



ARIZONA
SMALL
BUSINESS
BOOT CAMP &
COLLECTIVE

RESPOND → PLAN → RETURN STRONGER



Google & YouTube SEO

PRESENTED BY
Taylor Wellman
Co-Owner of Financial Potion



What You're Going To Learn...

- **Why YouTube**
- **What are the video SEO steps?**
- **Your Questions**



WHY START WITH YOUTUBE...



77%	15-35
73%	36-45
70%	46-55
67%	56+



WHY START WITH YOUTUBE...



2nd Most Used Search Engine

2nd Most Visited Website



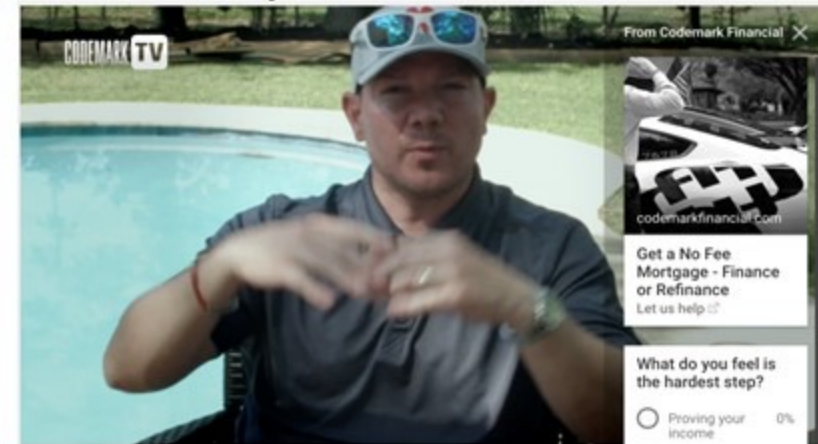
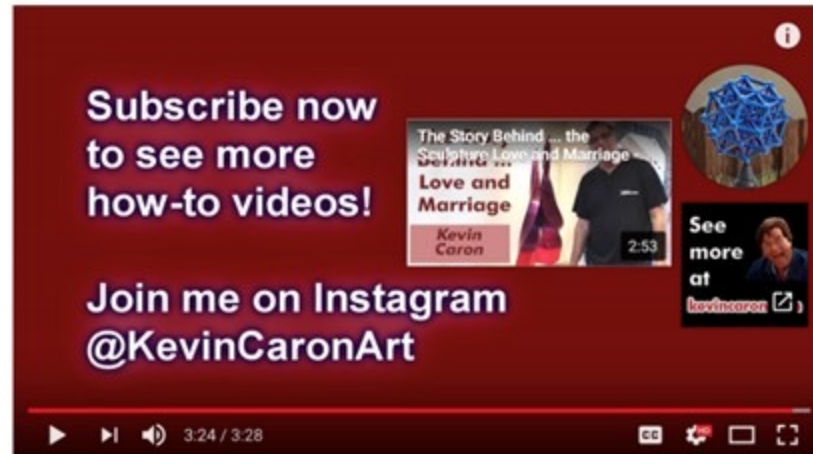
TYPES OF VIDEOS



YouTube Search Engine Optimization



- 1) Title- 70 Characters Keyword Rich ~ Only First 30 are Seen
- 2) Description- 2000 Characters Keyword Rich ~ 4 Part Format
- 3) Tags- 500 Characters Keyword Rich & Common Spellings Errors
- 4) Custom Thumbnail- Include a Title & Smiling Face
- 5) Location Tag
- 6) End Screens
- 7) Cards
- 8) Transcriptions
- 9) Playlist Placement – Make Sure Playlist has a Description



HOW TO DO IT ON YOUTUBE...



THANK YOU!

480.999.5511

Taylor@FinancialPotion.com

www.financialpotion.com

