## Secrets to the YouTube Algorithm

## 10 Point Checklist

## **Derral Eves**

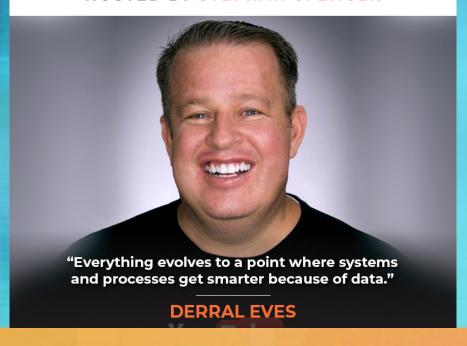
Want to gain as much knowledge as possible out of Marketing Speak?

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.



**HOSTED BY STEPHAN SPENCER** 



## 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.

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 <u>reddit</u> 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 <u>TubeBuddy</u> .
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 <u>VidSummit</u> to my events calendar. It's the most anticipated conference for video creators and marketers.
Check out <u>Derral Eves' website</u> for some of the best YouTube strategies that can help bring you millions of viewers and subscribers.