



CHECKLISTS

**Use these to help you stay on track
throughout the 90 Day Challenge**

Video Checklist

Research Keywords:

Have you...

- Renamed the video file with the video title before upload?
- Included one relevant keyword/phrase in your title?
- Kept your video title between 20 and 60 characters?

Description:

Have you...

- Given a summary of the video (minimum 200 words)?
- Included a link to your website?
- Included links to your social profiles?
- Included timestamps to key points in the video?
- Included relevant, approved affiliate links?
- Mentioned and linked to related videos?

Tags:

- Have you added up to 500 characters of relevant tags?
- Have you included the video title as a tag?
- Have you included common misspelled keywords as tags?
- Have you included your channel and business name as tags?

Thumbnail:

- Is your thumbnail simple and clear?
- Does it reflect the video content?
- Does it look like clickbait? (clickbait = bad)
- Did you limit text to 3-5 words?
- Does it work on dark and light backgrounds?
- Is it 1280 pixels wide x 720 pixels high?
- Have you tested legibility at small sizes?

Finishing Touches:

- Have you added at least one recommended end screen video?
- Have you included the subscribe option?
- Have you added an info card to a related video or your website?
- Have you added the video to a playlist(s)?
- Have you uploaded a closed caption file?
- Have you proofed/checked the captions file?

WEEK:												
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Content for this checklist was kindly provided by:



