

Here's a **clear, step-by-step roadmap** of what you need to do **after registering as a Udemy Instructor** to successfully launch your course and get it published, approved, and selling. This is the same process used by top Udemy instructors.

1. Complete Your Udemy Instructor Profile

Before you create any course, make sure your profile looks professional:

Upload a clean professional photo

Add a strong bio

- Expertise
- Years of experience
- What students can expect

Add your social links (optional)

Set your payout method

- PayPal or Payoneer

This is required **before the first course goes live**.

2. Enable Your Instructor Identity Verification

Udemy requires **identity verification** for new instructors to prevent fraud.

You must complete:

- Email verification
- Government ID verification (automated)
- Course ownership verification (sometimes)

Without this, Udemy will not publish your course.

3. Create Your First Course (Planning Phase)

Before recording, build a course structure.

Create:

- Course Title
- Course Subtitle (With keywords)
- Course Description
- Target Audience
- Learning Objectives ("What you'll learn")
- Course Structure (Sections + Lectures)
- Course Outline / Syllabus

Udemy gives you a course outline template.

4. Record Your Course Videos

Udemy requires:

- Resolution: **720p minimum** (1080p recommended)
- Good audio quality
- MP4 format recommended
- No copyrighted content

Recommended tools:

- **OBS Studio** (Free)
- **Camtasia**
- **ScreenFlow**
- **Zoom recordings** (for tutorials)
- **DSLR or mobile camera** (for talking-head videos)

Record:

1. Intro video
2. Lesson videos
3. Slides + screen recording
4. Demos + examples
5. Practice activities

5. Create Course Content

Your course should include:

- ✓ Videos (main content)
- ✓ Practice tests (optional)
- ✓ Assignments (optional)
- ✓ Coding exercises (for tech courses)
- ✓ Downloadable resources (PDF, scripts, templates)

Udemy recommends **2+ hours minimum** to look professional.

6. Upload Videos & Organize Course Structure

Inside Udemy Instructor Dashboard:

- Upload all videos
- Arrange into sections
- Add titles, descriptions
- Set lecture type (video, quiz, assignment, resource)

7. Create Course Landing Page

You need to optimize this because it impacts sales.

Must include:

- ✓ Strong title (keyword-based)
- ✓ Engaging subtitle
- ✓ Professional course description
- ✓ “What Students Will Learn” section
- ✓ “Requirements” and “Target Audience”
- ✓ Good thumbnail image
- ✓ Promotional video

**8. Create the Promo/Intro Video (Very Important)

This video appears publicly in search results.

It should include:

1. Who you are
2. What the student will learn
3. Why the course is unique
4. What problems the course solves
5. What skills students will have after completion

Make this polished—your sales depend on it.

9. Course Review Process

Once everything is ready → click **Submit for Review**.

Udemy team checks:

- Audio/video quality
- Copyright violations

- Spam/fake content
- Instructor identity
- Structure and clarity

They usually approve within:

- **24–48 hours** (weekdays)
- **3–5 days** (busy periods)

If rejected, Udemy gives you **exact fixes** to apply.

10. Publish & Set Pricing

You can choose:

- Free (not recommended for paid content)
- Paid → Udemy sets price in different regions

Also enable:

- **Udemy Deals** (recommended)
Allows Udemy to discount your course → increases sales massively.

11. After Publishing — Initial Marketing

Do the following:

Create instructor coupons

- Promo coupons
- Referral links

Share with social media

Share with your network

Add course promo video to YouTube with links

Publish to LinkedIn groups

Create a Facebook post

Upload sample lessons publicly

12. Engage Students After Launch

To improve ranking:

- Respond to Q&A quickly
- Update course regularly
- Add new videos every month
- Encourage ratings (without asking directly)

This boosts Udemy SEO.

★ Summary — Complete Steps After Becoming a Udemy Instructor

Step	Description
1	Complete profile + verification
2	Plan course outline
3	Record course videos
4	Upload and structure course
5	Build landing page
6	Create promo video
7	Submit for review
8	Publish + set pricing
9	Market your course
10	Update regularly

Want me to help you with:

- Course Title creation
- Full course outline
- Module-by-module script
- Promo video script
- Course description
- Marketing plan

Just tell me your course topic (SQL Server? DBA?).

<https://www.sqlbachamps.com/>