SEO Best Practices Checklist (From Teresa de Grosbois and Adam Lamb)

1. **Shortcut #1 - from using Adwords Keyword Tool - Discover Long Tail Keywords With "Google Suggest"**
   - On a Clean Browser - Type a keyword into Youtube or Google search, but don't press enter. Check out the keywords that Google shows you as suggestions below. Because these keywords come straight from Google, you know that people are actually searching for them and they're great keywords to optimize your site around.
   - The same can be done with Youtube. Title should always be a question or a strong declaration.

2. **Include Your Keyword In Your URL**
   - Your URL helps Google understand what your page is all about, so a keyword-rich URL can improve your organic CTR. If your target keyword is retreat, make the URL for the page, https://ebc**retreat**.ebicouncil.com/2022-ebc-annual-**retreat**-public45921260
   - Once you reach 100 subscrbers on Youtube, be sure to change your URL to include the title of your channel
   - **Shortcut #2 -** For content that is a major funnel gathering for your, Register the search term as a URL e.g. "www.WhatToSayToSomeoneWhosJustLostaLovedOne.com"

3. **Meta Description for each page**
   - You need to have a custom and relevant meta description for each page. It must be helpful to the user, contain keywords relevant to your content, and relay the context of your page.
   - This will help your ranking on Youtube and more likely to show up as a recommended video.

4. **Include your focus keywords in the body copy**
   - The body copy on your page generally accounts for the largest block of your indexable content. Don't force your keyword into your body copy where it doesn't fit naturally. You don't want to sacrifice quality of content for quantity of keywords. But make sure it is mentioned and fits in with the context of your copy.
   - Your keyword must be within your first 50 words of your description on Youtube.
   - Your keyword must be spoken within the first 15 seconds. Use the title to start your video so your viewers know what you are talking about.

5. **Install Yoast SEO**
   Yoast SEO is a free SEO plugin for WordPress that's good for creating sitemaps, optimizing meta tags, etc. It makes the technical aspects of SEO easier to manage.

6. **Set Up Google Search Console and Bing Webmaster Tools**
   - These are important tools that provide you with essential insights into your site's performance. They also provide data that you can use to increase your site's traffic and visibility. These tools let you monitor the keywords and search terms that users are finding your site with.
   - Use TubeBuddy.com for Youtube to get this same data about your video's performance.

7. **Optimize your image alt tags**

- Google can't see images like humans can. In order to help them "see" your images, you need to optimize your image alt tags and filenames. Do this by saving the image with a file name that describes what it is. And then when you add it to your page give it a similar descriptive alt tag.
- Video file name is IMPORTANT. The file name should have the same file name as the title of your post.

Extra Youtube Specific Tips: Make sure it is user friendly!
- Make sure your content is clean. Organize and color code your thumbnails for your playlists on your Youtube homepage.
- Make sure your videos have quality audio, lighting, and camera.
- Make sure your video is not TOO high quality because it will take the end user too long to download.
- Tell them what they are going to see, give them proof, and give them a reason to keep watching until the end.
- Remind them to subscribe to your channel and then stay consistent with your uploading schedule.
- Always continue the conversation at the end of your video. Include where they can find your other social media / websites.
- As always, BE AUTHENTIC!

8. **Create Links to your content -** Ask Fellow EBC Members for support. The more links the better. This can be done through social media, article writing and trading links with others on their websites.