

YouTube Upload Checklist & Metadata Template

YouTube Upload Checklist (Printable)

- Rename the video file using the target keyword
- Rename the thumbnail file using the target keyword

Pinned Comment Setup

- Set video to Unlisted
- Add a pinned comment with:
 - Link to a related video
 - OR auto-subscribe link
 - OR lead magnet/sponsorship/offer
- Use the pinned comment to encourage early engagement (e.g. 'Already subscribed!')

Video Settings

- Mark 'Not made for kids' unless it's a children's video
- Enable: Comments & ratings, Embedding, Captions, Automatic dubbing
- Choose the correct video category (e.g., Education, Gaming, Entertainment)

Optimize Metadata

- Include target keyword:
 - 1x in title
 - 2x in description
 - 5x in tags
- Use tools like VidIQ or TubeBuddy to assist

Post at the Right Time

- Default times: 11 AM or 7 PM
- OR check YouTube Analytics -> Audience for best times

Create a View Train

- Add End Screen with related video

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- Add related video link to Shorts (if applicable)

After Upload

- Do NOT check stats for the first few hours
- Let the video breathe - reduce anxiety & improve long-term mindset

YouTube Video Metadata Template

Video Title: [Insert Title with 1x Keyword]

Description:

[Insert description that uses the keyword at least 2x]

Example:

This video dives deep into [target keyword] and shows you how to [value proposition].

Whether you're just starting or looking to improve, this [target keyword] guide is packed with insights.

More resources:

- Watch this next: [Link to related video]
- Join the email list: [Insert link]
- Subscribe here: [Auto-subscribe link]

Tags:

- [Keyword]
- [Keyword variation]
- [Long-tail keyword]
- [Topic + tutorial]
- [Relevant trend]

File Name (Video & Thumbnail):

- [video-topic-keyword.mp4]
- [video-topic-keyword-thumbnail.jpg]