

Video Marketing Checklist

YouTube Channel Setup (one time)

- Add icon and channel artwork
- Add social media links in About section
- Add keyword-driven company description

YouTube Video Upload

- Upload video with keyword-driven raw file title
- Add keyword-driven title
- Add keyword-driven description with link to website or other call to action
- Add custom thumbnail, dimensions 1280x720
- Add to relevant playlist or section (if applicable)

Facebook Upload

- Upload video
- Add keyword-driven title
- Add keyword-driven description
- Add call to action with link to website or other call to action
- Add custom thumbnail, dimensions 1280x720
- Add .srt caption file
- Pin post to top of page (optional)
- Set as Featured Video (optional)

Notes: