Evolve with Jeff Launches Free YouTube SEO Checklist Tailored for Beginners Over 40

September 14, 2026

Minneapolis, Minnesota - September 14, 2026 -
Evolve with Jeff, an online education company focused on helping people over the age of 40 build income streams from their life experience, has released a free YouTube SEO checklist designed for older beginners who want their videos to be found without chasing the algorithm.

The new resource, called the Evolve SEO Checklist, accompanies an expanded beginner guide that walks creators through a seven-step search optimization workflow they can repeat on every upload. The material centers on a straightforward idea: making clear who a video is for, what problem it solves, and why a viewer should click and keep watching. This approach forms the foundation of Evolve with Jeff - YouTube SEO over 40, a program built around the strengths that come with experience rather than technical trickery.

The guide addresses common obstacles that keep older newcomers from publishing, including uncertainty about topic selection, titles, thumbnails, and descriptions. It explains how to find beginner-friendly subjects that people are already searching for, how titles and thumbnails work together to earn clicks, and how to write

descriptions without keyword stuffing. It also covers how viewer retention and satisfaction influence whether a video gets recommended to new audiences.

To support consistent practice, the material outlines a 30-day action plan divided into four weekly stages: foundation and topic research, creation and packaging, publishing and connection, and analysis followed by repetition. The plan is paired with a set of accessible tools, among them vidIQ for keyword research, YouTube Search for validating real search intent, YouTube Studio for performance feedback, Google Trends for seasonality checks, and Canva for thumbnail design.

Jeff Mork, founder of Evolve with Jeff, said the checklist grew out of feedback from adult learners who felt overwhelmed by advice aimed at younger creators. "People over 40 often assume search optimization is too technical for them, when in reality their perspective is exactly what search rewards," Mork said. "The checklist takes the guesswork out of each upload so a beginner can focus on the message instead of the mechanics."

The release reflects a broader effort at the company to lower the barrier for first-time creators. Evolve with Jeff - YouTube SEO for Beginners is structured as a step-by-step path that assumes no prior knowledge of ranking factors or analytics, and the free checklist gives users a repeatable reference they can apply to individual videos over time.

"Consistency matters more than any single trick," Mork added. "When someone follows the same workflow on every video, the results become predictable, and that predictability is what builds a channel."

Evolve with Jeff helps individuals over the age of 40 turn their life experiences into an online business. Alongside its YouTube instruction, the company offers guidance on user-generated content creation, building income on Instagram, and producing video with artificial intelligence tools. Its programs are designed to help older beginners overcome hesitation, master technical basics, find a niche, grow an audience, and monetize their work while emphasizing the credibility and perspective that experience provides.
###
For more information about Evolve with Jeff, contact the company here:Evolve with Jeff - Content Creators over 40Jeff Mork(763) 288-6197info@evolvewithjeff.comUnited States

Evolve with Jeff

Helping people over 40 create quality text and video content for YouTube, Facebook, Instagram, TikTok and website content.

Website: https://evolvewithjeff.com

Email: info@evolvewithjeff.com

Phone: (763) 288-6197