Optimizing Video Discoverability

Creating a good video is only part of the process. Here are 11 tips to help people find your video.

> **There are more than 1 billion videos on YouTube – how can you help people find yours?**

1. Conduct keyword research

Using a free tool like Google's AdWords keyword tool or Wordtracker, identify what people are searching for around the keyword niche that your video occupies. For example, if your video is about pruning advice, plug in keywords like "pruning tips," or "tree pruning advice." Most keyword tools, including the AdWords tool, will suggest synonyms with higher search volumes. Like any keyword research, you are looking for the sweet spot between high search volume and low competition.

2. Include appropriate keywords in video titles

Including relevant keywords in the title of your video will help to get your video content found within other search engines and in front of interested users. Also rename your video file using a target keyword.
- Your video's title should be under 66 characters, to make it easier for Google search to display
- If you want to include your brand name in the title, it should go last
- Consider adding "video" to the title
- Keep the title engaging and descriptive; show the user exactly what the video is about
- Be sure to target keywords in the video file name and use the word "video"
- Try playing around with titles and keywords to see which maximizes your visibility

3. Write a keyword-rich description

Point out what your video is all about and what makes it unique. Keep it simple, yet informative and detailed and put some keywords in (keywords should be reflected in video content)
- Write creative, compelling and informative descriptions about the video
- A maximum of 800 words are allowed within the description
- Only the first 25-30 characters are visible in YouTube Search results, so include your primary keywords and links at the beginning. In other words, front-load the description with the most important information, like CTAs or crucial links.
- Include a link to your website, blog, and any other social channels
- Put the URL at the beginning so that the user will see the link even if the "more info" option is collapsed

4. Optimize YouTube tags using relevant keywords

Tags are helpful in that they are used by search engines to position you in organic searches. They are also used by YouTube to associate your videos with others containing similar content.
- Tags can be up to 120 characters long, so use at least 10 tags
- When tagging your YouTube video, think of unique tags that include your keyword phrases
- Consider using your brand, city, and relevant topics
- Use both plural and singular keywords

- Using tagging with related topics and keywords can help your videos to appear under "related content" providing you with another way to reach viewers watching other videos or not actively searching for your content.

Popular YouTube SEO tools:
https://blog.hubspot.com/marketing/youtube-seo#tools

Good keywords, good title, good Description – just 3 ways to help people find your videos.

5. Transcribe your videos

Write a script and upload your transcript; YouTube will then use that transcript to provide captions within the video. Captions can be indexed by Google and can maximize the ability for Google to understand what's in the video, helping to improve the rankings of your videos. This also allows for your video to be available to the hearing impaired or anyone who cannot use sounds on their devices at any given time.

- Consider Using Speechpad to transcribe videos
- Transcribe your video word for word and include relevant keywords into the script and speech within the video
- Do not place the transcript within the description, but rather upload and disable the machine transcription
- By using captions you will maximize the ability for Google to understand what's in the video and improve SEO rankings.

6. Categorize your video

Once you upload a video, you can categorize it under "Advanced settings." Choosing a category is another way to group your video with similar content on YouTube so it winds up in different playlists and gains exposure to more viewers who identify with your audience.

7. Annotations

Video annotations are a way to get viewers to engage with your videos and spend more time viewing your content. You can aim to get viewers to watch more videos by linking to other videos in a series, or link to specific category or product pages on your site to learn more about topics mentioned within a video. They can also help encourage users to sign up for services or visit your social media sites. Annotations are suggested to remain on the screen at least for several seconds and you can now link off of YouTube to your site with Annotations if your account is verified.

- Add background information about the video
- Create stories with multiple possibilities (viewers click to choose the next scene)
- Link to related YouTube videos, channels, or search results from within a video
- Create call-to-actions for sharing, visiting other pages, or commenting

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

Your video thumbnail is the main image viewers see when scrolling through a list of video results. Along with the video's title, that thumbnail sends a signal to the viewer about the video's content, so it can impact the number of clicks and views your video receives. While you can always pick one of the thumbnail options auto-generated by YouTube, it is recommended that you upload a custom thumbnail.

9. Use an SRT File to add subtitles & closed captions

Like much of the other text we've discussed here, subtitles and closed captions can boost YouTube search optimization by highlighting important keywords.

In order to add subtitles or closed captions to your video, you'll have to upload a supported text transcript or timed subtitles file. For the former, you can also directly enter transcript text for a video so that it auto-syncs with the video.

Adding subtitles follows a similar process, however, you can limit the amount of text you want displayed. For either, head to your video manager then click on "Videos" under "Video Manager." Find the video you want to add subtitles or closed captioning to, and click the drop-down arrow next to the edit button. Then, choose "Subtitles/CC." You can then select how you'd like to add subtitles or closed captioning.

10.   Share and embed videos

Inbound links (links from other websites to your website or video) are important for SEO. Share your videos across all your social media channels. Embed your videos on your websites or a blog post, which will create a valuable way for other visitors to see the content within your site and can also increase your organic page results for specific terms within Google. Allow others to embed your videos within their sites by allowing the code to be shared from the video's page (turn on the embed option).

11.   Comment, engage and interact

Just like you would on a blog post or your social media accounts, be sure to interact with your channel's viewers by responding to comments or answering questions. Consider also commenting and interacting with other organizations that may be relevant to your industry or the products/services you provide. YouTube is a community and the more you share quality content and engage with your viewers, the more you will be thought of as an authoritative member within the YouTube space.

Sources: https://www.seerinteractive.com/blog/tips-for-optimizing-your-youtube-videos/
https://blog.hubspot.com/marketing/youtube-seo