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VIDEO CONTENT UPLOAD OPTIMIZATION CHECKLIST

(2026 UPDATE)

PRE-UPLOAD OPTIMIZATION

(Creative, technical, and brand preparation before uploading)

1. Technical Setup

- ☐ MP4 or MOV format
- ☐ 1080×1920 resolution or platform-recommended size
- ☐ Correct aspect ratios exported (9:16, 4:5, 1:1 if needed)
- ☐ Optimized file size for fast loading
- ☐ Check lighting and product visibility
- ☐ No compression artifacts
- ☐ Verify automated cropping (TikTok/CapCut/Adobe)
- ☐ Review AI-generated captions for accuracy
- ☐ Strong hook clearly visible in first 1–3 seconds

2. Brand Consistency

- ☐ Logo or watermark used appropriately
- ☐ Consistent colors, fonts, and graphic style
- ☐ On-brand tone and messaging
- ☐ Claims approved and align with brand guidelines
- ☐ Brand slogan/tagline correct (if used)
- ☐ UGC content is brand-safe and matches positioning

3. Product Story and Messaging

- ☐ Demonstrates main product benefits
- ☐ Includes real use cases or transformation moments
- ☐ Trust elements included (UGC, reviews, testimonials)
- ☐ Highlights differentiator vs competitors
- ☐ Clear call-to-action (Shop Now, Learn More)
- ☐ Spoken audio includes relevant SEO keywords

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4. Captions and Accessibility

- ☐ On-screen captions added
- ☐ Text is readable (contrast, size, placement)
- ☐ Minimal on-screen clutter
- ☐ Timing and pacing accessible

5. Audio and Music

- ☐ Platform-native or trending audio (organic use)
- ☐ Royalty-free or ad-safe audio for paid use
- ☐ Clear, balanced voiceover
- ☐ Music does not overpower messaging

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UPLOAD OPTIMIZATION

(Settings and metadata that impact reach and conversion)

6. Caption and Description

- ☐ Keyword-rich natural caption
- ☐ Includes primary product benefit and CTA
- ☐ Uses 3–8 targeted hashtags
- ☐ Mix of trending, niche, and product-category tags
- ☐ Search-optimized title (TikTok and YouTube Shorts)

7. Tagging and Metadata

- ☐ Product tagged (TikTok Shop, IG Shopping, FB Catalog)
- ☐ Brand and collaborators tagged
- ☐ Location tag added if relevant
- ☐ UTM tracking link applied

8. Thumbnail and Cover Image

- ☐ Stable, clear preview frame
- ☐ Shows product or outcome
- ☐ Minimal text
- ☐ Matches brand style

9. Category and Shopping Features

- ☐ Correct product category selected
- ☐ Direct product links added
- ☐ Price, variants, and stock synced
- ☐ Catalog issues checked before posting

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POST-UPLOAD OPTIMIZATION

(Actions that improve visibility and performance)

11. Engagement

- ☐ Respond to comments quickly
- ☐ Pin a helpful or CTA-focused comment
- ☐ Encourage discussion
- ☐ Engage from both brand and creator accounts when relevant

13. Repurposing

- ☐ Publish variations across platforms
- ☐ Create short clips, GIFs, or carousels
- ☐ Add to product pages, emails, and landing pages
- ☐ Use clips for ads and remarketing

14. Analytics Review

- ☐ View-through rate (VTR) checked
- ☐ Retention curve analyzed (identify drop-off moments)
- ☐ Click-through rate (CTR) monitored
- ☐ Add-to-cart and sales data reviewed
- ☐ Identify top-performing creatives for scaling

15. Optimization Loop

- ☐ Document best-performing hooks
- ☐ Note strongest audience segments
- ☐ Refresh content strategy for next uploads
- ☐ Add winning videos to evergreen ad library

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PRO TIPS

Reach Optimization

- Use comments for early engagement to boost ranking.
- Refresh performance by updating caption or thumbnail after 24 hours.
- Speak and display keywords to improve SEO indexing.

Conversion Optimization

- Add a creator or brand comment recommending a variant or add-on.
- Use a UGC clip as the cover image to increase click-through rate.
- Include subtle urgency where relevant (limited stock, new drop, etc.).

Workflow Efficiency

- Produce an ad-safe version without music or heavy overlays.
- Save editing presets in CapCut/Adobe for consistent branding.
- Batch-export all required aspect ratios at once.

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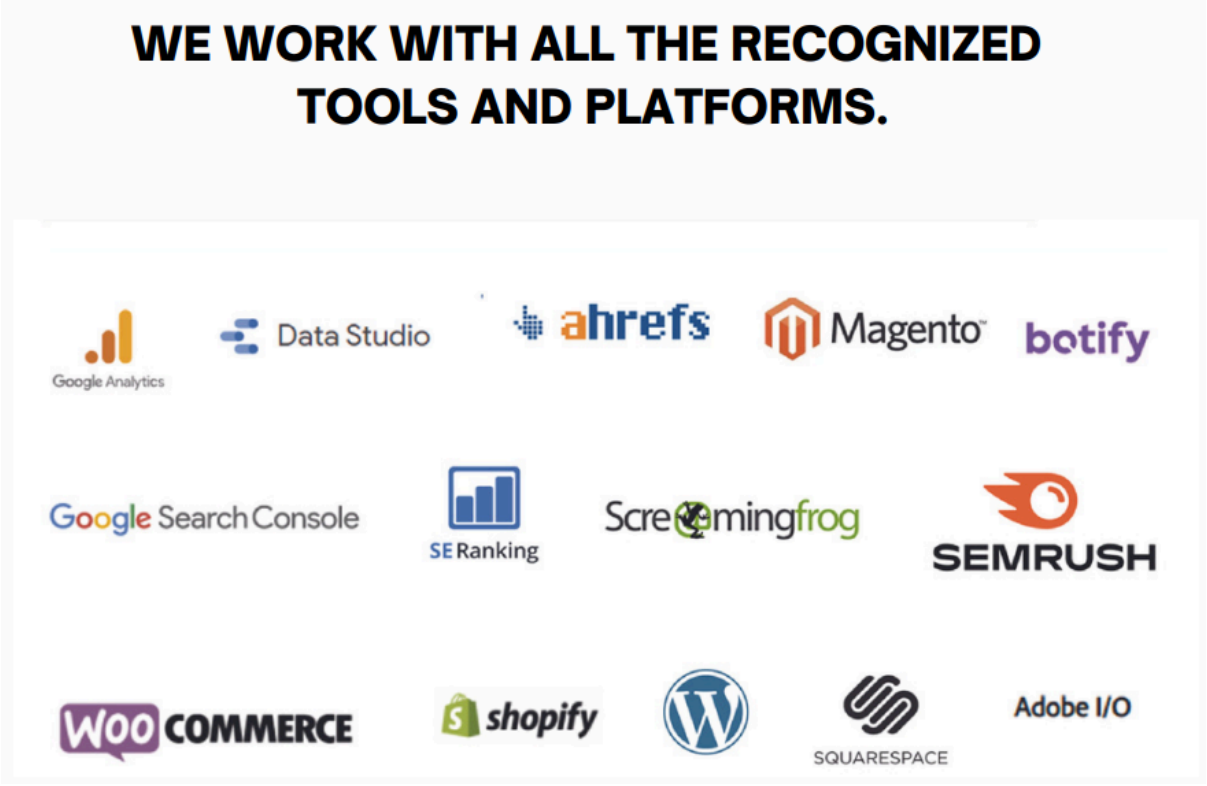
Rankability supports business leaders and marketing teams to grow their online visibility and revenue, through Search Engine Optimization and Digital Marketing Services.

Our team brings together a wealth of combined experience in SEO. With some of our engineers working at the company for over 11 years.

Our clients range from highly specialized niche providers, through nation-wide (US) retail stores. Covering many different industries, and annual revenues ranging from **$50K – $50,000,000**.