

SEO for YouTube

Have you noticed then YouTube videos quite often appear at the top of search results in Google? Not surprising really since Google own YouTube.

Search for the name 'Myke Black' and just under the first 2 or 3 results, you'll get a video from a Scottish singer songwriter of the same name. Now wouldn't that be useful to get a video link right at the top of Google for your keywords? Well the good news is that it's not that hard to get there. Consider the number of pages in Google's search index compared to the number of videos in YouTube. An order of thousands or possibly millions less. Therefore, for any give keyword you are much more likely to get top rankings in YouTube than you are in Google's natural search, and because YouTube videos also appear in search, you will have a top ranked place in both YouTube search and Google search with much less effort.

Google's search engine uses many complex factors for determining page rankings. However, the YouTube system is less complex and uses fewer ranking factors. It seems that YouTube focus more on on-page factors to determine rankings.

Let's consider an example, say you want to rank highly for the phrase 'children's mountain bikes' as quick search in google gives me 2.4 million results (the number is likely to be different if you try it because of personalised search and location factors). In YouTube, the same search gives me 100k results. A much easier target. If you want to be more specific, you can use 'children's mountain bikes for sale' – 2.8 million results in Google, 7k results in YouTube. Now we're getting somewhere. If I just wanted to create an advert for 'children's mountain bikes for sale' I could make it as a video, post on YouTube, and optimise it to get top there, then when someone does a search in google, they will get my video.

To get higher rankings in YouTube, you can do the following:

1. Make sure your video title contain the keyphrase you are interested in, but try not to appear spammy. Best to put the phrase at the start of the video title and keep the title short.
2. Use the phrase in your video description, again avoid spammy text and make it descriptive and enticing.
3. Have the keyword in your video filename
4. Add tags for your submission and make sure the keyword is the first tag you add. Subsequent tags should be semantically related to your keyword
5. Embed the video in a page on your website which is also optimised for the keyword. Here it is a good idea to include lots of relevant keyword rich content (see section 3.7 Creating Great Quality Content above).
6. Use speech in the video with the keyword in and then edit the caption transcription for the video so the keywords are identified correctly in the auto captions.
7. Monitor the comments under the video. Remove spam ones and reply to comments to engage audiences and encourage more comments. Each comment will search as a social signal for YouTube.

This is only half of the story though. After they view the video, you want to capture that view and pass it on to your website.

Firstly, you should associate your YouTube account with a website. To do this, you need to verify the website in your Google Webmaster Tools account, and then verify your YouTube channel by going to www.youtube.com/verify. After this, go to the advanced channel settings and enter your website under “associated website”

Associated website

Tell us if your channel is associated with another website. This will help us improve the quality of our search results and verify your channel as the official representation of your brand on YouTube.



Fig 14: Adding an associated website in Google Webmaster Tools

This will then create backlinks to your website from your YouTube channel.

You can also create backlinks by creating YouTube channel profile links. Go to the Channel page and click on the ‘About’ tab. Then go to the ‘custom links’ fields to add as many links as you like, including internal page links, but make sure that the main page link is the first one.

For creating backlinks from individual videos you can add links in video descriptions and comments, and you can also add links within the videos themselves by using annotations to create link overlays on parts of the video. Note though that annotations don’t work on mobile devices.

So there we have it- high ranking results in google with backlinks to your website is relatively simple using YouTube SEO.