



Youtube SEO

Ranking in the second biggest search engine.

If you're looking at DIY SEO, Youtube can be an easier option to get started, as Youtube traffic is less competitive to fight for. So you can get more traffic with less expertise on Youtube than with Google.



Quick facts

- Youtube is the #2 biggest search engine in the world
- It has 1.3 Billion Users
- They get 5 Billion video views per day.
- They get 40% of the search volume that Google has.
- People are 60% more likely to purchase from a Video review, than a Blog review

The steps to building up your rankings

1. Channel Optimisation
2. Create Long form Video Content
3. On Page SEO (For YouTube, not Google)
4. Encourage Social Interaction

01 Channel Optimisation

Add related channels to your Channel. It seems counter-intuitive, but it helps get your videos promoted in "related videos" and "suggested videos" for similar content.

Subscriber Count matters. Try to encourage subscribers on your channels.

Monetization. People with Partner Channels are 25% more likely to get featured on YouTube.

Try not to make more than one video for one topic, just make one larger video. As YouTube doesn't tend to like ranking more than 1 video per channel on the search results.

02 The Video

You want Long Formed Content, which means that it has to be longer than 5 minutes. However, longer 20 minutes+ videos can rank better on YouTube.

Try not to put Background music into your channels, as the Caption System that YouTube uses, has difficulty with Background music. Which means that what you say in your YouTube video won't help your SEO.

If you have a script, upload the script to YouTube as captions (in the Advanced sections of the Video Manager) and you will allow YouTube to more easily understand the content of the video, leading to better rankings.

Do not use Copyrighted Music. Case studies show that this is harmful to your YouTube rankings.

03 On Page SEO

- **Title: 65 characters**

This is the perfect length, try not to make it longer. If your Keyword is "SEO", try making in to "Doing SEO in 2017" or similar.

- **Description: Maximum of 500 words**

Create multiple paragraphs, optimising for the keywords you wish to rank for. Be sure to ensure any links you wish your visitors to click are In the top 3 lines, as only 10% of visitors will click "read more" on your Video Description.

- **Tags**

Welcome to 2006, you can put in your keywords here and synonyms.

04 Encourage Social Interaction

The most important part of ranking your video is currently the Social Interaction, especially within the first few days.

- Put your video on related forums, subreddits, Facebook Groups, tweet it, etc.
- Get the view count and like count up as soon as possible, naturally.
- Youtube and Reddit Ads work well, provided you target correctly, if you have the budget.
- Asking friends and family to comment and like as well can help.

Ranking Your Youtube Videos in Google

- Make a page for your video on your Website.
- Embed your Youtube Video and link to it from your website.
- Follow all the normal steps above
- Encourage backlinks and embeds

Ranking Your Youtube Videos in Google

Once you've ranked in Youtube, it doesn't tend to require much work to stay there. Of course, if you're competing for major keywords, this won't always be the case.

Encouraging more social interaction is a great way to continue pushing the video up the rankings.