



## Upload

- ② Write detailed and comprehensive metadata following keyword strategies and formatting.
- ② Create and upload an eye-catching, high-resolution thumbnail.
- ② Spot-check the live video and published metadata.

## Publish

- ② Annotate the video with community CTAs, a subscribe button and links to related content.
- ② Optimize channel branding and metadata, create organizational sections and a channel trailer, and broadcast to subscribers through the feed.
- ② Utilize channel posts and 'liking' videos to publish your content to the feed and curate videos from other channels.
- ② Use online tools to create captions for your videos. Create content that can transcend cultural differences.
- ② Use Analytics to better understand your audience, improve your content, and help you develop effective optimization strategies.
- ② Engage with your viewers!