

Getting Started and Ensuring Traffic to Your Videos Checklist

This checklist covers what you need to do to get started to using videos and get traffic to your videos. Check off each action step as you do them.

Decide What Type of Video to Make

- Talking Head Videos
- Explainer Videos
- White Board Videos
- Presentation Style Videos

Ways to Use Videos

- Demonstrate Your Expertise and Authority
- Educate about a Product or Service
- Solve a Problem / Educate on a Topic
- Interviews and Webinars
- Sales Presentations

Include a Call to Action

Always include a call to action. Some examples might be:

- Call Phone number
- Watch other videos
- Visit website
- Subscribe to the channel
- Buy something
- Subscribe to your mailing list or lead magnet
- Like/Share/Comment

Conduct Keyword Research

Do your research to find out what questions people are asking about your subject area / product / service.

- You've used keyword research tools like:
 - [Google Trends](#)
 - [Twitter Trends](#)
 - [Yahoo Suggest](#)
 - [AnswerThePublic.com](#)
 - [Google Suggest](#)
 - [Tube Buddy](#)
 - [Keywordtool.io](#)
- You started with a broad phrase?
- You narrowed down your phrases?
- You added your keywords to a spreadsheet.
- You have found informational type keyword phrases. These are people looking for additional information.
- You have found navigational type keyword phrases. These are people looking for specific website or content.
- You have considered transactional keyword phrases. These come from potential buyers ready to purchase.
- You have searched for content that already exists for your keyword phrases.
- You found missing content
- You can create something different
- You can use PLR
- You research YouTube for content

Use this checklist to keep track of creating an opt-in offer that converts your subscribers into buyers quickly.