**Keyword Optimization Cheat Sheet**

**Primary Keyword Phrase:**

**Rules For Optimizing Titles:**

1. **Use As Many Related Keyword Phrases In Your Title As You Can Fit In There.**
2. **Use Your Primary Keyword Phrase In Your Title. Place it as close to the beginning of your Title as possible.**
3. **Use At Least One Secondary Keyword Phrase In Your Title (use two if they’ll fit).**
4. **Write Your Title As A Compelling Headline!**
5. **Don’t Be Afraid To Experiment And Make Changes To Your Title!**
6. **Don’t Repeat Your Primary Keyword Phrase In Your Title.**

**Rules For Optimizing Descriptions:**

1. **Use As Many Primary And Secondary Keyword Phrases In Your Description As You Can Fit In There.**
2. **Use Your Primary Keyword Phrases Near The Very Beginning Of Your Description.**
3. **Put Your Best Benefits And Rewards In The First And Second Sentences Of Your Description.**
4. **Use Strong Calls To Action In Your Descriptions Near The Bottom.**
5. **Don’t Be Afraid To Experiment And Make Changes To Your Description!**
6. **Don’t Repeat The Same Keyword Phrases Over And Over Again In Your Description.**

**Rules For Optimizing Tags:**

1. **Use As Many Tags As Possible (try include 20 or 30).**
2. **Enter Your Most Important Tags First When Uploading Your Video.**
3. **Use A Combination Of Keyword Phrases And Individual Keywords For Your Tags.**
4. **Add New Tags To Your Videos When You Discover New Keywords For Your Market.**
5. **Use The Keywords Tags That Your Competition Is Using In Addition To Your Own.**
6. **Use The Unique Tags Your Competition Is Using To Help You Show Up For Their “Recommended And Related” Videos.**
7. **Use Unique Tags In Your Own Videos So They Show Up In Your Own “Recommended And Related” Videos.**

**Action Items**

1. **Primary Keyword Phrase (should be the primary topic of your Video)**Click here to enter primary keyword phrase.
2. **Secondary Keyword Phrases (Try to include 20 or 30)**Click here to enter secondary keyword phrases.
3. **Write At Least 5 Headline Style Titles For Your Video That Are Both Keyword Rich And Offer Benefits Or Rewards For Watching The Video.**

Click here to enter at least 5 headline styles titles

1. **Write A 5,000 Character Description For Your Video That Uses Your Primary Keyword Phrase and As Many Of The Secondary Keyword Phrases. Include Your “Calls To Action” For Joining Your List Or Engaging Your Viewers With Your Other Videos.**Click here to write your 5,000 character description for your video.
2. **List 20 or 30 Tags For Your Video (list the most important ones first).**Click here to 20 to 30 tags for your video
3. **Use Your Primary Keyword Phrase For Your Video’s File Name (keyword-phrase.mp4, etc).**
4. **Load Your New Video Up To YouTube…. You have everything you need… Title, Description, and Tags!**

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