

7 Killer Tips For Optimizing Your YouTube Videos

Welcome to another X-Factor video for the Become A Blogger Premium course. This is Gideon Shalwick, and today, I'll show you 7 Killer Tips For Optimizing Your YouTube Videos.

The 7 tips are:

1. Create outstanding content
2. Optimize your YouTube Channel
3. Use keywords cleverly and in the right places
4. Add URL's in the right places
5. Link to your videos from where ever you can
6. Provide plenty of social proof for your videos
7. Ping your YouTube channel as soon as you add new content

By the end of this video, you'll have an arsenal of amazing tips to help increase the effectiveness and reach of your YouTube videos.

Let's get straight into the first point

1. Create Outstanding Content

In the same way that beautiful, bright colored, fresh smelling flowers naturally attract the bees, when you create outstanding content, whether it's for your blog or youtube videos, you'll attract traffic.

The better quality your content, the higher chance you'll have that other people will love it and tell all their friends about it, creating a viral effect.

But there are some extra guidelines you could use to help you boost the effectiveness of your YouTube Video content. When you create your next video, try incorporating some of the following:

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1. Make it funny
2. Make it controversial
3. Make it exceptional - go the extra mile to come up with great content
4. Make it useful - "how to" videos are some of the most popular videos on the internet right now
5. Ask direct questions to your viewers and ask people to leave their answers as comments below the videos
6. Run competitions where you reward people for taking certain actions... like adding an original comment to your videos or something similar.
7. And create riddles and get your viewers to solve it inside the comments area.

These are but some ideas of things you could try out for your videos. The point is that you get people involved and get them to interact with you. That will eventually help spread the word about your videos, and also drive traffic back to your site.

Next...

2. Optimize Your YouTube Channel

You can spend hours and hours on optimizing your YouTube channel. But let me quickly point out some key things that you simply HAVE to do as a standard requirement. These few small changes could result in a very large overall effect over the long term. So make sure you take action on this. It's really so easy, and most people don't even bother doing it.

Here's what you do...

Log into your YouTube channel...

And then go to your channel view by clicking on username...

And then towards the top of the page look for the button that says "Edit Channel"...

Keep in mind that YouTube may change their website interface from time to time, so the interface on this video may look slightly different for you, depending on when you are watching this video.

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Then, add the title of your channel...

And also add an interesting description of your channel. You can use the same tips that Yaro mentioned inside his video on creating the About page for your blog. In other words, write things in terms of benefits for your viewers. And most importantly, remember to create at least one link back to your site here. To ensure the link to your site will be clickable, remember to add the <http://> in front of your domain name when you add it...

Then add the most important keyword tags that relate to your channel and content...

Change your channel type to "Guru" if you're planning to add a lot of "How To" videos...

And then click on the "Update Channel" button...

If you then view your channel again by clicking on your username...

You'll see all the new content that you've added to your channel. If you want to change anything, just click on the "Edit Channel" button and go through the process again.

And just one more thing... if you go to "Account"...

And then "Profile Setup"...

Make sure you add the URL of your blog inside the website URL space provided as well...

And remember to click on the "Save" button.

Next...

3. Use Keywords Cleverly And In The Right Places

Whenever you create a new video, take special care with the keywords that you use, and also exactly where you use them.

You need to make sure you use targeted keywords that relate to the content of your video in three main areas...

The headline area...

The comment area...

And the tags area...

Don't make the mistake of stuffing your comment area with too many keywords - just write some normal text the same way you'd write a short blog post. If you're writing normally about your video, you will naturally use the right keywords. So don't just stuff the comment area with a bunch of keywords that you think are relative. YouTube and Google search engine algorithms are getting more and more advanced, and they are looking for content that is relevant. And the best way to provide that is to simply write about your content as you normally would.

For your headline and tags, you can be a bit more strategic. Decide on your most important keywords that you think people will use when searching for your video, and then add them right at the front...

For example, say you discover that the most likely words people would use for searching for your video is something like "How to make bread" - then use those exact same words right at the start of your video title.

You can do this to a similar degree with your tag keywords, but you can leave out the smaller words such as the, it and etc...

And that's it for keywords... There's not much to it, but if you do it right, your results can be improved a great deal. Always think in terms of what people would be searching for naturally, and then use that.

Next...

4. Add URL's In The Right Places

There are only two areas where you need to add the URL to your blog or website.

- 1.Right at the beginning of your comment area
- 2.And inside your actual video somewhere when you're doing the video editing

When you add the URL inside your comment area, make sure that it's right at the very beginning, and also remember to add `http://` in front of your address. This will ensure that your link is visible and clickable when people watch your video on YouTube.

And when you add the URL of your blog or website inside your video, add it in a place that is not too distracting, but still easily readable. I find that right at the bottom of the video is a great place in most cases.

Alternatively, you can simply make use of the annotations function inside YouTube to have the same effect.

I showed you how to do this inside one of the previous videos.

Next...

5. Link To Your Videos From Where Ever You Can

The more important links you have to your video the better chance it has of showing up on the first page of Google.

So, you can "engineer" these links to a certain extent. The basic idea is that you need to get as many important websites as possible to embed your video or link back to it from their website.

But for a start, you can easily link from the following sites at a minimum:

1. Your own blog - this goes without saying of course since you'll want to display your own video content on your own blog. When your readers watch your video and are impressed with it, they will have the opportunity to grab the embed code straight from your YouTube player and embed your video on their own sites as well.
2. Other blogs and authority sites. This is a little more tricky to do. If you create really outstanding videos, this may happen all by itself. But if you can build up a relationship with other prominent bloggers and website owners in your niche, and get them to embed your video on their sites, this could be a very great advantage and increase your views dramatically.
3. Forums - whenever you visit forums in your niche area, and you think that your video will add value to the discussion, go ahead and link to your video as well. If you are allowed to use embed code inside the forum, that's even better. But just be careful that your video actually adds value to the discussion and that it does not come across as spam, because that can be a really quick way of getting kicked out of a forum.

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4. And finally, bookmark the URL of your individual YouTube videos using social bookmarking sites.

The most prominent one to use is Delicious.com. But there are a whole bunch of other ones you can use as well. Just do a search for "social bookmark sites" in Google and find the ones that you think are most appropriate to your niche.

If you just get one link from a very popular blog or website, it may mean the difference between being on page 25 and page 1 of a Google search result. So this strategy can work really well if you can pull it off.

Next...

6. Provide Plenty Of Social Proof For Your Videos

Social proof is one of the most powerful influential "tools" that can be used in any form of promotion.

When people see that other people like your videos, that immediately puts them in a positive frame even before they start absorbing your content.

Social proof for your videos can be seen in at least three ways:

1. Through the number of views on your videos
2. Through the ratings for your videos
3. And through the interaction you have with other people on YouTube

So, you're probably wondering whether it's possible to influence all three of these, and of course the answer is yes!

To increase your number of initial views, you can use a number of different strategies. Here are three very effective ways of just getting those first few views for your videos just to help you over that initial hump of social proof. It's important that you implement the following strategies as soon as possible after you've uploaded your videos:

1. Tell all your friends and family to check out your video
2. Use social media websites like Twitter and Facebook to publish a link to your video
3. Use your email list if you have one, and drive immediate traffic to your video

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The aim is simply to get as many as possible views on your videos as quickly as possible. If you pull this off right, you may just get into one of the top viewed categories on YouTube, which in turn can drive a waterfall of new views to your video.

Finally...

7. Ping Your YouTube Channel As Soon As You Add New Content To It

Ok, this last strategy is something that very very few people know about, and that could help you get a LOT more exposure for your YouTube videos. The funny thing is that this strategy is so very easy to implement as well.

Basically what you're trying to achieve with this strategy is to notify all the prominent search engines and directories that you've added new content to your channel. This allows the search engines to then "peek" at your YouTube channel, and list your newest content in their databases.

I don't want to go into too much technical detail here, but you can test out this strategy and see how well it works for you.

Here's what you do...

Go to www.pingoat.com...

And then enter in your blog name...

Your blog URL...

And your blog XML feed...

Now, this is the bit that VERY few people know about. To enter the correct XML feed for your YouTube channel, use the following format:

<http://www.youtube.com/rss/user/YOUTUBE-USERNAME/videos.rss>

Where YOUTUBE-USERNAME is your own YouTube username.

This is your actual rss feed for your YouTube channel videos - so, just like you can subscribe to a blog's RSS feeds, you can also subscribe to a YouTube Channel's RSS

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feed... but not many people know about this.

Here's a tip - don't share this with anyone.

Once you've entered those details, select which services you would like to ping. I normally just click on the "General" link to select all the services under "General" all at once.

And I don't normally bother with the other services. If you use all the services under General, that should be sufficient.

Once you're ready, click on the button that says "Go Pingaot!". And then all of the services that you selected will get pinged, or notified about your new content immediately.

You may not realize how powerful this is, but one of the major benefits of using this strategy is that your videos will show up in Google searches a whole lot faster as well.

There's just one warning... and it's quite important. Only use this service once a day per any of your websites or YouTube channels. Using it more than once could flag you as a spammer and could see your website or YouTube channel black listed - this will not be good.

Ok, so that brings us to the end of this video. I think you'll find that if you use the above 7 killer YouTube tips that your chance for success on YouTube will be increased by a pretty large factor.

Let's quickly review these tips:

1. Create outstanding content
2. Optimize your YouTube Channel
3. Use keywords cleverly and in the right places
4. Add URL's in the right places
5. Link to your videos from where ever you can
6. Provide plenty of social proof for your videos
7. And last but certainly not least, ping your YouTube channel as soon as you add new content

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Once again, not many people know about these strategies, so if you start using them you'll be miles ahead of the pack - exactly the effect that you want from these X-Factor style strategies.

Thank you for watching! I'm your host Gideon Shalwick and I'll see you inside the next video.

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