

# Video Upload Checklist

Do these 10 things to your YouTube Video before it goes live...

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## 1. Video File Name

- Include your main keyword in your video file name e.g. dog-training.mp4
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## 2. Privacy Settings

- Upload your video and set Privacy Settings to “Private” or Unlisted”
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## 3. Title

- Create a title that includes your main keyword naturally (preferably near the beginning) and how it will appeal to the person searching. e.g. “how to train a dog to attack on command”
  - You have a maximum of 99 characters to use this space including spaces. Google will only show 60 characters of a title in the search results. Anything beyond that will be cut off so keep it within the 60 character limit to optimize best for all scenarios.
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## 4. Description

- Search engines will only display the first 140 characters of the description in their results so write a paragraph that describes the video, uses the keyword naturally and invites the person to click.
- Add the full URL including the http:// of your landing page or website at the beginning of your description if you want viewers of your video to go to after they've seen your video.
- Viewers need to click the “Show More” button to view the rest of the description
- YouTube allows 5000 characters so make sure you fill in the rest of the description that includes keywords related to your video.
- Add your video title, video URL & social media links to the end of your description.
- Add related videos to the end of your description
- Add an authority site link to the end of your description. e.g. Wikipedia

Go to: [TubeVideoBootCamp.com](http://TubeVideoBootCamp.com)  
Learn how to generate Traffic, Leads & Sales Using YouTube Videos

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## 5. Tags

- Tags are the keywords that you want your video to be associated with. Tags will help your video to appear in the search engines.
- Place multiple tags in the box that are relevant to the contents of your video.

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## 7. Thumbnail

- Choose a good thumbnail or create a custom thumbnail.

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## 8. Location

- Choose a location if you've uploaded a local video

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## 9. Transcript

- Upload a transcript of your video content (it helps with rankings).  
Watch this video tutorial: <https://www.youtube.com/watch?v=1v7cXKf47hM>

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## 10. Publish

- Change privacy settings to "Public" so your video will go live.

After publishing your video make sure you syndicate it to social media sites and embed it on your blog so you can attract a large audience.