# Bonus 2: PLR Video Publishing Checklist

Twenty-five checks to run before any PLR video goes live - edit for uniqueness, stay license-safe, and avoid duplicate-content trouble.

## Pre-Publish Checks (25)

1. **Watch every video fully** - Never publish a PLR video you have not watched end to end. Check for glitches, watermarks, and off-brand moments.
2. **Change the intro and outro** - Add your own branded intro/outro so the video does not start identically to every other buyer's upload.
3. **Add your voiceover or narration** - Original audio is the strongest uniqueness signal. Narrate, commentate, or add character voices.
4. **Re-edit the sequence** - Cut, reorder, or trim scenes. Even small structural changes reduce duplicate-content risk.
5. **Change on-screen text** - Replace any baked-in titles or captions with your own fonts, colors, and wording.
6. **Add background music** - Use licensed music to change the audio fingerprint of the video.
7. **Create a custom thumbnail** - Never use a frame grab. Design a unique thumbnail with your branding.
8. **Write an original title** - Do not copy the PLR file name. Write a keyword-rich title in your own words.
9. **Write a unique description** - Two to three original sentences plus timestamps. No copied PLR sales copy.
10. **Add chapters or timestamps** - Chapters add original structure that raw re-uploads lack.
11. **Check the PLR license again** - Confirm your planned use (YouTube monetization, resale, bundling) is allowed before publishing.
12. **Verify no third-party logos** - Scan for watermarks or brand marks that do not belong to you.
13. **Check audio levels** - Normalize loudness so narration, music, and effects sit at consistent levels.
14. **Add subtitles or captions** - Captions add original text content and help retention.
15. **Brand the corner** - A small watermark or logo bug marks the video as yours.
16. **Create a series format** - Wrap videos in a recurring series with your own framing segments.
17. **Vary upload titles across videos** - Do not publish 50 videos with near-identical titles. Differentiate each one.
18. **Space out uploads** - Drip-feed the catalog instead of dumping 150 videos in a week.
19. **Monitor Content ID claims** - Watch YouTube Studio for claims in the first weeks and adjust the flagged videos.
20. **Keep the license file** - Store the PLR license PDF with your records in case of disputes.
21. **Disclose appropriately** - Follow platform rules on altered or synthetic content where they apply.

22. **Test one video first** - Publish a single edited video, check analytics and claims, then scale.
23. **Build playlists** - Group videos into themed playlists with original playlist titles and descriptions.
24. **Link videos together** - End screens and cards keep viewers inside your edited catalog.
25. **Review monthly** - Re-check performance and claims monthly; keep editing the winners further.

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