

# YouTube Video SEO Report

Optimizing videos for searches in YouTube and Google is really simple. There's two steps involved:

- A. Configuring your YouTube Video: Title, Description, and Tags.
- B. Backlinking to Your YouTube Video URLs.
- C. More Video Plays = Higher Ranking

## A. Configuring Your YouTube Video

(screenshot is below)

1. Get a YouTube Account.

Note, choose your username wisely because you can't change it once your account is established.

2. Upload your Video.

3. Configure your Video Title

Keep your title within 60 characters. Place your keywords in the title – but also write an engaging title.

4. Write your Video Description

Start your description with a link to your website. Include the entire URL such as:

<http://www.yourdomain.com>

The link in the description will be a NoFollow link (i.e. no linking power); however, it will attract viewers to your website.

I tend to write shorter descriptions (20 to 30 words). However, you can write longer descriptions if you like. Make sure the descriptions are relevant.

## 5. Insert Tags

Choose tags that are relevant to your business and location (if you do local SEO).

- Avoid irrelevant tags.
- Avoid duplicate tags. For instance, if you put:

Seattle personal injury attorneys, injury attorneys, personal injury lawyer

The tags will read as “Seattle personal injury attorneys, lawyer”.

**Here’s a screenshot showing SEO configuration:**

### Video File Upload

The screenshot displays a video upload interface. At the top, a green status bar indicates "Your file has been uploaded. We are now processing the video...". Below this, the upload progress is shown as a blue bar at 100%. A preview section shows a video player with a thumbnail and a progress bar at 75%. To the right, there are two promotional banners: "YouTube direct mobile" and "Advanced Video Upload". Below the preview, the "Video information and privacy settings" section is visible. It includes fields for Title, Description, and Tags. Red arrows point from a numbered list to these fields: 1. Title, 2. Description, and 3. Tags. The Title field contains "Keyword / Catchy Title", the Description field contains "http://www.yourdomain.com plus 20 to 50 word description", and the Tags field contains "keywords".

**Keyword / Catchy Title** (2.44MB)

✓ Your file has been uploaded. We are now processing the video...

Upload progress: 100%

Preview: Processing 75% — Less than a minute remaining...

**Video information and privacy settings**

Title: Keyword / Catchy Title

Description: http://www.yourdomain.com plus 20 to 50 word description

Tags: keywords

Generating tag suggestions

**1. Title**  
**2. Description**  
**3. Tags**

**YouTube direct mobile**  
Did you know that you can upload from your mobile phone?  
[Set up](#) | [Learn more](#)

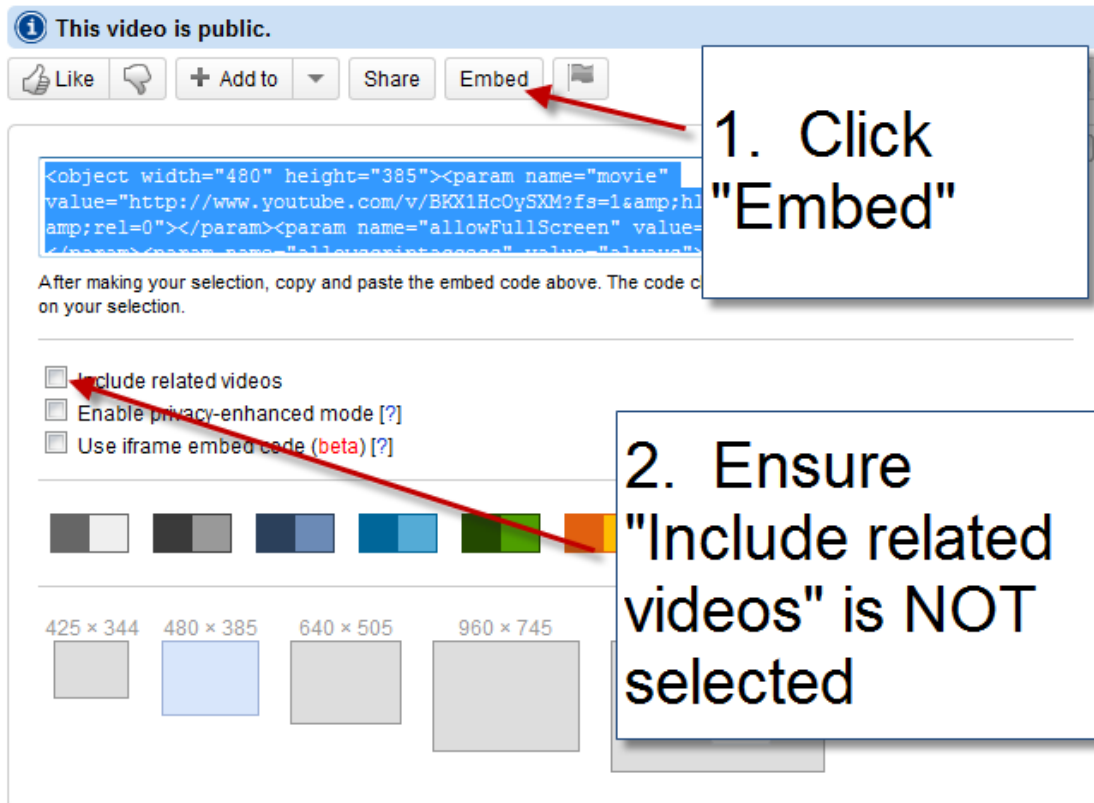
**Advanced Video Upload**  
Support for large (>2GB) files, resumable uploads (required for large files)  
[Try now](#) | [Learn more](#)

**Important:** Do not upload any TV shows, videos, music concerts or advertisements without permission, unless they are content that you created yourself.

## Embedding Video from YouTube to your Website

This is very easy. You click on your video, then click “Embed” under your video.

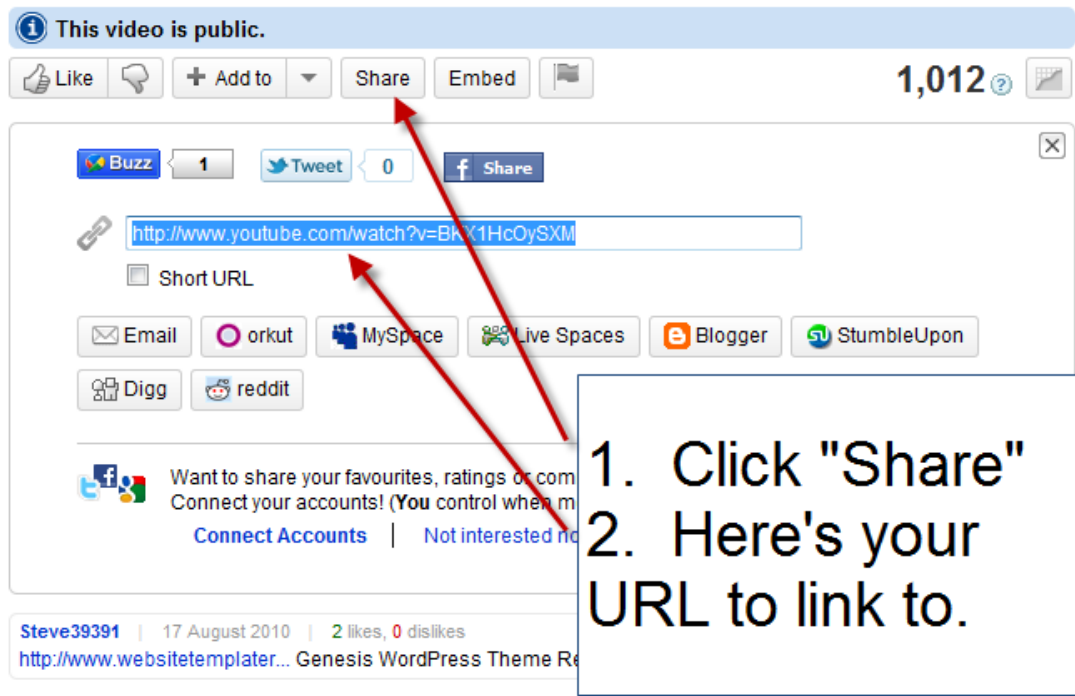
Be sure you de-select the “Include related videos” button. See the following screenshot.



Copy the embed code (the text in blue) and place in your html editor for your website.

## B. Backlinking to Your YouTube Video URLs

Help your video SEO with backlinks to your video URL. You can find your video URL by (see the following screenshot):



If you embed your video in your website, it can be worthwhile getting backlinks to that page as well. Why?

Because the more times your video is played (by unique viewers), the higher it will rank for your keywords!

### C. More Video Plays = Higher Rankings

The more views your videos receive, the higher your video will rank for your keywords. In other words, the most viewed videos for a particular keyword will rank the highest.

The number of times your video is played includes the views from embedded YouTube videos on your site and elsewhere (as long as you use the YouTube embed code).

**Don't watch your own video dozens of times for higher number of views.** However, if you must, watching from different IP addresses (i.e. coffee shops with Internet) can work as unique views.

**Better idea:** If you have an e-mail list, send out links to your YouTube videos to your list – either to your website where the video is (my preferred location) or to YouTube itself.

Only send links to videos that are high-value. If you bore your list, they'll ignore future video links.

Use discretion when sending links to your list. Be sure the bulk of your e-mail list will find what you send them interesting or useful.

I suggest sending your e-mail list a link to the YouTube video embedded **on your site** because your viewers won't then see the related videos that appear on YouTube.

Again, views from your website video count toward your total number of views.

## More Resources

Go to the Source:

YouTube General Help Center

<http://www.google.com/support/youtube/>

YouTube Community Help Forums

<http://www.google.com/support/forum/p/youtube?hl=en>