



Basic YouTube VSEO Rules (2015)



1. Title - is the first point of VSEO search

- ▶ Use your name, company name + video content in the title.

2. Description - what the video is actually about

- ▶ Needs to be a minimum of 150 words
- ▶ Need a minimum of 5 external links - URLs to other sites
- ▶ **Always** start the description with your OWN website URL
- ▶ Include the words from the Title in your Description
- ▶ Use your website Keywords and phrases that draw traffic to you within the Description
- ▶ Describe what the video is actually about
- ▶ Use more than just your Home page URL – connect to different pages in different videos
- ▶ Add your social media and social network links at the end of each video - Twitter, Facebook, Instagram, LinkedIn, Podcasts, iTunes, Amazon etc.
- ▶ Use links to Other businesses and people in the Description – YT ‘rewards’ videos that cross-promote – e.g. add links for your Video Coach(!), Production Company, Guests etc.
- ▶ Add links to other videos for the same reason – stick to your own videos of course!

3. Keywords – use the same words you have used for the Title + Description

- ▶ Use your name, company, any programme keywords or specialist keywords for you
- ▶ Your online Klout is linked to your name + YouTube – so include it in every video you post!
- ▶ Your Keywords are specific to you and your Production team
- ▶ Find out what they are from your own SEO research or your Tribe research
- ▶ Google Analytics is a great tool to help with this.

BASIC YOUTUBE VSEO RULES:

- 1. Title** – is the first point of VSEO search – use your, your company name + key video content in title.
- 2. Description** – what the video is actually about, Minimum 150 words + 5 links. Always start with your URL – your website you want to promote with this video.
- 3. Keywords** – use the same words you have used for the Title + Description and your website connector key words, but avoid a long list = keyword stuffing!

As I said video tools and rules change day by day, so if you're reading this in ten years' time and wondering what I'm talking about here - you've probably got your own best VSEO tool to help you promote and market your videos out to the world!



MY NOTES...

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