



CLICK.CO.UK®

YOUTUBE SEO - HOW TO OPTIMISE FOR YOUTUBE SEARCH



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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 Jacob Booth, 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."

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.

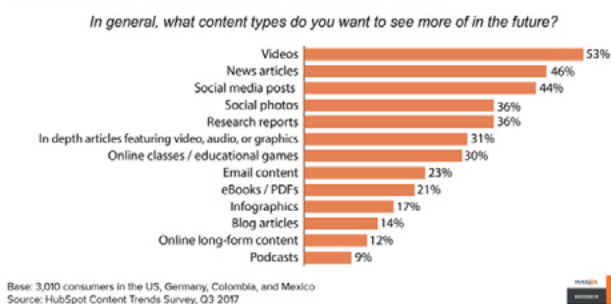
There is huge demand for video. According to [HubSpot](#):

- 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](#)).

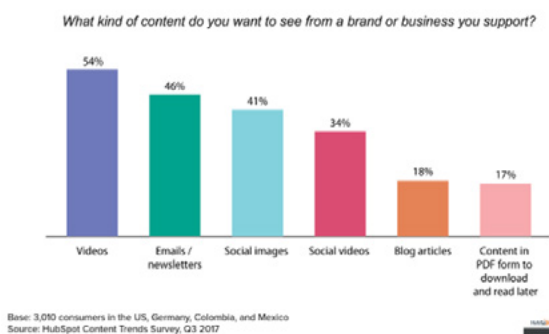
Videos are also highly shareable, allowing you to extend your reach even further, with others doing the work for you: more than 500-days-worth of video are viewed (and shared) daily on Facebook, while 92% of video viewers share videos with others, according to a study by [Invodo](#).

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

In the future, people want more video content



For brands, video content is preferred



KEYWORD RESEARCH AND OPTIMISATION

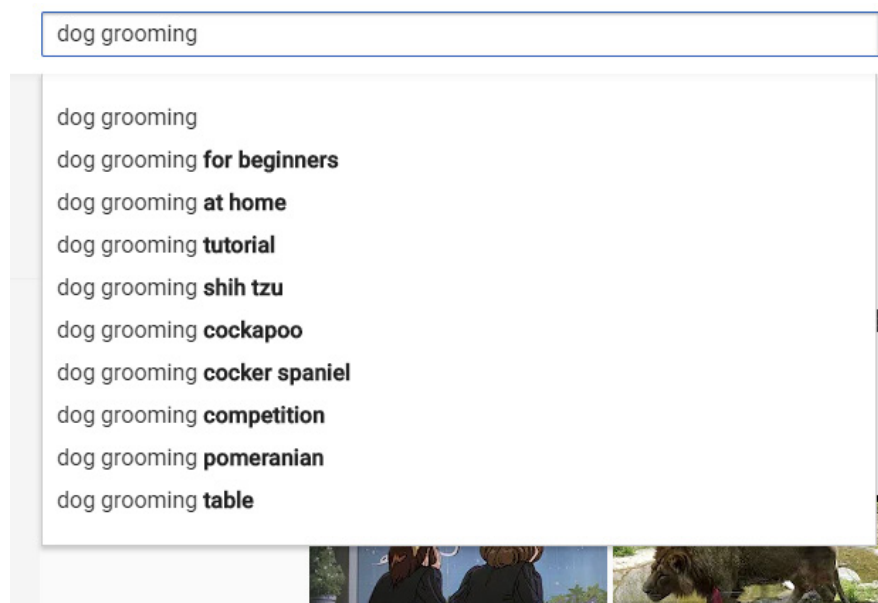
Just as with SEO for Google, researching keywords to rank for is essential to allow viewers to find your content.

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).

PICK USERS' BRAINS

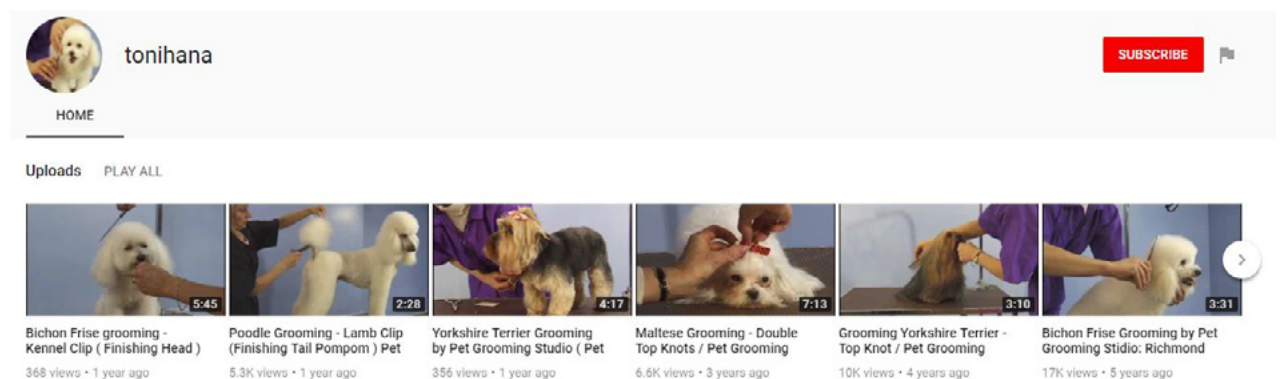
YouTube's Autocomplete feature works in much the same way as Google's – these are the suggestions that appear in the drop-down menu when you start to type in your search. YouTube bases these predictions on the terms that people actually type into YouTube when they're searching for something specific.



STEAL COMPETITORS' STRATEGIES

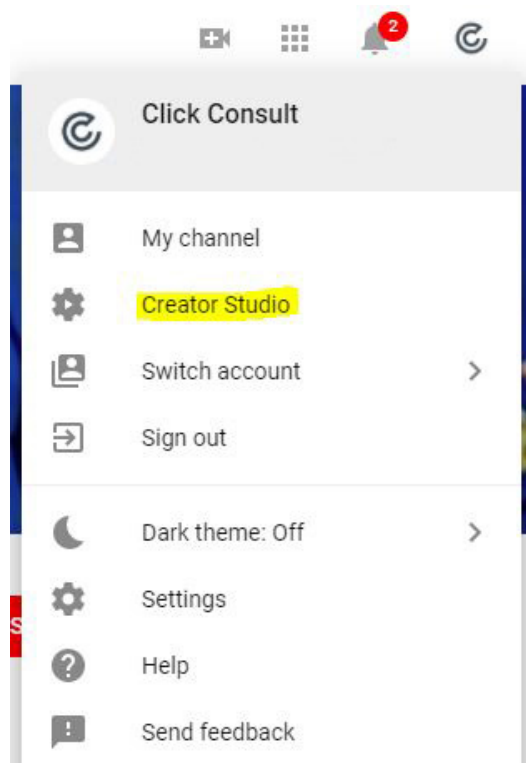
Look for popular videos (and channels) that cover the same topics you're posting videos about and figure out the keywords that they've optimised for. If a video has a lot of views, chances are, that video is optimised around a popular keyword.

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



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:



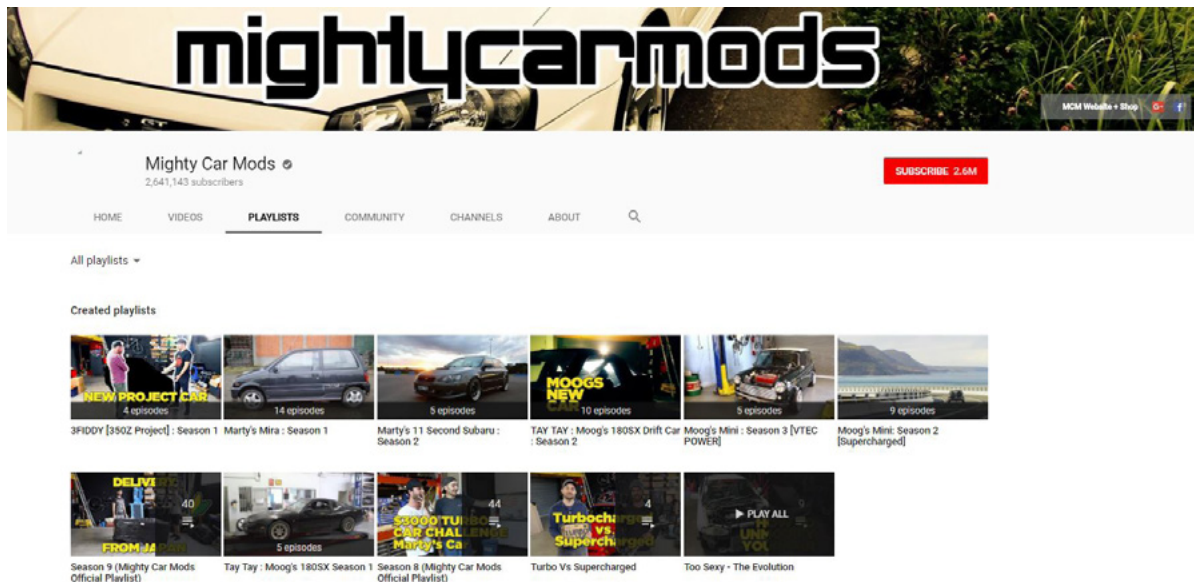
The keywords you use should be relevant to your content and appear naturally and sparingly – keyword stuffing for the sake of ranking alone can actually harm your visibility.

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



- 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!

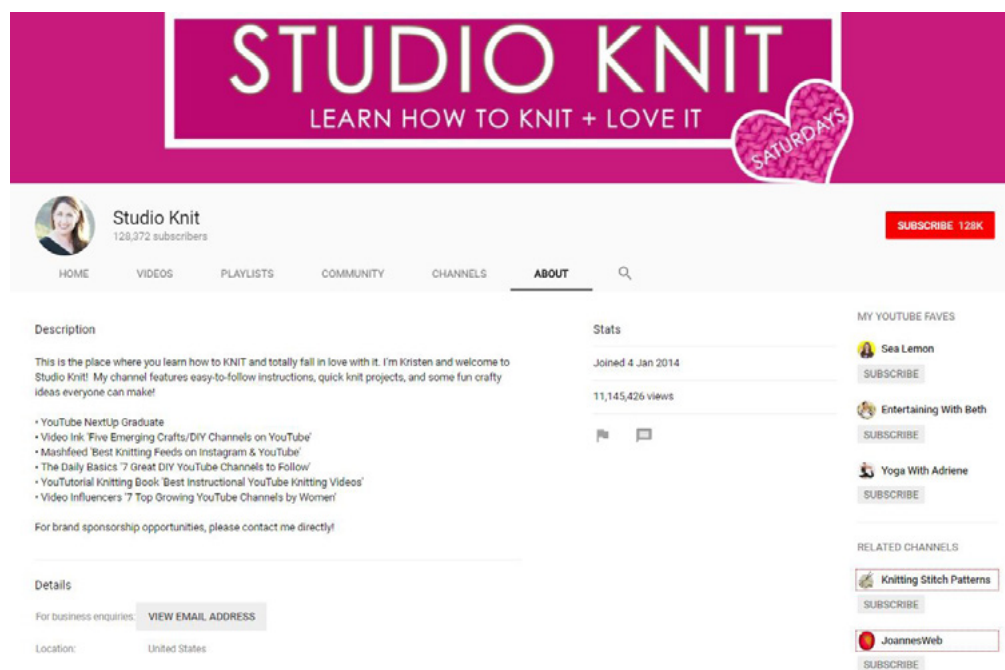


OPTIMISE YOUR CONTENT

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.



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.

Include your focus keyword and the word 'video', as people often use this when searching on Google. Keep in mind that Google truncates page titles somewhere at around 66 characters mark, and this includes 'YouTube -', which Google automatically adds to the beginning of every view page's title tag.

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.

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:

The screenshot shows the YouTube Creator Studio interface for a video titled "The Great Click Consult Creme Egg Challenge 2018". The video information panel on the right shows the channel as "Click Consult", uploaded on 29 March 2018 at 10:05, with a duration of 2:53. The video has 22 views, 0 likes, 0 dislikes, and 0 comments. The video URL is https://youtu.be/AsuHdNtUJ. The video description is "Who was the stickiest Clicker? Who had egg on their face? Watch the Click Consult #CremeEggChallenge experience - in glorious technicolour!". The video tags are "cremeeggchallenge", "Click Consult", "Easter", "SEO", "search marketing", and "shopstate".

The screenshot shows the YouTube Creator Studio interface for the channel "Click Consult". The channel information panel on the right shows the channel name as "Click Consult", country as "United Kingdom", and channel keywords as "SEO", "digital marketing", "ppc", "social media". The channel has 0 subscribers and 0 videos. The channel description is "Who was the stickiest Clicker? Who had egg on their face? Watch the Click Consult #CremeEggChallenge experience - in glorious technicolour!". The channel tags are "cremeeggchallenge", "Click Consult", "Easter", "SEO", "search marketing", and "shopstate".

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:



Dreams explained with sleep experts Adjustable Beds & Ian Wallace

846 views

22 0 SHARE ...



Adjustamatic

Published on 30 Aug 2016

SUBSCRIBED 105



TWEET IT! <http://ctt.ec/orwJ6>

Our sleep experts at Adjustable Beds teamed up with Ian Wallace - a world leading dream interpreter - to find out what's actually going on with children when they sleep... dreams explained.

It turns out our kids crazy stories about their dreams are actually have a lot of real life implications!

Whether your child is getting a full night's sleep in their new bed (we can dream!), or falling asleep in your arms in a riser recliner chair, children's dreams can tell us so much about their minds.

We hope you enjoy our first dreams explained video, find the sleep experts from Adjustamatic at:

<http://adjustablebeds.co.uk/>

<https://twitter.com/AdjustableBedUK>

<https://www.facebook.com/AdjustableBe...>

And a huge thanks to Ian Wallace who you can find on Twitter:

<https://twitter.com/ianwallace>

Category [People & Blogs](#)

Licence [Standard YouTube Licence](#)

SHOW LESS

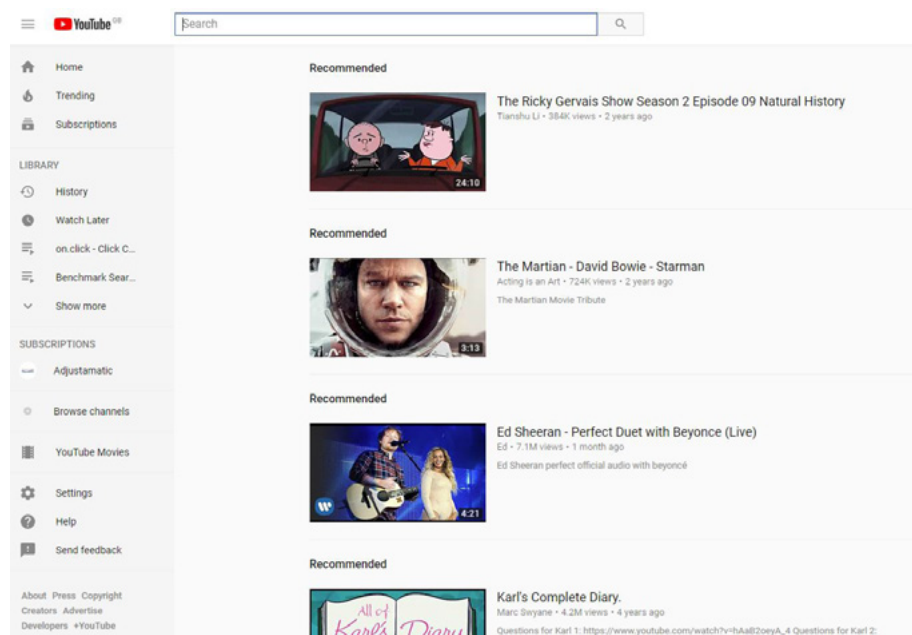
SUBTITLES AND ANNOTATIONS

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

Located in North West England, Click Consult is a multi award-winning search marketing agency with a focus on organic (SEO) and paid search (PPC), with over 70 professionals employed and with a portfolio of over 60 clients from across the UK, Europe, Americas and Australia.

Click was named Search Agency of the Year 2018, adding to its long list of other awards and accolades, and also ranks within both RAR's and Econsultancy's 'Top 100 Digital Agencies', and Prolific North's 'Top 50 Digital Agencies'.

ADDITIONAL RESOURCES

Blog

Click Consult regularly posts actionable insights on its blog – dealing with all aspects of search marketing. From technical SEO to PPC, content marketing and Analytics advice, the Click Consult blog has something for everyone of any ability.

eBooks

Click Consult produces in depth eBooks on all aspects of search marketing on a regular basis, dealing with the latest best practices, changes to standard practices, methods of improvement and more.

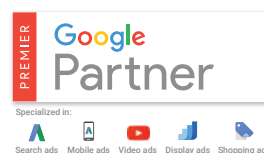
Infographics

Sometimes what you need is a quick point of reference about complex subjects. Thanks to its team of highly talented designers, Click Consult is also able to distil its vast experience into easy to understand visual content.

Follow us on [Google+](#), [Facebook](#), [Twitter](#) or [LinkedIn](#), or to find out what Click Consult can do for you, call:

0845 205 0292

OUR ACCREDITATIONS



OUR AWARDS



OUR TECHNOLOGIES

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