



Checklist 15: Video Traffic – Blog

Project Name: _____

Date: _____

Embedding your videos on your blog or website is not only a great way to add content but it also helps with ranking your content in the search engines and gets more views to your videos, you can also add other content on your webpage such as optin forms, affiliate links, social media share buttons, comments section and much more...

- | | Yes | No |
|--|--------------------------|--------------------------|
| 1 Create a new blog post. | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 Add an attention-grabbing headline. | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 Add a descriptive sub-headline that briefly explains what the post is about. | <input type="checkbox"/> | <input type="checkbox"/> |
| <i>Note: Remember to add the keywords that you're targeting into the headline and sub-headline to improve SEO.</i> | | |
| 4 Go to the video that you want to add to your blog post and copy the embed code. | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 You can find this on YouTube by clicking the share link and then the embed link. | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 You can change the dimensions of the video if you want by changing the height and width. | <input type="checkbox"/> | <input type="checkbox"/> |

Notes

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- 7 Choose whether you want to;
- 8 Show suggested videos at the end or not
- 9 Display controls or not
- 10 Show video titles or not
- 11 Now post the video on your blog page
- 12 Include the keyword your targeting as the title on your page to improve SEO
- 13 Now write a keyword rich description all about your video what you discuss or teach in it. You may want to add bullet points or step by step instructions.
- 14 SEO (Search engine optimisation)

Notes



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To rank your pages on search engines like Google you will need to optimise your on-page seo. Install a plugin like “All in one SEO pack” or “Yoast SEO”

- 15 Fill in your title, description and tags using the keywords that you’re targeting in this post and video.

- 16 Get Backlinks

Now it’s time to share your video as much as possible and post your link on other sites and platforms to get backlinks to improve ranking and get traffic to it.

Notes