

YouTube SEO How-To Guide: **Optimize, Socialize & Analyze Your** **YouTube Presence**



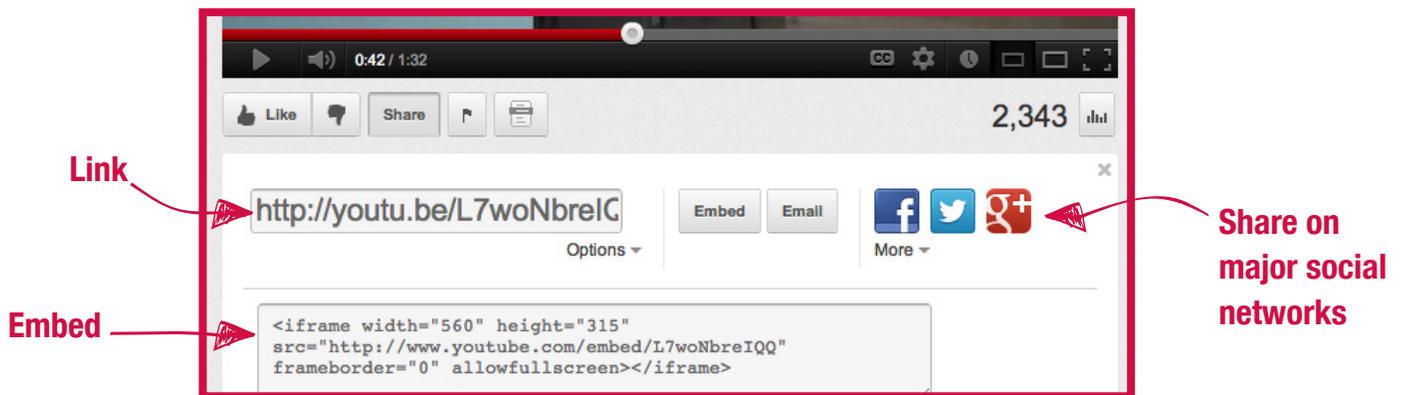
How-To Optimize, Socialize & Analyze Your YouTube Presence

FACT: YouTube has become the third most popular website in the world, and the second largest search engine, right behind the juggernaut that is Google. In addition, videos are ranking extremely well in Google, gaining placement at the top of Page One. The potential for visibility in the world of YouTube videos is incredibly vast.

In short, if you are not on YouTube, you might be missing out on today's SEO marathon.

There are so many benefits to your organization for having a presence on YouTube. One major benefit is the extensive visibility of the YouTube community itself. Using this medium shows that your business is current and embraces a very popular form of communication. Another benefit is that the video content published on YouTube is social and easy to share across multiple other social networks and mediums. When done correctly, a well-optimized video can reach a significant audience, increase your organic search results and drive more traffic to your site.

A viewer can like, link, embed, share, tweet, +1 and more, all from within the YouTube interface.



How do you ensure your company is winning the race?

There are three main steps to remember when promoting your business on YouTube: Optimize, Socialize and Analyze. It is a simple strategy that, when executed effectively, will help solidify your web presence and organic rankings.

Overview

In this guide you will learn how to get the most out of your YouTube content by developing a start to finish strategy aimed at increasing your organic rankings and getting your videos found. This **YouTube How-To Guide** covers the following points:

1. Optimizing Your YouTube Videos and Channel
2. Socializing Your YouTube Videos to Increase Visibility
3. Analyzing Your YouTube Results and ROI



1. Optimizing Your YouTube Videos and Channel

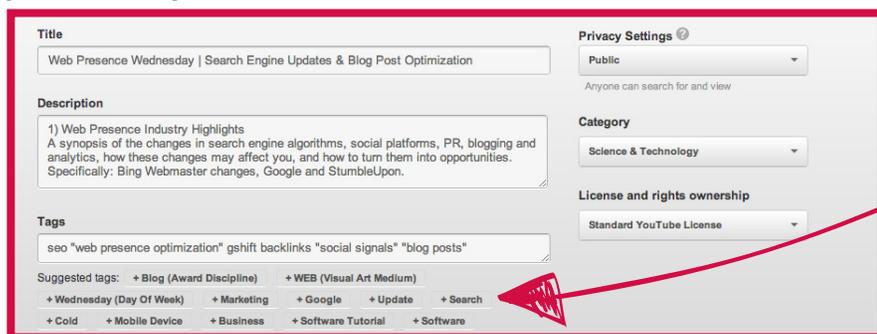
When optimizing your YouTube presence, you need to consider both the videos and the channel itself. Know and understand your organization's keywords and keep them in mind when entering in all your data.

For videos, optimize the title, description and tags.

It all starts with a great keyword-rich Title. Try using unbranded keywords rather than branded. The viewer will be able to identify your brand by your username, which appears next to the video in the search results. The title cannot be any longer than 100 characters and should be plain, direct and descriptive, versus clever.

Your Description is where you can be more creative. Although not everyone reads the full description, it is heavily used for search ranking. This is where you can be witty and clever, while keeping your keywords in mind. Hook people with a great first line and encourage them to click the 'more info' button, which extends the collapsed view so that the full description is visible. It is also good practice to include your website URL at the beginning of the description. This will ensure that it is seen even in the collapsed view and will create a quality backlink to your website. You can also include other URLs within the description, which reference pages on your website that are relevant to the video. Include the full URL (including http://) to ensure that YouTube converts them to live links when the description is published.

The Tags section of your video upload can be up to 120 characters long and should be as detailed as possible. You can include tags such as your brand, topic, descriptors (funny, helpful, etc.) and most importantly, one or two of your main keywords.

A screenshot of the YouTube video upload settings form. The form is divided into several sections: Title, Description, Tags, Privacy Settings, Category, and License and rights ownership. The Title field contains "Web Presence Wednesday | Search Engine Updates & Blog Post Optimization". The Description field contains a paragraph about search engine updates. The Tags field contains "seo \"web presence optimization\" gshift backlinks \"social signals\" \"blog posts\"". Below the Tags field, there is a "Suggested tags" section with a grid of tags including "Blog (Award Discipline)", "WEB (Visual Art Medium)", "Wednesday (Day Of Week)", "Marketing", "Google", "Update", "Search", "Cold", "Mobile Device", "Business", "Software Tutorial", and "Software". A red arrow points from the text "Suggested tags can be a good resource for finding related keywords." to the "Suggested tags" section.

Suggested tags can be a good resource for finding related keywords.

Tip: Creating a YouTube playlist is a great way to collect and link relevant videos together. To add a new playlist, click the "Add to" button below the video. Name your new playlist appropriately and then revisit all of your other videos and add them as well. This will group all of your company's videos together and encourage people to view more than one.

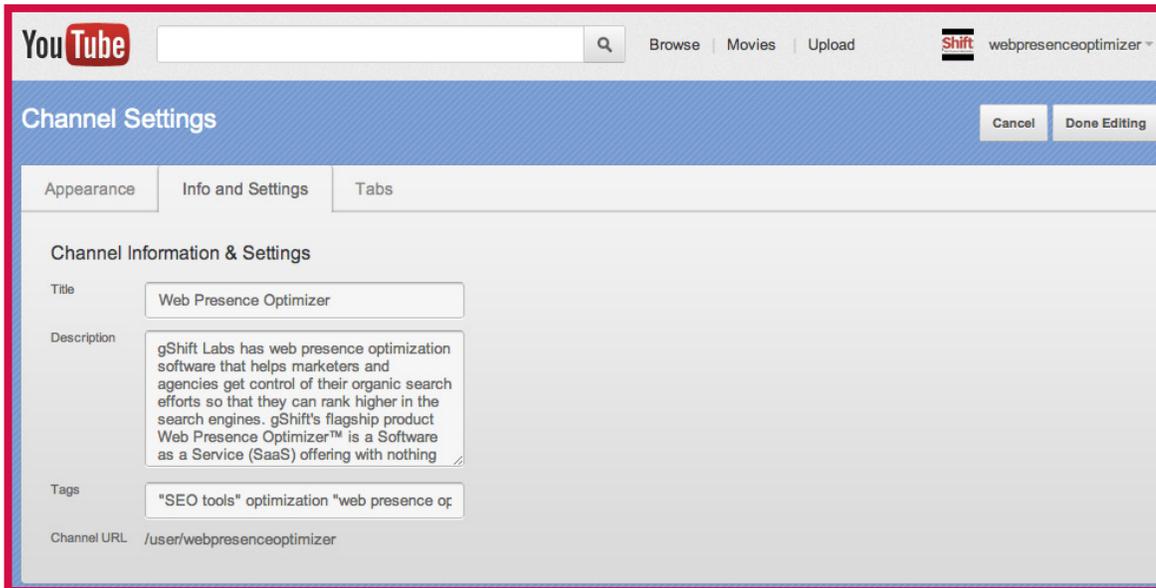
Fact: The success and effectiveness of any online content is dependent on quality. YouTube will rank a video higher if it is frequently watched from start to finish. Keep your videos short with quality, relevant content that people are more likely to watch past the first click. This will help increase the chances of your video being displayed in the recommended videos section on the right hand side and immediately following other YouTube videos; perhaps even those of your competitors. (<http://support.google.com/youtube>)



For the channel, optimize your profile, customize your design and engage in the community.

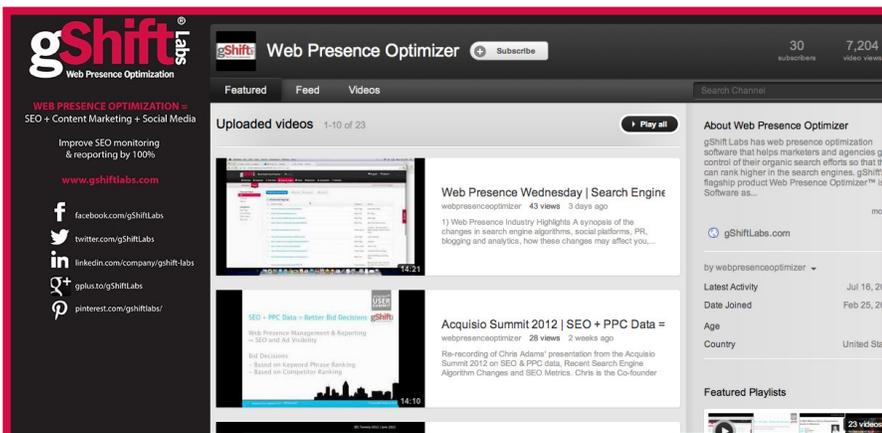
In your YouTube profile, optimize the title and description, as well as assign tags to the channel.

1. Ensure that the title is descriptive, using either your brand or key product for people to identify you.
2. In the description, highlight who you are and what products or services you offer. This is one of the places where you have a chance to sell yourself and convince people to click through to your website.
3. Complete your channel profile by selecting a good range of keywords that are specific to your business.



YouTube gives you a good level of control over the look and feel of your YouTube channel. Use this feature to highlight your branding: select a profile picture, background design and colour theme that will be recognizable as part of your organization. Within your channel profile you can also include links to your website, Facebook page, Twitter profile and any other relevant links. This is a great way to optimize your web presence by connecting all accounts wherever possible. On a related note, and to Google's credit, they also offer this functionality on Google+ Company Pages.

Tip: When designing your background image, consider including text that shows other ways people can connect with you, such as your Twitter handle, website, **Facebook Page**, etc. While these will not be clickable links, they will help to promote your additional web presences.



2. Socializing Your YouTube Videos to Increase Visibility

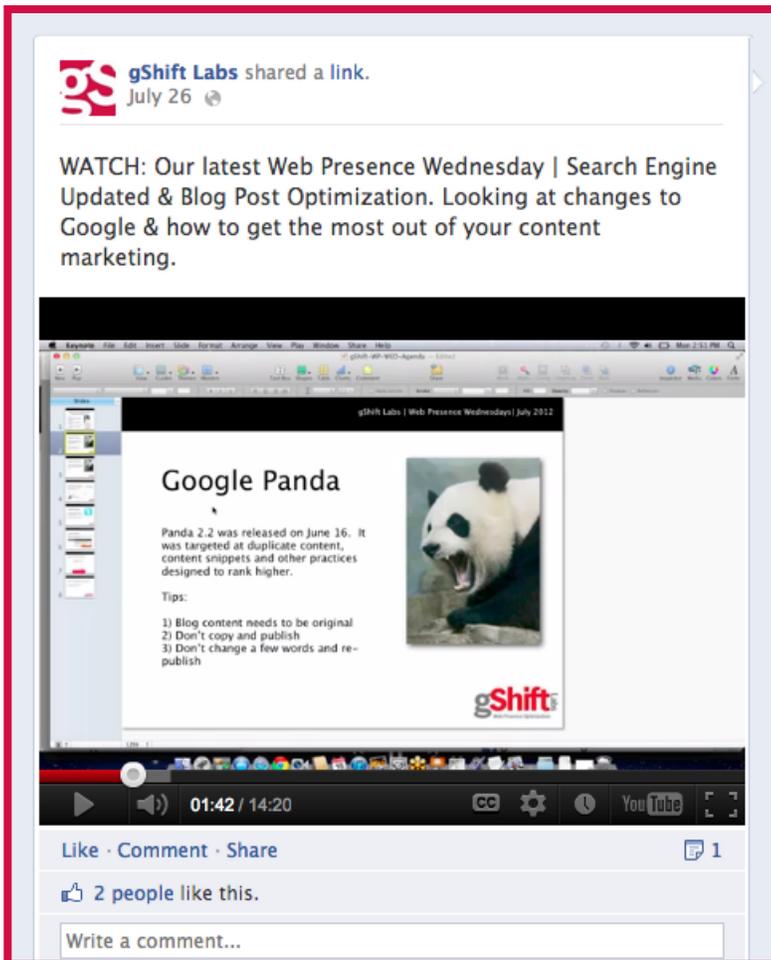
The second step to video success is to ensure that it is widely distributed.

Socialize the video on your website, blog and across as many social media networks as possible.

Use the embed code provided with the video to place it on your website and/or within a blog post. This will create a valuable way for other visitors to see the content, and can also increase your organic page results for those sites in search engines. Many of the popular blog sites, such as Blogger, WordPress and Tumblr, provide easy steps and plugins to quickly embed videos, complete with a still shot from the footage and the ability to watch it directly within the post.

Sharing video content across your networks is how social signals are created. Both Google and Bing now factor your organization's social signals into their algorithms. This means that every like, share, and retweet your content receives can provide you with added authority in the major search engines. High quality content, such as videos, can motivate people to share across their social networks, creating an amplification effect.

Facts: YouTube reports that 500 years of YouTube videos are watched on Facebook every day, while 700 videos are shared on Twitter each minute. (www.youtube.com/t/press_statistics)



Users can watch full YouTube videos from within their Facebook feed, then use traditional Facebook buttons to 'like', 'comment' or 'share' the content. This activity is then seen in the news feed of their personal network and the 'likes' and 'shares' are social signals.



One aspect of YouTube that some organizations overlook is that it is a social community within itself, and a very large one at that. Instead of just using the site to host your videos, make sure that you take a few moments each week to engage within the community. Rate and comment on other users' videos. This will also create a hyperlink from your user thumbnail and user name back to your channel.

Also, the more you engage around you, the more likely people are to rate and comment on your videos, which are both factors that impact your rankings within YouTube. Ratings, comments and likes within the site all count towards your total social signals.

Tip: To build social signals, include a like or share call to action within your video, as an annotation added to the video in YouTube, or in the video description.

3. Analyzing Your YouTube Results and ROI

The final and equally important step in optimizing your entire YouTube presence is to analyze the results of your efforts. You should be tracking how your videos are ranking, the number of views of your videos and channel, and what kind of traffic is heading from YouTube to your website. You will also want to see how much of that traffic became full conversions.

YouTube provides some indepth analytics data including traffic sources, demographics and viewer retention levels for how your videos are performing within YouTube itself. This can help to clarify who your audience actually is and how engaged they are with your videos.

Be sure to take a deeper dive and look into the keywords that are important to your business. Are you ranking within YouTube for those keywords? What kind of traffic are you receiving on your YouTube channel based on each specific keyword? You can use this data to continually optimize the content around your videos to improve your position within the search engine and gain more visibility.

Keyword	Position	Video
barrie condominiums	1	Barrie Condominiums - Nautica Amenities Update
barrie condos	1	Barrie Condominiums - Nautica Amenities Update
barrie condos waterfront	1	Barrie Condo Team - Barrie Waterfront Condo Views
barrie condo team	1	Barrie Condo Team - Barrie Waterfront Condo Views
barrie condominiums	2	Barrie Condominiums - Marina Bay Condos Update
barrie condos	2	Barrie Condo Team - Barrie Waterfront Condo Views
barrie condos waterfront	2	Early September - Barrie Condo Waterfront View

YouTube video rankings by keyword
within gShift's Web Presence Optimizer™



Conclusion

With the growing popularity and authority that YouTube has shown within the world of social marketing, it can be a valuable addition to any organization's online strategy. However, as with anything else in business, if you are going to take the time to do it, make sure you do it right.

Taking the time to optimize both your videos and your channel can help to increase your visibility on YouTube itself.

Likewise, socializing that video content can have a significant impact on the reach you have with your message.

Continually analyzing your results to understand what is working and where opportunities are will pay off in the organic search engine results over the long term.



About gShift Labs

gShift Labs provides Web Presence Optimization Software giving SMBs and agencies control over their organic search campaigns. Companies across North America are achieving top organic rankings in search engines using gShift's Web Presence Optimizer™ (WPO), which simplifies, demystifies and standardizes the way a website gets found on the internet. Organizations of all sizes benefit by reducing the time and resources required to analyze and improve organic search optimization.

For more information, please contact us at [1-866-743-5960](tel:1-866-743-5960) or sales@gShiftLabs.com.