

VIDEO SEO GUIDE

BY

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9 YOUTUBE VIDEO OPTIMIZATION TIPS

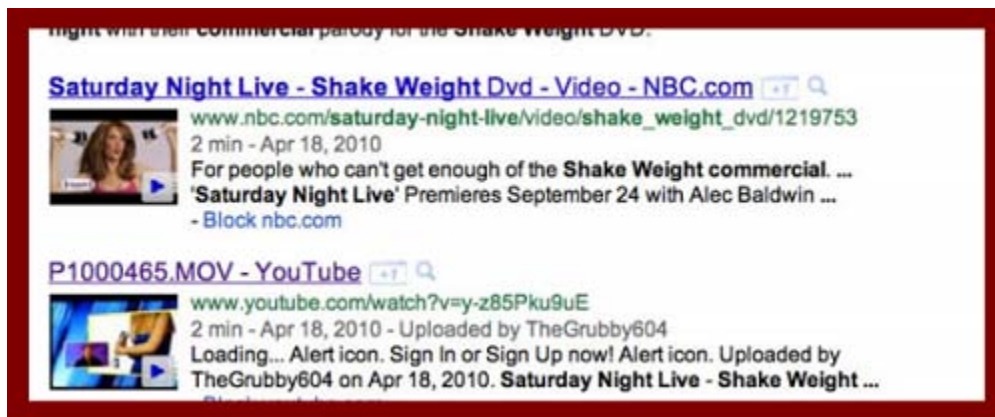
Tip #1: Don't be lazy.

Create magnetic content on YouTube and then optimize your videos directly on YouTube. That includes uploading your videos, describing them, interacting with your viewers and sharing them. As YouTube is a social beast that drives a tremendous

amount of ranking, make sure you have resources that can reply to viewer comments and requests. You won't be successful unless you dedicate some time to building your presence.

Tip #2: Optimize your video titles.

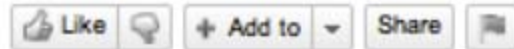
Titles are very important as they show in the player and in the search engine results pages. Only 50 characters show up in universal search so include a targeted keyword phrase at the start. At the same time, make sure that your titles are compelling to encourage clicks. Since YouTube says that it's ok to duplicate a keyword phrase, if it doesn't look too spammy and your title is still engaging, do it. You'll want to think about re-optimizing over time to consider including other keywords as well. Which one would you click on?



Tip #3: Maximize descriptive text areas.

Use descriptions liberally, putting relevant, targeted keywords first. Include URLs starting with <http://> to your channel, playlist, or site in your video descriptions. It can be helpful to use a URL shortener such as bit.ly to include tracking code and customized keywords. If you have a long-form video, add links within the video to your description. Vary the video descriptions on your website and those on YouTube to avoid issues with duplicate content.

As far as tags go, add as many as you can without duplication or including irrelevant phrases. Consider related keywords; for example, if you were doing a video about an attorney then it would be appropriate to include 'legal', 'lawyer' and 'judge'. As with titles, include your most important keywords first.



Uploaded by [reelseo](#) on Aug 10, 2010

<http://reelseo.com/merton-interview/> - Viral video star Merton, known for his viral YouTube videos where he sings freestyle improv piano on Chatroulette, sings with ReelSEO.com's own Jeremy Scott about what it takes to be Merton. As Jeremy puts it, the only way to interview someone who sings songs in live video chats, is to sing songs while you interview. So, this exclusive interview with ReelSEO is conducted, completely in song. We ask Merton about his favorite YouTube videos, how he creates, edits, and produces his videos, and what we can all expect next from Merton and his piano chat improv.

Here are some links to our favorite parts:

Merton sings about his favorite YouTube videos - [1:05](#)

Merton sings about how much work each of his videos takes to complete - [2:24](#)

Merton sings about Ben Folds uploading his own Merton-style videos - [4:36](#)

Merton talks a bit more about the Ben Folds experience - [6:04](#)

Merton sings about what he's got planned in the near future - [7:04](#)

Merton sings about the equipment he uses to make his videos - [9:21](#)

Merton sings about what he does to help market his videos online - [10:32](#)

Merton sings a bit of a U2 song by request - [11:35](#)

Category:

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Tags:

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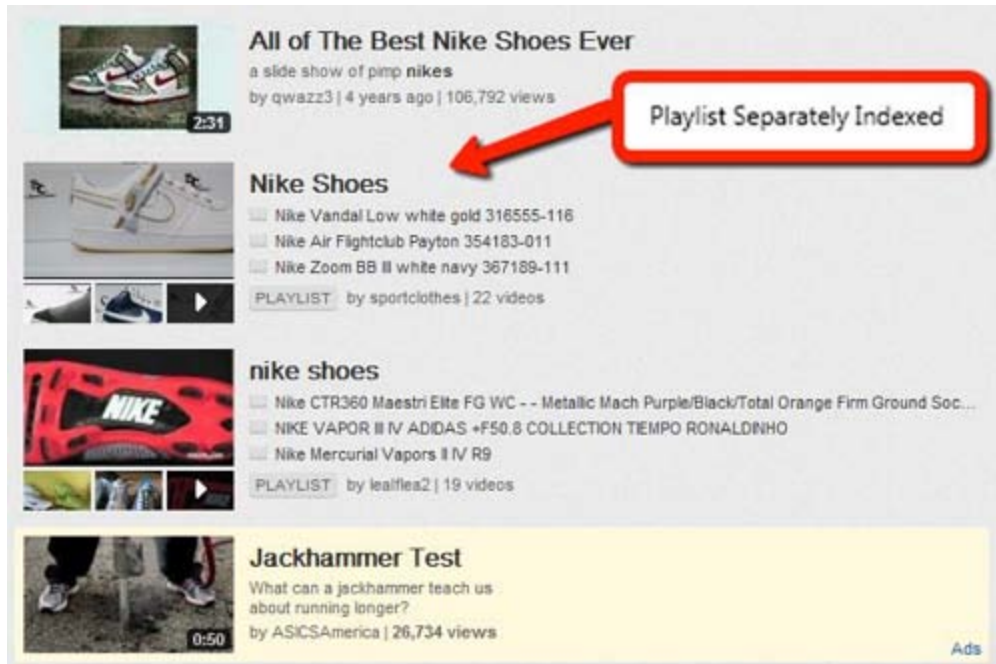
Tip #4: Get friendly with annotations.

When YouTube launched their [Creator Playbook](#) last year, they revealed that their search algorithm favors videos that drive traffic to other videos through annotations. Annotations can be used to link to other videos, related videos, your playlist and your channel – and those annotations are going to help your rankings. You can also use annotations to encourage interaction, issue calls to action and post messages.



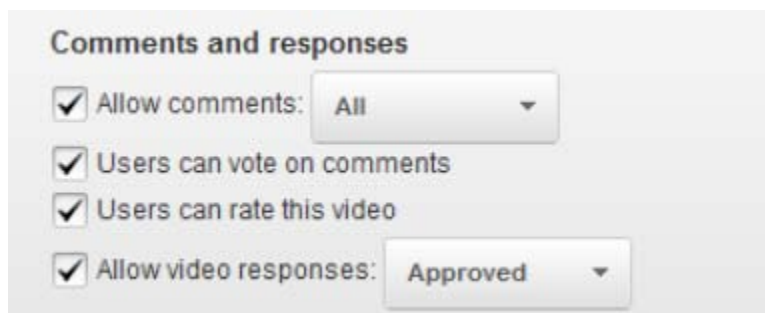
Tip #5: Create playlists.

Playlists get indexed separately from individual videos so they give you the opportunity to appear in YouTube search results multiple times (e.g. you could get a result for one of your videos and a result for a playlist with lots of your videos at the same time). They're easy to do so there's no reason not to do them.



Tip #6: Make sharing a snip.

Shares are a ranking factor so encourage embedding and allow commenting and rating.



Tip #7: Dress it up.

Customize your YouTube channel through settings, themes, colors and modules. Also, be sure to include a background image.

Tip #8: Drive conversions.

Push YouTube viewers to convert through in-video calls-to-action featuring teasers or promo codes, product page links in your descriptions and annotations.



Another interesting and free tactic is to use YouTube's call-to-action overlay ads – the semi-transparent ads that appear near the bottom of the video – to drive traffic from the video to an external URL.

You can [set up a promotion](#) for your video through YouTube's Promotion Program and predetermine how much you're willing to spend on an ad (e.g. \$0.01).



Tip #9: Be unique.

Consider creating unique content specifically for YouTube (e.g. teasers or bloopers) as online retailer Vat19.com does, or creating unique channels on YouTube. Zappos, for example, has Zappos,

Zappos Style, Inside Zappos and the Zappos Insights channels.

Video Titles & Headlines

7 Tricks

Sometimes it is important to focus more on optimizing your titles, especially if you want it to be on YouTube and found in Google, while other times, you'll want to make sure your videos' headlines are compelling when showing up in people's social stream so as to encourage clicks. Keep in mind that both are possible, but you'll want to keep several things in mind and test different ways of titling your videos for maximum effect in both search and social.

Here are a few things to try when selecting a title for your video.

1) This Should go without Saying

Always remember that you do not want to deceive users, so title your videos appropriately.

If you have a video that just shows a bunch of pictures of various cakes without any instruction, don't title it

"How to bake a cake." If you do, users will likely bounce from your video (if they don't also give it a thumbs down), which will hurt you in the long run.

2) Experiment with Titles Later

When you first publish a video, most people will be seeing your video show up in their subscription boxes, in twitter streams, etc... As such, with all that we are flooded with today, you'll want your title to stand out and be compelling to click and watch. However, this usually means that your title will not be as well optimized for search engine rankings as you're instead trying to elicit an emotional response as opposed to merely using keywords for ranking.

Creating titles that work for both search and social can be done from time to time, but keep in mind that you can always go back and re-title your videos. So, after a few days when your subscribers and followers have seen your video, it's ok to go back and optimize your titles more-so for search. The main point here

is that it's ok to experiment with your titles from time to time to see what works best.

3) Take Advantage of Current Events

On the theme of experimentation, another thing you can do is to take advantage of Tent-pole events and other current events when you have an older video that may be relevant. If you have a video that is of you watching a fireworks show, you could update that during the 4th of July (for those in the USA), and again during New Year's to see if you get an uptick in views.

4) Keep in Mind Title Character Counts

You have around 100 characters in the field for your title in YouTube, but when it shows up in searches, people will only see the first 50-60 characters. 50 Characters will be seen when viewing your video result in Google universal search, 60 in regular Google search, and 55 characters in YouTube search. You'll need to work with your title until you've got something that works but you'll want to show the most important and compelling piece within the first 50 characters.

If you're going primarily for SEO, keep your main keywords/phrases towards the start of the title.

5) Try ALL CAPS, some CAPS, Stars, Etc...

Sometimes you can draw attention by putting certain words in caps, or putting all caps. You can also use certain characters like stars, arrows,

★, ►, etc...

If people do a search for your subject area and see words in caps, it may increase the chances of them clicking on it. Who knows, again, experiment. You might want to try various words like "secrets" "tricks" etc... Things that would get you to click on a video.

Again, don't forget the golden rule to keep it relevant and not deceptive.

6) Study Magazine Headlines

Magazines have been coming up with interesting titles for a very long time. When you think about it, they have little time to capture your interest amongst other magazines in a rack. They know how to give you titles that make you want to look. Study them and see how they do it.

7) Prime and Odd Numbers

How many times have you seen the “top 10” tips of how to do something. It’s so common that people wonder if there are really 10, or did you stretch it to be 10. If you use the “top 7,” however, they’re more apt to believe that you have 7 solid tips. So, try using odd or prime numbers and see if that makes any difference.

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