



YOUTUBE SET UP WORKSHEET

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INTRODUCTION. It's time to set up your company YouTube Channel, or if you already have one to inventory how it's been set up, and to optimize it.

ADMIN. You need at least one person with a Google or Gmail account to manage the page. You can also designate other Admins via Google+:

Admin #1: _____

Admin #2: _____

PHOTOS. You'll need at least one cover photo and at least one profile picture.

Cover Photo Concept: _____

Profile Picture Concept: _____

Person who will create the above graphics: _____

ABOUT. You'll need to write the "about" your company information, and cross-link to your other social media and website.

About us tab to be written by: _____

SETTINGS. How social do you really want your page to be?

Allow subscribers to directly post comments. Yes No Maybe: _____

Block bad words / profanity filter. Yes No Maybe: _____

UNSUBSCRIBED TRAILER. A strong unsubscribed trailer encourages prospects to subscribe to the channel. Keep it short, sweet, and to the point.

Yes, we will set up an Unsubscribed Trailer.

Concept: _____

VIDEO CONCEPTS. Videos should be used for one or all three of the marketing purposes of YouTube (supportive, search, or share). Videos should have keyword-heavy TITLES, DESCRIPTIONS, and TAGS.

Supportive video concepts:

Search / SEO video concepts:

Keywords:

Share / Viral video concepts:

Emotions to be leveraged:

How?

VIDEO PROMOTION. Outside of YouTube, how do you plan to promote your videos? For example, post to Facebook, email to mailing list, advertise on YouTube:

Promotion Strategies: _____

