

15 YouTube Ranking and Discoverability Factors Checklist

Note: The best way to get the most out of this checklist is to **watch the Free companion Training Videos first.**

Grab Your Absolutely Free Cheat Sheets And Training Videos Here:

<http://www.TubeTrafficSecrets.com/lg1/>

1. _____ Keywords in the Title

- Only the first 55 or 60 characters are seen in the YouTube search results so make sure your **front-end load the title with your primary keyword phrase and your “call to action”** or points of interest.
- **Write it like a Headline** so it encourages searchers to click it (so they watch the video).
- **Use your primary and secondary keyword phrases, as many as possible** because YouTube themselves say it's better to use as many keywords as possible in the Title to **increase your discoverability.**
- **Don't repeat your keywords** in the title; that won't help but using different keywords will.
- **Use every last character available** in the title to maximize the chances of being discovered.
- Remember, **don't “spam” by using unrelated keywords**, but don't be shy about using as many keywords related to your top as possible and still have the title “make sense” and compel the reader to “take action” and watch the video.

2. _____ Keywords in the Description

- According to YouTube... **“The more words you include in your description, the higher your chances of being discovered by searchers”**
- That means **you should write really long descriptions** and try to incorporate every single primary, secondary and related keyword phrase that you can.
- **Use all 5,000 characters** allowed if possible.
- Don't bother repeating your primary keyword phrase multiple times unless you need to, it won't help your rankings and it can get you banned for “spam” by YouTube.

3. _____ **Keywords in the Tags**

- **Use as many relevant keywords as you can fit in as tags** (including your primary and secondary keyword phrases)
- **Use quotation marks around your most important multi-word keyword phrases** that you wish to rank high for.
- Also **add your primary and secondary keyword phrases without quotation marks to help increase discoverability** for search phrases related to the market that you never even thought of.
- **I generally use quotation marks for multi-word phrases when I really want to make sure I rank high for that particular keyword phrase.**

4. _____ **Incoming Links**

- Without a doubt **incoming links are the most powerful way to make sure you rank for any one particular keyword phrase**, especially for Google.
- So if you want your video to rank high for the phrase “Send Me Free Traffic” you need to run an incoming links campaign that points to your video watch page on YouTube that uses the phrase “Send Me Free Traffic” in the anchor text.
- **Use a combination of traditional incoming links** like articles, blog posts, forum commenting, etc. **PLUS use Social Media incoming links** as well

5. _____ **Time Watched**

- **Create quality content** that keeps the user engaged.
- Add YouTube **“Annotations”** to your videos that hyperlink to your other videos that are related to your topic, your playlists or your channel.
- Use the new **“In Video Programming”** feature to showcase a thumbnail hyperlink to your most popular video. Insert it just before the point where you lose your average viewer in your top videos.

6. _____ **Total video Views**

- Announce your video to your list
- Embed the video on high traffic sites
- Buy cheap PPC traffic for the video
- Announce the video on social media sites

7. _____ **Total Likes and Dislikes**

- Use Annotations to ask for a “thumbs up”
- Ask viewers to “Like” your video
- Add a P.S. to your email reminding them to “Like” your video when they watch it
- In your descriptions ask people to “Like” comments

8. _____ **Total Embeds**

- Embed the video on your blog
- Embed the video in an Article
- Embed the video in a Press Release

9. _____ **Total Shares**

- Ask viewers to share your video
- Use Annotations to ask viewers to share
- Add a P.S. to your email reminding them to “Share” your video when they watch it
- In your descriptions ask people to Share your video with their friends

10. _____ **Total Playlists It Is Added to**

- Create your own Playlists
- Ask your viewers to create Playlists with your videos
- Sponsor a Contest To Create Playlists with your videos (seek legal advice first)

11. _____ **Subscribers**

- Ask viewers to subscribe to your channel
- Design your channel page so it encourages visitors to subscribe
- Use Annotations asking viewers to subscribe
- In your descriptions ask people to Subscribe

12. _____ **Total Channel Views**

- Do all of the above to generate more total views for each of your videos

13. _____ **Flags**

- Fight each and every Flag with YouTube. Don't ever accept a single Flag without a fight!

14. _____ **Comments**

- Use Annotations to ask for a comments
- Ask viewers to leave comments for your video
- Add a P.S. to your email reminding them to comment on your video when they watch it
- In your descriptions ask people to leave comments

15. _____ **Category Choice**

- (continued on next page)
- Choose a category that applies to your video but try to choose one that has less competition. That way you'll have a better chance of being a "featured" video in your category (which leads to a ton of free traffic)

•

Grab Your Absolutely Free Cheat Sheets and Training Videos Here:

<http://www.TubeTrafficSecrets.com/lg1/>

Legal Disclaimer:

Refer to the Company Terms Of Service and other legal documents, for Company limitations on liability and other important information. Company Terms of Service can be found at our <http://www.tubetrafficsecrets.com/> website. The information presented is for illustrative and informational purposes only. Use these techniques and strategies at your own risk. Making Decisions based on any information presented should be done with the knowledge that you could experience significant losses, or make no money at all. You agree that our company is not responsible for the success or failure of your business decisions relating to any information presented. This presentation may contain affiliate links or recommend products or services that Company may have an affiliate relationship with. That means if you buy something from them Company may get paid an affiliate commission.