SEO Checklist (vidIQ)

Two engines · the sweet spot

How videos get found

SEARCH

Typed questions → ranked answers. Small-channel friendly, intent-rich, evergreen.

BROWSE

Home + suggested. Follows retention and CTR — packaging drives it, not keywords.

The small-channel sweet spot

Decent volume + LOW competition — long-tail phrases whose searchers are exactly your avatar. Eleven beatable keywords out-deliver one giant unrankable one. vidIQ grades; you decide.

MY KEY PHRASE (from the demand harvest) + vidIQ score:

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Placement — weighted, honest

TITLE (heavy)
Phrase front-loaded — inside an honest, clickable promise. Never keyword soup.

SPOKEN WORDS (heavy)
YouTube transcribes everything — say the phrase in the hook and body.

DESCRIPTION LINES 1-2
Promise + phrase for the human deciding to expand. Runner-up title lives here.

BODY + CHAPTERS
Human paragraph with related phrases + keyword-bearing timestamps.

TAGS (minor)
A relevant handful, two minutes, done. Ignore anyone selling tag secrets.

One phrase placed naturally in five places beats fifteen crammed anywhere. Stuffing reads as spam to humans AND machines.

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The four-block description

BLOCK 1 — promise lines (2 sentences, phrase included):

BLOCK 2 — expansion (what is covered, related phrases woven naturally):

BLOCK 3 — chapters (timestamp + keyword-bearing label):

BLOCK 4 — signature (channel promise · playlists · links · disclosures):

Build once, five minutes per video forever. Save blocks 1-2 as patterns and block 4 verbatim in the asset bank.

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What to do with this document

Your next steps

- [ ] Grade the harvest phrase in vidIQ — long-tail sweet spot
- [ ] Confirm title + script carry it (packaging-first usually already did)
- [ ] Four blocks from the template; chapters from your edit's section names
- [ ] Monthly: ten minutes in the keyword inspector feeds the Idea Bank

Keep going (free)

Every lesson of the YouTube Creator Academy is free at braintrain-ai-academy.com/creator-academy — clarity, consistency, and honest expectations, module by module.

A NOTE FOR LATER

Documents like this one grow, module by module, into your Channel Playbook — the complete written plan for your channel. You can build every piece yourself with these lessons. And if you would ever like help designing it around your specific situation, BrainTrain AI Coach can guide you step-by-step. For now: run the worksheet. That is the whole assignment.