



— Video Marketing —

# YouTube SEO

## Step by Step Guide



# How to Improve YouTube Video SEO

## Introduction

YouTube SEO is the art and science of getting your video in front of eyeballs. It's about helping an audience find your content while 1.8 billion monthly users zoom along the YouTube autobahn.

Getting people to notice your video by ranking high on YouTube search is the SEO challenge. The other challenge is developing a suite of content strategies that keep your audience interested, engaged, and coming back for more. Content strategy is a large, multi-layered, complex domain. In fact, it's so big I'm going to save it for another day.

This guide is about eyeballs. It's a step by step handbook to improve your YouTube video SEO.

## What is YouTube SEO, anyway?

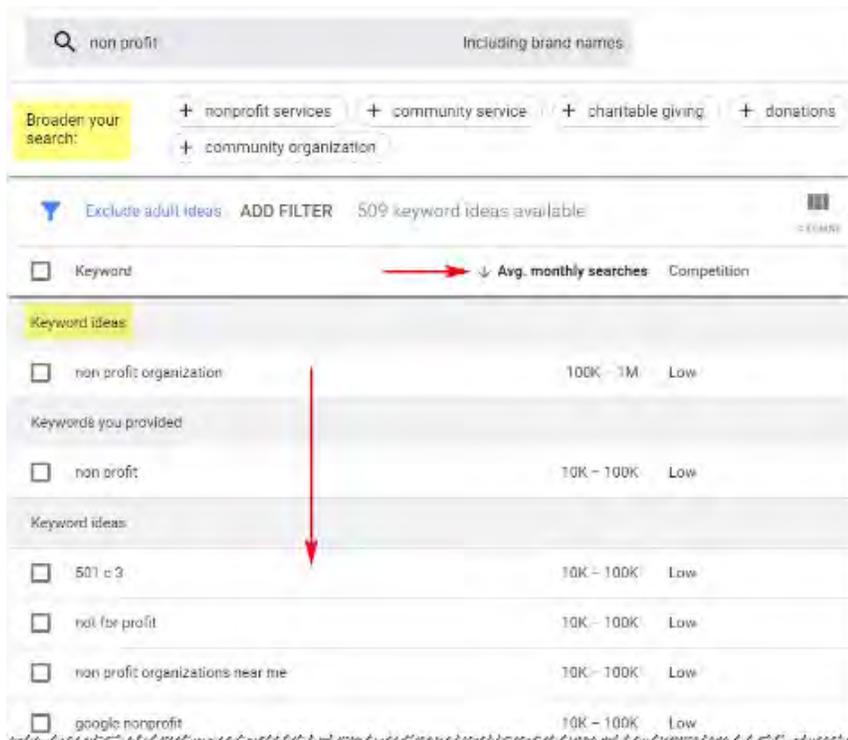
YouTube SEO is a secret sauce. Nobody outside the hallowed halls of YouTube really knows what goes into the recipe of its tantalizing algorithm. Lots of smart people have spent a lot of time trying to figure it out. They scratched their head. They looked for patterns. And then they guessed.

I present to you the best guesses in the YouTube SEO business.

Through your own experimentation, you'll probably find that YouTube SEO is a pinch of practicality, a cup of common sense, and a sprinkle of old-fashioned hard work. The time you spend working on a well-developed SEO strategy – especially keyword research – will likely yield positive results.

After clicking the results button, the Keyword Plan page displays. It shows lots of useful information, including keyword ideas ranked by average monthly searches and suggested words and phrases.

- Make sure you click the Avg. monthly searches button to sort the keywords by popularity.



## Tool 2: vidIQ

This must-have Chrome or Firefox extension opens the front hood of any YouTube video and lets you inspect its online performance. vidIQ runs on a freemium model, but the free version provides heaps of useful data. Safe and legal to use (no worries there), vidIQ gives you access to data not visible to the casual YouTube viewer.

1. Go to <https://vidiq.com>.

## STAGE 2: OPTIMIZATION

Stage 1 is complete. You have two lists of keywords: one for a specific video and one for the YouTube channel. Ideally, you have about 15 to 50 keywords in total.

Now it's time to put that research to work and optimize your video content.

### 2.1 Write structured video titles

Titles are really, really important for SEO success. A good title motivates your audience to click and watch. A bad title can kill audience interest.

When writing a video title, remember the three golden SEO rules:

1. Use your most important keywords in the title – ideally at the beginning of the title.
2. Create a title with at least 5 words (but no more than 60 characters).
3. Don't write a boring title.

### 2.2 Create keyword-rich video descriptions

The video description is an important piece of the SEO puzzle. A well-written description can improve SEO results.

Here are the elements of a good video description:

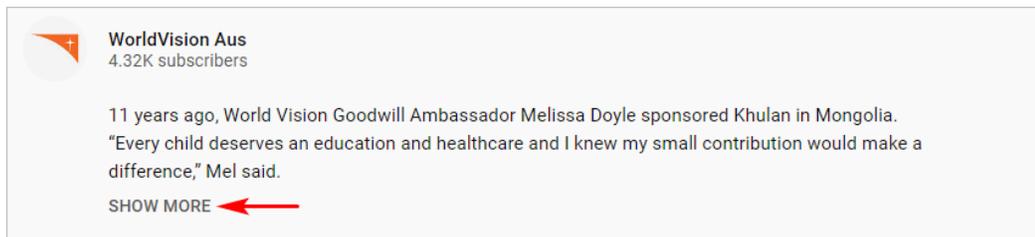
- Write between 150 and 350 words (400+ words not recommended).
- Put important keywords in the first two or three sentences. YouTube's algorithm places extra weight on these sentences.
- Make sure the keywords in the title also appear in the description.

- Use synonyms for some keywords.
- Give each video a unique description.

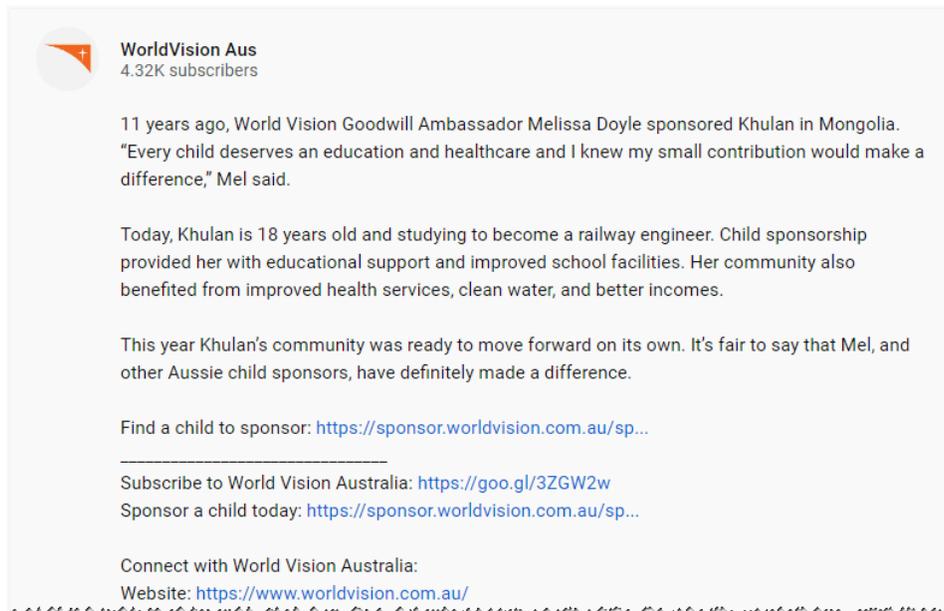
## Think about structure

For maximum effect, write a description with two parts in mind.

- The top two or three sentences (50 to 150 words) display as soon as the video page loads. This text should engage the viewer's interest and motivate them to click the SHOW MORE button.



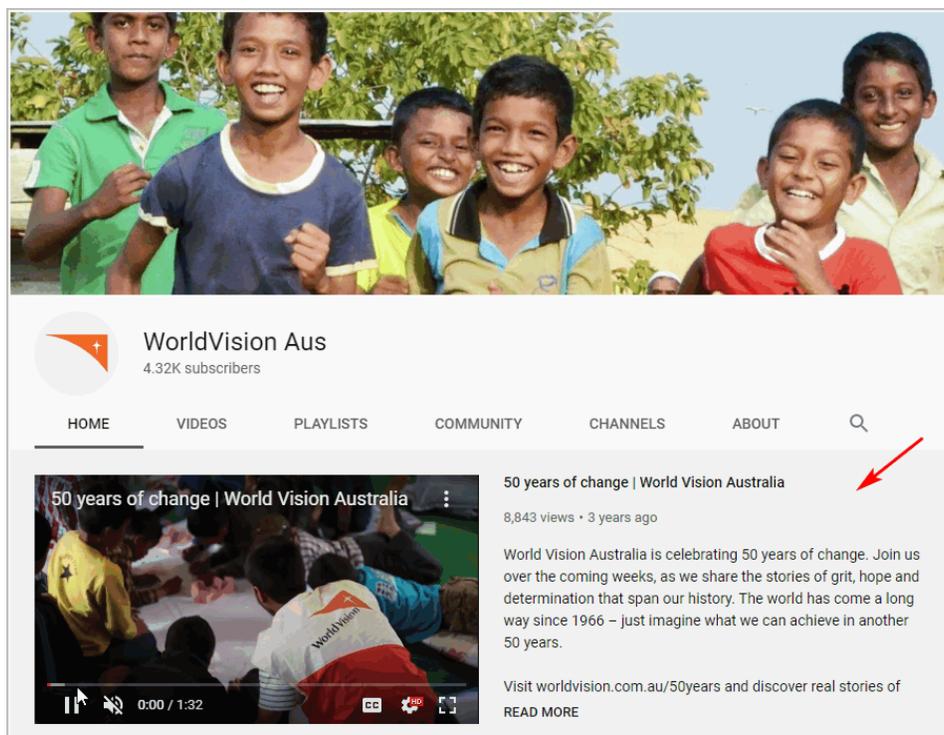
- After clicking SHOW MORE, your audience can read the entire description.



## 2.3 Channel pages

Your YouTube channel has two pages of text which can be optimized with keywords. Adding keyword-rich text here might not have a huge impact, but they can make a modest contribution to SEO results.

1. Place the most important channel keywords in the first two or three sentences of the HOME page text.
2. After clicking SHOW MORE, your audience can read a longer keyword-rich passage about the channel.



Some YouTubers don't optimize the ABOUT page. The image below shows an example from a charitable organization.

## SEO Roadmap

