



SEO Cheat Sheet

1 Include KEYWORD in title:

2

Add link to your website (lead capture page) at the beginning & ending of your description.

Add keyword in description multiples times naturally in 4 or 5 sentences.

3



4

Add time stamps with keywords worked into them

Add keyword annotation in video

6

5

Make the name of your video your keyword before uploading

7

Add a manual transcript to your video (keyword rich!)

CC

Always end video with a call to action:
What do you want viewers to do?

9

Say your keyword in the first 30 seconds of the video (for auto captioning)

8

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