

Guide to Audit Your YouTube Channel

☐ Know your YouTube audience

- ☐ Look at the data you have on your customers
- ☐ Look at your YouTube viewer data to see who's watching your videos

☐ Optimize your video titles and descriptions

- ☐ Include target keywords in your titles and descriptions
- ☐ Make sure they match user search intent

☐ Take full advantage of your channel page

- ☐ A custom page banner
- ☐ Links to your website and social media pages
- ☐ A description of your business or channel
- ☐ A featured video that auto-plays when someone visits the page

☐ Make sure your videos are accessible

- ☐ Enhance video quality with **subtitles** to engage diverse audiences and enhance viewer satisfaction

☐ Track your YouTube analytics

- ☐ Use your YouTube metrics to inform the way you optimize your channel
- ☐ Optimize video content strategy:
 1. Identify top-performing video topics
 2. Determine ideal video lengths
 3. Analyze demographic preferences for varied video types

☐ Keep up with your competitors

- ☐ Analyze competitor channels for insights:
 1. Review their content types and formats
 2. Identify successful strategies to replicate
 3. Note areas of weakness or ineffective approaches