

SEARCH ENGINE

OPTIMIZATION

for **You** 
VIDEOS

Provided courtesy of:



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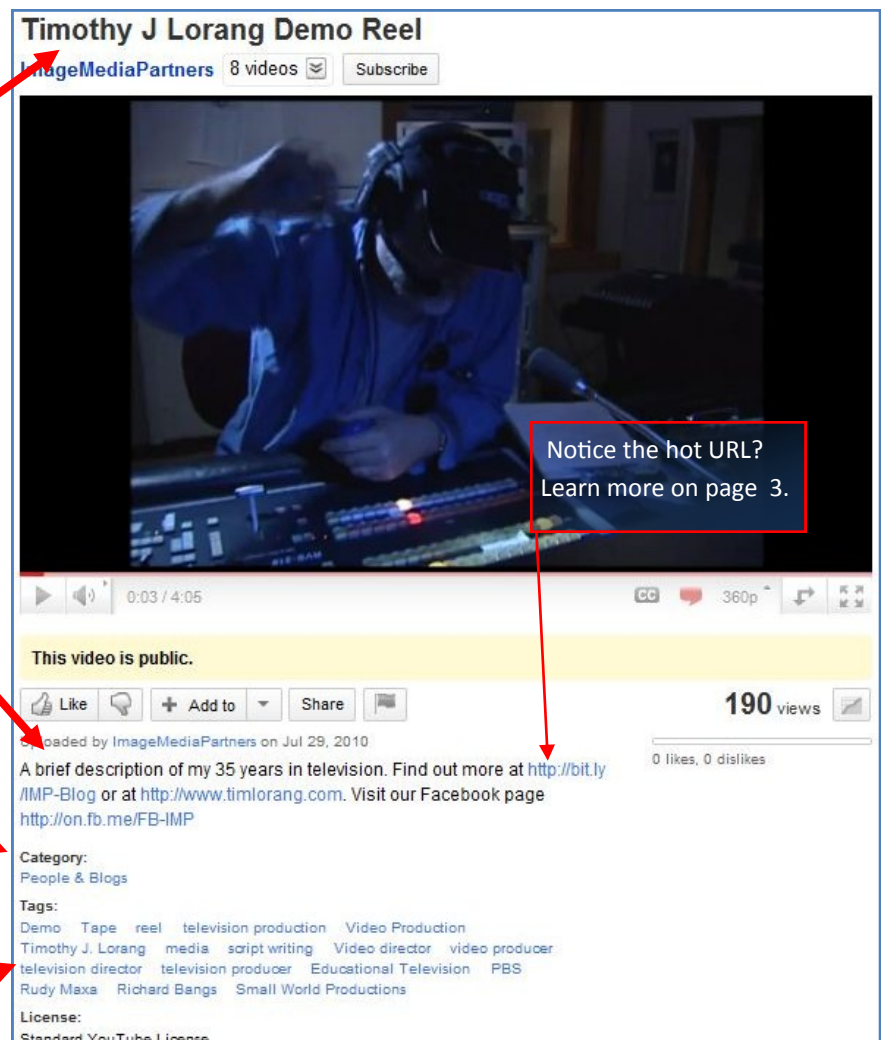
SEO for YouTube Videos

Search Engine Optimization (SEO) for YouTube is just like SEO for your website and blog. SEO best practices should be used for your YouTube video. When you determine what key words and phrases people will use to search for your web pages and blogs you then use those words in your title, metadata and page description. Do the same when you optimize your YouTube videos.

It is important to remember that search engines such as YouTube and Google cannot read the content of the video so you must use the metadata associated with the video to help people find the right content. Optimizing a video on YouTube is simple and straight forward.

There are four main areas on YouTube where you can optimize your video.

- Title
- Description
- Category
- Tags (Keywords)



You can add this information when you are uploading your video on the upload page or you can add or edit this information under the "Info and Settings" tab when you are looking at a video in the edit mode.

In order to optimize your video you must edit the video information under the "Info and Settings" tab.

To get to these settings:

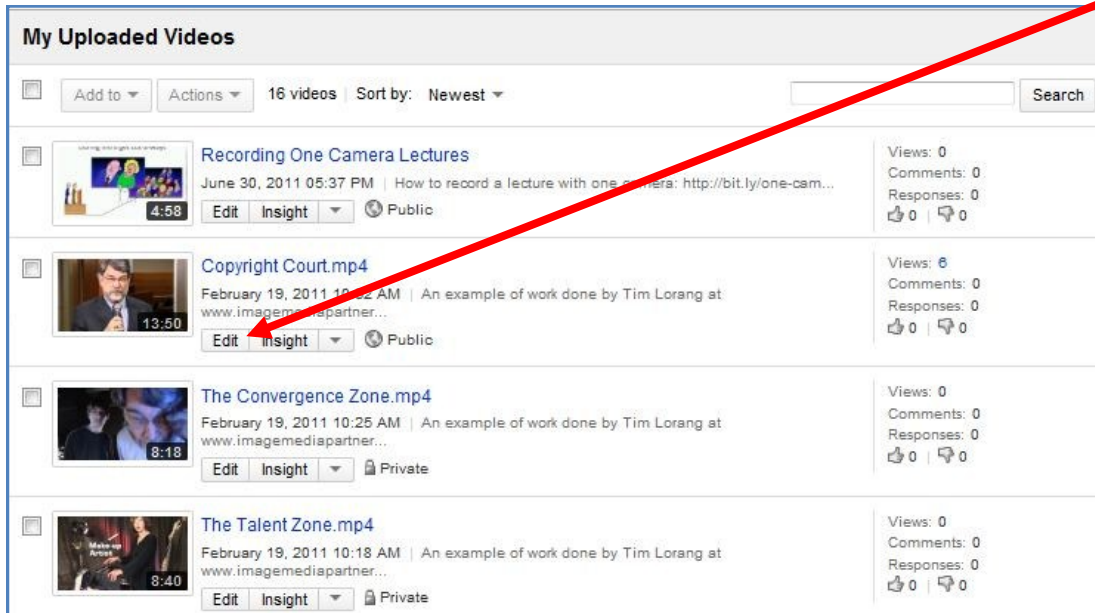
Find the name of your YouTube Channel in the upper right hand corner with the chevron button just to the right.

This is a drop-down tab.

Choose "Videos"

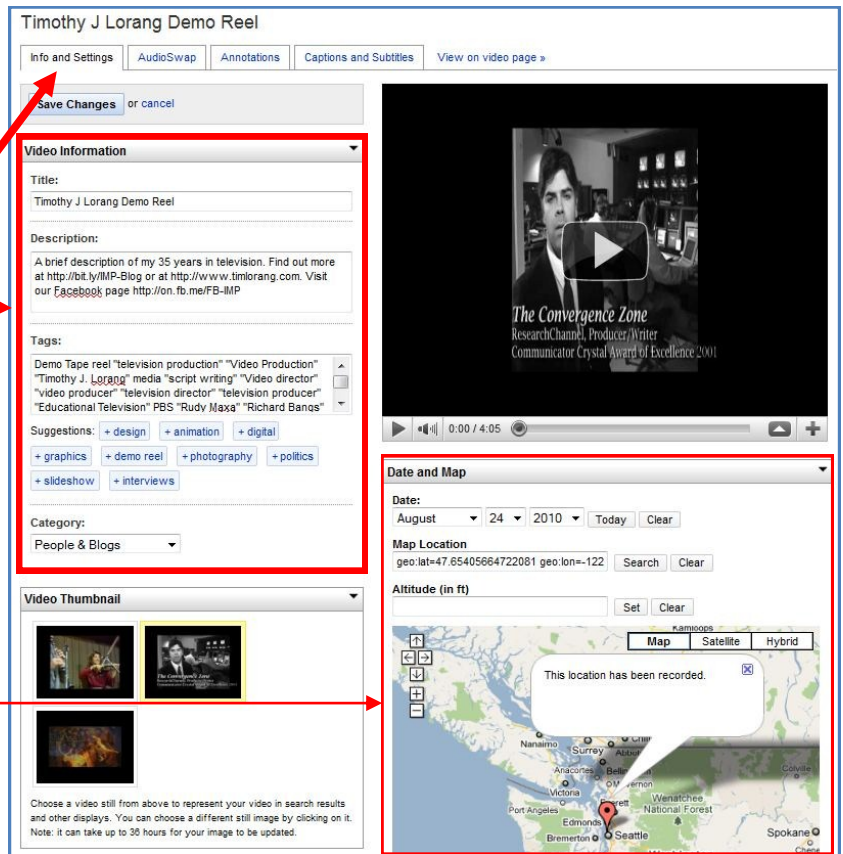


This will bring you to a page with all of your uploaded videos. Choose the video you want to optimize and click the "edit" tab.



Now you are in the page where you can optimize your video.

Under the "Info and Settings" tab the "Video Information" section on the left is where you will enter the metadata and optimize your video.



Date and Map: If the location or date of your video is important then this information will help. For example if you recorded a lecture or event at a specific location people may search using the location name. In this example if someone was searching for "Seattle" the map would be helpful.

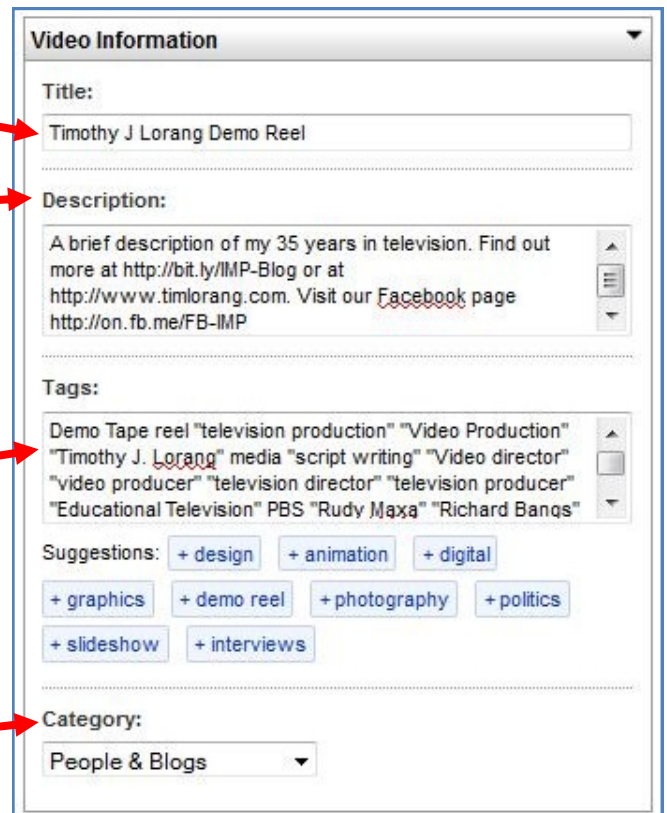
Enter keyword rich data in the Video Information area

Title: The title will be how the video is identified and will be the first line of any YouTube or Google search. Make the title unique and descriptive and keep it under 90 characters. Use a keyword you think people would use to search for your video in the title. Many people use the word “video” in the title just to be certain people looking for a video find it.

Description: You have 5,000 characters so give a complete and thorough description and use as many key words as you can. If there are speakers or guests this is the place to name them. Put your web site’s name and URL in the first line. This is the only place connected to the video where you can put a live link. You will need the entire URL including the “http://” to make it hot. If it is too long use a URL shortener.

Tags and Keywords: Tags are usually a single word such as media or photography. A key word is usually a descriptive string of words or names that are more specific. To keep them distinct from the tags put the words in quotation marks. So a key word would be a phrase such as “video production” or a name like “Timothy J. Lorang.”

Category: YouTube has 15 categories. Choose one that is closest to the type of video you have.

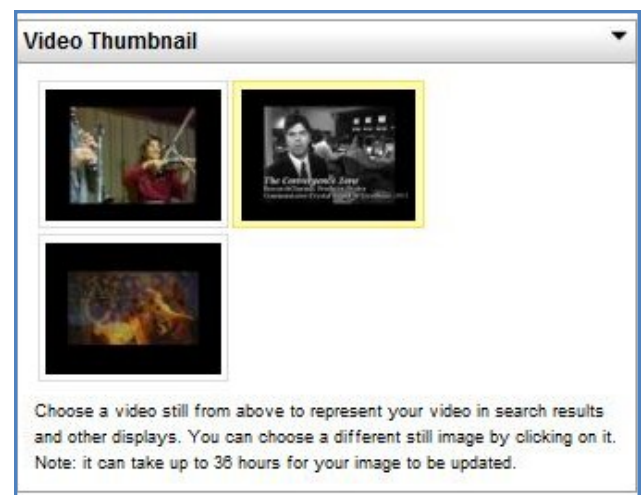


The screenshot shows the 'Video Information' form with the following content:

- Title:** Timothy J Lorang Demo Reel
- Description:** A brief description of my 35 years in television. Find out more at <http://bit.ly/IMP-Blog> or at <http://www.timlorang.com>. Visit our Facebook page <http://on.fb.me/FB-IMP>
- Tags:** Demo Tape reel "television production" "Video Production" "Timothy J. Lorang" media "script writing" "Video director" "video producer" "television director" "television producer" "Educational Television" PBS "Rudy Maxa" "Richard Banqs"
- Suggestions:** + design + animation + digital + graphics + demo reel + photography + politics + slideshow + interviews
- Category:** People & Blogs

Video Thumbnail

Directly underneath the “Video Information” section is the “Video Thumbnail” section. When you upload your video YouTube automatically generates random thumbnail images. These may not be the best representational images from your video but they are what you have to work with. Choose an image that best represents your video. This is what will show up on Google and YouTube searches for your video and it is what people visiting your YouTube Channel will see.



The screenshot shows the 'Video Thumbnail' section with three thumbnail images. The second image, which shows a man in a suit, is highlighted with a yellow border. Below the images is the text: 'Choose a video still from above to represent your video in search results and other displays. You can choose a different still image by clicking on it. Note: it can take up to 36 hours for your image to be updated.'

Driving Traffic: Optimizing your video on YouTube will not necessarily drive traffic to your web site. YouTube is set up to encourage creation and sharing, not driving traffic back to your web site. There are some things you can do.

- Put your website’s URL in the first line of the description as mentioned above.
- Brand your video with your company name and URL, you can use you URL like a watermark throughout the video.
- Have a call to action on your video directing viewers to your web site.
- Brand your YouTube Channel Page and put your URL in your Channel’s Profile

More options under Info and Settings

Broadcasting and Sharing Options

Below the “Video Thumbnail” section is the “Broadcasting and Sharing Options” section. This section has nothing to do with Search Engine Optimization but because these settings determine how easy it is to find and share your video they are vital in helping your video become found. Generally the more restrictions you put on a video the harder it is to find and share the video. There may be reasons for restricting these options but generally the more open you are the easier it will be to find your video. Notice that there is a new **License** option. You can choose the “Standard YouTube License” or you can choose the new “Creative Commons” license which means that others may copy, distribute and create derivative works from your video — but only if they give you credit. Your video will be available in the YouTube video editor.

Broadcasting and Sharing Options

- Privacy**
 - Public (anyone can search for and view - recommended)
 - Unlisted (anyone with the link can view) [Learn more](#)
 - Private (only people you choose can view)
- License** NEW
 - Standard YouTube License [Learn more](#)
 - Creative Commons Attribution license (reuse allowed) [Learn more](#)
- Comments**
 - Allow comments automatically
 - Allow friends' comments automatically, all others with approval only
 - Allow all comments with approval only
 - Don't allow comments
- Comment Voting**
 - Yes, allow users to vote on comments.
 - Don't allow comment voting
- Video Responses**
 - Yes, allow video responses to be added automatically.
 - Yes, allow responses after I approve them.
 - No, don't allow video responses.
- Ratings**
 - Yes, allow this video to be rated by others.
 - No, don't allow this video to be rated.
- Embedding**
 - Yes, external sites may embed and play this video.
 - No, external sites may NOT embed and play this video.
- Syndication**
 - Yes, make this video available on mobile phones and TV. Note, the video may not be available on all devices due to copyright or licensing issues.
 - No, this video should not be available on mobile phones and TV.

What shows up on search results?

When a search engine searches for your video the only information the search engine has is the information you entered into the **Title, Description, Tags (and Keywords), and the Category**. Because the content, images, sound and script are invisible to search engines they will have no affect on search results. (It is possible to attach a transcript or text file of the video that can be accessed by a search engine. To find out more go to YouTube's [Getting Started: Captions/Subtitles.](#)) Search results on YouTube and Google will show the **Thumbnail**, the **Title** of the video, the first 2 lines of the **Description** as well as the channel name, age of the video and the number of views. This is the information a person will use to choose or ignore your video.

YouTube Tim Lorang Search Browse Movies

Search results for **Tim Lorang**

About 7 results

Filter

- Timothy J Lorang Demo Reel**
A brief description of my 35 years in television. Find out more at bit.ly or at www.timlorang.com. Visit our Facebook page http
by ImageMediaPartners | 11 months ago | 192 views
- You Call That Art? Promo**
Young" Art video publicTV KCTS "public television" Seattle Washington motorcycle "Timothy Lorang" "Peter Rummel" "The Meridian Highway" "Jack Mackie" ...
by YCTAVideo | 8 months ago | 274 views
- You Call That Art?! Hammering Man Video**
TV" KCTS "public television" Seattle Washington motorcycle "Timothy Lorang" "Peter Rummel" documentary sculpture "outdoor art" "The Hammering Man" ...
by YCTAVideo | 8 months ago | 136 views
- Copyright Court.mp4**
An example of work done by Tim Lorang at www.imagemediapartners.com for the University of Washington's UWTV: www.uwvtproduction.org ... Copyright ...
by ImageMediaPartners | 4 months ago | 6 views

Title

Thumbnail

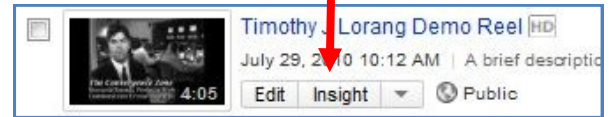
Description

Channel link

What keywords are used to find your video?

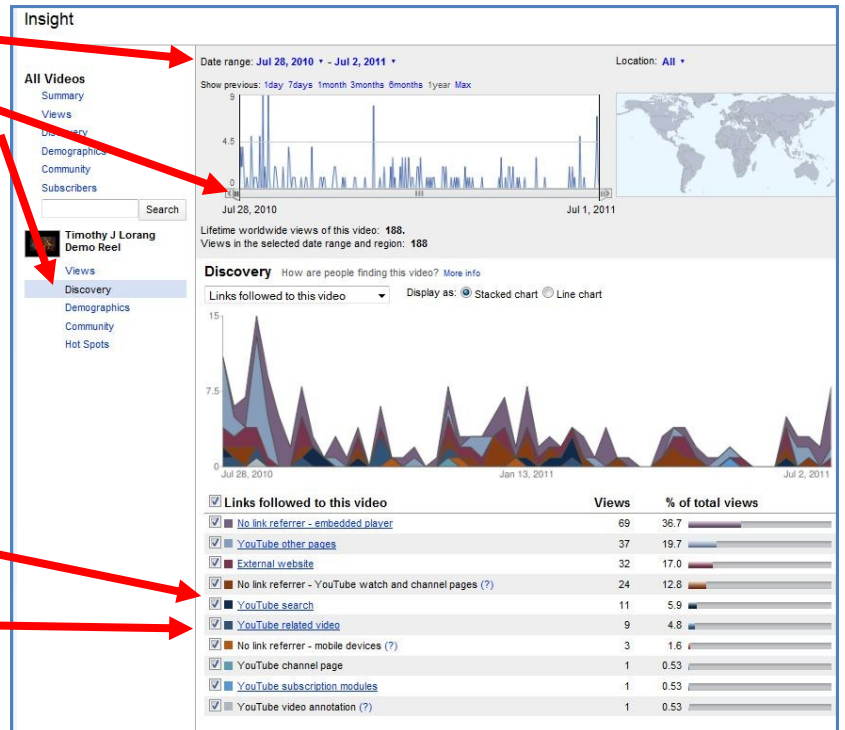
Using YouTube's Insight analytics it is possible to get some idea what keywords people are using to find your video. Go back to your list of uploaded videos and select the "Insight" button for the video you want to study. You will find many options here. Learn more about [YouTube Insight](#) to discover its full capabilities.

Select the Insight tab.



In the "Insight" section first select the "Date Range" you want to study by use using the slide bar.

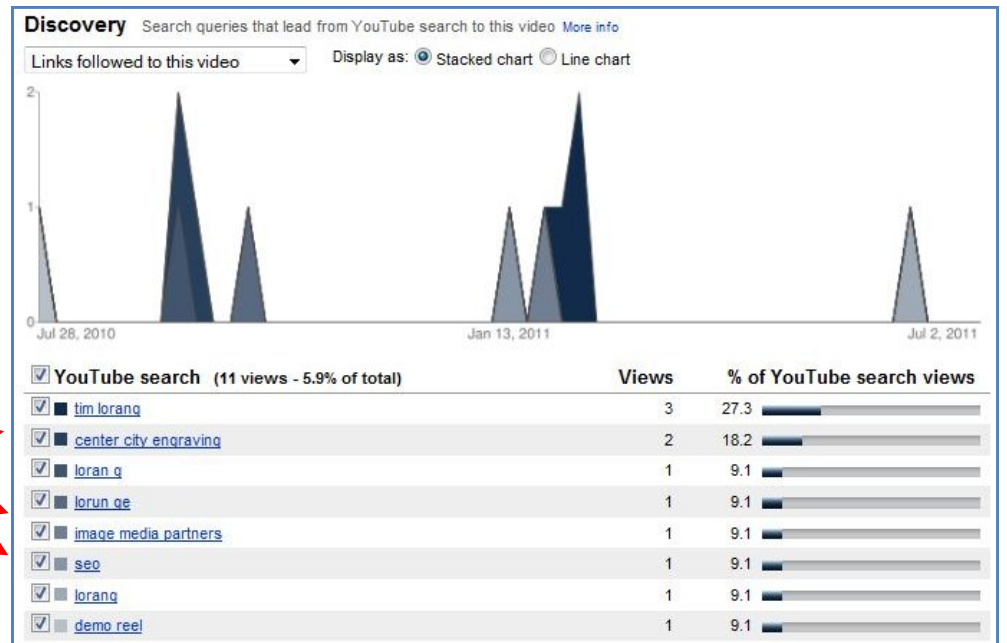
When you select the "Discovery" tab you will see how viewers found your content. The majority of views will be from viewers who directly navigated to your channel and there will be no other reference. But there will be a number of views from related videos, external websites and embedded players. This is interesting information but for now you want to see what people were searching for when they found you. You will see some viewers came from YouTube Search.



Click these links for more detail.

As you drill down you will discover what words, phrases and keywords people used to find you. You can use this information to strengthen your descriptions or add new words that are missing. If people are finding your video using words that are not related to your video you can take these words out of your description.

Key words:



Finding the right keywords: There is no exact formula for establishing the correct set of key words. It takes a bit of research, experimentation and guess work. Not using key words however will guarantee that your video will be more difficult to find. Remember, the goal is not to get the largest number of views, but to reach the largest number of people who want to see your content. Using a descriptive title, a thorough description and the proper tags and keywords will help you achieve your goal.

Search Engine Optimization for YouTube Videos

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