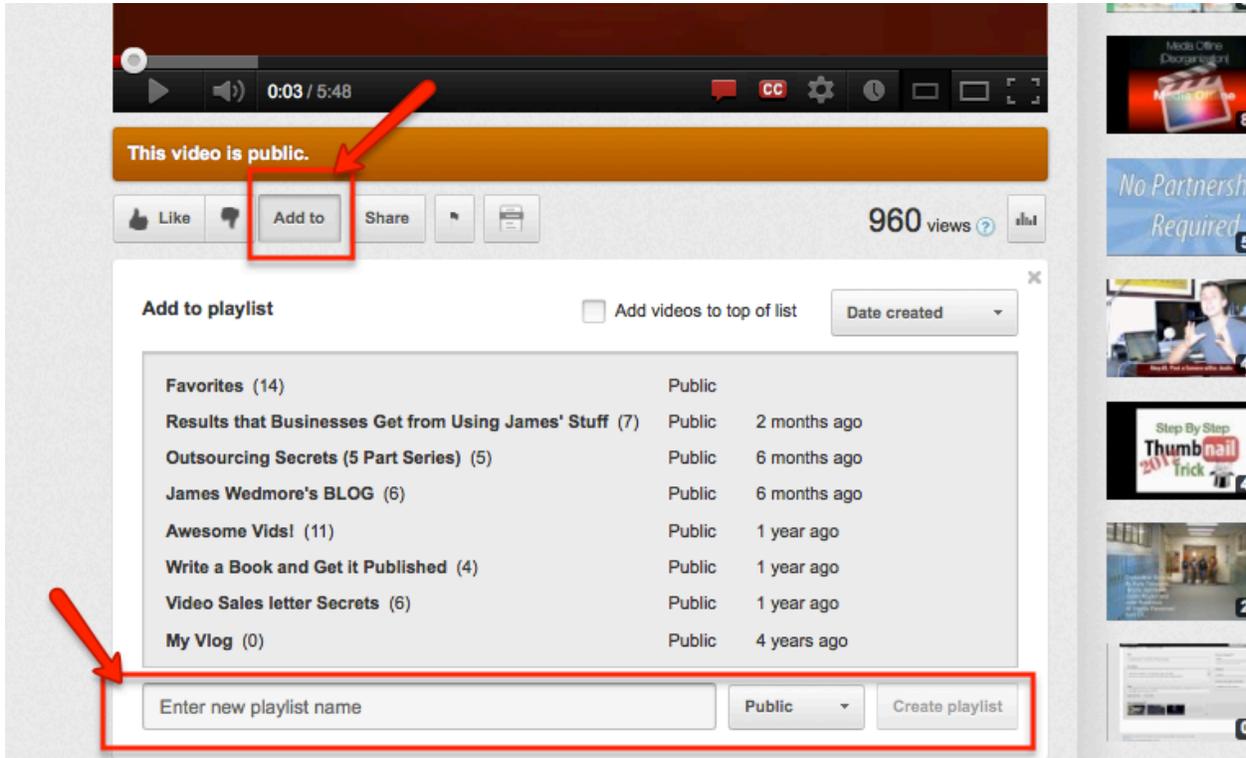
From there, you’ll want to add links to your website or blog. You can also add your other social networking site here as well. Avoid putting too many links, and make sure to add a compelling title to each link so your users are more inclined to click them.



## Step #10: Add Featured Playlists

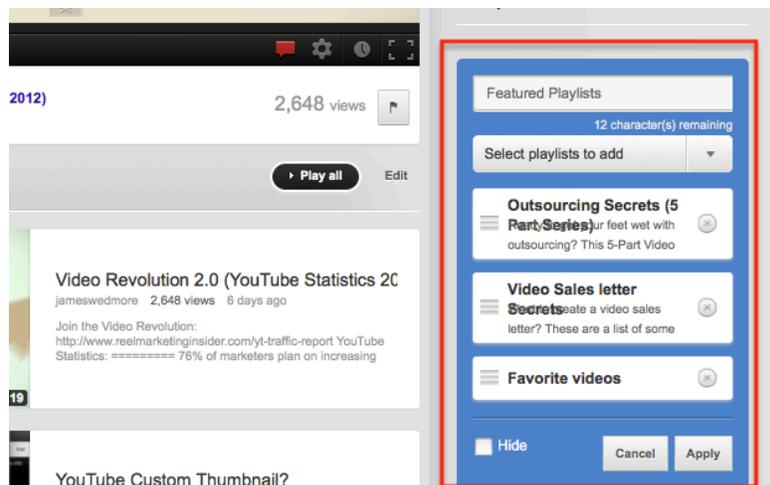
This is an optional step. However, if you already have a lot of videos on YouTube, it may be a great idea to create a few playlists to “categorize” and “chunk” your content for

easy consumption. Before adding Playlists to your sidebar, you'll need to actually create a playlist and add videos to it. That is as simple as selecting a video (on the video watch page) and adding it to a new playlist.



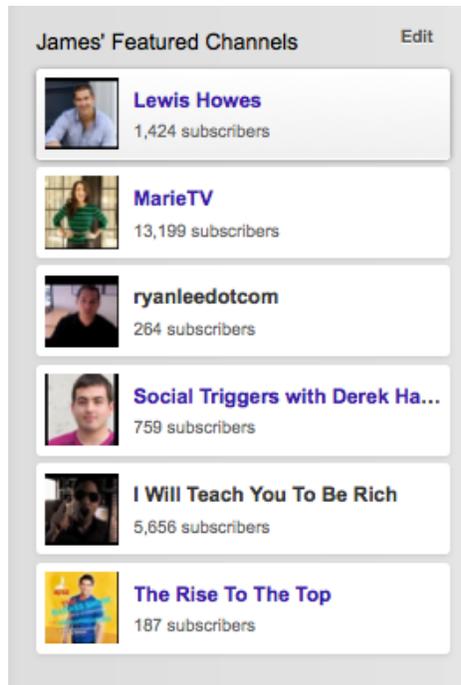
If you create a new playlist, it will be beneficial to create one that uses one of your keyword phrases. Why? It's simple. A Playlist (a collection of videos) can actually get ranked in YouTube's search result pages!

If you have videos, make some playlists. If you have playlists, add them to your Channel's sidebar.



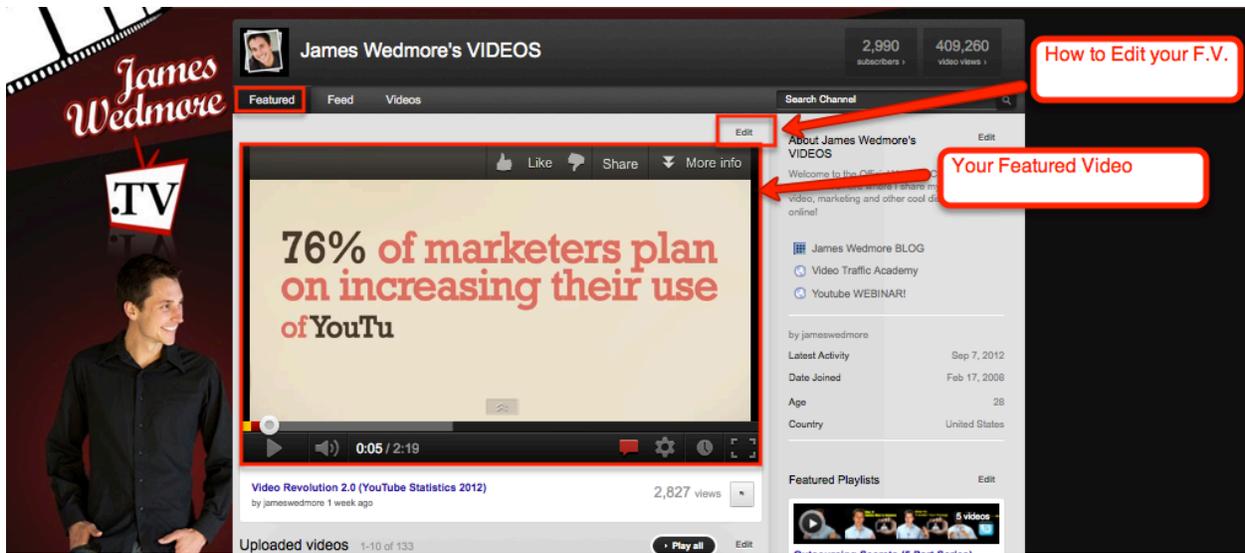
## **Step #11: Add Featured Channels**

This is another optional step. Here you have the opportunity to showcase other YouTube channels on your page. Why do this? Two reasons. Either you have *other* channels that you want to promote, OR you are cross-promoting with other YouTube Channels and they are putting your channel on their page. As you can see, I have several other people who I support on as my featured list.



## **Step #12: Featured Video**

This is a very important step. Not to be skipped. We need to set up your Channel so there is a “featured video” on autoplay whenever someone visits your channel.



If you don't have any videos on YouTube yet, that's ok, we'll address that next! If you do, here's how we proceed:

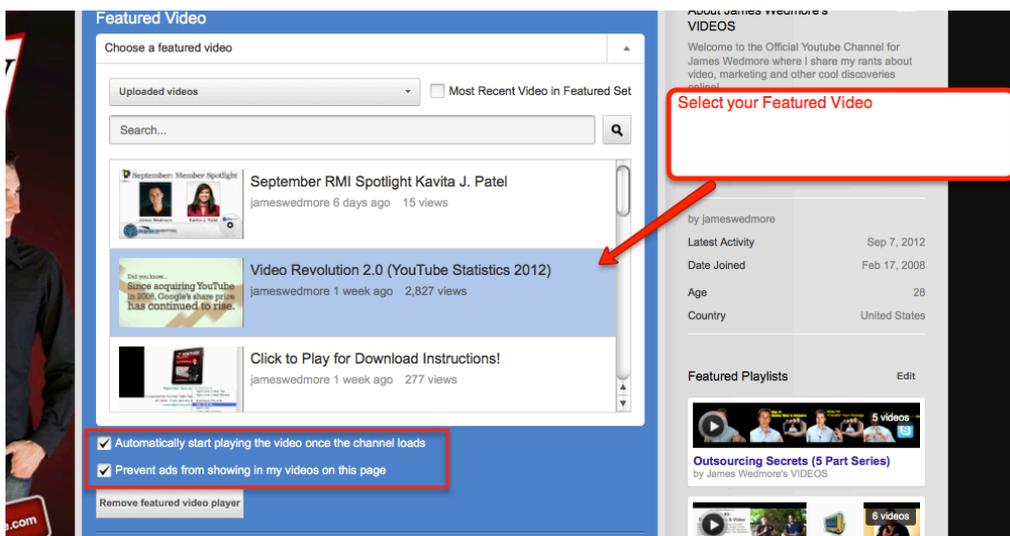
**a. Choose the Right Video for your Featured Video**

The right video for your “Featured” section is the one that you want to get the most views. Do you have a popular video that already has a great response from viewers. This is the one to showcase! Start by putting your best foot forward.

**b. Click the Edit Button (shown above) to add your Featured Video**

**c. Select Your Featured Video**

Select the video that you want to use as your Featured Video.



#### d. Check Both the Boxes on the bottom left

Make sure both of the boxes on the left are checked. When you are done, save your changes.

### **Step #13: Create your Channel Background**

As we come to the end of your YouTube Channel Optimization Checklist, now would be a great time to go forth and get a custom background made. There are several options available to you. A simple Google search for *“custom YouTube Channel Background”* will work. You can also check Fiverr.com for great \$5 graphic designers.



If you'd like to do it yourself, or have someone on your team create one for you, I've provided you with a simple Photoshop template inside the Resources section of Reel Marketing Insider.

## YouTube Channel Background Template:

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Visit: <http://www.reelmarketinginsider.com/resources>

### **Step #14: Share Your Channel URL in the Forum!**

When you are happy with all the changes you have made to your channel, it's time to share it in our Members Only Forum! Head there now and post a link to your channel to grow your subscriber and fan base!

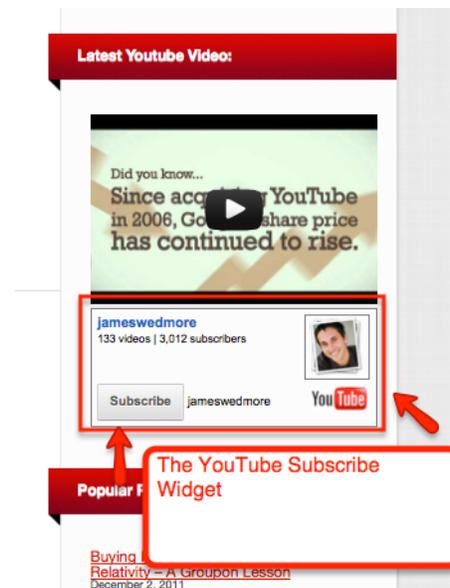
Visit: <http://www.reelmarketinginsider.com/forum>

### **Step #15: Promote Your Channel**

There's no use making your channel all fancy and pretty if no one is gonna see it! Let's share your channel with the world! Here are a few ways to start!

#### **a. On Your Blog!**

Inside ReelMarketingInsider, we have some cool images that you can put on the sidebar of your blog or website and link them up with your YouTube channel! But I also recommend adding the YouTube Subscribe Widget as well.



## Blog Banners:

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visit [www.ReelMarketingInsider.com/resources](http://www.ReelMarketingInsider.com/resources) to grab these Blog Banners!

### b. Share on Social Media!

Another great strategy is to share a link to your YouTube Channel on Facebook, Twitter, etc and let people know about your upcoming videos. The key is to make sure they subscribe to your channel...*so ask them!*

### c. *Email Your List!*

*No matter what your list size is at the moment, send them an quick email, and make sure they go and visit your channel and subscribe as well.*

## **Step #16: Get a Channel Review by James!**

One of the things I Looooove doing for my students is a Video Strategy Session with them. If you would like your YouTube and Online Marketing Strategy reviewed, then click the link below to learn more:

<http://www.reelmarketinginsider.com/video-review>

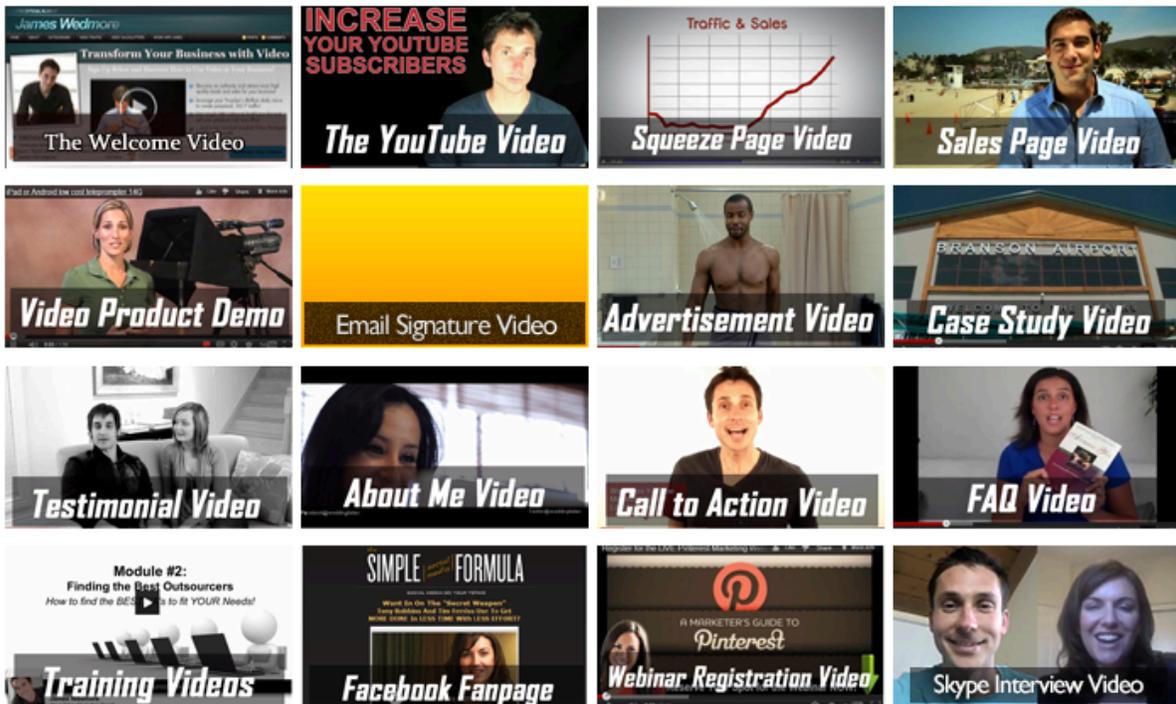
### **Final Thoughts From James...**

I want to CONGRATULATE you for taking action and going through this easy little checklist! Just spending the little amount of time to do this once (and never again!) will make a bigger difference than you realize!

Throughout the next couple of weeks I will be sharing a bunch of little surprises, gifts and goodies with you (so keep an eye in your inbox). In the meantime, I highly recommend you get started by going through the training inside ReelMarketingInsider by going through the "Video Strategy" training.



Creating the right strategy will get you clear on WHAT you need to be doing to get results. Go there now, by clicking here: <http://www.reelmarketinginsider.com/dashboard/your-video-strategy>



Inside that training module, you will also find training on the following...

**Types of Videos:** This section gives you a brief overview of all the different videos you can use in your business.

**Faceless Videos:** These are the different strategies for making videos without being in front of the camera

**Video + Social:** These are simple tips and tricks for integrating Social Media with Video.

**Video Hosting:** In this section, I discuss all your available hosting options.

THANK YOU!