Website Connection Checklist

Give your video a second home and get traffic flowing both ways. After the first time, the routine takes 15–20 minutes per video.

Website address: _____ **Channel handle: @** _____

1 · Site basics (one time)

- ☐ WordPress.com site created; name matches or complements the channel
- ☐ Theme chosen; header art matches the channel banner
- ☐ About page drafted from the one-sentence channel promise

2 · Companion post for the video

- ☐ New post created with a clear, searchable title
- ☐ YouTube link pasted on its own line, and it turned into a playable video
- ☐ 400–600 words under the video, drafted from the script and checked for invented facts
- ☐ Assigned to a category that matches a YouTube playlist, then published

3 · Videos library page

- ☐ Page named Videos (or Watch, or Video Library)
- ☐ A heading per subject with clickable thumbnails and a “See all” link
- ☐ Button linking to the YouTube channel
- ☐ Page added to the site's main menu

4 · Links flowing both ways

YouTube → website	Website → YouTube
☐ Website added as the first channel link	☐ Video embedded in its companion post
☐ Companion post linked in the video description	☐ Subscribe link in the menu, sidebar, or footer
☐ Optional: pinned comment linking to the written guide	☐ YouTube icon in the site's social icons

5 · Disclosures (if you use affiliate or paid links)

- ☐ Clear disclosure placed before or near the links, not buried at the bottom
- ☐ Each affiliate program's required wording added (Amazon: “As an Amazon Associate I earn from qualifying purchases.”)
- ☐ Said out loud in the video and in the description when a video mentions something you earn from
- ☐ Paid promotion (branded content) setting turned on in YouTube Studio when a brand paid you or gave you something

Companion post link: _____

- ☐ **Milestone 9 complete: VIDEO IS LIVE ON YOUR WEBSITE, LINKS FLOWING BOTH WAYS.** Check it off on your Channel Build Tracker.

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