



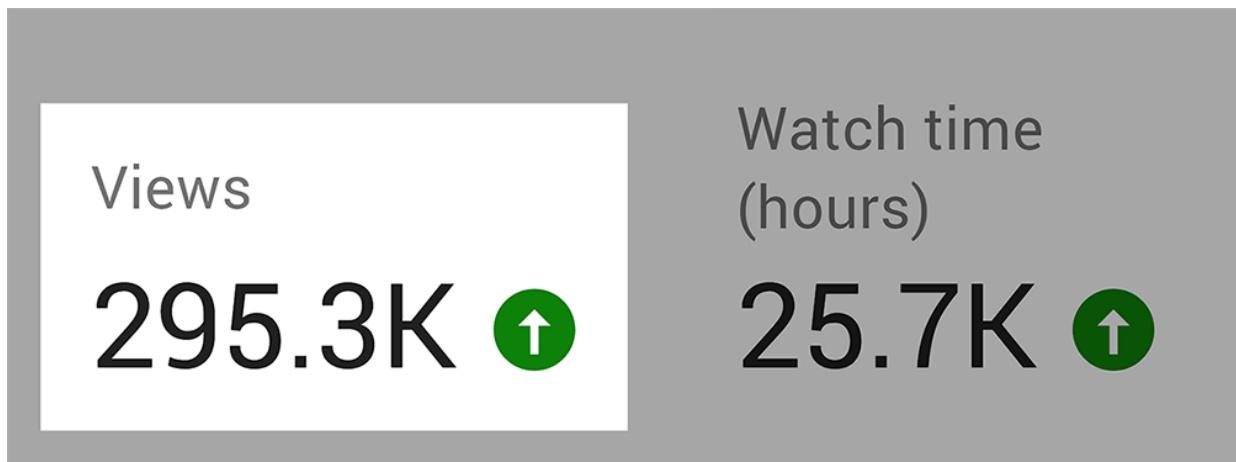
Youtube
Marketing

Youtube Guide 2020

How to Rank YouTube Videos in 2020

Welcome to the **YoutubeMarketing** Guide on Ranking your Youtube Videos and increasing subscribers.

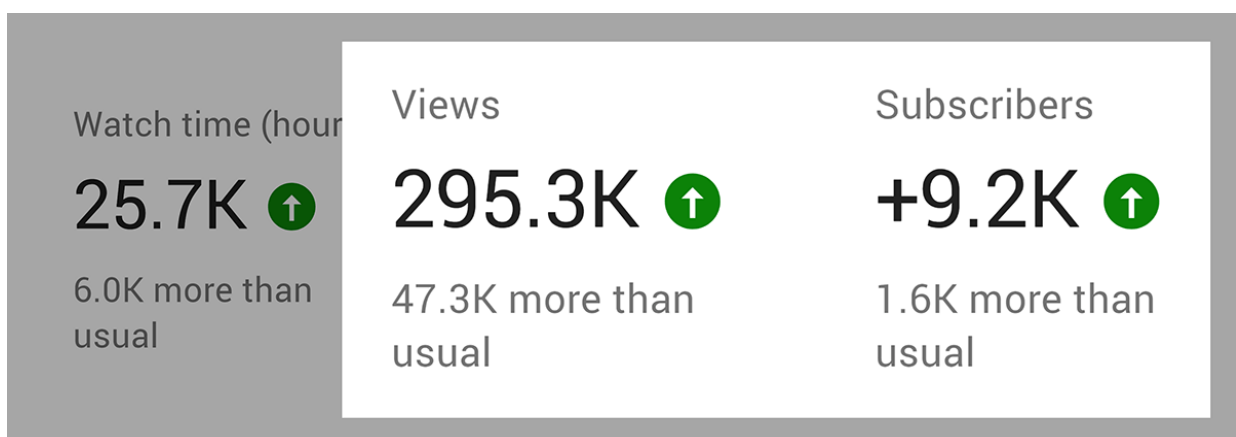
This is the exact process that many creators and brands have used to grow their channels.



So if you want to [get more views](#), subscribers and traffic from YouTube, then you'll love this new YouTube guide.

Let's dive right in...

How to grow your YouTube Channel From "Oh No!" to "Heck Yeah!"



These kind of results come from the following steps...

Step #1: YouTube Keyword Research

The YouTube SEO process begins with [the right tools](#).

Here's exactly how to find the right keywords for your YouTube videos:

First, generate a list of keywords ideas.

Your first step is to generate a big list of potential keywords. Then, in the next step, I'll help you find the best keyword from your list.

Here's how to find keywords for your YouTube Videos:

One of my favorite strategies is to use the YouTube's Search Suggest feature.

All you need to do is head over to YouTube and pop in a word or phrase...

... and YouTube will hand you a bunch of keywords related to what you typed in:

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public speaking

public speaking **tips**
public speaking **training**
public speaking **anxiety**
public speaking **skills**
public speaking **ted talks**
public speaking **class**
public speaking **competition**
public speaking **techniques**
public speaking **for kids**
public speaking **course**

These suggested keywords are GREAT.

Why?

Because these are terms that people actually type into YouTube. So there's no need to wonder if they're popular or not. If YouTube suggests them to you, they 1000% are.

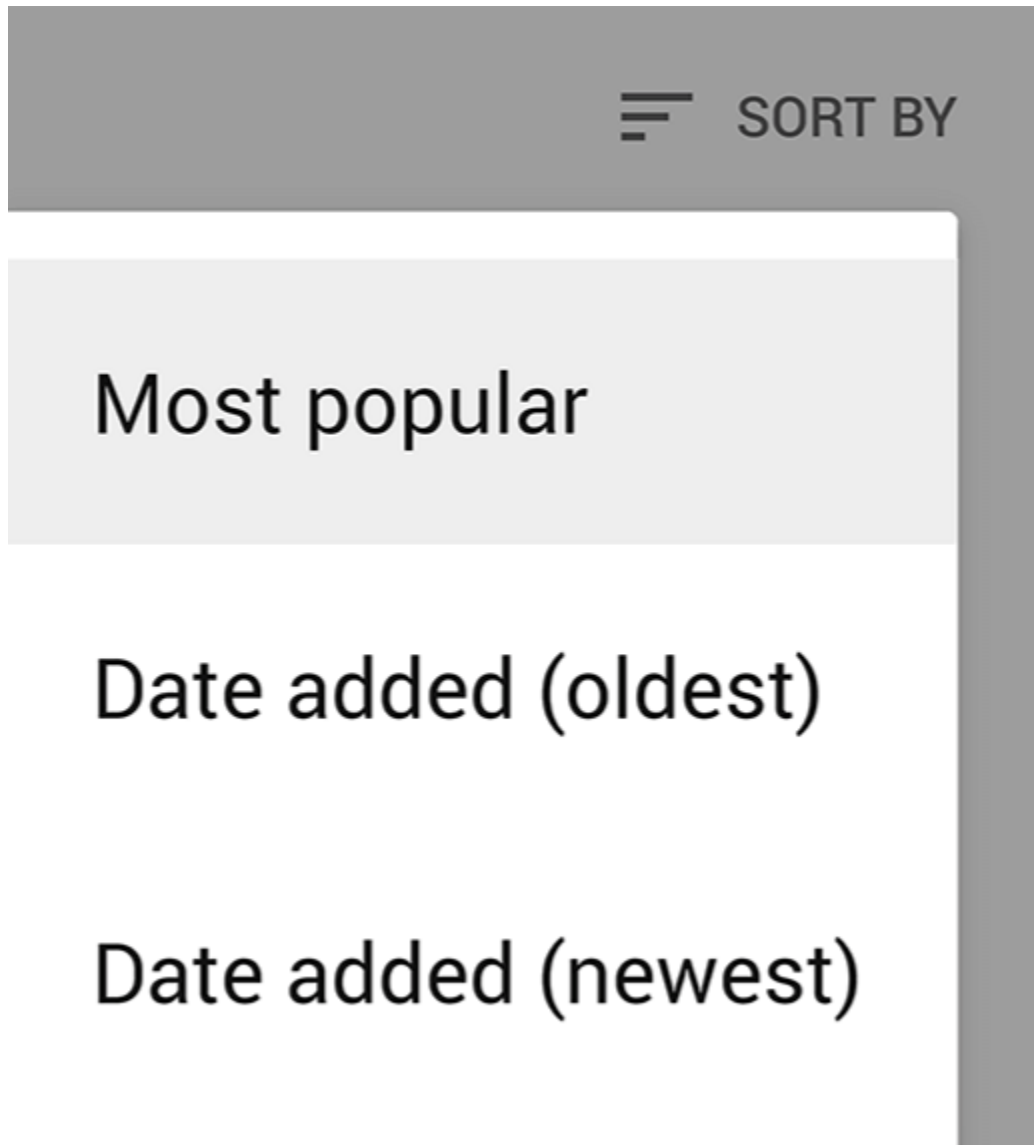
You can also go to a popular video in your niche... and copy the same keywords that video is optimized around.

As you probably know, keyword optimization is a KEY part of YouTube SEO. So if a video has lots and lots of views, chances are, that video is optimized around a popular keyword.

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To execute this step, go to another channel in your niche.

Then, sort their videos by “Most Popular”



This will show you their videos that have generated the most views:

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Next, choose a video from the list. Obviously, you want to pick a video that you can create an awesome video around.

But in general, if the video is in your niche, it'll work.

Finally, see which keywords that video is optimized around. This is easy.

Just check out the keywords that video uses in its **title**, **description** and **video tags**:

You can also find some excellent keywords in your YouTube “Traffic Source: YouTube search” report. This report shows you all the keywords that YouTube users have searched for to find your videos.

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☐ how to seo youtube videos

☐ video seo

☐ seo tutorial for beginners

☐ seo for youtube

☐ get more subscribers

This is a keyword I would have NEVER found using any other strategy. But I know that people are searching for it in YouTube, so it makes for a great keyword to add to my list.

Second, find the best keyword from your list

Now that you've generated a list of keywords, it's time to choose the best one from your list.

Specifically, you want to target **low-competition keywords**.

This is ESPECIALLY important if your channel doesn't have that many subscribers. If you swing for the fences and go after competitive keywords, your video is gonna get buried in the search results.

Instead, you want to find keywords that don't have a lot of competition.

How do you check?

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All you need to do is:

Search for your keyword in Google.



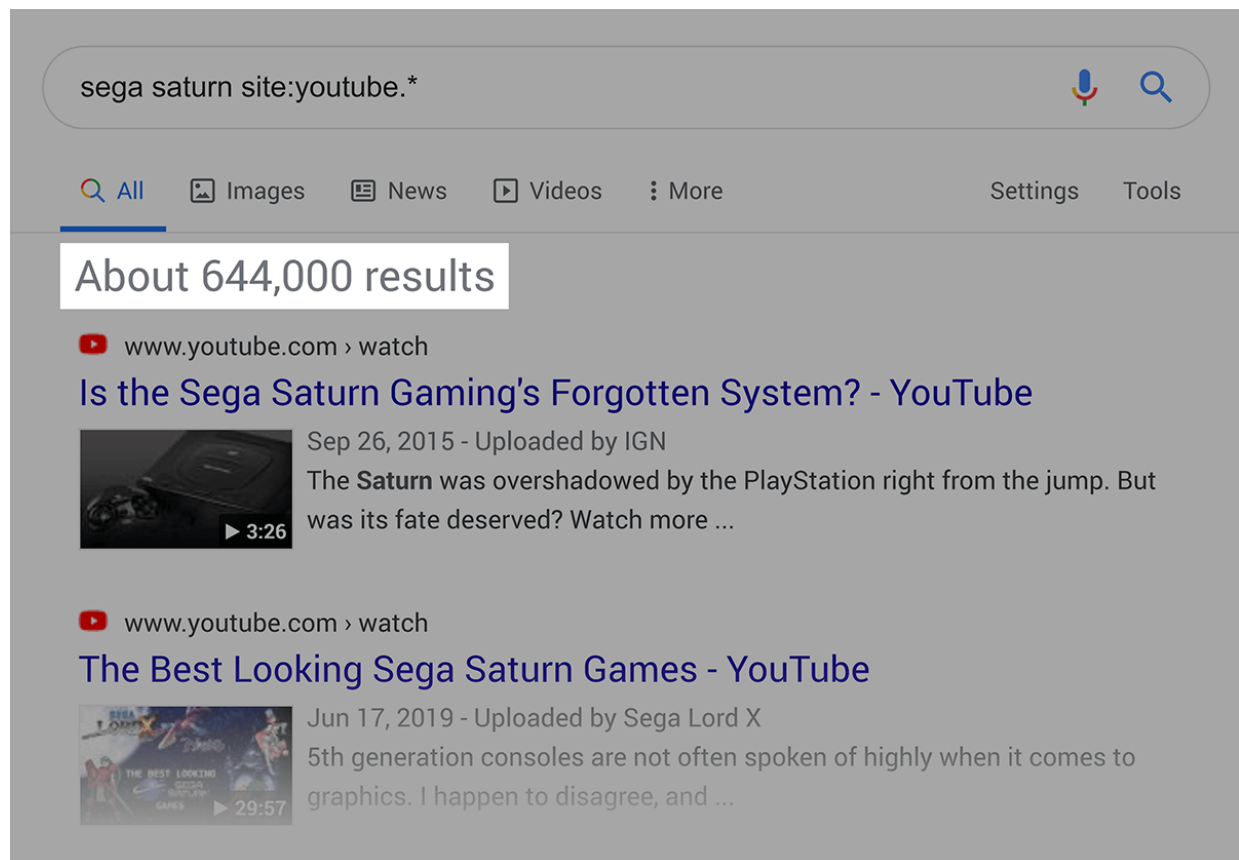
sega saturn site:youtube.*



Google Search

I'm Feeling Lucky

And check out the “About results”:

A screenshot of a Google search results page. The search bar at the top contains the text 'sega saturn site:youtube.*'. Below the search bar, there are tabs for 'All', 'Images', 'News', 'Videos', and 'More'. The 'All' tab is selected. The search results show 'About 644,000 results'. The first result is a video titled 'Is the Sega Saturn Gaming's Forgotten System? - YouTube' by IGN, uploaded on Sep 26, 2015. The second result is a video titled 'The Best Looking Sega Saturn Games - YouTube' by Sega Lord X, uploaded on Jun 17, 2019. Both results include a video thumbnail and a brief description.

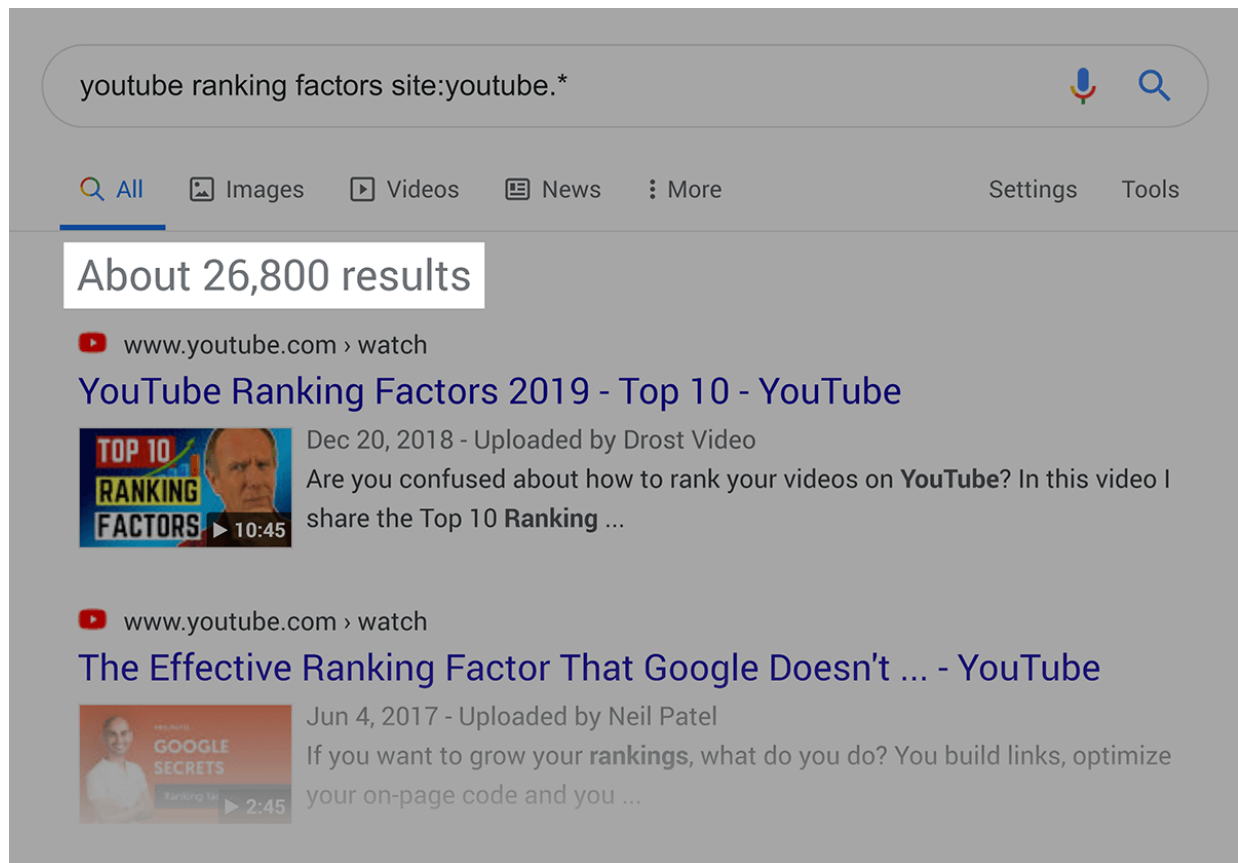
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This number represents the total number of videos in YouTube about that topic. The higher this number, the more competitive a keyword is. So you want to target keywords that have a low “About results” number.

(How low should you go? Every industry is different. So I can’t give you a specific number to shoot for. Just focus on choosing keywords that have low competition for your niche)

So if I was just starting out, I’d try a few other keywords, like “YouTube ranking factors”.

Bingo! That keyword only has 26,800 results.



And that means that this keyword MUCH less competitive.

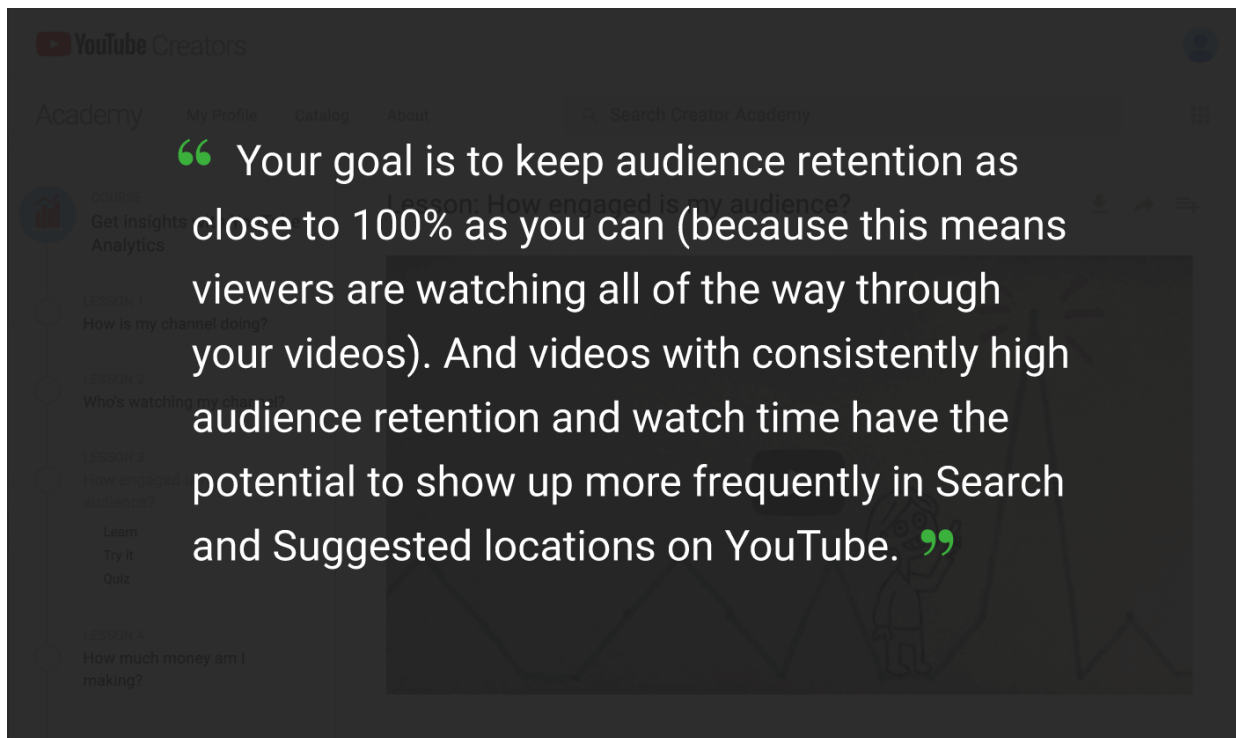
Finally, a bonus tip: search for your keyword in Google.

Step #2: Publish a High-Retention Video

If you want your videos to rank, **you need to keep people watching.**

The amount of your video that people watch is known as Audience Retention, we have look of [tools that help you do this.](#)

And YouTube has gone on the record saying: “Audience Retention” is a HUGE ranking factor. To quote YouTube:



In other words:

If your video keeps people on YouTube, YouTube **will rank your video higher in the search results.**

(After all, YouTube wants people to stay on the platform so they click on ads. And if you help them with that goal, they’ll promote your video).

Step #3: YouTube Video Optimization

Here's how to extract the most SEO value from your video:

SAY Your Target Keyword

You've probably noticed that YouTube now automatically transcribes your videos. And they're pretty darn accurate:

So if YouTube sees that you mention your target keyword in your video, they'll "hear" it. And because you're actually SAYING the keyword that your video is optimized around, YouTube will better understand that your video is about that term.

Video Title

The title of your video should be at least 5 words long. That way, you can include your full keyword without keyword-stuffing.

Power Tip: Like with a blog post, I've found that you get a slight video SEO boost by putting your keyword at the **beginning** of the title.

So if you were trying to rank for "surfing tutorial" you'd want a title like: **"Surfing Tutorial: Learn How to Ride a Wave Today"**.

Description

Your video's description is super important.

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Your video description helps YouTube and Google understand the context of your video. And the better they understand your video, the higher you'll rank (and the more often you'll show up in the Suggested Video sidebar).

Here are the basic guidelines for the description:

- Include your keyword in the first 25 words
- Make the description at least 250 words
- Include your keyword 2-4 times

This SEO-optimized description helps tell Google and YouTube what your video is about without being spammy.

Tags

Tags aren't super-important...but they help.

Here's how I use video tags for my videos:

1. My first tag is my exact target keyword
2. I also include a few variations of that word or phrase (Example: "Google search engine optimization")
3. Finally, I make a few of my tags other topics that my video covers (Example: "Link building", "Content marketing")

In short: just include a few keywords to help YouTube and Google learn what your video is about.

Pro Tip: Targeted tags not only help you rank for your target keyword...

So don't be afraid to use the same tags that your competitors use. In fact, it's a YouTube marketing best practice that has worked for YEARS.

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When your video's tags match a video that someone's watching, you have a good chance of showing up in the Suggested Video section.

And that's all there is to optimizing your video to rank in YouTube.

But for YouTube to measure these signals, **you need to get [views on your video](#)!**