



## YouTube Post Properly Cheat Sheet

### 3 quick tips to create a great YouTube description:

- ★ **Write a detailed description**, with your target keyword. Try to write a 200+ word description for each video and repeat your target keywords 2-3 times in the description. This will tell YouTube what your video's content is about. This helps your video show up as a suggested video, which in turn will bring in more viewers. Including your target keyword multiple times helps to emphasise what your video is about.
- ★ **Focus on the first 2-3 sentences.** The YouTube algorithm puts more weight on the keywords that show up in the first 2-3 sentences of your description. YouTube actually directly recommends that you "put the most important keywords toward the beginning of your description". Therefore it's wise to include your main keyword (and other important keywords) early in your description.
- ★ **Optimise it for CTR.** The first couple sentences of your description show up in the search results. So it's important to make these sentences compelling, intriguing and SEO-friendly. You want to focus on how to encourage people to click (without using clickbait!). It's a good idea to start descriptions by sharing the benefit that someone will get from watching the video.

Make sure you use an original description for each video.

### YouTube description template;

***Amend it to suit your video/brand.***

*This entire description is to go in the description field, just remove the text in parenthesis.*

#### ***(Compelling Intro:)***

In this video you're going to learn exactly how to start (and grow) a successful Instagram account this year.

To be clear: growing an Instagram account takes a lot of hard work. But with this video tutorial, you'll have a proven process that you can use to get more followers and engagement, without it taking over your life.

#### ***(Detailed Video Description)***

Here's what I'm going to cover in this video.



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#1: First, I'll show you how to set up your Profile for success on day 1. So whether you're new to Instagram or want to improve your existing account, these tips on setting up your profile, bio and feed will come in handy.

#2: You'll learn how to create the right content for your audience. And I show you exactly how to create content that creates engagement.

#3: Learn exactly how to grow your profile, step-by-step. Here's where you learn how (and where) use other tactics to grow both your following and engagement.

#4: Now that you're getting followers, it's time to turn those lurkers into followers. I show you how to get more followers by creating engaging content that gets high levels of interaction.

All in all, you have a game plan for starting (and growing!) your Instagram account.

### ***(Call to Action)***

SUBSCRIBE to get more followers and more engagement!

<https://www.youtube.com/channel/UCaR7G6fuq2gJu2qUf3djtKw>

### ***(Links to Your Website and/or Social Media)***

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