



CLICK.CO.UK<sup>®</sup>

# YOUTUBE SEO - HOW TO OPTIMISE FOR YOUTUBE SEARCH



## CONTENTS

<b>INTRODUCTION</b>	3
<b>WHY DO YOU WANT TO RANK WELL ON YOUTUBE?</b>	3
LOOK AT THE STATS	3
<b>KEYWORD RESEARCH AND OPTIMISATION</b>	5
PICK USERS' BRAINS	5
STEAL COMPETITORS' STRATEGIES	6
CHROME EXTENSIONS	6
USE CHROME BROWSER EXTENSIONS	6
LOOK IN YOUR OWN ANALYTICS	6
<b>FOCUS ON USER EXPERIENCE (UX)</b>	7
<b>OPTIMISE YOUR CONTENT</b>	9
YOUR CHANNEL	9
VIDEO TITLE	9
VIDEO DESCRIPTION	10
TAGS	10
THUMBNAILS	11
SUBTITLES AND ANNOTATIONS	11
<b>GET RECOMMENDED</b>	12

## INTRODUCTION

With three billion searches per month, YouTube is not only the go-to source for videos, it's also the world's second biggest search engine after Google.

As YouTube is owned by Google, perhaps it's not surprising that many of the same principles for search engine optimisation (SEO) also apply to boosting your visibility on the video-sharing site.

## WHY DO YOU WANT TO RANK WELL ON YOUTUBE?

Getting eyes on your videos will benefit you in terms of both your content marketing and SEO strategies.

According to Chloe Ridgway, Click Consult's visual media specialist:

*"Video is the most dynamic way to reach your customers. More than any other type of content, video has the ability to inspire, excite and entertain, making it perfect for building a narrative about your brand and beginning conversations."*

But it can be used for more than simply brand building! User-focused videos which answer related queries can generate referral traffic for your site and set you up as an authority in your niche.

The exact strategy will depend on your business offering and niche but the following are effective:

- 'how to' and tutorials
- product reviews and comparisons
- demonstrations and explainers

### LOOK AT THE [STATS](#)

- 1,300,000,000 users.
- 300 hours of video uploaded every minute.
- Five billion videos watched every single day.
- In an average month, 8 out of 10 18-49 year-olds watch YouTube.
- More video content is uploaded to the internet in a single month than network television has produced in three decades.

All that activity has the potential to bring you closer to your audience and drive more traffic to your website.

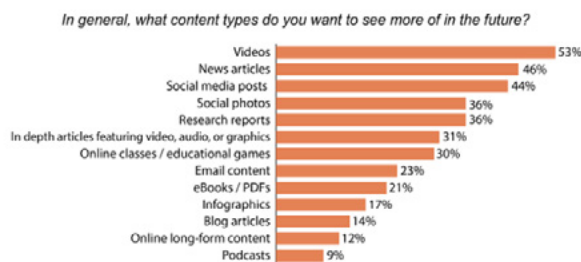
There is huge demand for video. According to [HubSpot](#):

- Branded video is nearly 3X more popular than branded blogs or eBooks.
- 53% of people want to see more video content from marketers.
- 51.9% of marketing professionals worldwide name video as the type of content with the best ROI.
- [87%](#) of online marketers use video content (according to [Outbrain](#)).
- A user's positive experience with a video ad increases their purchase probabilities by 97% ([Advanced Web Ranking](#)).
- 64% of consumers are more likely to buy a product after watching a video ([Code Fuel](#)).
- Your brain is wired to remember visual content better than a page full of words. Studies have shown that the average viewer retains 95% of a message when they watch it, as opposed to a mere 10% retention rate when reading it, ([Sheffield AVP](#)).

Videos are also highly shareable, allowing you to extend your reach even further, with others doing the work for you: more than 500-days-worth of video are viewed (and shared) daily on Facebook, while 92% of video viewers share videos with others, according to a study by [Invodo](#).

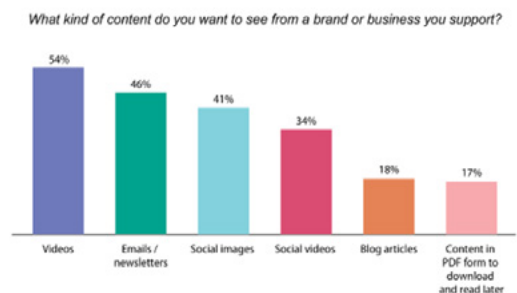
SEO-wise? Since Google owns YouTube, video content hosted on YouTube ranks well on Google.

#### In the future, people want more video content



Base: 3,010 consumers in the US, Germany, Colombia, and Mexico  
Source: HubSpot Content Trends Survey, Q3 2017

#### For brands, video content is preferred



Base: 3,010 consumers in the US, Germany, Colombia, and Mexico  
Source: HubSpot Content Trends Survey, Q3 2017

## KEYWORD RESEARCH AND OPTIMISATION

Just as with SEO for Google, researching keywords to rank for is essential to allow viewers to find your content.

Carrying out your own research is vital, you should:

- Discover what your target audience is searching for to inform what you should be making videos about.
- Optimise your video uploads for search (on both Google and YouTube itself).

Free keyword tools with a Youtube search option include:

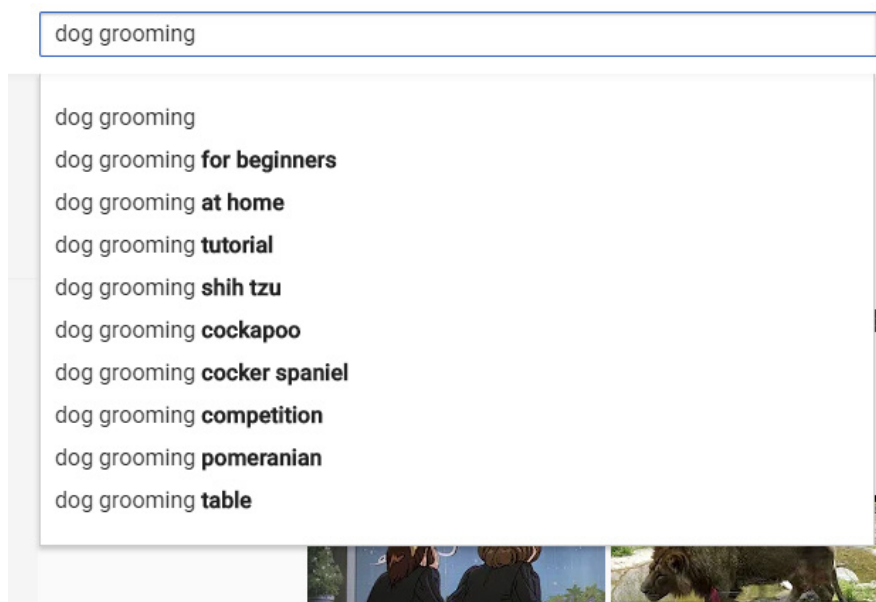
[keywordtool.io/youtube](https://keywordtool.io/youtube)

[www.keywordtooldominator.com/k/youtube-keyword-tool](https://www.keywordtooldominator.com/k/youtube-keyword-tool)

If you've got budget for a paid tool, [Ahrefs](#) is the best option.

### PICK USERS' BRAINS

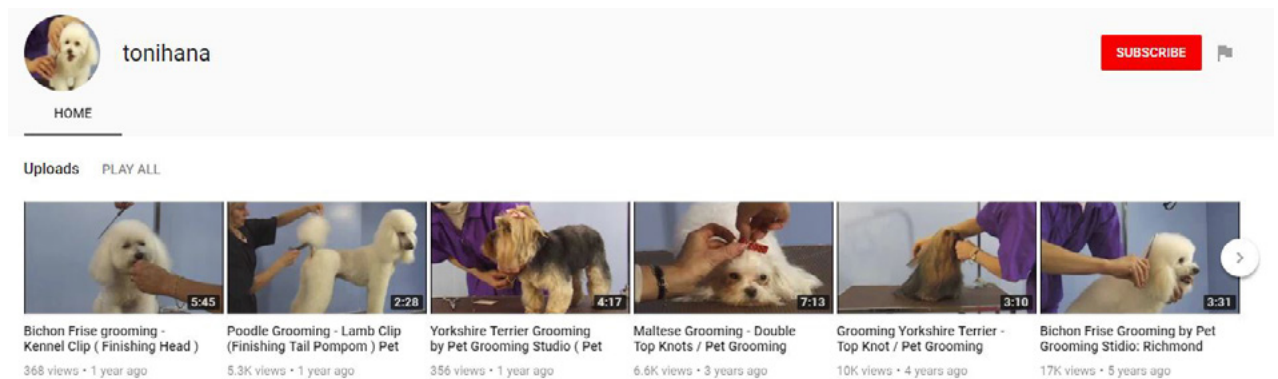
YouTube's Autocomplete feature works in much the same way as Google's – these are the suggestions that appear in the drop-down menu when you start to type in your search. YouTube bases these predictions on the terms that people actually type into YouTube when they're searching for something specific.



## STEAL COMPETITORS' STRATEGIES

Look for popular videos (and channels) that cover the same topics you're posting videos about and figure out the keywords that they've optimised for. If a video has a lot of views, chances are, that video is optimised around a popular keyword.

Now check out the keywords that video uses in its title, description and tags:



## CHROME EXTENSIONS

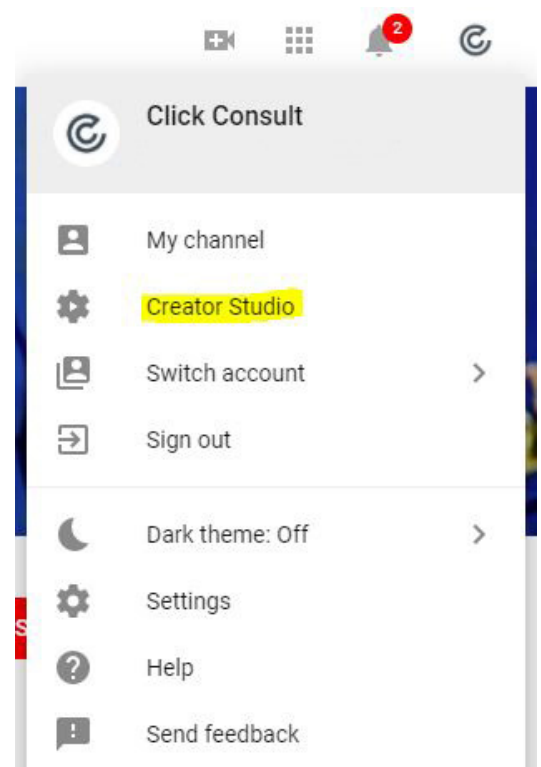
Use Chrome browser extensions like [TubeBuddy](#) or [VidIQ](#) for deeper analysis.

You can also gauge the opportunity for a topic based on competitors, allowing you to weed out any that are oversaturated or inactive.

## LOOK IN YOUR OWN ANALYTICS

This can be found under Creator Studio in the dropdown menu when you click on your icon in the top right hand corner of the screen.

The keywords you use should be relevant to your content and appear naturally and sparingly – keyword stuffing for the sake of ranking alone can actually harm your visibility.

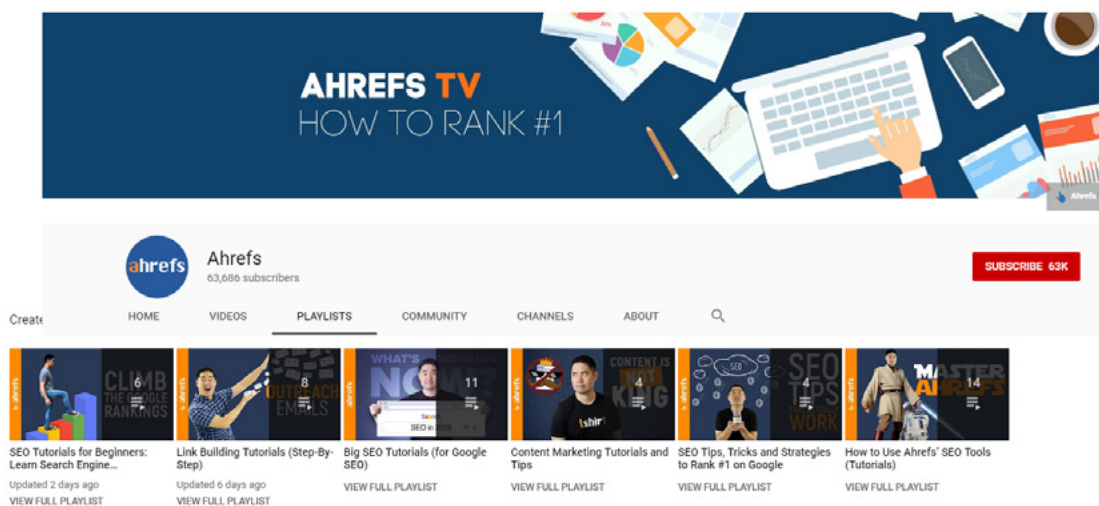


## FOCUS ON USER EXPERIENCE (UX)

The need to ensure great user experience is self-explanatory: you want your content to have an impact and to resonate with your audience.

Your content needs to be as engaging and high quality as possible – a higher watch time equals better user signals and higher rankings. This means:

- A consistent flow of high quality videos (YouTube will rank this higher than a single high quality video by an unknown channel)
- Regular posting
- Focus on a specific subject and/or closely related topics
- Creation of playlists to make your channel more organised and increase watch time, as in this example:



- Don't use a channel trailer, instead use the first video in a series.
- Use quality image thumbnails, not just stills from the video. If you're looking to rank for a particular keyword, look at the thumbnails like for competing videos. Go for a similar design but change colours, etc, to stand out.
- According to research by [OOyala](#), long-form content—greater than 20 minutes in length - now represents the majority of time spent watching video across all screen sizes.

Tubefilter did a great [investigation into the YouTube algorithm](#) and its conclusion was:

***"If you want to be successful on YouTube the best advice we can give you is to focus on one very specific niche interest and make as many 10-minute or longer videos as you can about that singular topic."***

YouTube uses the following user experience signals to measure content quality on YouTube and determine your ranking:



### **Watch Time & Audience Retention**

The percentage watched of each video, which shows how engaged people are.



### **Comments**

Feedback that provides you with insightful qualitative data – plus, Google loves content that triggers interaction.



### **Subscribes after watching**

If they want more, you're clearly doing something right.



### **Social shares**

Another measure of engagement and impact - people share things that they find funny, heart-warming or exciting.



### **Likes/Dislikes**

Self-explanatory!





## OPTIMISE YOUR CONTENT

The way you upload and optimise your video can make or break your YouTube success. If viewers can't find it, they can't watch. And if users can't find it, it's a good bet YouTube's algorithm will have difficulty too – this, along with low user engagement, is bad news for your ranking.

### YOUR CHANNEL

You should put a great deal of thought into how you describe yourself, your channel and your content. This can boost your video ranking by helping YouTube's algorithm understand your channel's purpose and determine if your content should be shown to viewers. Hone in on your channel's purpose, value, and use your keywords in this section as well.

**STUDIO KNIT**  
LEARN HOW TO KNIT + LOVE IT

Studio Knit  
128,372 subscribers

HOME VIDEOS PLAYLISTS COMMUNITY CHANNELS **ABOUT**

**Description**

This is the place where you learn how to KNIT and totally fall in love with it. I'm Kristen and welcome to Studio Knit! My channel features easy-to-follow instructions, quick knit projects, and some fun crafty ideas everyone can make!

- YouTube NextUp Graduate
- Video Ink: Five Emerging Crafts/DIY Channels on YouTube
- Mashfeed: Best Knitting Feeds on Instagram & YouTube
- The Daily Basics: 7 Great DIY YouTube Channels to Follow
- YouTubing Knitting Book: Best Instructional YouTube Knitting Videos
- Video Influencers: 7 Top Growing YouTube Channels by Women

For brand sponsorship opportunities, please contact me directly!

**Details**

For business enquiries: [VIEW EMAIL ADDRESS](#)

Location: United States

**Stats**

Joined 4 Jan 2014

11,145,426 views

**MY YOUTUBE FAVES**

- Sea Lemon  
SUBSCRIBE
- Entertaining With Beth  
SUBSCRIBE
- Yoga With Adriene  
SUBSCRIBE

**RELATED CHANNELS**

- Knitting Stitch Patterns  
SUBSCRIBE
- JoannesWeb  
SUBSCRIBE

### VIDEO TITLE

From an SEO perspective, this is the most important piece of text on the page. As with any headline or title, aim to grab attention with something snappy that makes users want to find out more.

Use your focus keyword at the beginning of your title, followed by your 'hook', and finally the year/USP/format in brackets:

*Keyword - Hook (Date/USP/Format)*

For example:

*Youtube SEO - 3 Steps to Rank #1 Fast (2019)*

## VIDEO DESCRIPTION

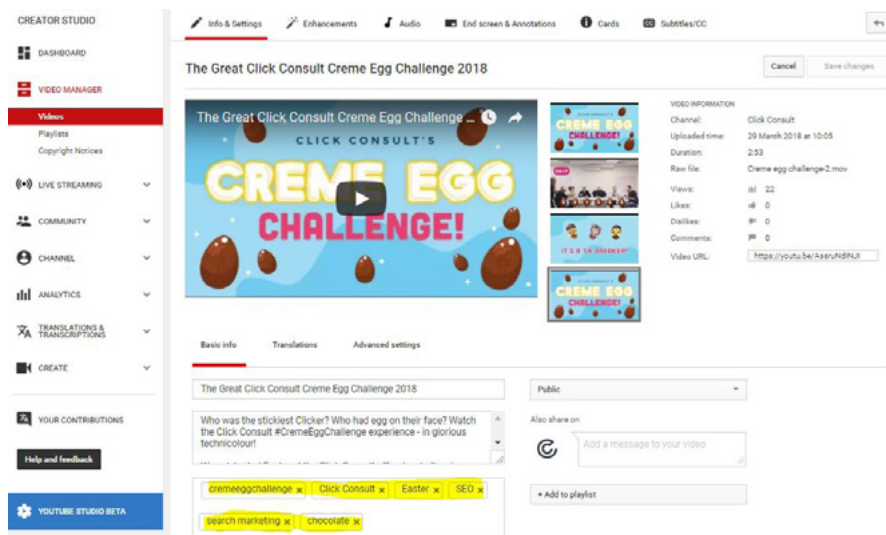
This is your chance to describe what your video offers the user, and help people to understand what it's about before they watch it. Use your focus keyword in first sentence, as this helps Google to discover your video and helps you to be discovered organically.

Also include it in throughout the text, but ensure that it appears naturally. Use contextual keywords that demonstrate why your video is relevant to a range of different searches. Aim for around two paragraphs and don't forget to include relevant links.

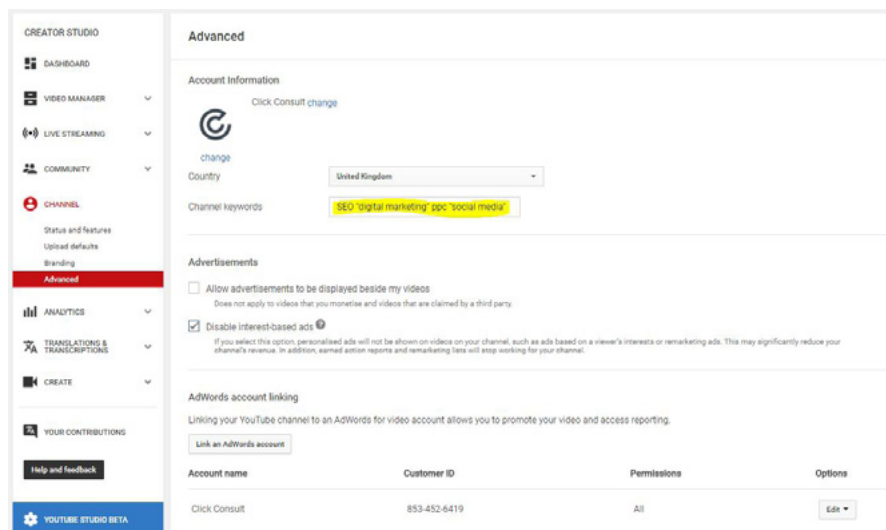
## TAGS

A common mistake is to use too many tags, which can be confusing both to your audience and to YouTube search. Concentrate on being more focused, selecting three to five tags. In general, these should be three highly specific tags, then two variants/related terms.

You can use tags on each video and also your channel itself. Here are examples of tags used on a Click video and on our channel:



**Top tip:** increase your chances of appearing as a suggestion for a popular video by copying their tags.



## THUMBNAILS

The cover images for your videos, these are key to significantly improving your click-through rate. Visuals are extremely important for users in determining relevance. YouTube will automatically create a thumbnail using an image from your video, but you can custom create your own and this is highly recommended.

An example of a well-optimised video:



SEO Checklist 2019 – How to Get More Organic Traffic (Fast!)  
62,551 views

3K 72 SHARE SAVE ...



Brian Dean  
Published on 29 May 2019

SUBSCRIBED 232K

Today you're going to get access to my complete SEO checklist for 2019.

This is the same checklist I've used to get over 300k monthly visitors from Google (mostly from SEO).

Here's some of the stuff we're going to cover in today's video.

First, I'll show you the 3 SEO tools that I consider ("must haves"). I personally use 15 SEO tools on a weekly basis. But these are the 3 most important.

Then, it's all about keyword research. Here's where you learn how to find keywords that your customers search for every day.

Third, I show you how to optimize your site using a handful of on-page SEO strategies.

Next up, we get into some basic technical SEO stuff just to make sure that Google can crawl and index all of your site's pages.

Finally, I show you how to create content that's primed to rank on the first page of Google. I also show you how to use white hat link building strategies to build links to that content.

And I wrap up my SEO checklist with a few advanced strategies.

SUBSCRIBE to get higher rankings and more traffic!  
[http://www.youtube.com/subscription\\_c...](http://www.youtube.com/subscription_c...)

Follow me on Twitter!  
<https://twitter.com/Backlinko>

Category [How-to & Style](#)

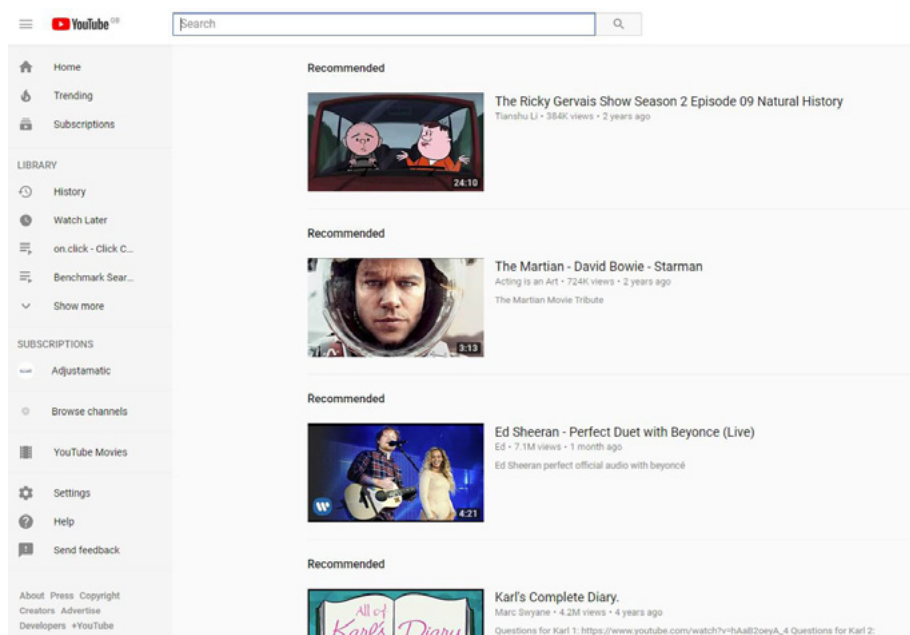
## SUBTITLES AND ANNOTATIONS

As well as having SEO benefits, including these also aids usability because if a viewer can understand the video without the sound, they can watch in a public location without needing headphones. Anything that encourages the viewer to keep watching, rather than click off the video, is highly beneficial.

## GET RECOMMENDED

Using [Google Brain](#) (its parent company's machine learning project), YouTube has the ability to serve both those who visit the channel knowing exactly what they're looking for, and those who are less sure. It recommends similar content that it senses may pique someone's interest, but might not have previously considered.

In an online world practically drowning in content, Recommendations are a welcome filter for many, with immediacy, relevance and convenience key to an improved experience. YouTube reports that the click through rate for Recommended videos is 207% higher than for Most Viewed Videos.



*"One of the key things [Recommendations] does is it's able to generalise. Whereas before, if I watch this video from a comedian, our Recommendations were pretty good at saying, here's another one just like it. But the Google Brain model figures out other comedians who are similar but not exactly the same — even more adjacent relationships. It's able to see patterns that are less obvious"*

Jim McFadden, technical lead for YouTube Recommendations

So how do you get your videos featured? The good news is that you're well on the way to being Recommended if you've:

- Researched your keywords
- Focused on user experience
- Optimised your content

# GET IN TOUCH WITH US TODAY

## ABOUT US

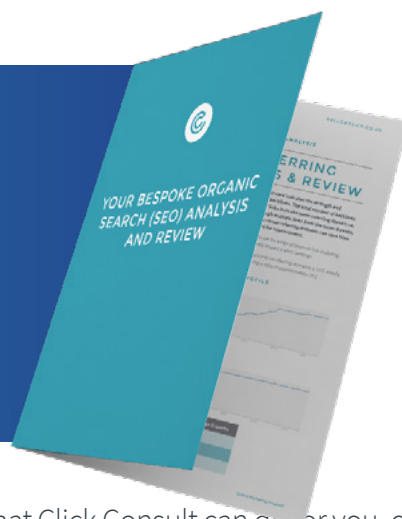
Click Consult is a multi award-winning digital and search marketing agency with a focus on organic (SEO) and paid search (PPC). Part of global consumer brand business Ceuta Group, we have a team of 70-plus specialists and a portfolio of more than 60 clients worldwide.

Our complementary services include content marketing, outreach, social media, conversion rate optimisation (CRO) and international/multilingual search marketing. We can also offer training and consultation to support your teams or existing strategy.

Click was named SEO Agency of the Year 2019, adding to our long list of other awards and accolades, and also ranks within Econsultancy's 'Top 100 Digital Agencies', and Prolific North's 'Top 50 Digital Agencies'. We're also a Google Premier Partner, a Bing Select Partner and feature in The Drum Recommends.

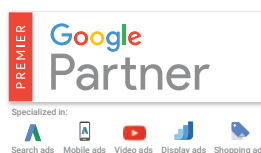
## YOUR BESPOKE ORGANIC SEARCH (SEO) ANALYSIS AND REVIEW

REQUEST NOW

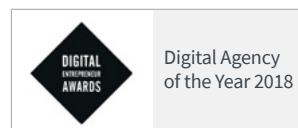
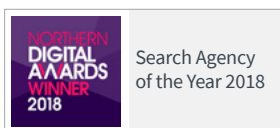


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## OUR ACCREDITATIONS



## OUR AWARDS



## OUR TECHNOLOGIES

monitor **TRAX**™ rank **TRAX**™ feed **TRAX**™ link **TRAX**™ pro **TRAX**™ page **TRAX**™