

Webinar Video Pre-Publish Checklist

Run this before you upload the on-demand replay or send clips to the team. Specs first, then the edit, then captions and distribution. The full guide with reasoning lives at loopdesk.ai/blog/optimize-video-for-webinars.

Setting	On-demand replay (YouTube, Vimeo, Wistia, LMS)	Clip (LinkedIn, Shorts, Reels)
Resolution / aspect	1920×1080 master, 16:9	1080×1920 (9:16) for Shorts and Reels; 1:1 or 4:5 for feeds; 16:9 for LinkedIn when needed
Frame rate / bitrate	30 fps · 8–12 Mbps for 1080p	30 fps · 8–12 Mbps
Codec / container	H.264 in MP4, AAC audio	H.264 in MP4, AAC audio
Speech loudness	Mixed around –16 LUFS integrated (guidance, not a rule)	Normalized speech; captions expected
Captions	Sidecar SRT or VTT (burned-in optional)	Burned-in for sound-off feeds
Length	Cut to useful chapters, not the live runtime	15–90 seconds per idea

1 · EXPORT & SPECS

- ☐ Export a **1080p 16:9 MP4/H.264** master at 8–12 Mbps.
- ☐ Speech is clear and roughly consistent around **–16 LUFS**; no one rides the volume between speakers.
- ☐ Slides are readable on a **phone-sized preview**; zoomed software demos stay legible after compression.
- ☐ Important text and logos sit inside **safe margins** so clips can be cropped later.

2 · THE EDIT

- ☐ Trim waiting-room chatter, screen-share troubleshooting, and the pre-roll.
- ☐ Remove long silences and filler words **without** making the speaker sound clipped.
- ☐ Cut Q&A dead time; keep questions that stand alone.
- ☐ Fix audio levels across hosts and guests; conservative noise reduction only.
- ☐ Add **chapters** for the intro, each main section, the demo, and Q&A.

3 · CAPTIONS & ACCESSIBILITY

- ☐ Generate captions from the transcript; export **SRT or VTT** for hosts that support sidecar files.
- ☐ Burn captions into every social clip.
- ☐ Check speaker names, company names, product names, and technical terms in the captions.
- ☐ Localize captions for regional teams where the audience needs it.

4 · REPURPOSE & DISTRIBUTE

- ☐ Create a **short version** (about 5 minutes) for people who will not watch the full replay.
- ☐ Cut vertical clips with safe framing for LinkedIn, Shorts, and Reels — one idea per clip.
- ☐ Write the LinkedIn post: strongest claim first, three takeaways, link to the replay.
- ☐ Send objection-handling or demo snippets to sales and enablement.
- ☐ **Save the edit recipe** — trim rules, caption style, chapter pattern, clip length, export presets — so the next webinar follows the same pattern.