

YOUTUBE SEO

How to rank #1 with your videos

3rd **Google Marketing**
CONFERENCE

Peter Minkjan - 14th of July 2020



Peter Minkjan

Co-Founder 5PM

A YouTube strategy &
services agency
based in Amsterdam





Data-Driven YouTube Experts

OUR VISION

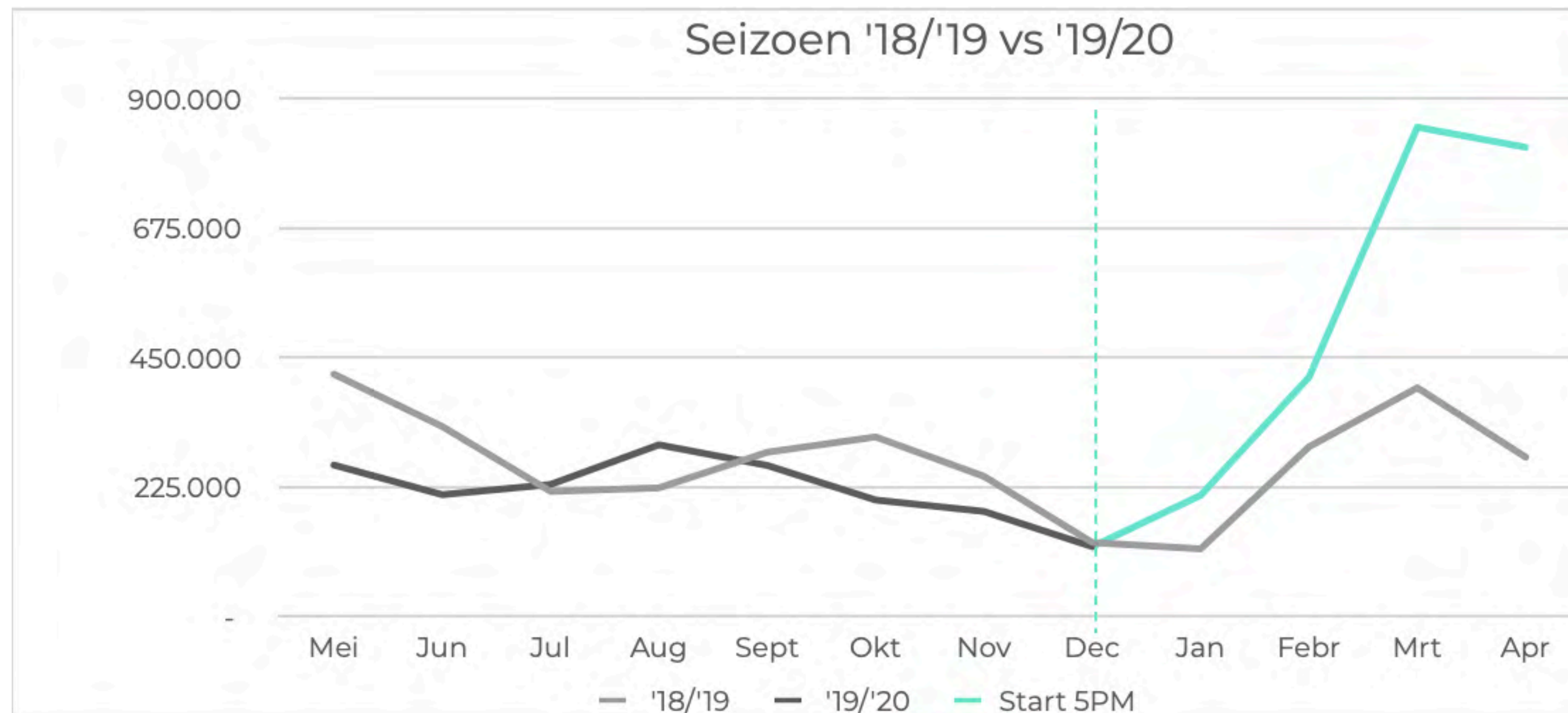
We believe that every video strategy should be based on **data & insights**, not opinions or gut feeling.



SOME OF OUR CLIENTS



WHAT YOU CAN ACHIEVE



70% increase in views

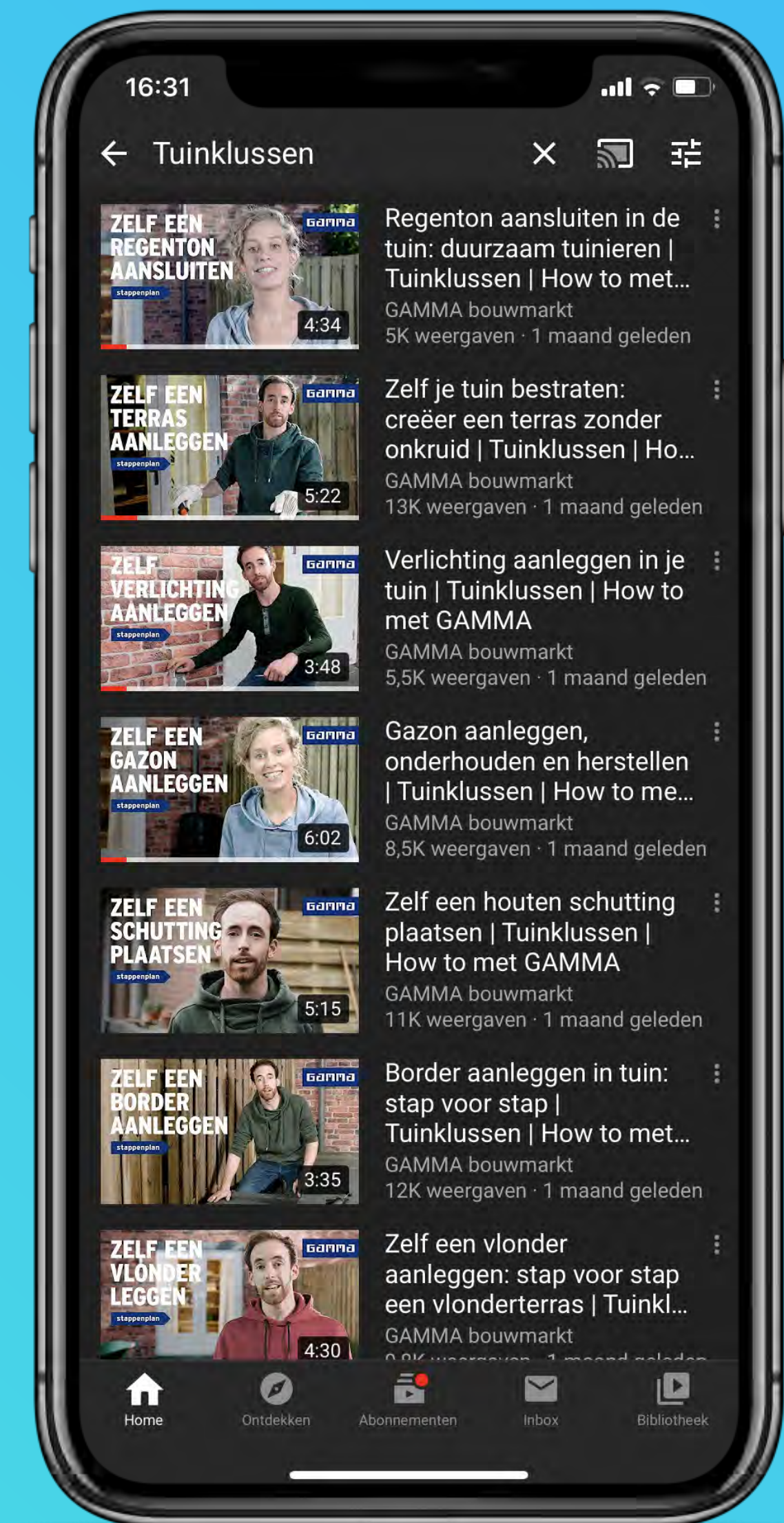
74% increase in watch time

This channel about gardening had a huge increase by focusing solely on YouTube SEO. Important to know: this channel has great content but was poorly optimized.

DOMINATE YOUTUBE SEARCH

Unlike Google Search in YouTube it is possible to populate a whole search results page with one channel.

But how do you achieve this?



Today I want to share
3 insights and **5 actionable tips** about
YouTube SEO



THE GOAL OF YOUTUBE

Goal of YouTube

Maximize long term **viewer engagement** &
satisfaction

Way to reach this

YouTube wants to **predict** which **videos** you want to see.

Insight #1

To make good predictions YouTube needs **context** (metadata) and **performance data** (watch time) and combine that with **profile data** to personalize the results

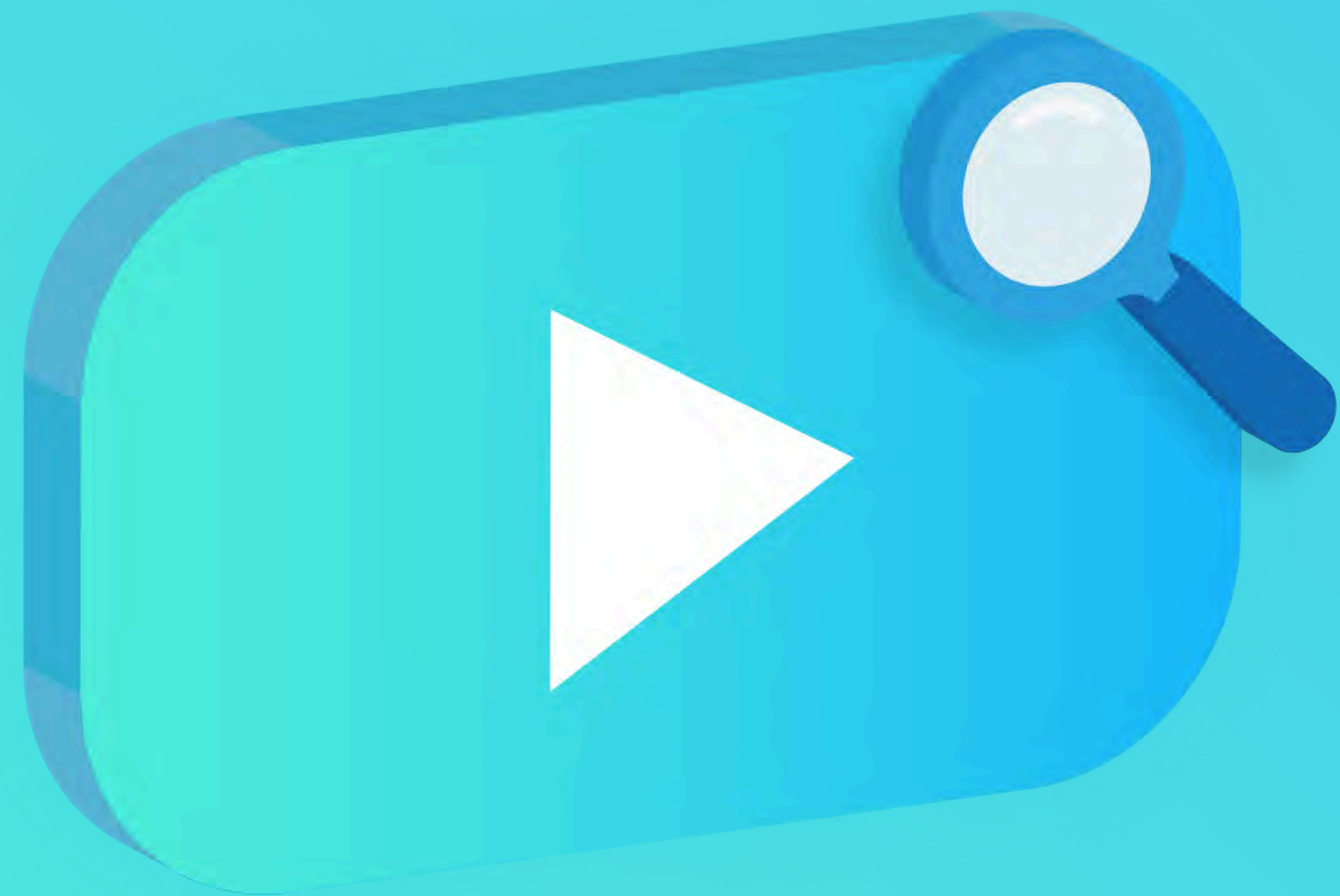
WTF IS METADATA?

Metadata is just a fancy way to name all the elements you can adjust and optimize for your video after you have uploaded it. Metadata gives YouTube context where your video is about.

The different elements:

1. Thumbnails
2. Titles
3. Descriptions
4. Tags
5. Captions
6. End screens
7. Cards





2. HOW DO PEOPLE USE YOUTUBE AS A SEARCH ENGINE?

YOUTUBE IS THE 2ND BIGGEST SEARCH ENGINE OF THE WORLD

MORE THAN 3 BILLION SEARCHES ON YOUTUBE PER MONTH

But how do people use
YouTube search?

YOUTUBE VS GOOGLE

You Tube

ORIENTATION

Which one should I buy?



90% of people say they discover new brands or products on YouTube

Google

TRANSACTIONAL

Where should I buy it?

6 DIFFERENT TYPES OF SEARCH INTENTS

1

Informational

How-to's
Tutorials

2

Orientation

Inspiration
Reviews

3

Transactional

Buy it
Best deal

4

Local

Restaurants
Supermarkets

5

Navigational

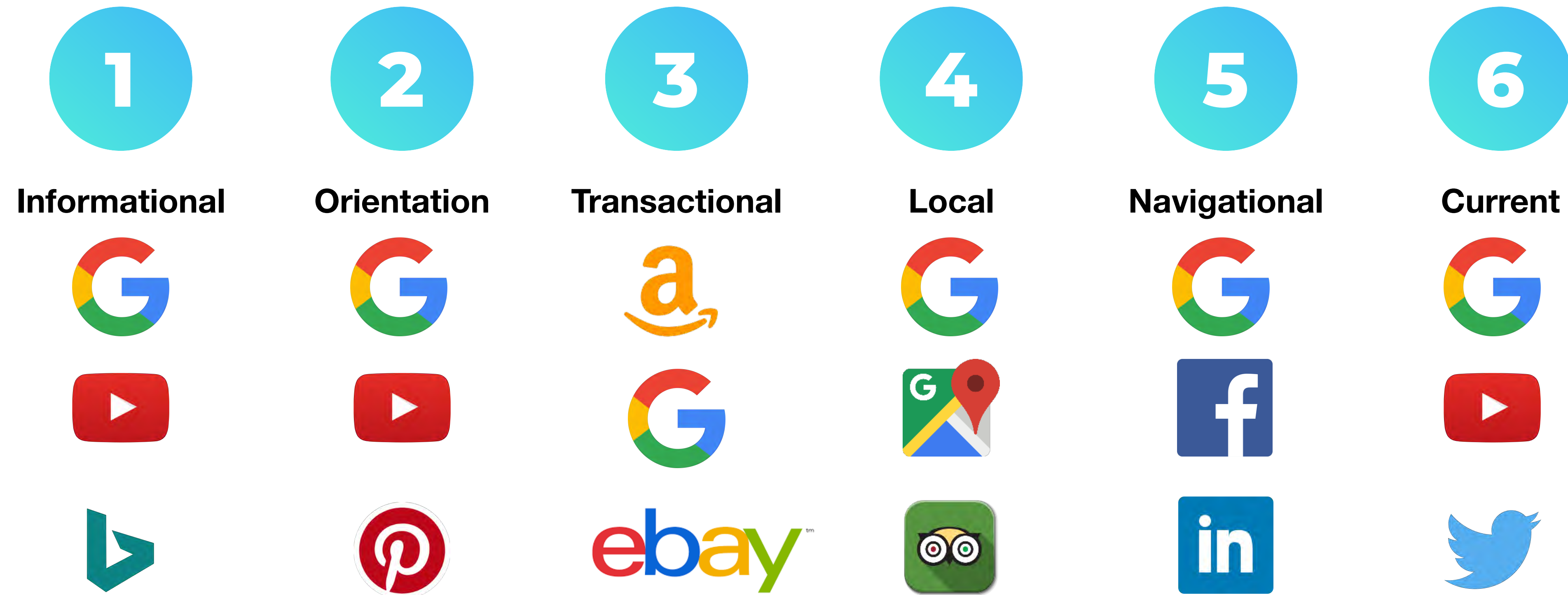
Looking for
specific brand
or person

6

Current

News
Current affairs

FAVORITE PLATFORM PER SEARCH INTENT



HOW PEOPLE USE YOUTUBE SEARCH

	Intent
<input type="text" value="How to paint my wall"/> 	Informational
<input type="text" value="Best headphones for gaming"/> 	Orientation
<input type="text" value="Highlights Panathinaikos Olympiakos"/> 	Current

INSIGHT #1

YouTube is great on fulfilling

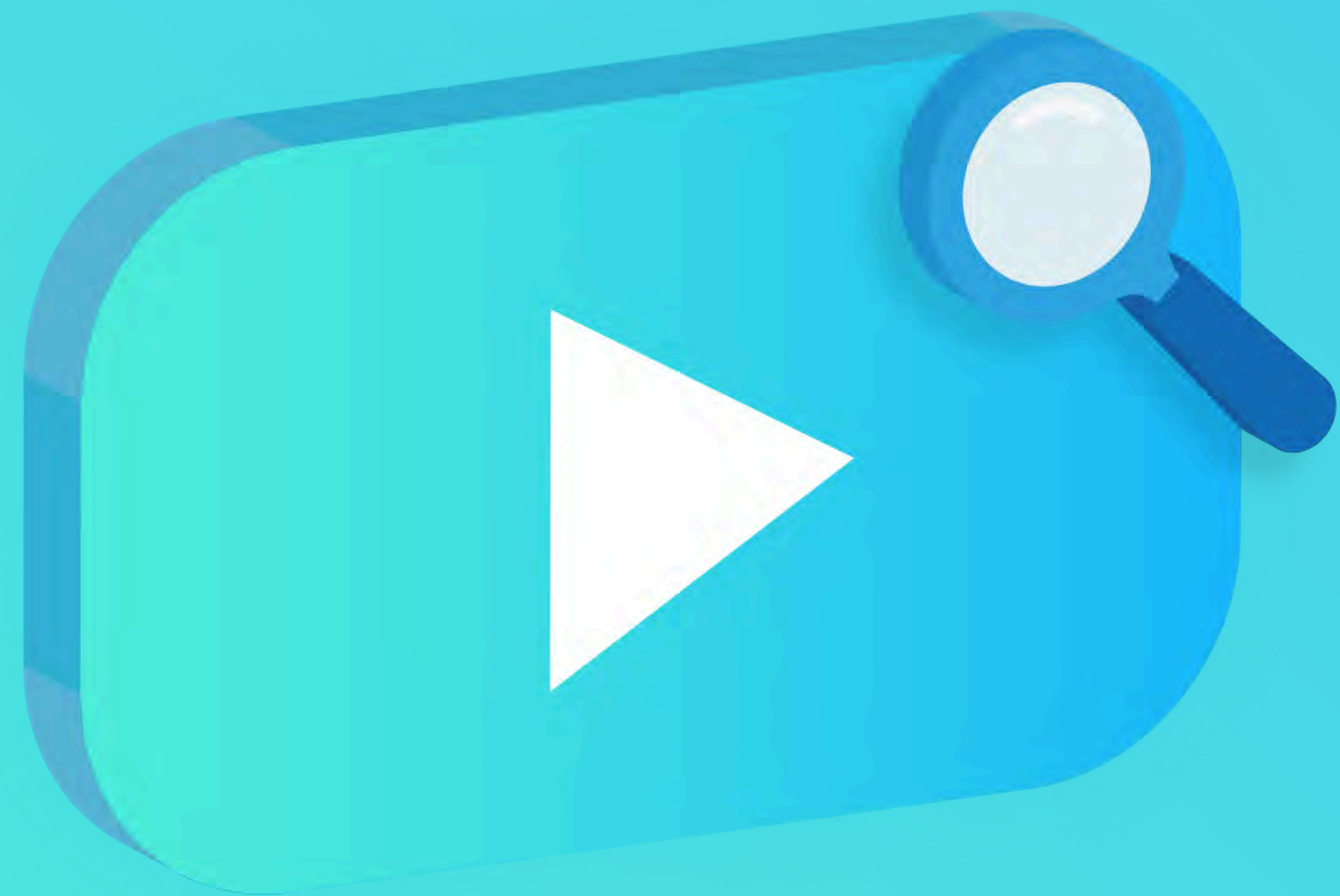
informational,

orientational and **current**

search intents.

For the other intents, focus

on other platforms



2. HOW DOES THE YOUTUBE SEARCH ALGORITHM WORK?

3 DIFFERENT KINDS OF ALGORITHMS



1. Search

2. Suggested

3. Trending

TODAY WE TALK ONLY ABOUT SEARCH



1. Search

~~2. Suggested~~

~~3. Trending~~

RESEARCH PAPER

Our final ranking objective is constantly being tuned based on live A/B testing results but is generally **a simple function of expected watch time per impression.**

Ranking by click-through rate often promotes deceptive videos that the user does not complete (“clickbait”) whereas watch time better captures engagement.

Deep Neural Networks for YouTube Recommendations

Paul Covington, Jay Adams, Emre Sargin
Google
Mountain View, CA
{pcovington, jka, msargin}@google.com

ABSTRACT

YouTube represents one of the largest scale and most sophisticated industrial recommendation systems in existence. In this paper, we describe the system at a high level and focus on the dramatic performance improvements brought by deep learning. The paper is split according to the classic two-stage information retrieval dichotomy: first, we detail a deep candidate generation model and then describe a separate deep ranking model. We also provide practical lessons and insights derived from designing, iterating and maintaining a massive recommendation system with enormous user-facing impact.

Keywords

recommender system; deep learning; scalability



WATCH TIME IS THE MOST IMPORTANT METRIC



"We've started adjusting the ranking of videos in YouTube search to reward engaging videos that **keep viewers watching.**"



"And videos with consistently high audience retention and watch time have the potential to show up more frequently in Search and Suggested locations on YouTube."

RANKINGS FACTORS FOR SEARCH

1

Video Score: how does the individual video perform?

2

Channel Authority: how does the whole channel perform?

3

Metadata Matching: how does the metadata match with the search query?

RANKINGS FACTORS FOR SEARCH

1

Video Score: **content based optimisation**

2

Channel Authority: **content based optimisation**

3

Metadata Matching: **keyword based optimisation**

INSIGHT #3

Selecting and using the **right keywords** is only a **small part** of YouTube SEO. The focus should be first on **content optimization.**

INSIGHTS

What you need to remember

1

YouTube makes predictions based on context and watch time data. So focus on providing as much context as possible and generate as much watch time as possible.

2

Produce videos to fulfill informational, orientational or current search intents. Nobody uses YouTube for the other search intents.

3

Using the right keywords is important to rank but it's more important to keep your audience engaged.

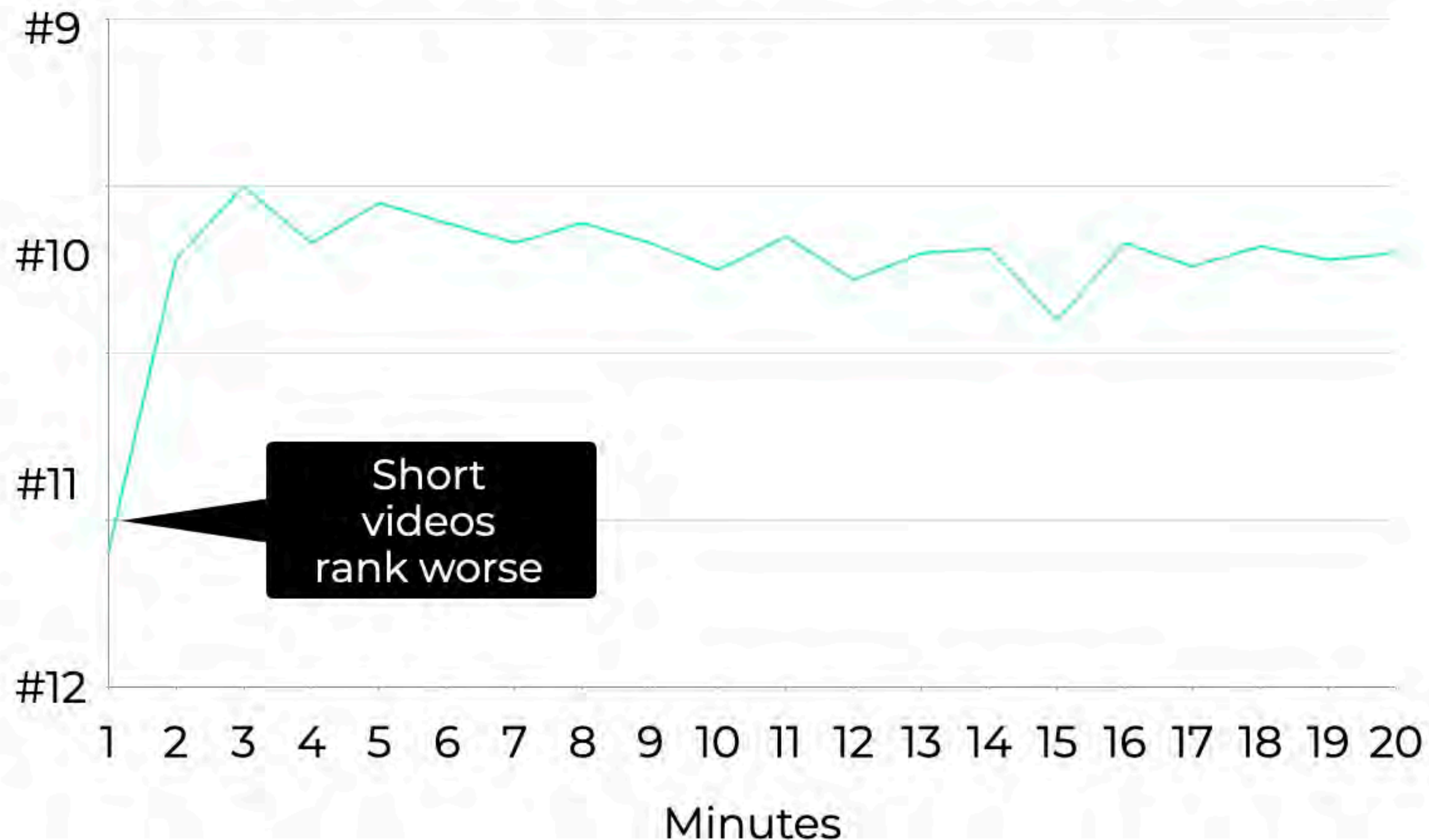


5 ACTIONABLE TIPS TO RANK HIGHER WITH YOUR VIDEOS

TIP #1
AUDIENCE RETENTION ANALYSIS

SHORT VIDEOS DON'T RANK

Average rank of videos per minute (#1 is best)



Longer videos rank higher than short videos.

Question: How long should your videos be?

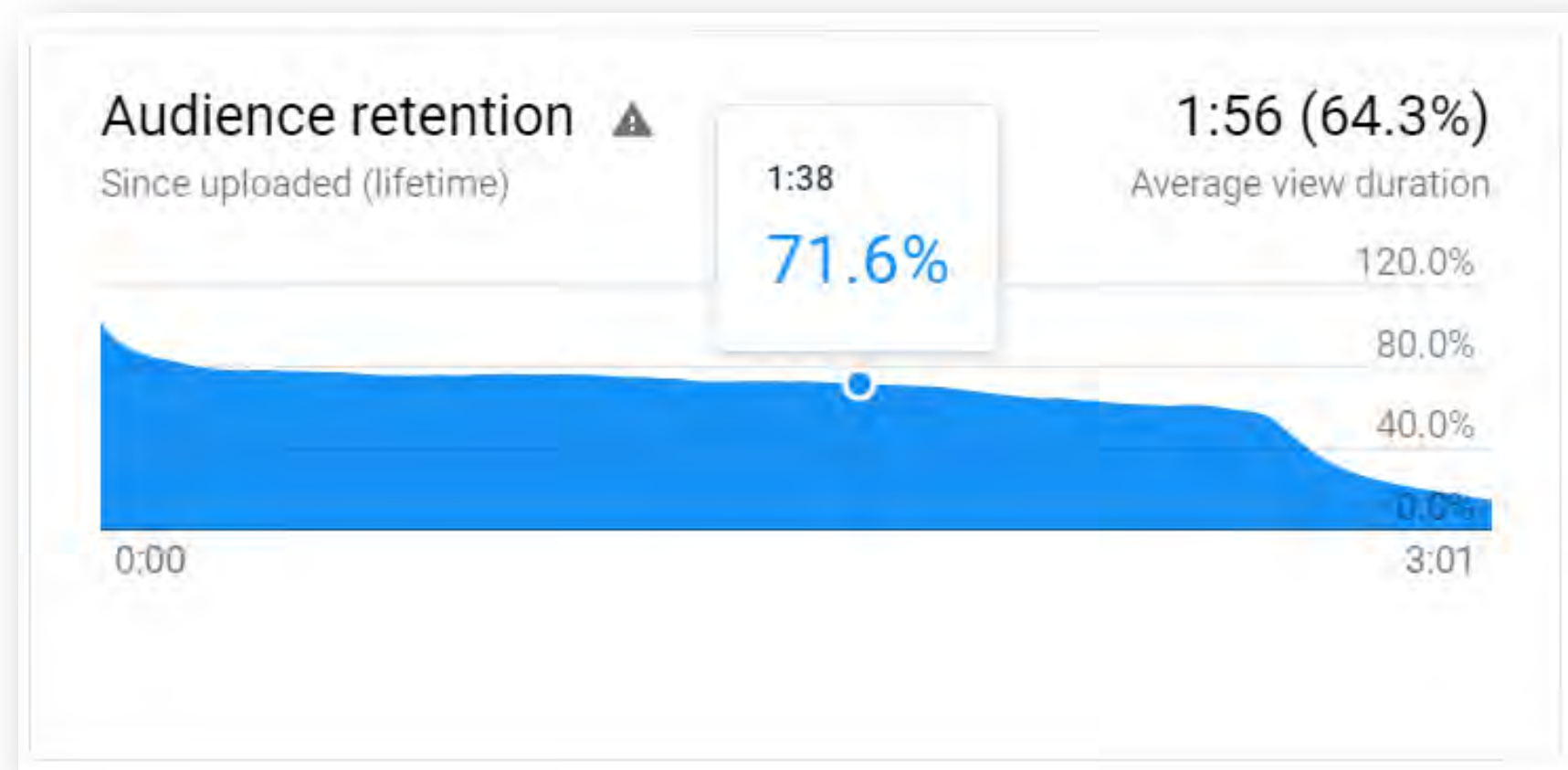
Answer: Take as long as your story needs.

Question: Can you be more specific?

Answer: Keep a bare minimum of 3 minutes.

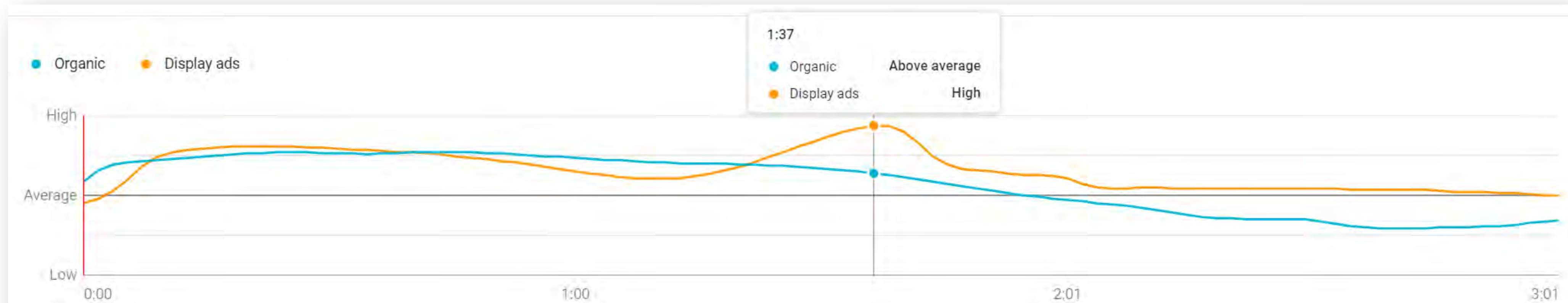
Don't make longer videos
just because of the length.
Focus on keeping the
audience engaged instead.

AUDIENCE RETENTION



Audience retention is a measurement of how much your video people watch.

Together with the total watch time this is the most important ranking factor for YouTube.



AUDIENCE RETENTION ANALYSIS



Flatness shows viewers are watching from start to finish. Nice work!



Gradual declines mean viewers are losing a bit of attention over time.



Bumps mean viewers are rewatching or sharing those parts of your video.



Dips mean viewers are skipping over those parts of your video.



A sudden drop means viewers are leaving your video at that specific part.

3 step process

1. Check where you are losing or gaining viewership.
3. Analyze why people are stop watching and skip or rewatch certain parts.
5. Use these insights to improve the audience retention of your next videos.

TIP# 2
OPTIMIZE YOUR THUMBNAILS

THE MOST IMPORTANT METADATA

If you don't have the time to optimize them all, focus on these three first:

1

Thumbnails

2

Titles

3

Captions

OPTIMIZE THUMBNAILS



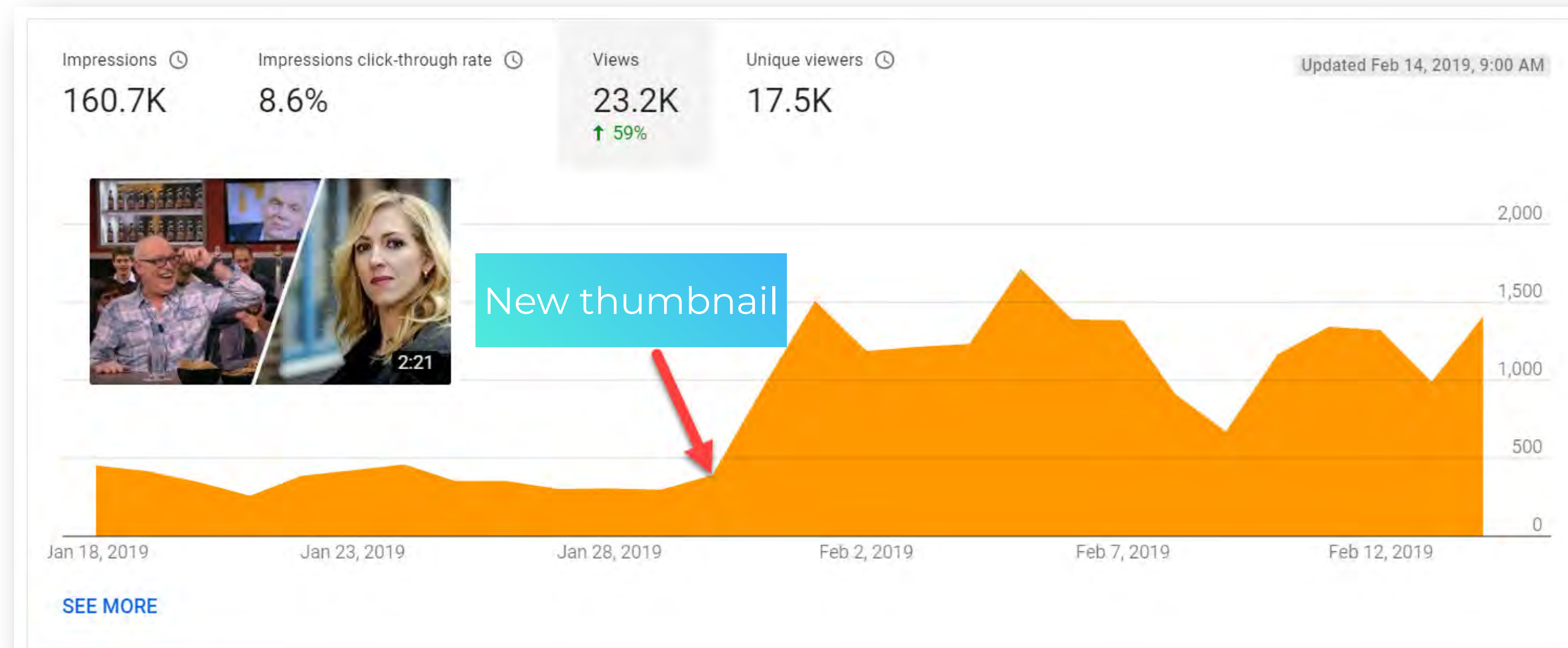
Old layout



New layout

CTR INCREASE: +35%

THE EFFECT OF THUMBNAIL OPTIMIZATION

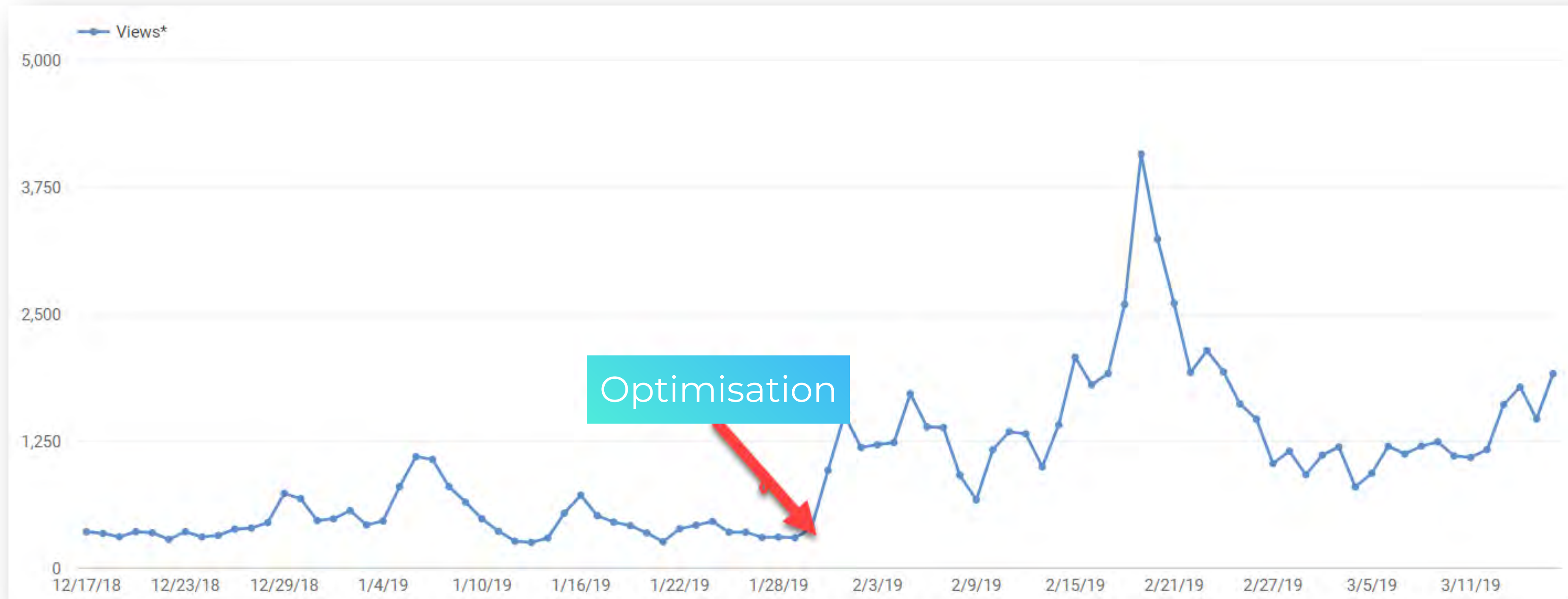


THE EFFECT OF TEXT OPTIMIZATION



Thumbnail optimization have a bigger impact than improving titles, descriptions and tags.

LONG LASTING EFFECT



VIEWS: +200%

TIP #3
USE SUBTITLES

THE IMPORTANCE OF SUBTITLES



12% Captions increase view time by 12%



45% of people watch more than an hour of YouTube-video's a week



80% more people are more likely to watch an entire video when captions are available



Subtitles increases **watch time**

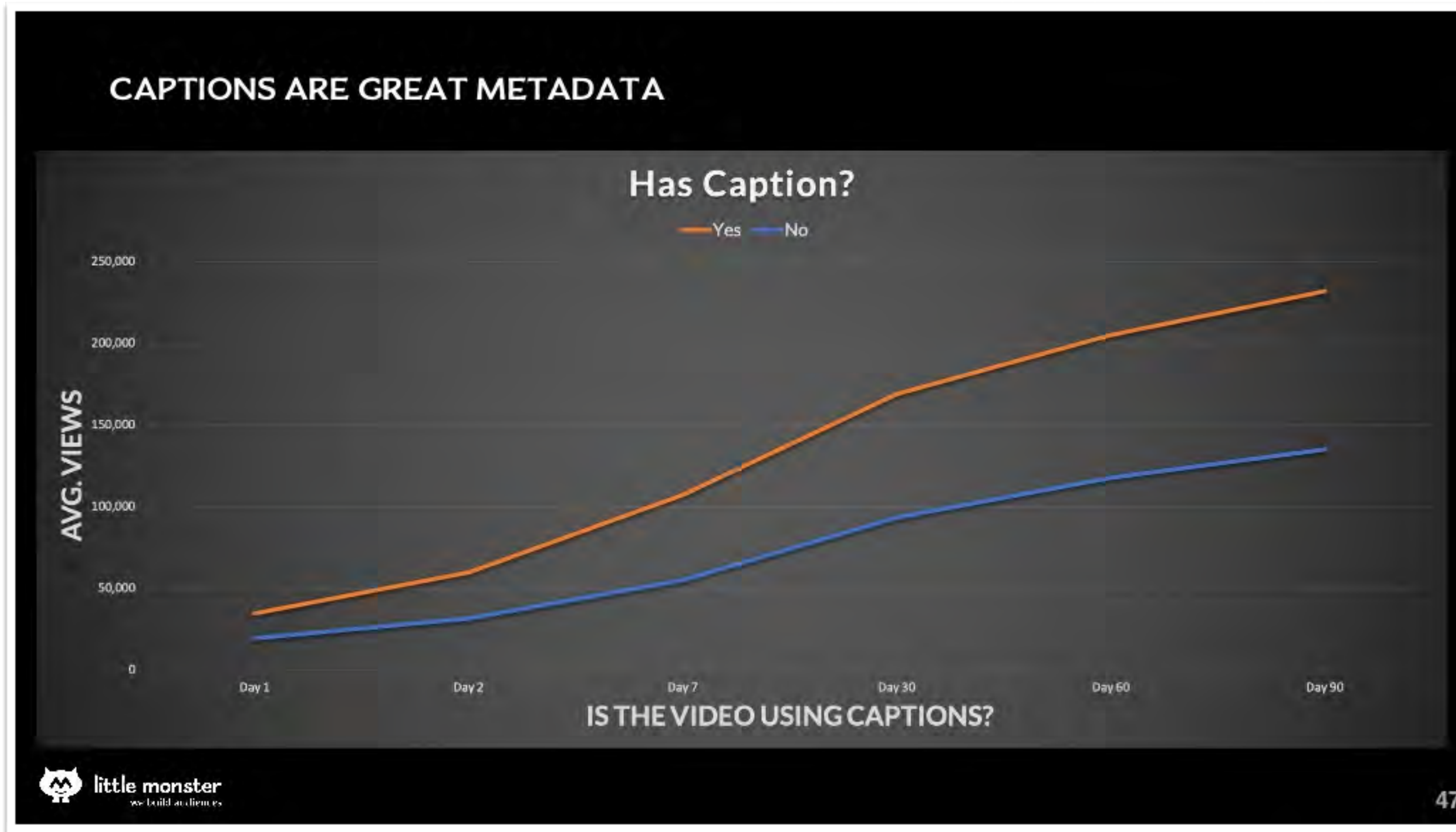


Subtitles increases **findability**

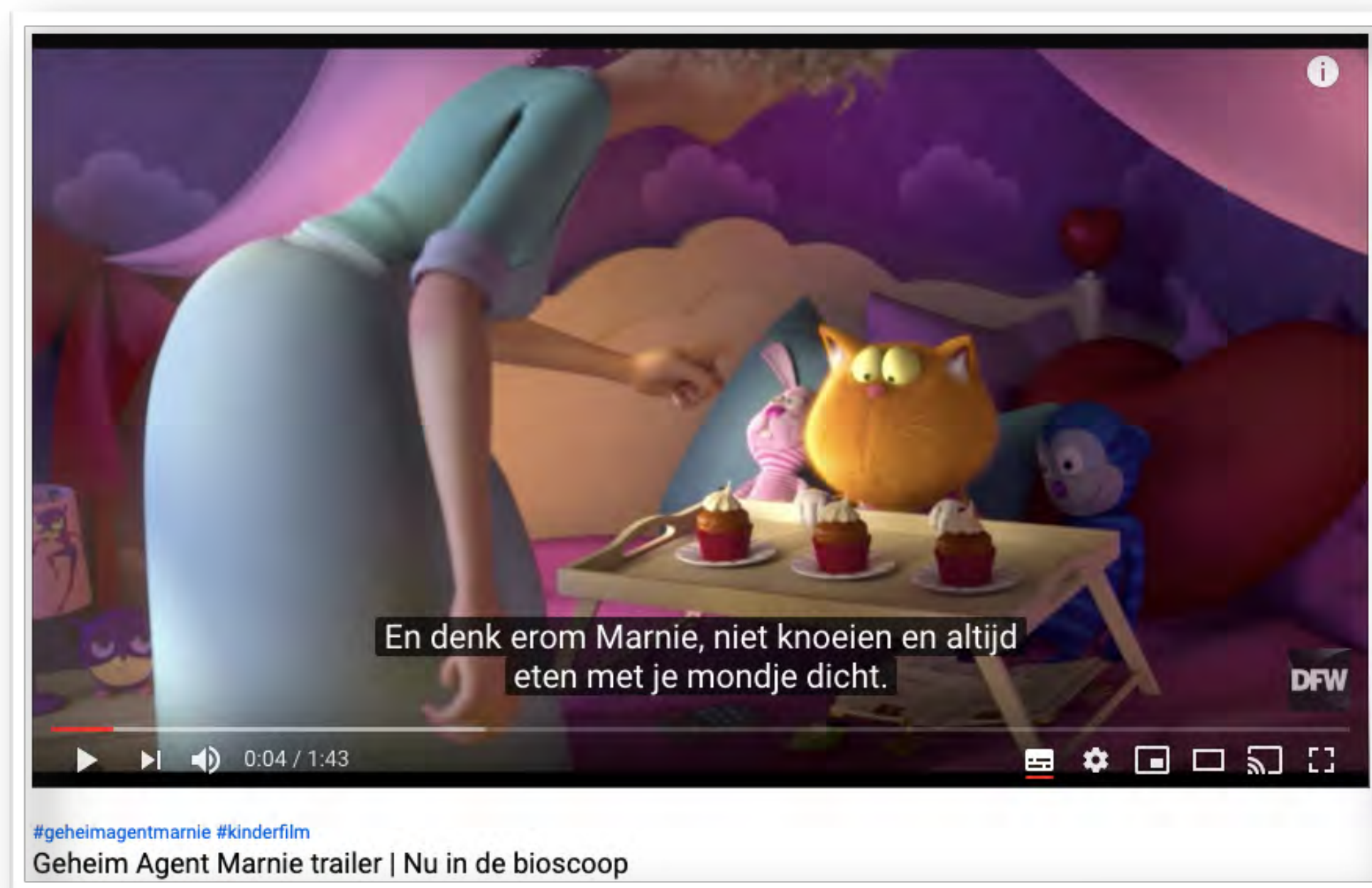


Subtitles are **easy** to make

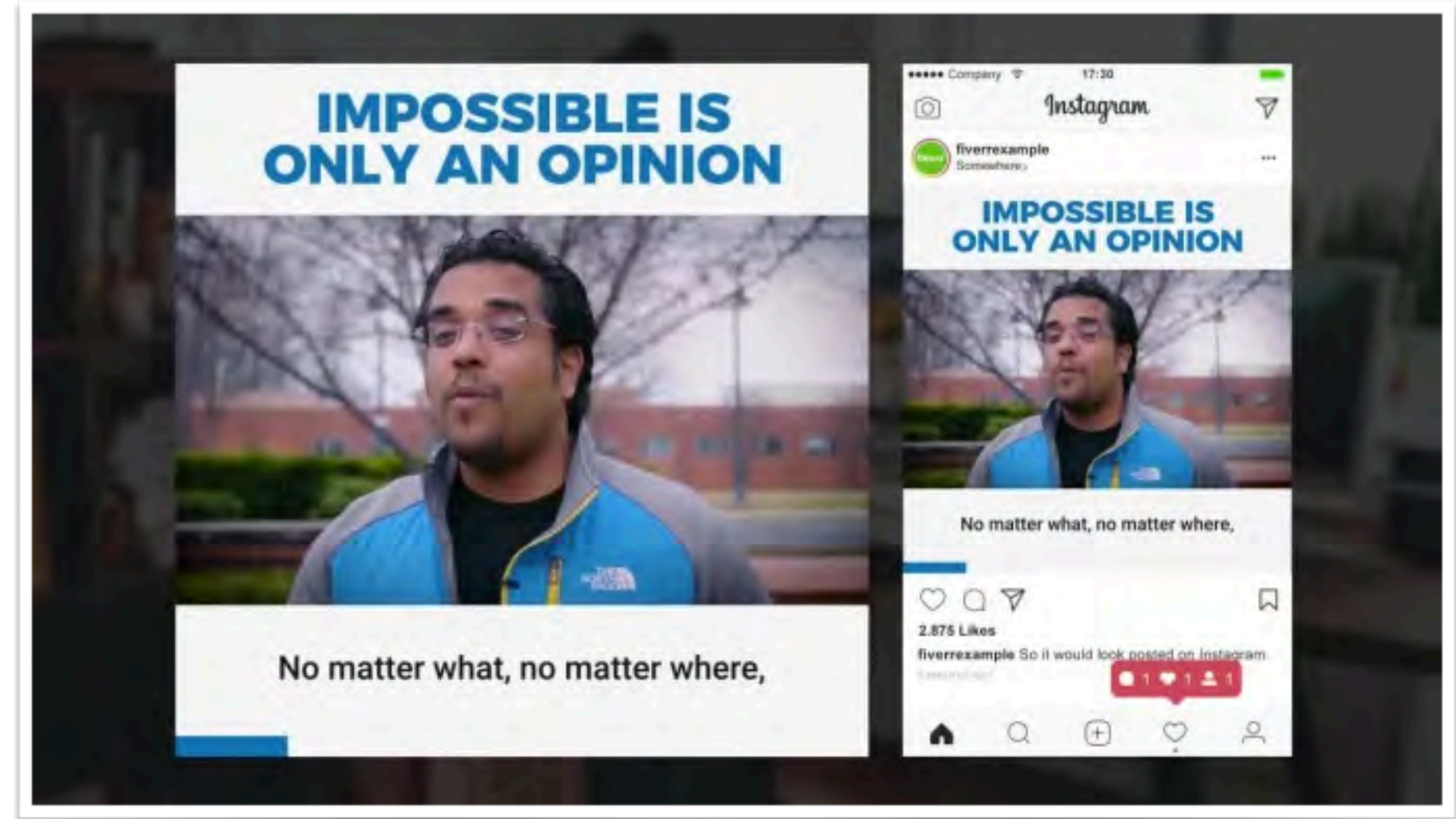
MORE VIEWS WITH CAPTIONS



SUBTITLES WITH SRT FILE



Subtitles with SRT file



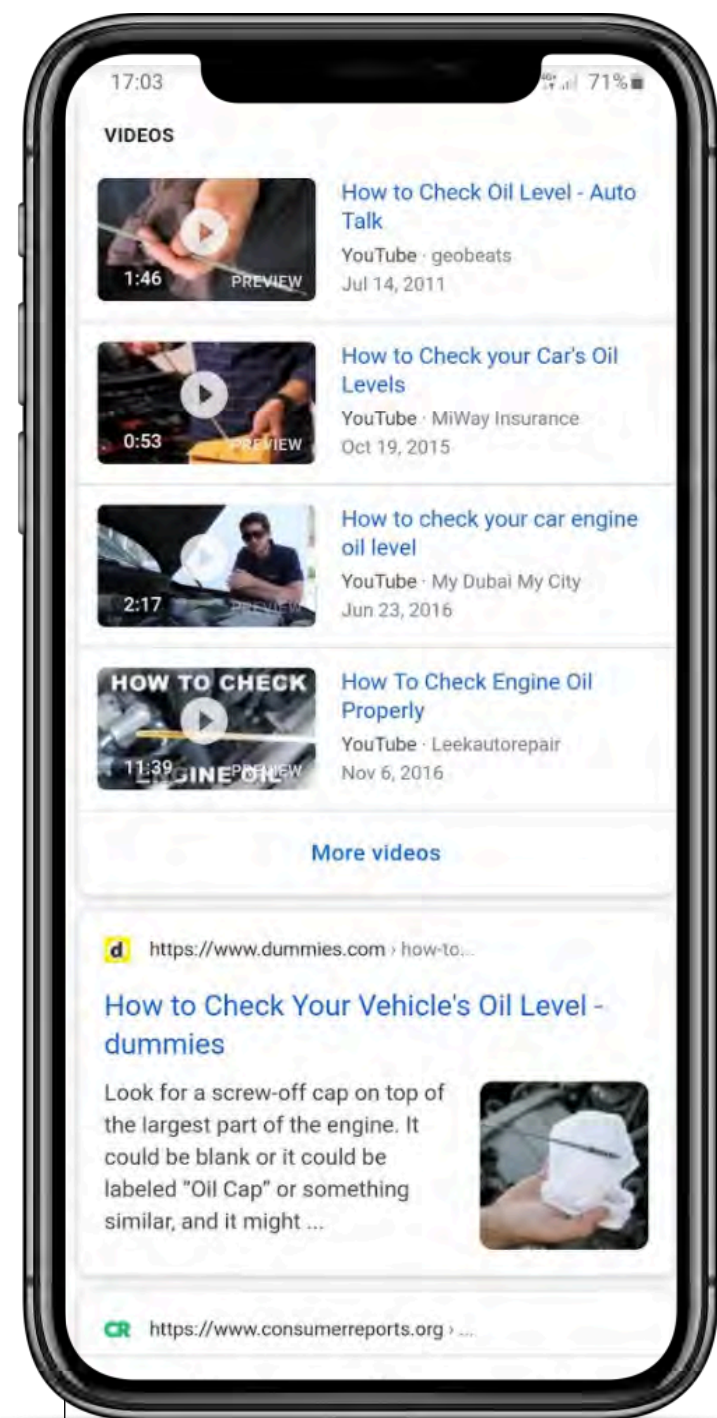
Burned subtitles

Tip: Add a separate subtitle file (SRT) to your video. Don't 'burn' them in like you often see with social videos. Otherwise you won't have the SEO benefits.

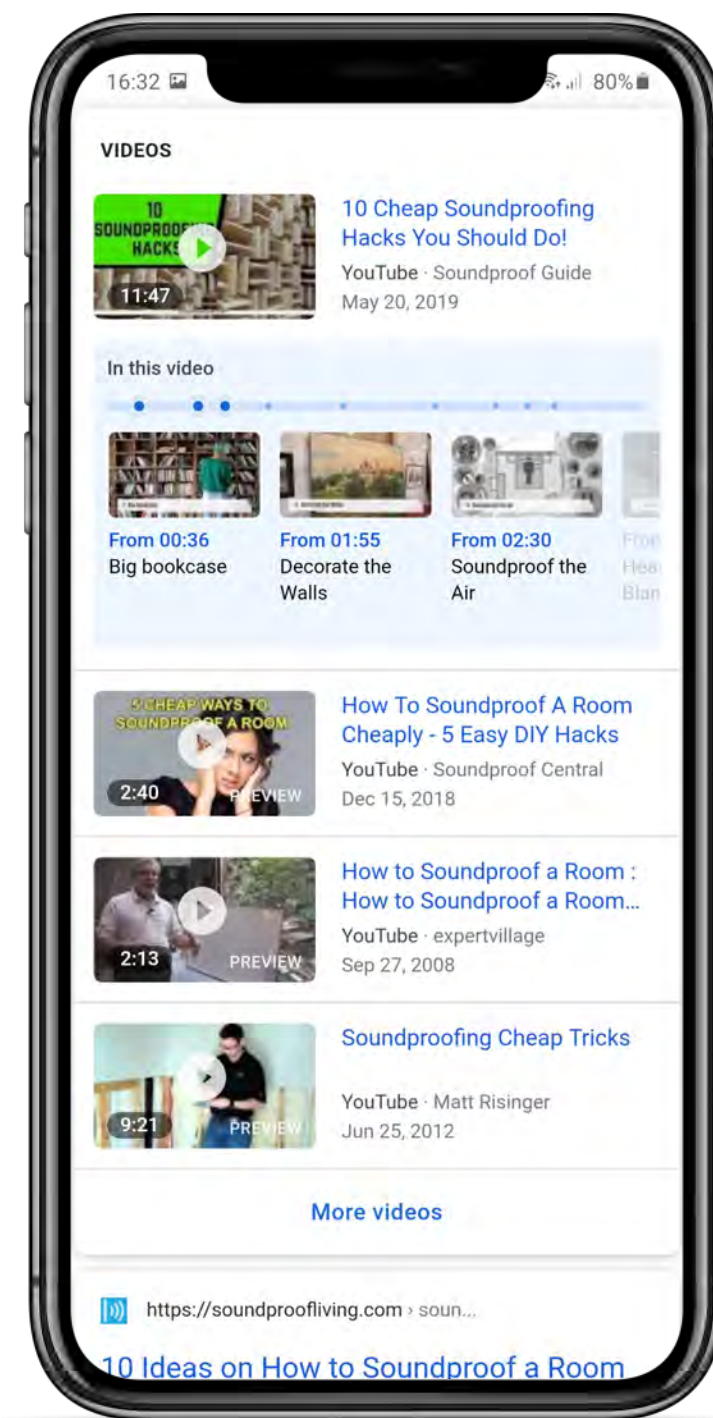
TIP #4
CREATE LANDING PAGES FOR
YOUR VIDEOS

GOOGLE SEARCH

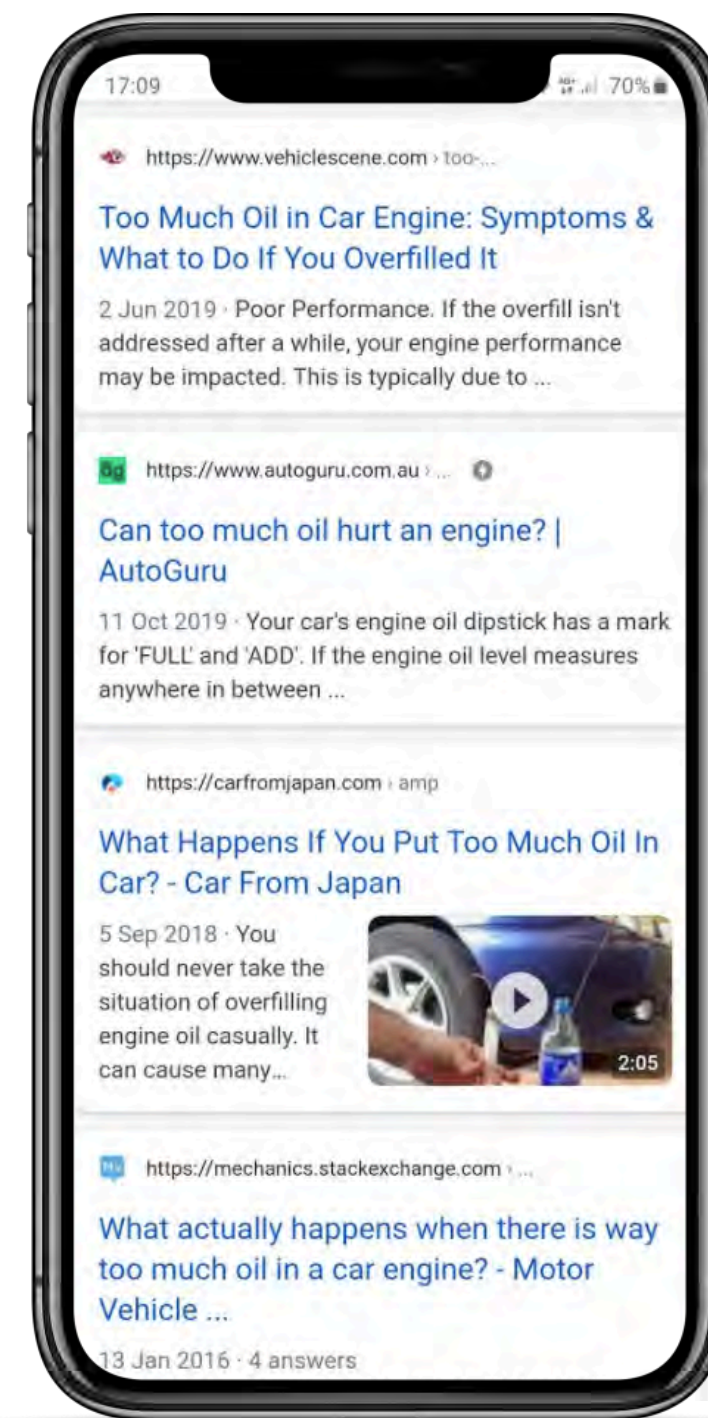
How you can rank in Google with your video



Top video SERP



Key Moments



Embedded video

Three ways to rank in Google with your videos


1. **Video in Google Search results:** Rank high on relevant keywords in the Google search results.
2. **Google Key moments:** When you search for things like how-to videos that have multiple steps, Google can provide links to key moments within the video. These links can be based on timestamps provided by content creators.
3. **Embedded videos:** Not only show up with your video in the search results (with video carousel) but also with embedded videos in a link result.

EXAMPLE: IN CAROUSEL AND & TEXT RESULT

Google

isoleer uw radiator met innovatief isolatiemateriaal van tonzon. neem nu contact op. vraag ook naar onze gratis en vrijblijvende inspectie van uw kruipruimte. Vloerisolatie. TONZON Folies. Beter Energielabel. Muurisolatie. Innovatief Materiaal. Warmere Vloeren. Dakisolatie. Radiatorfolie · Meer Informatie · Direct Offerte Aanvragen · Over TonZon


Video's



2:41

Radiator Isoleren -
Woonwebsite.nl


Woonwebsite
YouTube - 6 jan. 2014



3:20

Zelf je verwarming
isoleren | Isolatie |
How to met
GAMMA

GAMMA bouwmarkt
YouTube - 7 okt. 2019






2:40

Centrale
verwarming en
isolatie in huizen
West-Indischekade

RTVOOG
YouTube - 10 feb. 2017

Product Results:

<p>€ 26,33 De Isolatieshop.. Van Producth...</p>	<p>€ 99,50 Heatfan.eu Gratis verzend... Van Google</p>	<p>€ 159,99 ventilatieshop.c.. Gratis verzend... Van Google</p>
		
<p>Keramisch isolatiedeken ... € 17,97 Kachelmateriale. Gratis verzend... Van Google</p>	<p>Radiatorfolie 250 x 50 cm € 6,95 MarketOnWeb.nl Van Google</p>	<p>Alkreflex Classic 2L-2 Gecoat ... € 135,14 De Isolatieshop.. Van Producth...</p>

Radiatorfolie aanbrengen? Zo doe je dat | GAMMA
<https://www.gamma.nl> › Klusadvies ▾
 Een radiator geeft ook aan de achterkant warmte af. Zeker bij een niet-geïsoleerde borstwering (het muurgedeelte onder het raamkozijn) gaat dan veel warmte ...

CREATE DEDICATED LANDING PAGES TO RANK TWICE

Google

verwarming isolatie

isoleer uw radiator met innovatief isolatiemateriaal van tonzon. neem nu contact op. vraag ook naar onze gratis en vrijblijvende inspectie van uw kruipruimte. Vloerisolatie. TONZON Folies. Beter Energielabel. Muurisolatie. Innovatief Materiaal. Warmere Vloeren. Dakisolatie. Radiatorfolie · Meer Informatie · Direct Offerte Aanvragen · Over TonZon

Video's

Radiator Isoleren - Woonwebsite.nl
Woonwebsite
YouTube - 6 jan. 2014

Zelf je verwarming isoleren | Isolatie | How to met GAMMA
GAMMA bouwmarkt
YouTube - 7 okt. 2019

Centrale verwarming en isolatie in huizen West-Indischekade
RTVOOG
YouTube - 10 feb. 2017

€ 26,33 De Isolatieshop...
Van Producth...

€ 99,50 Heatfan.eu
Gratis verzend...
Van Google

€ 159,99 ventilatieshop.c...
Gratis verzend...
Van Google

Keramisch isolatiedeken ...
€ 17,97
Kachelmateriale.
Gratis verzend...
Van Google

Radiatorfolie 250 x 50 cm
€ 6,95
MarketOnWeb.nl
Van Google

Alkreflex Classic 2L-2 Gecoat ...
€ 135,14
De Isolatieshop..
Van Producth...

Radiatorfolie aanbrengen? Zo doe je dat | GAMMA
<https://www.gamma.nl> › Klusadvies ▾
Een radiator geeft ook aan de achterkant warmte af. Zeker bij een niet-geïsoleerde borstwering (het muurgedeelte onder het raamkozijn) gaat dan veel warmte ...

Search result

gamma assortiment klusadvies service actie Zoeken naar...

Home › Klusadvies › Radiatorfolie aanbrengen

Zelf je verwarming isoleren | Isolatie | How to met GAMMA

ZELF JE VERWARMING ISOLEREN

stappenplan

stappenplan

Radiatorfolie aanbrengen

Een radiator geeft ook aan de achterkant warmte af. Zeker bij een niet-geïsoleerde borstwering (het muurgedeelte onder het raamkozijn) gaat dan veel warmte verloren. Dat is niet alleen zonde van de energie, maar ook van je geld. Dit probleem los je eenvoudig op met radiatorfolie.

Bekijk de benodigde materialen

1 RADIATOR OPMETEN

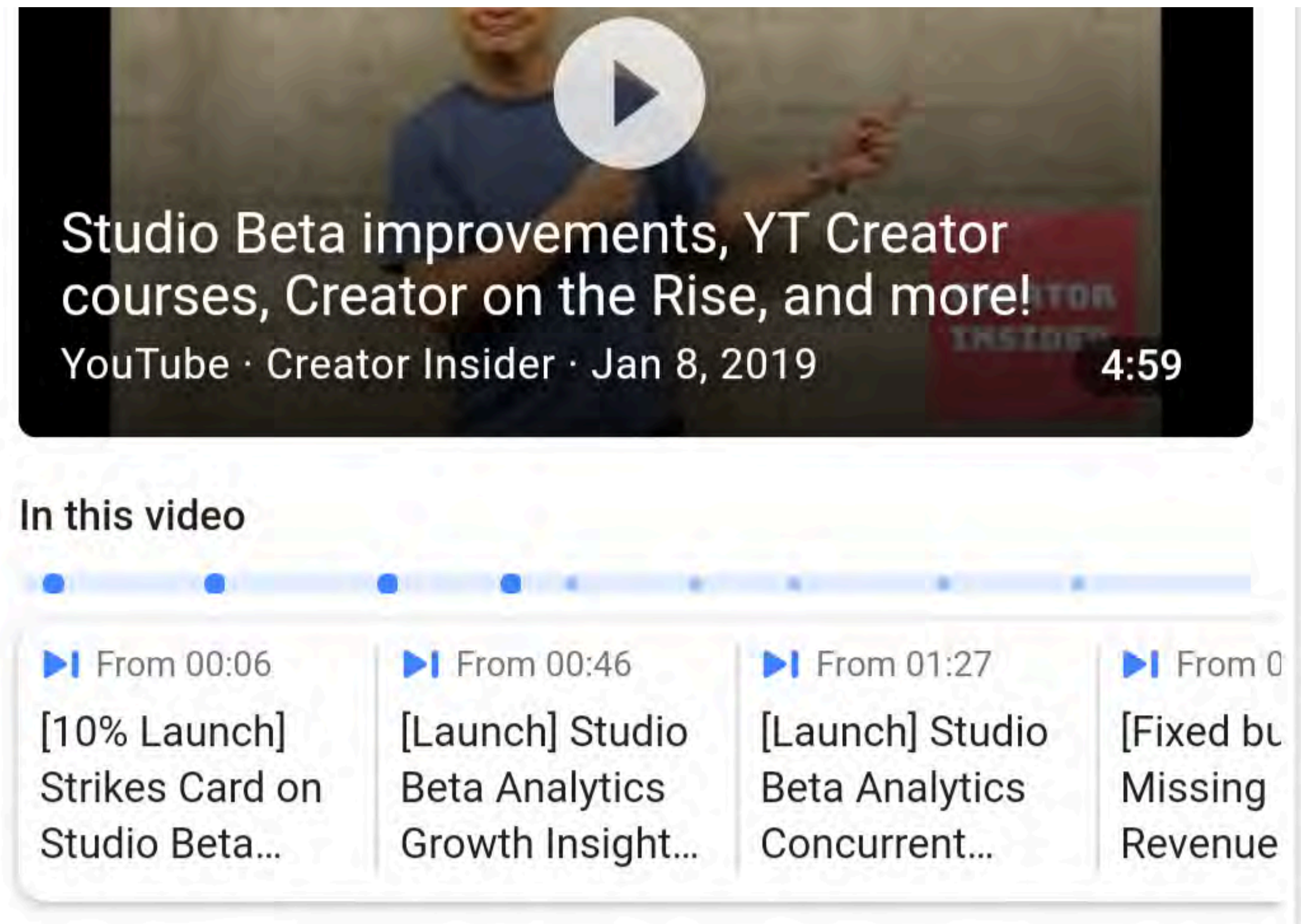
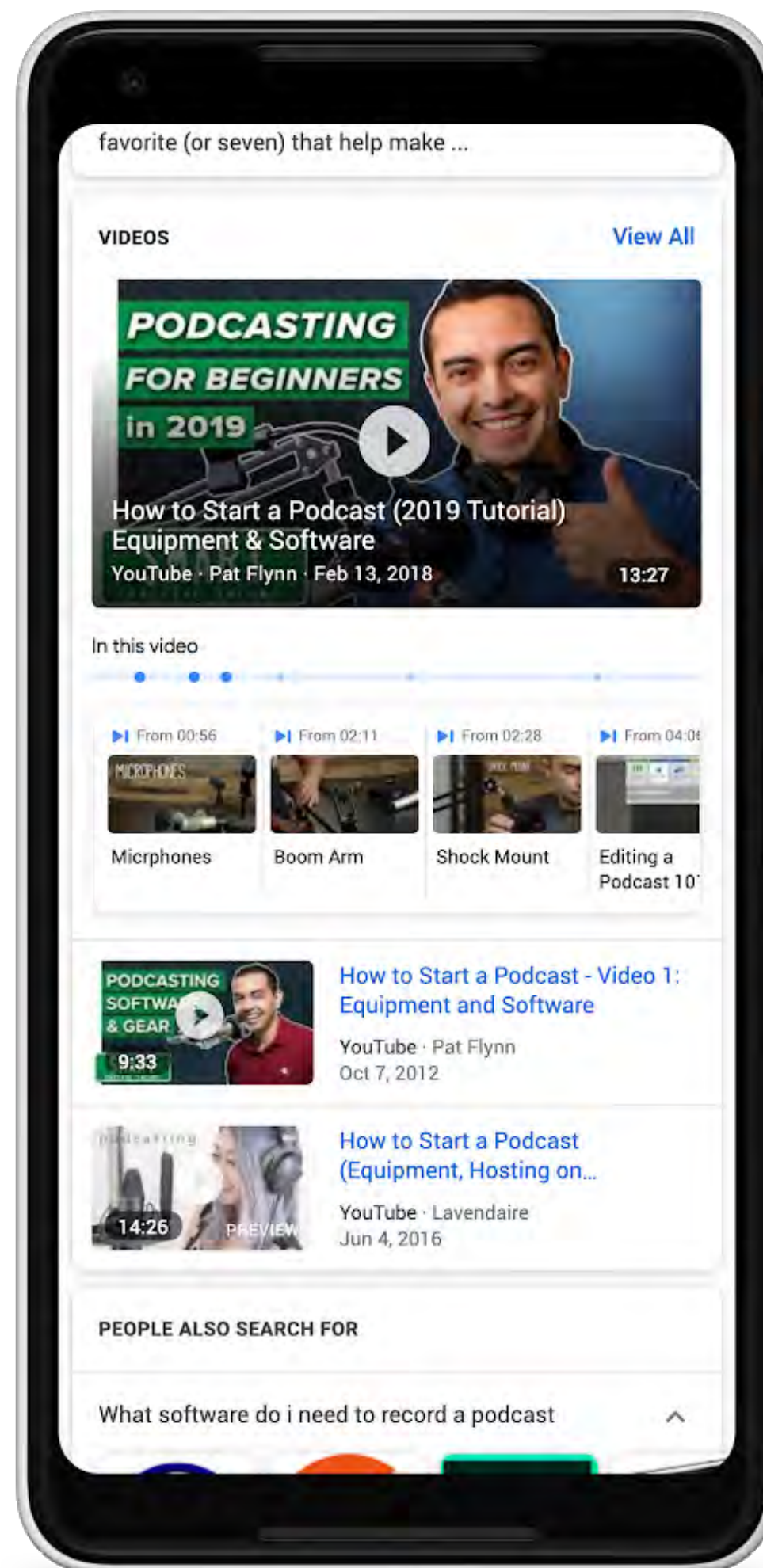
Stap 1: Radiator opmeten
Meet de lengte en breedte van je radiator op. Als je radiator een dichte wandbeugel heeft, meet dan de afstand tussen de beugels.

FOLIE OP

Landing page

TIP #5
ADD TIMESTAMPS TO YOUR
DESCRIPTION

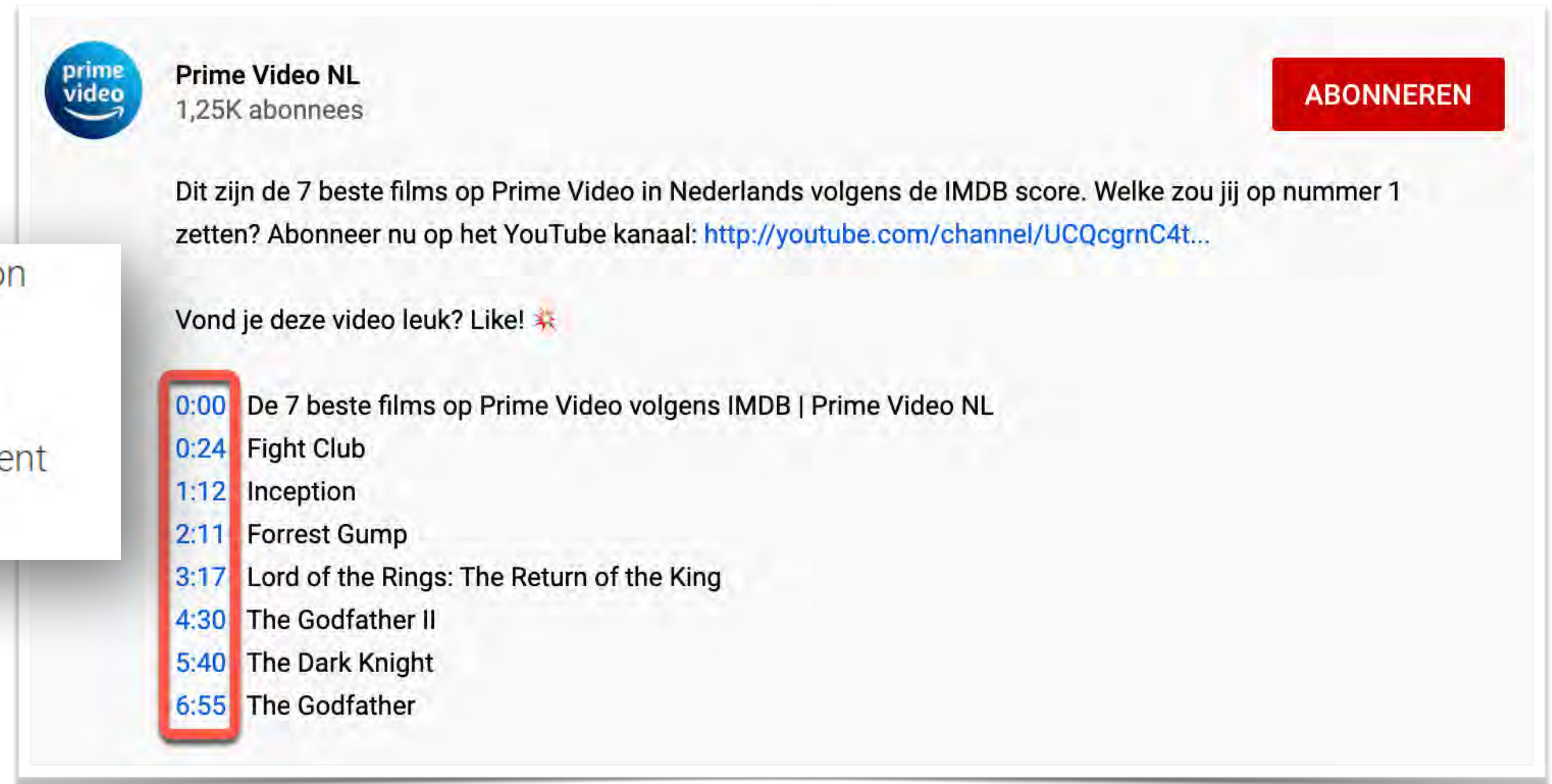
GOOGLE SEARCH SHOWS KEY MOMENTS



Google Search can now show multiple key moments underneath a video.

ADD TIMESTAMPS

documentary, Search will provide links to key moments within the video, based on **timestamps** provided by content creators. You'll be able to easily scan to see whether a video has what you're looking for, and find the relevant section of the content. For people who use screen readers, this change also makes video content more accessible.



The screenshot shows a YouTube video interface. At the top left is the Prime Video logo and the channel name 'Prime Video NL' with '1,25K abonnees'. A red 'ABONNEREN' button is in the top right. The video title is 'De 7 beste films op Prime Video volgens IMDB | Prime Video NL'. The description text reads: 'Dit zijn de 7 beste films op Prime Video in Nederlands volgens de IMDB score. Welke zou jij op nummer 1 zetten? Abonneer nu op het YouTube kanaal: <http://youtube.com/channel/UCQcgrnC4t...>'. Below the description is a 'Vond je deze video leuk? Like!' prompt with a star icon. A list of timestamps is shown, with the first one highlighted by a red box:

- 0:00 De 7 beste films op Prime Video volgens IMDB | Prime Video NL
- 0:24 Fight Club
- 1:12 Inception
- 2:11 Forrest Gump
- 3:17 Lord of the Rings: The Return of the King
- 4:30 The Godfather II
- 5:40 The Dark Knight
- 6:55 The Godfather

Add clickable timestamps to your video description to be applicable for key moments in search.

TIPS

What you can do right now

1

AUDIENCE RETENTION ANALYSIS

Analyze where your audience drops off to see where you can improve your videos and generate more watch time.

2

OPTIMIZE THUMBNAILS

If you only have the time to optimize one thing: optimize your thumbnails.

3

USE SUBTITLES

Subtitles gives YouTube an enormous amount of data where your video is really about. Add them with a separate SRT file.

4

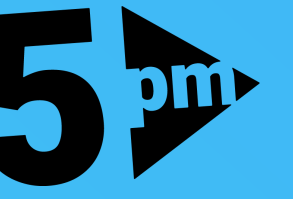
CREATE LANDING PAGES FOR YOUR VIDEOS

This gives you the chance to rank twice with your video in Google Search.

5

ADD TIMESTAMPS TO YOUR DESCRIPTION

Google now shows key moments of videos in search results. These moments are based on the timestamps provided by creators.



It's time for

