

YOUTUBE CHEAT SHEET

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Video SEO

1- Video File name

Use your keyword as filename – i.e. - LondonPlumbers.mp4

2- Optimize Video Title To Include Keywords

Add keyword to start of title. It's also possible to note the keyword at the end of the title.

Title

London Plumbers - Looking For Top Quality Plumbers In London?

3- Optimize video description

Add a keyword first followed by a link with <http://> so it's clickable and viewable. The link can be for your money site or other money videos. Add your main keyword a couple of times and be sure to use LSI and synonyms. You want to repeat your keywords at least a couple of times. Don't keyword stuff - as a rule of thumb I look at the top videos ranking in Youtube and then see how many they use, but I don't add more than 10. The longer the description the more keywords you can add.

Description

London Plumbers - <http://www.LondonPlumbers.com> If you live in the great city of London and require plumbing services then who better to call than our qualified technicians.
Our technicians will make sure you get the best service. Look no further for London Plumbers

4- Add tags

Use main keyword as first tag, use keyword phrases not just keywords.

Tags

London plumbers x

london plumbers prices x

london plumbing and pr... x

london plumber free qu... x

london plumbing firms x

plumbers london uk x

london based plumbing... x

plumbers in london x |

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6- Video Captions

Youtube automatically attempts to transcribe your videos and adds them as closed captions. It does this for users that find it hard to hear or understand spoken words. Unfortunately it doesn't do the best of jobs.

Once the video has been uploaded, you can go to your video manager and then choose to edit the captions.

This will allow you to correct any mistakes that Youtube has made. I also like adding my keyword to the start of it. But be sure not to spam in the captions.

YouTube Channel Authority

It's very important that you stick to a certain niche. If your channel is about **how to make money** then don't upload something about **dog training** as this will only confuse YouTube.

Keep your channels focus strongly related to your niche.

Tips for your channel

1. Pick a keyword rich channel name
2. Add up to 10 high searched for tags in your niche for your channel
3. Add channel description, use keywords, synonyms and lsi words.
4. Link your social accounts to your channel

Increase Video Views

Video views are considered as an internal ranking factor. So the more your video is viewed then the more popular it seems to Youtube. This will allow your video to show higher for your search terms.

Tips to Increase Views

1. Get more views to your **money videos** using annotations on less popular videos and from video descriptions.
2. Create playlists of similar videos. Videos in a playlist will auto play and get more views.
3. Set video as featured video on channel, featured videos will autoplay and increase views each time someone visits your channel.
4. Share your video on popular social media sites such as Facebook, stumbleupon etc –<http://www.socisynd.com/> is an excellent service to use.
5. Use YouTube's own advertising platform
6. Promote a post in Facebook to get views

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Video Interactions

Videos that have interaction between their viewers send signals to YouTube to rank your video higher.

Interactions such as - Likes, Comments and Dislikes

Tips to Increase Video Interactions

1. Ask your users to like as well as comment in the actual video and description
2. Reply back to any comments you get
3. Comment on your own videos first

YouTube Channel Branding

1. Use Custom Backgrounds (<http://www.viralimagewizard.com/> is great for this)
2. Get custom intro and exits created for your Brand and use on all videos
3. Add your business phone number in the descriptions and channel page
4. Be consistent with adding new Videos

YouTube Video Promotions

Getting both video embeds and backlinks for your videos will help in promoting them.

The backlinks help get you a higher search engine ranking and if your using quality sources then it will also increase your YouTube Views.

In the past you could throw any sort of links at your YouTube videos but at the time of writing this short guide (March 2014) this does not seem to be the case. It is very important that you build only high quality links. The type of links that you would create for your own websites.

Tips for getting backlinks and Embeds

1. Embed your Youtube Video on your own websites
2. Embed your videos on your social accounts
3. Use social media distribution systems such as <http://www.socisynd.com> to get your videos authority social backlinks and video embeds (works great for ranking videos in google)
4. Ping your videos after uploading them
5. Promote your YouTube Rss Feeds

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