

■ Web SEO Houston – YouTube SEO Optimization Checklist

This checklist is designed to help you optimize every YouTube video for search visibility, click-through rate, and watch time. By following these steps, you can improve your video's performance and reach.

1. Keyword Research

- Use YouTube Search Suggest to find trending keywords
- Check keyword volume & competition with TubeBuddy or vidIQ
- Confirm interest on Google Trends (YouTube search mode)
- Select a primary keyword and 2–3 related keywords

2. Title Optimization

- Place your primary keyword at the start
- Make it compelling with a promise or benefit
- Keep it under 60 characters
- Avoid clickbait—deliver what's promised

3. Description

- Start with a keyword-rich first sentence
- Add a 200–300 word summary with related keywords
- Include links to your website and playlists
- Add a call-to-action (Subscribe, Watch Next, Comment)

4. Tags

- First tag = primary keyword
- Add variations and related terms
- Include branded tags ('Web SEO Houston', your channel name)

5. Thumbnail

- Custom 1280×720 image, JPG/PNG, under 2MB
- High contrast colors and clear subject
- Face expressions & short text overlay
- Keep branding style consistent

6. Captions & Subtitles

- Upload accurate closed captions
- Add translated subtitles for extra reach

YouTube SEO Optimization Checklist (cont.)

7. Playlists

- Add to relevant playlists for watch time boost
- Use keyword-rich playlist titles

8. Engagement Strategy

- Ask for likes, comments, and subscribes early
- Respond to comments within 24–48 hours
- Pin a top comment with a CTA or key insight

9. Watch Time Boost

- Keep intro short (under 10 seconds)
- Use a hook in the first 30 seconds
- Include pattern interrupts (graphics, text pop-ups)
- End with end screen links to more videos

10. Off-Platform Promotion

- Share on Facebook, LinkedIn, Instagram, Twitter/X
- Embed in blog posts & website pages
- Share in email newsletters
- Post to relevant niche communities

11. Performance Review

- Check CTR (aim for 6%+)
- Track average view duration
- Review traffic sources
- Adjust videos based on analytics



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YouTube SEO Optimization Checklist

Boost your YouTube rankings, improve your click-through rates, and increase watch time with our complete step-by-step guide. Download the checklist and start optimizing your videos like a pro today.



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<https://webseohouston.com/youtube-video-seo/>



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