

YouTube: Mini-Guide

YouTube is the #2 search engine, second only to Google, with about 4 billion views each day. It is a wonderful way to attract new people who spend time viewing video, especially because of its ability to generate related videos at the end of each one. People are naturally encouraged to keep watching and connecting with potentially new audiences. Once you learn how to navigate YouTube and create video, you will find it to be a fun and powerful way to reach an increasingly large audience.

Here, you will find a simple and easy checklist for anyone looking to utilize YouTube for a content marketing strategy, including search engine optimization:

The first step to setting up YouTube properly is to make sure it reflects your brand. Upload and edit your profile picture and change the background image to match the one on your main website. Resize your logo to fit the upper left hand image (80 x 80 ppi). You will need to do so through your Google Plus (+) account. Make sure your Google + and YouTube channel have the same imagery, descriptions, and feeling for what your brand represents.

It is important to edit links by going to the upper right corner and hovering until you find the pencil. Then you will be asked to write your main social media sites, and choose which ones to display (always do the maximum, which is four—if you have that many). You will also be able to choose which sites to link up with. Choose the main one to which you want to drive users.

Choose your marketing message and slogans carefully. The place to put your message and slogans is the about section. Use words and keyword phrases that get to the heart of what you are trying to share. Remember that It is your chance to make a personal connection with users. The main video should also be created as an introduction to your brand, to your website purpose, or as a way of sharing your inspiring story.

Take the time to find or connect with other channels that you consider your partners in the field of what you do, and list their channels in the sidebar labeled Featured Channels. You can even feature videos from your own page, if you have them.

You may also improve your network by not only featuring, but actually subscribing to other YouTube channels, or following individuals that have included your videos as playlists on their page. You can find these individuals by doing a general search in the YouTube search bar, and seeing what videos and playlists come up with your name or organization in the title. They will be happy to see you connect with them!

It is also important to create playlists right away, and to create a featured video for the home landing page. This will guide viewers to see the playlists that reflect your pathways, leading back to the landing page on your site where they can make a purchase, donate to your cause, or just simply get further connected with what you're doing. Your featured video will

YouTube: Mini-Guide

change for returning viewers to your most recently uploaded video, so be sure that you test, by going back and forth, how it looks for each group.

In the additional account settings, you can also select a brand image to show up in the corner of your video, and even a video to play next automatically. There are other things, too, such as enabling longer videos and monetization—all free.

When putting together a playlist of video clips, organize them into a theme that is specific to your target audience's interests. Themed playlists should be done, not only within your channel, but also for any videos from other YouTube users that include your presentations, interviews, or events.

Playlists work in such a way that if a person finds one of your videos that belong to a playlist, instead of the video just ending, it goes on to play additional videos that you have selected for the same list. They end up watching more from your channel, therefore, which increases the likelihood that they will share more.

To share your playlists, simply click to where you can embed a video (under share), and copy the HTML code for the playlist, then paste it into your websites and social media sites.

Like Facebook, you want to respond to comments on videos. Users will have a lot to say. Be sure to post and comment to their questions or praises, and also to their complaints. Don't delete complaints or negative comments to ensure your credibility. Openness and honesty will ensure stability. Think of your YouTube involvement as an opportunity to build relationships.

YouTube is connected to Google Plus. Therefore, you can easily connect with users more personally by posting your videos on your Google Plus account, and messaging and +1-ing (liking) their positive comments.

Search Engine Optimization (SEO for YouTube):

When uploading YouTube videos, you also have a great opportunity for search engine optimization that you don't want to miss.

In the Info and Settings area (look for the pencil icon at the bottom left of an open video when you are logged in), write a description that includes your website (drive people to your site where they can learn more information, donate, or shop) and use keyword phrases that you know describe your brand in an accurate and relatable way. You may repeat some of these words in tags at the bottom of the info and settings section.

Keywords are very important to use. They are what constitute the giant web of associations and connections of video topics. Use of keywords is what will make your videos show up as related videos. Ensure that your name or brand is included.

YouTube: Mini-Guide

There are two aspects to writing YouTube video titles and descriptions that will optimize your ranking in the YouTube search engine:

1. Descriptions are seen when someone is browsing on YouTube, rather than when they stand alone on a website. Use your descriptions specifically for the search engine on YouTube. That means optimizing your effectiveness by applying the main keywords.
2. Externally link to your main website where you are hosting the videos on the web. Your main website is also the landing page to drive viewers to after they see your video. It would help also to have a corresponding article, blog, or info page on our website.

The first words that appear on a video description are the prime real estate. Your first words are best used when they are the URL link to your website (call-to-action link). In addition, the keywords you include in the first line are the ones most likely to be picked up first in the YouTube search engine, and connected with other like-minded or similarly themed videos.

For example, www.expandyourimpact.org ~ Inspirational marketing
#socialmedia #expandyourimpact #inspirational #marketing

Not only do we have our website, and a link to it right away for someone interested in learning more, but we also have keywords that will send people searching in YouTube for a video on educational marketing tips.

Keyword tools can tell you how well a keyword or keyword phrase will do. YouTube has its own keyword tool, but the Google Keyword Planner is more effective. Another way to test keywords is simply typing in and trying your own searches to see what's out there— being sure to search incognito. Incognito will give you unbiased results, because it does not base the results on your personally frequented pages. Ctrl + Shift + N will pull up the incognito for Windows, and ⌘ + Shift + N is the command for Mac.

Keywords will also help improve the likelihood that your video will become a recommended video associated with other videos like it. The SEO matrix of YouTube is very smart, and quite complex! It also includes your video “tags,” which are at the bottom of a video when you are in “info and settings.” Use “tags” to add more keywords related to your video or video series.

