

Boosting Visibility in Google News and in YouTube

10 Point Checklist

Greg Jarboe

Want to gain as much knowledge as possible out of Marketing Speak?
Read on below for a 10 point checklist that gives the next, real steps
you can take to elevate your marketing to the next level.

MARKETING SPEAK 

HOSTED BY **STEPHAN SPENCER**



“The biggest under-leveraged opportunity is video.”

GREG JARBOE

10 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game?
Here are 10 steps that can move you closer to your goals – today.

- Learn more about Google News and how I could optimize it to get higher rankings and more traffic.
- Put out legitimate news or compelling stories so people are going to be interested in reading my releases and click on my link for more information.
- Make my press releases relevant by using what I know about SEO like putting keywords in my title and lead paragraph, and all the other basics.
- Create compelling and fascinating subheads, realizing that subheads are the second most valuable content after the headline. Refrain from repeating words in my subheads that I have in my headlines. Use synonyms instead.
- Utilize Business Wire in creating subheads for the body of my copy. It lets me bold, italicize, or underline my subheads, giving my readers a sense of the different sections of the body as well as give the Google News search bot a signal of the relevant topics for my content.
- Make sure I have a legitimate call to action and describe it so the readers will know why they might want to click on my link.
- Issue a new version or an update of a breaking news story that I put out at an earlier date. Google rewards breaking news stories that are frequently updated.
- Update my thumbnails. It may not improve or change my ranking, but it's incredibly important in getting the click.
- Build a playlist around my anchor video, including videos from other people around the same theme. That way, I can make powerful new friends that will help me later on when launching an influencer relations program.
- Check out [SEO-PR.com](https://www.seo-pr.com) for help with press release optimization and getting some leads coming in the door, as well as read Greg Jarboe's book YouTube and Video Marketing and The Art of SEO by Stephan Spencer.