VIDEO UPLOAD CHECKLIST

BEFORE THE UPLOAD

Upload video (use best available quality) and name the file like the title

Add the prepared subtitles in the .srt format or generate and edit automated subtitles

Write interesting, keyword-rich description (add the #-character in front of the 3 most relevant keywords in the discription)
Prepare the texts: meaningful title with main keyword (65 c.) description
(... see ppt) ...add general information about SMA with relevant links

Add relevant keywords/hashtags with good search volume (not more than 8 words)

Add video to 2 relevant playlists

Upload custom thumbnail (use the SMA Template)

Write short, punchy social media promo (for Facebook, Instagramm etc.)

Check Monetization and Advanced settings (optional)

Schedule video for your next regular upload time

Add endscreen elements and cards
(for interactions in the video: link to the Homepage, subscribe to abo etc.)

AFTER THE UPLOAD

Immediately watch video & check for errors

Share teaser trailer on social media

Teaser your video in your newsletter

6 - 12 hours later, post about your video in the Youtube community tab