

Complete Guide: YouTube SEO



Include Keywords in Your Title

Your title should draw attention and be concise. Include 1-2 important keywords that correlate to what users will be searching for.



Perfect Your Description Text

Include the same important keywords from your title in the first sentence of your description to improve the chances appearing in YouTube search results. By hooking people in with the first sentence, they're more likely to click "Show More" and find your website, social media, and affiliate links.



Include Relevant Tags

Use both phrases and singular keywords for even better chances of popping up in search results. For example, if your video is about grocery shopping at Trader Joe's, tag your video with "grocery shopping", "shopping", "Trader Joe's", and "grocery shopping at Trader Joe's" to cover all of your bases.



Add Accurate Closed Captions on Your Videos

To optimize YouTube SEO, adding accurate captions can keep you safe from being mislabeled as spam and allow you to fill up your video transcript with relevant keywords that can improve your rank.



Use an Eye-Catching Thumbnail

This can make a huge difference for your click-through rates. Besides using high quality, colorful thumbnails that relate to your title, including words or keywords in your thumbnail is also extremely helpful – especially for mobile optimization. Fun buzz words in the photo can draw in potential viewers with one look.



Engage With Your Audience

Engage with your audience through comments and likes. The more you engage with your community, the more inclined they will be to subscribe, watch more of your content, or go a step further and read your description to find your socials. It's also smart to ask thought-provoking questions or give viewers incentives to engage with your video.



Adhere to YouTube's Guidelines

YouTube has recently undergone many changes in terms of its community guidelines in order to make content more ad-friendly. YouTube tends to reward or boost content that follows its guidelines, which is great for SEO and beneficial for your channel.



Keep Viewers Invested

Boost your watch time by hooking your viewers at the beginning of your video and avoid having a long intro without speaking. Session watch time is also crucial for YouTube; the algorithm pays attention to factors like if a viewer left the site after watching your video. Another great tip is to use playlists that allow you to share multiple videos at a time. Or, you can link another video in the description after teasing it in your video to encourage viewers to watch.

