

[illegible]

3. SEO & Packaging Scorecard (score 1–5)

- Titles lead with the keyword or the curiosity gap (not the channel name) — score: ____
- Thumbnails readable at 120px — 3 elements max, faces or big text — score: ____
- Titles and thumbnails make ONE promise together (no mixed messages) — score: ____
- First 125 characters of descriptions contain the target keyword — score: ____
- Every video has chapters / timestamps — score: ____
- End screens point to a relevant next video (not just 'subscribe') — score: ____
- Playlists group videos by viewer intent, not upload date — score: ____
- Channel page: banner states the value prop + upload schedule — score: ____
- About section: keyword-rich, links to socials/site — score: ____
- Consistent upload cadence over the last 90 days — score: ____

4. Action Plan

[illegible]