

OPTIMIZING VIDEOS FOR YOUTUBE:

A CHECKLIST

Conduct Keyword Research:

- Identify 1-2 keywords or phrases to focus optimization efforts on.

Optimize Your Video File:

- Briefly summarize the video's content in your file name. (i.e. Top Ten Attractions in Your Destination)
- Add tags, a description and comments to your video file before uploading to YouTube.

Optimize on YouTube:

- Write a unique description that is at least 200 words.
- Tailor each description to the individual video.
- Include a CTA and link to your website.
- Create custom thumbnail image to upload with video.
- Update your channel page's header, long description and links.
- Build playlists of related videos.