

3 DAY VIDEO CHALLENGE

DAY #3: PROMOTION AND OPTIMISATION

Video is becoming a day-to-day necessity in the asset register of all modern small businesses. Much like a website was back in the early 2000s most people now expect a business to have some form of video.

Here is a checklist of YouTube Best Practices as provided by TubeBuddy. I use it to optimize all of my videos. Ensure you do all of these things whenever you upload a video...

Best Practice	Done
Add video to a playlist	
Add captions (look at rev.com)	
Add an end screen	
Add info cards	
Add more tags	
Add tags to your title	
Title between 20 and 70 characters	
Turn on Monetization (if you're a YouTube Partner)	
Upload a hi-res Thumbnail	
Get a like on Facebook	
Share on Twitter	
Submit to Google using their URL Submission Tool	
Add 'Subscribe' link in description	
Add website and social links into description	
Choose the right category and recording date	

