

YOUTUBE VIDEO OPTIMIZATION CHECKLIST



VIDEO FILENAME

BE DESCRIPTIVE AND USE HYPHENS BETWEEN WORDS.

TITLE

GRAB ATTENTION AND ACCURATELY REPRESENT THE CONTENT.

TAGS

INCLUDE KEYWORDS SPECIFIC TO THE VIDEO AND TO THE SUBJECT. INCLUDE BRAND/CHANNEL KEYWORDS.

DESCRIPTION

ACCURATELY DESCRIBE CONTENT OF VIDEO. ADD OUTBOUND LINKS.

KEYWORDS

WHY IS THIS VIDEO HELPFUL? WHAT QUESTIONS DOES IT ANSWER? USE YOUTUBE & GOOGLE KEYWORD TOOLS.

PLAYLIST

ADD VIDEO TO YOUR RELEVANT PLAYLISTS.

PROMOTION

SHARE VIDEO ON SOCIAL MEDIA CHANNELS AND COMPANY BLOG.
