

YOUR **ESSENTIAL**



YouTube CHECKLIST

Dominate Your Niche,
Build Your Audience,
and Pull In Endless Leads
on YouTube!



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YOUR ESSENTIAL YOUTUBE CHECKLIST

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1. KEYWORD RESEARCH

Keyword research is the most vital part of your overall YouTube strategy. Without finding what people are looking for it will be difficult to get traction on your videos. There are a couple of tools you can use to make this an easier process.



2. WRITE A COMPELLING TITLE/HEADLINE

This is your video's headline. This is critical for 2 reasons. It needs to show up in search and it needs to pull viewers by creating curiosity.

- ✓ Always represent your content accurately.
- ✓ Try to put the keyword first in the title.

3. ENTER A COMPLETE AND DESCRIPTIVE DESCRIPTION

Only the first few sentences of your description will appear in search results or above the fold on a watch page - so make them count!

- ✓ Accurately describe your video in one or two concise sentences.
- ✓ Describe your channel and link to your channel page.
- ✓ Drive viewers to subscribe (and include a subscribe link).
- ▶ Link to other episodes or related videos and playlists.

4. ADD DESCRIPTIVE KEYWORD RICH TAGS

Tags are descriptive keywords that will help people find your videos. Create a set of standard tags for your channel that can be applied to any video you publish.

- ✓ Include a mix of both general and specific tags.
 - ✓ Use enough tags to thoroughly and accurately describe the video.
 - ✓ Properly format tags to ensure proper indexing of your video.
 - ✓ Include keywords from your title in your video's tags.
 - ✓ List them in order of relevance to the video and try to use the whole 500-character limit that YouTube gives you.
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5. CREATE A CUSTOM THUMBNAIL

Thumbnails show up in different sizes and formats all across the YouTube platform and outside of it. Make sure you've got a strong, vibrant image that pops no matter what size it is.

- ✓ Visually compelling imagery that is well-framed with good composition.
 - ✓ Foreground stands out from background
 - ✓ Use Canva.com or you can use TubeBuddy's thumbnail creator.
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6. ADD INFO CARDS

Cards are a way to complement your video's content and enhance the viewer experience with other relevant content you have created. They are a great way to encourage your viewers to engage with your video and take meaningful actions as a result.

- ✓ When appropriate, set cards to open a new window when clicked.
- ✓ Drive viewers to your website to check out product information.
- ✓ Drive viewers to your other videos, playlists and channels.

7. ADD TO PLAYLIST(S)

Playlists make it easy for viewers to sit back and watch multiple videos of yours with minimal effort which increases views and watch time for your channel.

- ✓ Add to more than one playlist if it makes sense to.
 - ✓ Add this video to a Playlist that has the overall subject of your video.
 - ✓ Playlists can be keyword rich also because they too rank in YouTube.
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8. ENGAGE WITH THE VIDEO

Get the conversation started.

- ✓ Be the first to comment on your video and ignite discussion
 - ✓ Like your video yourself.
 - ✓ Get your friends or colleagues in early to engage as well.
 - ✓ Keep in mind that the faster people engage with your video, the better it will do in the search results as well.
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9. PROMOTE ACROSS EXISTING VIDEOS

Use your existing videos to drive traffic to this new upload for an initial boost on the views. This is a very powerful way to get quick traffic and views to your video.

- ✓ Add an Info Card and or Description Links across all your videos to this new upload.
- ✓ Add end screens also that link to your existing videos that are within the same context of the video they are watching.

10. EMBED ON YOUR BLOG W/ RELEVANT ARTICLE

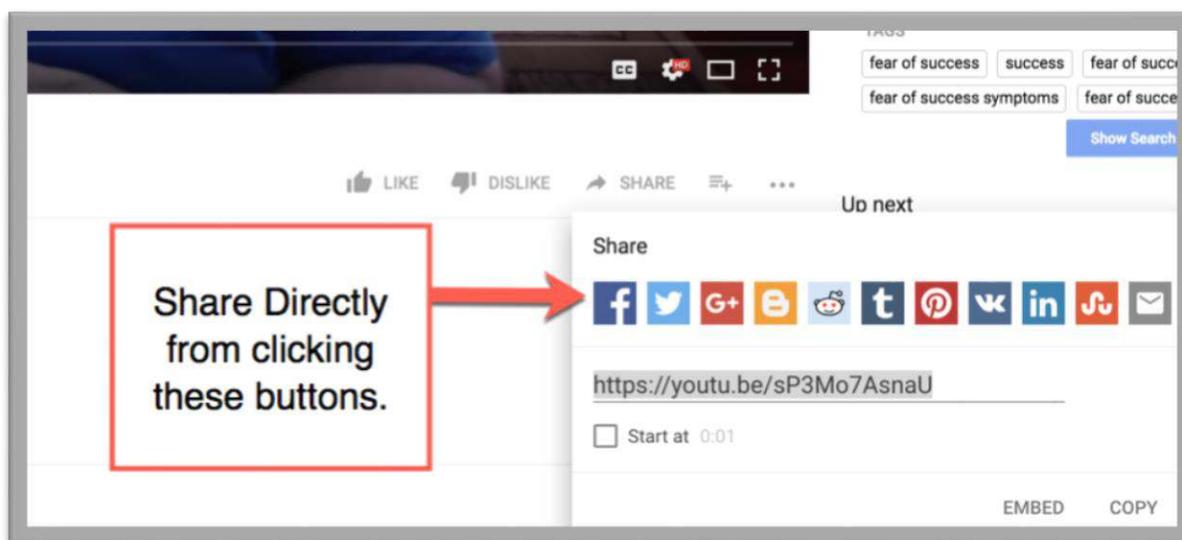
This is a great way to get exposure and a backlink to your video. This is a great way to turbocharge your video exposure.

- ✓ Your blog article should be inline with the topic of the video.
- ✓ Place the video within the top part of your blog post to maximize views. (It's been proven that videos towards the top of the blog post get more views)

11. SHARE ON YOUR PERSONAL SOCIAL MEDIA PROFILES/PAGES

This is a great way to turbo charge your exposure. Share your video across all your social media platforms for a quick boost in views. Also follow this same promotion plan if you have posted your video to your blog as well.

Share your video from the share tab on the video itself. See image below.



ADDITIONAL PROMOTION STRATEGIES

- ✓ Send an email to your list if you have one.
(This is a great way to get your existing audience to engage.)
- ✓ Share it with your friends and family where appropriate.
- ✓ Share it to any relevant Facebook groups where you have permission to post them.

If you use this checklist every time you upload a video to YouTube, you will begin to get so really powerful tracking when it comes to ranking your videos.

Remember, one of the most powerful things you can do for your business is to remain consistent over a period of time to maximize results.

To get access to my webinar on demand that reveals to you some of my best video marketing secrets go to...

nofearvideosystem.com and get registered.

You rock,

Mark Harbert

