



ARIZONA
SMALL
BUSINESS
BOOT CAMP &
COLLECTIVE

RESPOND → PLAN → RETURN STRONGER



Financial
Potion

How To Search Engine Optimize Videos

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Don't Collect Digital Dust!



Video Marketing Social Media Distribution Roadmap

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9 Steps to YouTube Optimization

1. **Title- 70 characters**
2. **Description- 2K characters**
3. **Tags- 500 characters**
4. **Custom Thumbnail**
5. **End Screens**
6. **Cards**
7. **Correcting Transcriptions**
8. **Playlist Placement**
9. **Location Tag**



LIVE

DEMO

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Facebook Video Optimization

1. **Title**
2. **Description/ Post Content**
3. **Tags**
4. **Custom Thumbnail**
5. **Transcription**
 - **Captions.en_US.srt**



LIVE

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