
A Simple Guide to Optimising Your YouTube Uploads



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Firstly do some keyword analysis and find keywords people are actually searching for! It sounds obvious but there's no point creating great content if nobody is interested in it but you! Typically the quickest way to do this is pick phrases of two or three words. If you follow the steps below the chances are you should see results in a week!

Once we have established keywords that are likely to generate traffic then follow this process:

1. Make sure the keyword is in the title.
2. Make sure it is in the description - it will be bold in the results.
3. Use tags with the phrase and associated phrases.
4. Don't forget to choose a filename that contains at least some of the phrase.
5. Create the video in HD.
6. Get a transcribe made of the video (this will be indexed).
7. Make sure you include your website page url in the 300 words description.
8. Share your video for maximum engagement, socially promote it and encourage people to share it.
9. Allow people to embed it where appropriate.





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