

# THE YOU TUBE CHANNEL CHECKLIST



2015  
EDITION

Simple Steps to  
Optimizing Your Channel for  
**YouTube Success**

James Wedmore

## AS FEATURED IN



### LEADING EXPERTS Who Trust James Wedmore:



## About the Author

Armed with a Film Degree from a prestigious So. CA Film School, James Wedmore made a massive U-Turn in his career, hung up his camera gear, and launched a Mobile Bartending Business.

After growing his business to service the entire Southern California area from Los Angeles to San Diego with a staff of sixteen, James launched his first web-based business, Bartend-4-Profit: an online school for aspiring bartenders.

His first sale came in on April 18th, 2008, and at the bottom of the order it simply read:

“How Did You Hear About Us: **YouTube**”

That catapulted James’ obsession for Video, Creative Marketing, and Visual Storytelling. He has launched several successful training programs including Video Traffic Academy and Reel Marketing Insider. He is the author of The YouTube Marketing Book, and has been featured on CreativeLIVE, Entrepreneur.com, Mixergy, Social Media Examiner and several others to name a few.

You can watch more of his crazy videos on YouTube over at: <http://www.YouTube.com/user/JamesWedmore>

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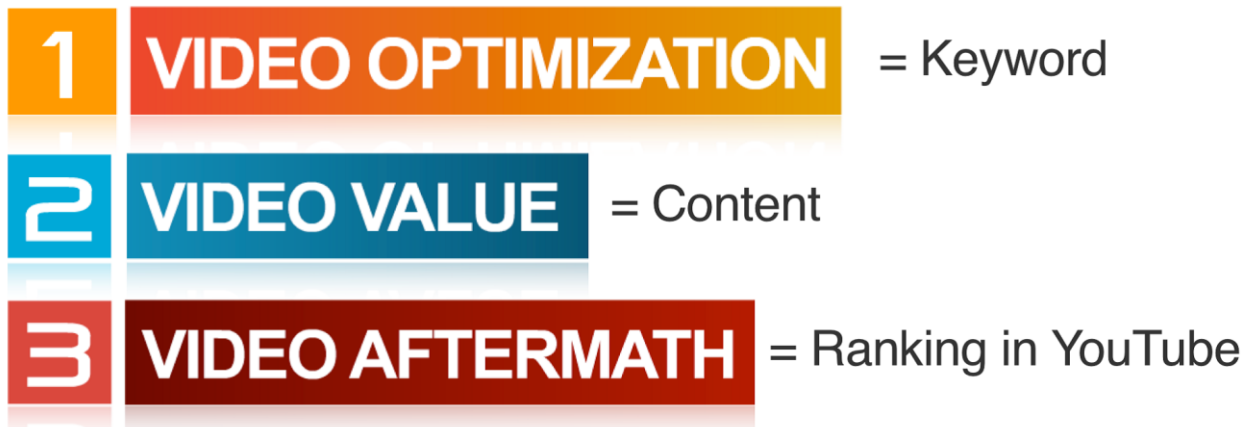


## Getting Started...

I LOVE YouTube for the simple fact that even though it's always changing, growing and evolving, the basic strategy always remains the same: Make videos, getting views, and converting traffic.

The Strategy I Teach at [www.VideoROI.net](http://www.VideoROI.net):

**Get Views. Convert to Traffic. Build YOUR List.**



Even though YouTube is ever changing, I still firmly believe it's a Video-Centric site. Majority of people spend their time watching videos on YouTube on the watch pages, not on someone's specific YouTube Channel.

This Channel Checklist is designed to give you a visual roadmap to properly navigate YouTube. This will enable you to grow your business, and create more video content that will keep customers coming back!

## Step 1: Creating Your YouTube Channel

Your YouTube Channel is connected through your Gmail account. This is considered your "Home Base". It's where people can go directly to your page to view your videos, links, and other content.

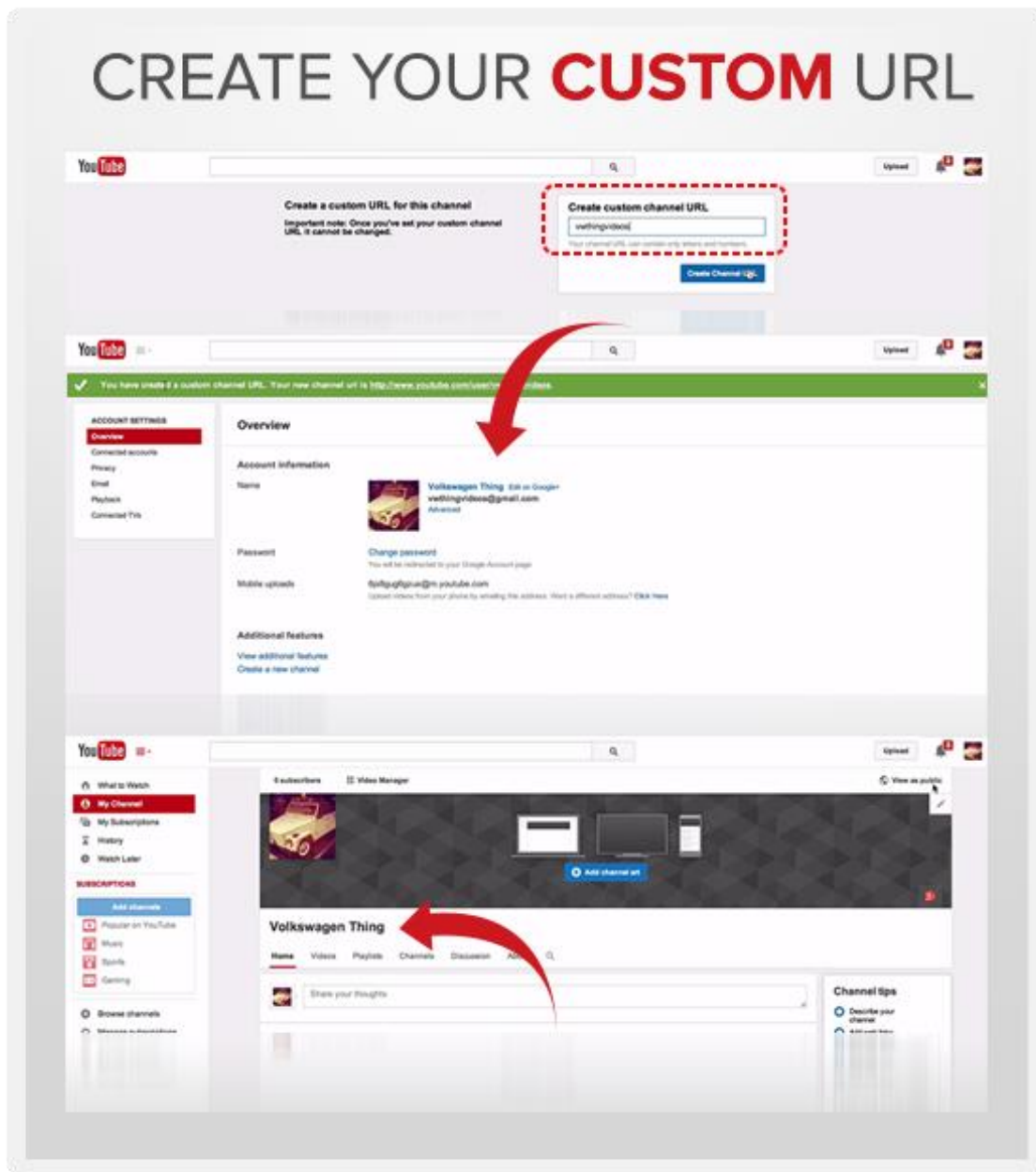
If you are just starting out, please make sure you create a Gmail account, then "Sign In" to YouTube, like this:

# CREATE A **YOUTUBE** CHANNEL

Go to [www.YouTube.com](http://www.YouTube.com) and click "Sign In"

The image shows a screenshot of the YouTube website interface. At the top, the text reads "CREATE A **YOUTUBE** CHANNEL" and "Go to [www.YouTube.com](http://www.YouTube.com) and click "Sign In" below it. The screenshot shows the YouTube homepage with the "Sign In" button highlighted by a red arrow. Two panels are overlaid on the screenshot: one for signing in to an existing account and another for creating a new Google Account. Below the panels, text reads "You need your **GMAIL ACCOUNT WITH THIS!**"

After you have successfully logged into YouTube and gained access to your channel, you will need to create a URL specific to your site. Please remember that this can NEVER be changed! This should relate to your name, business, product, or brand.

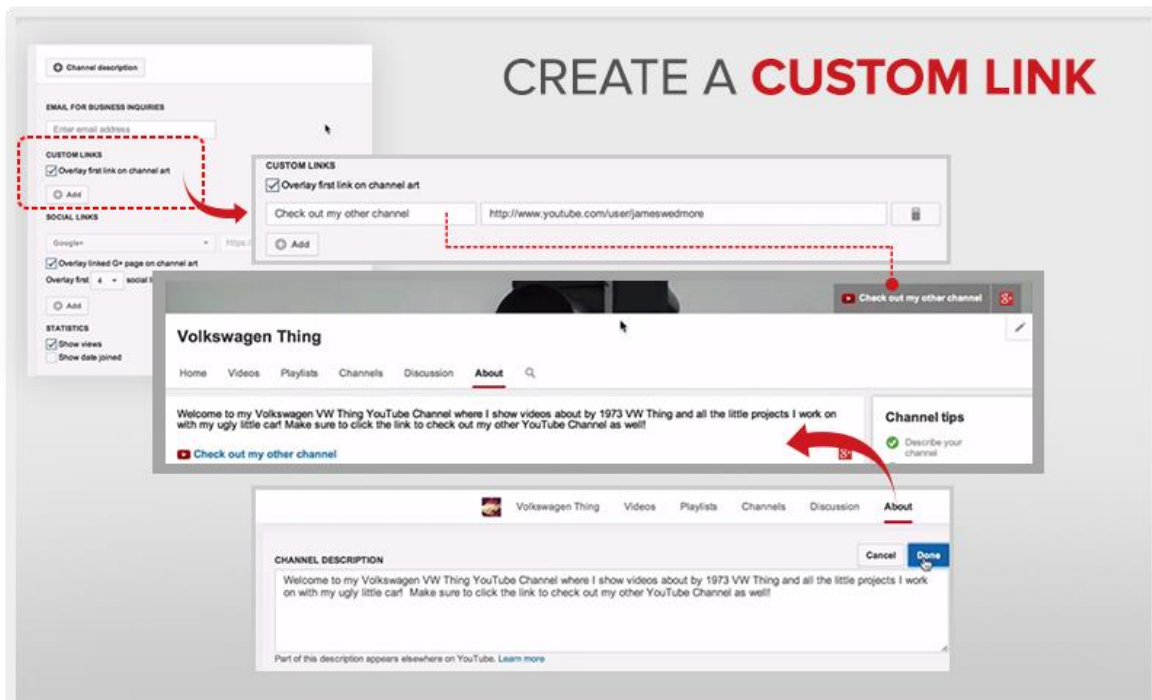


After creating a custom URL, like I've mentioned prior. Please take the time to invest in the next step.

## Step 2: Creating A CUSTOM LINK

A Custom Link is the title of your subscription. What fans can connect with, and to stay in the loop about upcoming content you're creating. Here's an example of a few I created.

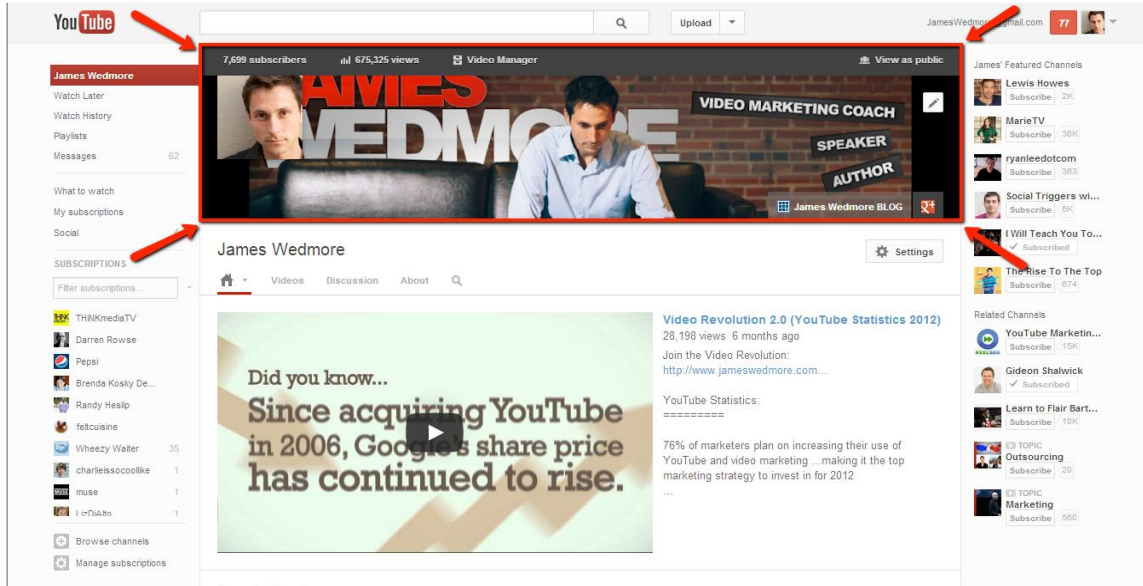
- I. Who am I?
- II. Why should you be listening to me?
- III. What's this channel all about



## Step 3: Add Your Channel Art

Branding is important, because it lets customers know WHO you are. This image for your channel art is only a portion of an image that you upload. Please remember that it needs the correct sizes. I'd hate to see only a portion of your logo, or the top of your head due to the image being too large.

## Your YouTube Channel Art

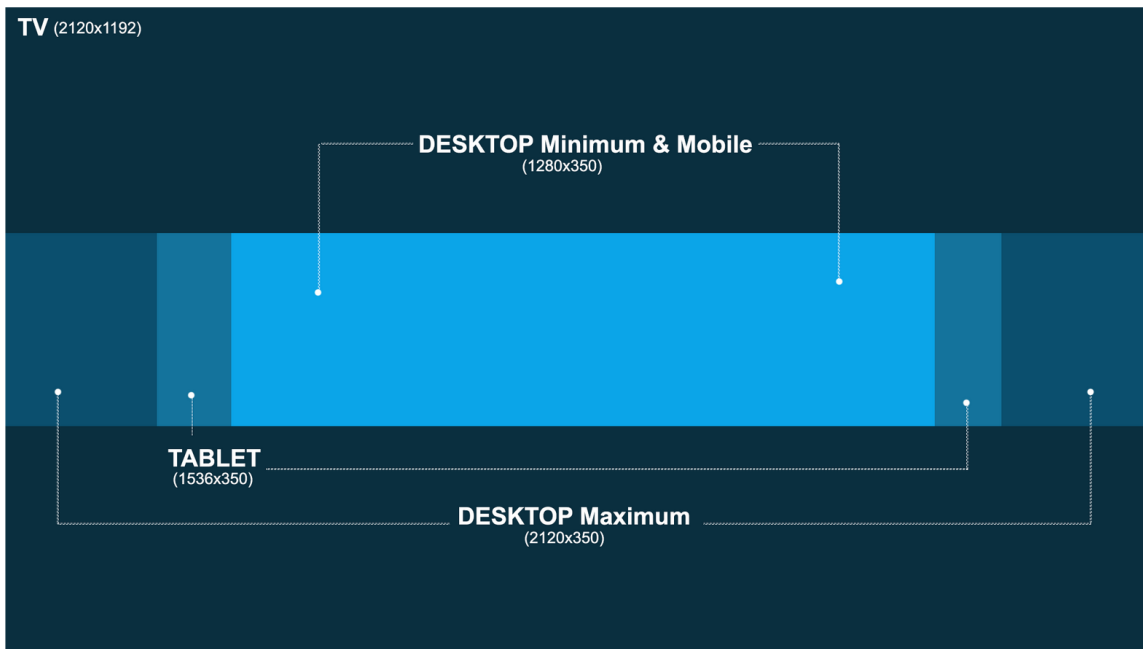


## Creating Your Channel Art

If at any time you have questions, you can reference YouTube's channel art guidelines here: <http://support.google.com/youtube/bin/answer.py?hl=en&topic=16630&answer=2972003>

## Your Template

We decided to create a Custom Template to Help You:



## What to Include in Your Channel Art:

- \*Here's a small list of what I suggest including in your Channel Art
- \*Name of Your Channel
- \*Logo
- \*Subscription to your Channel Link

## A Few things to Look Out For

YouTube adds a “profile picture” of you in the upper left hand corner of your channel art. Make sure to leave space for this.

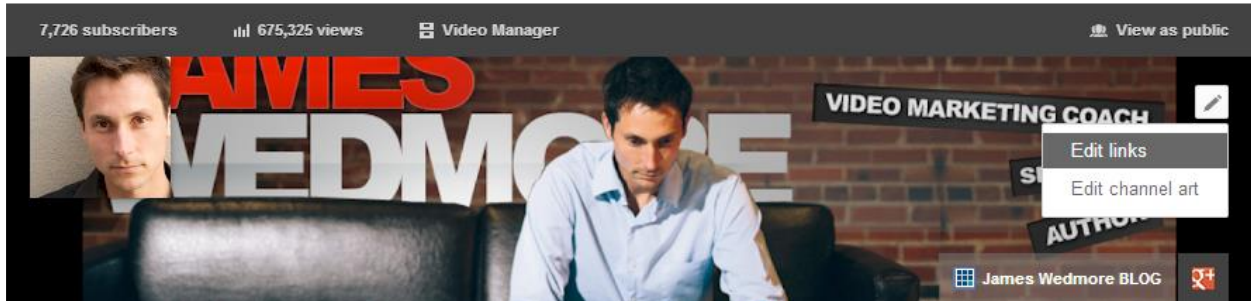
[Click Here to download the .PSD Template Now!](#)

## Step 4: Add Your Call to Action Bumper

Your Call to Action is the icon that directs people to your Subscription. You can add this on your Channel Art, so customers see it at the top of your page! The key is to pair these few words with something that captures their attention. I used: **My Proven 3-Step YouTube Strategy** with an arrow pointing to my subscription.



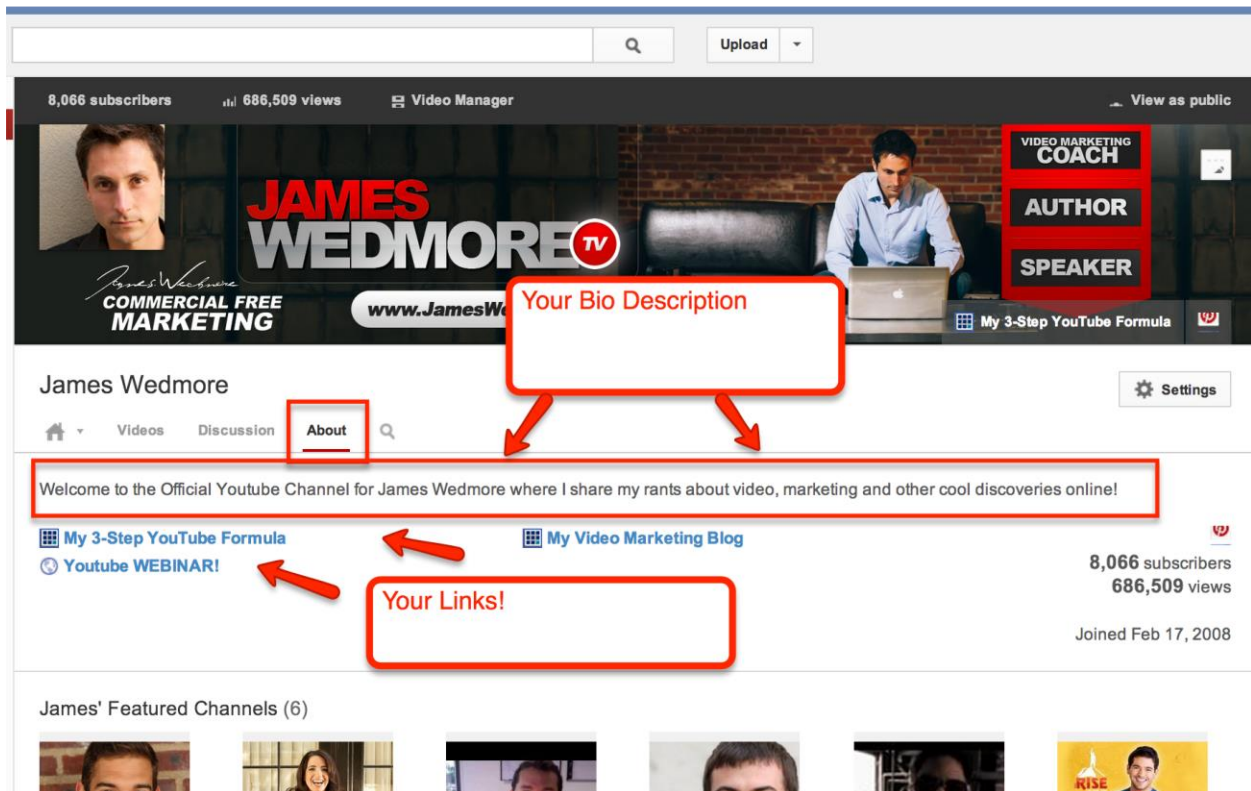
Hover your mouse over your Channel Art (*must be logged in still*) and you should find this little pencil icon. Click “Edit links” as shown in the image below.



## Step 5: Add Your “About Me” Section

You should already have an “About Me” section, but since we are here, this would be a good time to add a bit to it.

Be sure to add a few last minute touches, to make your About Me section current. This can be changed at any time, and gives you the ability to have a short testimonial others can read.



*\*\*Please make your description more “robust” than mine!*

## **Final Thoughts...**

Don't spend a lot of time on this. The Channel is NOT nearly as important as creating great RELEVANT content! Make the changes to your channel and get back to doing what you do best!

Here's to your success!

**James Wedmore**