



Checklist 15 - Optimizing Your Review Blog By Leveraging Video Marketing/Reviews

Project Name: _____

Date: _____

Yes No

To be able to optimize your blog through video marketing, it is important to consider the following:

Part 1 – Establishing The Type Of Videos Produced

1 Have you set SMART goals for your video marketing?

2 What style of video marketing content do you want to engage in?

3 Are your videos inspirational, educative or entertaining?

Part 2 – Appropriate Video SEO Strategies

4 Do you have set video SEO strategies?

Notes



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- 5 Are the video thumbnails colorful, engaging, and of high quality?
- 6 Have you included any keyword in your video description?
- 7 Is the title short and informative?
- 8 Do you have keyword suggestion tools for keyword optimization?
- 9 Have you considered internal links and backlinks to your video?
- 10 Have you included variations in your tags?

Part 3 – Social Proofs

Notes



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- 11 Are there customer testimonial videos?
- 12 Is there clarity regarding the nature and message of the video?
- 13 Have you considered transcriptions for your videos?
- 14 Have you any partnerships with influencers in your videos (including celebrities)?

Part 4 – Conversion Optimization

- 15 Do your videos include a call to action?
- 16 Are there any incentives offered to your audience?
- 17 Is your video interactive?

Notes



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Part 5 – Video Impact, Outlet, Performance

- 18 Is the video a part of your overall marketing campaign?
- 19 Do you engage with viewers to get opinions and feedback?
- 20 Do you use tools like Google analytics to keep track of the videos' performance?
- 21 Are your videos uploaded on your site only?
- 22 Are the videos embedded in your direct mail?

Notes