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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