

## Udemy Quality Review Standards and Best Practices

The following is Udemy's Quality Review Checklist. It includes every attribute that the Udemy Review Team will be looking at in your course. We've highlighted a few of the most important aspects of each attribute right here in the checklist, but to get the full picture of each attribute make sure to click the relevant link to Learn More.

Please note that every quality attribute also has to meet Udemy's [On-Site Marketing Community Guidelines](#) and [Terms of Service](#).

COMPLETED	#	QUALITY ATTRIBUTE	REQUIRED OR RECOMMENDED?	IMPORTANT FOR:	DESCRIPTION OF STANDARD + RESOURCE LINKS
	1	Title + Subtitle	Required	Student Conversion	<ul style="list-style-type: none"> <li>▶ Title describes what course covers</li> <li>▶ Subtitle builds on title without being repetitive</li> <li>▶ Learn more about <a href="#">Title Quality Standards</a></li> </ul>
	2	Learning Objectives	Required	Student Engagement	<ul style="list-style-type: none"> <li>▶ Define What Students Will Learn; Target Audience of Course; Course Requirements</li> <li>▶ Accurately reflect the course content and structure</li> <li>▶ Learn more about <a href="#">Learning Objective Quality Standards</a></li> </ul>
	3	Course Summary	Required	Student Conversion	<ul style="list-style-type: none"> <li>▶ A written, conversion-optimized summary of what the course covers, how it is taught, and what students will learn</li> <li>▶ Highlight benefits students will get from the course and why they should take it (without being purely a sales pitch)</li> <li>▶ Learn more about <a href="#">Course Summary Quality Standards</a></li> </ul>
	4	Image	Required	Student Conversion	<ul style="list-style-type: none"> <li>▶ Image must be 16:9, 2048x1152 pixels minimum; .jpeg, .gif, .png, or .bmp format.</li> <li>▶ Image must follow <a href="#">Udemy Image Standards</a></li> </ul>
	5	Video Quality	Required	Student Engagement	<ul style="list-style-type: none"> <li>▶ Video must be shot in HD (720p minimum) with clear lighting, framing, and steady camera</li> <li>▶ Slides, screencasts, or other visual elements must be sharp (not pixelated or blurry)</li> <li>▶ At least 60% of course lectures must be video</li> <li>▶ Learn more about <a href="#">Quality Standards for Shooting Video</a></li> </ul>
	6	Audio Quality	Required	Student Engagement	<ul style="list-style-type: none"> <li>▶ Audio must be clear of distracting noises including: echoes; "pops" on 'P' and 'T' sounds; background hum; fuzziness</li> <li>▶ Audio must be coming out of both channels, and matched to video</li> <li>▶ Learn more about <a href="#">Quality Standards for Capturing Audio</a></li> </ul>

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	7	Instructor Delivery	Required	Student Engagement	<ul style="list-style-type: none"> <li>▶ Lectures are clear of any obvious mistakes including: long pauses; “ums” and “ahs”; mistakes that are not edited out; rambling</li> <li>▶ Lectures are presented clearly, with well-paced and confident delivery.</li> <li>▶ Learn more about <a href="#">Delivery Quality Standards</a></li> </ul>
	8	Lecture Length	Required	Student Engagement	<ul style="list-style-type: none"> <li>▶ Lectures must be within 2 and 20 minutes long (does not apply to Yoga and Meditation courses)</li> <li>▶ Learn more about <a href="#">Lecture Length Quality Standards</a></li> </ul>
	9	Price	Required	Student Conversion	<ul style="list-style-type: none"> <li>▶ Courses can be priced up to \$300</li> <li>▶ If you believe that your course should be priced above \$300, please reply to the review team on your Course Feedback page explaining your reasons.</li> <li>▶ Learn more about <a href="#">Price Standards and Recommendations</a></li> </ul>
	10	Course complete	Required	Student Engagement	<ul style="list-style-type: none"> <li>▶ 100% of course lectures must be published</li> <li>▶ Learn more about <a href="#">Course Complete Quality Standards</a></li> </ul>
	11	Instructor Bio	Required	Student Conversion	<ul style="list-style-type: none"> <li>▶ Bio highlights instructor’s background, experience, and credibility in the field</li> <li>▶ Learn more about <a href="#">Instructor Bio Quality Standards</a></li> </ul>
	12	Differentiated Topic	Recommended	Student Engagement	<ul style="list-style-type: none"> <li>▶ Are there other courses in the same topic area, level of difficulty, or style of teaching?</li> <li>▶ Learn more about <a href="#">Differentiated Topic Quality Standards</a></li> </ul>
	13	Structured Teaching	Recommended	Student Engagement	<ul style="list-style-type: none"> <li>▶ Curriculum is organized in a thorough and comprehensive manner that follows the learning objectives of the course.</li> <li>▶ Course has an introduction and a conclusion</li> <li>▶ Each section has an introduction and a conclusion</li> <li>▶ Learn more about <a href="#">Structured Teaching Quality Standards</a></li> </ul>
	14	Resources	Recommended	Student Engagement	<ul style="list-style-type: none"> <li>▶ Include materials that complement and build upon course lectures, e.g: documents, worksheets, audio tracks, practice files, spreadsheets, data sets, other resources</li> <li>▶ Learn more about <a href="#">Resource Quality Standards</a></li> </ul>
	15	Reinforced Learning	Recommended	Student Engagement	<ul style="list-style-type: none"> <li>▶ Course includes quizzes, assignments, or practice exercises</li> <li>▶ Learn more about <a href="#">Reinforced Learning Quality Standards</a></li> </ul>

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	16	Lecture Descriptions	Recommended	Student Engagement	<ul style="list-style-type: none"> <li>▶ Provide a detailed written description of what the lecture covers</li> <li>▶ Learn more about <a href="#">Lecture Description Quality Standards</a></li> </ul>
	17	Promo Video	Recommended	Student Conversion	<ul style="list-style-type: none"> <li>▶ Include a promo video to increase student conversions</li> <li>▶ Should accurately reflect the course experience and provide context on the course topic, learning objectives and teaching style</li> <li>▶ Learn more about <a href="#">Promo Video Quality Standards</a></li> </ul>
	18	Video Lecture Format	Recommended	Student Engagement	<ul style="list-style-type: none"> <li>▶ Video lectures use a variety of video formats (Talking Head; Screencast; Slides; Annotations; Drawing Board)</li> <li>▶ Learn more about <a href="#">Video Lecture Format Quality Standards</a></li> </ul>
	19	Mobile Optimized	Recommended	Student Engagement	<ul style="list-style-type: none"> <li>▶ Video format is 16:9 with large icons, text, and/or images</li> <li>▶ Learn more about <a href="#">Mobile Optimization Quality Standards</a></li> </ul>
	20	PLR or Spam	Required	Student Engagement	<ul style="list-style-type: none"> <li>▶ PLR or Spam Courses are not permitted</li> <li>▶ PLR courses are courses that you purchased and did not create yourself</li> <li>▶ Spam courses are courses that provide no educational benefit (along the lines of an 'infomercial')</li> </ul>