

SEO TIPS FOR YOUR YOUTUBE VIDEOS TO RANK HIGHER FOR MORE TRAFFIC



Now the second biggest search engine in the world. Youtube is changing the way we search for information online.



YouTube is used in **88** countries around the world.



Youtube processes more than **3 billion** searches a month.



100 hours of video are uploaded every minute.



3.25 billion hours of video is watched on YouTube each month.



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YOUTUBE RANKING FACTORS

Video Title & Description



Keyword Relevance



Number of Views



Audience Retention



Comments



Reactions



Shares



Channel Strength



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HOW TO OPTIMIZE YOUR YOUTUBE VIDEOS



TIP
Make sure your title utilizes keywords in an engaging and concise way.

TITLES

The title you choose affects your click-through rate and your rankings.

Character Limit: 60



TIP
Make the first 2-3 lines as interesting as possible to encourage click-through.

DESCRIPTIONS

YouTube only displays the first 2-3 lines (around 1,200 characters) of the description. As users need to click 'show more' to see the rest, the bottom half of the text is largely redundant.

Character Limit: 5,000



TIP
Don't include irrelevant tags to get more views as YouTube may penalize you.

TAGS

Tags are used to categorize videos. They provide vital information about the content to your audience and to YouTube itself.

Aim to compose 10-12 tags



TIP
Take time to create a custom thumbnail for each of your videos as these tend to perform better than autogenerated ones.

THUMBNAILS

This is the image displayed on the video results page. Choose a high-quality image to encourage click-through and improve your ranking.

Size: 1280 X 720 pixels and a 16:9 aspect ratio



TIP
We recommend uploading the captions yourself. Youtube does offer automatic captioning, however this tends to be inaccurate.

SUBTITLES & CLOSED CAPTIONS

Closed captions are crawled by search engines so you should optimize these with important keywords. To add subtitles or closed captions to a video, you will need to upload a separate transcript.



TIP
End screens show during the last 5-20 seconds of a video. Your video needs to be at least 25 seconds long to have an end screen.

END SCREENS

End screens are notifications which appear at the end of your video that allow you to promote your brand and content.

Size: At least 300 X 300 pixels

DON'T FORGET TO CROSS-PROMOTE



Increase your video views and rankings by:

 Prominently displaying your videos on your website.

 Share your videos on blogs.

 Promoting your video on social media.

