


# Video & YouTube SEO Checklist (2025 Edition)



YouTube is the world's second-largest search engine, and video results dominate Google SERPs. Optimizing your videos for discovery is no longer optional. Use this checklist to make sure your content is built to rank, engage, and convert.

## Pre-Production (Plan Before You Record)

- ☐ **Keyword Research for Video:** Use YouTube autocomplete, Google's "Videos" tab, TubeBuddy, or VidIQ to find keywords and questions people search for.
- ☐ **Content Intent:** Decide if your video is educational, how-to, review, or entertainment, and match it to user intent.
- ☐ **Competitor Scan:** Watch top-ranking videos for your keyword. Note title structure, thumbnails, and average video length.
- ☐ **Script with SEO in Mind:** Naturally integrate keywords into your spoken script (Google transcribes videos).

 **Pro Tip:** Plan B-roll, visuals, or on-screen text that reinforces keywords and keeps viewers engaged

## Production (Filming & Editing)

- ☐ **Strong Hook:** Capture attention in the first 10 seconds to reduce drop-off.
- ☐ **On-Screen Branding:** Add logos, lower-thirds, or intros for authority and brand recall.
- ☐ **Visual Engagement:** Use jump cuts, captions, and graphics to break monotony.
- ☐ **Audio Quality:** Crisp, clear sound beats high-end visuals. Use a mic over your laptop mic.
- ☐ **Length & Structure:** Don't aim for arbitrary duration. Match video length to topic depth and user expectations.

 **Pro Tip:** YouTube rewards audience retention - Focus on pacing to keep viewers watching until the end

## Upload Optimization (Metadata)

- ☐ **Title:** Include your primary keyword naturally and keep it under 60 characters.
- ☐ **Description:** Write 250+ words with keywords, timestamps, and links to your site or resources.

- ☐ **Tags:** Use a mix of exact keyword tags and related terms.
- ☐ **Thumbnail:** Custom, high-contrast, branded design with readable text overlay.
- ☐ **Playlists:** Group related videos into playlists to increase watch time.

💡 **Pro Tip:** Treat your video description like a mini blog post. It boosts search visibility inside YouTube and on Google.

## 💬 Structured Data & Captions

- ☐ **Closed Captions:** Upload subtitles or edit auto-generated ones. Improves accessibility and search.
- ☐ **Transcripts:** Add transcripts in the description or as a downloadable file.
- ☐ **Chapters / Timestamps:** Break content into sections so Google can surface video “key moments.”
- ☐ **Schema Markup (websites):** Use VideoObject schema to help Google display video results in SERPs.

💡 **Pro Tip:** Timestamps are SEO gold. They give you extra entry points into SERPs.

## 📣 Promotion & Distribution

- ☐ **Embed on Your Website:** Create blog posts or landing pages that feature your video.
- ☐ **Cross-Channel Promotion:** Share on LinkedIn, Twitter/X, TikTok, and email newsletters.
- ☐ **Community Engagement:** Respond to comments and pin a comment with resources or CTAs.
- ☐ **Collaborations:** Partner with other creators or brands for exposure.

💡 **Pro Tip:** The first 48 hours after upload are critical. Push promotion hard to maximize signals to YouTube’s algorithm.

## 📊 Performance & Iteration

- ☐ **CTR (Click-Through Rate):** Track how often people click after seeing your thumbnail.
- ☐ **Watch Time & Retention:** Identify drop-off points and adjust pacing in future videos.
- ☐ **Traffic Sources:** Analyze YouTube Analytics for views from search, suggested, or external embeds.
- ☐ **Conversions:** Track clicks from descriptions and end screens to your website or offers.
- ☐ **A/B Test Thumbnails & Titles:** Refresh underperforming videos with new visuals and wording.

💡 **Pro Tip:** Optimization doesn’t end at upload. Small tweaks to thumbnails and titles can revive stale videos.

### ✅ Final Review - Ask Yourself...

- ☐ Does this video match the intent behind the keyword?
- ☐ Would I click this thumbnail and title over competitors'?
- ☐ Does the content hold attention from start to finish?

👍 If yes, you have a video that can rank on both YouTube and Google.

💡 **Pro Tip from ScaledOn:** Think of YouTube SEO as a cycle, not a checklist.

Plan → Optimize → Promote → Measure → Refresh. The brands that treat video as a long-term SEO channel see compounding results.

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