



YOUTUBE SEO CHECKLIST

- URL should include branded name if possible
- About section - use top keywords and/or keyword phrases
- Playlist titles includes branded name and top keywords
- Playlist descriptions should contain keywords and branded name
- Add social media links to your channel
- Add placeholder link to your channel
- Set up FEATURED channels to showcase authority in niche
- Add supporting videos to your playlists
- Add titles/descriptions to videos that include keywords/keyword phrases