



YouTube SEO

By: Seven Boats Academy

L

Youtube SEO Checklist

Rename your video file using a target keyword.

Insert your keyword naturally in the video title.

Optimize your video description.

Tag your video with popular keywords that relate to your topic.

Categorize your video.

Upload a custom thumbnail image for your video's result link.

Use an SRT file to add subtitles & closed captions.

Add Cards and End Screens to increase your YouTube channel's viewership.

SEO FOR YOUTUBE

RESEARCH	PRODUCTION	OPTIMIZATION	DISTRIBUTION
<ul style="list-style-type: none">• Popular topics• Engaging content• Keyword competitiveness 	<ul style="list-style-type: none">• Storyboard• Video and audio equipment• Video cutting• Time stamps & labels• Captions• Call-outs	<ul style="list-style-type: none">• Channel optimization• Title & description• Tags & hashtags• Thumbnail• End-screen• Info cards• Watermark• Responding to comments	<ul style="list-style-type: none">• Social media sharing• Newsletter• Email signature• Dedicated blog post• Partners

Keyword Research For YouTube SEO

The first step in YouTube SEO is to conclude proper keyword research. Well-done keyword research and deciding on the main keywords to use in the next steps is essential.

Find Most Relevant Keywords On YouTube



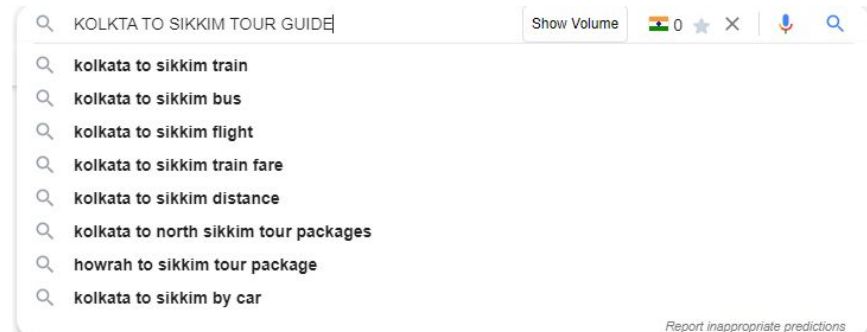
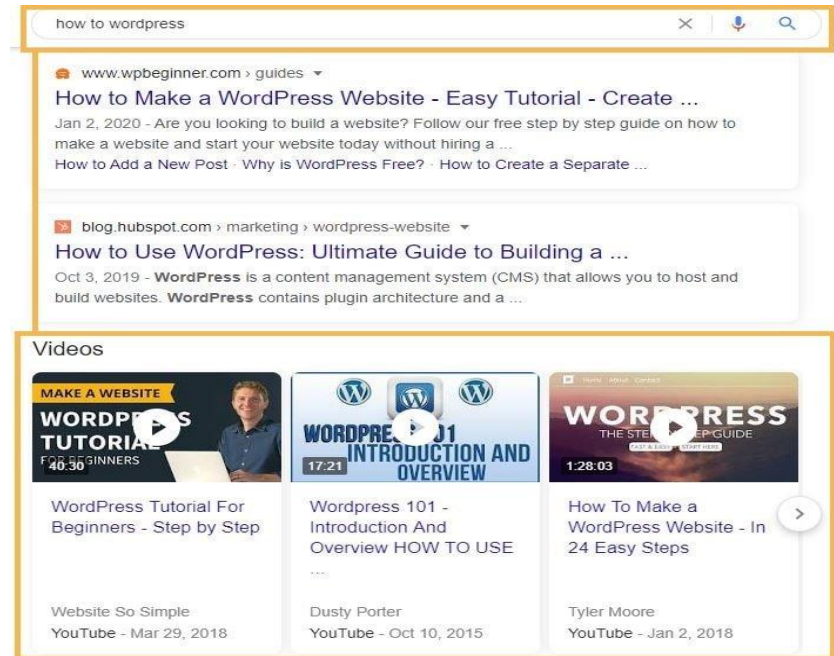
- Search with a keyword in mind on YouTube and look at the search results carefully (these will be the most natural keywords and results you will find) Essentially, your biggest friend when looking for keywords in YouTube itself.
- Carefully look at how **YouTube suggests autocompletion on the keyword** you've just written. The autocompletion is an excellent indicator of additional ways people search for the topic and might give you insightful ideas.
- **Look at the top video results** and analyze the words they use in their titles and descriptions and take notes for your future videos.
- When analyzing the top results, note that if all search results have a similar keyword in them. **In some cases, you might find out that not every video will have the same keyword.**
- It might entail an opportunity for you. **For example, if there are only one or two videos that match the keyword you've entered and rest are near the topic but not exact. Creating a video that matches the keyword query accurately might rank your video higher than the competition as it would match the users intent the best.**



Find Most Relevant Keywords On Google Search



- While YouTube itself is more effective in finding relevant keywords on the platform, you can expand your research using **Google Search**.
- A key benefit when using Google Search for keywords is that you can find keywords which **results show videos on their top results**.
- Think it like this: **if your video can achieve a high rank on Google Search**, that will bring more viewers to your videos. And that is an opportunity you can't dismiss easily.
- Depending on the nature of your video, these rankings can essentially become highly valuable for you in the long-term, and it expands your traffic sources to more than YouTube only.



[Report inappropriate predictions](#)

Analyze The Competition On YouTube :




- Competition in YouTube SEO boils down to how hard it will be to rank on these keywords. **Going for highly competitive keywords for a new channel is not a good idea, but as you grow, you can start implementing more difficult words to your videos.**
- Your goal is to find keywords that you might have a real chance of ranking high and start building an audience for yourself.


Search results for "KOLKATA TO SIKKIM TOUR GUIDE" on YouTube. The search bar shows "KOLKATA TO SIKKIM TOUR GUIDE" and "SITE:YOUTUBE.COM". The results show about 3,65,000 results in 0.46 seconds.

Powered by SURFER

Search filters: All, Maps, Videos, Images, News, More, Discussions

Results:

1. [https://www.youtube.com > watch](https://www.youtube.com/watch?v=...) : Trafimo (in): 240.95M/700.28M - Kw (in): 4.25M/11.43M
Kolkata To Gangtok SIKKIM Tour Plan |Best Hotel ... - YouTube
552,445,700 views, 23 likes, 0 dislikes, Title changed

KOLKATA FOODY||@KOLKATAFOODY Kolkata To Gangtok SIKKIM Tour Plan |Best Hotel Food Travel in Gangtok|Ft....
YouTube · KOLKATA FOODY · 15-Mar-2021

2. [https://www.youtube.com > watch](https://www.youtube.com/watch?v=...) : Trafimo (in): 240.95M/700.28M - Kw (in): 4.25M/11.43M
Sikkim Tour Plan |Kolkata to Gangtok in December - YouTube
552,445,700 views, 23 likes, 0 dislikes, Title changed

sikkimt看 #gangtok #travelvlog Hey everyone! Me and my husband recently went on a winter trip to Sikkim from kolkata.
YouTube · Hubby& Me · 05-Jan-2020

3 key moments in this video

Always Answer Search Intent



A crucial step in YouTube keyword research is to find out **what kind of videos ranks higher on each keyword.**

Type of videos is essential because **if your videos don't match the general search intent of users**, it will lead to a lower engagement even if you'd rank high initially.

When doing keyword research, do those searches yourself and see what kind of results you're getting:

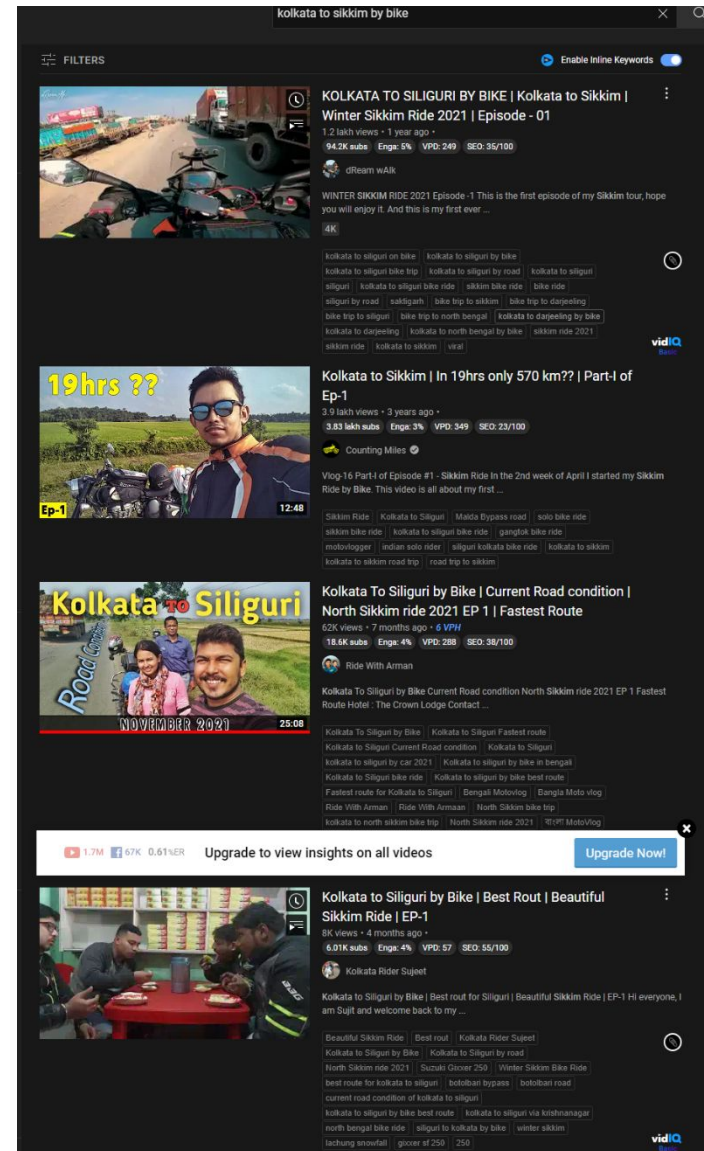
1. How-to and other guides videos
2. Listicle videos
3. Video essays
4. News video
5. Educational videos

Realistically speaking, if you want to rank for a specific keyword, **you need to create similar content that you can already see ranking.**

For example, if you want to create a video called “X” and searching the keyword on YouTube gives you “Y” results, you need to modify either your video or preferably the keyword.

Slight keyword adjustment can improve your search intent matching, so look for it.

The next steps in this guide are about how to use keywords in YouTube SEO after finding the best keywords for yourself.



Optimize Video Titles For Higher SEO Rank And Improved Click-through Rate

A title has two functions in a Youtube video: Entice a viewer to click on it and tell YouTube that it's relevant and searchable by users.

To construct the perfect YouTube video title, you need to:

1. Include your main keyword in the beginning
2. Have long enough title (Short title with a keyword can look very spammy)
3. YouTube recommends using 60 characters or less in a title (about five words)
4. A too-long title will not show entirely in the search listing, and maybe cut off awkwardly, you want to have total control of the visibility of a title.
5. Have a title that is relevant to the search (always fulfill search intent!)
6. A good title is also natural and easy to read. For example, a complete sentence is better than just a random arrangement of keywords.
7. Enticing to click, in the end, you want the viewer to watch your video instead of the others, no matter how high your video is currently ranked.

Often User's Search Phrase is in the YouTube Video Titles Shown



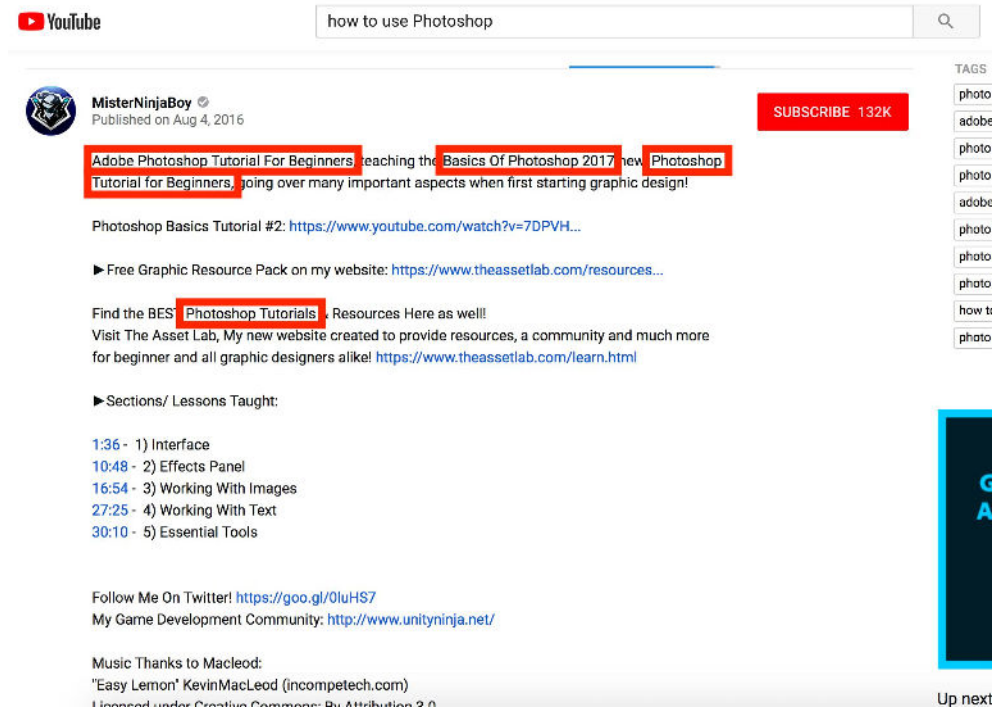
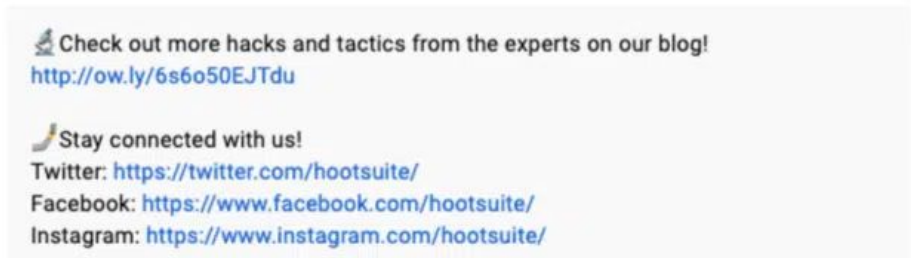
Optimize Your YouTube Video Descriptions



A description of a video helps YouTube understand what your video is all about. Inserting your relevant keyword naturally within it will make it clear for YouTube that your videos are all about the keyword.

Remember that the full description is not shown immediately to viewers in search results; in fact, it's roughly 120 characters. **It's crucial to utilize the first 120 characters to explain** to your viewer why they should click on your video and include your keyword within the first 120 characters.

Remember to have a clear **call-to-action** early in your video description, because your viewer will only see the first of three lines of description before a read more button appears. Give a reason to read more and even to click further links.



Optimize Your YouTube Video Tags

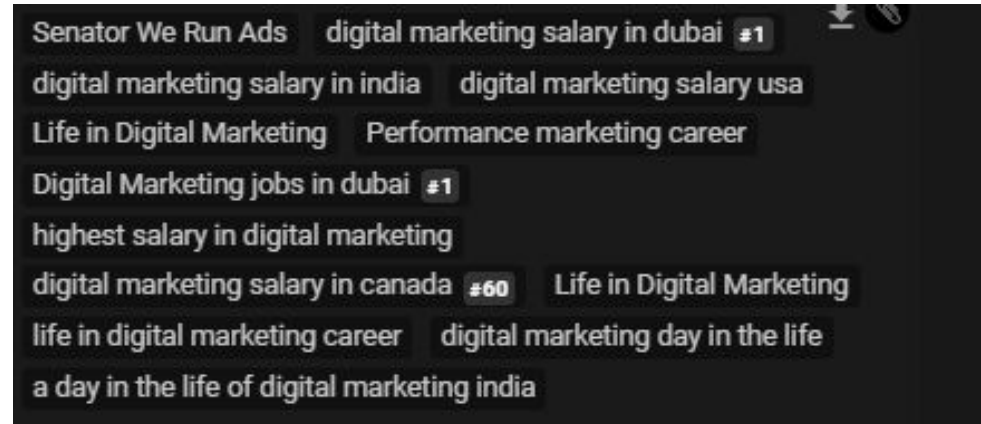


Tags give context to your videos and help YouTube understand your content and recommend it to new viewers.

Utilizing your primary keywords and relevant keywords that fit your video topics helps YouTube categorize your video better and recommend it to viewers interested in said topics.

Just make sure the keywords are always as relevant as possible and include long-tail keywords and synonyms that would fit the topic.

Use VidQ YouTube seo plugin to find tag of your competitions.



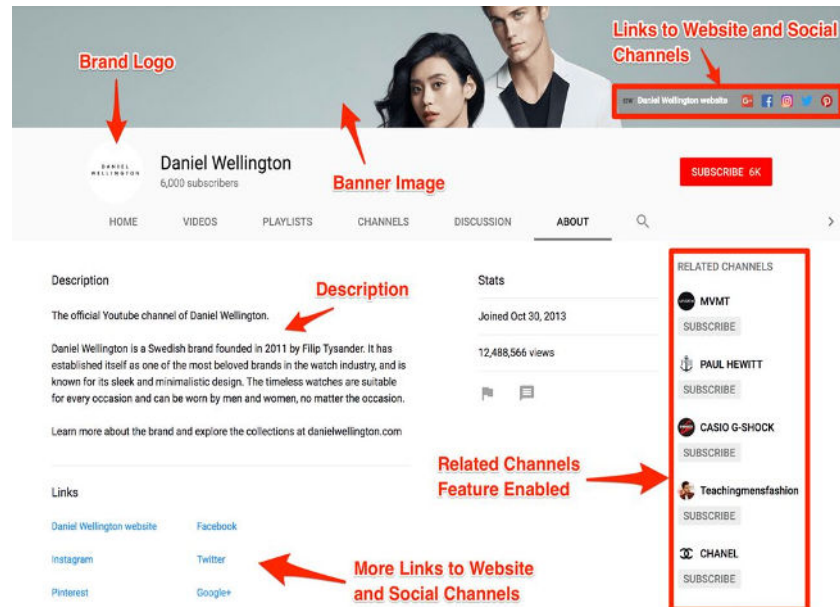
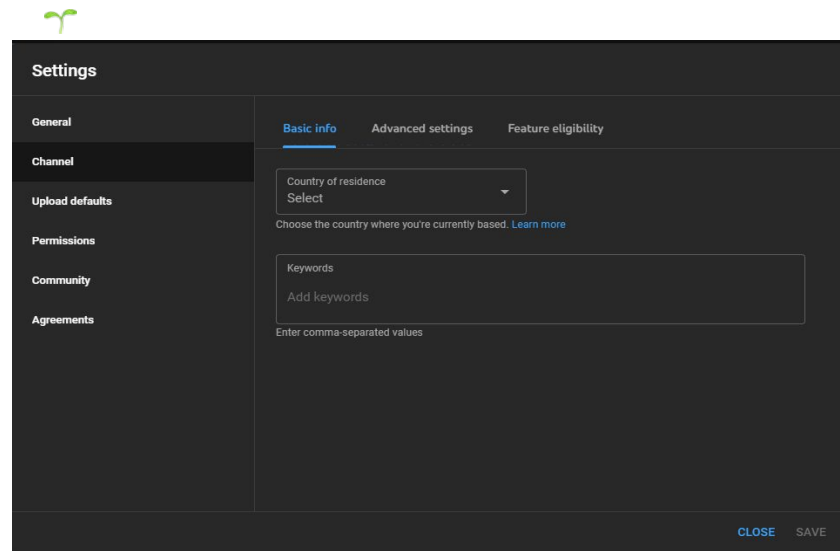
Optimize Your YouTube Channel description

Write a keyword rich description for your youtube channel.

Go to your channel advanced setting and Add channel keywords which best describes the content you post on your channel.

Write a description that covers the most crucial things about your brand, and make it interesting for the viewers. A good description on YouTube can increase your subscriber conversion rate from the viewer engaging with the channel page.

When done correctly, viewers can find your channel featured on **top of the first search results on relevant keywords.**



Optimize Your Thumbnails; They Are Critical in YouTube!

A good thumbnail can increase the number of clicks you'll get, and gaining a higher CTR than your competitors will rank your videos higher than theirs.

The thumbnail in YouTube SEO is the most visible part that you can optimize, making it crucial for standing out from your competitors.

A thumbnail should include the topic of your video. The thumbnail of a YouTube video is your chance to convert viewers into your video directly from all the possible positions YouTube can display your video.

The screenshot shows a YouTube search results page for the query "best credit cards". The search bar at the top contains the text "best credit cards" with a magnifying glass icon. Below the search bar, there is a "FILTER" button. The search results are displayed in a list format. The first three results are highlighted with a yellow border. Each result shows a video thumbnail, the video title, the channel name, view count, and upload time. The first result is "The 5 BEST Credit Cards For Beginners in 2020" by Graham Stephan, with 433K views and uploaded 4 months ago. The second result is "The 5 BEST Credit Cards For Millennials" by Graham Stephan, with 247K views and uploaded 6 months ago. The third result is "My All-Time FAVORITE Credit Cards" by Graham Stephan, with 468K views and uploaded 8 months ago. The fourth result is "2020 Best Credit Cards on the Market" by ProudMoney, with 66K views and uploaded 5 months ago. The thumbnails for the first three results feature Graham Stephan holding credit cards or a "FREE" sign. The thumbnail for the fourth result features a man holding a credit card.

best credit cards

FILTER

TOP FIVE

FREE

FAVORITE CREDIT CARDS

2020's BEST Credit Cards

The 5 BEST Credit Cards For Beginners in 2020
Graham Stephan • 433K views • 4 months ago
For anyone how wants to build their credit score fast, these are the BEST credit cards currently available, all completely free ...

The 5 BEST Credit Cards For Millennials
Graham Stephan • 247K views • 6 months ago
Lets go over the Top 5 BEST Credit Cards for Millennials - Enjoy! Add me on Instagram: GPStephan - Click "Show More" to see Ad ...

My All-Time FAVORITE Credit Cards
Graham Stephan • 468K views • 8 months ago
These are my Top 5 All Time Favorite Credit Cards and why I got them - enjoy! Add me on Instagram: GPStephan - Click "Show ...

2020 Best Credit Cards on the Market
ProudMoney - Credit Cards & Personal Finance • 66K views • 5 months ago
Only the best in 2020! [Click "See More" for Advertiser Disclosure] You can support our channel by choosing your next credit card ...

Utilizing Closed Captions

Closed captions offer an almost a hidden opportunity for further optimization. While you can let YouTube automatically create the caption of your videos, they will never be perfect.

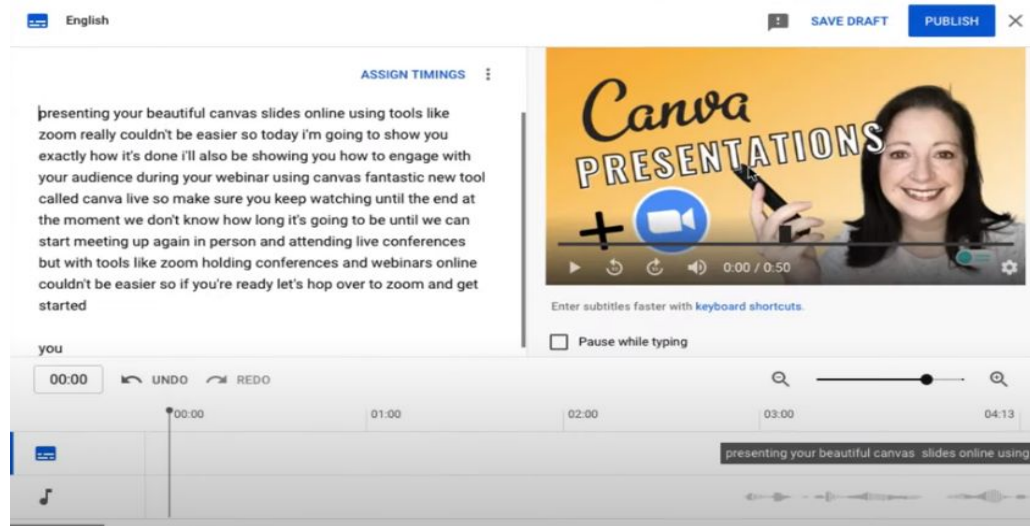
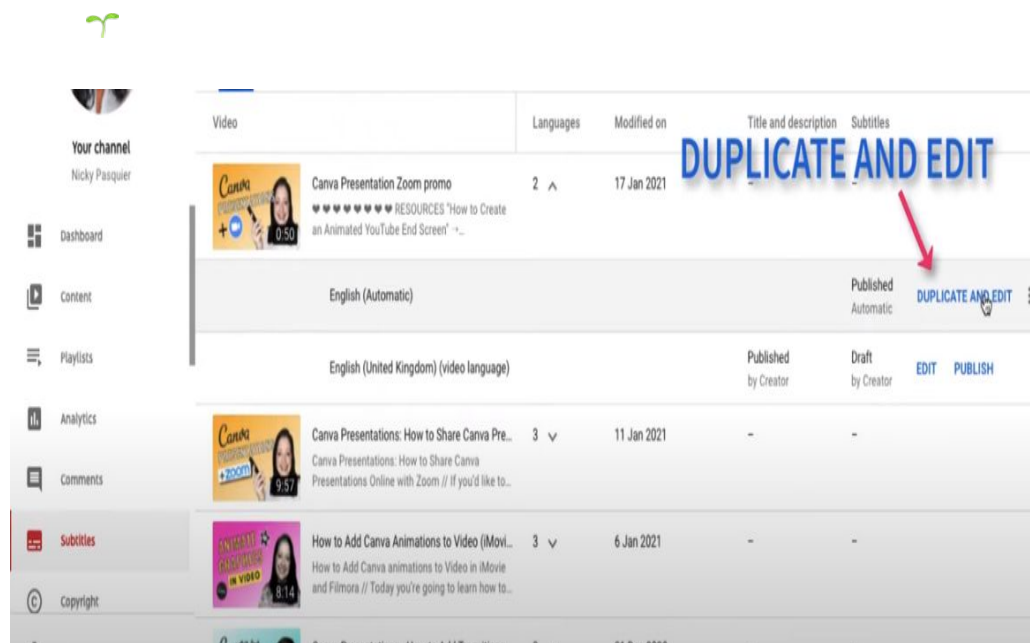
Optimizing the captions makes sure that everything you say in the video is portrayed perfectly to those who use them.

Add your keywords at the starting of your video captions.

Optional: Optimize Translations

In the bigger picture, translations will not be an essential method to grow your video viewership, as original content in a specific language will probably rank higher. But using translations can make your video ranking easier in other languages.

But for further optimization, it could be worth it, depending on your channel scope and the part of the world it reaches, for example, in countries with more than one dominant language.

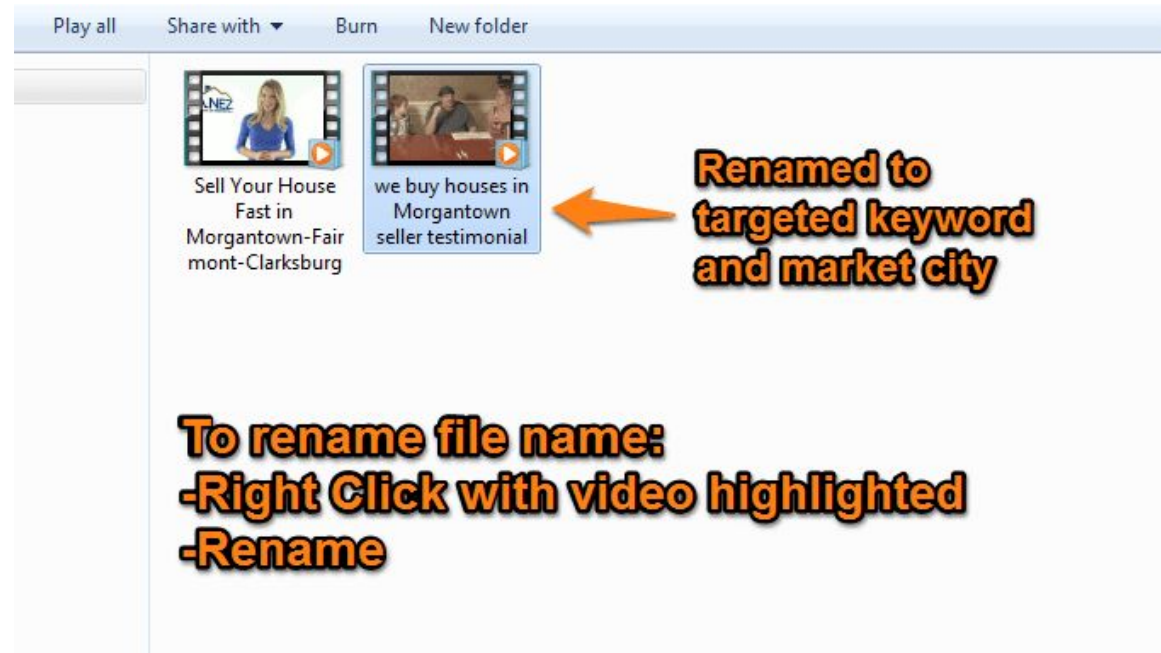


Optimize Your File Name



It's an easy step to do before uploading your next YouTube video. For example, just change your file name to your title name (that has the relevant keyword on it!)

For example, changing the original filename of "2020N01C3.mp4" for "what_is_digital_marketing.mp4"



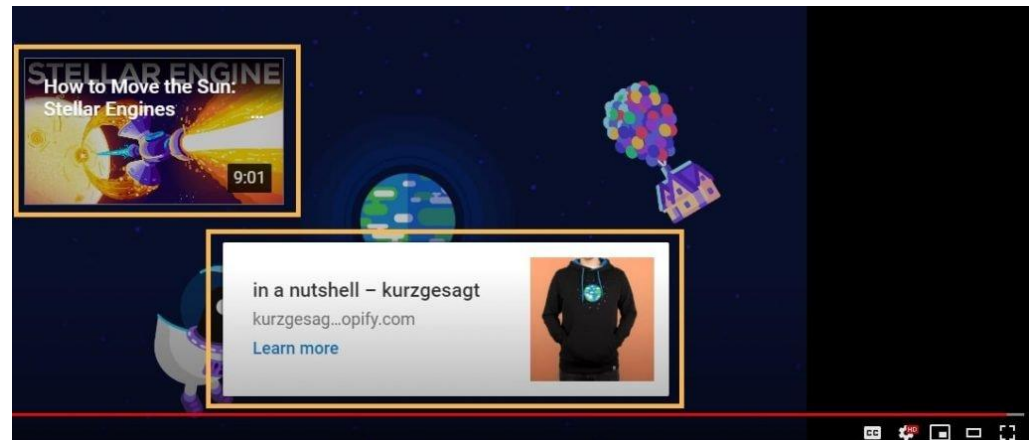
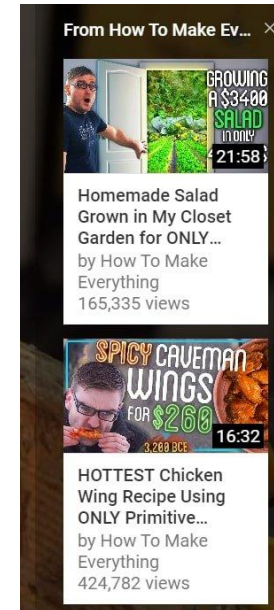
Boosting CTR: YouTube Cards and End screens



Taking every step to increase the engagement within your video is essential and utilizing cards and end screens to promote your other videos to keep viewers engaged.

End screens and cards can boost your viewers' ability to binge-watch your content, which is a critical signal for YouTube. That will lead YouTube to promote your video even further to people that are likely to do that.

You can increase engagement with the use of cards, as you can place YouTube cards at the right time when you mention a topic you have created a video already.



Build Links In YouTube SEO



building an online business

15 Things You Need To Build An Online Business

20,308 views

793

30

SHARE

...



Project Life Mastery

Published on Jun 29, 2018

SUBSCRIBE 585K

Take The Online Business Quiz: <http://projectlifemastery.com/quiz>

In this video, I share 15 things you need to build an online business. I believe that these things are "must-haves." Regardless of what type of business you want to create, whether it's selling physical products, publishing books, affiliate marketing or coaching, you will need these things.

I wouldn't have been able to build all of my businesses to where they are today without them. If you are going to invest money, time, and effort into building something of value, you don't just want to make short-term money. Rather, you want to create sustainable passive income that will provide you with the financial abundance that you desire.

Are you ready to learn the 15 things that will take your business to the next level?

★★★ VIEW THE BLOG POST: ★★★

<http://projectlifemastery.com/15-thin...>

★★★ SUBSCRIBE TO ME ON YOUTUBE: ★★★

Subscribe ► <http://projectlifemastery.com/youtube>

While you should always link related videos that you published earlier on your new videos, you should try to achieve new backlinks to your channel and videos themselves.

A backlink you gain for a video of yours shows YouTube your authority on the topic of your video.

Building authority is a crucial step in YouTube SEO. Building links for your videos works as a cycle, as the more links you get to your videos, the more it's seen; therefore, even more, links you'll get, and cycles repeat itself.

Create Playlists For Your Videos



Creating and including old and new videos into playlists is important for the engagement of your viewers, and YouTube ranks them as well. Giving you an alternative method to gain more views with YouTube search results.

On YouTube, viewers can easily find the keyword-heavy playlists, and for viewers searching them, playlists are often a great way to engage with videos.

The screenshot shows a YouTube search results page for the query "learn wordpress beginner". The search bar at the top contains the text "learn wordpress beginner". Below the search bar, several video results are displayed. The first result is "How To Make a WordPress Website - For Beginners" by Tyler Moore, with 3M views and posted 1 year ago. The second result is "WordPress for Beginners | FREE COURSE" by Envato Tuts+, with 17K views and posted 2 months ago. The third result is "WordPress Beginner Tutorials - the BEST WordPress videos" by OStraining, which is a playlist containing two videos: "WordPress Beginner Tutorial #1: Welcome to the WordPress Beginner Class" (3:25) and "WordPress Beginner Tutorial #2: About the WordPress Beginner Class" (2:14). The fourth result is "WordPress Tutorial For Beginners 2020 [Made Easy]" by Create WP Site, with 422K views and posted 1 year ago. The fifth result is "WordPress Tutorial For Beginners - Step by Step" by Website So Simple, with 640K views and posted 2 years ago. A vertical orange line highlights the search bar and the first two video results. A horizontal orange box highlights the third result, which is a playlist.

learn wordpress beginner

How To Make a WordPress Website - For Beginners
Tyler Moore • 3M views • 1 year ago
Learn the new way to create a website that makes it so much easier and faster. Step by step with no step skipped. We use the ...
1:12:35

WordPress for Beginners | FREE COURSE
Envato Tuts+ • 17K views • 2 months ago
► Amazing WordPress Themes from Envato Elements
https://elements.envato.com/wordpress/themes?utm_campaign...
CC

Welcome to the WordPress Beginner Class
OStraining
made possible by GoDaddy
40
WordPress Beginner Tutorial #1: Welcome to the WordPress Beginner Class • 3:25
WordPress Beginner Tutorial #2: About the WordPress Beginner Class • 2:14
VIEW FULL PLAYLIST

WordPress Tutorial For Beginners 2020 [Made Easy]
Create WP Site • 422K views • 1 year ago
WordPress Tutorial For Beginners 2020 [Made Easy] 🎁 Web Hosting Coupon Link Here 🔗
<https://createwpsite.com/promo-go...>
4K

WordPress Tutorial For Beginners - Step by Step
Website So Simple • 640K views • 2 years ago
WordPress tutorial for beginners step-by-step. Learn how to make a website from scratch with WordPress in under 1 hour!
CC

Increasing Viewer Engagement Is The Core Of YouTube SEO

Viewer engagement is a critical ranking factor for YouTube and, therefore, a crucial step in your YouTube SEO strategy.

Optimizing engagement will not only benefit your ranking, but a side effect is, your viewers will enjoy the content more and get recommended for your new uploads faster.

YouTube likes videos that have the potential to be popular, and user engagements are how it can determine if a video is engaging enough to recommend to similar users.

All the possible ways a viewer can engage with a video includes:

- Subscribing your channel
- Clicking on the bell
- Liking and disliking your video
- Sharing the video
- Engaging with cards and end screens
- Watching your video till the end
- Commenting
- Binge-watching more of your uploads

Tips On How To Increase Engagement In YouTube Videos

Give your viewers a reason to engage: Promote discussion in the comment section, or some YouTubers have seen it effective to use a call-to-action like “comment for the algorithm” for showing support for the creator.

Try to answer comments and engage with your audience. Remember to have a new call to -actions within your video to promote commenting, liking, subscribing, and more.

For example, you will need at least 1,000 subscribers to qualify for monetization.

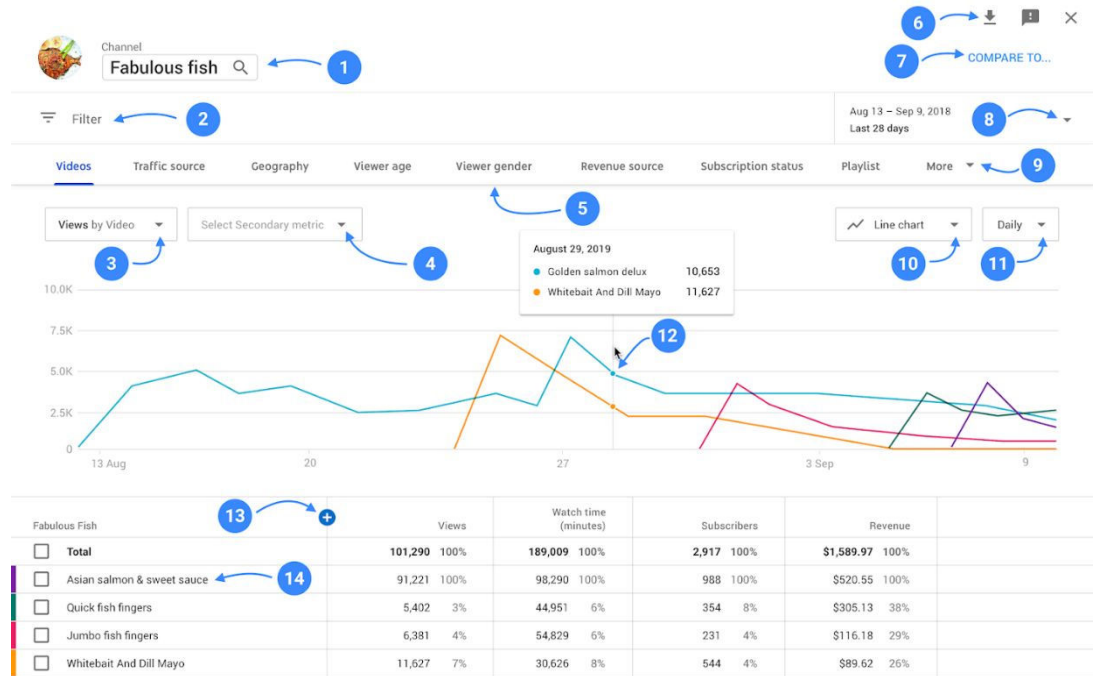
Analyze Data From YouTube Analytics



A core method of improving your YouTube videos and their rankings is to utilize YouTube analytics and track key metrics. By analyzing key metrics of YouTube videos, you can more deeply understand how viewers watch your videos, how they found your videos, and how engaged they were in your video..

Improve the following with the collected data:

- Improve subscriber conversion rate to build an even larger audience
- Improve content relevancy to top viewers
- Improve call-to-actions
- Learn who watches your videos
- Learn who is likely to subscribe
- Track your videos rankings
- Find the keywords people searched to find your videos:
- These keywords are probably used in your videos, but the point is to research any keyword variation you might have missed earlier. Especially looking through the traffic source report, you will discover new opportunities for videos for the future.



THANK YOU :)

**BY – Subhadeep Chakraborty
(Trainer 7Boats Academy)**



SEVEN BOATS INFO-SYSTEM PVT. LTD.

**UNIT #304, DIAMOND ARCADE,
1/72, CAL JESSORE ROAD,
KOLKATA - 700055**

WEBSITE: <https://www.7boats.com>

Email: info@7boats.com

Call: +91 80170 49042 / 033 4064 7085

