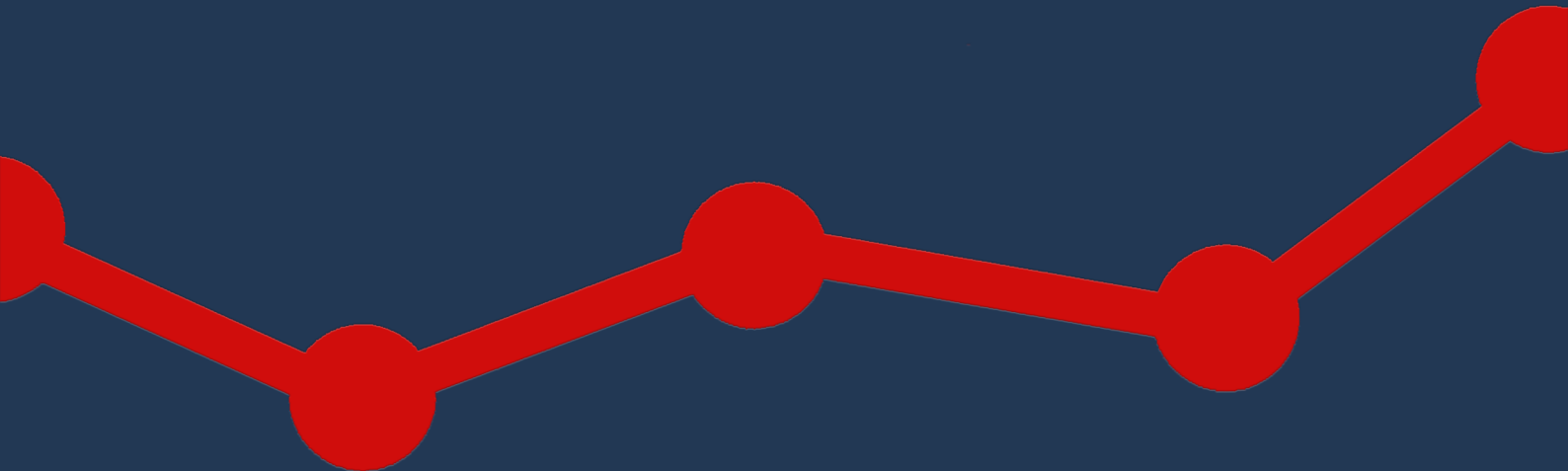




— Video Marketing —

# YouTube SEO

## Step by Step Guide



# How to Improve YouTube Video SEO

## Introduction

YouTube SEO is the art and science of getting your video in front of eyeballs. It's about helping an audience find your content while 1.8 billion monthly users zoom along the YouTube autobahn.

Getting people to notice your video by ranking high on YouTube search is the SEO challenge. The other challenge is developing a suite of content strategies that keep your audience interested, engaged, and coming back for more. Content strategy is a large, multi-layered, complex domain. In fact, it's so big I'm going to save it for another day.

This guide is about eyeballs. It's a step by step handbook to improve your YouTube video SEO.

## What is YouTube SEO, anyway?

YouTube SEO is a secret sauce. Nobody outside the hallowed halls of YouTube really knows what goes into the recipe of its tantalizing algorithm. Lots of smart people have spent a lot of time trying to figure it out. They scratched their head. They looked for patterns. And then they guessed.

I present to you the best guesses in the YouTube SEO business.

Through your own experimentation, you'll probably find that YouTube SEO is a pinch of practicality, a cup of common sense, and a sprinkle of old-fashioned hard work. The time you spend developing an SEO strategy – especially keyword research – will likely yield positive results. That's because SEO touches almost every aspect of your YouTube channel, including titles, descriptions, and tags.

## Getting ready

Before launching into your SEO project, I suggest you add two online programs to your internet toolbox. They are both free. Down the road, if you want to deep dive into the fascinating world of SEO, be sure to explore some of the terrific paid products on the market.

### Tool 1: Google Keyword Planner

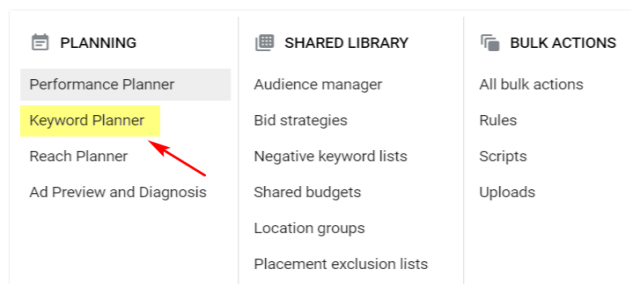
Although it's designed for web page searches, Google Keyword Planner works well for YouTubers on a budget because it quickly generates heaps of keyword ideas for any niche.

To get started with Keyword Planner:

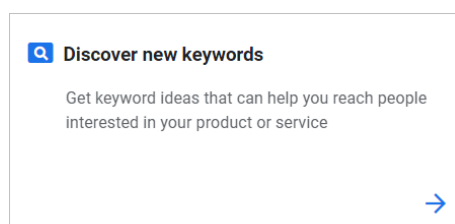
1. Go to Google Ads and create a free account.
2. On the dashboard page, go to the top menu and click Tools & Settings. A new panel displays.



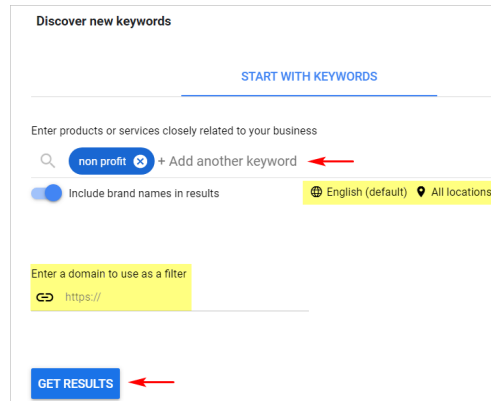
3. On the new panel, click Keyword Planner. A new page displays.



4. On the new page, click the Discover new keywords box. A new panel displays.



5. Enter one or more keywords and then check the language and location settings.
6. Enter a domain (optional).
7. Click GET RESULTS.



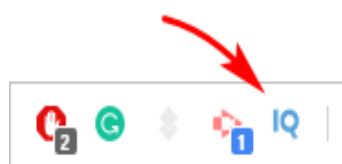
After clicking the results button, the Keyword Plan page displays. It shows lots of useful information, including keyword ideas ranked by average monthly searches and suggested words and phrases.

- Make sure you click the Avg. monthly searches button to sort the keywords by popularity.

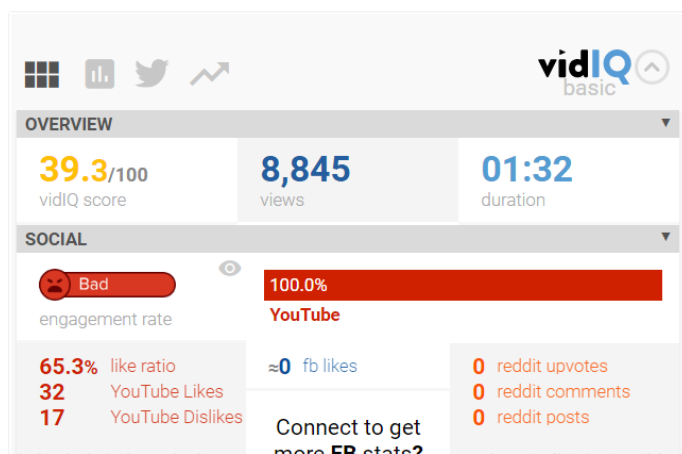
## Tool 2: vidIQ

This must-have Chrome or Firefox extension opens the front hood of any YouTube video and lets you inspect its online performance. vidIQ runs on a freemium model, but the free version provides heaps of useful data. Safe and legal to use (no worries there), vidIQ gives you access to data not visible to the casual YouTube viewer.

1. Go to <https://vidiq.com>.
2. Sign up for a free account.
3. After clicking the email confirmation link, look for the vidIQ icon in the top right corner of the browser.



4. Go to YouTube and select a video.



5. Click the vidIQ icon. The vidIQ dashboard displays on the right side of the screen.

## STAGE 1: KEYWORD RESEARCH

The first step on your SEO journey is keyword research. It's the foundation of any SEO strategy. The aim is to create a list of popular keywords that match the content of your video and the overall theme of your channel.

Keywords are the words and phrases that people type into a search engine when they look for stuff online. Keywords scream into the internet, "I want this."

As a video content creator, you want to find the people who are screaming for your content.

Is there a single tool that tells you the best keywords for your niche? No such tool exists. That's good news. I mean, if tracking down the best keywords was easy, then everybody would be doing it, right?

# SEO Roadmap

