

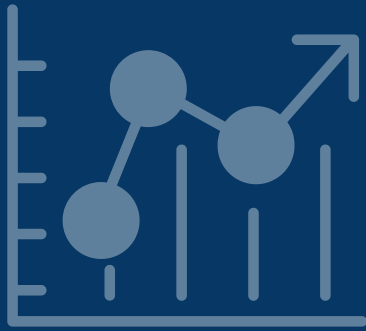
Mixing Search and Social with Stephan Spencer

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10 Step Checklist

- Optimize my videos and utilize YouTube to its highest potential. So many creators benefit from the platform. The beauty is that anyone can make it on YouTube if they play their cards right.
- Don't treat YouTube like Google. Ranking is not about appearing in search results but around other creators' videos. Observe my competitors' videos and find ways I can present my content alongside them.
- Implement YouTube-specific keyword research. Don't just trust my gut when choosing keywords. Use tools like Google Trends for invaluable YouTube-specific data.
- Incorporate a strong hook for all my content. An excellent hook should spark curiosity, capture attention, and create tension.
- Add subtitles to my videos by creating SRT files. This will help optimize my video's search capabilities. Moreover, my content will also be accessible by 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.



The right way to approach SEO is to back it up with the right strategies and research. Don't just go with your gut; utilize your tools and data.

-STEPHAN SPENCER

- 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.
- 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.
- Send people to my website, an email list, or my Facebook group where I can further a relationship with them.
- Recreate content in my old videos or create content with a similar keyword because anytime I make a video on the same topic, it will add more momentum for me within the algorithm.

For the complete interview, transcript, and important links, visit www.marketingspeak.com/361

Thank you!