

# YouTube video checklist for web designers



## STEP 1: DEFINE THE GOAL FOR THE VIDEO

Is your goal to inform, educate, inspire, or entertain? What's the tone of the video? Is it confidence, joy, formal, sarcastic, or something else? Answering these questions will help with the next step: deciding the video format.



## STEP 2: DECIDE THE VIDEO FORMAT

Is it a promotional video, a tutorial, or a "just for fun" video? The video format should go hand-in-hand with the goal and tone of the video that you established in step one. For example, tutorial videos should most likely have a confident tone, with the goal to educate or inform.



## STEP 3: WRITE THE SCRIPT

Depending on how conversational and informal you're planning to be in front of the camera, that'll determine how exact your script is. For some, just a few talking points may be enough, especially if you're walking through a tool you're comfortable with or reviewing a product. Don't forget to include any cues, graphics, and possible screen flows you want to add to make the next step even easier.



## STEP 4: DRAFT A STORYBOARD

A storyboard is essentially a snapshot of what your video will look like shot by shot. It helps when thinking about more complex videos that have a storyline and multiple media involved. Be sure to stretch your creative muscles and have some fun with this step!



## STEP 5: PICK A LOCATION AND TALENT

The two biggest factors to consider when picking a location are sound and lighting. For example, let's say you plan to film the video in a busy, but well-lit area downtown. The lighting may be great in the morning, but the sound may be compromised with the number of people in the area during that time. Consider both of these factors when locking in a location!

Picking the talent is much easier to check off. Perhaps the talent is you or someone else on your team. Whoever you choose, make sure that person is comfortable being on camera, has a natural tone of voice, and great inflection when they talk. Articulating these small details will save you time in the next step: shooting the video.





## STEP 6: SHOOT THE VIDEO

How you shoot and edit the video will rely on your time and budget, however here are some tools and software that can help you out in the process!

[Here's a list of tools we recommend to help you shoot videos:](#)

- Tripod
- Lighting
- Microphone

[Here's a list of software we recommend for editing videos:](#)

- iMovie: A great software for those new to video! If you're already a fan of Apple, editing and creating videos using iMovie will be a great experience.
- Final Cut Pro X: The next step up from iMovie. This software can take your videos to that next level with their innovative features and sleek design.
- Adobe Premiere: Calling all video professionals. Adobe Premiere is the editing tool you want to have by your side when editing videos to create the perfect masterpiece. If you're a fanatic for Adobe products, here's another one to add to the favorites list.
- Handbrake: To compress videos once they're done, to save space and to save upload time.



## STEP 7: OPTIMIZE YOUR YOUTUBE CHANNEL AND VIDEOS FOR SEO

It's great if you create and upload a video to YouTube, but if no one is viewing the video, all that hard work will have been for nothing! When you optimize, it increases your chances of more views!

[There are a handful of ways to optimize your YouTube channel and each of your videos:](#)

- Optimize videos by adding a title with keywords, creating a custom thumbnail, and a video description.
- Optimize your YouTube channel by filling out your profile information and organizing your videos into playlists.



## STEP 8: DISTRIBUTE

Congrats! The hard steps are all done and the final step is to distribute your videos!

[Here are some quick and easy ways to do that:](#)

- Embed videos on your site
- Share the YouTube link with your email lists
- Post the videos on your social media accounts

