YouTube Pre-Publish Checklist

Catch the mistakes before viewers do – Free, No Signup
Tick it off on this page or download the PDF

1. Title & thumbnail

- [ ] **The title puts the main keyword near the front and makes a clear promise.**
  Write for a person first, search second.
  YouTube Titles Generator
- [ ] **The title and thumbnail tell the same story and do not oversell.**
  A mismatch costs watch time and trust.
- [ ] **The thumbnail is readable at phone-feed size, with one focal point and little text.**
- [ ] **Compare your thumbnail with the top results for your topic.**
  Standing out matters more than matching.
  YouTube Thumbnail Grabber

2. Description & links

- [ ] **The first two lines state the topic and include the keyword.**
  Use the copy-paste version from the description template.
- [ ] **Chapters start at 00:00 with at least three entries, each 10 seconds or longer.**
  YouTube Timestamp Generator
- [ ] **Every link works, uses https and points to the right page.**
  Check again after publishing in case a link was mistyped.
  YouTube Broken Link Scanner
- [ ] **A disclosure line is present for sponsors and affiliate links.**

3. Tags & discovery

- [ ] **Add a few accurate tags, including common misspellings of your topic.**
  Tags play a small role next to the title, thumbnail and description, so keep them honest and short.
  YouTube Tags Generator
- [ ] **Look at what people search for on this topic and match your wording to it.**
  YouTube Keyword Suggestion
- [ ] **Add the video to the right playlist.**
  Playlists keep viewers watching your content.
  YouTube Playlist Builder

4. Captions & accessibility

- [ ] **Upload accurate captions, not only auto-generated ones.**
  Captions help viewers who watch muted and viewers who need them.
  Caption Manager
- [ ] **Check which of your videos still have no captions.**
  Caption Availability Scanner

5. Engagement setup

- [ ] **Write your pinned comment now so you can post it the moment the video is live.**
- [ ] **Audit old videos to check each one still has a useful pinned comment.**
  YouTube Pinned Comment Auditor
- [ ] **End screen and cards point to the next best video.**

6. Settings & visibility

- [ ] **Audience setting ('made for kids') is correct.**
- [ ] **Paid promotion and altered-content disclosures are set where they apply.**
- [ ] **Visibility or schedule is what you intend: public, unlisted, scheduled or premiere.**
- [ ] **Preview on your phone before you publish.**

7. After you publish

- [ ] **Click every link in the live description once.**
  Catch typos and redirects that preview does not show.
- [ ] **Post and pin the comment you prepared.**
- [ ] **Check where the video ranks for its main keyword after a few days.**
  Use the same query each time.
  YouTube Video Rank Checker
- [ ] **Track the keyword weekly to see whether tweaks help.**

  YouTube Rank Tracker

Everything to check before you hit Publish, from title and links to captions and the pinned comment. Free at www.myfreshtools.com/resources/youtube-pre-publish-checklist