

THE ULTIMATE YOUTUBE CHANNEL LAUNCH *checklist*



INITIAL SETUP

1. DEFINE YOUR CHANNEL'S PURPOSE

- Identify your niche.
- Define your target audience.
- Establish clear objectives for your channel.

3. BRAND YOUR CHANNEL

- Design a professional logo.
- Create an engaging channel banner.
- Write a compelling channel description.

2. CREATE YOUR YOUTUBE ACCOUNT

- Set up a Google account (if you don't already have one).
- Create your YouTube channel using the Google account.

4. LEGAL AND COMPLIANCE CHECK

- Review YouTube's Community Guidelines and Terms of Service.
- Ensure understanding of copyright rules.

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CONTENT PLANNING

1. DEVELOP A CONTENT STRATEGY

- Brainstorm content ideas.
- Plan your content calendar for the first month.
- Decide on your posting schedule (e.g., weekly, bi-weekly).

3. SEO AND ACCESSIBILITY

- Research relevant keywords.
- Optimize video titles, descriptions, and tags.
- Add closed captions for accessibility.

2. PREPARE YOUR FIRST FEW VIDEOS

- Script your first few videos.
- Film and edit your first few videos.
- Create eye-catching thumbnails.



NOTES:

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TECHNICAL SETUP

1. OPTIMIZE CHANNEL SETTINGS

- Set up a custom URL (once eligible).
- Fill in the 'About' section with detailed information and contact details.
- Link to your social media and website.

2. ENABLE MONETIZATION (IF APPLICABLE)

- Review the criteria for YouTube monetization.
- Enable monetization features via YouTube Studio.

3. PREPARE CHANNEL ART AND GRAPHICS

- Ensure all graphics are on-brand and high quality.
- Create graphics for upcoming videos.



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PROMOTION AND LAUNCH

1. PROMOTE YOUR CHANNEL

- Announce your channel launch on social media.
- Send an email blast to your contact list.
- Collaborate or mention your launch in other networks or communities.

3. ENGAGEMENT STRATEGY

- Respond promptly to comments.
- Encourage viewers to subscribe and engage.

4. MONITOR AND ADAPT

- Keep an eye on YouTube Analytics.
- Adjust your strategy based on performance and feedback.

2. LAUNCH YOUR FIRST VIDEO

- Double-check video quality (resolution, sound, etc.).
- Post your first video according to your content schedule.
- Share your video on social media and other platforms.



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POST-LAUNCH

1. GATHER FEEDBACK

- Ask for viewer feedback in your videos and social media.
- Conduct surveys or polls if applicable.

2. PLAN FOR CONSISTENT GROWTH

- Continuously research new content ideas.
- Schedule regular check-ins on your content strategy and channel performance.

Book Your Complimentary Consultation:

www.elevateedgeconsulting.com/youtube-growth

Notes:

Thank-you



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