

# Secrets to the YouTube Algorithm

## 10 Point Checklist

Derral Eves

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**



**"Everything evolves to a point where systems  
and processes get smarter because of data."**

**DERRAL EVES**

# 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.

- Upload evergreen YouTube content so that viewers can rewatch my videos and still find them relevant years after they were uploaded.
- Consider tweaking my video transcription so that it's easier for Google's and YouTube's algorithms to find relevant words that were mentioned in my videos.
- Add keywords to my video script, but make sure that these words are salient and relevant so that they don't sound unnatural to my audience and the algorithm.
- Use [reddit](#) to research trending topics that I can incorporate into my video content. Other ways to look for what's trending are Twitter hashtags, Google Suggest, and YouTube Suggest.
- Suggest older videos on my new uploads so that I can still promote my older content and my audience can conveniently refer back to it if they want to.
- Invest in a channel management app to easily manage my growing YouTube channel. Derral recommends [TubeBuddy](#).
- Make my videos visually appealing by investing in good quality cameras, incorporating some editing skills, and adding some graphics that can improve my branding.
- Create constant engagement and make it my mission to build a community. My viewership will not be made possible without subscribers.
- Add [VidSummit](#) to my events calendar. It's the most anticipated conference for video creators and marketers.
- Check out [Derral Eves' website](#) for some of the best YouTube strategies that can help bring you millions of viewers and subscribers.