# Publishing Checklist

Everything YouTube Studio asks for, in the order it asks. Work through it once slowly; after that it takes ten minutes.

## Before you upload

- ☐ Account verified at youtube.com/verify (needed for custom thumbnails and videos over 15 minutes)
- ☐ Final video exported and watched once more
- ☐ Thumbnail ready: 1280 × 720, bold image, a few large words

## Details

- ☐ Title: clear and honest about what the video delivers
- ☐ Description: first two lines explain the video; keywords used naturally; links added
- ☐ Thumbnail uploaded
- ☐ Added to a playlist (create your first one now)
- ☐ Audience set accurately (“Made for Kids”)
- ☐ Altered or synthetic content question answered honestly

## Video elements

- ☐ Chapters in the description: first timestamp 00:00, at least 3, each 10 seconds or longer
- ☐ Corrected captions uploaded (or auto-captions reviewed)
- ☐ End screen added in the last 5–20 seconds (video must be 25+ seconds)
- ☐ Cards added only where they genuinely help

## Checks and visibility

- ☐ YouTube's copyright and guidelines checks finished with no issues
- ☐ Optional: published as Unlisted first and previewed the link
- ☐ Set to Public, or scheduled for a specific date and time

## After you publish

- ☐ Resisted refreshing the view count; checked back after 48 hours
- ☐ Saved the video link for your website post (Chapter 12)

**Published on:** _____

**Video link:** _____

- ☐ **Milestone 8 complete: FIRST LONG-FORM VIDEO PUBLISHED.** Check it off on your Channel Build Tracker.


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