

# The Ultimate YouTube SEO Toolkit





This toolkit has everything you need to know about **video SEO**.

So if you want to rank your videos on **YouTube** and **Google**, you're in the right place.

Keep reading...

## About the Author

Share



*Brian*

I'm Brian Dean.

My first YouTube channel was a complete disaster.

I consistently uploaded high-quality videos...but no one watched them. (In fact, each of my videos averaged **only 27 total views**).

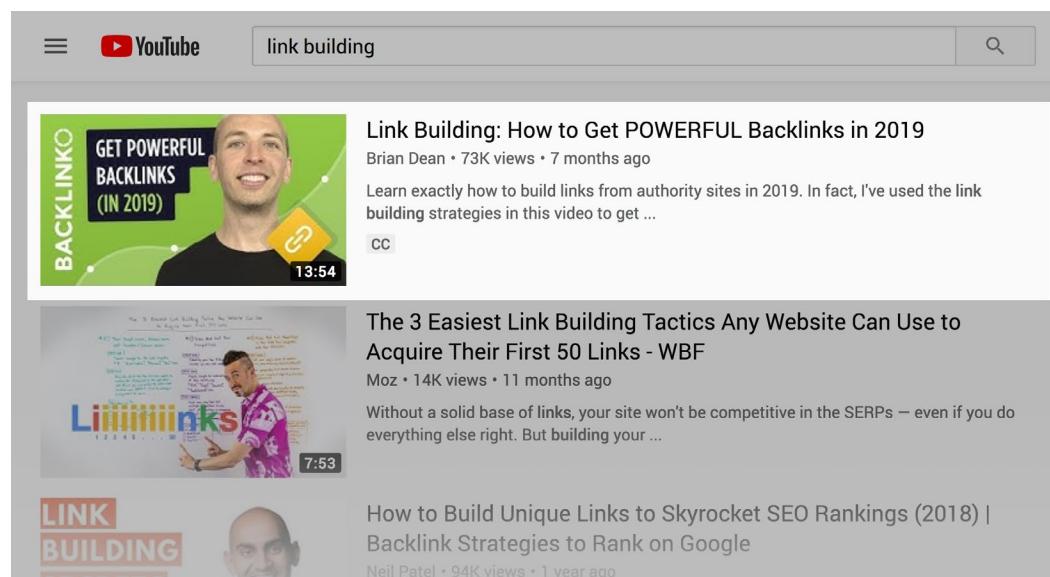
Yikes.

That's when I decided to take YouTube SEO seriously.

Today, I rank for some of the most competitive keywords on YouTube, like "YouTube SEO"...

The screenshot shows the YouTube search results for the query "YouTube SEO". The top result is a video titled "Video SEO - How to Rank #1 in YouTube (Fast!)" by Brian Dean, which has 718K views and was uploaded 2 years ago. The video description states: "This video will show you everything you need to know about video SEO. Specifically, you'll learn how to optimize your videos ...". Below this, there are two more video thumbnails: one for "YouTube Video SEO - How to Rank #1 in YouTube (Fast!)" by ImminentHD (1.7K views, 1 week ago) and another for "YouTube SEO & Video SEO - How to Rank Videos On YouTube (Fast!) | You'll Learn To Rank Videos (YouTube Rankings) This ..." by Brian Dean (191K views, 1 year ago). At the bottom of the screenshot, there is a watermark for "BACKLINKO".

...and “link building”:



And today I'm going to show you exactly how I did it (step-by-step).

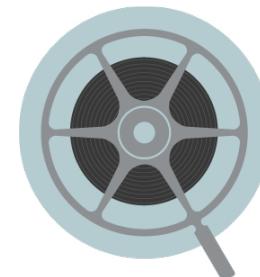
# Contents



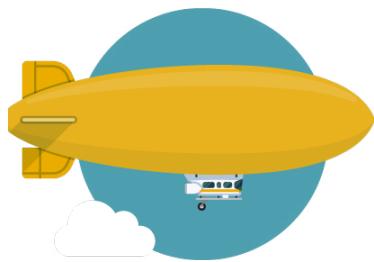
CHAPTER 1  
**Video Keyword  
Research**



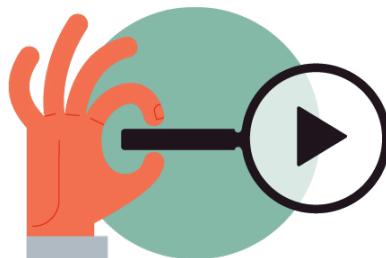
CHAPTER 2  
**Create Awesome  
Videos**



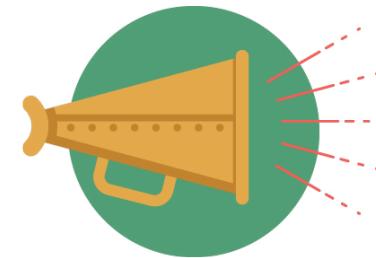
CHAPTER 3  
**Video  
Optimization**



CHAPTER 4  
**Channel  
Authority**



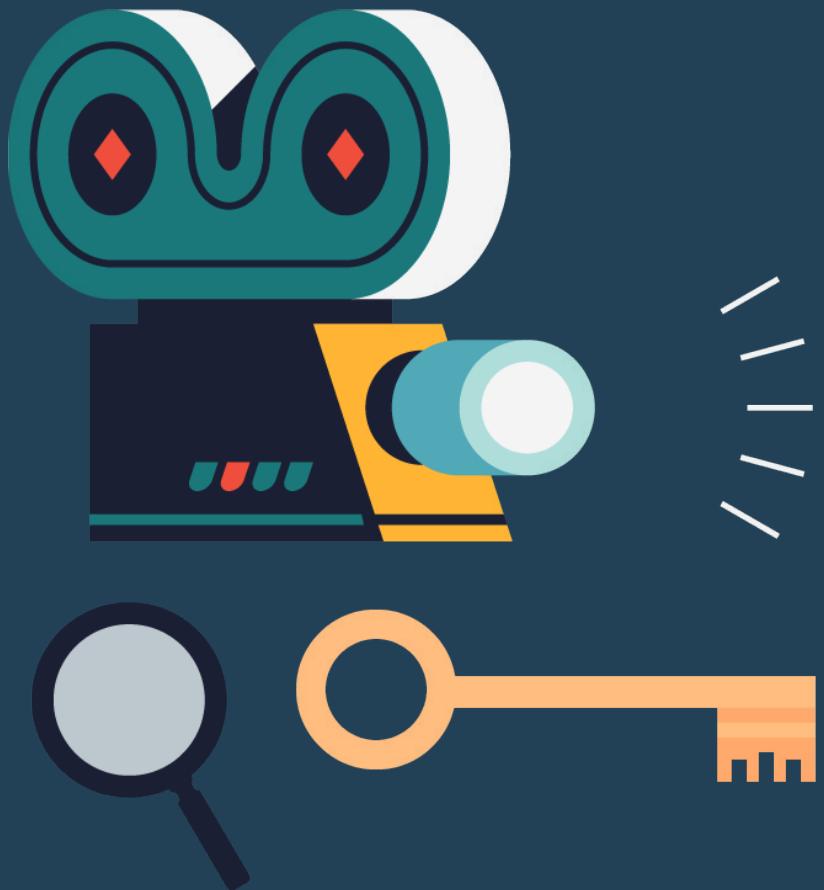
CHAPTER 5  
**Ranking Videos  
in Google**



CHAPTER 6  
**Video Promotion  
Strategies**

# Chapter 1

# Video Keyword Research





Keyword research for videos is  
**completely different** than for text-based blog posts.

Why?

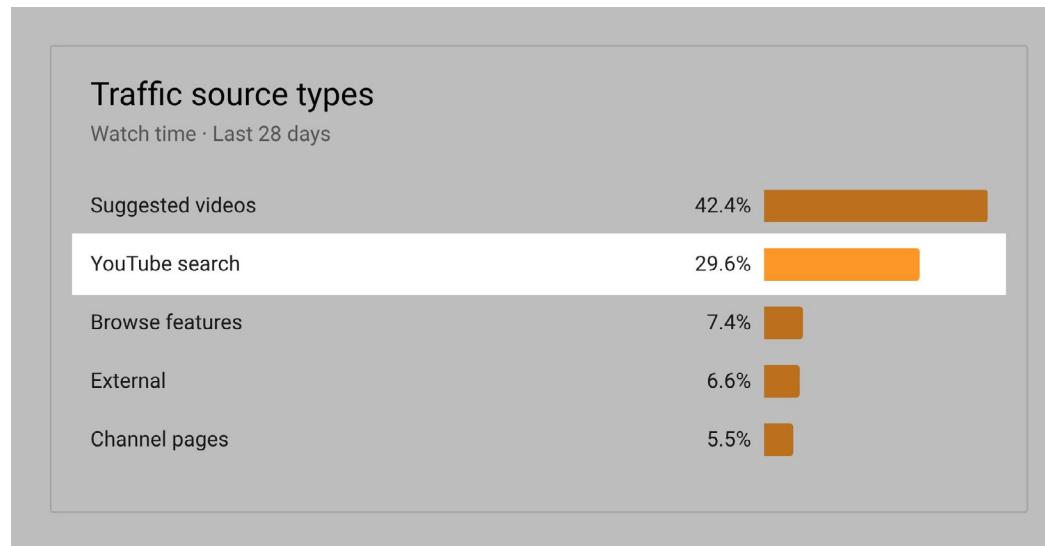
Two reasons:



## Reason #1: Most of your views come from YouTube suggesting your video to their users.

(Not from search engines)

Yes, you should optimize your videos for YouTube and Google search. But most people only get around 15-25% of their video traffic from search.



The rest come from suggested videos and “browse features”. I’ll show you how to optimize for these features later in this toolkit.

## Reason #2: People use Google and YouTube in completely different ways.



A keyword that gets 100k monthly searches in Google (like “life insurance”) may get only 50 in YouTube.

On the other hand, a keyword that gets a bazillion searches in YouTube (like “cute cats”), will get significantly less in Google.

(That said, tons of people search for cute cats on any platform. It’s the internet after all)

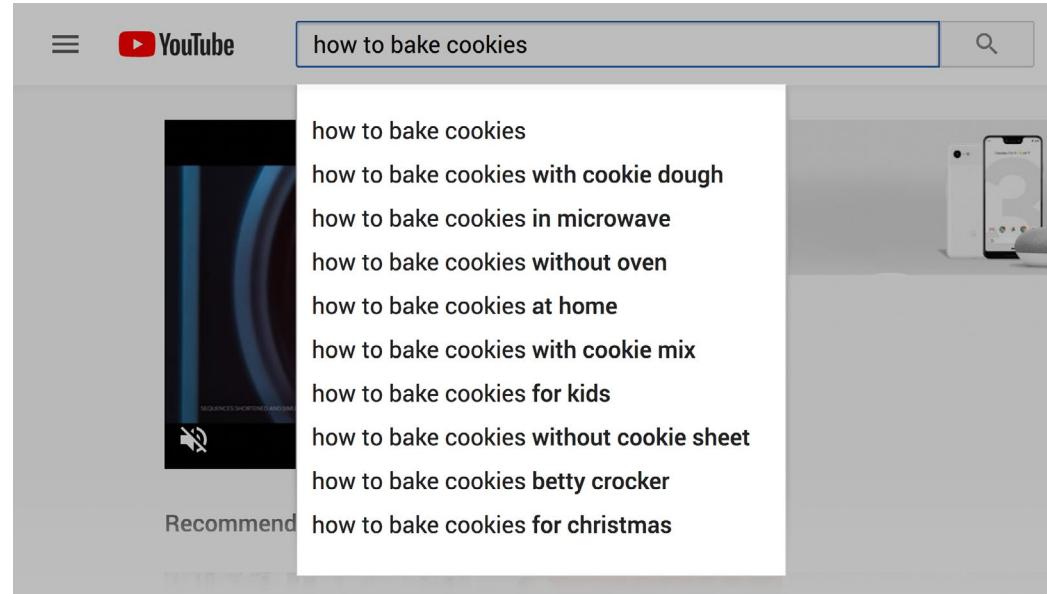
Now it’s time for me to show you my 5 favorite video keyword research techniques.

# YouTube Suggest

[Share](#)

This works just like Google Suggest.

Type a keyword into the search field. Get a list of suggestions:

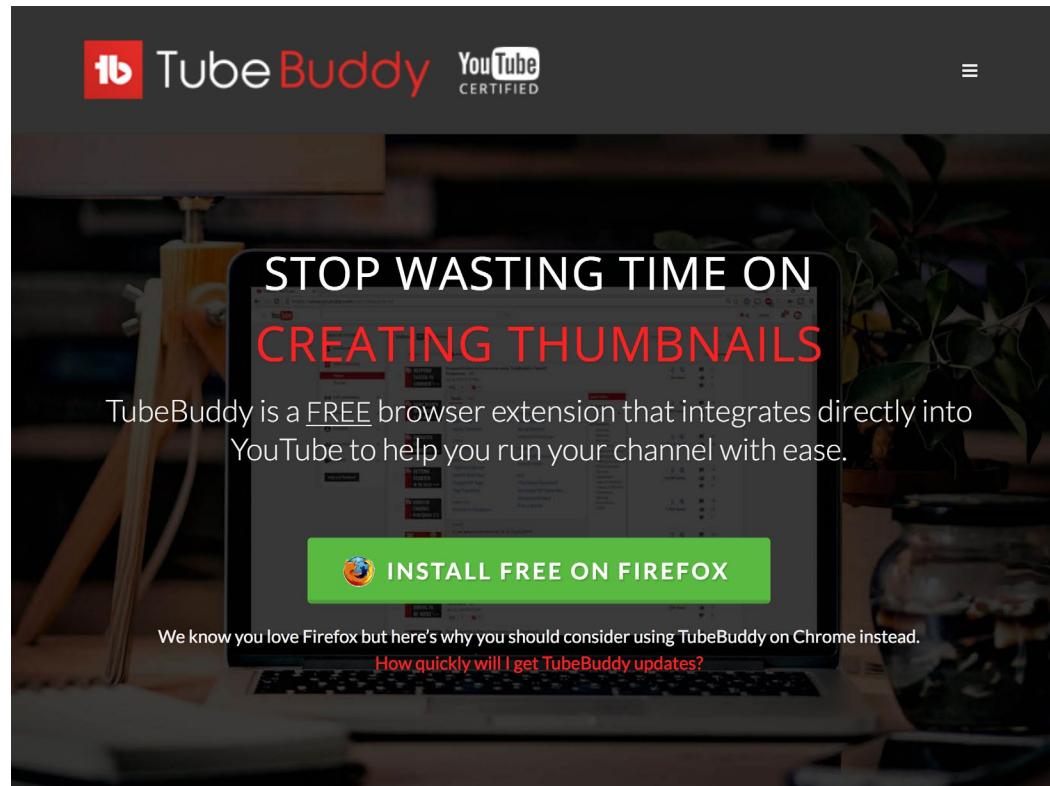


Don't underestimate the power of this technique. YouTube is literally telling you the exact keywords people search for. **HUGE.**

## TubeBuddy Tags

This nifty (free) extension show you the exact tags your competitors use for their videos.

First, install the extension on your Google Chrome browser:



Then head over to a competitor's video. Click the “tags” tab:

PERFECT Easy Chocolate Chip Cookies Recipe

5,331,228 views

BakeLikeAPro  
Published on Sep 15, 2014

SUBSCRIBE 454K

PERFECT Easy Chocolate Chip Cookies Recipe

Easy ! Chocolate Chip Cookies Recipe !

SHOW MORE

**Videolytics**

**SUMMARY**

<b>5.33M</b> Total Views	<b>3.17K</b> Comments	<b>36.0K</b> Likes
		<b>2.54K</b> Dislikes

**TAGS**

- cookie (type of dish)
- chocolate chip cookie (dish)
- chocolate (food)
- chocolate chip (food)
- cake
- cookies 5
- easy chocolate chip cookie recipe 2
- perfect chocolate chip cookie recipe 13
- best chocolate chip cookies 16
- cooking (interest)
- recipe (website category)

This will show you that video's tags:

**Videolytics**

**SUMMARY**

<b>5.33M</b> Total Views	<b>3.17K</b> Comments	<b>36.0K</b> Likes
		<b>2.54K</b> Dislikes

**TAGS**

- cookie (type of dish)
- chocolate chip cookie (dish)
- chocolate (food)
- chocolate chip (food)
- cake
- cookies 5
- easy chocolate chip cookie recipe 2
- perfect chocolate chip cookie recipe 13
- best chocolate chip cookies 16
- cooking (interest)
- recipe (website category)

Also, the green numbers show you where that video ranks for those terms in YouTube search:



So if you find a poorly-optimized video that ranks for a keyword, add it to your list.

You can probably outrank that video by publishing a high-quality, keyword-optimized video (I'll show you exactly how to optimize your videos in Chapter 3).



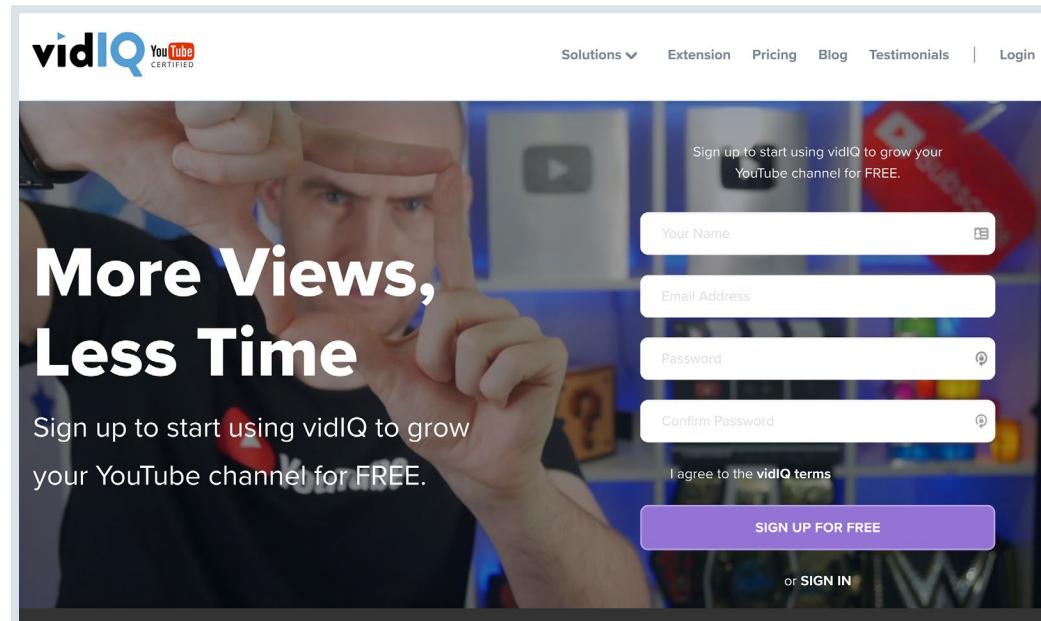
## VidIQ Keyword Search

[Share](#)

VidIQ is a powerful freemium tool that with a focus on YouTube keyword research. And it's one of my favorite ways to uncover amazing keyword and topic ideas for my videos.

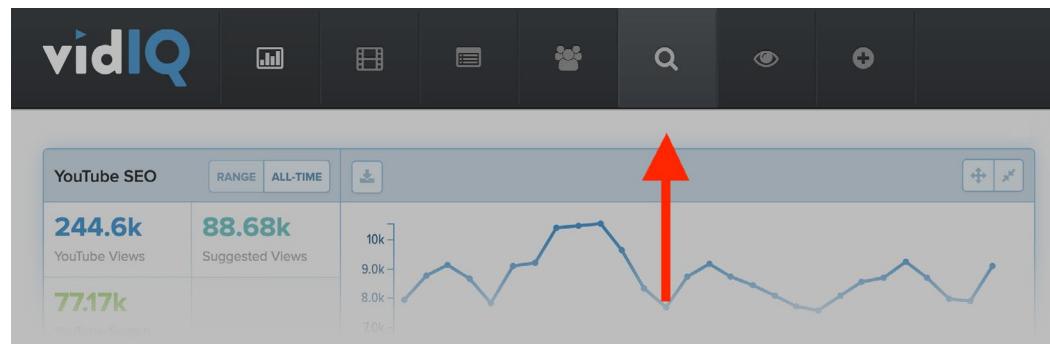
Here's how to use it:

**#1:** First, head over to the site and sign up.

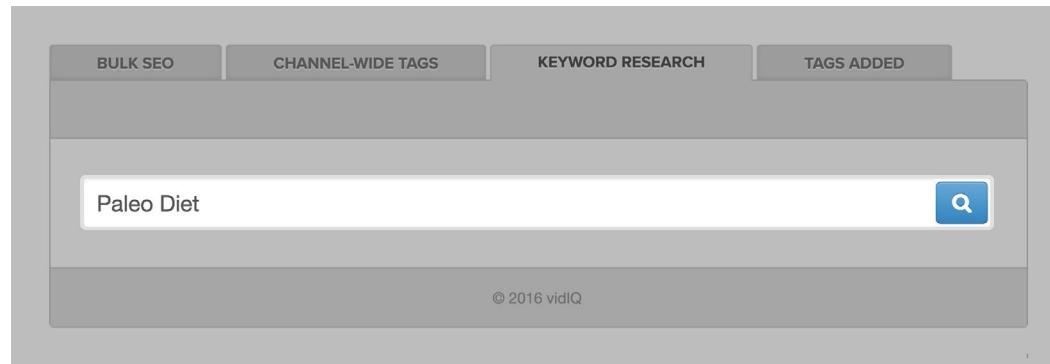


#2: Login and click on “SEO” in the top navigation.

Share



#3: Then, enter a keyword into it:



**#4:** Boom! You get a list of keyword ideas. And helpful info to help you uncover low-competition, high-volume terms.

Share



Related Keywords	Related Score	Search Volume	Search Score	Competition Score	Overall Score	Number of Words
paleo	22	1,875,000	96	33.1	81.45	1
diet	15.1	15,000,000	100	79.1	60.45	1
weight loss	13.01	15,000,000	100	89.62	55.19	2
paleolithic diet	10.8	72,000	24	30.54	46.73	2
nutrition	8.5	1,875,000	96	50.51	72.74	1
health	7.7	5,000,000	98.5	69.18	64.66	1
the paleo diet	7.35	34,500	11.5	33.7	38.9	3
dieting	7.25	1,875,000	96	63.32	66.34	1
ketogenic diet	7.2	789,474	90.5	59.58	65.46	2
low carb	6.9	3,750,000	98	46.82	75.59	2
keto diet	6.3	7,500,000	99	54.94	72.03	2
paleo diet explained	5.6	170,455	56	34.04	60.98	3
fat loss	5.4	1,875,000	96	86.55	54.72	2
lose weight	4.8	15,000,000	99.5	82.29	58.61	2
how to lose weight	4.55	7,500,000	99	86.61	56.19	4
what is paleo diet	4.55	97,500	92.5	95.93	48.28	4

# YT Cockpit

[Share](#)


YTCockpit is one of the few keyword research tools on the market designed specifically for YouTube.

**#1:** To use it, enter a seed keyword into the tool:

Seed

Save and close

Add a New Keyword Phrase

Keyword Phrase: video seo

or

Website: [empty]

Countries and languages

Language: English

Location: All Countries and Territories

Name and Tag

Name: [empty]

Icon: [key, globe, camera, document, file, folder]

YouTube Suggest Synonyms

Automatically:  append  
 prepend  
 add between words

Characters:  Space  
 0-9  
 a-z  
 äößü (Deutsch)  
 àâçéèêëñòùû (Français)  
 ñáíóúüéí (Spanish)  
 óòàáèéííùú (Italien)

Google Adwords Synonyms

Google Suggest Synonyms

Google Related Searches Synonyms

**#2:** YT Cockpit will show you a slew of keyword suggestions...and important metrics for each keyword.



Like any keyword research tool worth its salt, YT Cockpit shows you basic information for each keyword suggestion (like search volume and CPC).

Score	Phrase	AdWords			AVG Views
		Monthly Searches...	CPC	HD Videos	
█	video seo	4,400	\$0.59	134,490	
█	youtube video seo	1,000	\$1.86	112,148	
█	video marketing seo	590	\$12.12	66,085	
█	video seo expert	320	\$10.82	69,184	
█	yoast video seo	210	\$1.44	38,966	
█	seo ha joon video twitter	210	\$0.00	354,258	
█	video seo services	170	\$7.62	51,643	
█	video seo 2018	140	\$2.28	143,808	
█	video seo company	70	\$9.03	49,533	
█	what is video seo	70	\$0.00	101,794	
█	seo video youtube 2018	50	\$0.38	98,541	
█	cách seo video lên top	40	\$0.12	23,431	
█	video seo tool	40	\$4.54	73,463	
█	hướng dẫn seo video youtube	30	\$0.21	26,264	
█	video seo tips	30	\$0.00	135,362	

(It's important to note that "Monthly Searches" in YT Cockpit represent the amount of Google searches. So yeah, it's not 100% accurate. But these numbers give you a rough idea of the interest people have on that topic).

**#3:** But what I REALLY like about this tool is that it sizes up the competition in YouTube.



YTCoopkit shows you the average video length, number of likes and amount of comments for each video that ranks for a given keyword:

HD Videos	AVG Views	AVG Likes	AVG Duration	AVG Vide...	AVG Views
	102,155	3,252	00:13:35	240	15,811,328
	111,139	3,921	00:11:48	207	21,265,330
	64,532	2,006	00:18:40	242	5,402,052
	68,924	1,992	00:11:03	224	2,715,937
	153,182	1,190	00:04:24	5,791	490,958,476
	19,907	412	00:25:50	299	3,552,638
	51,616	1,926	00:12:29	242	52,343,541
	139,441	3,766	00:14:09	275	12,553,122
	90,561	2,793	00:10:06	306	8,918,502
	16,413	137	00:09:29	103	645,814
	89,713	3,144	00:11:57	426	62,444,428
	86,871	2,822	00:20:52	291	11,566,314
	39,302	896	00:21:14	202	6,422,652
	86,828	2,755	00:08:53	247	7,591,757
	114,826	1,002	00:13:16	352	252,857,142

**#4:** And if you click on a keyword suggestion, they'll show you a detailed breakdown of the YouTube SERP:

Score	Phrase	AdWords	YouTube			
			Monthly Searches	CPC	HD Videos	Avg Views
	video seo	4,400	\$0.59	102,155	3,252	

YouTube										
Th...	Title	Category	Duration	SD or HD	Views	Likes	Dislikes	Comments	Published	...
	Vid...	Howto & Sty...	00:10:57	hd	703,322	23,148	1,085	2,750	30.11.2016 ...	
	YO...	Entertainme...	00:14:24	hd	50,354	2,048	207	305	14.06.2018 ...	
	Yo...	Howto & Sty...	00:15:14	hd	185,102	8,385	145	1,914	06.12.2017 ...	
	Vid...	Education	01:02:57	hd	804	52	2	17	03.10.2018 ...	
	VID...	Entertainme...	00:13:51	hd	56,101	2,488	86	2,096	10.10.2017 ...	
	Yo...	Howto & Sty...	00:05:07	hd	84,108	1,208	119	344	26.12.2017 ...	
	Yo...	Education	00:11:03	hd	128,153	6,931	404	968	13.05.2017 ...	
	A Y...	Howto & Sty...	00:14:06	hd	5,194	171	14	45	26.11.2018 ...	
	Th...	Science & T...	00:04:34	hd	27,868	547	40	154	18.12.2013 ...	
	Ho...	Film & Anim...	00:06:34	hd	87,723	3,306	138	869	13.07.2017 ...	
	Yo...	People & Bl...	00:08:32	hd	4,694	362	10	216	17.10.2018 ...	

Why is this helpful?

If you see that the first page is packed with massively successful videos, you probably want to scratch that keyword off of your list.

(It takes A LOT of time and energy to make a video. And don't want to create a video that's going to get buried.)

This competition analysis feature helps you avoid this pesky problem.

# YouTube Studio Stats

[Share](#)


I saved the best for last.

If your channel has at least some traction, [YouTube Studio](#) will be your BEST source of awesome keywords.

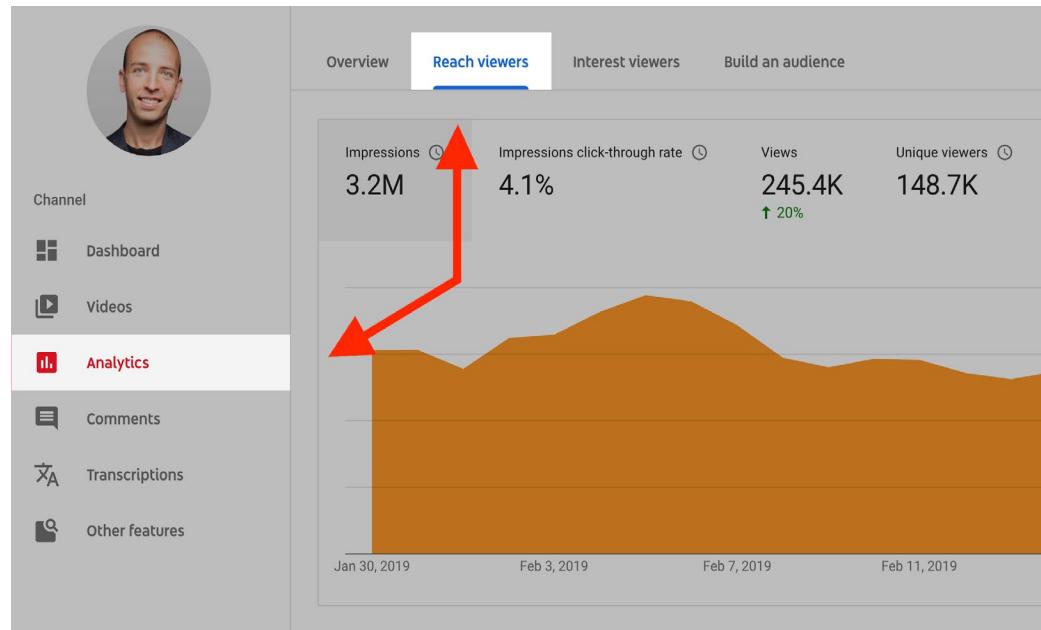
Why? Because YouTube Studio shows you keywords that you already rank for.

Let me show you how it's done:

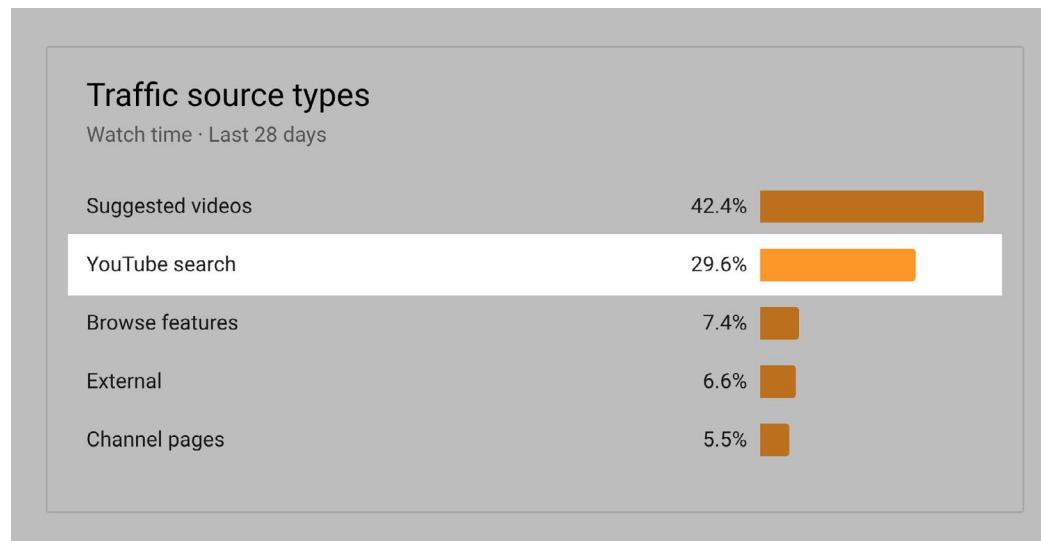
**#1:** First, head over to your YouTube Studio dashboard.

The screenshot shows the YouTube Studio dashboard for a channel named "BACKLINKO". The left sidebar includes links for Channel, Dashboard (which is selected), Videos, Analytics, Comments, Transcriptions, and Other features. The main content area features a large banner for "GET MORE VIEWS (2019)" with a video thumbnail for "How to Get More Views on YouTube – NEW Strategy for 2019". Below the banner, a section titled "Channel analytics" displays current subscribers at 195,685 (+9,177 in last 28 days). It also shows "Last 28 days" statistics: Watch time (min) 1.3M (↑ 21%), Views 245.4K (↑ 20%). A "Top videos" section lists three videos with their views: "How to Get More Views on YouTube – NEW Strategy for ..." (2.8K), "Video SEO - How to Rank #1 in YouTube (Fast!)" (2.5K), and "How to Get More YouTube Subscribers in 2019" (2.0K).

## #2: Click “Analytics” and “Reach Viewers”:



## #3: Click on “Traffic Source: YouTube Search”.



## #4: Voila! You can see all of the keywords that you rank for:

[Share](#)


Traffic source > YouTube search	Views	Average view duration	Watch time (minutes)
<input type="checkbox"/> Total	77,166 100.0%	4:51	374,691 100.0%
<input checked="" type="checkbox"/> how to get more views on youtube	7,329 9.5%	5:06	37,385 10.0%
<input checked="" type="checkbox"/> how to get views on youtube	7,800 10.1%	4:37	36,099 9.6%
<input checked="" type="checkbox"/> youtube seo	1,751 2.3%	6:18	11,048 2.9%
<input checked="" type="checkbox"/> brian dean	1,006 1.3%	4:36	4,629 1.2%
<input checked="" type="checkbox"/> seo	991 1.3%	4:18	4,269 1.1%
<input type="checkbox"/> backlinko	883 1.1%	4:28	3,945 1.1%
<input type="checkbox"/> how to get more subscribers on youtube	1,035 1.3%	3:33	3,675 1.0%
<input type="checkbox"/> seo tutorial	683 0.9%	5:19	3,640 1.0%
<input type="checkbox"/> how to get more views	657 0.9%	4:42	3,098 0.8%
<input type="checkbox"/> seo youtube	557 0.7%	5:32	3,088 0.8%
<input type="checkbox"/> how to get youtube views	555 0.7%	5:14	2,912 0.8%
<input type="checkbox"/> keyword research	490 0.6%	5:40	2,779 0.7%
<input type="checkbox"/> how to get views	578 0.7%	4:18	2,488 0.7%
<input type="checkbox"/> get more views on youtube	374 0.5%	5:51	2,188 0.6%
<input type="checkbox"/> how to get subscribers on youtube fast	698 0.9%	2:48	1,965 0.5%
<input type="checkbox"/> how to increase views on youtube	327 0.4%	5:57	1,947 0.5%

You can do two things with the keywords that you find on this list...

## Thing #1: Optimize an Existing Video Around That Keyword

[Share](#)

If you have a video that ranks for a keyword — but it's not well optimized for that specific keyword — optimize your video for that term.

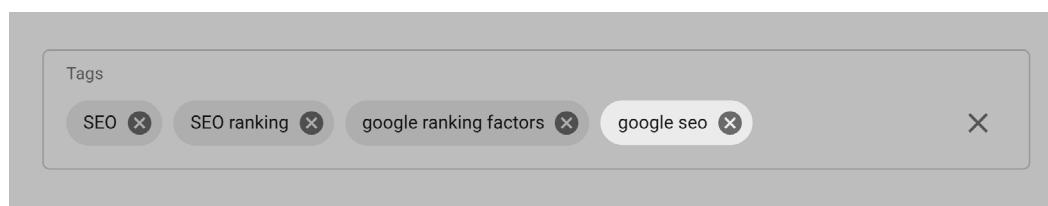
With some video on-page SEO, you can usually blast your way to the top of the search results.

For example, this video of mine ranks #7 for “Google SEO”



But this video isn't well optimized around that keyword.

**#1:** So all I'd need to do is add that term as a tag...



**#2:** ...and mention it in my video description. Simple yet effective.

Description [?](#)  
If you want to rank in Google today, there's a new SEO ranking factor to pay attention to.  
  
And if you optimize for this factor you can find yourself with higher rankings.  
  
And if you ignore it?  
  
Well let's just say you're missing out on A TON of high-quality traffic.  
  
So check out the video to learn more about this increasingly-important SEO ranking factor.  
  
Here's some other cool stuff you'll learn in today's video:  
  

- The simple process you can use to get higher Google rankings...without backlinks (yes, really)
- How the "APP Formula" makes users (and Google) love your content
- The simple trick I use to increase the perceived value of my content by at least 2x.
- How to succeed with Google SEO in 2019

  
If you're looking to get more actionable SEO videos like this one, make sure to subscribe to my YouTube channel right here: [http://www.youtube.com/subscription\\_center?add\\_user=backlinko](http://www.youtube.com/subscription_center?add_user=backlinko)

## Thing #2: Create a New Video For That Keyword

Share



This is pretty straightforward:

Instead of optimizing an old video around a keyword, create a whole new video.

This way, your video is laser-targeted for that keyword. Which means it's likely to rank better than a video that's only partially optimized around that term

OK, so you have a list of keywords in-hand. Nice work.

What's next?

It's time to create an awesome video. And that's exactly what I'll show you how to do in Chapter 2.

## Chapter 2

# Create Awesome Videos



If you want to rank in YouTube, your videos need to be awesome.

Share



The question is:

What does “awesome” actually mean?

A video that’s “awesome” to me might make you want to toss your laptop out the window.

Well in the world of YouTube, “awesome” is measured by a few key metrics, like:

- Session Time
- Watch Time
- Audience Retention
- Engagement
- CTR

And when you create videos with these YouTube ranking factors in mind, you can find yourself sitting pretty at the top of the search results.

With that, it’s time for me to break down each of these ranking signals...

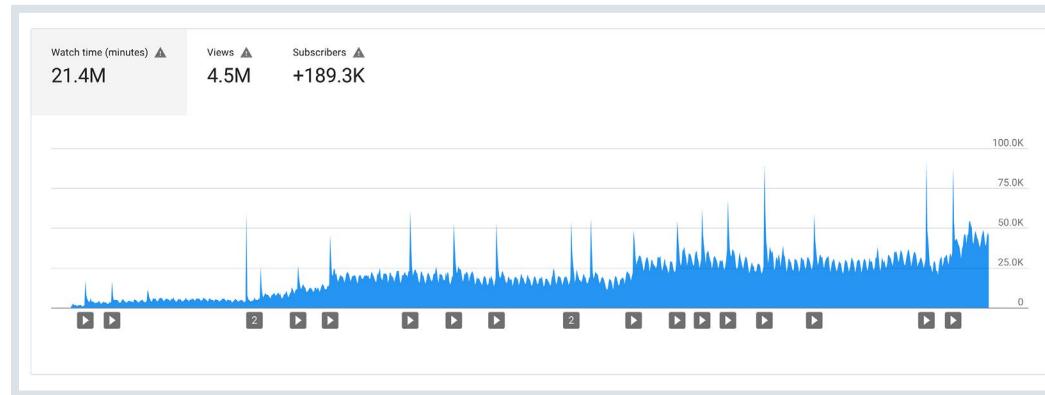
## Total Watch Time

Total Watch Time is likely YouTube's #1 ranking factor.

What is Total Watch Time?

Total Watch Time (TWT) is the amount of watch time minutes that your video accrues.

You can see this metric in YouTube Studio:



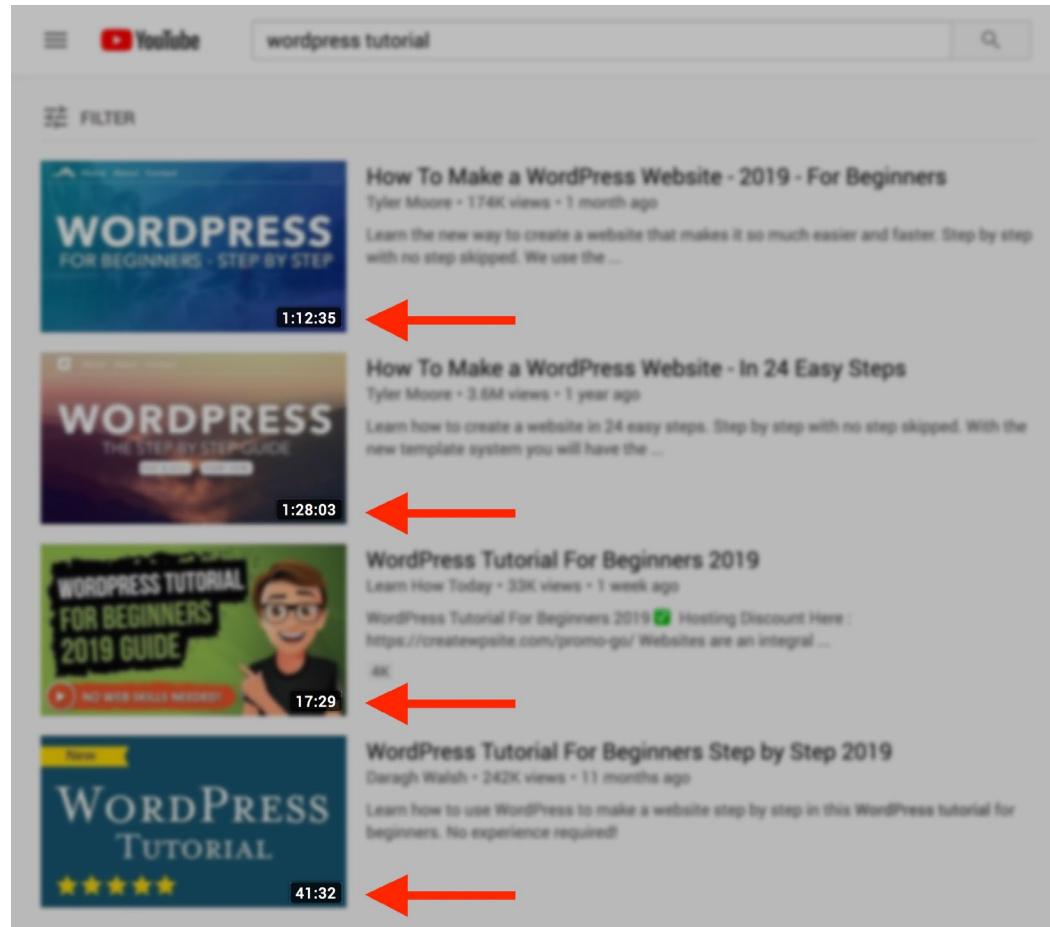
How can you optimize for TWT?

## First, create long videos.

Let's say you publish two videos:

Video A is 12 minutes. Video B is 4 minutes. And on average, people watch about 40% of each video. At the end of the day, Video A will have 3x the watch time of video B!

In fact, if you look at the results for competitive keywords, you'll notice that the top-ranking videos are pretty darn long:



## Second, create videos that maximize audience retention.

Share



I'll show you how to do that right now.

## Audience Retention

YouTube's other big "on video" ranking signal is audience retention.

Audience retention is the amount of your video (as a percentage) that people watch.



Obviously, the more of your video people watch, the better.

# Focus On The First 15 Seconds

[Share](#)

The first 15 seconds of your video is HUGE.

In fact, [YouTube recommends](#) focusing on this critical part of your video.

**View by types of audience retention**

Use the options above the graph to view Absolute audience retention or relative audience retention. Learn what each of the reports show by clicking below.

**Absolute audience retention**

Use this report to see what parts of the video are most popular. The absolute audience retention curve shows the number of views for every moment of a video as a percentage of the total number of video views.

**Tip:** Pay close attention to the first 15 seconds of every video — that's when viewers are most likely to drop-off.

**Relative audience retention**

**Note:** The audience retention graph is based on world-wide data even if you've selected to see data for a specific location.

## Why?

Because their data has found that if you hook someone in the first 15 seconds, you've hooked them for good.

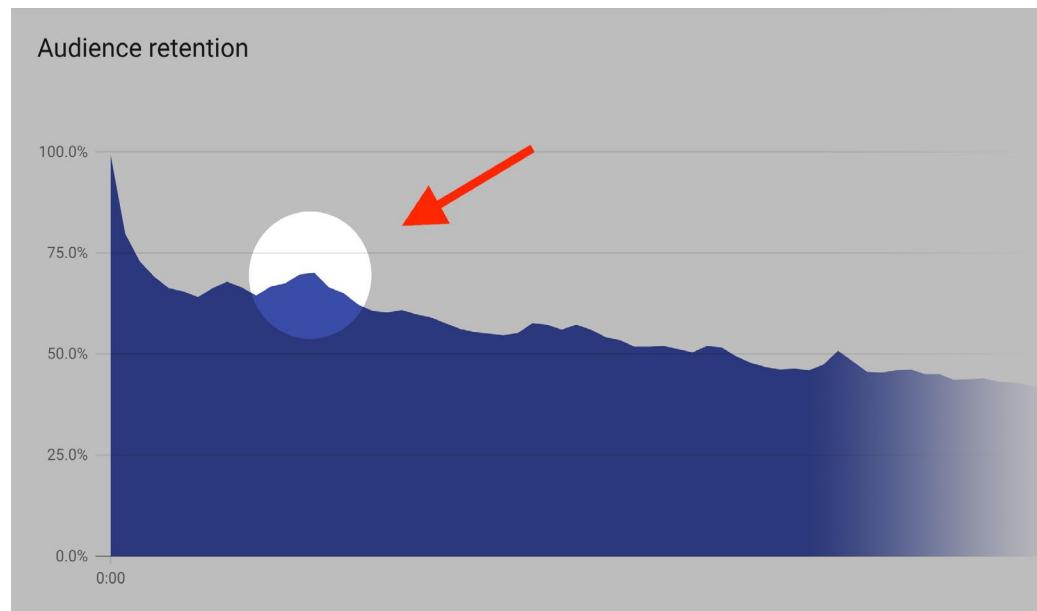
(The opposite is also true. If you lose someone in the first 15 seconds, they're not going to stick around).

## Look For Peaks and Valleys

[Share](#)

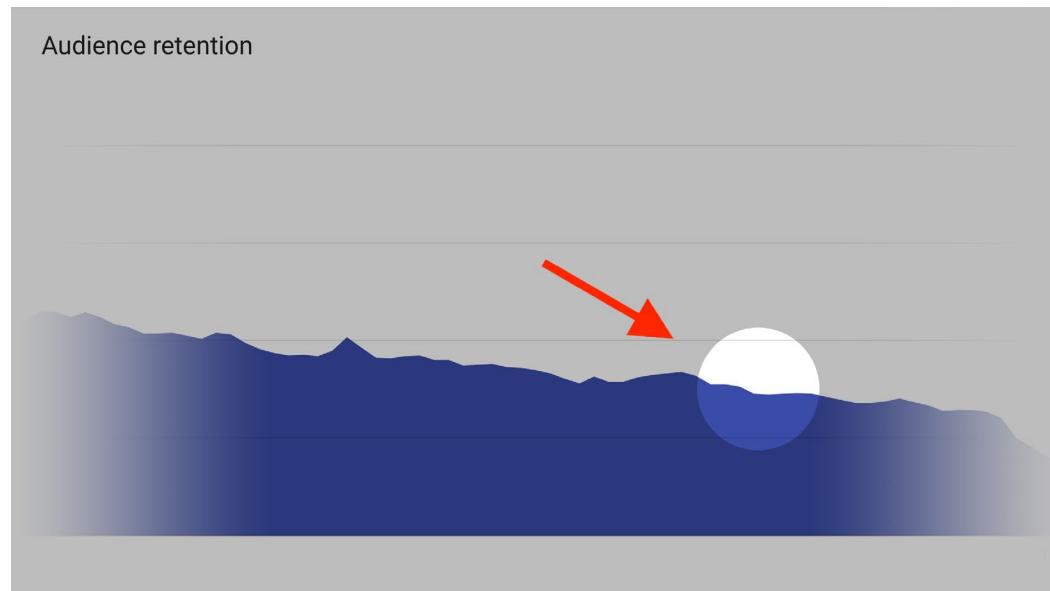
Spend a few minutes checking out the audience retention reports for your videos.

Specifically, look for spots where audience retention peaks...



...and drops:

Share



Then, in future videos, double down on what works. And eliminate elements of your video that's making people click away.

## Use “Pattern Interrupts”

[Share](#)

Pattern interrupts are moments in your video where you change things up.

And sprinkling in one or two Pattern Interrupts per video can make a BIG difference in your audience retention.

I always add 1-2 pattern interrupts per video (usually me doing something silly):

These brief funny moments reset people's attention. And instead of clicking away, they keep watching.



## Session Watch Time

Share



Session Watch Time is YouTube's "uber metric".

It's basically how long viewers spend on YouTube's platform after seeing your video.

When YouTube confirmed this ranking factor they stated:

"As with previous optimizations to our discovery features, this should benefit your channel if your videos drive more viewing time across YouTube."

In other words: "We reward videos that keep people on YouTube."

Unfortunately there's no way to directly measure Session Watch Time.

(Why? If someone clicks on a video that doesn't belong to you, you can't see any analytics for that video. But it WILL add to your video's Session Watch Time)

If you can't measure Session Watch Time, how can you optimize for it?

## #1: First, create playlists.

That way, your Session Watch Time automatically increases whenever someone watches your playlist.



**Advanced SEO Strategies and Case Studies**

8 videos • 21,500 views • Last updated on Dec 18, 2018

Advanced SEO strategies that cover topics like keyword research, user experience signals and link building.

**1 Advanced Step-By-Step SEO Tutorial (2019)**  
Brian Dean 13:53

**2 How to Get More Organic Traffic (FAST)**  
Brian Dean 6:47

**3 Ecommerce SEO - Get Traffic to Your Online Store [Top 4 Factors]**  
Brian Dean 8:59

**4 Advanced Keyword Research Tutorial (5-Step Blueprint)**  
Brian Dean 10:50

**5 Advanced SEO Strategy That Gets Results**  
Brian Dean 6:31

**6 How to Get Higher Google Rankings in 2019 [New Checklist]**  
Brian Dean 12:09

**7 Link Building: How to Get POWERFUL Backlinks in 2019**  
Brian Dean 13:54

**8 How to Get More Traffic in 2019 (9 New Strategies)**  
Brian Dean 14:11

(A win-win)

**#2:** Next, include links to one of your other videos at the end of each video...and a link to your channel:



(You'll need to use [YouTube's End Screen feature](#) to set this up).

Again, this encourages your user to stay on YouTube instead of clicking away.

## User Engagement

Share



Now it's time for another key video ranking signal: User Engagement.

YouTube doesn't want their users to passively sit back and watch your video.

Instead, they want to see that people **actively engage with your video.**

Specifically they measure how many people:

- Like
- Comment
- Subscribe
- Share
- Add your video to a playlist

The more of these signals YouTube sees, the more they know that your video is keeping their users engaged on the platform.

Here are 3 tips to maximize user engagement signals:

## #1: Ask People to Comment on Your Videos

[Share](#)

People LOVE giving their opinions.

But people HATE thinking.

So to increase the odds that people comment on your video, **give your viewers something specific to comment on.**



## #2: Add a Clear “Subscribe” CTA To Your Script

[Share](#)

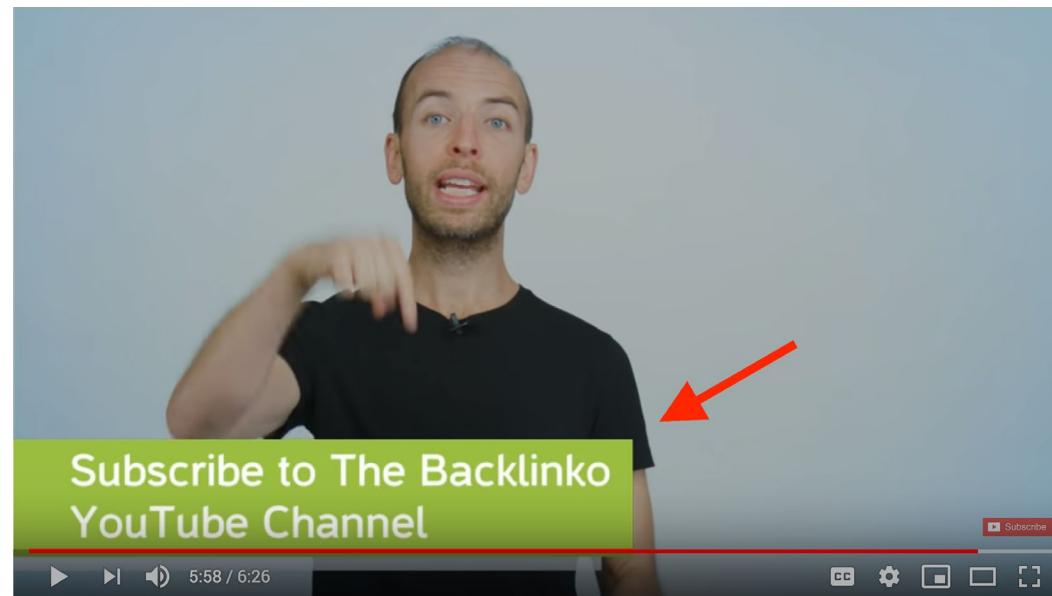
Don't be afraid to ask people to subscribe to your channel.



In fact, I recommend adding a clear call-to-action at the end of every video, like this:



(Yes, I realize that I look crazy in that shot)



### #3: Reply to Comments

[Share](#)

When you reply to comments, you encourage more people to comment.



More comments=more engagement=higher rankings.

I make sure to reply to 100% of the comments that come in during the first 24 hours that my video goes live:

The screenshot shows a YouTube comment section. A user named "UNLEASHING POTENTIAL - PSYCHOLOGY VIDEOS" posted a comment 1 month ago, saying "Getting more views in 2019 is one of my top goals! 🔥". This comment has 28 likes. Below it, a user named "Brian Dean" replied 1 month ago, saying "Nice! Hope this video helps you out". This reply has 1 like. The original poster responded to Brian's comment, saying "@Brian Dean Thanks! :)".

UNLEASHING POTENTIAL - PSYCHOLOGY VIDEOS 1 month ago  
Getting more views in 2019 is one of my top goals! 🔥

28 REPLY

Hide replies ^

Brian Dean 1 month ago  
Nice! Hope this video helps you out

1 REPLY

UNLEASHING POTENTIAL - PSYCHOLOGY VIDEOS 1 month ago  
@Brian Dean Thanks! :)

REPLY

Now that you have an awesome video, it's time to keyword-optimize it.

# Chapter 3

# Video Optimization





# Video Title

[Share](#)

You have two goals with your video title:



**Goal #1: Include your target keyword.**



**Goal #2: Maximize click-through-rate (CTR).**

I'll show you everything you need to know about CTR later in this chapter. But for now, let's focus on keyword-optimizing your title. All you need to do here is include your target keyword ONCE in your title.

The screenshot shows a YouTube video player. At the top, there is a video thumbnail of a man with a beard and blue eyes, wearing a black t-shirt, gesturing with his hands. Below the thumbnail is a control bar with a play button, a progress bar showing 0:13 of 3:26, and other video controls. The video title 'Link Building Case Study: My #1 Strategy For 2019' is displayed in a white box. Below the title, it says '97,141 views'. To the right of the views, there are like (2K), dislike (59), share, save, and more options buttons. At the bottom left, there is a profile picture of Brian Dean and the text 'Published on Dec 17, 2015'. To the right, there is a red 'SUBSCRIBE 195K' button. A red arrow points to the play button in the control bar.

# Video Description

[Share](#)

I recommend writing 200+ word descriptions for each video.

Why?

Longer descriptions give YouTube a deeper understanding of your video's topic.

**Video SEO - How to Rank #1 in YouTube (Fast!)**

703,923 views

Brian Dean Published on Nov 30, 2016

SUBSCRIBE 195K

This video will show you everything you need to know about video SEO. Specifically, you'll learn how to optimize your videos around YouTube's top 5 ranking factors.

In fact, these are the same five factors that I focus on for every video that I publish. They're the main reason that my videos rank in the top 3 for keywords like "SEO", "link building", "get traffic" and more.

So what are these five YouTube SEO ranking factors?

The first is called Total Watch Time. This is simply how many minutes of watch time your video has accumulated since you published it. The more Total Watch Time your video has the higher it will rank in the search results (in general).

Next up we have mastering the hook. This is simply making sure you hook your viewer in the first 15 seconds of your video. If you can get someone to watch the first 15 seconds – you've got them hooked. In the video I show you how I use "The PPP Formula" to create intros that keep people engaged.

Our third ranking factor is making sure that your title is keyword optimized. This is pretty basic stuff, but it's important.

Once you've optimized your title, it's time to optimize the video itself. As you'll see, this is something that you'll need to do before you shoot. Trying to optimize an old video doesn't work very well (trust me, I've tried it). Instead, you'll need to plan your keyword optimization well before you hit "record".

Finally, we have maximizing user engagement signals (likes, comments, subscribes etc.). This shows YouTube that people are interacting with your video.

Last up, we have a bonus tip: optimize your video for CTR. This ranking factor is becoming more important for video SEO. And this is a trend that's not likely to end anytime soon. After all, a high-CTR shows Google and YouTube that your video is a great result for that search.

And towards the end of this video you'll learn how to quickly boost your CTR.

If you're looking to get more actionable SEO videos like this one, make sure to subscribe to my YouTube channel right here: [http://www.youtube.com/subscription\\_c...](http://www.youtube.com/subscription_c...)

And this deeper understanding helps your video show up as a suggested video on more videos:

The screenshot shows a YouTube channel page for 'BACKLINKO'. On the left, there's a detailed SEO analysis for the query 'cell phone repair'. It includes a bar chart for 'Clicks' (969), a pie chart for 'Paid vs Organic' (Paid 5%, Organic 95%), and a bar chart for 'Global volume' (2K). A red arrow points from this analysis to the 'Up next' section on the right.

**Up next**

AUTOPLAY

- The SEO ranking factor you MUST master in 2019 (and Beyond)**  
Brian Dean  
516K views
- SEO For Beginners: A Basic Search Engine**  
Ahrefs  
78K views
- 7 Landing Page Hacks That'll Double Your Sales**  
Affiliate World Conferenc...  
204K views
- SEO Mistakes: Why 91%**



## YouTube Video Tags

Share

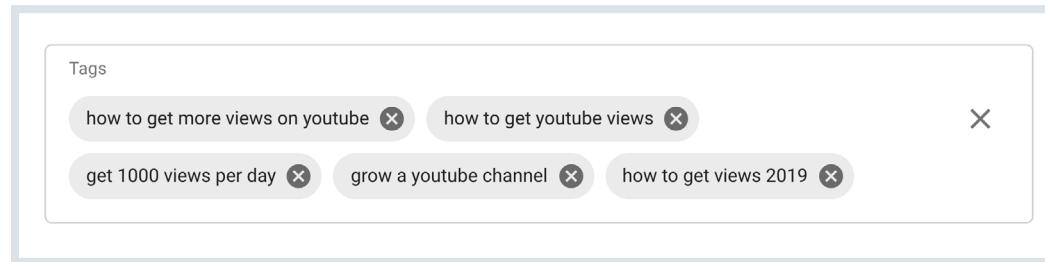


Tags aren't nearly as important as they were back in the day.

That said, YouTube still asks for tags. So I recommend using them.

I honestly don't put a ton of thought into tags.

I simply include 5-ish tags that make sense for my video.



And I make sure that one of the tags is my target keyword.

That's it.

# Say Your Target Keyword in Each Video

[Share](#)

Remember that YouTube can understand what you say in your video.

They're not perfect at it...

The screenshot shows a transcript from a YouTube video. The 'Actions' dropdown menu is open. The transcript lists several lines of dialogue with timestamps. Three specific instances of the word 'SEO' are highlighted with red boxes:

- 0:00.0 - 0:01.5: "hey guys welcome to the back like Oh SEO"
- 0:01.5 - 0:03.9: "youtube channel why train SEO guys as SEO"
- 0:03.9 - 0:06.1: "marketers to get higher rankings and SEO"
- 0:06.1 - 0:07.6: "more traffic when i launched my first SEO"
- 0:07.6 - 0:11.2: "website back in 2008 SEO was a huge SEO"
- 0:11.2 - 0:13.2: "struggle for me but over the years I SEO"
- 0:13.2 - 0:15.8: "learned how to use why SEO to get higher SEO"

...but in my experience they correctly understand 90% of the words in a given video.



Plus, you can upload a transcript to make sure YouTube gets every word right (more on that next).



And when YouTube hears you say your target keyword in your video, it helps them understand that your video is about that keyword.

That's why I make sure to say my keyword once or twice per video:



## Upload a Transcript

Share



A transcript helps YouTube fully understand your video's topic.



In my experience, this helps your video show up in more suggested videos.

## Optimize Your Video for CTR

My experiments have revealed that YouTube uses CTR as a BIG ranking signal.

If lots of people search for a keyword in YouTube — and click on your result — you'll likely get a rankings boost.

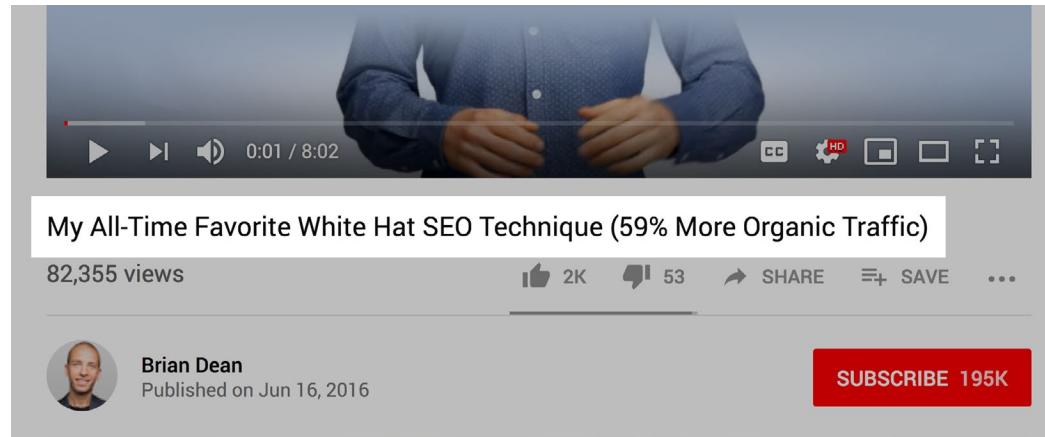
The question is:

How can you optimize your video for CTR?

## CTR Booster #1: Compelling Title.

[Share](#)

Yes, you want to include your target keyword in your video title. But the rest of your title should be dedicated to attracting more clicks.



Pro Tip: Don't use clickbait titles. Yes, you'll get more clicks in the short-term. But your audience retention numbers will make YouTube bury your video.

## CTR Booster #2: Eye-Catching Thumbnails.

Share



Pro YouTubers know that your thumbnail can make or break your video's success.

So make sure to create a custom thumbnail that stands out.

The image shows a grid of three YouTube video thumbnails:

- Top Video:** "The Only SEO Strategy You Need (2019)" by Nathan Gotch. It has 38K views and was posted 9 months ago. The thumbnail features a man pointing at the text "THIS SEO STRATEGY WORKS!" which is overlaid on a dark background.
- Middle Video:** "My All-Time Favorite White Hat SEO Technique (59% More Organic Traffic)" by Brian Dean. It has 82K views and was posted 2 years ago. The thumbnail features a man flexing his arm next to the text "SEO CASE STUDY (59% MORE TRAFFIC)" and a green upward-pointing arrow.
- Bottom Video:** "SEO in 2019 What Will and Won't Work | Neil Patel" by Neil Patel. It has 69K views and was posted 1 month ago. The thumbnail features a man with his arms crossed in front of a large orange "SEO IN 2019" graphic.

Each video thumbnail includes its title, uploader, view count, posting date, and duration (e.g., 45:50, 8:03, 5:23). Below each thumbnail, there is a "CC" button indicating closed captioning.

## CTR Booster #3: Attention-Grabbing Description.

Share



YouTube displays the first 125 characters of your description in the search results.

**PALEO COOKIES | How to Cook with Megan B. | MeganBatoon**  
MeganBatoon 119K views • 1 year ago  
I did it. I finally made a video on those paleo cookies I keep chain-baking. No joke, these are the most incredible things I've ever ... CC

**Paleo Chocolate Chip Cookies | Episode 1223**  
Laura in the Kitchen 108K views • 1 year ago  
To get this complete recipe with instructions and measurements, check out my website: <http://www.LauraintheKitchen.com> ... 6:08

**4 Irresistible Protein Paleo Cookies | Healthy Sweets | A Sweet Pea Chef**  
A Sweet Pea Chef 5.2K views • 1 year ago  
Which paleo cookie would YOU choose? 1. Peanut Butter 2. Chia Seed Lemon 3. Chocolate Chunk 4. No-Oatmeal Oatmeal Raisin ... 5:22 CC

Your first 125 characters should compel someone to click on your result.

OK so you have a kick-butt video that's optimized for your target keyword.

Now it's time to dive into one of the most underrated video SEO ranking signals: channel authority.

# Chapter 4

# Channel Authority





# Your Channel's Branding and Messaging

Share



Here's where you answer the question:

**"How is your channel different than all the others on YouTube?"**

If your channel doesn't answer this question, new visitors have to wonder why you exist. And you'll miss out on potential subscribers.

But when you broadcast a consistent message, your target peeps will slam the "subscribe" button.

In my case, I knew that my target audience wanted to get "higher rankings and more traffic".

So I made my channel's slogan: "higher rankings and more traffic".

Simple, yet effective.

And in the rest of this chapter I'll show you actionable tips you can use to boost your channel's branding and authority.

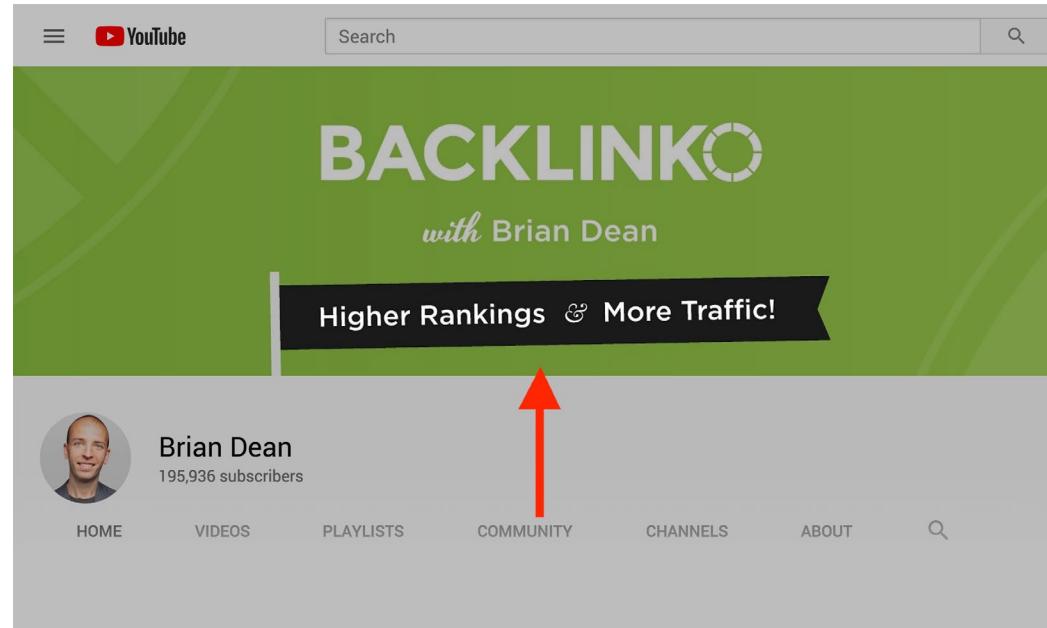
# Your Channel Header

Share



Make sure to include your channel's slogan here.

Here's an example from my channel:



## Animated Logo

Share



Your animated logo is HUGE for your channel's brand.

In the early days of my channel, I'd simply include my company logo:



Today, I also include my channel slogan:

Share

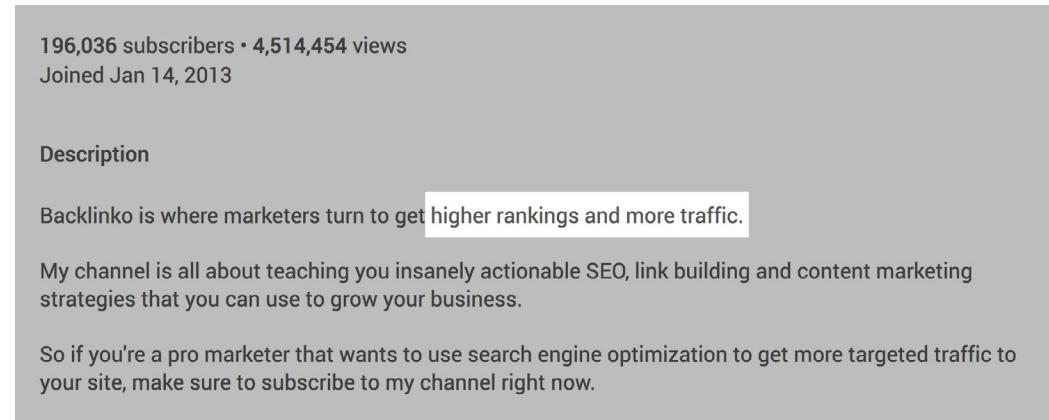
That way my brand message is reinforced with every video view.



# About Page Description

[Share](#)

Don't forget to include your slogan early in your channel's about page:



**Pro Tip:** Also include a few keywords in your channel description. This can help your channel show up in the search results. Here's an example:

YouTube

yoga

FILTER

**Yoga With Adriene**

4,634,782 subscribers • 472 videos

WELCOME to the YWA channel! Welcome all levels, all bodies, all genders, all souls! Find a practice that suits your mood or

**SUBSCRIBE 4.6M**

**Wind Down Yoga - 12 Minute Bedtime Yoga - Yoga With Adriene**

Yoga With Adriene 95K views • 3 days ago

Take a load off with this 12-minute relaxing yoga session created to help you wind down, love and honor your body. A perfect

# Playlists

[Share](#)


Your playlists should represent what your channel is all about.

For example, my channel has a playlist called “**Advanced SEO Strategies and Case Studies**”:

**Advanced SEO Strategies and Case Studies**

8 videos • 21,500 views • Last updated on Dec 18, 2018

Advanced SEO strategies that cover topics like keyword research, user experience signals and link building.

Brian Dean [SUBSCRIBE](#)

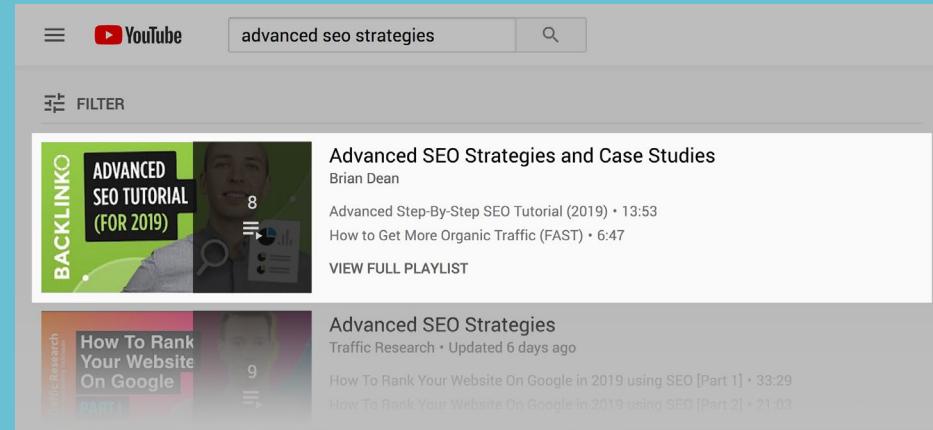
Rank	Video Title	Length
1	Advanced Step-By-Step SEO Tutorial (2019)	13:53
2	How to Get More Organic Traffic (FAST)	6:47
3	Ecommerce SEO - Get Traffic to Your Online Store	8:59
4	Advanced Keyword Research Tutorial (5-Step Blueprint)	10:50
5	Advanced SEO Strategy That Gets Results	6:31

How to Get Higher Google

Because my channel targets pro marketers (not newbies), this playlist appeals to that group.



**Pro Tip:** Keyword-optimize your playlists for long tail keywords. That way your playlists can rank for that term:



## Number of Subscribers

Do channels with more subscribers get a built-in rankings boost?

It's hard to say.

After all, popular channels get more views every time they publish a new video.

So it's impossible to know whether your subscriber count is a direct — or indirect — ranking factor.

Either way, the more subscribers you have, the better your videos will perform in YouTube.

Here's how to get more subscribers:



## #1: Channel Trailer

Share



Your trailer is your channel's pitch.

Besides your header, it's the first thing someone sees when they visit your channel:

You have about a minute to answer these questions from potential subscribers:

- Who are you?
- Why should I care?
- What makes your channel unique?
- Why should I subscribe?

**BACKLINKO**  
with Brian Dean

Higher Rankings & More Traffic!

Click Here to Subscribe [f](#) [t](#)

**Brian Dean**  
195,937 subscribers

**SUBSCRIBE**

**HOME** VIDEOS PLAYLISTS CHANNELS ABOUT >

**COMMUNITY**

**Video SEO - How to Rank #1 in YouTube (Fast!)**  
704,487 views • 2 years ago

This video will show you everything you need to know about video SEO. Specifically, you'll learn how to optimize your videos around YouTube's top 5 ranking factors.

In fact, these are the same five factors that I focus on for every video that I publish. They're the main reason that my videos rank in the top 3 for keywords like "SEO", "link building", "get READ MORE

New Here? Watch These Videos ► PLAY ALL

But if you can answer these questions, you can turn your viewers into loyal subs.

Share



Here's an example of an excellent trailer:

What makes this trailer awesome:

1. It's short (a shade over a minute)
2. It's funny
3. It leaves ZERO doubt about what the channel is about



## #2: Ask People To Subscribe At The End of Every Video

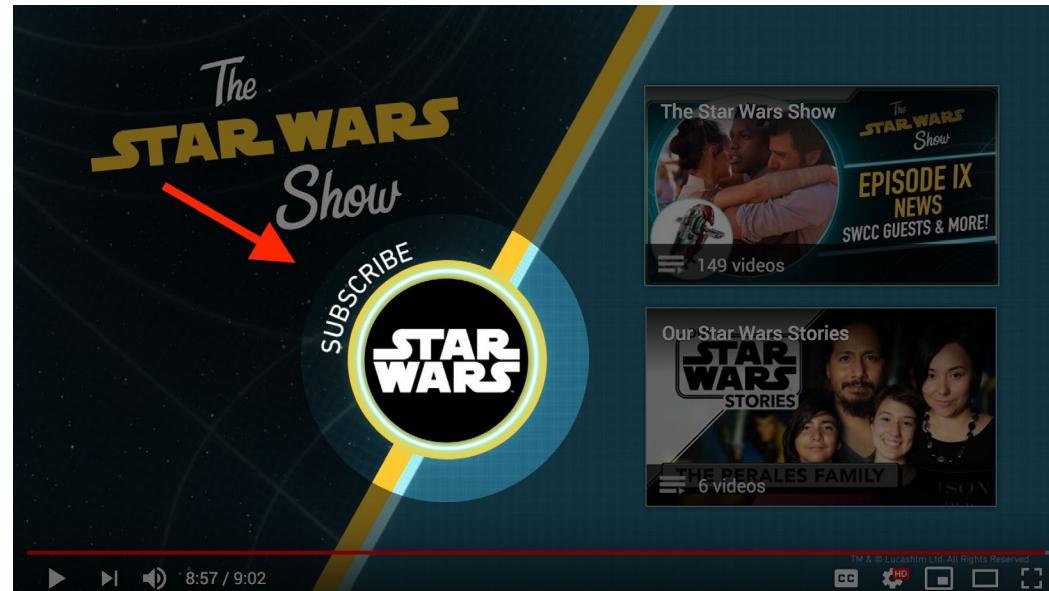


I mentioned this in chapter 2, but it bears repeating here.

Ask viewers to subscribe to your channel...**at the end of every video.**

If someone made it all the way to the end of your video, they're primed to subscribe. And sometimes all they need is a little nudge.

Your “subscribe to my channel” CTA is that nudge. I mean, even the Star Wars YouTube channel does it.

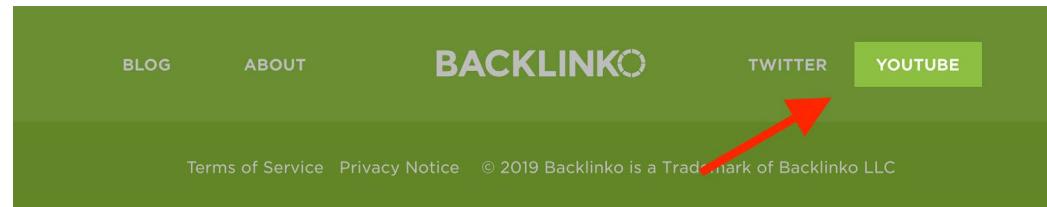


## #3: Link to Your Channel From Your Site

Share



Make sure to add a YouTube link to your list of social media profiles.



# Chapter 5

# Ranking Videos In Google





In this chapter you'll learn how to rank videos in Google.

# The Secret to Getting Your Videos Ranked in Google

Share



Here's the deal:

Google earmarks certain keywords for video results.

I call these “Video Keywords”.

And the secret to ranking your videos in Google is to target Video Keywords.

In my experience, if you optimize your video around a keyword that **doesn't already have a video in Google**, it's going to be VERY hard for it to rank.

For example, “how to clean an iphone” is a video keyword:

Share

The screenshot shows a search results page with the query "how to clean an iphone" in the search bar. Below the search bar are navigation tabs: All, Videos, Shopping, Images, News, More, Settings, and Tools. The "All" tab is selected. A message indicates "About 459,000,000 results (0.64 seconds)".

The first result is a link to "Cleaning your iPhone - Apple Support" with the URL <https://support.apple.com/en-us/HT207123>. The snippet describes cleaning the iPhone with a soft, damp cloth, avoiding moisture in openings, and using specific cleaners.

The second section, titled "Videos", displays three video thumbnails:

- 3 Best Ways To Clean Your iPhone** by Tech Insider (2:27)
- Clean Up Your iPhone or iPad IN UNDER 10 MINUTES!!!** by David A. Cox (6:45)
- How To Clean Your iPhone Speakers Hole?** by Kruno Eti (2:49)

Below the videos, there are two additional links:  
1. **How to clean your iPhone | iMore** (<https://www.imore.com/how-clean-your-iphone>)  
2. **How to Clean a Dirty iPhone: A Step-by-Step Guide - MakeUseOf**

# How to Find Video Keywords

73 / 91

Share



The simplest way to find Video Keywords is to search for your potential keyword in Google.

If you see at least one video result in the top 10, great.

If not, you may want to consider a different keyword.

lightsaber battle

All Videos Images Shopping News More Settings Tools

About 12,100,000 results (0.48 seconds)

Videos

**Ferocity - LCCX's Winning Lightsaber Duel**  
Blind Wave (Old Channel)  
YouTube - Oct 13, 2012

**Expert Sword Fighter Reviews Star Wars Lightsaber Battle Scenes**  
BuzzFeed Multiplayer  
YouTube - Aug 12, 2018

**Every Lightsaber Duel from Star Wars (Episodes 1-6)**  
James  
YouTube - Apr 26, 2015

Lightsaber battles are as fun and fantastic in real life - The Verge  
[https://www.theverge.com/2016/.../lightsaber-battle-group-star-wars-outside-sdcc-201... ▾](https://www.theverge.com/2016/.../lightsaber-battle-group-star-wars-outside-sdcc-201...)  
Jul 24, 2016 - It turns out, lightsaber battles are real — and really entertaining. Last night, well over a hundred people gathered in San Diego's Balboa Park, ...



**Pro Tip:** The top 3 spots in Google get 55% of all clicks. So keep an eye out for keywords that have a video result in the top 3. Your video won't get nearly as much traffic if it ranks in positions 4-10.

## How to Rank YouTube Videos in Google

Now that you've created a YouTube video around a Video Keyword, how do you get it to show up in Google?

The "secret" is to create an awesome video (which covered Chapter 2) and then optimize that video (which is what Chapter 3 is all about).

Other than that, it's all about getting backlinks to your video. Like any page on the internet, the more high-quality backlinks you build, the higher you'll rank.

I show you how to promote your videos in the next chapter.

# Ranking Self-Hosted Videos in Google

Share



What if you self-host your videos on your site?

For example, let's say that you post your videos to your blog with a service like Wistia.

Can you get those videos to rank?

Technically...yes. But it's A LOT harder to rank a self-hosted video than a YouTube video.

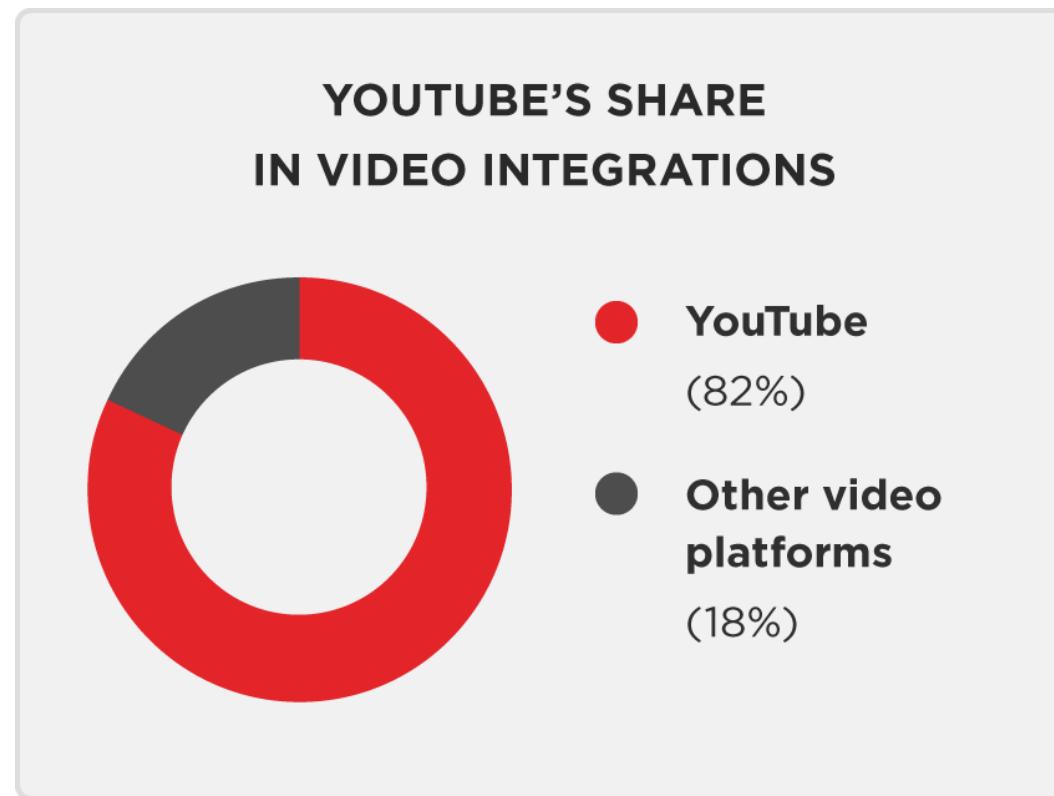
In fact, 82% of all video results in Google are from YouTube.

(Considering that Google owns YouTube, this shouldn't come as a surprise).

That said, it is possible to rank self-hosted videos.

Here's how:

Share



# #1: Put The Video at The Top Of Your Page

Share



This shows Google that your video is the main piece of content of that page.

So make sure your video is at the very top of the page...or right after a brief text-based intro:

The screenshot shows the BACKLINKO website. At the top, there's a green navigation bar with the word "BACKLINKO" on the left and "ABOUT", "CONTACT", and "NEWSLETTER" on the right. Below the navigation bar, the main content area has a dark grey background. In the center, there's a large, bold, black heading: "How to Rank For Any Keyword (This is The Exact 1-2 Punch I Used to Rank #4 for “Backlinks”)". Below the heading, a smaller text says: "Click the play button to see the EXACT step-by-step process:". Overlaid on the dark background is a video player interface. It features a man with short brown hair and a beard, wearing a dark blue long-sleeved shirt, standing and speaking. To his right is a white flipchart with the letters "CR" written on it. A large green play button with a white triangle is positioned in front of the video frame. The bottom right corner of the main content area contains the text "BACKLINKO.COM".

## #2: Publish a Transcript Below Your Video

[Share](#)

A full transcript below your video helps search engines understand what your video is all about.

The screenshot shows a YouTube video player interface. At the top, there's a progress bar indicating '0:30' and '2:00 MINUTES'. Below the video frame, the standard YouTube controls (play, volume, etc.) are visible. A transcript box is overlaid on the video. The transcript box has a title 'Transcript' at the top left and a close button 'X' at the top right. It contains the following text:

04:28 This time, people watch two minutes  
04:30 of your video, on average.  
04:32 That video has an expected watch time of two minutes,  
04:35 four times more than video A.  
04:38 And because video B has a higher expected watch time,  
04:41 YouTube's gonna promote it in  
04:42 the suggested video sidebar like crazy.  
04:45 So, as you can see, to show up as a suggested video,  
04:49 your video needs to keep people watching.

**Pro Tip:** Optimize your transcript for readability. Most people just copy and paste a big ol' transcript. Instead, make your transcript easy for people to read and skim. This will improve your dwell time and reduce bounce rate -two key Google ranking factors.

## #3: Use Video Schema

Google and Bing both support Video Schema markup.

[This guide from Google will give you the full run-down.](#)

But in general, here's what you need to have in place:

1. Keyword-Rich Video Title: Don't use a generic title like "video 5\_version 3.4". Instead, write a title like: "5 Ways to Rank Videos in Google".
2. Video Description: This is a brief description of what your video is all about. Make sure to use your target keyword once here.
3. Video Duration and Upload Date: No description needed (I hope)
4. Eye-Catching Thumbnail: This is what will appear in Google's search results, so make it good.

You can set up this schema code manually. But it's kind of a pain. Instead, I recommend hosting your videos with Wistia or using the Yoast WordPress plugin for videos.

Now that your video is live, it's time to get the word out.



# Chapter 6

# Video Promotion Strategies





400 hours of video are uploaded to YouTube...  
every minute.

(Seriously, take a second to think about how crazy that is).

With so much video flying around the platform, even your best videos need serious promo.

And in this chapter I'll show you how to promote your videos.

# Announce New Videos to Your Email List

Share



This is simple...but darn effective.

Whenever you publish a new video, let your email subscribers know about it:



**Brian Dean** <brian@backlinko.com>

Hey,

So I recently discovered a new strategy for getting views on YouTube.

("The Sequel Technique")

And it's working GREAT right now.

In fact:

I recently used this exact approach to get 25,339 views on a brand new YouTube video... in 13 days.

And in today's video I'll show you exactly how I did it, step-by-step.

Here's what you'll learn in today's new video:

-The exact process I use to optimize my video title, description, tags and more.

-How Jeff used The Sequel technique to get 1m+ views on a brand new video

-YouTube's little-known ranking factor ("EWT"), that's going to be HUGE in 2019.

[Check out the new video right here.](#)

And then leave a comment.

Talk Soon,  
Brian

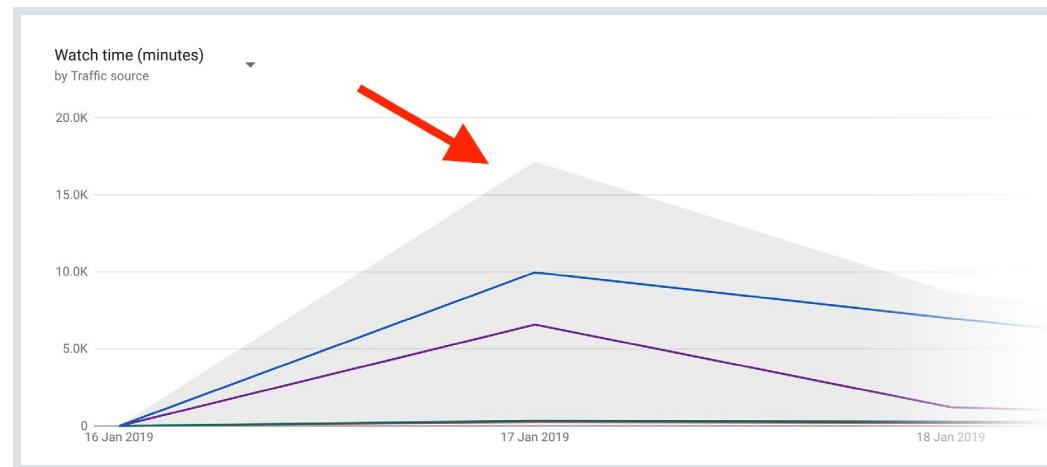
This is a win-win.



Your subscribers get access to premium video content. And your video generates lots of high-quality views.



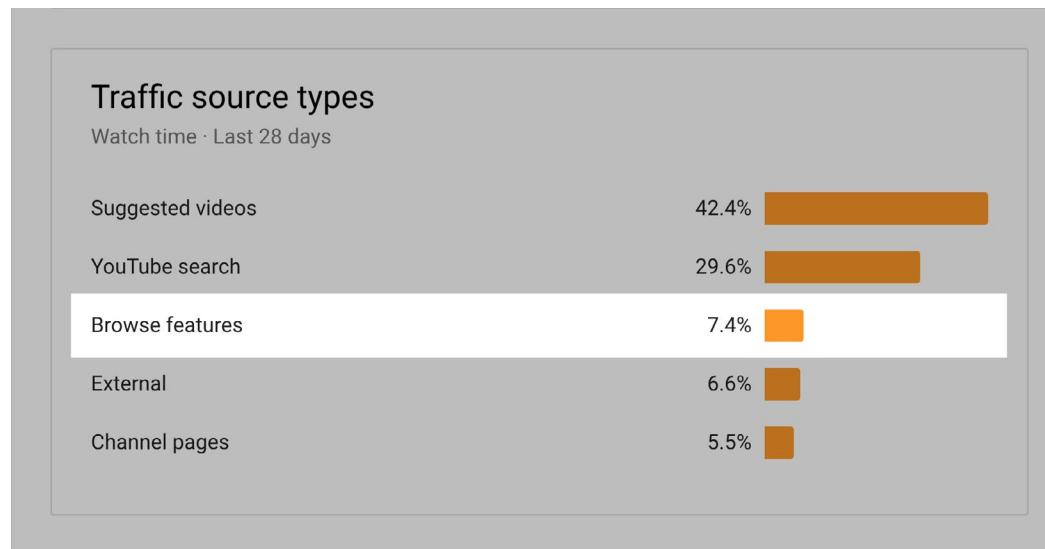
This view spike can push your video to people's YouTube homepages...



...which leads to more views.

**Pro Tip:** YouTube suggests videos on your homepage that are similar to videos you recently watched. And this is now bigger than YouTube search and “Suggested Videos” combined. So you 1000% need to optimize videos so they appear on the homepage.

You can easily see if your video shows up on people's homepages. Go to your YouTube Studio Analytics. Click on "Reach Viewers" —> "Traffic Source Types" —> "Browse Features":



If your video is high-quality and well optimized, it should pop up in the homepage after a few days of promo.

And if your video is up to snuff, it'll rank in YouTube's search results in no time.

## Share Your Videos On Social Media

Share



I know what you're thinking: "Thanks Captain Obvious!"

It's not as effective as promoting videos to your email list. But you can get some buzz on your new video by sharing it on Twitter, Facebook and Pinterest:

**Brian Dean**  
@Backlinko

### How to Get More Views on YouTube — NEW Strategy for 2019

- The exact process I use to optimize my video title, description & tags
- How Jeff got 1M views on a new video
- YouTube's little-known ranking factor ("EWT"), that's going to be HUGE in 2019

**How to Get More Views on YouTube (Works GREAT In 2019)**

In this video you'll learn exactly how to get LOTS of views on YouTube in 2019. These are the same strategies that I used to take my brand new channel from s...

[youtube.com](https://youtube.com)



**Pro Tip:** Ask your social media followers to subscribe to your YouTube channel.



**Brian Dean**  
@Backlinko

If you haven't already, make sure to subscribe to my YouTube channel:  
[youtube.com/user/backlinko/](https://youtube.com/user/backlinko/)

Lots of new, actionable videos on the way.



**Brian Dean**

Backlinko is where marketers turn to get higher rankings and more traffic. My channel is all about teaching you insanely actionable SEO, link building and co...

[youtube.com](https://youtube.com)

If they follow you on social they're VERY likely to hit your channel's subscribe button without thinking twice.

# Embed Videos In Your Blog Posts

[Share](#)

Embeds help your videos rank for two reasons:

1. Embeds are a YouTube ranking signal
2. Embeds create a backlink to your video

So don't be afraid to embed your best videos in your blog content. These embeds can make a **HUGE** dent in your video views (especially if you don't have a lot of subscribers yet).

And it's a subtle way of letting your readers know that you have an awesome YouTube channel.

CTR is a user experience signal that Google is paying more and more attention to.

I reveal EXACTLY how to boost click-through-rate (CTR) in this video:



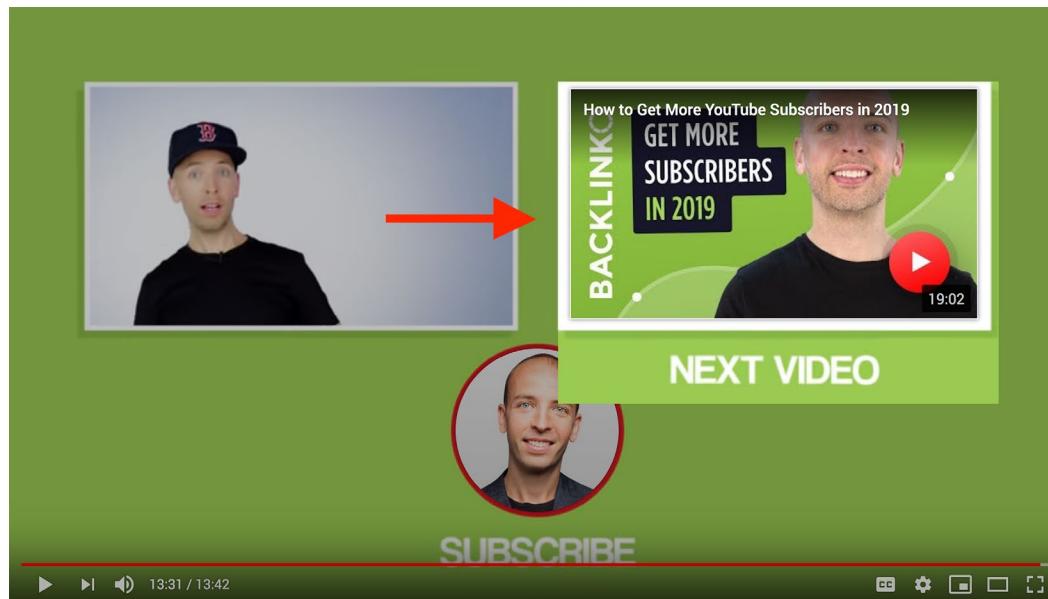
## Promote Other Videos In Your End Screen

Share



I always put a “Next Video” on my end screen.

This little trick promotes videos that need some TLC. And it boosts your Session Watch Time.



# Share Videos on Forums and Quora

[Share](#)

First, keep an eye out for a question that your video could help answer.

The screenshot shows a Quora search results page. At the top, there's a navigation bar with the Quora logo, a search bar containing "Search for questions, people, and topics", and a "Sign In" button. Below the search bar, there are category links: "Link Building", "Websites", and "Survey Question". The main content area features a prominent question box with a black background and white text: "What initial link building do you always do for a new site? From where and what types of sites do you get your first 50 or so links?". Below this box, it says "100+ Answers". A user profile for "Ashwin Ramesh, works at OrganicApex" is shown, with a small profile picture, the name, and a note that the answer was updated on Dec 17, 2012. The answer itself discusses link building strategies.

Then, provide a full answer in text form.

The screenshot shows a Quora search results page with the same question as the previous screenshot. The answer provided by Brian Dean, founder of Backlinko, is detailed. It starts with a brief introduction about link building for new sites being similar to established ones. It then advises focusing on creating high-quality, unique content that can be promoted through various channels like social media, guest posts, and local SEO. The answer concludes with a recommendation to check out Jon Cooper's list of link building tactics.

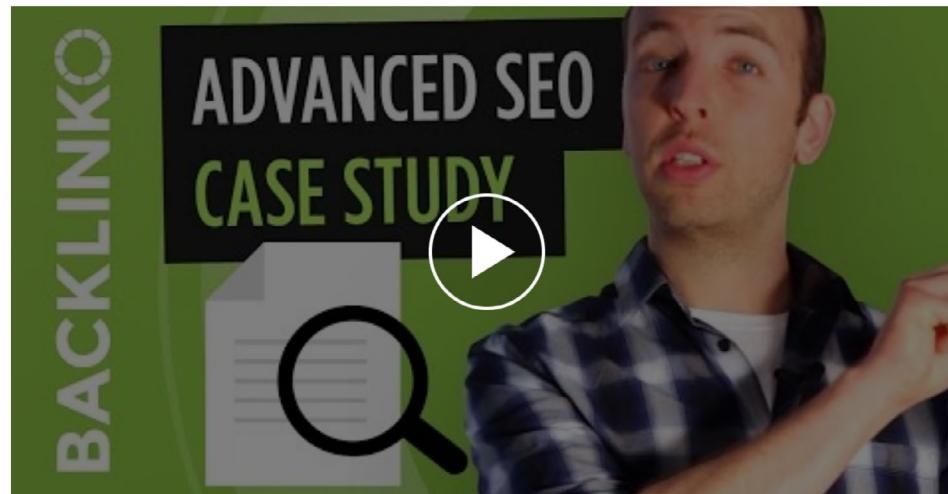
Finally, link to your video as a way for people to find more info on that topic.

Share



One tactic that he covers in that list is called Broken Link Building. As long as you have something worth linking to on your site, it's an awesome strategy for brand new sites.

My video goes into lots of detail on that strategy:



Other strategies include blogger outreach (basically getting your site in front of influencers), guest posting (when done right) and building links from resource pages.

**Want more actionable SEO content  
like this? Then make sure to subscribe  
to my YouTube channel right now.**



**SUBSCRIBE**

