

VIDEO SEO CHECKLIST

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

Video Name:

Date

Video URL:

Project Title:

1. Create YouTube Creator Account: Completed

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

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)

3. Pick Niche:

Completed

Define the niche you are targeting.

Specify the niche:

e.g. Dentists, Doctors, Chiropractors

4. Identify Keywords:

Completed

Choose the keywords you will use to rank this video.

Customer Search Queries

e.g. Dental Work In, Best dentist in,

Get my teeth cleaned in,

Problem Based Search Queries

e.g. Teeth whitening, Cavities,

Dental Emergency, Fix chipped tooth

Geographic Keywords

e.g. town name, city, zip

county, state, area code

Combination Keywords

e.g. chiropractor in Hollywood

Chiropractor in 90210

back adjustment in hollywood

chiropractor in Los Angeles

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 this link: [Google Keyword Analysis Tool](#)

Do the keywords fit these parameters?

Visit 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

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

7. Acquire YouTube Views:

Completed

Use these services to get some views to your videos.

1. <https://www.fiverr.com/tubepalbd/provide-real-youtube-views-likes-subscribers>
2. <https://www.fiverr.com/mahabubrony/promote-your-videos-on-youtube>
3. https://www.fiverr.com/busines_promote/add-youtube-views

8. Acquire Backlinks: Completed

Use backlink sources provided in the guidebook to acquire backlinks.

20% of backlink anchor text contains keywords Yes

1. <http://fiverr.com/pighead/>
 2. <http://fiverr.com/realdealyo/>
 3. <https://www.fiverr.com/djlobo>
 4. <https://www.fiverr.com/crorkservice>
 5. <https://www.fiverr.com/adcrafter/make-high-pr5-30-profiles-link-wheel>
 6. <https://www.fiverr.com/jericower/create-7000-forum-profile-backlinks>
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9. Add to Social Bookmarking: Completed

Use the specified social bookmarking sites below to help your video rank higher and faster.

1. http://fiverr.com/dino_stark/build-eminent-backlink-pyramid-with-5000-high-pr-profiles
 2. <http://linklicious.co/>
 3. <http://socialmarker.com>
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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/

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/youtube-video-sitemap-generator/>