# 5 Questions You Need to Ask Before Creating a YouTube Channel

If you've been considering starting a YouTube channel for your business, however before you can pick up your camera or choose a new username it's essential to ask yourself some questions. The following five questions will help you start thinking about your goals and will get you on the right track to be successful on YouTube.

**Why Do You Want to Start a YouTube Channel?**

This is probably the most critical question that you need to ask yourself before you get started on YouTube. Do you want to drive more traffic to your company website? Are you looking to gain more exposure and recognition for your business? Do you have a passion for video production? All of these are excellent reasons for wanting to start a YouTube channel. However, if you are just looking to go viral and make a lot of money, then you need to rethink things.

**Should I Upload Commercials About My Products & Services?**

Most people end up on YouTube because they want to be entertained, informed, and educated, not to watch commercials. The idea behind YouTube success is to make helpful and informative videos that enhance the image of your company without being overly promotional. Creating how-to-videos, review videos, and tip videos can help build your authority without having to sell your products or videos.

**How Should I Describe My YouTube Videos?**

The descriptions for your videos need to be concise and should include your company website's URL in the first sentence of the description to encourage your viewers to visit your site. You also want to be sure to include keyword search terms in your descriptions to make your videos easy to find by your target audience.

**Should I Produce My Own Videos?**

Whether or not you produce your own videos or hire a production company will depend on how much money and time you want to invest. If you have limited resources, you can shoot a video with your smartphone or an HD camera. However you shoot the videos, you want to make sure that you upload new videos often. If you can post a new and exciting video every week, you'll be able to grow your views and subscribers quickly.

**Should I Allow Comments on My Videos?**

Letting people comment on your YouTube videos will encourage them to share their experience with your company and shows that you are open to feedback. You can have the comments automatically displayed, or only after you’ve approved them.

Starting a YouTube channel for your business is a great way to create brand awareness and grow your business. Asking these questions before you start your channel can put you on the path for success.