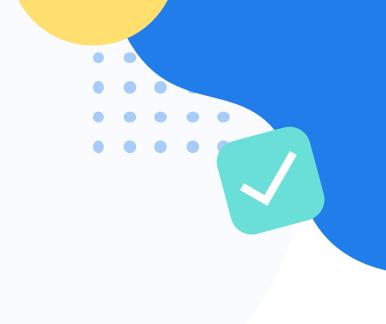


Guide to Audit Your YouTube Channel



	Know your YouTube audience	■ Make sure your videos are accessible
	Look at the data you have on your customersLook at your YouTube viewer data to see who's	 Enhance video quality with subtitles to engage diverse audiences and enhance viewer satisfaction Track your YouTube analytics
	watching your videos	
	Optimize your video titles and descriptions Include target keywords in your titles and	optimize your channel
	descriptions	Optimize video content strategy:
	Make sure they match user search intent	 Identify top-performing video topics Determine ideal video lengths
		3. Analyze demographic preferences for varied
	Take full advantage of your channel page	video types
	A custom page banner	Analyze competitor channels for insights: 1. Review their content types and formats 2. Identify successful strategies to replicate
	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	