

YouTube SEO Checklist

Follow these steps for each video to maximize the value of your YouTube content.

Pre-Production

- ☐ Conduct research to identify keywords for each new video, aiming for high search volume and low competition.
- ☐ Write your video script, incorporating your keywords when relevant.
- ☐ Plan to say your call-to-action aloud if your video will include voice-over.

For more video marketing resources, visit our blog

[Learn More](#)

Production and Post-Production

- ☐ Capture still images that can be used for thumbnail shots.
- ☐ Note where you deviated from the script so you can update the video transcript when you publish.



Distribution

- ☐ Incorporate your primary keyword in your video title.
- ☐ Incorporate keywords in your video description.
- ☐ Incorporate keywords in your video tags.
- ☐ Add an end card to your video to link to CTA.
- ☐ Add closed captions to make your content accessible.
- ☐ Add a visually engaging thumbnail that entices people to click.

Bonus Round: Post-Distribution

- ☐ Create a playlist on your channel that groups your video with similar videos.
- ☐ Share your video with your owned audience after publishing to boost immediate results.
- ☐ Embed your YouTube video on your website or blog pages with similar content themes.
- ☐ Monitor results and tailor future videos accordingly.