

CONTENT PLANNING CHECKLIST

Your step-by-step workflow for every piece of content

Pre-production | Production | Post | Distribution | Review

CONTENT PLANNING CHECKLIST

Your step-by-step workflow for every single piece of content — from concept to published.

PRE-PRODUCTION

- Identify the content concept or hook
- Write title — under 60 characters, keyword first
- Copy _TEMPLATE folder — name by date + game/topic
- Outline script or key talking points
- Research keywords using TubeBuddy or VidIQ
- Draft thumbnail concept (bold, high contrast, one clear emotion)
- Pull clips from VODcraft.gg or record fresh footage
- Download or confirm music and SFX assets

PRODUCTION

- Check audio levels before recording — voice peaks at -6dB
- Camera at eye level or slightly above
- Game/background audio at -18dB to -24dB
- Review raw footage before ending session
- Check lighting (even, soft, no harsh shadows)
- Record intro hook first — make it under 5 seconds
- Record multiple takes for key moments

POST-PRODUCTION

- Import footage into editing software
- Add subtitles/captions (use CapCut AI auto-caption)
- Add intro, outro, transitions, and overlays
- Export for each platform (correct resolution + bitrate)
- Write description with keyword-rich first two lines
- Edit for pacing — cut dead air ruthlessly
- Color grade for consistency with brand palette
- Mix audio — voice at -6dB, music/SFX at -18dB to -24dB
- Create thumbnail in Canva — A/B test two versions
- Add 8-12 tags (3-5 exact match, 2-3 broad genre)

DISTRIBUTION

- Upload to YouTube (schedule via Metricool heatmap)
- Upload to Instagram Reels — caption + hashtags
- Share highlight in Discord community
- Upload to Kick clips if stream-related
- Upload to TikTok — vertical format, trending sounds
- Post clip teaser to Twitter/X
- Post short-form version to Facebook Gaming
- Update Beacons.ai link if new content type

- Log publish date and title in content tracker

POST-PUBLISH (48 hrs later)

- Check YouTube Studio CTR — is thumbnail performing?
- Reply to all comments within first 24 hours
- Pin best comment to boost engagement signal
- Check average view duration — where are people dropping off?
- Note what worked and what didn't for weekly audit

★ VODcraft.gg Pro Tip: After every stream, run your VOD through VODcraft.gg before starting pre-production. Your clips are already waiting — don't start from scratch.