



YouTube SEO

By: Seven Boats Academy



Youtube SEO Checklist

Rename your video file using a target keyword.

Insert your keyword naturally in the video title.

Optimize your video description.

Tag your video with popular keywords that relate to your topic.

Categorize your video.

Upload a custom thumbnail image for your video's result link.

Use an SRT file to add subtitles & closed captions.

Add Cards and End Screens to increase your YouTube channel's viewership.

SEO FOR YOUTUBE

RESEARCH	PRODUCTION	OPTIMIZATION	DISTRIBUTION
<ul style="list-style-type: none">• Popular topics• Engaging content• Keyword competitiveness 	<ul style="list-style-type: none">• Storyboard• Video and audio equipment• Video cutting• Time stamps & labels• Captions• Call-outs	<ul style="list-style-type: none">• Channel optimization• Title & description• Tags & hashtags• Thumbnail• End-screen• Info cards• Watermark• Responding to comments	<ul style="list-style-type: none">• Social media sharing• Newsletter• Email signature• Dedicated blog post• Partners

Keyword Research For YouTube SEO

The first step in YouTube SEO is to conclude proper keyword research. Well-done keyword research and deciding on the main keywords to use in the next steps is essential.

Find Most Relevant Keywords On YouTube



- Search with a keyword in mind on YouTube and look at the search results carefully (these will be the most natural keywords and results you will find) Essentially, your biggest friend when looking for keywords in YouTube itself.
- Carefully look at how **YouTube suggests autocompletion on the keyword** you've just written. The autocompletion is an excellent indicator of additional ways people search for the topic and might give you insightful ideas.
- **Look at the top video results** and analyze the words they use in their titles and descriptions and take notes for your future videos.
- When analyzing the top results, note that if all search results have a similar keyword in them. **In some cases, you might find out that not every video will have the same keyword.**
- It might entail an opportunity for you. **For example, if there are only one or two videos that match the keyword you've entered and rest are near the topic but not exact. Creating a video that matches the keyword query accurately might rank your video higher than the competition as it would match the users intent the best.**



Find Most Relevant Keywords On Google Search



- While YouTube itself is more effective in finding relevant keywords on the platform, you can expand your research using **Google Search**.
- A key benefit when using Google Search for keywords is that you can find keywords which **results show videos on their top results**.
- Think it like this: **if your video can achieve a high rank on Google Search**, that will bring more viewers to your videos. And that is an opportunity you can't dismiss easily.
- Depending on the nature of your video, these rankings can essentially become highly valuable for you in the long-term, and it expands your traffic sources to more than YouTube only.

A screenshot of a Google search for "how to wordpress". The search bar shows the query. The top results are from www.wpbeginner.com and blog.hubspot.com. Below the text results, there is a "Videos" section with three video thumbnails. The first video is "WordPress Tutorial For Beginners - Step by Step" by Website So Simple, uploaded on YouTube on Mar 29, 2018. The second is "Wordpress 101 - Introduction And Overview HOW TO USE" by Dusty Porter, uploaded on YouTube on Oct 10, 2015. The third is "How To Make a WordPress Website - In 24 Easy Steps" by Tyler Moore, uploaded on YouTube on Jan 2, 2018.

A screenshot of Google search suggestions for the query "KOLKATA TO SIKKIM TOUR GUIDE". The search bar shows the query and a "Show Volume" button. Below the search bar, there is a list of suggestions:

- kolikata to sikkim train
- kolikata to sikkim bus
- kolikata to sikkim flight
- kolikata to sikkim train fare
- kolikata to sikkim distance
- kolikata to north sikkim tour packages
- howrah to sikkim tour package
- kolikata to sikkim by car

At the bottom right, there is a link to "Report inappropriate predictions".

Analyze The Competition On YouTube :



- Competition in YouTube SEO boils down to how hard it will be to rank on these keywords. **Going for highly competitive keywords for a new channel is not a good idea, but as you grow, you can start implementing more difficult words to your videos.**
- Your goal is to find keywords that you might have a real chance of ranking high and start building an audience for yourself.

The screenshot shows a Google search interface. The search bar contains the text "KOLKATA TO SIKKIM TOUR GUIDE SITE YOUTUBE.COM". Below the search bar, there are navigation tabs for "All", "Maps", "Videos", "Images", "News", "More", and "Discussions". The search results are displayed below, showing two video results. The first result is titled "Kolkata To Gangtok SIKKIM Tour Plan |Best Hotel ... - YouTube" and has a thumbnail image showing a man and a woman. The second result is titled "Sikkim Tour Plan |Kolkata to Gangtok in December - YouTube" and has a thumbnail image showing a person in a winter setting. Both results show a view count of 562,445,700 and a duration of 23 minutes. The search results are powered by SURFER.

Always Answer Search Intent



A crucial step in YouTube keyword research is to find out **what kind of videos ranks higher on each keyword.**

Type of videos is essential because **if your videos don't match the general search intent of users**, it will lead to a lower engagement even if you'd rank high initially.

When doing keyword research, do those searches yourself and see what kind of results you're getting:

1. How-to and other guides videos
2. Listicle videos
3. Video essays
4. News video
5. Educational videos

Realistically speaking, if you want to rank for a specific keyword, **you need to create similar content that you can already see ranking.**

For example, if you want to create a video called "X" and searching the keyword on YouTube gives you "Y" results, you need to modify either your video or preferably the keyword.

Slight keyword adjustment can improve your search intent matching, so look for it.

The next steps in this guide are about how to use keywords in YouTube SEO after finding the best keywords for yourself.



Optimize Video Titles For Higher SEO Rank And Improved Click-through Rate

A title has two functions in a Youtube video: Entice a viewer to click on it and tell YouTube that it's relevant and searchable by users.

To construct the perfect YouTube video title, you need to:

1. Include your main keyword in the beginning
2. Have long enough title (Short title with a keyword can look very spammy)
3. YouTube recommends using 60 characters or less in a title (about five words)
4. A too-long title will not show entirely in the search listing, and maybe cut off awkwardly, you want to have total control of the visibility of a title.
5. Have a title that is relevant to the search (always fulfill search intent!)
6. A good title is also natural and easy to read. For example, a complete sentence is better than just a random arrangement of keywords.
7. Enticing to click, in the end, you want the viewer to watch your video instead of the others, no matter how high your video is currently ranked.

Often User's Search Phrase is in the YouTube Video Titles Shown



Optimize Your YouTube Video Descriptions



🔗 Check out more hacks and tactics from the experts on our blog!
<http://ow.ly/6s6o50EJTdu>

👉 Stay connected with us!
Twitter: <https://twitter.com/hootsuite/>
Facebook: <https://www.facebook.com/hootsuite/>
Instagram: <https://www.instagram.com/hootsuite/>

A description of a video helps YouTube understand what your video is all about. Inserting your relevant keyword naturally within it will make it clear for YouTube that your videos are all about the keyword.

Remember that the full description is not shown immediately to viewers in search results; in fact, it's roughly 120 characters. **It's crucial to utilize the first 120 characters to explain** to your viewer why they should click on your video and include your keyword within the first 120 characters.

Remember to have a clear **call-to-action** early in your video description, because your viewer will only see the first of three lines of description before a read more button appears. Give a reason to read more and even to click further links.

YouTube search: how to use Photoshop

MisterNinjaBoy
Published on Aug 4, 2016

SUBSCRIBE 132K

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▶ Sections/ Lessons Taught:

- 1:36 - 1) Interface
- 10:48 - 2) Effects Panel
- 18:54 - 3) Working With Images
- 27:25 - 4) Working With Text
- 30:10 - 5) Essential Tools

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Music Thanks to Masted:
"Easy Lemon" Kevin MacLeod (incompetech.com)
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Up next

Optimize Your YouTube Video Tags

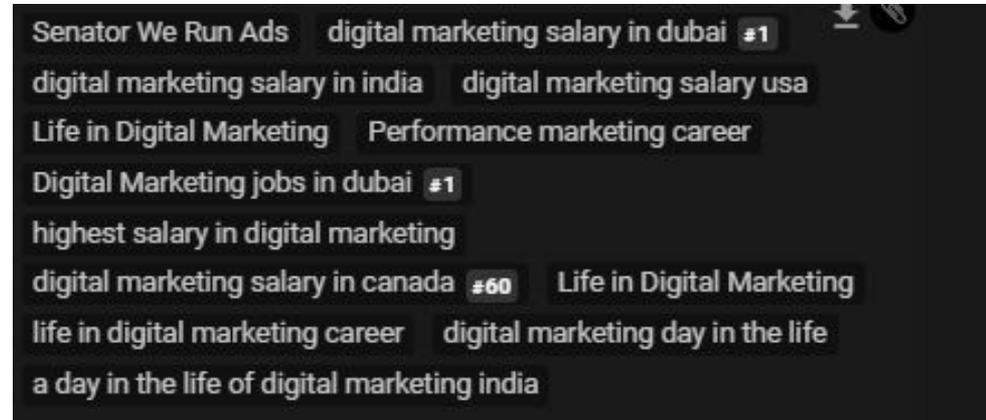


Tags give context to your videos and help YouTube understand your content and recommend it to new viewers.

Utilizing your primary keywords and relevant keywords that fit your video topics helps YouTube categorize your video better and recommend it to viewers interested in said topics.

Just make sure the keywords are always as relevant as possible and include long-tail keywords and synonyms that would fit the topic.

Use VidQ YouTube seo plugin to find tag of your competitions.



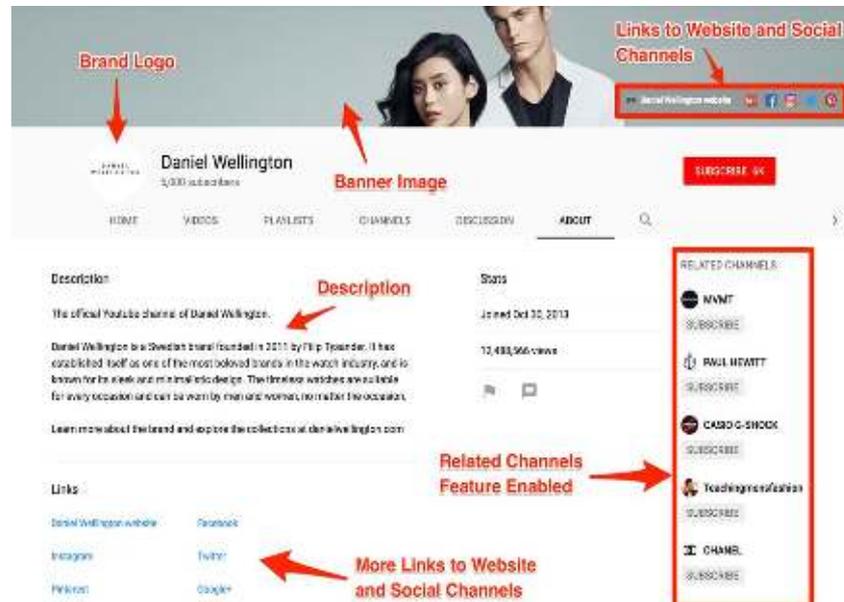
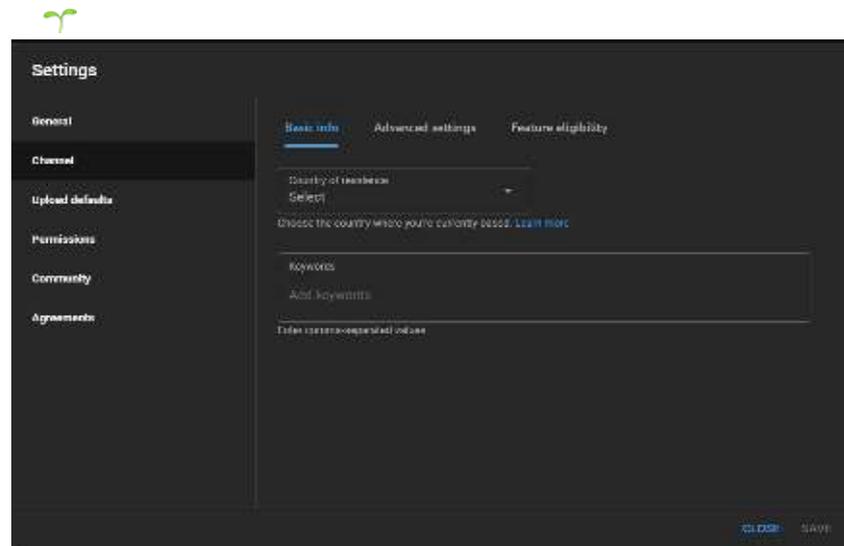
Optimize Your YouTube Channel description

Write a keyword rich description for your youtube channel.

Go to your channel advanced setting and Add channel keywords which best describes the content you post on your channel.

Write a description that covers the most crucial things about your brand, and make it interesting for the viewers. A good description on YouTube can increase your subscriber conversion rate from the viewer engaging with the channel page.

When done correctly, viewers can find your channel featured on **top of the first search results on relevant keywords.**

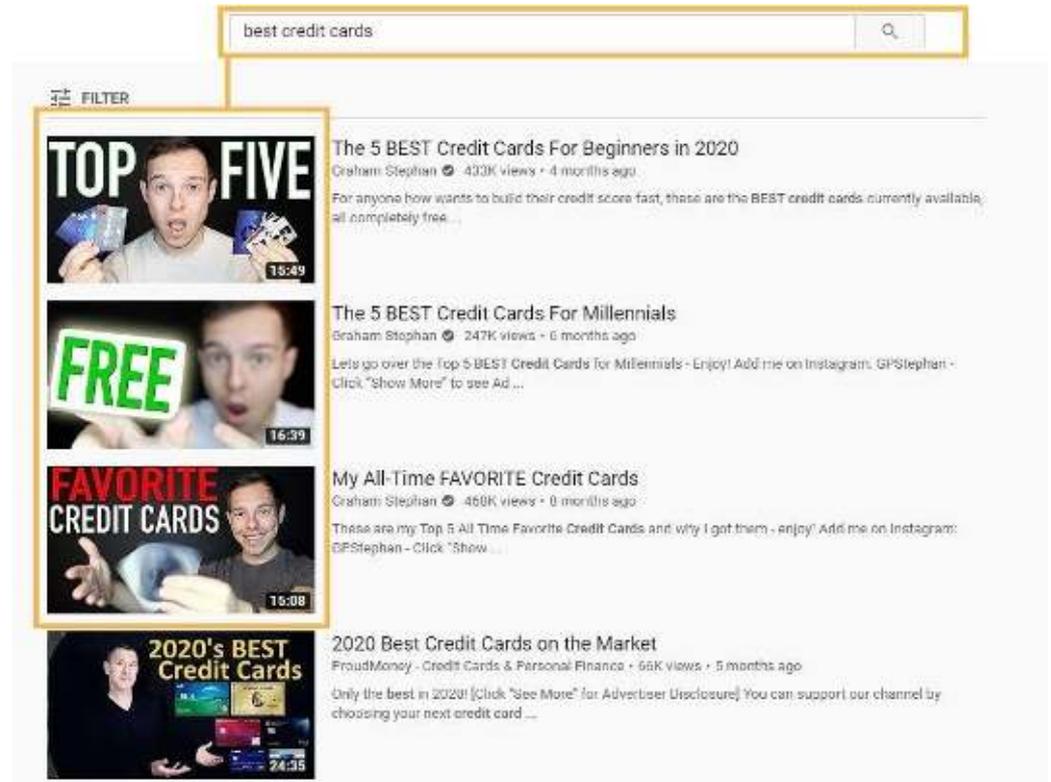


Optimize Your Thumbnails; They Are Critical in YouTube!

A good thumbnail can increase the number of clicks you'll get, and gaining a higher CTR than your competitors will rank your videos higher than theirs.

The thumbnail in YouTube SEO is the most visible part that you can optimize, making it crucial for standing out from your competitors.

A thumbnail should include the topic of your video. The thumbnail of a YouTube video is your chance to convert viewers into your video directly from all the possible positions YouTube can display your video.



The image shows a screenshot of a YouTube search results page for the query "best credit cards". The search bar at the top contains the text "best credit cards". Below the search bar, there are four video thumbnails and their corresponding titles and descriptions. The thumbnails are: 1. "TOP FIVE" with a man holding credit cards (15:49). 2. "FREE" with a man holding a sign (16:39). 3. "FAVORITE CREDIT CARDS" with a man holding a credit card (15:08). 4. "2020's BEST Credit Cards" with a man holding a credit card (24:35). The video titles and descriptions are: 1. "The 5 BEST Credit Cards For Beginners in 2020" by Graham Stephan (433K views, 4 months ago). 2. "The 5 BEST Credit Cards For Millennials" by Graham Stephan (247K views, 6 months ago). 3. "My All-Time FAVORITE Credit Cards" by Graham Stephan (468K views, 8 months ago). 4. "2020 Best Credit Cards on the Market" by FroudMoney (66K views, 5 months ago).

Utilizing Closed Captions

Closed captions offer an almost a hidden opportunity for further optimization. While you can let YouTube automatically create the caption of your videos, they will never be perfect.

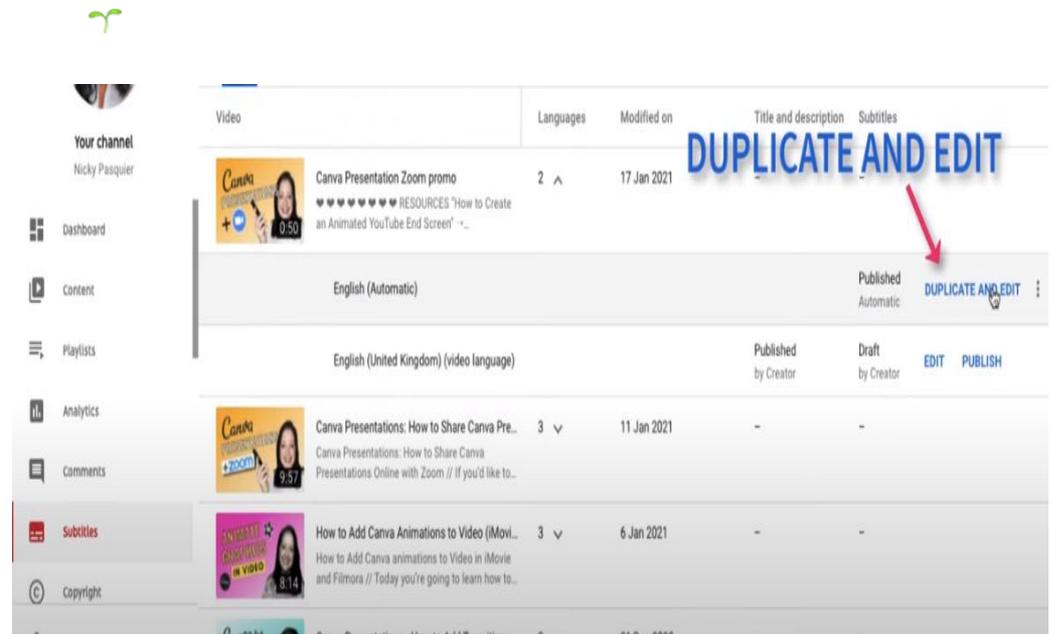
Optimizing the captions makes sure that everything you say in the video is portrayed perfectly to those who use them.

Add your keywords at the starting of your video captions.

Optional: Optimize Translations

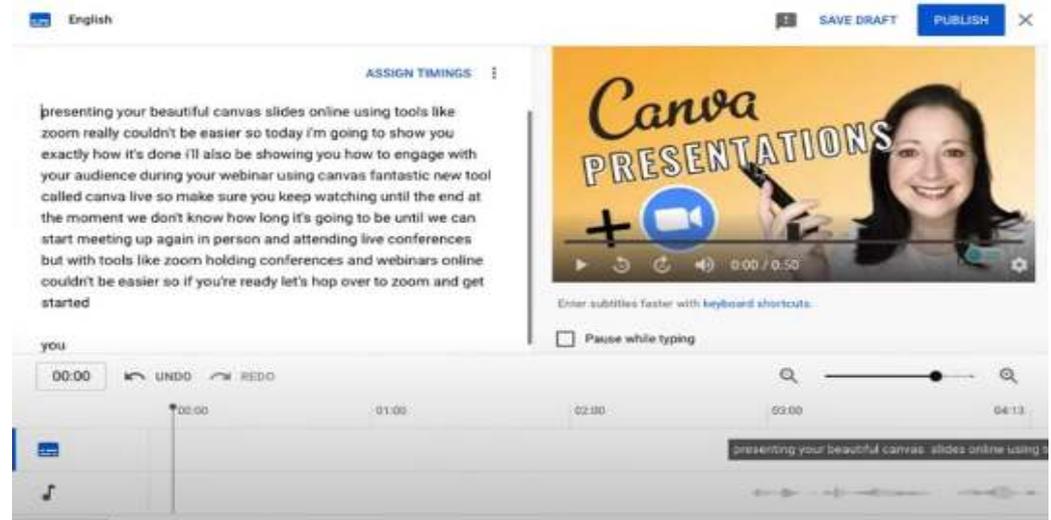
In the bigger picture, translations will not be an essential method to grow your video viewership, as original content in a specific language will probably rank higher. But using translations can make your video ranking easier in other languages.

But for further optimization, it could be worth it, depending on your channel scope and the part of the world it reaches, for example, in countries with more than one dominant language.



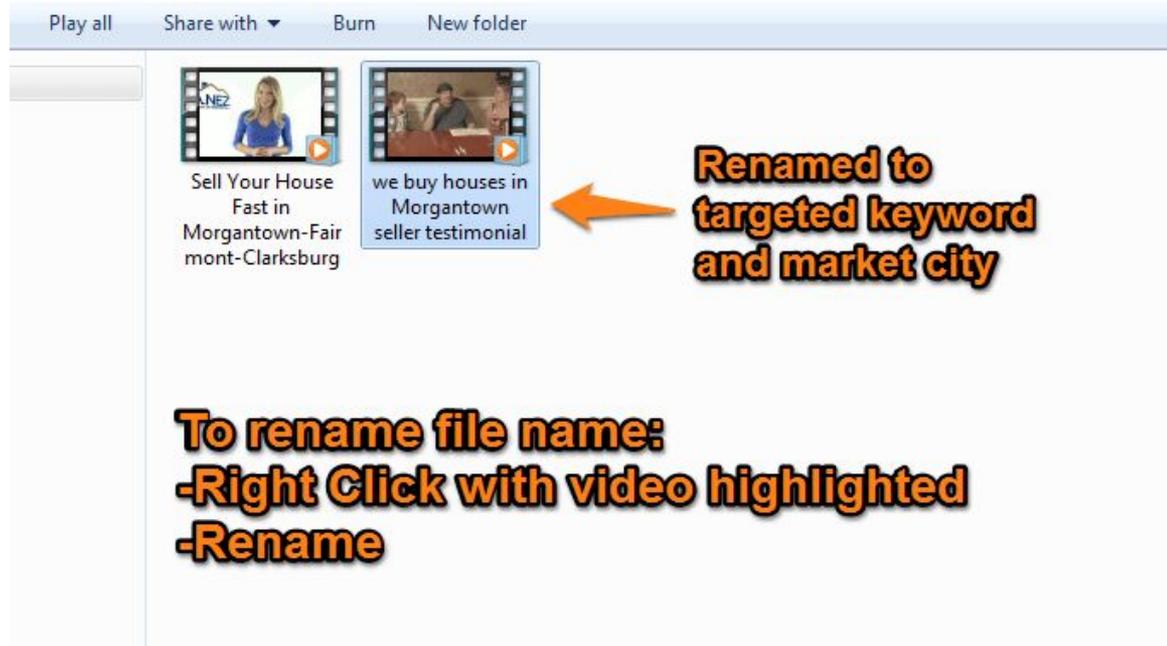
The screenshot shows the YouTube Studio interface for a channel named 'Nicky Pasquier'. The 'Subtitles' tab is selected, showing a list of subtitle tracks for a video titled 'Canva Presentation Zoom promo'. A red arrow points to the 'DUPLICATE AND EDIT' button for the 'English (Automatic)' track. Other tracks include 'English (United Kingdom) (video language)' with 'EDIT' and 'PUBLISH' buttons.

Language	Modified on	Title and description	Subtitles
English (Automatic)	17 Jan 2021	Canva Presentation Zoom promo ★★★★★ RESOURCES "How to Create an Animated YouTube End Screen" -...	Published Automatic DUPLICATE AND EDIT
English (United Kingdom) (video language)			Published by Creator Draft by Creator EDIT PUBLISH



The screenshot shows the subtitle editing interface in YouTube Studio. The video title is 'Canva Presentations'. The subtitle text is: 'presenting your beautiful canvas slides online using tools like zoom really couldn't be easier so today i'm going to show you exactly how it's done i'll also be showing you how to engage with your audience during your webinar using canvas fantastic new tool called canva live so make sure you keep watching until the end at the moment we don't know how long it's going to be until we can start meeting up again in person and attending live conferences but with tools like zoom holding conferences and webinars online couldn't be easier so if you're ready let's hop over to zoom and get started'. The interface includes a timeline, a 'PAUSE WHILE TYPING' checkbox, and a 'PUBLISH' button.

Optimize Your File Name



It's an easy step to do before uploading your next YouTube video. For example, just change your file name to your title name (that has the relevant keyword on it!)

For example, changing the original filename of "2020N01C3.mp4" for "what_is_digital_marketing.mp4"

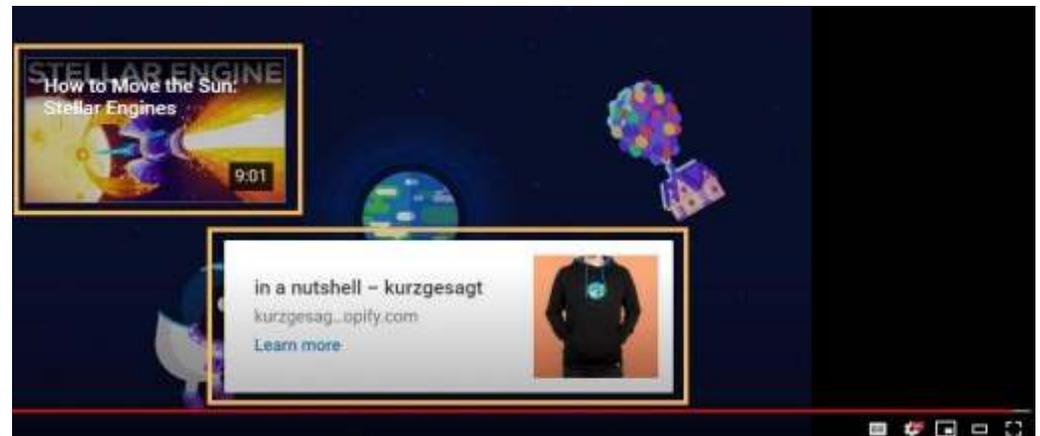
Boosting CTR: YouTube Cards and End screens



Taking every step to increase the engagement within your video is essential and utilizing cards and end screens to promote your other videos to keep viewers engaged.

End screens and cards can boost your viewers' ability to binge-watch your content, which is a critical signal for YouTube. That will lead YouTube to promote your video even further to people that are likely to do that.

You can increase engagement with the use of cards, as you can place YouTube cards at the right time when you mention a topic you have created a video already.



Build Links In YouTube SEO



The screenshot shows a YouTube video player interface. At the top, there is a search bar with the text "building an online business". Below the search bar, the video title "15 Things You Need To Build An Online Business" is displayed, along with "20,308 views", "793 likes", "30 dislikes", and "SHARE" options. The channel name "Project Life Mastery" is shown with a profile picture and the text "Published on Jun 29, 2018". A red "SUBSCRIBE 585K" button is visible on the right. The video content includes a link to a quiz: "Take The Online Business Quiz: <http://projectlifemastery.com/quiz>". The video text reads: "In this video, I share 15 things you need to build an online business. I believe that these things are 'must haves.' Regardless of what type of business you want to create, whether it's selling physical products, publishing books, affiliate marketing or coaching, you will need these things. I wouldn't have been able to build all of my businesses to where they are today without them. If you are going to invest money, time, and effort into building something of value, you don't just want to make short-term money. Rather, you want to create sustainable passive income that will provide you with the financial abundance that you desire. Are you ready to learn the 15 things that will take your business to the next level?" Below the video text, there are two call-to-action buttons: "☆☆☆ VIEW THE BLOG POST: ☆☆☆" with a link "<http://projectlifemastery.com/15-thin...>" and "☆☆☆ SUBSCRIBE TO ME ON YOUTUBE: ☆☆☆" with a link "Subscribe ► <http://projectlifemastery.com/youtube>".

While you should always link related videos that you published earlier on your new videos, you should try to achieve new backlinks to your channel and videos themselves.

A backlink you gain for a video of yours shows YouTube your authority on the topic of your video.

Building authority is a crucial step in YouTube SEO. Building links for your videos works as a cycle, as the more links you get to your videos, the more it's seen; therefore, even more, links you'll get, and cycles repeat itself.

Create Playlists For Your Videos



Creating and including old and new videos into playlists is important for the engagement of your viewers, and YouTube ranks them as well. Giving you an alternative method to gain more views with YouTube search results.

On YouTube, viewers can easily find the keyword-heavy playlists, and for viewers searching them, playlists are often a great way to engage with videos.

The screenshot shows a YouTube search for "learn wordpress beginner". The search bar at the top contains the text "learn wordpress beginner". Below the search bar, several video results are displayed. The first result is "How To Make a WordPress Website - For Beginners" by Tyler Moore, with 3M views and posted 1 year ago. The second result is "WordPress for Beginners | FREE COURSE" by Envato Tuts+, with 17K views and posted 2 months ago. The third result is a playlist titled "WordPress Beginner Tutorials - the BEST WordPress videos" by OStraining, which is highlighted with a yellow box. The playlist contains two videos: "WordPress Beginner Tutorial #1: Welcome to the WordPress Beginner Class" (3:25) and "WordPress Beginner Tutorial #2: About the WordPress Beginner Class" (2:14). Below the playlist are three more video results: "WordPress Tutorial For Beginners 2020 [Made Easy]" by CreateWP, "WordPress Tutorial For Beginners 2020 [Made Easy]" by Web Hosting Coupon Link Here, and "WordPress Tutorial For Beginners - Step by Step" by Website So Simple.

Increasing Viewer Engagement Is The Core Of YouTube SEO

Viewer engagement is a critical ranking factor for YouTube and, therefore, a crucial step in your YouTube SEO strategy.

Optimizing engagement will not only benefit your ranking, but a side effect is, your viewers will enjoy the content more and get recommended for your new uploads faster.

YouTube likes videos that have the potential to be popular, and user engagements are how it can determine if a video is engaging enough to recommend to similar users.

All the possible ways a viewer can engage with a video includes:

- Subscribing your channel
- Clicking on the bell
- Liking and disliking your video
- Sharing the video
- Engaging with cards and end screens
- Watching your video till the end
- Commenting
- Binge-watching more of your uploads

Tips On How To Increase Engagement In YouTube Videos

Give your viewers a reason to engage: Promote discussion in the comment section, or some YouTubers have seen it effective to use a call-to-action like “comment for the algorithm” for showing support for the creator.

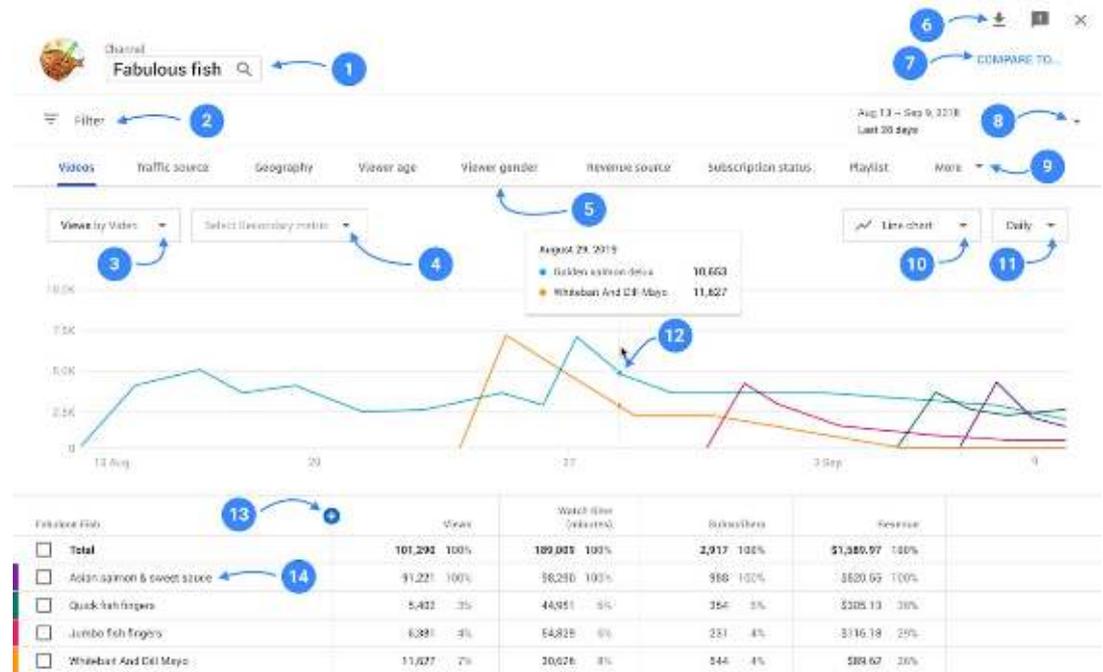
Try to answer comments and engage with your audience. Remember to have a new call to -actions within your video to promote commenting, liking, subscribing, and more.

For example, you will need at least 1,000 subscribers to qualify for monetization.

Analyze Data From YouTube Analytics



A core method of improving your YouTube videos and their rankings is to utilize YouTube analytics and track key metrics. By analyzing key metrics of YouTube videos, you can more deeply understand how viewers watch your videos, how they found your videos, and how engaged they were in your video..



Improve the following with the collected data:

- Improve subscriber conversion rate to build an even larger audience
- Improve content relevancy to top viewers
- Improve call-to-actions
- Learn who watches your videos
- Learn who is likely to subscribe
- Track your videos rankings
- Find the keywords people searched to find your videos:
- These keywords are probably used in your videos, but the point is to research any keyword variation you might have missed earlier. Especially looking through the traffic source report, you will discover new opportunities for videos for the future.

THANK YOU :)

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