

YouTube Video Optimisation Checklist

Print off this checklist and tick off each step as you go through the [‘Upload and Optimise Your Videos on YouTube to Reach More Customers’](#) guide on our Talk About Digital Podcast website.

Planning Your Video for SEO Success

- Choose the Right Type of Video for Your Audience
 - Identify the type of video that will resonate with your target audience
- Identify the Best Target Keyword
 - Use free tools to research and select a high-impact target keyword

Preparing Your Video Before Uploading

- Rename Your Video File for SEO
 - Include your target keyword in the video file name, using hyphens between words (e.g., my-video-seo-checklist.mp4)
- Create a Click-Worthy Video Title with Keywords
 - Craft a compelling title that includes your target keyword and entices viewers to click

Optimising Your Video Description

- Write a Compelling Video Description
 - Ensure your description is at least 250 words long, includes your target keyword, and provides an overview of the video
- Naturally Include Keywords and Variations
 - Incorporate your target keyword and related phrases naturally throughout the description
- Add Timestamps to Enhance Viewer Experience and SEO
 - Create timestamps to divide your video into sections, including relevant keywords in each timestamp description

Enhancing Visibility with Tags and Categories

- Select Relevant Video Tags
 - Add tags that include your target keyword and related terms to help YouTube categorise your video
- Choose the Right Category for Your Video
 - Select the category that best represents your video's content to improve discoverability

Creating an Eye-Catching Thumbnail

- Design a Custom Thumbnail
 - Create a visually appealing custom thumbnail that reflects the content of your video
- Optimise Your Thumbnail File Name

- Rename your thumbnail image file to include your main keyword (e.g., best-youtube-seo-tips.jpg)

Boosting Accessibility with Subtitles and Captions

- Add Subtitles to Increase Engagement
 - Generate and upload an SRT file for subtitles using tools like Descript to increase watch time and engagement
- Use Closed Captions to Improve SEO and Accessibility
 - Create closed captions that include all spoken content and relevant sounds, then upload them as an SRT file

Adding Interactive Elements to Engage Viewers

- Use Cards to Promote Related Content
 - Add YouTube Cards to promote other videos, playlists, or external links during relevant points in your video
- Add End Screens to Encourage Further Interaction
 - Include End Screens at the end of your video to suggest other content or encourage subscriptions

Leveraging Playlists for Better Discoverability

- Organise Videos into Keyword-Optimised Playlists

- Group related videos into themed playlists, ensuring the playlist title and description are optimised with relevant keywords

Understanding YouTube's Main SEO Ranking Factors

- Optimise Video Title and Description
 - Ensure both the title and description are keyword-rich and relevant to the content
- Encourage Viewer Engagement
 - Prompt viewers to like, comment, and share your video to increase interaction
- Increase Watch Time
 - Create content that keeps viewers engaged from start to finish
- Optimise for Click-Through Rate (CTR)
 - Use compelling thumbnails and titles to improve CTR
- Encourage Subscriptions
 - Remind viewers to subscribe and use End Screens or Cards to make subscribing easy
- Maintain a Content Schedule
 - Develop and stick to a regular posting schedule
- Monitor Performance and Adjust
 - Use YouTube Analytics to track video performance and make necessary adjustments
- Update and Improve Existing Content

- Periodically review and update older videos to reflect current SEO best practices
- Engage with Your Audience
 - Respond to comments and engage with your viewers to build community and loyalty
- Stay Informed on SEO Best Practices
 - Keep up with the latest trends and updates in YouTube SEO to ensure ongoing success

By using this checklist and following the related guide on the TAD website you will understand how to upload and fully optimise your videos to your business YouTube channel to gain the best chance of positive brand growth to help you to grow your new customers.

If you found this checklist and guide helpful, subscribe to the Talk About Digital Podcast (available on our website and all major podcasting platforms) and give it a listen as we share even more actionable value in the form of the 'TAD Takeaway'.