



FREE Google Ads YouTube Video Checklist

Video Checklist *Ref: full training in Module Four Of The ATS Academy (3 videos) tubebake.com*

Before You Upload

1. Intro video with **Keyword title**
2. Use **Frank Kern** Technique early in video (non-E-Comm Products)
3. **Add Subscribe** button
4. **Mention next video**
5. Place Link on Screen in video (**after first 10 videos on new channel**)
6. Rename your video to be the short tail keyword you want Google to rank. **ALL lower case!**
7. File Property tags: Title, Tags, Subtitle - to be only the short tail keyword
8. File Property tag: Comments - to be a short description of video including short tail and long tail keyword (**Do not keyword stuff**)
9. Rename your thumbnail to short tail keyword you want Google to rank (**ONLY ONE keyword so as not to confuse YouTube**) **ALL lower case!**
10. File Property tags: Title, Tags, Subject to be only the short tail keyword
11. File Property tag: Comments - to be a short description of video including short tail and long tail keyword (**Do not keyword stuff**)
12. Include your keyword in your title of your video (**at the start**)
13. Make sure **Title is concise and less than 60 characters long** - try to ensure trigger keyword is part of title [free, new, proven, easy, secret, more, the, yes, if, never, imagine, instant, convert, you, because, discover, stop, how, worse, today, everyone, want, win, about, review, top] See: [trigger-keywords](#)
14. Review and Update **Channel Keywords**



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On Upload To YouTube

1. Upload and Publish on a daily basis to get 48 hours of Google love. Do **NOT** do multiple uploads as Private or Unlisted as Google doesn't give them the love when they are finally Published.
2. **Add info cards.** *Up to five evenly placed after the halfway point in the video.*
3. Add up to **2 end screens.** (to relevant videos)
4. **Create a playlist / Add to existing playlist.**
5. Add this **video to end screens of other videos** in your playlist (video must be longer than 25 seconds)
6. **Add chapters** in the description (make sure to **add 00:00 Intro at start**)
7. Have more text in your title at the end (to increase Click Through Rate)
8. Include your keyword in the description (once or twice max) as natural language
9. Add short tail keyword you want Google to rank in YouTube tags (**ONLY ONE keyword so as not to confuse Google**) except for affiliate launches
10. Put In Disclaimer (*only if affiliate links included*)
11. Add relevant hashtags # in the description (**YouTube ignores description with 15 or more hashtags**)
12. Add Transcript of video
13. Video Tracker Filled Out *REF: "Video Tracker" Module 4*
14. Do **NOT** link out to pages, affiliate links or other videos in the **description** for your **first 10 videos on a new channel**
15. Add **Call To Action ABOVE the fold** in the description
16. Add **Funnel opt-in link ABOVE the fold** in the description (**AFTER first 10 videos on a new channel**)
17. Add other videos in offer in description including keyword (**AFTER first 10 videos on a new channel**)
18. Add keyword tags at bottom of description (**AFTER first 10 videos on a new channel**)
19. Check your **video is rendered 1080p HD or 4K** before you make it "Publish" (usually takes an hour max from upload)
20. Set video to "**Publish**"
21. Use **Premiere function**



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Within First 4 Hours

1. **Add a comment** and include your Optin link to the **comment, Like Comment & Heart Comment.**
2. **Pin your comment with your link**
3. **Like your video**
4. Play video through at least **3 times (start to finish) on PC/Laptop** in **Google search** using long-tail keyword **incognito** [It can take several hours before it appears in Google search results]
5. Play video through at least 3 times (start to finish) **on PC/Laptop** in **YouTube** using long-tail keyword and click from there **incognito**
6. Play video through at least 2 times (start to finish) **on Phone** in **Google search** using long-tail keyword [It can take several hours before it appears in Google search results]
7. Play video through at least 2 times (start to finish) **on Phone** in **YouTube** using long-tail keyword
8. Try to get friends, family, business partners or other YouTube user accounts to also **watch video, like & comment**
9. **Share your video** to your **Facebook page asset(s)** (Add relevant **#Hashtags**)
10. **Like the video on the Facebook page**
11. **Share your video** to other **social media assets:** Facebook, Reddit, Twitter, Instagram, TikTok, LinkedIn, Tumblr, Pinterest, Blogger (**don't spam groups**). Remember to **Add relevant #Hashtags**
12. Add video as **Blog Post** (Remember to **Add Open Graph markup** to **blog page**)
13. **Add Alt Text** to images & video in blog to improve ranking on Google and social media.



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Following Days

1. Once 10 videos added to NEW channel **go back and add links** of other videos to **description** in the first 10 videos
2. Once 10 videos added to NEW channel go back and **add Call To Action ABOVE** the fold in the description
3. Once 10 videos added to NEW channel go back and **add funnel opt-in link ABOVE** the **fold** in the description
4. Heart all comments





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Following Weeks (4-6 Weeks)

1. **Create channel Review** using Tracker (4-6 weeks)
2. Check **YouTube Rank incognito**
3. Check **Google Rank incognito**
4. Check **Google Video Rank incognito**
5. Check Bitly Opt-in Stats
6. Check YouTube Analytics
7. **Add more Tags** (if required)

