

# 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.

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