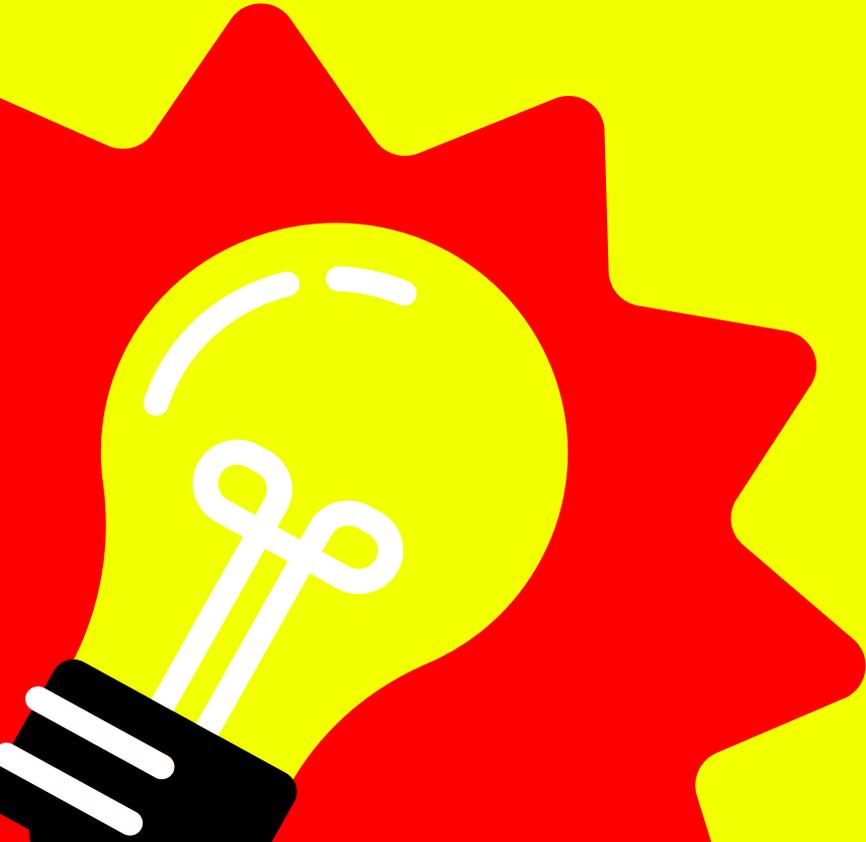


99% Client এটা দেখতে চায়

YouTube SEO

ACTION PLAN & BUDGET
FOR CLIENT

SEO STATION BY AOYON



[DO NOT FORGET TO CUSTOMISE THIS TEMPLATE]

- **Client:** [Client Name]
- **Channel:** [Channel Name]
- **Niche/Industry:** [Niche]
- **Total Videos per month:** [10]

▶ **Audit the Channel:**

We will begin with a complete audit of your YouTube channel to identify current strengths and weaknesses. This audit will include:

- Analysis of your existing titles, descriptions, tags, and thumbnails
- Review of channel authority, SEO score, and keyword rankings
- Evaluation of watch time, retention, traffic sources, and engagement metrics
- Identification of technical issues: playlist structure, metadata, captions, branding, upload frequency, and niche clarity

Outcome:

You'll receive a full report highlighting the problems holding your channel back and a structured improvement plan based on real data.

▶ Competitor Analysis:

Spy on 5 competitors' channels to make a better strategy than them using VidIQ premium tools and SocialBlade.

We will analyze five top competitors in your niche using VidIQ and SocialBlade.

Our competitor research includes:

- Their top-performing videos
- Keywords they rank for
- Posting frequency & content style
- Engagement patterns (likes, comments, shares)
- Thumbnail strategy
- Their growth patterns & traffic sources

Outcome:

A clear roadmap showing what's currently working in your niche and a strategy to outperform your competitors in search rankings and viewer engagement.

▶ Topic Research

We will find relevant keywords for each video using the VidIQ Premium tool. We will go through YouTube Auto suggestions, Google Ranked Keywords, and Competitors' Top Keywords to find the best keywords.

For each video, we will find **high-intent, low-competition keywords** using:

- VidIQ Premium keyword engine
- YouTube autocomplete
- Google ranked keywords
- Competitors' top-ranking keywords
- Trending topics in your niche

We ensure keywords match:

- What your audience is searching for
- What YouTube wants to recommend
- Topics that can generate consistent long-term views

Outcome:

A keyword list for each video perfectly aligned for search-based growth and recommendation algorithms.

▶ Creating Content Calendar

We will create a **full 1-month content calendar** that includes:

- Titles for each long video
 - Titles for each YouTube short
 - Posting schedule (best time/day based on your audience)
 - Video topics aligned with trends & search volume
- Content pillars to keep your brand consistent

Outcome:

A clear, planned content system that reduces stress and boosts overall growth.

▶ On-page Optimization

We will optimize all key elements to make your videos rank and attract clicks:

◆ **Titles**

- Keyword-rich
- Click-worthy
- Under 60 characters

◆ **Descriptions**

- First 2 lines optimized for search
- 150–300 keyword-rich content
- Natural placement of related keywords
- Timestamps (if applicable)

◆ **Tags**

- Exact match high-volume keywords
- Supporting semantic tags

◆ **Thumbnails**

Custom-designed thumbnails with:

- High contrast
- Strong emotion or object
- 2–4-word impactful text
- Click-optimized layout

◆ **Captions & Transcripts**

- Adding subtitles improves SEO by helping YouTube understand your content.

Outcome:

Higher click-through rate, better search visibility, and more organic viewers.

▶ Off-page Optimization

To amplify reach beyond YouTube:

- Share videos on social platforms (FB, Insta, TikTok, Twitter)
- Share short clips to attract long-form viewers
- Encourage in-video engagement prompts
- Drive comments, likes, and shares naturally
- Networking with niche-related communities and groups

Outcome:

Stronger brand presence and additional external traffic.

▶ Monitoring & Reporting

Every month, we will track:

- Views
- Watch time
- Audience retention
- Traffic sources
- Keyword performance & rankings
- Subscriber growth
- Click-through rate (CTR)
- Competitor growth

Based on data insights, we adjust:

- Content style
- Posting frequency
- SEO strategy
- Thumbnail direction
- Topic selection

Outcome:

A data-driven strategy that evolves every month for maximum growth.

▶ Expected Results

By implementing this comprehensive 3-month action plan, we can expect to achieve several key outcomes. Here are specific goals that we would like to achieve with the 3-month action plan:

- **Subscriber Growth:** Increase subscriber count by at least 20% within the 3-month period.
- **Viewership Increase:** Achieve a total of 50,000 views across all uploaded videos by the end of the third month. Engagement Metrics: Aim for an average video engagement rate (likes, comments, shares) of 8% per video.
- **SEO Success:** Have at least 80% of videos ranking in the top 5 search results for targeted keywords.

- **Monetization Milestone:** Meet YouTube's monetization requirements (1,000 subscribers and 4,000 watch hours) by the end of the third month.
- **Community Interaction:** Increase the number of comments per video by 50% compared to the first month.
- **Content Quality:** Maintain a video retention rate of 50% or higher across all videos.
- **Social Media Impact:** Achieve a 20% increase in referral traffic from social media platforms (Facebook, Instagram, Twitter) to YouTube videos.
- **Long-term Strategy:** Develop a sustainable content calendar for the next 6 months with clear themes and video topics based on audience feedback and performance analysis.

Pricing Options & Timeline

Starter Plan - \$99/month

- ✓ Up to 10 videos/month
- ✓ Basic keyword research
- ✓ Video SEO optimisation
- ✓ Channel audit (1x)

Growth Plan - \$199/month (Most Popular)

- ✓ Up to 25 videos/month
- ✓ In-depth keyword & competitor research
- ✓ Channel optimisation
- ✓ Video SEO
- ✓ Monthly performance report & suggestions
- ✓ Thumbnail Design

Pro Plan - \$299/month

- ✓ Up to 40 videos/month
- ✓ Advanced keyword & trend analysis
- ✓ Video and channel SEO
- ✓ A/B testing support
- ✓ Bi-weekly strategy calls ✓ Monthly reports with growth forecasting

 **1/2/3 Months/Weeks Goals:** [Increase views, attract subscribers, etc.]

 **Timeline:** [Start date, end date, any deadlines]



SEO STATION

Learn It. Rank It. Earn It.

বাংলাদেশের সেরা SEO কোর্সে জয়েন হতে
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