



# *YouTube Video & Channel Optimization Checklist*

Jamie Domm | JDIM.digital

# YouTube Video & Channel Optimization

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**Recommendation:** Install TubeBuddy as a browser extension to help with video optimization, a Pro account is sufficient. Multiple people can be given access.

Get: <https://www.tubebuddy.com/pricing>

**Important note:** TubeBuddy works best when installed as a browser extension as it is designed to work within your YouTube account to help with selecting tags and making sure best practices have been covered. For more features and bulk editing tools, you can upgrade your account.

**Go deeper:** To learn more about using YouTube for ministry, and how to optimize your videos for search, download the complete free guide: [https://268647b7-c146-4474-bdd2-435f048bfd74.filesusr.com/ugd/9965cc\\_a0e0f86fc3f44e20863531e6905bedaf.pdf](https://268647b7-c146-4474-bdd2-435f048bfd74.filesusr.com/ugd/9965cc_a0e0f86fc3f44e20863531e6905bedaf.pdf)

## Optimization Checklist (with examples)

- ☐ **Extract the message.** If you're livestreaming your entire worship service, download the video and cut out just the sermon to be repositioned on YouTube for findability, enabling the message to minister to seekers worldwide indefinitely. Consider also cutting out the children's story, health nuggets, and any other special features of the worship service that may have evergreen value.
- ☐ **Optimize the title for search.** Take the theme of the message and phrase it as a question to see how YouTube autocompletes the search query. Look for a high ranking in green on the TubeBuddy Keyword Score that will appear in the top right of your YouTube account. It may take some experimentation to get a strong title. Once you have figured out your title, use the exact phrase.

The screenshot shows a YouTube search for "Who does God say He is? Exploring new conversations about the biblical God!". The search results list several videos, including one by Francis Chan titled "In the Bible, What Does God Mean When He Says He". A TubeBuddy Search Explorer overlay is visible on the right, showing a "Keyword Score" of "Excellent 100/100" with a green bar chart. The overlay also displays "Search Volume" and "Competition" metrics, and a "New Keyword" suggestion: "who does god say he is exploring new conversations about the biblical god".

## Title Checklist:

- ☐ Model your title after search phrases.
  - ☐ Pay attention to trends related to your topic.
  - ☐ Craft a title that piques curiosity.
  - ☐ Avoid dates and numbering systems.
- ☐ **Then add your title in the title field when uploading the video and fill out the description.** To help with search engine optimization, copy the title as the first sentence in the description and add the speaker's name. Then drop in the information about the video/topic/series/speaker, timestamps, hashtags, and backlinks (links to website and social media profiles).

### Details



Title (required)

Who does God say He is? Exploring new conversations about the biblical God!

Description ?

Who does God say He is? Exploring new conversations about the biblical God! with Pastor Eddie Hypolite

Candid Conversations About Today's Hot Issues:

Join us for insights from a Christian perspective about issues relevant to you. At the end of each short message, there will be an opportunity for an interactive Q&A with the speaker. In the face of life's challenges, we hope you'll join us for a safe place to ask questions without judgment. Learn more about this series: <https://www.mtpisgahsda.com/candid-conversations/>

#CandidConversations #AskUsAnything #FaithinRealLife

Have a question? You can ask us anything.

Click on the link below to submit a question directly and anonymously if you choose. Your questions may be selected as a future topic. If you provide your contact information, someone will reach out to you directly.

Submit a Question: <https://app.onechurchsoftware.com/pisgah/forms/23>

Have a prayer request or interested in 1:1 or Group Bible Study?

Click on the link below to fill out a form request and someone will contact

## Description box checklist

- ☐ Add title in the description box
- ☐ Add speaker's name
- ☐ Add timestamps for easy navigation of longer videos (you need at least three)
- ☐ Add video/topic/series/speaker information and backlinks
- ☐ Add hashtags
- ☐ Add social media information and links
- ☐ Add general church information and links

### Description example: #1

Who does God say He is? Exploring new conversations about the biblical God! with Pastor Eddie Hypolite

Teaser line of topic if applicable

Timestamps:

00:00 Beginning

XX:XX Message

XX:XX Q&A

Candid Conversations About Today's Hot Issues: Join us for insights from a Christian perspective about issues relevant to you. At the end of each short message, there will be an opportunity for an interactive Q&A with the speaker. In the face of life's challenges, we hope you'll join us for a safe place to ask questions without judgment. Learn more about this series: <https://www.mtpisgahsda.com/candid-conversations/>

#CandidConversations #AskUsAnything #FaithinRealLife #WhoisGod

Have a question? You can ask us anything.

Click on the link below to submit a question directly and anonymously if you choose. Your questions may be selected as a future topic. If you provide your contact information, someone will reach out to you directly.

Submit a Question: <https://app.onechurchsoftware.com/pisgah/forms/23>

Have a prayer request or interested in 1:1 or Group Bible Study? Click on the link below to fill out a form request and someone will contact you shortly. Submit a request:

<https://app.onechurchsoftware.com/pisgah/forms/24>

About Pastor Eddie Hypolite

Eddie Hypolite is a Londoner by birth and has served as a pastor for the past 20 years in both the UK and Australia. His academic background in theology and sociology has carried him internationally speaking in the areas of faith, culture and social engagement.

Follow us on Facebook: <https://www.facebook.com/Mt.PisgahSDA>

Learn more about our faith community: <https://www.mtpisgahsda.com/>

Contact us: <https://www.mtpisgahsda.com/contact-us/>



## Description example: #2

Daniel chapter 4 Explained Verse by Verse - Nebuchadnezzar's Dream of a Tree, The Most High Rules Over Mankind

Pride goes before destruction. This Bible study is about King Nebuchadnezzar's pride, downfall, and conversion. This study will breakdown Daniel chapter 4 verse by verse to examine King Nebuchadnezzar's dream about a great tree that reached to the heavens and was later chopped down. The dream troubles him and of all the wise men, only Daniel interprets the king's dream. The dream is a foreshadowing of what is going to happen to the king because of his pride; and despite Daniel's advice to turn from his ways, the king continues down his destructive path. The dream was not just for the king but to inform all the inhabitants of the world throughout history of an important truth. We'll examine the details of what happens to the king and how/why he is later restored and blessed by God. We'll identify several critical lessons that warn us of pride and how we can avoid falling into its destructive path. #AngelsintheGlen #BibleStudy #BookofDaniel #RevelationExplained #endtimes #bibleprophecy

Timings for topics covered in this lesson:

00:00 Beginning

03:01 The King's greeting

06:07 What is the peace of God and how can I experience it?

09:32 King Nebuchadnezzar's dream of the tree

11:21 Why the king asked the other wise men first before Daniel

14:28 What do trees represent in the Bible?

19:53 Why Nebuchadnezzar was punished

21:06 Daniel interprets the king's dream

24:01 Why the stump is left on Nebuchadnezzar's tree

31:30 King Nebuchadnezzar's pride, downfall and conversion

40:39 The most high God rules over mankind

For more on Daniel chapter four and to get the resources, visit: <https://www.angelsintheglen.org/daniel4>

Download the 26-page study guide here: <https://www.angelsintheglen.org/product-page/daniel-4-study-guide-26-pages-pdf>

Visit our website <https://www.angelsintheglen.org/> or subscribe to our channel for more Bible studies on the Book of Daniel and Revelation explained verse by verse.

Your comprehensive guide to Bible prophecy, preparing you for Christ's soon return. Join us as we let the Bible interpret the Bible. You'll come away from this in-depth Bible study series with a clear understanding of Bible prophecy and of what the mark of the beast is according to the Bible.

About Us: <https://www.angelsintheglen.org/about>

Complete prophecy series: <https://www.angelsintheglen.org/prophecyseries>

Resources for download: <https://www.angelsintheglen.org/resources>

Partner with us to study, share, and teach this material on your own:

<https://www.angelsintheglen.org/partner-with-us>

Donate to our ministry: <https://www.angelsintheglen.org/donate>

Support us on Patreon: <https://www.patreon.com/angelsintheglen>

Join our community by liking us on Facebook: <https://www.facebook.com/AngelsintheGlen/>

Got questions or want to learn more? We'd love to hear from you, contact us:

<https://www.angelsintheglen.org/contact>

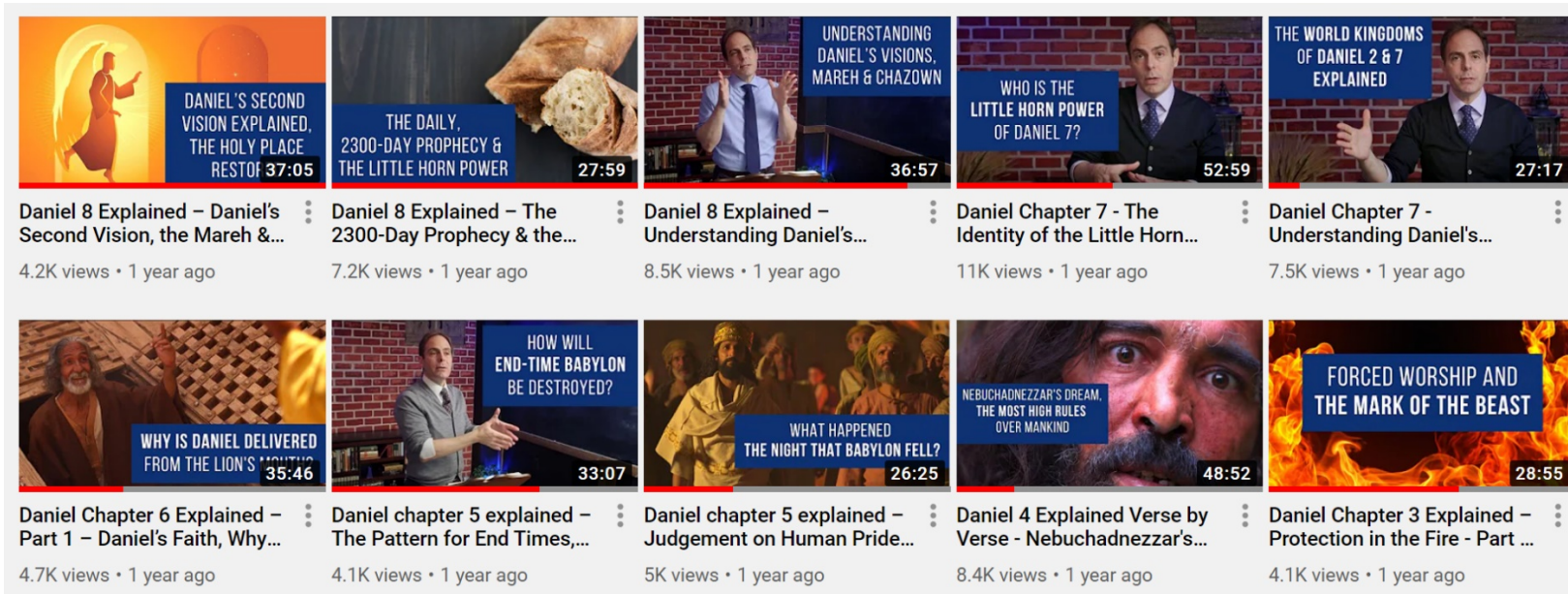
## □ Next create an eye-catching thumbnail

You'll probably want to create a standard template for video thumbnails that reflects your ministry's brand. Canva.com has great templates.

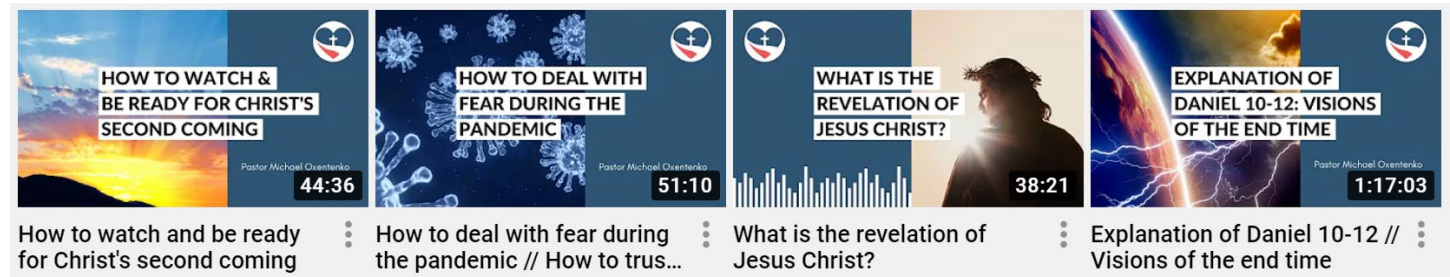
### Thumbnail check-list:

- Choose an image and/or graphics that stand out and pique curiosity.
- Include large-font text that teases a value or a story.
- Include people's faces, and make sure they are large enough that a viewer can see the whites of their eyes on a small screen.
- Vary the thumbnails from picture to picture. Can use stock images
- Incorporate your branding and logo.
- Make sure the thumbnail is easy to understand on a small screen.
- Add extra contrast, saturation, and sharpness.

### Thumbnail examples from Angels in the Glen:



### Thumbnail examples from a church:




- ❑ **Add the video to a playlist.** It's helpful to create playlists by speakers, topics, series etc. to enable your audience to easily navigate your channel and find videos that interest them.

- ❑ **Select audience restrictions.** Select No and No for kids (generally no restrictions on ministry content should be necessary)

Audience

This video is set to not made for kids Set by you

Regardless of your location, you're legally required to comply with the Children's Online Privacy Protection Act (COPPA) and/or other laws. You're required to tell us whether your videos are made for kids. [What's content made for kids?](#)

 Features like personalized ads and notifications won't be available on videos made for kids. Videos that are set as made for kids by you are more likely to be recommended alongside other kids' videos. [Learn more](#)

- ☐ Yes, it's made for kids
- ☒ No, it's not made for kids

^ Age restriction (advanced)

Do you want to restrict your video to an adult audience?

Age-restricted videos are not shown in certain areas of YouTube. These videos may have limited or no ads monetization. [Learn more](#)

- ☐ Yes, restrict my video to viewers over 18
- ☒ No, don't restrict my video to viewers over 18 only

- ❑ **Maximize your use of relevant tags (select [more options](#) in blue).**

Tags are used to help people find your videos when they type something into the YouTube search bar. The first thing you want to do is make sure you have a common tag used throughout your entire YouTube channel. You can only use 500 characters to encompass all of your various tags; if you go over that limit, you can't upload or save the video. Be sure to prioritize the strongest tags. Use software like [tube buddy](#) to help you identify strong keywords and phrases.

## Tag checklist: (in order of how they should appear in the tags box)

- ☐ Your unique channel tag (example: Angels in the Glen) If the video is part of a series, you may also want to create a unique series tag.
- ☐ Name of speaker if applicable
- ☐ Title (tags should include the exact title of your video)
- ☐ Four- to five-word search phrases related to the video
- ☐ Variations on your search phrases (including commonly misspelled keywords)
- ☐ Avoid random tags and one- or two-word tags.
- ☐ Don't use misleading keywords.

## Example from Angels in the Glen video: "Was Jesus born on Christmas?"

### Tags

Tags can be useful if content in your video is commonly misspelled. Otherwise, tags play a minimal role in helping viewers find your video. [Learn more](#)

16 Double-Click any tag to run Keyword Explorer on the tag.

Angels in the Glen

Was Jesus born on Christmas

Was Christ born on Christmas day

When was Jesus Christ born according to the Bi...

When did Mary conceive Jesus

when was jesus born

christ was born on christmas day

was jesus born on december 25

when was jesus really born

was jesus born on christmas day

was jesus born on december 25th

when was jesus born last month of the year

when was jesus born according to the bible

when was jesus born got questions

Enter a comma after each tag

480/500

- ☐ **Select video language > English**
- ☐ **Choose automate subtitles**



☐ **Leave other options as is.**

**Recording date and location**

Add when and where your video was recorded. Viewers can search for videos by location.

Recording date None ▼	Video location None
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**License and distribution**

Learn about [license types](#) and [distribution](#).

License Standard YouTube License ▼	Distribution Everywhere ▼
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☒ Allow embedding [?](#)

☒ Publish to subscriptions feed and notify subscribers

**Category**

Add your video to a category so viewers can find it more easily

People & Blogs ▼
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**Comments and ratings**

Choose if and how you want to show comments

Comment visibility Hold potentially inappropriate commen... ▼	Sort by Top ▼
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☒ Show how many viewers like and dislike this video

☐ **Next choose end screen options**

- ☐ Add a subscribe to the channel call-out
- ☐ Add a playlist call-out or a video call-out
- ☐ If possible, add a link to your website. (Members of the YouTube partners program have this option.)

☐ **Add at least one card**

- ☐ Encourage people to subscribe to your channel
- ☐ And/or encourage people to visit the playlist
- ☐ Add relevant links to your website (YouTube partners program option)

☐ **Pin a comment to the video with link and call-to-action.**

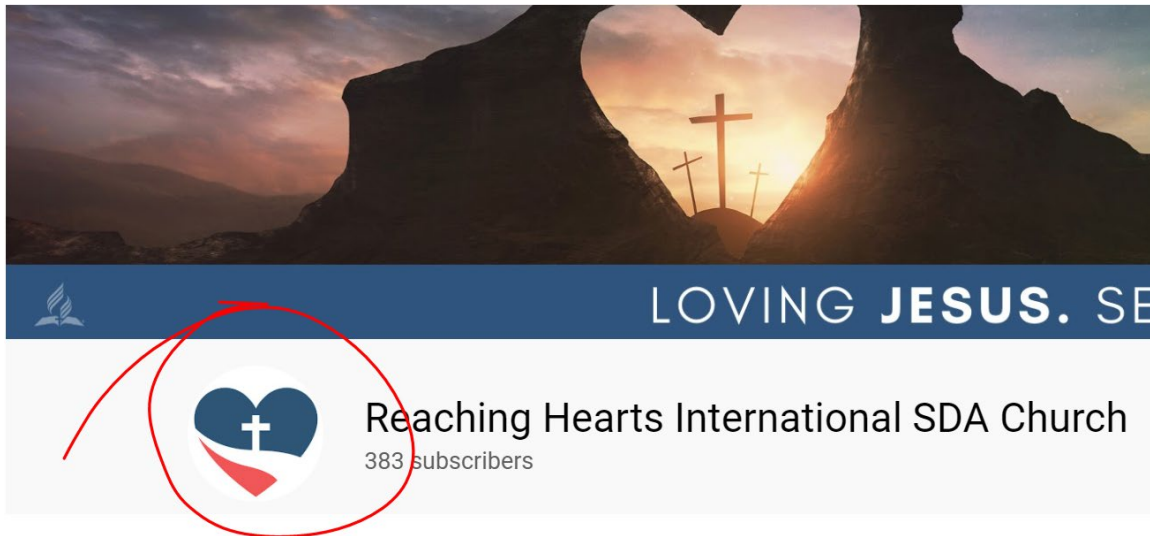
- **Example:** Have a question? You can ask us anything.

Click on the link below to submit a question directly and anonymously if you choose. Your questions may be selected as a future topic. If you provide your contact information, someone will reach out to you directly. Submit a Question:

<https://app.onechurchsoftware.com/pisgah/forms/23>

## General Channel Optimization Checklist (with examples)

- ☐ Upload a profile image that can be easily understood/seen.



- ☐ Upload/design a Channel header image that is high res and eye catching. The **channel header** is found at the very top of your channel and is an opportunity for you to set your brand apart from other channels. *Branding* helps communicate a greater perceived value. Make sure your branded look is professional, clean, and modern. Include your upload schedule in your header, and use graphics and text to communicate what the channel is about. Some specs & tips (again Canva.com has a template): <https://revive.social/the-best-youtube-banner-size/>

**Examples below:**



□ **Under About. Fill out the description section.**

Before subscribing to your channel, most people visit your channel page to get a bird's-eye-view of what to expect. It is the number-one place where people will decide to subscribe to your channel and, therefore, requires careful thought.

**Tips:** The first sentences are the most important, as this copy will pop up in the hovercard for your channel in several places around YouTube, such as the comment and suggested channels sections, as well as the snippet text in the YouTube search results. Therefore, it's very important that you are intentional with how you craft this copy. These first few sentences should call out your target audience, helping the reader identify that this content is for them. Also, pitch the value of your channel for that target audience. Ask yourself, "Why should they prioritize my content over another similar channel?" or "How will they be affected by my content?" Assume that the reader has never heard about you before and has no idea what your channel is about. Then take the next paragraph to describe what your channel is about and what a person can expect if they were to subscribe to your channel, including your posting schedule.

**Church example:**

LOVING JESUS. SERVING PEOPLE.

Bringing Biblical truth, hope, and wholeness to West Laurel and beyond!

Reaching Hearts International Church is a diverse, Christian community dedicated to the world-wide proclamation of the everlasting gospel of Jesus Christ. We are committed to preach and teach the Three Angels' Messages as found in Revelation 14: 6-12. This is God's final message to the world to prepare His people for the soon return of Jesus Christ and His eternal kingdom. Our ministries are dedicated to helping you find hope and wholeness. #reachinghearts

New content posted weekly.

□ **Add links:** include links at the bottom of the "About" page that direct to your website and other social media profiles. Select at least one to show in the banner.

**Examples:**

Links

[Website](#)

[Facebook](#)

[Plan a Visit](#)

[Media & Resources](#)

[Radio Program](#)

[Support](#)

- **Consider which videos you want people to see first.** Arrange the homepage videos accordingly. Feature key or popular playlists on your homepage. Check out Justin Khoe's channel homepage for a mature channel example:  
<https://www.youtube.com/user/godhasgiventruly>
- **Update Your Channel Keywords:** Use keywords related to your mission and the community of faith you're trying to grow.
- **Produce a Channel Trailer:** The **channel trailer** is a video that is shown very prominently at the top of your channel page for prospective new audience members. Once they hit "subscribe," they will no longer see that video. Therefore, create a short channel trailer that speaks directly new people, letting them know what your channel is about or what your goal is, how often they can expect new content (e.g., daily, weekly, monthly), and what kind of content they can expect on a regular basis (e.g., vlogs, comedy, inspirational, etc.). Your channel trailer should feature you addressing the camera directly. If possible, give them visual demonstrations of what your channel will show them with quick clips (i.e., your b-roll) while you speak. These elements combined help create an engaging trailer that sets clear expectations, enabling the viewer to better decide if this channel is for them.