

YOUTUBE SEO GUIDE

THE GIST

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- Dos and Don'ts
- Overall Recommended Steps
- Keyword Tools & Processes
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WHY YOUTUBE SEO?

Optimizing around YouTube SEO is essential to the success of a video and is slightly different than traditional SEO. Unlike web pages or digital copy, videos cannot be "read" by search engines' algorithms. This significantly reduces discoverability if certain steps are not taken when creating, producing, and uploading project to the platform.

- YouTube is the 2nd largest search engine after Google.
- Videos are not "read" by search engines' algorithms.
- YouTube is improving video discovery by offering caption uploading.
- Titles, descriptions, keywords, hashtags, and metatags are several elements that help increase a video's searchability.

YOUTUBE KEYWORDS

Today's YouTube SEO focuses on user intent, particularly when it comes to language. Since algorithms know language just as well, if not better, than we do, choosing keywords based on *why* individuals are looking for a particular video is paramount.

There are two different methods for finding keywords and they should be tailored based on where you're at in the video process.

DO THIS:

- Include long tail keywords that are more than 3 words long.
- Focus on choosing 5-7 keywords.
- Determine *why* someone would watch the video.

DON'T DO THIS:

- Do not keyword stuff — write as many keywords as possible.
- Use keywords that are unrelated to the video.
- Use the same keyword finding process for new videos vs. already published videos.

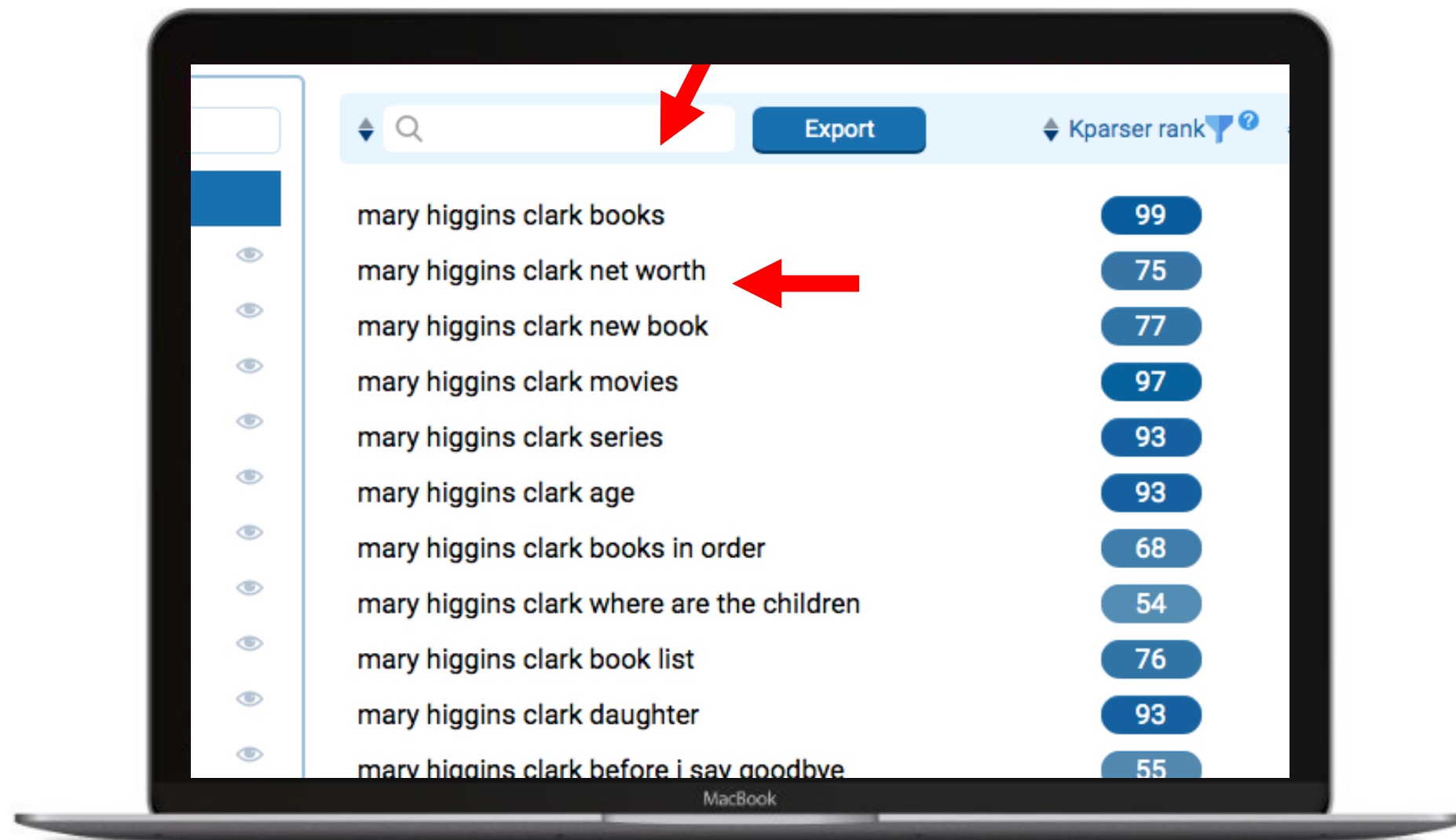
RECOMMENDED ACTIONS

- 1 Find 5-7 relevant video keywords based on user intent.
- 2 Encourage viewers to engage with videos.
- 3 Use keywords in video filenames.
- 4 Optimize video titles (max 60 characters).
- 5 Optimize video descriptions (min 150 words).
- 6 Utilize hashtags where relevant in titles or descriptions.
- 7 Upload captions for every video.
- 8 Add 10-12 video tags for each upload.
- 9 Categorize a video appropriately.
- 10 Include timestamps to delineate sections.
- 11 Add your own closed captions.

KEYWORD TOOLS

PROCESS ONE FOR CREATING VIDEOS

Determine 5-7 keywords that are relevant to your topic. Doing so will allow you to modify the video script to ensure that topics, conversation questions, etc are in line with user intent. Use both keyword tools and the YouTube search bar to build the keyword list.



1

Use either [Kparser](#) (free) or [Ahrefs](#) (paid) to do a keyword search and determine what terms are actually being searched.

2

Start with the main topic of your video as one keyword and then a related phrase as another.

3

For Kparser, determine what keywords have the highest rankings. Sweet spot is between 75-90 but depends on the keyword and topic you're researching.

4

Feel free to keep doing new searches around populated keywords to get a better sense of all the various search terms.

KEYWORD TOOLS

PROCESS TWO FOR CREATING VIDEOS

Look at the platform's autocomplete search bar to really delve into what YouTube users are searching for. This will help you find long tail keywords.

- 1 Enter the main topic into the YouTube search bar.

Do not hit enter but see what searches are autofill options. For example, if you type in “Mary Higgins Clark” you see that people are searching for “mary higgins clark full movies,” “mary higgins clark audiobooks,” and “mary higgins clark interview.”
- 2 Determine which keywords are relevant for your video.
- 3 Repeat steps 1-3 with other keywords relevant to your video.
- 4 Merge these lists with the list you pulled using the keyword tools and choose the best 5-7 for your video.

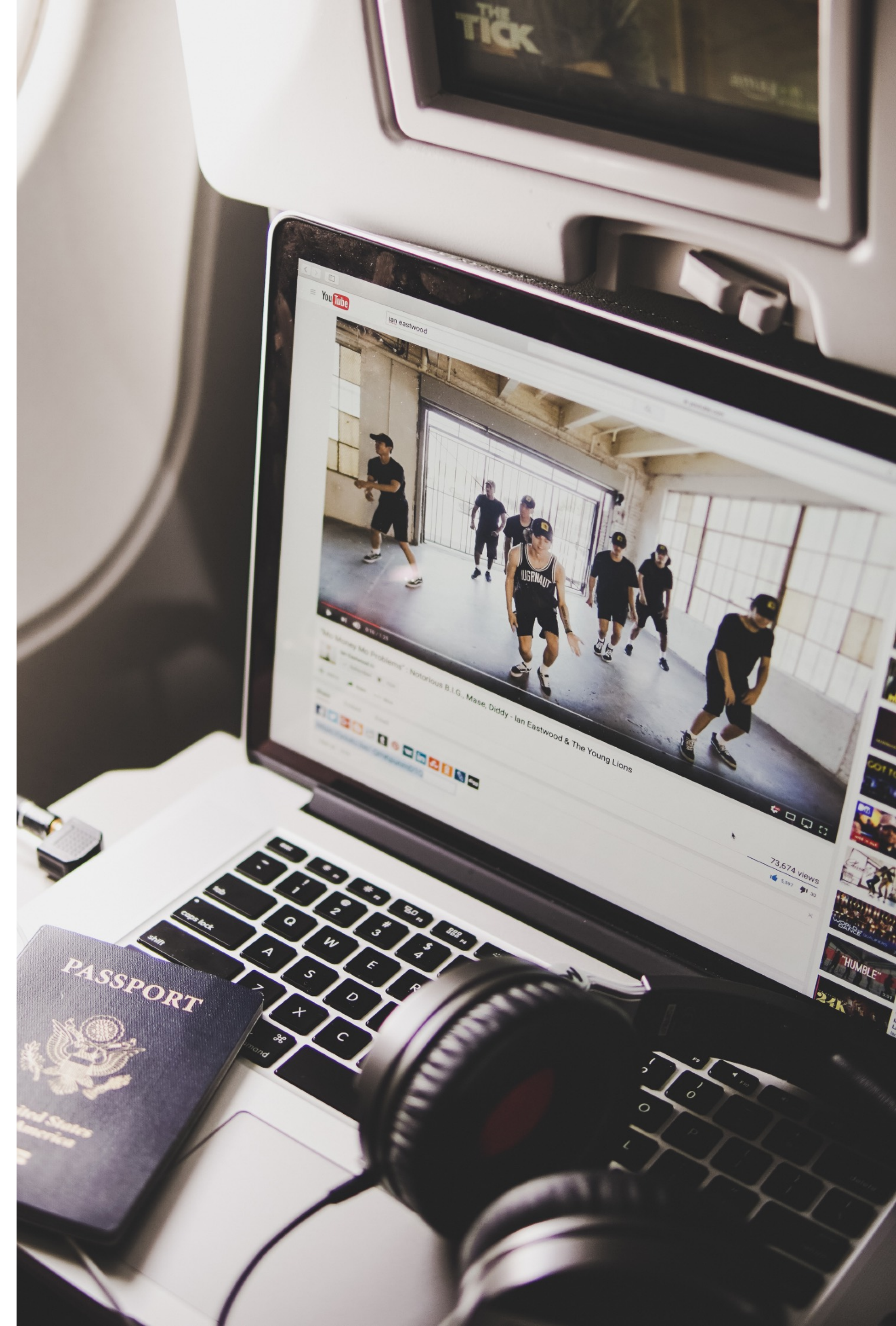


KEYWORD TOOLS

PROCESS FOR UPDATING VIDEOS

For videos that have already been published and need updated titles or descriptions, use tools that give you a broader sense of how people search.

- 1 Use [Google Trends](#) or [Google Keyword Planner](#) (you will need a Google account to sign in).
- 2 Enter keywords into the search function that relate to the video.
- 3 In the results, you'll see your entered keywords plus keyword ideas. Select the relevant keywords with the highest monthly search volume and the lowest competition.
- 4 Keep in mind keywords from all levels of the conversion funnels to reach a wide audience. Consider including words with a high competition level if term is highly related to your video and has a high monthly search.



BEST PRACTICES

BEFORE UPLOADING



[Watch this video.](#) The beginning has a text call-to-action and they incorporate an auditory call-to-action before finalizing it with a combination of a text call-to-action and clickable button.

ENCOURAGE ENGAGEMENT

Encourage users to engage with your videos to improve your video's performance. Comments and subscriptions are huge indicators to the YouTube algorithm that viewers find your videos valuable.

Give a call out in the video for a viewer to like, leave a comment, or subscribe. If the person on camera does this, it carries more weight than saying it just on an end slate.

INCLUDE KEYWORDS IN FILE NAMES

Search bots are able to read the name of the video you've uploaded. Instead of leaving it as a generic, "Video123.mp4," use this as an opportunity to include additional keywords.

BEST PRACTICES

UPLOADING

Video titles and descriptions are where the SEO magic happens on YouTube. Keep these guidelines in mind when crafting your copy.

VIDEO TITLES

- Add [keywords to the video titles](#) whenever possible. This isn't an opportunity for keyword stuffing but if natural and appropriate to include a keyword in the title, make sure to do so.
- Keep video titles [under 60 characters](#). More than that and the title will get cut off in the results, making it less readable in SERPs (search engine result pages).

VIDEO DESCRIPTIONS

- Include the most important [keywords in the beginning of the description](#). When evaluating the importance of a keyword, keep in mind its relevance to the video, monthly search average, and level of competition.
- At least [one keyword](#) should be included within the [first 25 words of the description](#).
- Overall, descriptions should be at least [250 words](#) and [include keywords 2-4 times](#) as the description permits.

BEST PRACTICES

UPLOADING

Video tags and categories allow you to drill down into the purpose of your video and put it in front of your target audience.

HASHTAGS

- Use hashtags in the title or descriptions.
- Hashtags appear in 3 places: above the title, in the title, in the description.
- When incorporating hashtags, it's best to use ones that are branded, popular, or location-based when a video is tied to a specific place.
- Keep in mind that while hashtags do make it easier for viewers to find your videos, it also makes it easier for them to leave your channel.

CLOSED CAPTIONS

- Captions enable search algorithms to “watch” and “read” your video which increases searchability.
- YouTube will automatically provide captions for videos, but there are frequently discrepancies between what the captions say and what is actually being said.
- Upload a YouTube support caption file (preferably a .scc file extension) into YouTube studio.

BEST PRACTICES

UPLOADING

Video tags and categories allow you to drill down into the purpose of your video and put it in front of your target audience.

VIDEO TAGS

- Add tags to indicate to the YouTube algorithm which videos to group your video with, which increases discoverability.
- Include the most important tags first.
- Add long tail keywords for variety.
- Cap the number of tags to 10-12 per video. You will be penalized for using irrelevant tags to gain views.

CATEGORIES

- Much like keywords, categories group your video with other relevant videos.
- To help identify a relevant category, check the top creators in each category to find similarities between their video and yours. There's no simple way to do this but by clicking on "Show More in a YouTube video description, you will be able to view videos in that specific category.

BEST PRACTICES

AFTER PUBLICATION

As with any SEO, YouTube optimization does not end once the video has been uploaded. Consider organizing playlists and building backlinks.

PLAYLISTS

- Much like individual videos, playlists should be optimized with keywords in the titles and descriptions.
- Instead of broad playlists, consider using specific keywords to group videos. For example, for suspenseful fiction books use “The Latest in Psychological Thrillers” rather than “Thrills & Chills.”

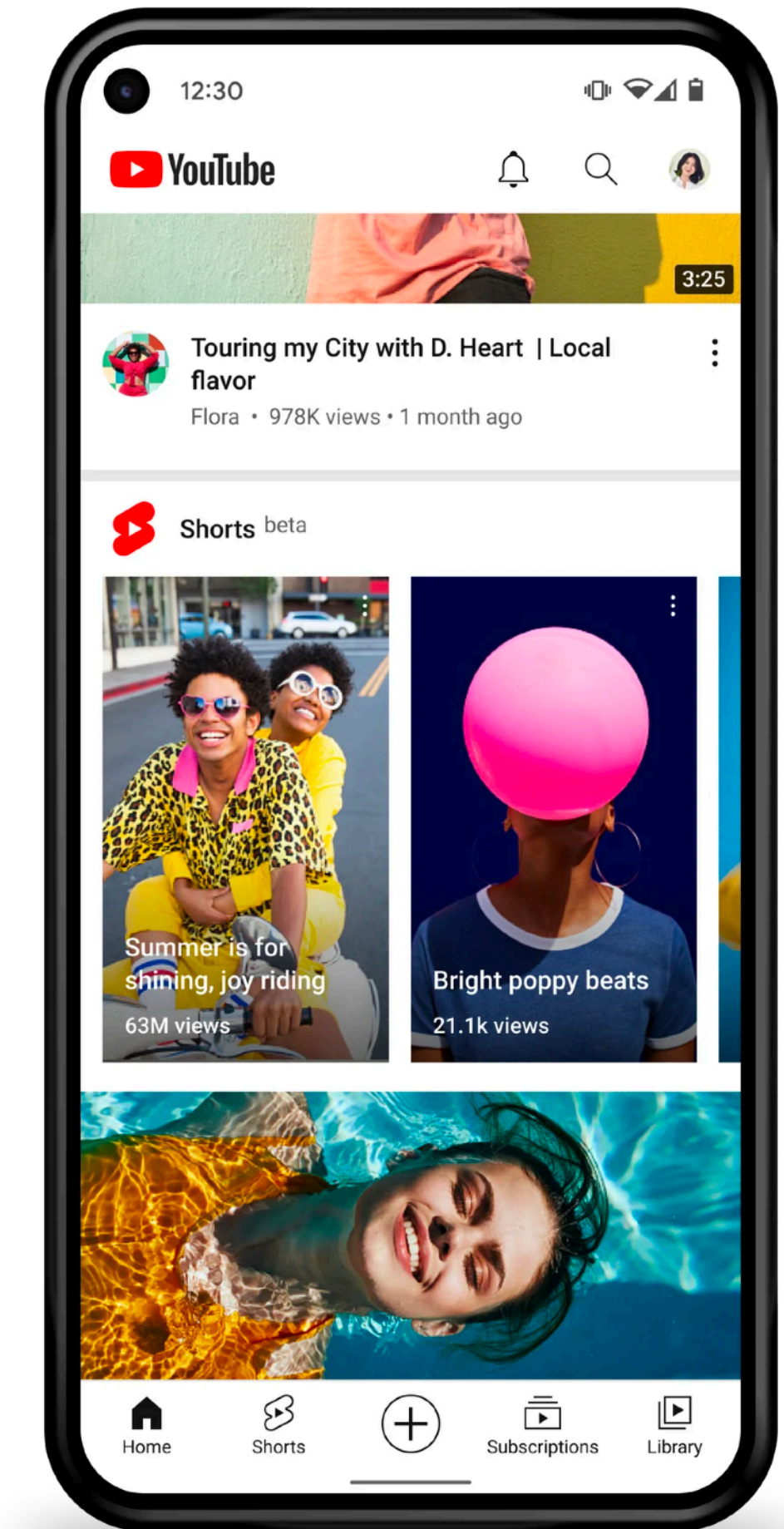
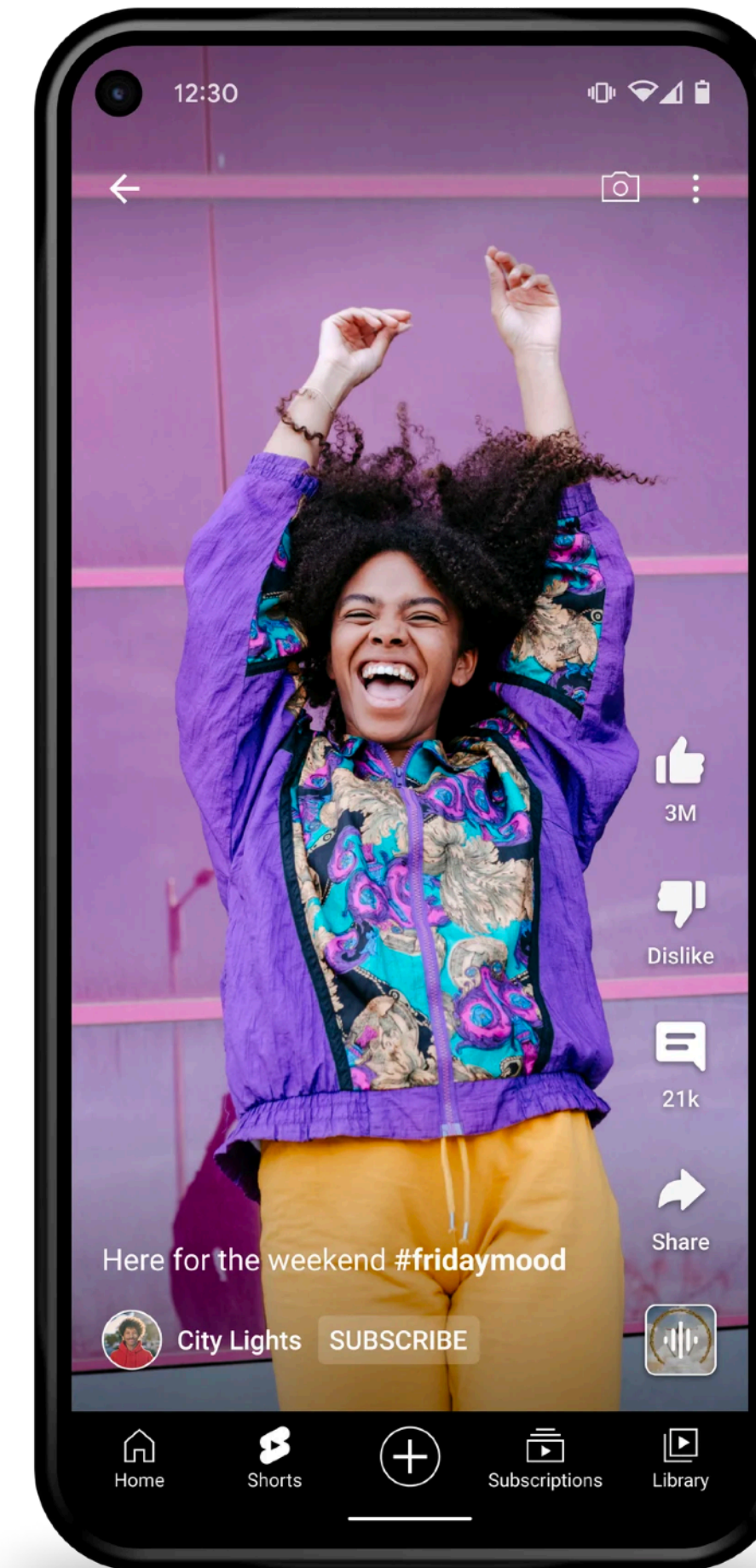
LINK BUILDING

- One crucial way to drive more views is to have other high value pages link to your overall channel and individual videos.
- Consider asking influencers and sister brands to link to the videos from their websites and through their social media.
- Use the brand’s website to direct traffic to videos and the channel with links on relevant pages.

YOUTUBE SHORTS

YouTube is throwing a lot of algorithm love to their Shorts as they actively try to compete with TikTok and Instagram Reels. This short-form content is an opportunity to reach new audiences in a venue that continues to be tweaked by YouTube for better usability. These videos allow creators to be more informal and don't require the same production value as a traditional YouTube video.

- Shorts are 60 seconds or less (any YouTube video that is less than 60 seconds is automatically classified as a short)
- Videos are vertical with an ideal size of 1920 pixels by 1080 pixels.
- Experiment with different features, such as remixing your favorite music video, to stay on trend while appealing to your target audience.
- Repurpose content from TikTok or Reels—just make sure to remove the watermark.



CONTACT US

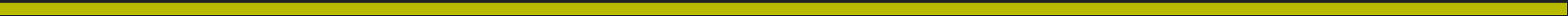
Want personalized support for your digital marketing efforts? Let us help!

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Bramble



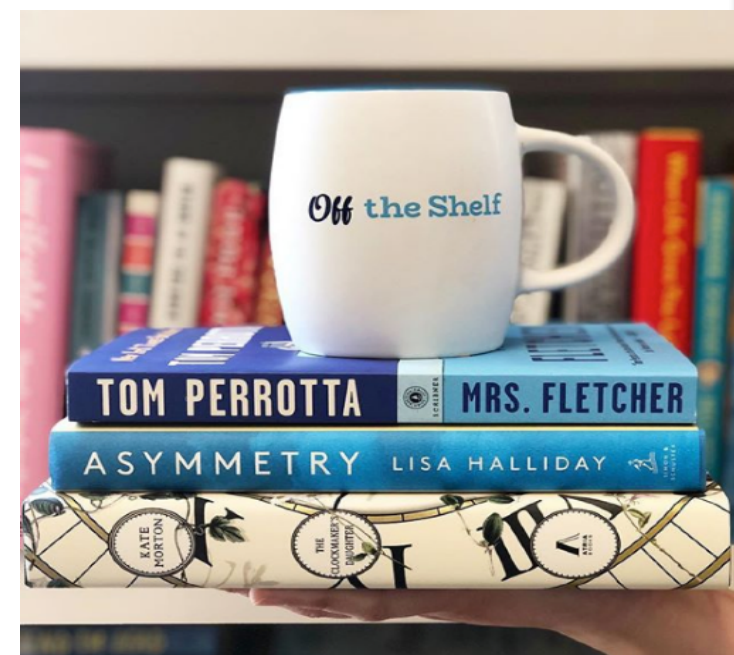
THANK YOU!

APPENDIX

The proof. Who we are.

CASE STUDIES

Just a few instances in which we helped others stand out.



SIMON & SCHUSTER

Drive book discovery through the creation and management of multiple online verticals.

THE SOLUTIONS

- Day-to-day management of social platforms.
- Collaborated with imprints and authors to align marketing.
- Developed and implemented paid ad campaigns to raise title awareness.
- Wrote and deployed newsletters to active fan base.

THE RESULTS

- **Increased newsletter open rate to 21% + engagement rate to 16%** from 17% + 6%, respectively.
- Organic FB Group growth of **70% in four months.**
- Achieved **6-10% paid ad CTRs** (avg CTRs stay at 1.5%).
- FB Lives that garnered **over 5K views.**

WEWORK

Activate WeWork's community to develop regional and global brand ambassadors to drive awareness and member growth.

THE SOLUTIONS

- Utilized social listening and monitoring tools to turn online interactions into real life surprise & delight moments.
- Analyzed conversation and segmentation trends to identify influencers with engaged audiences.
- Encouraged UGC by creating organic, shareable moments for members.

THE RESULTS

- Aligned programs across **100+** locations and **50,000 team members**.
- Generated **500+** pieces of UGC over 3 months.
- Drove engagement rates on influencer content **2x higher** than brand content.
- **Increased** a previously stagnant platform audience by **17%**.





Volumes
Turn up your audiobooks

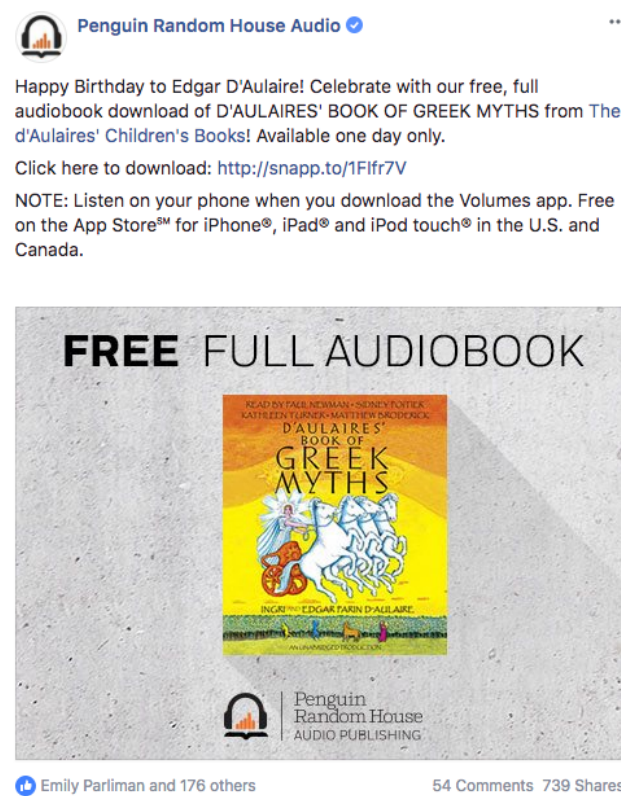


Powered by Penguin Random House Audio



PENGUIN RANDOM HOUSE AUDIO

Develop and execute overarching strategy for Penguin Random House Audio social media platforms and content initiatives.



THE SOLUTIONS

- Day-to-day oversight of total of 1.1 million followers.
- Managed high-visibility partnerships with author brands and estates such as Dr. Seuss.
- Created and optimized paid ad campaigns across multiple outlets.

THE RESULTS

- **Increased newsletter subscribers by 300%** in the first year.
- Successfully launched a **revenue-driving, title-discovery app**.
- Maintained organic engagement rate **10% higher** than company average.



WHO WE
ARE

What we value.

OUR EXPERTISE

From the world's largest enterprise clients to personal brands, our number one focus is helping you achieve your goals. If it exists in the world of marketing, we've done it.



OUR PASSION

We are not just another agency. Through open communication, integrity, and honest feedback, we are your partner every step of the way.



OUR RESULTS

Our creativity is powered by data. We'll analyze your metrics and collect our own to make digital decisions that drive real business impact.



CLIENT BRANDS

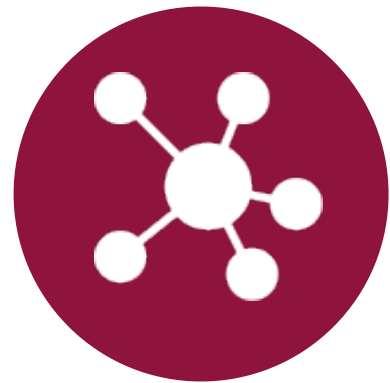


SERVICE OFFERINGS



Program Management

Dedicated team ensuring seamless strategy execution, meeting oversight and client updates.



Strategic Build

Work with key stakeholders to develop the overarching campaign strategy and goals.



Ad Campaign Creation & Optimization

Create, manage, and optimize ad campaigns based on strategic goals.



Influencer Discovery & Management

Identification and vetting of influencers for content collaboration and partnerships. Includes ongoing relationship management.



Content Blueprint & Creation

Strategize and project manage development of engaging content assets and landing pages. ie: videos, animated gifs, infographics, etc.



Copy Development

Copy development based on industry best practices, audience acquisition analysis, and strategic goals.



Tracking & Reporting

Consistent tracking tied to results and actionable insights that feed back into the campaign strategy.