Video SEO Checklist

Run this on your Chapter 10 video now, then on every video before it goes live. Two weeks later, fill in the check-in.

Video title: _____ **Main keyword phrase:** _____

1 · Keyword and intent

☐ One main keyword phrase chosen, plus a few natural variations

☐ Tested in YouTube's search bar (autocomplete shows people really type it)

☐ Video matches the intent: learn, do, compare, or be entertained

2 · Title, description, hashtags

☐ Title puts the main phrase early; key words fit in the first 60 characters

☐ Title promises a specific result, and the video delivers it

☐ Description's first two lines summarize the value and use the main phrase

☐ Links added: website, related video or playlist, affiliate disclosure if needed

☐ Three to five relevant, specific hashtags

3 · Chapters and playlists

☐ Chapters start at 0:00, at least three, each 10 seconds or longer

☐ Chapter titles are clear names a searcher would understand

☐ Video is in at least one playlist named the way a viewer would search

4 · Thumbnail and hook

☐ One focal point, high contrast, readable at phone size

☐ No more than five words, and they add to the title rather than repeat it

☐ Matches the channel's style

☐ First 30 seconds keep the title's promise

5 · Two-week check-in

	CTR	Avg. view duration	Top traffic source
Week 2			

Top YouTube search terms: _____

One change I'll make (title, thumbnail, or description): _____

Follow-up video idea: _____

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