

Complete YouTube channel setup checklist

Your master reference — 35 items in seven groups. Work top to bottom: each group rests on decisions made in the one before it.

35

Total items

29

Before first upload

6

After launch

7

Groups

BEFORE YOU START

Six items are marked **after launch** — homepage organisation and translations need published videos or a second language, so leave them until your first few uploads are live. Everything else should be done before you publish anything.

1 Strategy

5 items

Channel strategy is the five decisions made before any setting is touched. Channels that skip this stage end up rebranding once their real audience becomes clear. **This is the part people skip, and it shows.**

- ☐ Define the channel's purpose
- ☐ Define the intended viewer
- ☐ Select a clear topic or niche
- ☐ Choose three to five content pillars
- ☐ Plan the first three to five videos

3 Branding

3 items

The assets a viewer meets before watching anything. None of it requires a design agency. **Clarity and consistency beat production value here.**

- ☐ Upload a recognisable profile picture
- ☐ Create a responsive channel banner
- ☐ Add a video watermark

2 Ownership

6 items

Which Google Account the channel lives under, the name and handle, security and recovery, and team access. The Owner role cannot be transferred to another user. **It becomes a real headache if you get it wrong.**

- ☐ Select the correct Google Account
- ☐ Create the YouTube channel
- ☐ Choose the channel name
- ☐ Claim a clear YouTube handle
- ☐ Secure the account
- ☐ Add team members through channel permissions

4 Profile

4 items

The rest of what a viewer reads before deciding the channel is for them — description, links and contact details.

- ☐ Write a viewer-focused channel description
- ☐ Add relevant profile links
- ☐ Add business contact information
- ☐ Add translations where relevant **AFTER LAUNCH**

5 Settings

6 items

What the channel is permitted to do. Set the made-for-kids designation first because it is a legal requirement, then phone verification. **Most of these are set once and left alone.**

- ☐ Review channel and country settings
- ☐ Set the channel audience correctly
- ☐ Complete verification and review feature eligibility
- ☐ Configure upload defaults
- ☐ Configure comment and moderation settings
- ☐ Add channel keywords carefully

6 Organisation

5 items

What visitors see on your homepage. New visitors and returning subscribers see different things, which is why the trailer and featured video are separate settings. **All of it needs published videos to be useful.**

- ☐ Turn on and review the Home tab **AFTER LAUNCH**
- ☐ Create topic-based playlists **AFTER LAUNCH**
- ☐ Add a channel trailer **AFTER LAUNCH**
- ☐ Select a featured video for returning viewers **AFTER LAUNCH**
- ☐ Organise homepage sections **AFTER LAUNCH**

7 First-Upload Readiness

6 items

Six reusable assets, built once and reused for every video after the first. **This is where setup turns into a system.**

- ☐ Create a reusable publishing checklist
- ☐ Prepare a thumbnail system
- ☐ Prepare a description template
- ☐ Review copyright and asset ownership
- ☐ Prepare captions and accessibility
- ☐ Plan the viewer's next step

WHAT TO DO NEXT

Every item explained in full

The complete guide walks through all 35 steps with the exact specifications — banner safe areas, permission roles, character limits — plus an interactive tracker that remembers your progress.

[Read the full guide at veefly.com](https://veefly.com)