



Video SEO Checklist

On YouTube:

- ✓ The title of the video is the most important place to include your primary keyword and a secondary keyword. Make sure the title makes sense, and is as descriptive as possible.
- ✓ In the description, include your primary keyword phrase again, and some more secondary phrases in the first three lines.
- ✓ Use YouTube's Closed Captioning feature, to transcribe any voice in the text.
- ✓ If possible, create multiple videos targeting a related, but separate primary phrase.
- ✓ Be sure to use tags, with the primary keyword phrases first. Tags can also be a great spot to highlight keywords that may be searched, but wouldn't make sense in the video title.

Off YouTube:

- ✓ If you are advertising a local business, make sure their phone number and possibly address are included in the description.
- ✓ Post a link to the video on web 2.0 sites, and also on the client's site.
- ✓ Encourage any audience you may have to watch and follow the video.
- ✓ Post a link to the video on social media, and encourage likes and shares. Spending even \$5-10 on promoting the video to a targeted audience can be well worth it. Not only will the video get views from the promotion, but it will ideally get likes and shares, helping the video rank higher in YouTube.