

YouTube Channel Audit Worksheet

A practical self-review to help you spot what is clear, what needs work, and what to improve next.

CLARITY

CONTENT

DISCOVERY

GROWTH

Your channel snapshot

Channel name	
Channel URL	
Main niche / topic	
Target viewer	
Main goal for the next 90 days	
Primary format: Shorts / long-form / both	

How to use this worksheet

Review the channel as a first-time visitor, then use your own YouTube Studio data. For each scored item, mark 0 = not in place, 1 = partly in place, or 2 = in place and working. This is a planning aid, not an official YouTube score or a guarantee of growth.

Quick self-score

Brand & promise	Content system	Discovery	Viewer experience	Review & improve
Score: ____ / 2	Score: ____ / 2	Score: ____ / 2	Score: ____ / 2	Score: ____ / 2

Focus on the most useful next improvement, not on making every box perfect at once.

01 | Channel promise and first impression

A new visitor should quickly understand who the channel is for and what they will get from it.

01 Brand and channel basics

Score each item: 0 = missing, 1 = partly done, 2 = clear and consistent.

☐	The channel name is easy to read, say, and remember.	0 1 2
☐	The profile image is recognizable at small sizes.	0 1 2
☐	The banner communicates the channel topic or value clearly.	0 1 2
☐	The About description explains who the content helps and how.	0 1 2
☐	Important links and contact details are current, where relevant.	0 1 2
☐	The channel homepage is organized for a new visitor.	0 1 2
☐	Playlists or sections help viewers find related videos.	0 1 2
☐	Visual style and tone feel consistent across recent uploads.	0 1 2

Write your channel promise in one sentence

This channel helps [target viewer] achieve / learn [outcome] through [content type].

02 Audience clarity

Do not try to serve everyone in every video.

☐	I can describe the main viewer in plain language.	0 1 2
☐	I know at least three questions or problems the viewer has.	0 1 2
☐	My recent videos mostly fit the channel promise.	0 1 2
☐	A viewer can tell what to watch next after one video.	0 1 2

Three audience questions or problems I can help with:

02 | Content planning and discoverability

Review whether each video has a clear purpose and is packaged so the right viewer can understand it.

03 Content system

Aim for a repeatable process, not just one-off ideas.

☐	I have 3-5 content pillars or recurring subject areas.	0 1 2
☐	I keep a running list of ideas based on audience needs and questions.	0 1 2
☐	Each video has one main takeaway or viewer benefit.	0 1 2
☐	The opening quickly establishes a reason to keep watching.	0 1 2
☐	I can create related videos or series from strong topics.	0 1 2
☐	My publishing rhythm is realistic and sustainable.	0 1 2
☐	I have a repeatable workflow for script, recording, editing, and upload.	0 1 2

My current content pillars:

04 Title, thumbnail and metadata

Check each item for relevance and clarity; avoid misleading promises.

☐	The title accurately matches the video and makes the topic clear.	0 1 2
☐	The most important words appear naturally near the start when helpful.	0 1 2
☐	The thumbnail is legible at small size and has a clear focal point.	0 1 2
☐	Title and thumbnail work together instead of repeating everything.	0 1 2
☐	The first lines of the description explain the video value.	0 1 2
☐	Relevant links, chapters, captions, or hashtags are added when useful.	0 1 2
☐	Tags are used for relevant context or spelling variations, not as a shortcut to ranking.	0 1 2

Do not add keywords, hashtags, or claims that do not accurately describe the video.

03 | Viewer experience and channel health

Use available features only when they fit the content; not every setting applies to every video.

05 Upload and viewer experience

Review the details that affect whether the right audience can watch and navigate.

☐	Video file, audio, captions, and final edit have been checked.	0 1 2
☐	Audience setting (including Made for Kids, where applicable) is accurate.	0 1 2
☐	Visibility and scheduled publishing time are intentional.	0 1 2
☐	Playlist, end screen, cards, or chapters are added where relevant and available.	0 1 2
☐	Copyright or rights checks have been completed for assets I use.	0 1 2
☐	I preview the published video on a phone or smaller screen.	0 1 2
☐	Pinned comment, description links, and follow-up information are correct.	0 1 2

06 Review useful YouTube Studio signals

Review trends over several comparable videos; do not treat one metric as the whole story.

☐	I review impressions and click-through rate when available and relevant.	0 1 2
☐	I look at audience retention / average view duration in context.	0 1 2
☐	I compare traffic sources and understand where viewers find videos.	0 1 2
☐	I check new versus returning viewers when that report is available.	0 1 2
☐	I note comments or questions that suggest future video topics.	0 1 2
☐	I record one learning from each upload and test one improvement next time.	0 1 2

What is working? What evidence supports it?

What should I test or change next?

04 | Turn the audit into a 30-day action plan

Choose a few specific improvements you can actually complete. Revisit the worksheet after 30 days.

Prioritize your next actions

Priority	Action to take	How I will know it is done	Target date
1			
2			
3			
4			

Simple 30-day review

Week 1	Week 2	Week 3	Week 4
Fix the clearest channel or packaging issue.	Publish or improve one planned piece of content.	Review available performance signals.	Write what changed and choose next actions.
☐ Done	☐ Done	☐ Done	☐ Done

My 30-day success definition

By the end of 30 days, I want to have improved / completed...

Reminder: focus on audience value, clarity, consistency, and learning. Results vary by topic, audience, and execution. This worksheet is independent and is not an official YouTube product.