

# SEO Video Checklist

The SEO Video Checklist that can positively impact rankings!

Video is a uniquely powerful way to engage consumers and search engine users—but before your video engages, it must be discovered. That’s what makes video SEO so important. You can’t simply upload to YouTube and expect millions of people to stumble upon it by accident; it takes strategy and skill to ensure that the video is optimized and ready to get results. Here’s a checklist to help guide you through your own video SEO process:

- Ensure targeted keywords in your video title
- Place additional keywords within the video description
- Embed your video on different sites/blogs and share on social media
- Place a call to action in the video, inviting people to subscribe
- Create engaging and quality content that viewers will watch until the end
- Add new videos to your channel frequently

## Additional factors that can improve your video rankings:

- The number of unique views
- The rate of viewer growth over time
- The percentage of viewers who watch the video until the end
- The diversity of locations from which you get viewers
- How many total subscribers you have for your YouTube channel

Creating YouTube rankings requires a keen understanding of how all these factors work with each other—and that's something we can help you with. Start posting videos that truly rank, engage, and convert. Get a consultation from Digital Advertiser today.

