

Create Your Own SEO Video Script

Keyword per Scene	Dialogue	Visual Images
1.		
2.		
3.		
4.		
5.		

Create Your Own Video Post Content

Content Type	Content
Post Title (embed primary keyword)	
Description (embed referring links)	
Tags (primary & referring keywords)	
Category (align to primary keyword)	
Subtitles & Closed Caption	On
Information Card (call-to-action & referring link)	
Thumbnail Preview	

Homework (Two Parts): 1. Test Your Video Script

Select three people to interview, show your video script, and ask:

- Does the video concept grab you? Any suggestions?
- What words would you use to find this kind of information?
- Do the scenes answer your questions about this subject?

Video Post Survey

Interview 1
Video concept interesting?
What words would you search for this topic?
Answers key questions?
Interview 2
Video concept interesting?
What words would you search for this topic?
Answers key questions?
Interview 3
Video concept interesting?
What words would you search for this topic?
Answers key questions?
Reflect on What You Learned

Homework (Two Parts): 2. Test Video Post Content

Select three people to interview, show your video post content, and ask:

- Does the video title grab you? Any suggestions?
- Are the description and tags helpful? Any suggestions?
- Does the video answer your questions? Any suggestions?

Video Post Survey

Interview 1
Video title good?
Description helpful?
Tags interesting?
Interview 2
Video title good?
Description helpful?
Tags interesting?
Interview 3
Video title good?
Description helpful?
Tags interesting?
Reflect on What You Learned