

Best Practices for Video Optimization

You're an online marketer, so we'll skip the statistics showing how vital YouTube has become. It is a hub of enormous activity with great potential to support your online marketing objectives. By optimizing your channel and content, your return on investment in video will expand significantly.

THE FUNDAMENTALS

➤ Meta Data

YouTube uses your video's title, tags and description to index your video correctly and this is one element that drives views and ROI.

Write Video Titles that will Drive Views

- **Titles should compel visitors to click** through and watch the video. Google is watching the click-through-rate on your videos so titles are enormously important.
- **Search Visibility:** Boost your video's search visibility by including the video's most relevant keyword phrase near the beginning of the title. Branding can go at the end – if at all. When creating the titles think about the theme of the video and then use as the primary keyword.
- **Title Lengths Vary By View Format:** There are many different formats available when viewing a YouTube page and in some formats longer titles will be cut off. Keep the titles to less than 60 characters in length.
- **Use upper case** for each word in the title except for words like "and, the, of," etc.



WHY OPTIMIZE VIDEOS?

- *Increases your search ranking potential and visibility for your channel and videos.*
- *Send traffic directly to your domain.*
- *Increase video views and watch time.*
- *Drives channel subscribers.*

Write a Brief Description Including a Relevant URL

- This content will appear above the “show more” area (directly below the video). Keep this description (including a relevant URL) to about 120 characters so that the URL is visible in the default mode – meaning that the visitor does not need to click “show more” to see and click on the link.
- Keep this text fairly generic about the company’s offerings to encourage visitors to click through to the site. Ensure the “http” is included in the URL. Here’s an example:

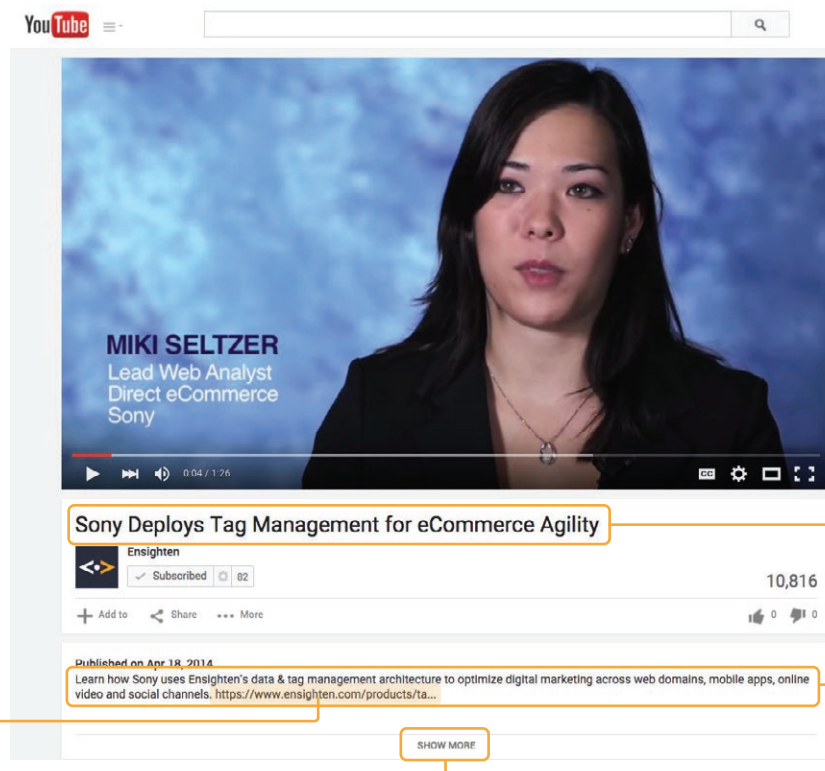
Learn how ToTheWeb’s search marketing programs drive pipeline leads to your website: <http://www.totheweb.com> (115 characters)

- Don’t re-use the same description for every video.



TIP

It’s easier to write the Meta data once the transcript is available because you can quickly review the transcript and identify the video’s target keywords.



Sample YouTube Video Page

Video Title

Meta Description

Additional Info

URL points to Website Product page

Add the Maximum Number of Tags to Each Video

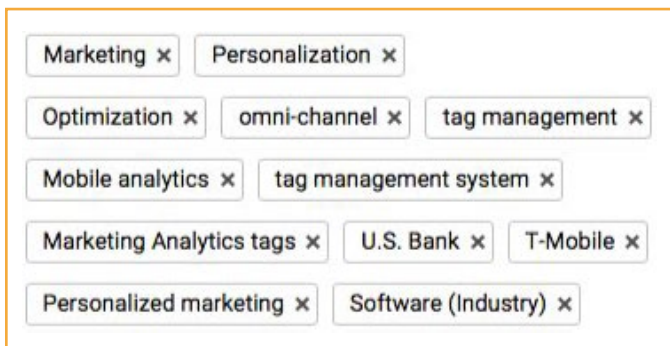
- Tags are keywords you can add to your video to help people locate your content.
- Use as many well-constructed tags as you can fit in the tag space.
- Start with a core set of tags for the company and add additional tags that are relevant to each video.
- Get the best advantage by using the primary keyword from your title as a tag.
- Each video should have different tags from each other.
- Tags are counted by character length – not by individual tags so the exact number varies depending on the length of other tags you using.



TIP

Store boilerplate tags and messaging in a Google spreadsheet so team members will have access.

Sample Video Tags



➤ **Transcribe the Video’s Spoken Message into Text**

- YouTube currently allows up to 5,000 characters to be added within the body area of the video. Be sure and search-optimize the transcription content for an extra boost in search engines.
- Viewers don’t see this text unless they select the “show more” link that appears under the video – but search engines do! 5,000 characters is roughly 750 words.
- **Add important hyperlinks:** Within this content area add links to important content such as the corporate blog and social sites.
- **Add the Full Transcript to your Blog:** You may not be able to use the full transcript on YouTube but you can use it on your website. Follow [Moz’s example of using the text as part of a blog post](#) and give search engines even more text to index! The views that occur for embedded videos count toward your video’s popularity.

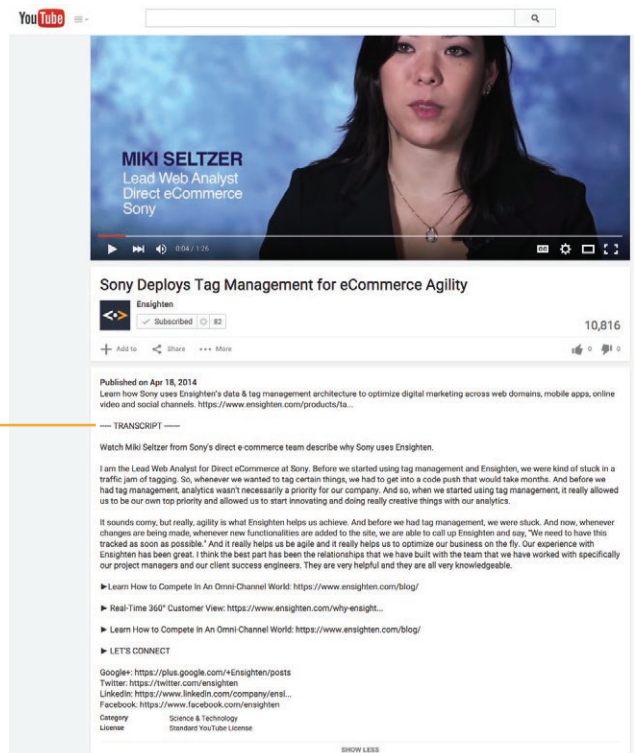


TIP

Transcription Services:

Use [Speechpad.com](#) for video transcriptions: it provides accurate transcriptions with good pricing. The price is based on the video length and the turnaround time.

This content will appear below the “Show More” link.



➤ Show Them A Snippet with Thumbnails

- YouTube allows you to upload high-resolution thumbnails for each video. If you don't have this specific image for your video, you can select your thumbnail from the options presented in the video set-up screen.
- Like video titles, the thumbnails will appear in different sizes depending on the view of the page. Make sure it looks great in different sizes.



➤ Get Visitors to Act By Adding Great Annotations

- Annotations are powerful. The majority of people are not going to view your videos all the way to the end and may never see the video's embedded calls-to-action.
- Add annotations that encourage viewers to "subscribe", to link to a playlist or to another video in your channel, or to an event page on your site if you regularly host events. The goal is to keep them engaged.
- Think about where and when the annotation should appear so it doesn't interfere with the video experience.

[Instructions ▶](#)

[See sample annotations ▶](#)

➤ Create Playlists

- Organize videos into playlists by theme to allow visitors to learn more about a specific top. These playlists – especially if they are case studies – are a great tool for your sales team.

[Instructions ▶](#)

➤ **Don't Forget Channel & Video Settings**

- **Customize the channel settings and create text descriptions in multiple areas of the channel:**
Improve the look and feel of your channel by adding your company logo, adding your best video in the "Featured" area and select a template style.
- There are multiple locations within the YouTube channel to add additional text about either the company, the video or the channel. Take full advantage of these features to help the search engines know more about your channel. Within the settings area, you can select the option to allow your video to be embedded on other websites or blogs. [Instructions](#) ▶
- **Advanced Settings:** Adjust comments so that comments are only posted once approved by the channel owner, select to allow embedding, add tags, set video date and more. [Instructions](#) ▶
- **Ensure Each Video Starts at the Most Appropriate Place:** You want your video to start playing at the most relevant starting point with no dead space, only a short intro or people will leave.



YOUTUBE IS MONITORING VIDEO USER ENGAGEMENT SO FINE-TUNING A VIDEO IS WORTH THE EFFORT TO SEND THE RIGHT SIGNALS.

➤ **Measurement and Tracking**

- **Document the baseline number of views, subscribers, likes and shares before you make your changes:** Unless you have hundreds of videos, set the baseline number of views for each video just before you make your updates. In about 3 months, take another snapshot to see the growth trend line.
- Use [YouTube's Analytics](#) (free) to pull historical data.
- [VidIQ](#) (paid) offers a great way to see your videos, and all related metrics.



RELATED CONTENT

- [YouTube's Playbook for Brands](#)
- [Ten Tips for Getting 31% More YouTube Video Views in 3 Months – A Case Study](#)
- [YouTube Help Forum](#)



About Us

www.totheweb.com

ToTheWeb offers the proven website strategies and tactics you need to generate more qualified traffic, leads and sales. Count on our expertise to execute advanced search engine marketing programs to grow your business.