

Day-06-SEO-Optimisation

Why SEO Still Matters

Let's be real — the word “SEO” might sound boring or outdated to some new creators. But if you're serious about growing on YouTube, you can't ignore it. Here's the deal: **YouTube is the world's second-largest search engine, right behind Google.** Millions of people use the search bar every single day to find tutorials, reviews, advice, and entertainment. If you can show up when they search, you don't just get views — you get **high-quality views from people actively looking for your content.**

But SEO on YouTube isn't just about search anymore. It also helps your videos show up in **Suggested Videos** — that sidebar or feed where YouTube recommends videos while people are watching something else. This is where **the real magic happens**, because Suggested is where viral videos are born.

So, how does YouTube decide which videos to show in search and suggested? It's a mix of things like **your title, description, tags, watch time, click-through rate (CTR), and engagement (likes, comments, and shares).** In short: if YouTube knows what your video is about — and sees that people actually enjoy watching it — it will push that video to **more and more people.** That's why **optimizing before and after you hit upload is so important.**

The Perfect SEO Workflow

Before you even think about uploading, you want to **set your video up for success.** It starts with **researching your topic.** Open YouTube and type in the keyword you're thinking about using (like “CapCut editing tricks” or “how to boost retention”). Pay attention to the **autocomplete suggestions** — these are **exactly what people are searching for.**

You can also check out tools like **TubeBuddy** or **VidIQ** to get extra data, like search volume (how many people are searching) and competition (how hard it is to rank). Pro tip: **spy on your competitors** too — see which keywords they're using in their titles, tags, and descriptions. This isn't about copying — it's about understanding **what already works** in your niche.

Once you have your keyword, **rename your video file to include it.** It's a small SEO boost, but every bit helps. Example: instead of `video1.mp4`, name it `how-to-edit-for-retention.mp4`.

Description Done The Right Way

If you think no one reads descriptions, think again — **YouTube's algorithm reads every single word**. In fact, the description is where you can **stuff in extra context and keywords** that you couldn't fit into the title naturally.

The first **two lines** of your description are the **most important real estate**. Why? Because these are the only lines people can see **without clicking "More"**. That's why it is recommend to use:

Line 1: A clear, keyword-packed sentence describing your video, written in natural language (don't just keyword-stuff). Example:

"In this video, I'm sharing the best CapCut editing tricks to help you boost your YouTube retention and grow faster."

Line 2: A direct **call to action** (CTA) or monetisation link. This is where you can plug your service, product, affiliate link, or even your next video. Example:

"🔥 Need help editing? I'll edit your video for \$37 — check the link below!"

After those two lines, fill out the rest of the description like this:

- **A short paragraph expanding on what the video covers** — use variations of your keywords naturally.
- **A link to a related video** — this helps YouTube connect your content and boosts session watch time (which YouTube loves).
- **Your affiliate or product links** — gear lists, software recommendations, or any offers you want to promote.
- **A "More About This Video" section** — this is another great spot to reinforce your keywords.
- **Your social links** — invite people to follow you outside of YouTube.
- **A comment prompt** — ask a question to encourage comments (engagement is an SEO boost).
- **Hashtags** — 2 to 3 relevant hashtags (YouTube displays these above your title).
- **Timestamps/Chapters** — if your video is a tutorial, these help with both user experience and SEO.
- **Affiliate Disclosure** — if you use affiliate links (especially Amazon), you legally need to disclose that somewhere in the description.

Uploading Like A Pro

Once your description is ready, it's time to upload – but there are still a few **critical steps** to nail. First, make sure your **tags** are filled out. Tags aren't as powerful as they used to be, but they **still help YouTube understand your video faster**. Focus on:

- Your **main keyword**.
- Natural variations (e.g., "CapCut editing tips," "how to edit for YouTube retention").
- **Your channel name** – this helps your videos show up in the suggested feed next to each other.

Next, **your thumbnail and title need to work together**. If your title says “5 Editing Tricks for Retention,” your thumbnail could show a **before and after screenshot**, or something like “Mistake #3 is Killing Your Watch Time!” Avoid just repeating your title on the thumbnail – instead, create a **visual teaser**.

(Use your already crafted Titles and Thumbnails)

Before you hit publish, go to **Settings > Upload Defaults** in YouTube Studio and set up a **default description template**. This automatically loads your description format (affiliate links, social links, etc.) every time you upload – saving time and ensuring you never forget these key details.

Finally, schedule your video for the **best time for your audience**. If you already have viewers, check the “**When Your Viewers Are Online**” graph in YouTube Studio (under Analytics > Audience). If you're new and don't have data yet, evenings (5-8pm) tend to work best for **general audiences**, and mornings (9-11am) are better for **educational content**.

If you are having trouble writing the SEO optimised video descriptions, I can do it for you. Reach out to me → JAGAT@2WEEKS2VIDEOS.COM and just say "I need help with my description"

IMPORTANT! After You Publish

The work doesn't end when you hit publish. The **first 24 hours** are crucial for sending strong signals to YouTube that your video is worth promoting. Here's your **post-publish checklist**:

- **Reply to every comment** (engagement boost).
- **Pin a comment** linking to a related video (internal traffic boost).
- **Remind people to watch till the end** – tease a surprise, bonus tip, or free resource to keep them watching longer.

- **Share your video everywhere** — Instagram Stories, Twitter, Facebook groups, Reddit threads, Discord servers — anywhere your audience hangs out.
- **Check your retention graph** — if you see a big drop-off point, review what happens there. Did you ramble? Was the hook weak? Use this data to improve your next video.
- After 2-3 days, if your video isn't performing well, **test a new thumbnail and/or title** to give it a second chance.

Finally, make sure your new video gets added to **relevant playlists**. Playlists themselves **can rank in search**, and they also encourage viewers to binge your content — which tells YouTube your channel is valuable.

If you take one thing away from this, it's this: **YouTube SEO isn't about hacking the algorithm. It's about helping YouTube understand exactly who your video is for — and then proving that those people actually enjoy watching it.** When you make the algorithm's job easier, **YouTube works for you, not against you.**
