

## YouTube Marketing - Syllabus

### Section 1: Introduction to YouTube and video marketing

Evolution of YouTube

The power of online video

Why YouTube SEO is important

Keeping up with YouTube algorithm changes

### Section 2: Producing a Video Content Strategy

Content creation planning & strategy

Producing a content calendar

Identifying content trends

What makes content "Shareable"?

### Section 3: Publishing Videos and YouTube SEO

Video title optimization

Video description optimization

Video Tags

Video thumbnails

### Section 4: Content Curation Techniques for Higher Engagement

The power of playlisting

Optimizing archive and library content

Passive content curation

### Section 5: Content Distribution and Promotion

Other content distribution platforms

Paid vs unpaid promotion

### Section 6: Passive & Active Cross-promotion

What is cross-promotion?

What is collaboration?

Active cross-promotion techniques

Passive cross-promotion techniques

### Section 7: Understanding YouTube data & analytics

Basics of YouTube Analytics

What is watch-time & why is it so important?

Understanding your audience via YouTube Analytics

Key metrics to track

**[For more details about this course, Click on this link: YouTube Marketing Training](#)**