



# YouTube Optimisation

How to maximise SEO potential on your  
YouTube videos

So, you've got a video, chances are you'll want to upload it to YouTube. By far the most popular social video platform, YouTube's algorithm searches titles, thumbnails, descriptions, analyses how much of the video audiences are watching, likes and dislikes and how many people are commenting, ranking them and showing them back to viewers. It's a labyrinth and full-time job for many YouTubers so if you're anything like us, you'd like to know the best you can get from YouTube without the full-time investment. Then look no further than this handy guide.

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# Optimise your video for maximum SEO Potential

## YouTube SEO Optimisation



## Use Youtube to get your video up on Google's Front Page



You may have noticed that sometimes when you put a search term in google that under the ad that appears at the very top of the page Google will often place a video or list of videos, enticing new customers with an image, title and brief description, way above that of the normal listings. To have your video more likely to appear here, you don't have to be a famous vlogger, all you have to do is consider a few simple points.

## Here are our YouTube SEO Tips

These tips are based around YouTube Studio's Create modal pop-up which you can find by logging into your YouTube (Google) account and clicking on the *CREATE* icon, then selecting *Upload Videos*. If you need help getting your YouTube account set up, check out our guide on [Video Marketing Support](#) which has lots of other great tips and tricks for your video content.

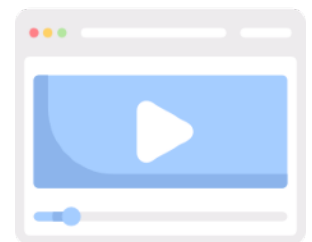
### Make sure the name of your video file uses a target keyword.

Even before you upload, make sure the name of your file, which will be read by YouTube's system, has a name which contains your chosen keyword. For example, if you want people to find your video when searching "*Best Eco-Friendly Light Bulb*" name your file "*Best Eco-Friendly Light Bulb*" followed by the video file type; MOV, MP4 and WMV which are most commonly used on YouTube.



### Insert your keyword naturally in the video title.

So, you've selected your video file, you can reenforce your message with the video title. The Video Title is your main selling point along with your thumbnail image, before the viewer selects your video. You don't have to repeat the name of your video file exactly to get the best results here. Instead, you are reenforcing your keyword but communicating in a short and snappy way which will hook in your audience. For example, "*LightHub: Best Eco-Friendly Light Bulb Review 2021 TOP 10*". Last but not least, keep the title under 60 characters to lower the chance of it getting cut off in result pages.



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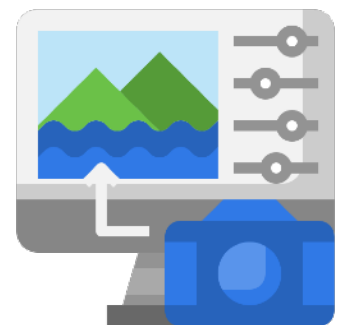
### Optimise your video description



Our video description is going to work in a similar way. Although we have a larger word limit than our title, research shows, with little correlation between description optimisation and search ranking, it is more important to consider that your viewer who came to watch a video will not read an essay. Only about two or three lines, or 100 characters, are shown before the viewer has to click “*show more*”. That being said, it is important to not overlook your description, as it may help it show up in the suggested video sidebar, a key source of views for most channels. It doesn’t hurt to add the video’s transcription, especially if you don’t have subtitles and don’t want the viewer missing out if they don’t turn on the sound.

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

An easy one to miss, but vitally important is the thumbnail image of your video. Making up 50% of your video result when viewed from the YouTube search, along with your video’s title, the thumbnail sends a message to the viewer about the video’s content so directly affects how many clicks you might get on that video. Statistically, 90% of the best performing videos have custom thumbnails so it’s worth investing some time thinking about what you want the first impression of your video to be. Play through your video and see what still image best captures the video- or better yet, design a bespoke thumbnail image to support your video.



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

Hidden under a “*Show More*” button on the first page of the video uploader is the tags category. Adding a good few relevant tags in this box will help YouTube associate your video with other similar videos. But be warned not to use irrelevant tags with the aim of getting more views as Google could penalise you by pushing your video further down the results listing.

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### Categorise your video

A little further down in the “Show More” settings is categories. It is important to add a category to your video so that YouTube can add to it different playlists and expose it to more viewers who would identify with your content. This is something you should spend time looking into as it may not be obvious at first. Have a look at each category in the explore section of YouTube and make sure the videos there have similar themes and qualities such as production value, length and format.



### Use an SRT file to add subtitles & closed captions.

We know that adding subtitles to your video makes it more inclusive and appeals to those who might not want to turn the sound on their device. But YouTube’s system, which can’t literally watch your video, can use the subtitle file to highlight key and important words which is great for SEO. YouTube’s uploader offers you the option to add those subtitles yourself with a handy tool listed under the “Add Subtitles” option. At Square Daisy we can offer bespoke subtitle and closed caption services which we can easily add to your video package to be used across all video hosting platforms as well as your website and social media.

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

Like the thumbnail image that displays on your video at the start, you can also add a custom End Screen which will show when the video is over. YouTube’s main aim is to keep viewers on their platform. This isn’t always a good thing as the videos it recommends automatically often take viewers away from you and onto other content on the platform. That’s where your custom end screen comes in, so you can link the viewer to other videos on your own channel, to subscribe, or even take them directly to our websites and product pages mentioned in the video.

It's important to note however, YouTube states: *“Your end screen, as designated by you, may not appear.”* YouTube put the aim to optimise their viewer’s experience ahead of the individual video’s success, so you can utilise cards as well, which are links that can be added throughout the video, to connect to specific webpages. By combining these together, we can ensure our customer lands where we want them to by the end of the video.

# Other ways to use your video

Make the most of your investment



## Here's our Checklist

- 1. Name your Video File**  
Before uploading, name your video file, making sure to include your target keywords
- 2. Give it a Title**  
In the YouTube Uploader, give your video a title which reinforces the video file name, whilst grabbing the viewer's attention
- 3. Write a Description**  
Write a short description including your keywords but remember to keep it short to support the video.
- 4. Create a Custom Thumbnail**  
Add a Custom Thumbnail to support the title, which demonstrates the content of the video in one image.
- 5. Add Tags**  
In the "Show me more" section tag your video with popular relevant keywords.
- 6. Add a Category**  
Categorise your video to the best and most suitable category.
- 7. Add subtitles and closed captions**  
Create a subtitle track or upload a STR file to support your video.
- 8. Add Cards and an End Screen**  
Add Cards and an End Screen to link your viewer to more of your content or your website.

