



The Ultimate
YouTube SEO Guide:

***Tips & Tricks on How to Increase
Views and Rankings for your
Online Videos***



kubix.digital

The Ultimate App Store Optimization Guide

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1. Introduction

Why We Prepared This Guide & Why Youtube SEO Is So Important?

We don't need to tell you that YouTube is the world's second largest search engine after Google? But what does that mean for your web and video traffic source? A huge untapped potential we would say. Let us give you some more stats to underline the importance of this channel...

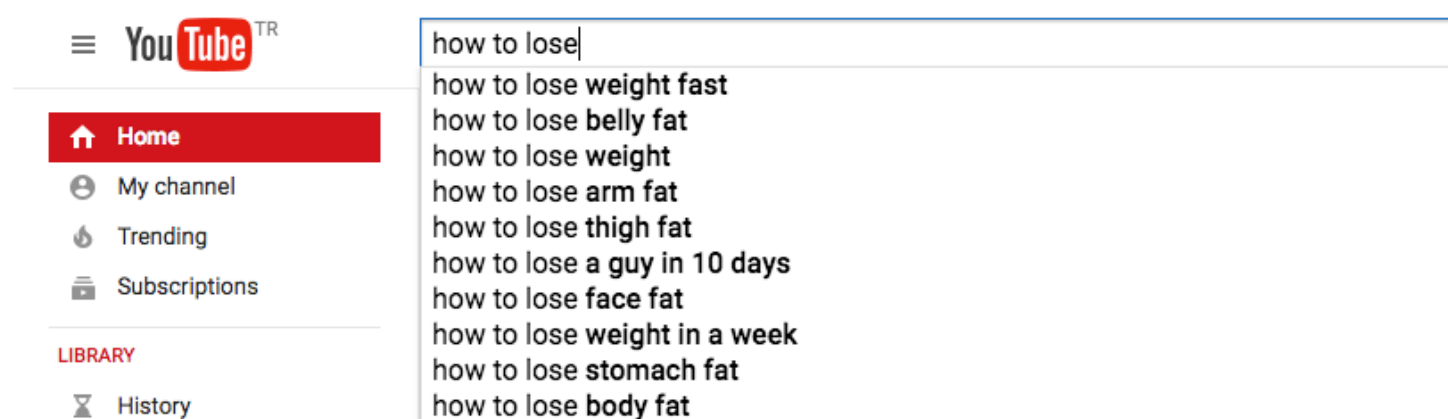
- YouTube has over a billion users, almost one-third of all people on the Internet.
- Each minute, more than about 300 hours of video are uploaded to YouTube.
- 6 billion hours of video are watched monthly
- Mobile traffic is around %70
- The most searched term on YouTube is "How to Kiss."

Impressive, right? With a little - right - optimization of your content and channel, the chance of improving your visibility in YouTube is high. Here in this guide, we will tell you how you get ranked on YouTube and how you can increase your video views.

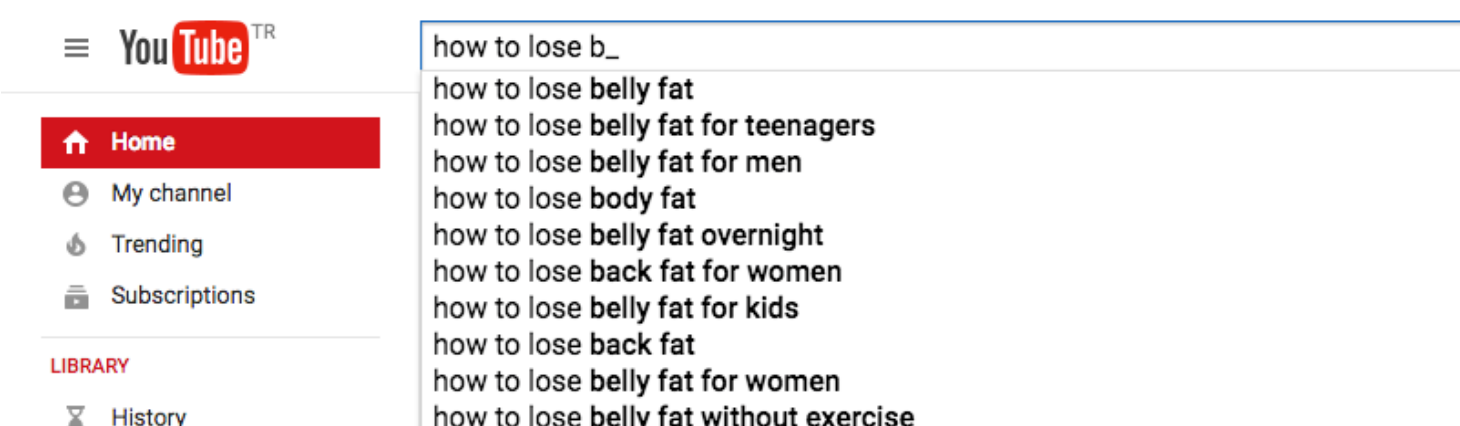
2. Choose The Right Video Topic

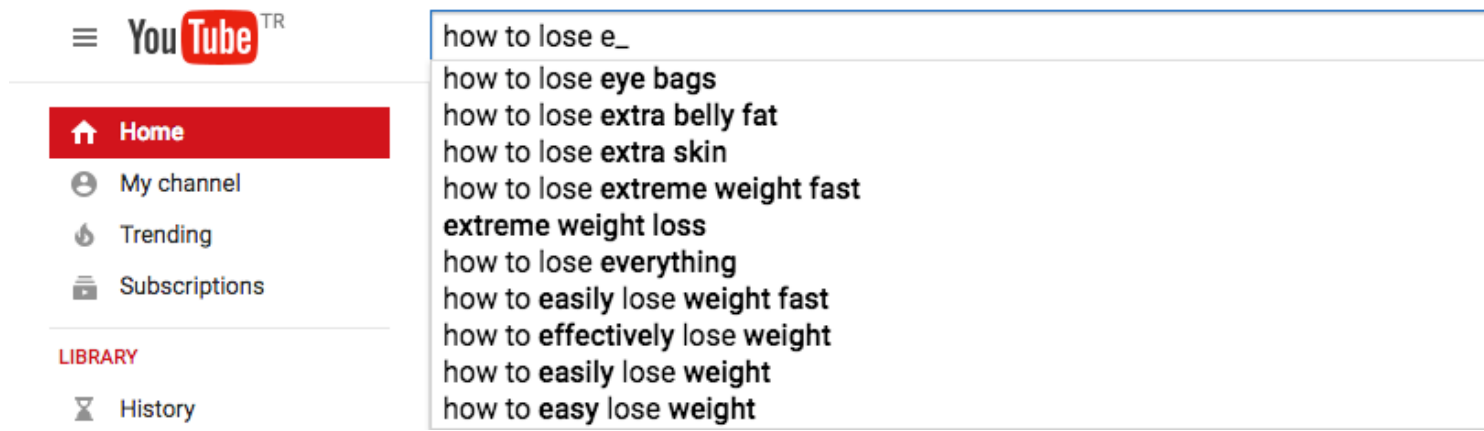
Before shooting a video it is important to choose the video topic that people are searching for. Common mistakes people mostly are making on YouTube is creating videos that nobody is searching. Video content with high search volume increase your chance to get a high number of views.

For example, you have a fitness channel and you are wondering what kind of topic people are searching for, you can basically search on the YouTube search bar and it will recommend you the most searched topics.



Like in the example, you can choose 'how to lose arm fat or belly fat' for making videos that people are already searching. If these results don't satisfy you, you can also do a search like this:

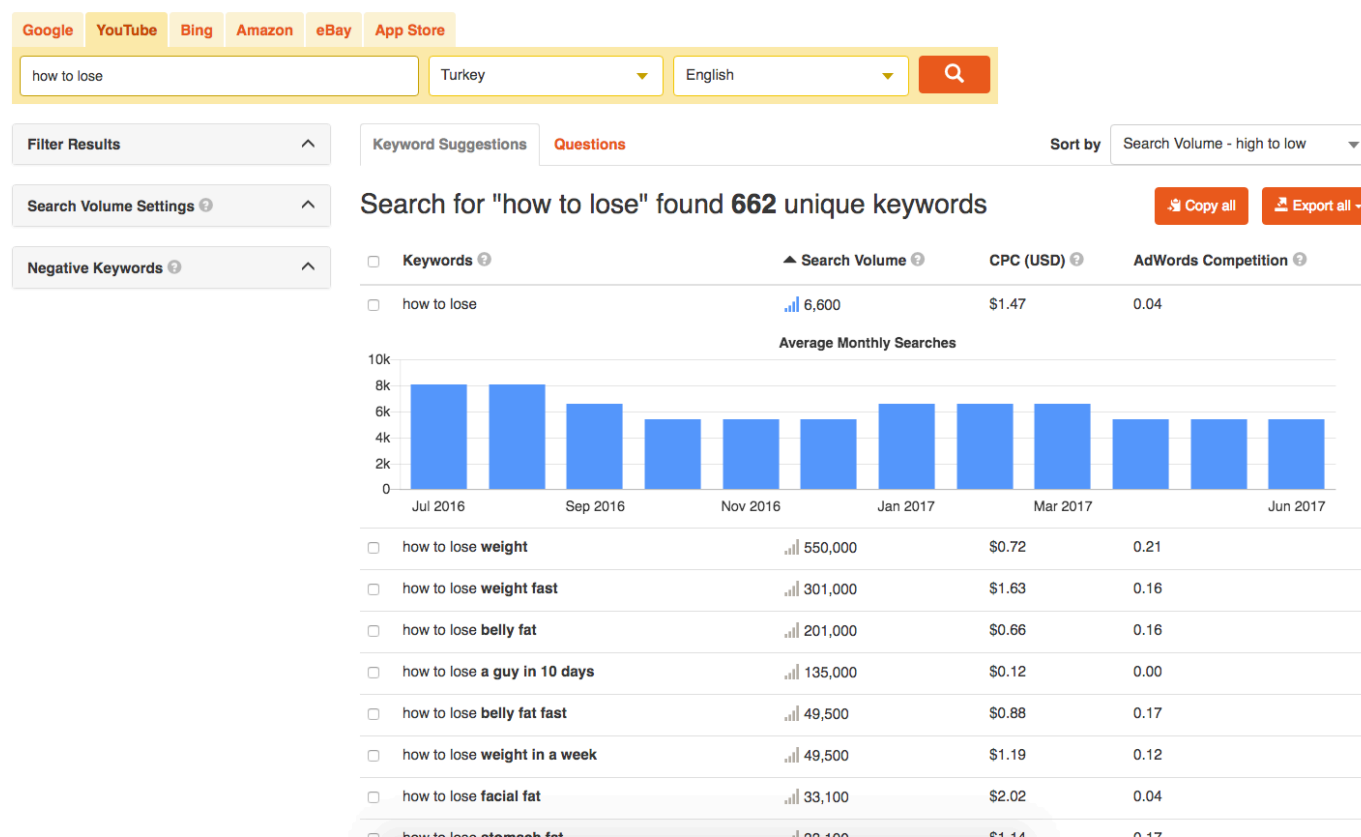




3. How To Do Keyword Research For Youtube

Keyword research is the basics in all our SEO related work. The better keyword research we make, the more gem keywords we can find, which we can then use to choose a video topic or optimize the video topic accordingly.

If we already roughly know which video topic to choose, we can enter this keyword into keywordtool.io, choose the YouTube tab above and start searching for relevant keyword variations. While researching you will soon find out that keyword research for Google and for YouTube can give very different results. Keywords which have high searches in Google might have a low volume on YouTube as the search behavior is different. YouTube users want to watch a video result and this is why YouTube search behaviors usually include terms like 'how to', 'review', 'tutorial', 'watch' etc.



While the keywordtool.io tool is great to choose the right keywords, it is also good to know when the right timing is for your video optimization. Using Google trends is quite simple, just explore any term/keyword and change the search type from “Web Search” to “YouTube Search”. Then you get all seasonality or news trends which you can then use to plan your optimization.

4. Create Perfect Videos

How would you describe a perfect YouTube video? Well, it is basically nothing more than an engaging video with high relevancy. Because user experience is everything, you have to make sure that the quality of your video is good, run-time is well set and visual effects are used properly.

And make sure to have an interesting storyboard. Well, storytelling is probably the most difficult part of YouTube Optimization, but if done right, it can have a huge impact on your views and engagement.

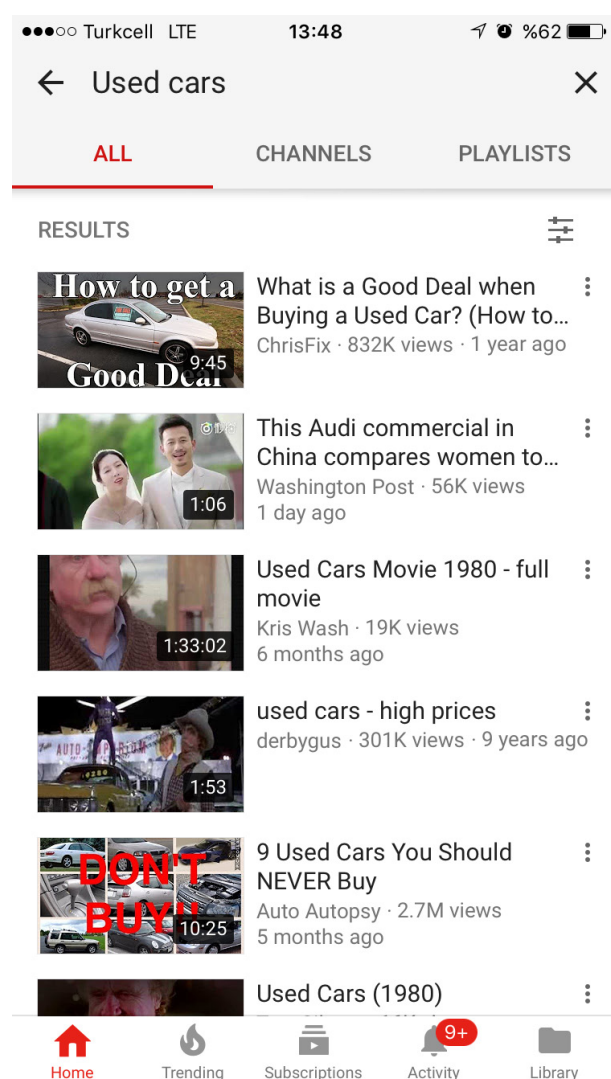


5. How To Write A Compelling Video Title

As video title is the major factor for YouTube SEO, you should make it as compelling as possible, so include the most important keyword in the title and write your title attractive for the searcher.

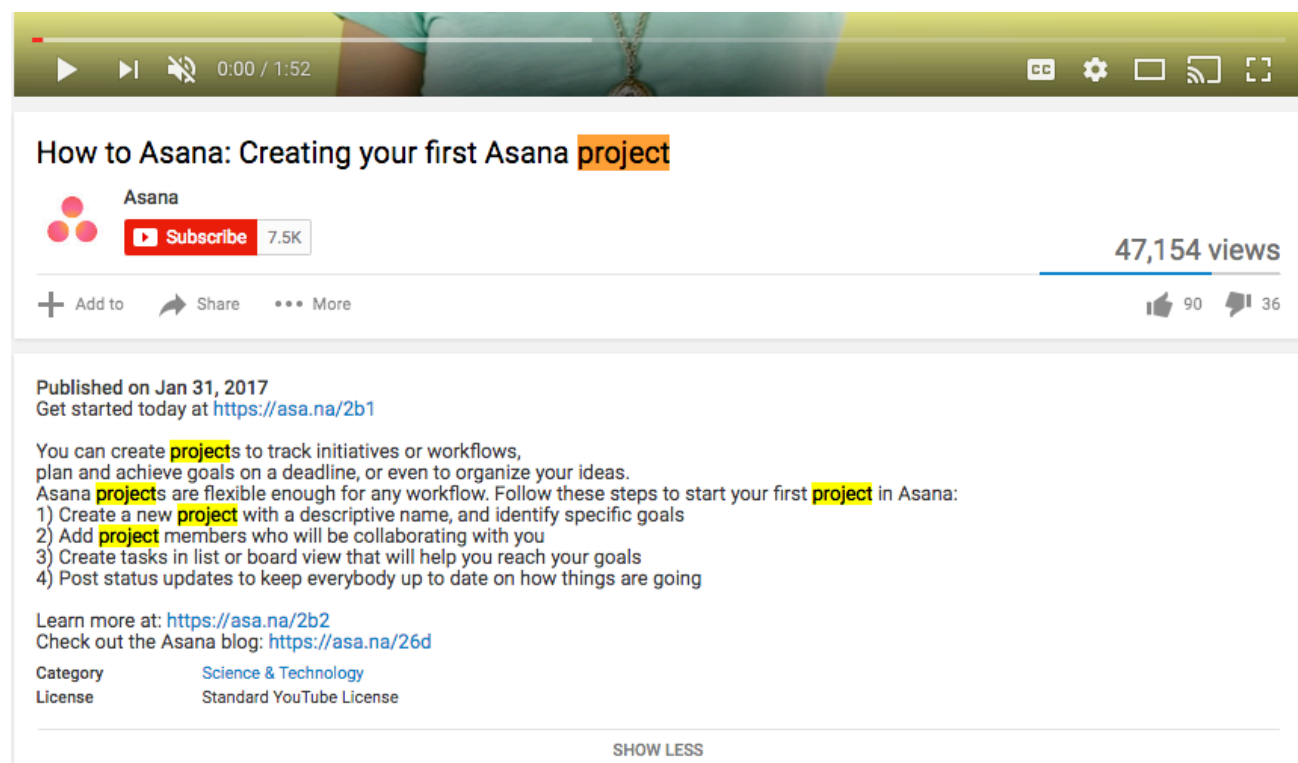
Don't trick viewers into clicking a video, place important keywords first, then brand name and episode number at the end. Update and optimize video titles continuously to grab more views.

You can add max. 100 characters to the title, but it is showing 50 characters on mobile. That's why you should have the main keyword and subject in the first 50 characters.



6. Video Description Is Important, Too

Write a long description – at least 250 words. Because YouTube can only understand the content of the video through your content.



Describe your channel and link to your channel page. Ask people to subscribe to your channel. Link to other videos or playlists. Link to your website at the top if you want higher CTRs. However, this may negatively affect your videos' watch time.



Bonus Tip

Gather important texts and links in a template to write at the end of every videos' description. To do this, you can use YouTube's «metadata defaults» feature when you upload a new video.

Description area has a 5000 character limit which is around 800-900 words. After 130 characters it's not showing in the search bar. That's why it's important to write about valuable keywords and content of the video in the first 130 character.

At the end of the description statement, it's better to add the website link, phone number, blog link, social media referrals and other necessary information.

7. Choose The Right Tags

When you upload a video, use both specific and general tags. (e.g. travel, road trip, mountain view, hiking in the mountains) Use enough tags to describe your video accurately. Include keywords from your title in your tags. Update catalog videos' tags as new search trends emerge.

List them in relevancy order and try to follow the 30-character limit for a tag. You can add 500 characters of tags in total. We recommend adding at least 10 tags.

These tags can help your video get discovered in YouTube's side bar in the "related videos" section.

CREATOR STUDIO

Info & Settings Enhancements Audio End screen & Annotations Cards Subtitles/CC

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VIDEO INFORMATION

Channel: Kubix Digital
 Uploaded time: March 4, 2017 at 16:31
 Duration: 0:59
 Raw file: ikinciyei case study .mp4
 Views: 83
 Likes: 4
 Dislikes: 0
 Comments: 0
 Video URL: https://youtu.be/9iLWmUqto6Y

Basic info Translations Advanced settings

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Kubix Digital uses ad customizers to capture the attention of on-the-go consumers for online car auction website ikinciyei.com
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 adwords agency x sem agency x cpc agency x
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8. The Importance Of The Transcriptions

YouTube is indexing your video's transcriptions and uses it to rank your video for some of the keywords in the transcription.

If you include keywords in your transcription – that means you actually use the word vocally in your video, which suggests that your video can be a reliable source for the related query.

Transcribed videos showed in the search results with CC (Closed Caption) icon. This helps Google Bots understand better about your video content. That's why it's important to use keywords in your transcription too, so it will help the high ranking of your video.

Filters About 354,000 results

Visually Organize Your Projects Asana - Project and Team Management 2017

dototech
 6 months ago • 48,564 views
 Project manage with Asana makes it easy to track productivity for team management. Dotto Tech provides a quick Asana demo ...

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 59 videos
 Asana is the easiest way for teams to track their work - and get results. With tasks, projects, conversations and dashboards, Asana ...

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How to master Asana with Paul Minors (Asana consultant)

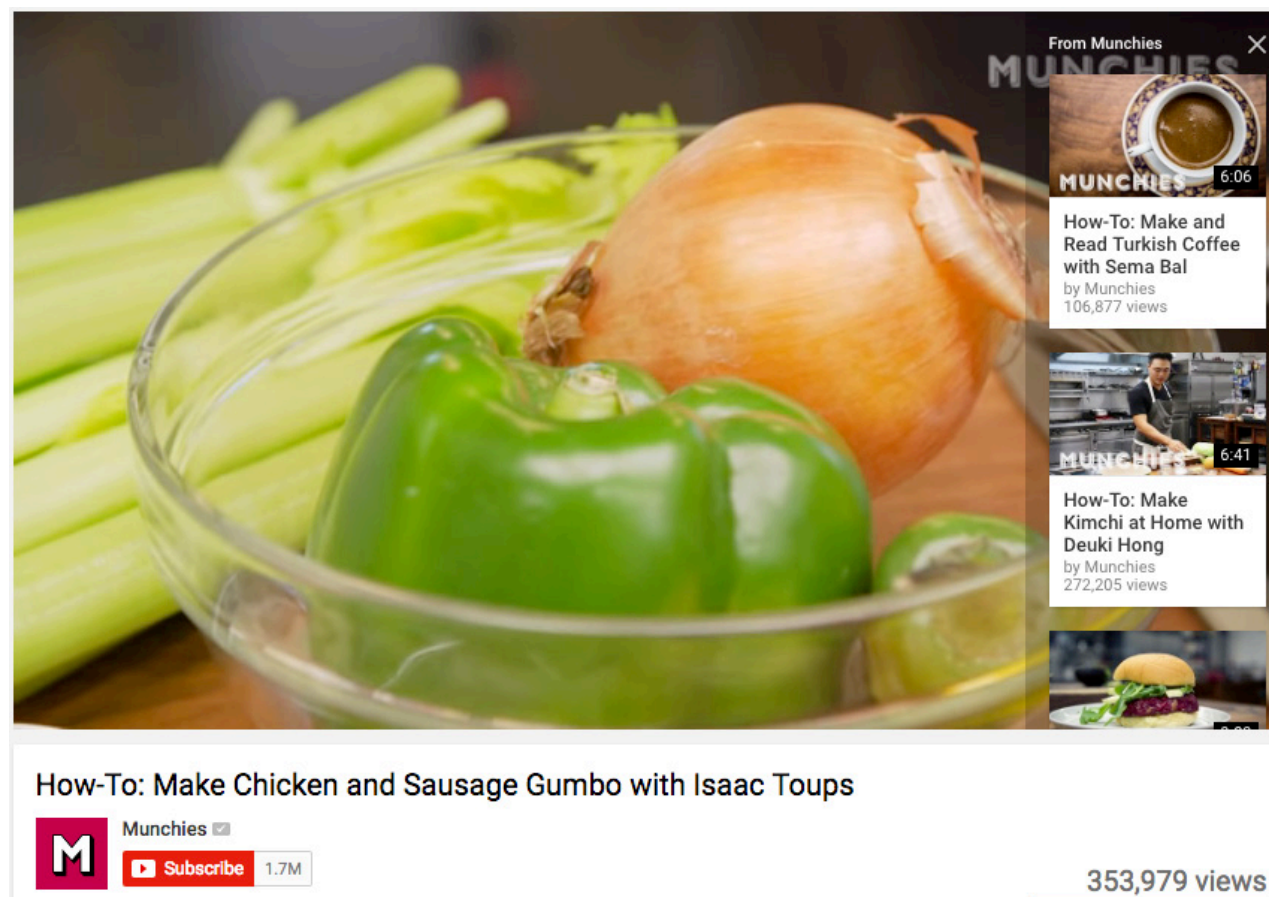
Francesco D'Alessio
 6 months ago • 23,286 views
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9. How To Add Cards

For adding cards, you have 4 options depending on your purpose.

- You can promote other videos or playlists from your channel
- You can promote another channel
- You can choose to use a poll to encourage interaction with viewers to participate in a poll.
- Or if you are doing online business, you can link to your approved website.

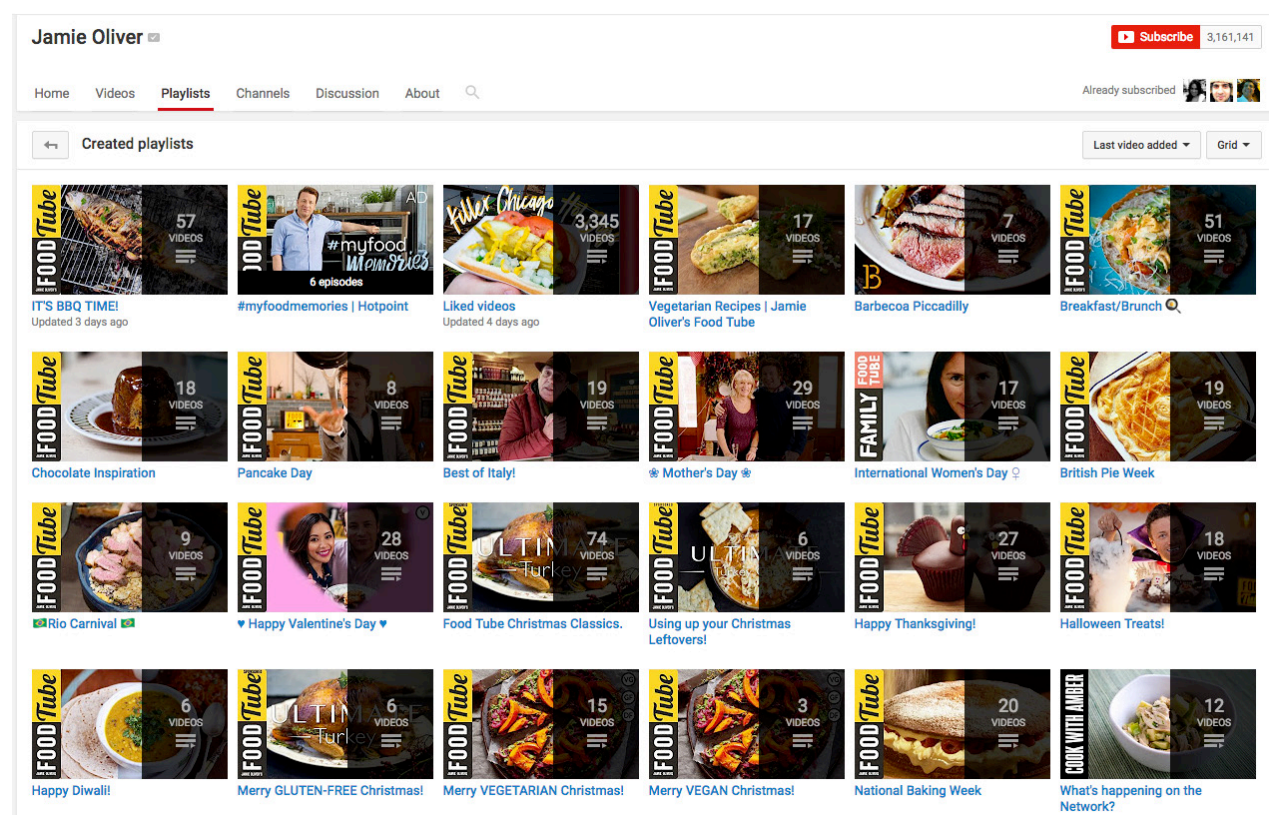
But why are cards important? Because cards are making the viewers get engaged with another video or with the website. You can even choose to which seconds or minutes you want to put the cards.



10. Create Playlists

Videos that contain same or similar content should be grouped in playlists. Playlists that are prepared in the right way makes people take more time in your account and increase the number of view of videos.

Make sure that you use keyword-rich playlists: you can use keywords in the playlist name and playlist description. By doing so, you give YouTube a deeper level of understanding of your video.



11. Video Length

The YouTube watch time is an important ranking factor. There is a kind of correlation between the video length and watch time. So you have to choose your video length wisely.

For example, if you have 2 minutes and 10 minutes long videos and 10 people watched your 2 minutes video until the end of the video, the total watched time is 20 minutes. On the other side, if 5 people watched your 10 minutes long video just till the half, the total watch time would be 25 minutes. In this case, YouTube would rank your 10 minutes long video higher because of the watched time.

That means it's better to make longer videos than short videos. It is not just about how many people watched your videos, it's about how many people watched how much time of your videos.

12. Retention Matters

Audience retention is another subject that matters. It means how much of the video people watch. Making high-quality video is important if people stop watching your video after 5 seconds, it's not good for a high ranking.



On the other hand, if the video quality is high that makes people longer time watching the video and it is good for high ranking. So, the longer your viewers watch, the better it is.

13. Subscribers - Comments - Favorites






Getting your video be watched is good, getting your viewers engage with your content is better. So make sure that your viewers like and comment on your videos and subscribe. If you have a good and engaging content, viewers will definitely engage.

But if you want to help out, you can organize contests, answer comments or recommend videos. It is important to answer the comments. This will make people writing even more comments.

Jamie's Perfect Roast Potatoes

 Jamie Oliver  3.1M

2,982,242 views

 Add to  Share  More  27,399  368

Published on Dec 19, 2013

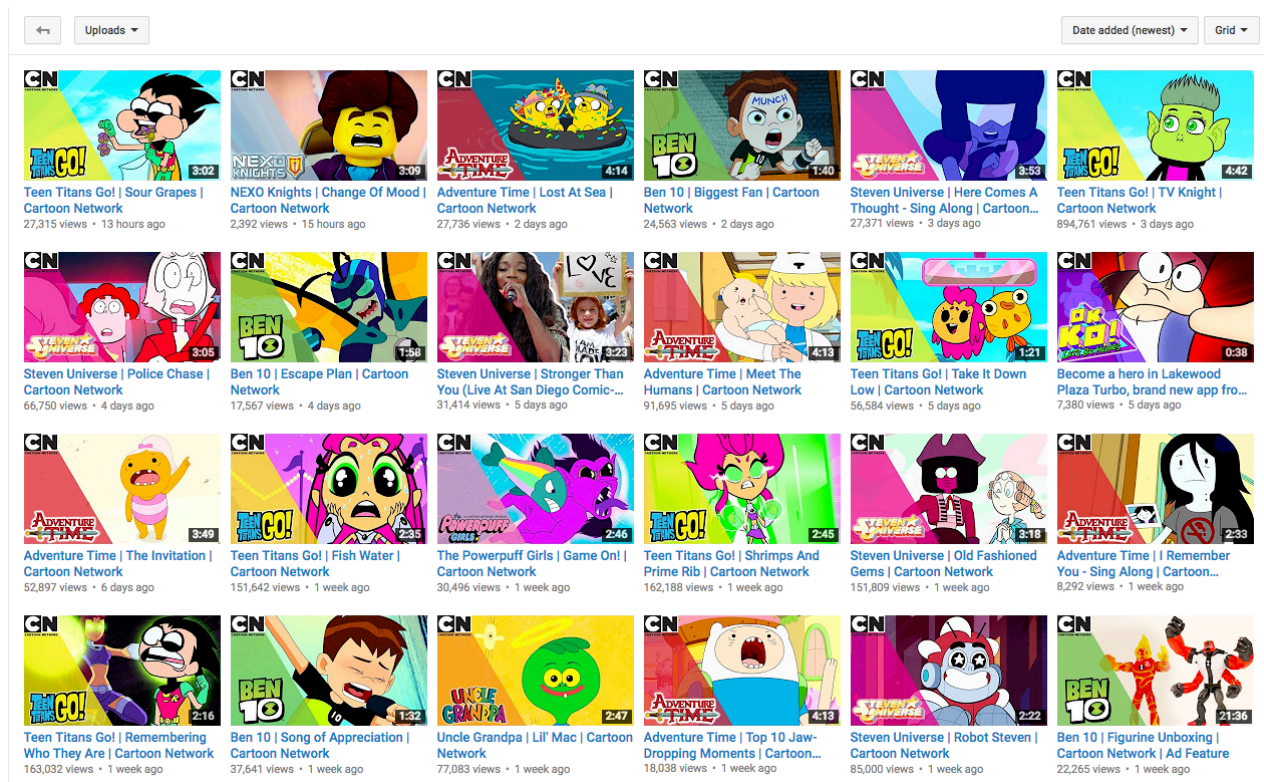
Roll up roll up - this is Jamie Oliver's favourite roast potato recipe, and soon it will be yours too! Showing you a variety of fats to use, fantastic flavours for seasoning, and his top cooking tips - your crunchy, golden roasties will reign supreme this Christmas!

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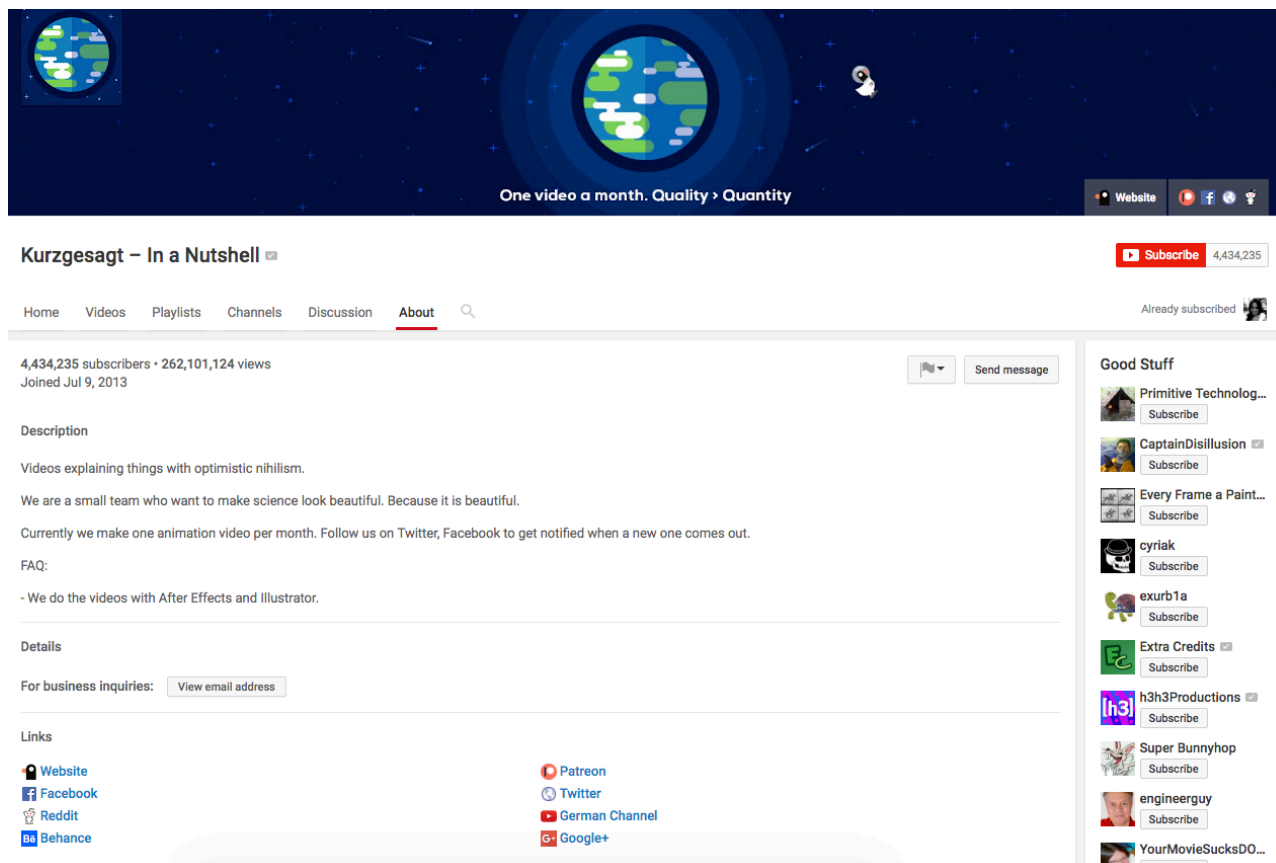
14. Thumbnail

Thumbnail photo means cover photo for your video. You have to choose it carefully and it should be related to the content. If you don't choose a specific thumbnail photo, then YouTube chooses one for you from the video.



15. About Section

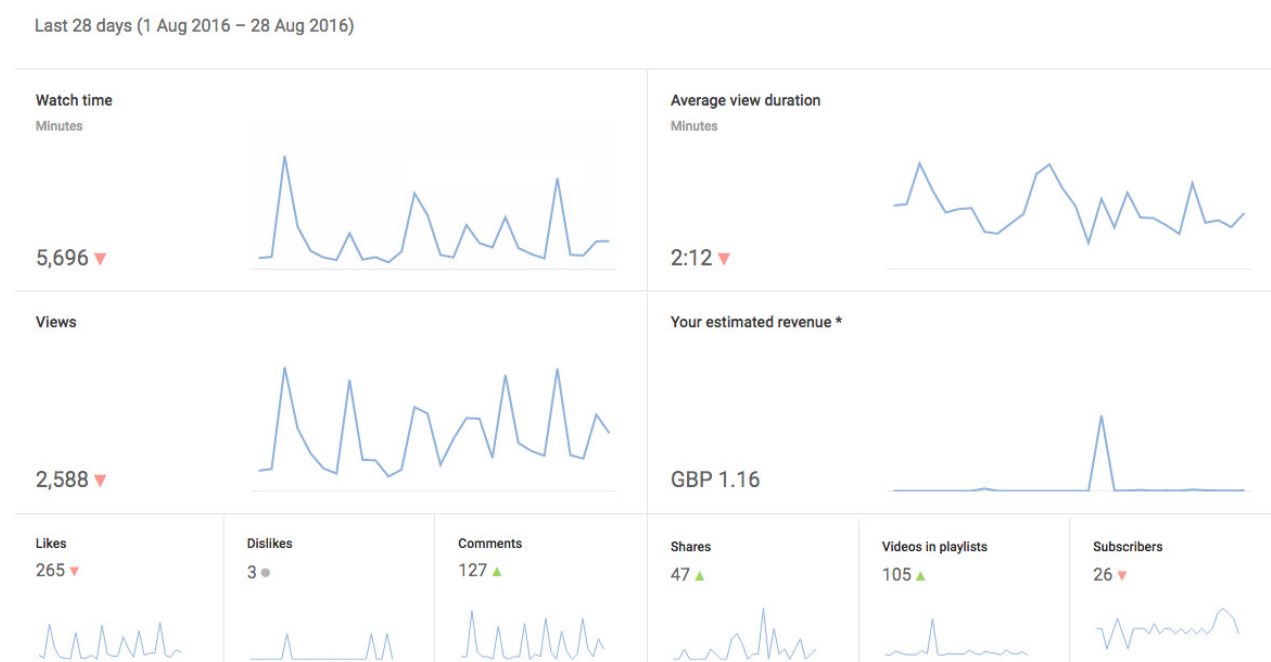
In the about section, you can write about the purpose of your channel and what your videos are about. It should include an attractive cover photo and refer to your website and social media accounts.



16. YouTube Analytics

To grow your channel and maximize revenue you should use YouTube Analytics. You can look at how many earnings, audience engagements, traffic sources your video get via YouTube Analytics.

There is a filter feature sourced by content, geography and date, therefore; you can see if the video is popular in a certain region. You can track watch time, average view duration, and views with a date range. You can take all reports about these from YouTube Analytics.



17. Promoting Your Videos

The tactics for getting your video to rank high in search are pretty similar to the tactics you'd use for your web content. Getting high traffic volume, quality links, connecting with the right people, and asking them to share your content, are essential to spread your videos. Remember: Video Promotion = Social Sharing = Higher Ranking.

a. YouTube Advertising

Especially if you just uploaded a video and you are not getting any views organically, giving the video a little push by advertising it, would help to gain attention. If targeted right, YouTube Advertising is a good way to get high relevant traffic.

There are 2 types of YouTube Ads. The good thing about YouTube ads are that you only pay when the user watches the ad at least 30 seconds or takes an action within the video.

Trueview In-Stream Ads are pre-roll ads, so they play before someone watches the video. Viewers sometimes have the option to skip the ad after watching it for five seconds.

YouTube Discovery Ads show up on the YouTube homepage, search results pages, and as related videos on YouTube video watch pages. When someone clicks on the Ad, they are redirected to the channel page or to the video page.

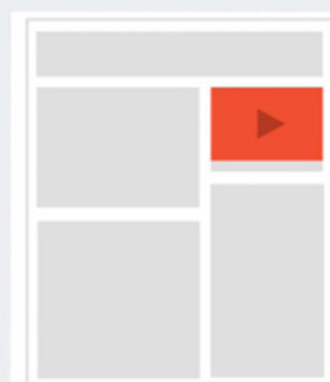
YOUTUBE TRUEVIEW VIDEO AD TYPES



In Stream



In Search



In Display

b. Get Backlinks

You can write blog posts on sites like [Medium](#) or answer questions on [Quora](#), where you can link back to your video where appropriate. Because you're sharing your video with a targeted audience, this audience will most likely engage with your video, so the retention rate will be high.

c. Guest Posts & Comments

You can also post your video link on related forums or blogs where the content is related to your video. Links from high-authority sites which are related to your topic will let Google know that your video has quality content.

Summary

YouTube is the second biggest search engine after Google. So this makes it incredibly important to get your videos listed in the search results.

Creating professional, good quality content is of course the first step, but making it visible for the users who are searching for it can be challenging. It requires a detailed optimization within your channel and your video settings but also a well-planned video promotion strategy.

Happy optimizing. Did you finish? Just let us know and we can quick audit your YouTube channel and videos.



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