

Editing Checklist for YouTube Growth

This checklist helps you **optimize your videos for higher engagement, better audience retention, and YouTube compliance**. Following these **editing best practices** will improve your video quality, increase watch time, and **reduce the risk of demonetization or age restrictions**.

Pre-Editing: Plan for a High-Retention Video

✓ Hook Your Audience in the First 5 Seconds

- Start with an engaging question, bold statement, or exciting clip.
- Avoid long intros—**get straight to the value**.

✓ Plan Your Video Structure for Retention

- Use a **storytelling format** (Problem → Solution → Call to Action).
- Keep videos **punchy and engaging**—cut out unnecessary filler.
- Add **teasers at the start** to keep viewers watching.

✓ Optimize Script & Dialogue

- Use **safe words** instead of flagged cannabis terms.
- Keep sentences **short, clear, and engaging**.
- Speak **energetically**—avoid monotone delivery.

 **Bonus Tip:** Use a **teleprompter app** to stay on track.

Video Editing: Best Practices for Engagement & Compliance

✓ Cut Out Dead Air & Slow Sections

- Use **jump cuts** to keep the pace fast and engaging.
- Trim awkward pauses and repetitive moments.

✓ Use Text & Captions for Accessibility

- **85% of videos are watched on mute**—add on-screen text or captions.
- Highlight key points with **bold on-screen graphics**.
- **Manually edit captions** to remove flagged words.

✓ Add B-Roll & Visual Effects to Enhance Storytelling

- Use **B-roll footage** to illustrate what you're talking about.
- Add **motion graphics, zoom effects, and overlays** for engagement.
- Blur or crop **sensitive visuals** (cannabis products, consumption, etc.).

✓ Use Strategic Blurring & Censoring

- **Blur or pixelate cannabis-related visuals** to avoid demonetization.
- Use **beep or silence effects** to censor flagged words.

- Avoid showing excessive smoke clouds or consumption footage.

 **Bonus Tip:** Test different thumbnail designs **before uploading** to optimize CTR.

Audio & Music: Keep Viewers Engaged

Enhance Audio Quality

- Use **background music** that matches your video's energy.
- Remove background noise with tools like **Adobe Audition** or **Audacity**.

Match Music to the Mood

- **Fast-paced music** for excitement, action, or tutorials.
- **Chill music** for educational, storytelling, or documentary-style videos.

Balance Voice & Background Music Levels

- Keep background music at **-20 to -30 dB** so it doesn't overpower speech.
- Use **fades** to smoothly transition between sections.

Final Edits & Optimization

End with a Strong Call to Action (CTA)

- Ask viewers to **like, comment, and subscribe**.
- Use an **on-screen end screen template** to promote other videos.
- Direct viewers to a **playlist or next video** for more watch time.

Render & Export in the Best Quality

- **1080p (1920x1080) at 60fps** for high-quality playback.
- Use the **H.264 codec** for best YouTube compression.

Check for YouTube Compliance Before Uploading

- Review captions, metadata, and visuals for flagged content.
- Double-check **blurring & censoring** for cannabis visuals or words.
- Use **YouTube's built-in Blur Tool** if last-minute changes are needed.

 **Final Tip:** Test different video formats, editing styles, and thumbnail designs to see what works best for your audience.