

A guide for coaches, authors and speakers to attract their ideal clients.

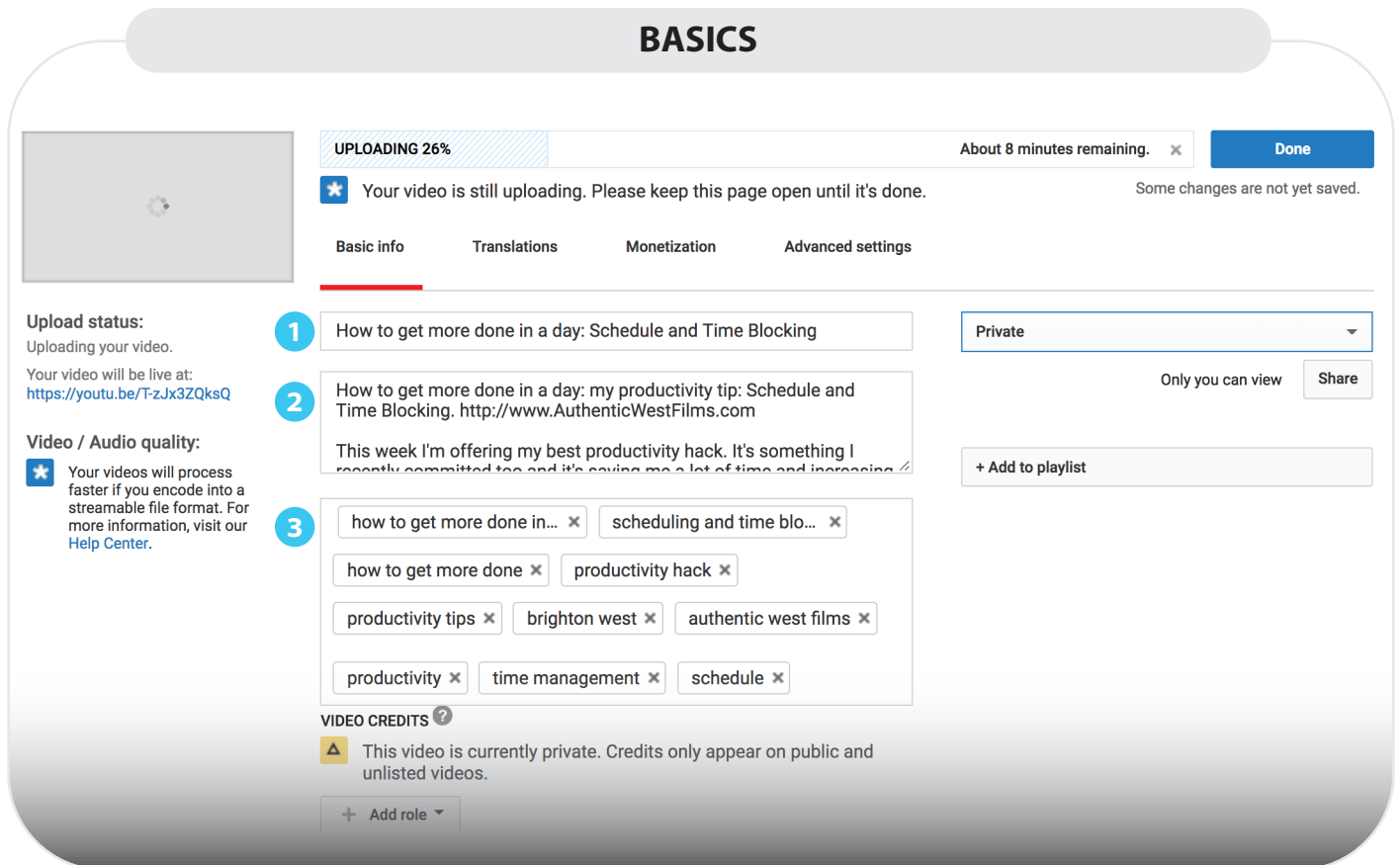
**Congratulations!** The fact that you are reading this document puts you ahead of 90% of coaches, authors and speakers on YouTube. Most post and wonder why no one is watching their videos. A very small percentage (I'm talking about you, Tony Robbins) are getting most of the views. Your goal should be to become one of those people - attracting views - maybe not millions of views - maybe just hundreds of your ideal clients.

## How to use this checklist:

When you upload your next video to YouTube, pull out this checklist. If you're new to this, start with the basics #1, 2 & 3. If you are advanced, start with #4, then do all the rest.

Items 1 through 5 can be completed while your video uploads (see graphic below). For the additional 6 tips, you'll need to go to Creator Studio and click the video to edit it. Then you'll see the exact screen as found on page 3 of this checklist.

## BASICS



The screenshot shows the YouTube video upload interface. At the top, a progress bar indicates 'UPLOADING 26%' with 'About 8 minutes remaining.' and a 'Done' button. A message states 'Your video is still uploading. Please keep this page open until it's done.' Below this are tabs for 'Basic info', 'Translations', 'Monetization', and 'Advanced settings'. The 'Basic info' tab is active, showing the video title 'How to get more done in a day: Schedule and Time Blocking', a private privacy setting, and a description. The description includes a link to the video and a snippet of the video content. Below the description is a list of tags: 'how to get more done in...', 'scheduling and time blo...', 'how to get more done', 'productivity hack', 'productivity tips', 'brighton west', 'authentic west films', 'productivity', 'time management', and 'schedule'. At the bottom, there is a 'VIDEO CREDITS' section with a warning that the video is currently private and a '+ Add role' button.

## YouTube Visibility for Coaches, Authors and Speakers Explained

Many of YouTube's 30 million viewers are experiencing the struggles that you address. They would love to watch your videos. But how do you get your videos in front of your ideal viewer?

**Let's start with the basics:** YouTube knows nothing about your videos - it cannot look inside and see the topic that you cover. You must tell YouTube what your video is about - and there is a very specific way to do that. This is what this checklist is all about. The first three are the basic requirements.

### 1 **Title: Optimized for search**

Your title should match an exact search that your ideal viewer would type into the search box. For instance "How to get more done in a day" or "Best Tips to Master Time Blocking and Scheduling." The Title should focus on your key phrase (ideally you've done SEO research to pick that phrase, but it's OK if you haven't.)

As a Subject Matter Expert, you have solutions to people's problems. If they are trying to get more done in a day, they would use the first suggestion. But if they know about Time Blocking, then they may want to master it, so the second suggestion is better. If you want to add your brand or name, add it at the end of the title.

The Title and Description are used by both Googlebots (to determine what your video is about) and by end users (who are seeing your video in a list of other options and are deciding which one to watch next.)

### 2 **Description: Detailed and properly structured**

Your description should start with a sentence reinforcing your title like "Get more done each day with these tips." Then link to your website starting with <http://>. Then one more descriptive sentence, followed by a blank line.

Then describe your video in keyword rich detail. You can also include the transcript.

Include links to your social media and a subscribe link like this one:

[https://www.youtube.com/channel/\*\*UCFpDA2DG6q3WarSgo\\_oxtfg\*\*?sub\\_confirmation=1](https://www.youtube.com/channel/UCFpDA2DG6q3WarSgo_oxtfg?sub_confirmation=1)  
(replace the bold characters with your channel ID.)

### 3 **Tags: 5-20 Keywords / Keyword Phrases**

Include general and specific keywords and phrases. Include phrases you've used in the title and the description. Include at least one keyword that is unique to your channel. This unique keyword is often your business name.

**It's important to think about how viewers use YouTube.** They either search for a particular topic (e.g. "how to be more productive") or they watch a video after seeing a thumbnail somewhere on YouTube. YouTube viewers can also find these videos embedded elsewhere (like on your website) -but for now, we are talking about the traffic that YouTube can generate for you.

**Search Traffic** are viewers actively looking for the content you share in your video. They are experiencing the pain point and want it solved. That is the exact point that you want to show up in their lives. "How-to" type videos are exploding on YouTube - viewers are searching for things like "how to be more productive." YouTube videos show up both for YouTube and Google searches.


**Recommendation Traffic** are viewers who are watching videos that are similar to yours. For example, if someone watches Brendon Burchard's video about productivity, you want to show up for that viewer too. Recommended videos are listed on a viewer's homepage, as suggestions on the right hand column when watching a video, and as videos to watch next when they finish one video.

ADVANCED

Info & Settings
Enhancements
Audio
End screen & Annotations
Cards
Subtitles & CC

6
7
8

How to get more done in a day: Schedule and Time Blocking
Cancel
Save changes



**VIDEO INFORMATION**

Channel: Brighton West Video

Uploaded time: August 16, 2016 at 2:50 PM

Duration: 2:23

Raw file: How to get more done in a day Schedule and Time Bl 4

Views: 520

Likes: 32

Dislikes: 0

Comments: 26

Video URL: <https://youtu.be/flnkwwFd3c>

9
5

Basic info
Translations
Monetization
Advanced settings

1
How to get more done in a day: Schedule and Time Blocking

2

How to get more done in a day: my productivity tip: Schedule and Time Blocking. <http://www.AuthenticWestFilms.com>

This week I'm offering my best productivity hack. It's something I

3

Simple trick to focus x
focus card x
focus your DSLR x
focus trick x
Digital SLR (Camera For... x
DSLR x
manual focus x
Brighton West x
diy video tips x
subscriber nation x
authentic west films x

Public
11

Also share on
 G+
 Twitter
10

Add a message to your video

3 playlists
12

AuthenticWestFilms.com
v6

3

Moving to **Advanced**: Once you master title, description & tags, you can start adding advanced options. The top YouTube celebrities use all these options. You should too.

**4 File Name: Uploaded file has SEO optimized name**

Before uploading your edited video file to YouTube, rename it with keywords in the name. For instance, *P0050032.mov* could be *How to get more done in a day.mov*.

**5 Custom Thumbnail**

Custom thumbnails are one of the most important aspects of YouTube success, and they are often overlooked by smaller channels. The thumbnail has one job: to get the viewer to start watching your video. You need to show the benefit and be eye-catching. I recommend putting the benefit in text on the thumbnail (e.g. improve productivity.)

Thumbnails work best when they have bright colors, a recurring element on the left side (like your logo) in each thumbnail, a close up of your face (looking directly at the camera with an emotional expression.)

**6 End Screens and Annotations**

Every video should have end screens. These allow viewers to interact with your content, take specific actions like subscribing and watching more of your videos. Once your channel is eligible, you can have buttons to your website here.

**7 Cards**

Cards allow interaction with your video, similar to End Screens but can show up during the video. However, they are hidden until the user clicks the little i in the upper right corner. Each video should have one or two cards to other videos or to your website (if you are eligible.)

**8 Closed Captioning**

Manually closed captioning your videos allows search engines to see your entire script. It also extends your audience to include people who are hard of hearing, aren't native speakers of your language, or are watching with the sound turned off. You can use Rev.com to have your video transcribed for \$1 per minute



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**9 Advanced Settings: Location**

If you are optimizing your channel for a particular location, include a street address on the advanced tab. For instance, a video "Life Coach in Portland, OR" would probably have the location set to attract local customers.

**10 Twitter and G+**

Type a 140 character or shorter “Headline” about your video to send out on Twitter and Google Plus. This also adds SEO power to your video - even if you don’t send to Twitter or G+.

**11 Scheduled for Release or made Public**

You should release your videos at the same time and day each week. Set videos as private until you are ready to release them.

**12 Added to Properly Named Playlist**

Every video should be added to at least one playlist that has an optimized name like “Productivity Tips” You can add your video to multiple playlists. Videos should be added to playlists after they are made public.

**Finally**, this checklist only works when you are making great content. Videos where views are engaged, watch the entire video, comment, like and share. This checklist tells YouTube what your videos are about. The second part of YouTube’s algorithm is Social Signals. YouTube will share your video widely if it understands the topic of your video, and it sees that people watching are enjoying the video.



**Still Have Questions?**

Purchase the companion video course for in-depth instructions for each point. Each point has a short lesson where you’ll follow along as I explain how to optimize a video.

**[www.AuthenticWestFilms.com/youtubeseo](http://www.AuthenticWestFilms.com/youtubeseo)**