

Video Marketing Master Checklist

By: Mike Shreeve

Create Video

- name the file using your main keywords

Upload Video

Video Title

- optimize by including keyword, power words, and making it catchy

Write Video Description

- start with website url
- include primary keyword and 3-4 LSI keywords
- longer descriptions are better for ranking
- include links to older related authority sites to help new video gain authority

Create Tags – up to 10

- primary keywords, LSI keywords
- keywords that link together all your videos
- look for more keywords from other popular videos

Use Annotations

- use at any point during the video
- remind viewers to go to your website

Add Text Overlay

- include channel name, website link

Create Closed Captions Transcript

- include keywords

Begin Working on Incoming Links! Within YouTube

- Post Comments on other popular videos – both videos and channels
- Post video in response to other popular videos in same niche
- Rate your own videos using other YouTube accounts
- Interact with other YouTubers and add as friends

Outside of YouTube

- Post on Facebook, Twitter using the buttons on the video
- Social Bookmarking Sites
- Send Video to other Video Sites Tubemogul
- Write Blog Comments on Related Niche Blogs
- Include video in related Forum Posts
- Article Marketing
- Use your videos in guest posts
- Use Tube Toolbox (has free download?)
- Reddit

Paid Options

- Advertise Video with Google Adwords
- Stumbleupon Paid Discovery
- Use fiverr gigs to add views, amount of favorites, promote video