



YouTube Success
Blueprint:
**SEO for Visibility and
Engagement**

Cheat Sheet



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YouTube Success Blueprint: SEO for Visibility and Engagement

CHECKLIST

Introduction

Why is video content important?

- Shareable
- Engaging
- Builds trust and authenticity

What happens if your videos have low search visibility?

- Limited reach
- Decreased revenue
- Increased frustration

What is video SEO?

- Optimize your videos with keywords so they'll be indexed and ranked on search engine results pages

Why focus on YouTube?

- Free
- Includes analytics tools
- Largest, most popular platform
- Owned by Google



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CHECKLIST

Action Steps:

1. Make a list of 3-5 of your YouTube videos that need more visibility.
2. Choose one video to work on during this mini-course.

Step 1: Conduct Keyword Research

- Identify terms and phrases your audience searches for
- Add keyword to your video's title, description, tags, and filename
- Keywords will help boost views and engagement

Tips to choose the right keyword

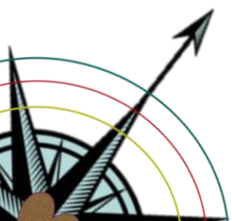
- Know your audience
- Use free keyword research tools
- Prioritize long-tail keywords

Action Steps:

1. Identify key demographic and psychographic information for your target audience.
2. Research relevant potential long-tail keywords.
3. Select one keyword phrase to focus on.

Step 2: Create a Compelling Video Title

- A strong title will get people to engage with your content.



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What makes a compelling video title?

- Be clear and concise – no more than 60-70 characters
- Be relevant to video's content
- Be intriguing and get viewers' attention with a hook or teaser
- Seamlessly incorporate your keyword phrase
- Grab viewers' attention with:
 - Bold statement
 - Promise of value
 - Intriguing question
- For inspiration, check out YouTube title generators like those offered by [VEED](#) or [TubeRanker](#).

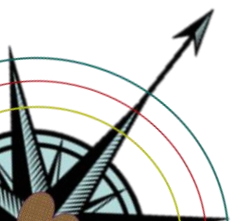
Action Steps:

1. Write a new 60-70-character video title.

Step 3: Writing an Engaging Video Description

Benefits of an engaging video description

- Provide context
- Capture interest
- Motivate viewers to click 'play'



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Video description best practices

- Be clear and concise
- Be relevant
- Be properly formatted so it's easy to read
- Describe the benefits
- Include a CTA
- Seamlessly incorporate keywords (without keyword stuffing)

Video description tools

- Use video description generator tools to inspire you
- Edit the results

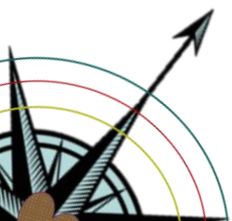
Action Step:

1. Write a new description for your video, including a 1-2-line hook, keyword phrase, and a clear call to action.

Step 4: Add Tags & Categorize Your Video

What are tags in YouTube?

- Like keywords, they guide viewers and search engines to your content
- Not to be confused with hashtags, tags are metadata and not visible to the viewer



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How to select & add tags for your video

- Keep your audience top of mind – what phrases would they use to search for content like yours?
- Use YouTube's analytics dashboard to research relevant tags
- Try free YouTube Tag Generator tools from [vidIQ](#) or [TubeRanker](#)
- Enter tags in order of relevance and importance

Categorize your video

- Categorize your video to let the YouTube algorithm know what's in it
- Select from predefined categories in 'advanced settings' in YouTube

Action Steps:

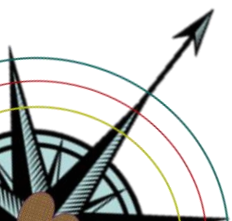
1. Select the tags you will add to your video.
2. From the predefined categories on YouTube, choose one that's most relevant to your video.

Step 5: Create Thumbnails That Attract Clients

- Get attention
- Inspire curiosity
- Motivate viewers to watch your content

Why custom thumbnails are important

- Custom thumbnails get more views than auto-generated ones



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- Makes your video stand out in search results
- Sets the tone for your video and helps viewers assess relevance
- Motivates viewers to take the desired action (e.g., like, comment, subscribe)

Tips to create eye-catching thumbnails

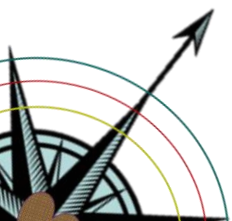
- Use high-quality visuals that accurately represent video content
- Add text overlay for additional context and to highlight key points or benefits
- Use photos that emphasize facial expressions, gestures, and dynamic imagery to stir emotions and intrigue viewers
- Establish a consistent look with branding elements, font style, color palette

Thumbnail creation tools

- You don't have to be a graphic designer to create attention-grabbing thumbnails
- Free user-friendly tools like [Canva](#) and [Snappa](#) have customizable templates

Action Step:

1. Create a custom thumbnail for your video



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CHECKLIST

Your First Video and Beyond

- You're ready to put YouTube SEO tactics and techniques into action
- Edit your video in YouTube Studio
- Be ready to learn and adjust along the way

Adapt and improve

- Use feedback to refine future videos
- When uploading, include your target keyword in your video file name
- Integrate other SEO-friendly tactics into your YouTube videos:
 - Add subtitles and closed captioning
 - Create a playlist
 - Test different video lengths
 - Experiment with timestamps
 - Leave a pinned comment on your own video

Action Steps:

1. Got to YouTube Studio and optimize the video you selected
2. Mark your calendar to review your video stats
3. Pick a video to optimize next

