Udemy course checklist
Good instructors teach, but great instructors go Deep
Here's how:

		DIFFERENTIATE			
#	**ITEM**	**REQUIRED OR RECOMMENDED?**	**BEST PRACTICE/ STANDARD**	**YES**	**NO**
1	Title	Required	▸ Clear, concise, and punchy ▸ Uses appropriate keywords ▸ Action oriented ▸ Maps to the course outcome		
2	Subtitle	Required	▸ Reinforces title without being redundant		
3	Topic	Recommended	▸ Topic is different than others on marketplace ▸ Topic appeals to a specific segment or group of students		
4	Category	Required	▸ Category is appropriate for topic		
5	Language	Required	▸ Language selected matches the main language used to teach the course		
6	Multi-Media	Recommended	▸ We recommend planning your course to include multiple lecture types. ▸ These can include video, text, presentation, mashup, or audio lectures. ▸ At least 60% of the course needs to be video		
7	Novel Approach	Recommended	▸ Incorporate innovative approaches to covering your course material such as: case studies, structured supplemental materials, etc.		

#	ITEM	REQUIRED OR RECOMMENDED?	BEST PRACTICE/ STANDARD	YES	NO
8	Structured Teaching	Recommended	‣ Create a structured outline for your course ‣ We recommend following this pattern: 'discuss', 'demonstrate', 'do' ‣ Identify key takeaways		
9	Instructor Engagement	Recommended	‣ Instructor is available to students and states level of engagement so students know whether instructor is available for webinars, 1:1 coaching, questions, etc. ‣ Engagement in course video lectures is high -- students can sense the instructor's enthusiasm for course topic		

EXCEL AT PRODUCTION

#	ITEM	REQUIRED OR RECOMMENDED?	BEST PRACTICE/ STANDARD	YES	NO
10	Audio Quality	Required	‣ Audio is clear, intelligible and audio ‣ Audio has no background noise; hum; hiss; or other distracting noise ‣ No "pops" on Ps or Ts ‣ No echos or other hollow sounds ‣ Audio comes out of both speakers (mono vs. stereo)		
11	Video Quality	Required	‣ Video has lighting that is bright, balanced, and clear ‣ Background is appropriate and non-distracting ‣ Video is framed appropriately so all subjects are in frame, and clear ‣ Video is loaded directly onto Udemy (not through Youtube or Vimeo)		
12	HD Quality	Required	‣ Video is shot in full 720p HD (1280x720)		
13	16:9 Format	Required	‣ Video is filmed and exported in 16:9 widescreen aspect ratio		
14	Editing Quality	Recommended	‣ Video is edited and polished ‣ Long pauses and obvious mistakes have been removed ‣ Lectures have smooth transitions at the beginning and the end		
15	Mobile Optimized	Recommended	‣ Video objects can be seen clearly even on smaller mobile screens		
16	Promo Video	Recommended	‣ Promo video is an accurate reflection of the course content (production values, accent, etc) ‣ Promo video provides examples of course content (what will be covered, how you wil cover it, etc)		

EXCEED EXPECTATIONS

#	ITEM	REQUIRED OR RECOMMENDED?	BEST PRACTICE/ STANDARD	YES	NO
17	Course Summary	Required	‣ Course Summary contains clear and compelling copy ‣ Include keywords for SEO ‣ Includes formatting (bullet points, lists, etc. to break up paragraphs of text) ‣ [Recommended] includes student recommendations		
18	Goals and Objectives	Required	‣ Goals are actionable, clear and compelling		
19	Intended Audience	Required	‣ Audience defines who the course is intended for based on levels of knowledge, experience, or ability ‣ Audience is not "everyone"		
20	Course Requirements	Required	‣ Requirements include necessary materials to complete the course: software, specific versions of applications, equipment, or attitude.		
21	Course Outline	Required	‣ Lectures and Sections are grouped into a thoughtful, logical sequence ‣ Lecture and Section titles are appropriate and informative ‣ Outline includes an **introduction** and a **conclusion** to the course ‣ Course outline includes **at least 5 lectures** ‣ Course lectures are under 20 minutes long		

POLISH YOUR PRODUCT

#	ITEM	REQUIRED OR RECOMMENDED?	BEST PRACTICE/ STANDARD	YES	NO
22	Instructor Bio	Required	‣ Include sufficient information on the instructor or organization who is teaching the course -- let everyone know who you are! ‣ Image is a non-pixelated photograph (for instructor) or corporate logo (for organization)		
23	Course Image	Required	‣ Image is 16:9 (widescreen) with dimensions of minimum 480x270 to recommended 960x540. ‣ File type is .jpg, .gif, or .png. ‣ Image is clear, non-pixelated, and appropriate ‣ Course Image does not include: any kind of banner, label such as "free" or "discounted," social media handle, URL, product image (real or otherwise), currency, or action icon like a play button. ‣ NOTE: Udemy can make you an image if you'd like		

#	ITEM	REQUIRED OR RECOMMENDED?	BEST PRACTICE/ STANDARD	YES	NO
24	Price	Free or Paid	‣ Course is priced appropriately: less than $50 per hour of content, or $200 total (for courses more than $200, please email your reasoning to review@udemy.com, subject line "course price")		
25	Lecture Descriptions	Recommended	‣ Lecture descriptions are detailed (they do not just repeat the lecture title) ‣ Recommended length for lecture descriptions is 2-5 sentences		
26	Supplemental Material	Recommended	‣ Add useful supplementary material (i.e. presentation slides, readings, Zip file, resources) to a lecture.		
27	Reinforced Learning	Recommended	‣ Course has activities, questions, or quizzes to reinforce student learning and engagement with material ‣ Course highlights key takeaways in each lecture and/or section		
28	Free Lectures	Required	‣ Include at least one free lecture for the course so students can get a sense of your teaching style ‣ At least one free lecture is required		
29	Course is Complete	Required	‣ Make sure that all of your lectures are published individually (each lecture should turn from yellow to green)		