

Social SEO Checklist

General Tips :

- ☒ Use keywords in all your social profiles, including bio/about section and handle/page title
- ☒ Include a location or your business address, if relevant

Instagram and Facebook SEO Tips :

- ☒ Add keywords in the alt-text of your visual content
- ☒ Include 2-3 relevant keywords and hashtags in the caption
- ☒ Tag the location in your posts

TikTok SEO Tips

- ☒ Say keywords out loud in your video and enable captions
- ☒ Include keywords in the text overlays you put on your videos
- ☒ Include relevant keywords and hashtags in the caption

Youtube SEO Tips

- ☒ Use your keywords in the video file name,
(e.g. chicken-soup-recipe.mov)
- ☒ Incorporate your primary keyword phrase into the video title
- ☒ Use keywords in the first two lines of your description (2-4 times)
- ☒ Say keywords out loud in your video then turn on the captions