

# VIDEO SEO CHECKLIST

**Be sure to read the manual before proceeding with this checklist!**

Video Name:

Date

Video URL:

Project Title:

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**1. Create YouTube Creator Account: Completed**

You will need to create an account at: <http://www.youtube.com/yt/creators/creator-benefits.html>

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**2. Setup Telephone Number: Completed**

Setup your telephone number so you can accept and forward incoming telephone calls.

Telephone Provider - *Choose One*

<https://www.google.com/voice>

<http://www.800.com/>

<http://www.twilio.com/voice>

Did you use local area code?

Yes

Campaign Telephone Number(s)

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### 3. Pick Niche:

Completed

Define the niche you are targeting.

Specify the niche:

*e.g. Dentists*

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### 4. Identify Keywords:

Completed

Choose the keywords you will use to rank this video.

**Customer Search Queries**

*e.g. Dentist, Braces, Teeth Whitening*

**Problem Based Search Queries**

*e.g. Broken Tooth, Yellow Teeth*

**Geographic Keywords**

*e.g. in New York, In 10011, in Chicago*

**Combination Keywords**

*e.g. Root Canal in Chicago*

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## 5. Conduct Keyword Analysis:

Completed

Use the Google Keyword Tool to determine if your keywords will be effective. You can find the keyword tool by clicking either: [Google Keyword Analysis Tool](#) or [Bing Keyword Research](#)

Do the keywords fit these parameters?

Visit [www.ahrefs.com](http://www.ahrefs.com) to count backlinks.

Greater than 500 monthly searches

Less than 10,000 backlinks

Has video on first three Google SERPs

No more than two videos present in SERPs

All videos have less than 50,000 views

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## 6. YouTube Video Format:

Completed

Set these parameters to ensure your video ranks.

### Filename

*e.g. Dentists-in-chicago.mp4*

Video filename contains keyword

Video file name is not random characters

### Title

*e.g. Dentists In Chicago Call 555.555.5555*

Contains keyword

Contains call-to-action

Contains telephone number

### Description

*Contains keyword(s)*

*Contains telephone number*

*Describes the business offer*

*Contains call-to-action: "call now"*

### Optimizations

Select the location you are targeting

Add video annotation with keywords / description

Add keyword as tag(s)

Add keyword variations as tag(s)

Add subtitles with keywords and descriptions

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## 7. Acquire YouTube Views:

Completed

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## 9. Add to Social Bookmarking:

**Completed**

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## 10. Press Releases:

**Completed**

Adding a press release with an embedded video can distribute your video fast.

PR Sources

<http://www.prweb.com/>

<https://ireach.prnewswire.com/>

<http://www.pressreleasenetwork.com/>

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## 11. Blog Marketing:

**Completed**

Utilize a blog and embed your video with related content.

Embed video in post/pages

Include annotations as text

Use video sitemap generator

Find a video sitemap generator here: <https://wordpress.org/plugins/mb-sitemap-generator/>