

# YouTube SEO by Digital Vasu

## Three Major Traffic sources on YouTube that you can optimize –

1. Browse Features – Traffic from home screen, Subscription feed, watch later and other browsing features.
2. Suggested Videos – Traffic from suggestion that appear next to or after other videos, and from links in video descriptions.
3. YouTube Search – Traffic from YouTube search and notifications.

## Important points to Consider before You Optimize Your Videos –

- Focus on 1 Specific Niche
- Try to get 1000+ Subscribers in 1 Month
- Work Very Hard on First 10 Videos
- Target 100+ Subscribers from each video

## YouTube SEO Check List –

### 1. Focus on Main keyword –

Add Your Main Keyword in Your title, Description, tags, hashtag, video file name and thumbnail file name.

### 2. Make more Engaging videos –

Make your videos Engaging. get more likes, comments, shares, subscribes by requesting your viewers through your videos, asking your viewers really help.

### 3. Keyword Placement –

Add Your Main keyword at the beginning of your title.

#### Example –

- Best ways to learn digital marketing in 2020 (Wrong)
- Digital Marketing make easy for Beginners (Right)

### 4. Tags –

Tags play very important role in YouTube SEO. Choose your tags wisely.

- Use main keyword in first tag
- Tag must be in 30 correctors
- Use only relevant tag
- Use few tags, less than 500 correctors
- Use YouTube buddy and tube mate for computer tag
- Add tags in description (min 60 to 100 words) excited description

### 5. Watch time - Make longer videos increase watch time (more than 10 min)

### 6. Increase CTR –

learn & Create CTR magnet thumbnails and titles. High CTR means people love watching your Videos. Focus on Creative and excited thumbnail and title.

## 7. Grab attention on video in starting few days of new video –

Try to grab your attention when YouTube ranks your videos for few hour or days after publishing a new video.

### YouTube Criteria for Suggested Videos

1. Other best videos from same creator
2. Videos with same topic from other creators
3. Videos with relevant but difference topics
4. Videos according to interest and history.

### How to optimize suggested Videos: -

- All YouTube SEO Strategies help in YouTube Suggested Videos
- Create videos on specific Niche. this helps YouTube to understand your expertise and accordingly suggest your videos.
- Create long videos - YouTube prefer videos as compared to shorter videos for suggested videos. it gives better watch time.
- Tags are very Crucial. copy the best tags from most viewed relevant videos and use it in your videos.
- Use one tag of your name or channel name so that YouTube will suggest your videos when someone watches your videos.
- Find out the popular videos in your niche and create videos on that topic.
- Your thumbnail and title are responsible for high or low CTR. make your title and thumbnail very attractive.
- Focus on content quality. YouTube suggest your videos if people engage with your videos. means if very like, share, comments, subscriber or watch full videos, YouTube loves it.

### Browse Features Traffic –

Traffic from the home screen, subscription feed, watch later and other browsing features.

### YouTube Criteria for Browse Features Videos –

1. Videos from your subscribed channels.
2. Videos from other creators related to the niche of your subscribed channels.
3. Videos from your favorite craters.
4. According to your interests and history.

### How to optimize Browse Features Videos: -

- Create more useful and longer videos minimum 5-7 videos in a month.
- Try to get more views and engagement within first few hours. use all platforms and use every strategy for that.
- Your videos in First few hours are viewed by your subscribers. so, you need to make your subscribers curious about your videos. Revest to your viewers to like, share, comments.
- Create posts, polls, stories before /after you publish your videos. promote through emails, social channels.

- Make your Channel Home Page better. Use Excellent profile image , channel cover and create your about page .
- Create useful playlist that people are interested in. this helps to increase your channel watch time.
- Use YouTube card and end screen wisely so that people watch more videos from your channel.
- Try to add engaging elements in your videos that help to increase watch time of your videos.
- Add links of Your popular and Relevant videos in the description of each video.
- Publish Posts, Polls and Stories on Regular Basis so that people stay engaged with your channel.
- Build your authority on YouTube and other platforms. this helps in high views, engagement, subscribers, trusts etc.
- Keep on Experimenting with your thumbnail and see what type of thumbnail gives you highest CTR. High CTR with Engagement means more promotion on YouTube browse features. (Min 5% CTR , Try to get more CTR)



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