

Must Read!

THE ULTIMATE GUIDE

YOUTUBE

SEO

DEMYSTIFIED

by

ZAVESTI.COM

01

KEYWORDS

To generate a list of keywords, you can start typing any keyword in YouTube search box and note the suggestions thrown up by autocomplete in the search box.

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COMPETITOR KEYWORDS

Go to a channel run by
someone in your niche. Sort
their videos by most popular.
Look for the keywords those
videos use in title, description
and tags.

03

YOUTUBE TRAFFIC REPORTS

Sign in to your YouTube
Creator Studio
& check for keywords .

04

LONG TAIL

Focus on low competition keywords – use Google Trends to sort keywords according to their popularity. Google Trends has a special filter for YouTube.

05

OPTIMIZE ON GOOGLE

While optimizing for YouTube search, don't forget Google!

Google typically ranks the videos with the following types of keywords higher – reviews, how-to, lifestyle, fitness, sports, funny, tutorials.

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RETENTION RATE

YouTube typically ranks those videos high which have a high retention rate, which means people have watched the whole of the video.

07

ANALYTICS

Check out the Analytics section in your channel (after you login) – specially pay attention to Watch Time which indicates how long people are watching your videos.

08

NUMBER OF VIEWS

Videos which have higher
views get ranked higher.

@mention your videos in your
twitter feed, FaceBook and in
your blogs - as more people
visit your channel your vidoes
will get higher and higher
rank.

AUDIENCE INTERACTION

Another very important video ranking factor is audience interaction which is measured by 5 things – number of comments, subscribes, video shares, video length (create longer videos) and click-through rate (after people have watched your video, do they watch another of your video next or someone else's video).

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CALL TO ACTION

At the end of your videos,
remember to include a call to
action, requesting people
subscribe or post comments.

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LONG IS GOOD

Longer videos are considered better (provided they have high retention rate) – since YouTube ideally wants people to keep watching videos on its platform.

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THUMBNAIL

Make sure you choose a custom thumbnail which is intriguing for the viewer so he or she clicks on it. This will in turn lead to a higher rank.

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TRANSCRIPT

Either upload separate text file
or enter the transcript directly
in the video using subtitles
(dialogs of characters) and
closed captions (notes about
other things in the video
soundtrack e.g. phone ringing).

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TRANSLATED TRANSCRIPT

You can also create and upload
a translated transcription
which in turn adds SEO juice to
your video.

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FRESHNESS & FREQUENCY

The freshness and frequency of
your YouTube channel affects
its discoverability.

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EMBEDS

Embed your video in your own
blog posts and invite viewers to
do the same.

Free Resources

for Creative Entrepreneurs

**BLOGGERS
YOUTUBERS
PODCASTERS
AUTHORS
ARTISTS**

**CHECKLISTS &
TEMPLATES**

**STEP-BY-STEP
GUIDES**

**INTERVIEWS &
GUEST POSTS**

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A photograph of a forest scene featuring a waterfall cascading over rocks in the lower half. The upper half is filled with dense green foliage, including tall pine trees and various ferns. The text 'ZAVESTI.COM' is overlaid in large, white, bold, sans-serif capital letters across the center of the image.

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