

# The YouTube Traffic Takeover Workshop

## YouTube Channel Creation Cheatsheet

**Step 1:** Create your channel with your Google account.

**Step 2:** Naming your channel... This is where everyone freaks out. Here's the deal...

If you're branding yourself name it your name.

If you're doing it for your brand name it your brand.

If you don't have a brand name it your niche.

That's it... Don't make this harder than it is. Leave the worrying for the next part which REALLY REALLY REALLY matters. 😊

**Step 3:** Go through the settings.

Important: Verify your channel. There are things you won't be able to do until you verify your channel.

**Step 4:** The next thing you want to do is add your links to your YouTube channel. I recommend adding a link to a place where you can get people on your list and links to your main social marketing channels.

**Step 5:** At this point it's time to add "channel art". Channel art is important because you have 5-10 seconds to grab someone's attention and your channel art is the first component in grabbing people's attention.

Your channel art should consist of your profile picture and it should be a picture of you because people want to see who is behind the channel.

The other channel art is your header image. This should have your logo on it and/or text with your biggest benefit of subscribing to your channel.

**Step 6:** Now it's time to fill out your About section. This is pretty important for your viewers and for your channel coming in the search results. Make sure you fully

explain what your YouTube channel is and use your keywords throughout it. Always write for your viewers first, and for optimization second. You don't just want to put a bunch of your keywords in here. This is to get people to know about you and how you're going to help them so they will subscribe to your channel.

**Step 7:** The last thing you will want to do is create a Channel Trailer. This is the video that will be at the top of your YouTube channel and people who aren't subscribed to your channel will see this. Use this to grab people's attention and get them to subscribe!