

YouTube Optimization Checklist for 2024

- ❑ Identify your primary keyword
- ❑ Optimize the video description
 - Use the primary keyword within the first 25 words
 - Integrate variations of the primary keyword throughout the description
 - Ensure the description is informative and exceeds 250 words to provide depth
- ❑ Tag your video with relevant keywords
- ❑ Design and upload a thumbnail that visually represents your content well
- ❑ Integrate YouTube Cards and end screens to promote other videos, encourage subscribers, and direct traffic to playlists
- ❑ Add up to 15 relevant hashtags to boost your video's visibility in YouTube searches
- ❑ Regularly update your channel's keywords and description.

- ❑ Incorporate the primary keyword into your file name
- ❑ Optimize the video title with the primary keyword
- ❑ Choose a category that best fits your video to help YouTube connect it with the right audience
- ❑ Add accessible and searchable text as captions to help with YouTube SEO
- ❑ Create and add to playlists to increase watch time through extended viewing sessions
- ❑ Use the pinned comment feature to ask questions, provide additional information, or link to other videos and playlists
- ❑ Ensure the first 15 seconds are highly engaging to optimize video for viewer retention

