

# Cracking YouTube's Recommendation Engine

## 10 Point Checklist

**Evan Carmichael**

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**



**"Optimizing is a factor a lot of entrepreneurs can miss out on. It's not that complicated, but it does require a little shift in mindset."**

**EVAN CARMICHAEL**

# 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.**

- Become more visible on YouTube. Take advantage of the social media platform to create more engaging content for my audience.
- Optimize my videos and utilize YouTube to its highest potential. Many creators benefit from the platform. The beauty of it is anyone can make it on YouTube if they play their cards right.
- Don't treat YouTube like Google. Ranking is not about showing up in search results but appearing around other creators' videos. Observe my competitors' videos and find ways I can present my content alongside them.
- Add subtitles to my videos. Create SRT files and make sure the copy is correct. Not only will this help optimize my video's search capabilities, but my content will also be available for the deaf community.
- Consider uploading foreign language translations as well to maximize my video's searchability. If I speak a language other than English, adding English subtitles helps broaden my audience.
- Conduct A/B split tests on my videos to see which style works best with my audience. Evan Carmichael recommends using TubeBuddy, an online tool that helps creators make the right decisions on YouTube.
- Take advantage of the community tab. This section is a great avenue to interact with my audience by sending them updates, asking them questions, and letting them know when my next video comes out.
- Focus on creating evergreen content, so it has the potential to stay relevant with viewers no matter how long my video has been published. Examples of evergreen content are how-tos and tips.
- Check out [Evan Carmichael's website](#) to learn more about his entrepreneurial and marketing advice.