



## 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?              | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | What style of video marketing content do you want to engage in? | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Are your videos inspirational, educative or entertaining?       | <input type="checkbox"/> | <input type="checkbox"/> |

### Part 2 – Appropriate Video SEO Strategies

- |   |   |                          |                          |
|---|---|--------------------------|--------------------------|
| 4 | Do you have set video SEO strategies?                             | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | Are the video thumbnails colorful, engaging, and of high quality? | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 | Have you included any keyword in your video description?          | <input type="checkbox"/> | <input type="checkbox"/> |

Notes



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- 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

- 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

*Notes*



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

### 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*