Udemy Quality Review Standards and Best Practices

This checklist goes over the individual criteria your course needs to have to be approved into the Udemy marketplace. For information on why these criteria are important and how to implement them in your course, click Learn More.

Plan

Criteria	Explanations	Type
Differentiated Topic Learn More	Are there other courses in the same topic area, level of difficulty, or style of teaching? If so, consider further differentiating your course to help stand out.	Recommended
Course Goals Learn More	In the "Course Goals" section of your course: Fill out 'What Students Will Learn'; 'Target Audience of Course'; Course Requirements' - they cannot be left blank.	Required
	Highlight why your course is valuable for students. Focus on the skillsstudents will gain, not just the topics they will learn about.	Required
	Don't use generic terms e.g., the course is meant for "everyone".	Required
	Set the right expectations by explaining who the course is best suited for, and who it is NOT for.	Recommended
	Provide details on what students need to know before they begin.	Recommended
Structured Teaching Learn More	Each course must have an introduction that explains what students will get out of the course, and walks them through the curriculum.	Required
	Provide value right away by diving into the heart of your content in the first section of your course. The earlier the better!	Recommended
	Each section should map out to one of your course goals and be devoted to a specific skill.	Recommended
	Each lecture should address one (and only 1!) concept.	Recommended
Practice Activities Learn More	In each section of your course, include one learning activity (quiz, exercise, or project) to help students apply what they've learned in that section.	Recommended
	Provide all needed resources for each practical exercise, such as worksheets, source code, practice files, etc.	Recommended

Produce

Criteria	Explanations	Type
Lecture Format Learn More	Video lectures must be between 2 and 20 minutes in length (except for particular cases such as yoga, codealongs, or meditation).	Required
	Include a talking head introduction to establish rapport and build trust with your students.	Recommended
	[For non-technical courses*] have at least 20% talking head videos throughout your course.	Recommended
	[For technical courses*] the technical portions of your course should be filmed with a screencasting software.	Recommended
Audio Learn More	Audio must be clear of distracting noises including: echoes; "pops" on 'P' and 'T' sounds; background hum; fuzziness.	Required
	Audio must be coming out of both channels, and matched to video.	Required
Video Learn More	Video must be shot in HD (720p minimum) with clear lighting, framing, and steady camera.	Required
	Slides, screencasts, or other visual elements must be sharp and easy to read (not pixelated or blurry).	Required
	At least 60% of course lectures must be video.	Required
	The instructor, or subject of the lecture, should be clearly visible when on screen.	Required
	All video must be in HD.	Required
	Any transitions should be clean and standardized across all lectures.	Recommended
	Export all videos in 16:9 format.	Recommended
	Use text large enough to be easily read across multiple devices.	Recommended
Instructor Delivery Learn More	Cut out "umms" and "ahhs" and get straight to the point. Students want an instructor who is clear, concise, and confident.	Required
	Work to deliver your content with an enthusiastic tone. The camerastrips out some enthusiasm so you'll have to give 110% while filming your lectures.	Required
	Pronounce your words clearly and emphasize important points.	Required
Promo Video Learn More	Include a promo video to increase student conversions.	Recommended
	Use the video to accurately reflect the course experience and provide context on the course topic, course goals and teaching style.	Recommended

Publish

Criteria	Explanations	Type
Instructor Bio [Learn More]	Use the Instructor Bio to highlight your background, experience, and credibility in the field.	Required
Price [Learn More]	Courses must be priced in $5 increments between $20 and $200	Required
	Course prices should be comparable to other courses in similar topics, length of content, and style of teaching.	Recommended
Title / Subtitle [Learn More]	Your course title should describe what course covers.	Required
	Your subtitle should build on your title without being repetitive.	Required
Course Description [Learn More]	Summarize what your course covers, how it is taught, what students will learn, and what they will gain from the course. Optimize for sales conversions using our recommended best practices.	Required
Course Image [Learn More]	Must be 16:9; 2048 x 1152 pixels minimum; .jpg, .jpeg, .gif, .png, or .bmp format. Must follow Udemy image guidelines.	Required
Lecture Descriptions [Learn More]	Provide a detailed written description of what each lecture covers.	Recommended
Course Complete [Learn More]	100% of course lectures must be published.	Required
PLR	PLR or Spam Courses are not permitted.	Required
	PLR courses are courses that you purchased; Spam courses are courses that provide no educational benefit.	

*technical courses are courses where the primary skill involves a computer interface (i.e. coding, photo editing, music editing). Everything else is non-technical (i.e. cooking, business skills, yoga, etc.)