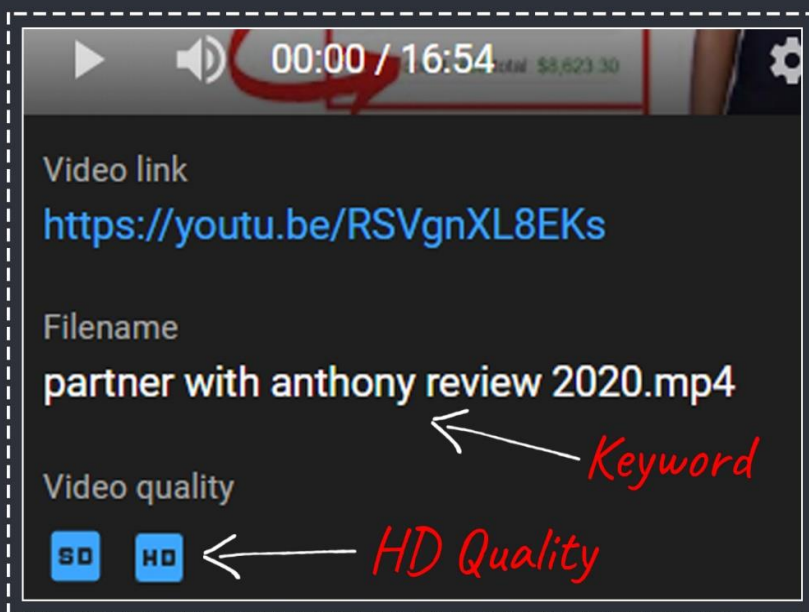


You Tube

SEO BLUEPRINT

This **Blueprint** will show you the simple and effective steps to ensure your videos rank in **Youtube** search results.

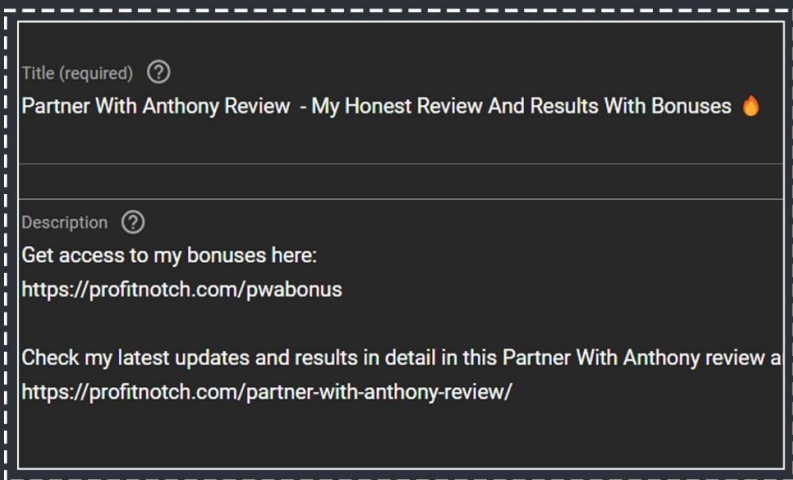
I will show you how to optimize your video to feed the **YouTube** algorithm enough information to find your video and **promote** it.



1 UPLOADING YOUR VIDEO

Upload your video in HD. People prefer to watch HD videos and Youtube also favours videos with better quality over other lesser quality videos. It's a small but important ranking factor.

Ensure your video name contains the "keyword" that you want to rank for. Not a major ranking factor but every little bit of optimization helps.



2 YOUR VIDEO TITLE

Your video title is one of the most important ranking factors on Youtube. You need to make sure your title contains your keywords and stands out.

Here are few tips:

#1. Less than 10 words is ideal
Shorter and interesting titles stand out

#2. Use benefits in the title
what's in it for them?- Bonuses, Fast Results..- just little words that can make them choose your video over others.

#3. Use numbers and emojis
Which one is better:
- Tips to increase sales
- 3 Tips to dramatically increase your sales 🔥
The first one is very mild but the second clearly shows the benefit (dramatically increasing sales), number (3 tips) and a fire 🔥 emoji to make it stand out.

#4. Capitalize each new word
So the above example would be
"3 Tips To Dramatically Increase Your Sales 🔥 "

Description ?
 Get access to my bonuses here:
<https://profitnotch.com/pwabonus>

 Check my latest updates and results in detail in this Partner With Anthony r
<https://profitnotch.com/partner-with-anthony-review/>

 Hey, this is Abhijith Nair and I hope you liked my Partner With Anthony Revi

 The PWA Partner With Anthony program will help you build a successful on
 way. Discover how to sell anything online using Anthony Morrison's secret r
 And also plug into the ecosystem to provide you with a passive recurring in



3 YOUR VIDEO DESCRIPTION

Description of your video gives Youtube more information about your video and what it is all about. This is also where you can include your links to the products and services that you recommend.

The first 3 lines of your description are very important. This is where people can see your links and other good stuff that makes you money without clicking to see the rest of the text.

Here is an example of how much of the description people can see before clicking:

SESSION 4

PARTNER WITH ANTH

03:30

0:01 / 16:53

Welcome to the Partner With Anthony program. Please take a second to watch

Partner With Anthony Review - My Honest Review And Results With Bonuses 🔥

17,892 views • Apr 19, 2020

ProfitNotch
1.66K subscribers

Get access to my bonuses here:
<https://profitnotch.com/pwabonus>

} First 3 Lines

Ensure your **Description** have all these elements:



#1. Keywords in the first sentence.

This will be more or less the same as the title.

#2. Call To Action in the first two lines.

Immediately after, you'll provide the main link that you want to share with people (could be affiliate links or your opt-in link etc.)

#3. Additional information.

You'll give a little summary of your video here. Just a little bit more information of what your video is about with your keywords and related keywords sprinkled over. Most people don't read this but the Youtube algorithm will definitely read it and know what your video is about which helps your ranking.

#4. Timestamps added

Add timestamps for each different point that you cover in the video which helps people to get right to the point. Not a major ranking factor though.

#5. Additional resources mentioned in the video

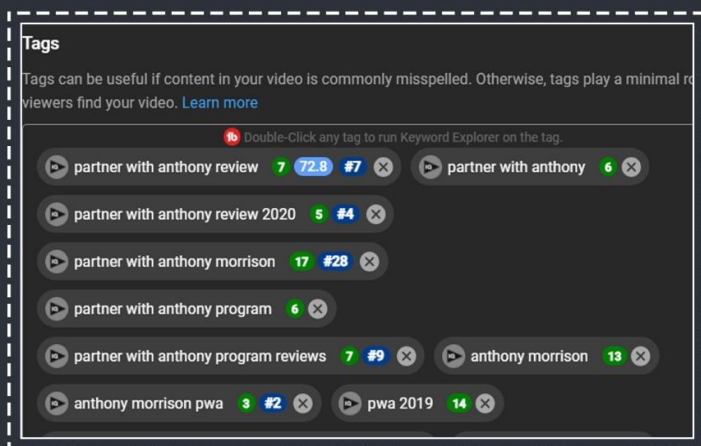
You might mention some services that you are using, or maybe some gears- just add links to them. This will increase your chances of getting affiliate sales.

#6. Social Media links

Share your social media links whether it's your Facebook page, Twitter or even another Youtube video of your own.

#7. Disclaimer added

You can add a little disclaimer to let everyone know you might get compensated for the resources that you are recommending. It's simple and good practice.



4 ADD TAGS TO YOUR VIDEO

Tags are not as important as the Title and the Description but it sure wouldn't hurt to optimize this as well.

Use relevant tags related to your main keyword. People tend to add random and unrelated tags in hope of getting more views but that's not the case. Random tags confuse the Youtube algorithm. So **DO NOT** use random tags for your videos.

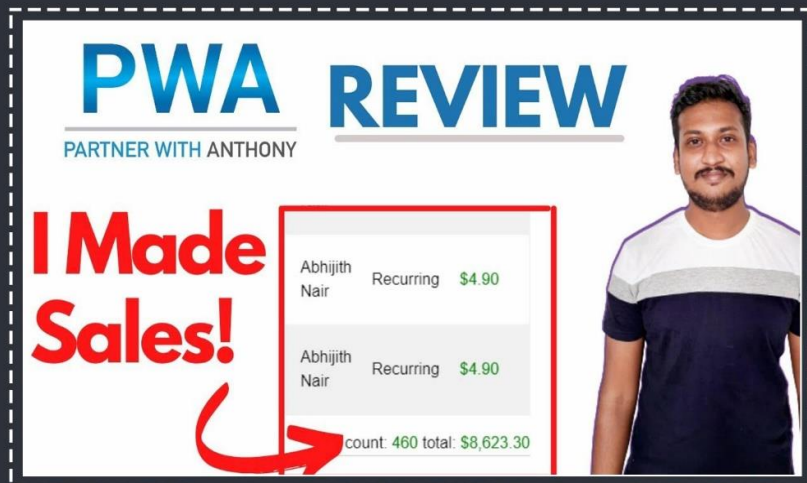
Only use the main keyword & relevant keywords as tags.(above image)

I recommend you get the **TubeBuddy** or **VidIQ extension**. They help you with suggested keywords for your tags related to your main keyword. They also show your video rank for each tag.

They can also show the tags of your competitors' videos and can get an idea of what to add to your tags as well. If your video is a review, add the product creator's name to your tags.

You don't have to add a crazy amount of tags. Just use few tags that are relevant and you are good to go.

VidIQ extension : <https://vidiq.com/profitnotch>
Tube Buddy : <https://www.tubebuddy.com/profitnotch>



5 THUMBNAIL DESIGN

This is a really critical part of your video's success. The title, description and tags rank your video to the top but the thumbnail ultimately decides whether your video stays on top or not.

There is a metric called **CTR** (Click Through Rate) in Youtube analytics. If your CTR is higher than other competing videos, you'll maintain your rankings or even rank higher in the search results.

Higher CTR means more people choosing and clicking your video over others and all this happens because your video thumbnail attracts that person who clicked your video. This gives the signal to Youtube Algorithm that people are choosing your videos over others and as a result, Youtube promotes your videos to even more people gaining more views.

The thumbnails need to stand out from the crowd. Use vibrant colours and large text that conveys a clear message. The text that you use doesn't have to be your keywords but they do need to relate to your video.

I am not really a graphic guy and just use a free resource called Canva. Search around on Youtube on how to use it and you'll find a lot of videos teaching this. It's very simple to do. You can use Canva or Photoshop or anything that can create simple thumbnails. Don't overcomplicate this.

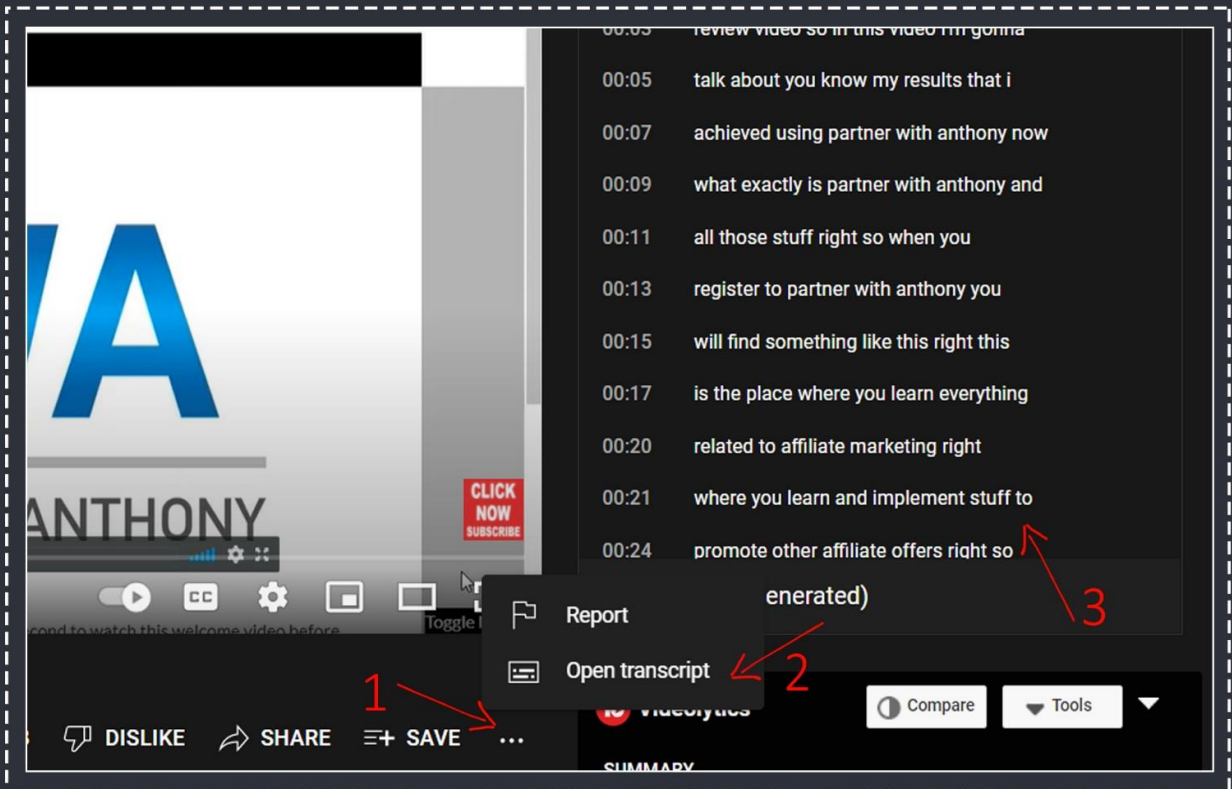
Example : <https://www.youtube.com/c/ProfitNotch/videos>

24:11 and freelancer to maximize your profits
24:15 the super impressive drag and drop
24:17 animated ad builder technology makes it
24:20 easy to create responsive ads with
24:22 animations effects and transitions
24:25 choose from hundreds of fonts resize any
24:28 element add your own images and icons to



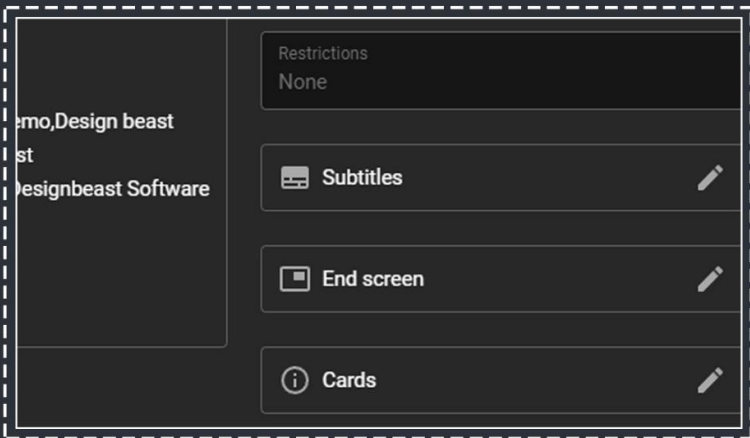
6 TRANSCRIBING YOUR VIDEO

Youtube automatically transcribes your video. You can check your video transcription by clicking the three dots after the like and share button.



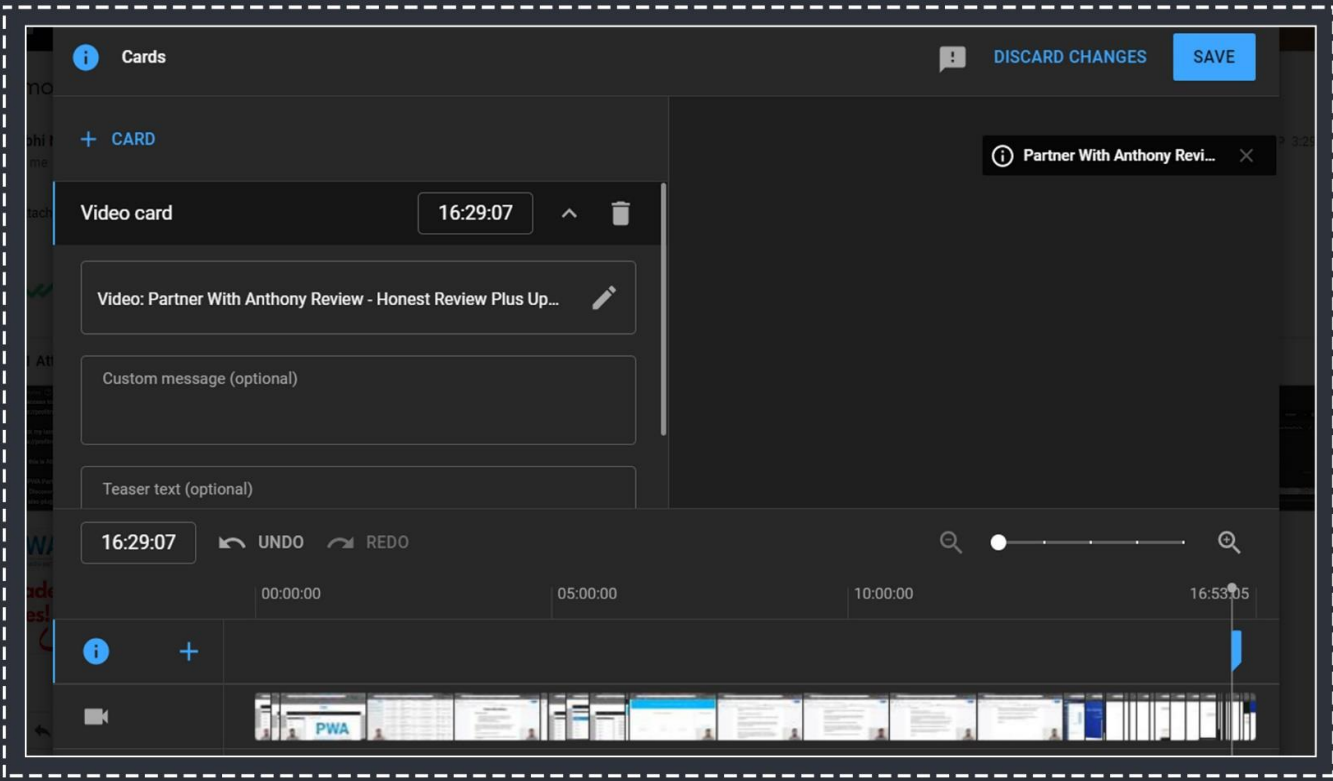
Unfortunately, Youtube doesn't do a very good job. I am not asking you to rewrite it as a whole but it's a good idea to atleast ensure your keywords are spelt correctly especially if they are product names. Take a little time and go through it.

Not a big factor but every little bit of optimization helps to rank above your competitors' videos.



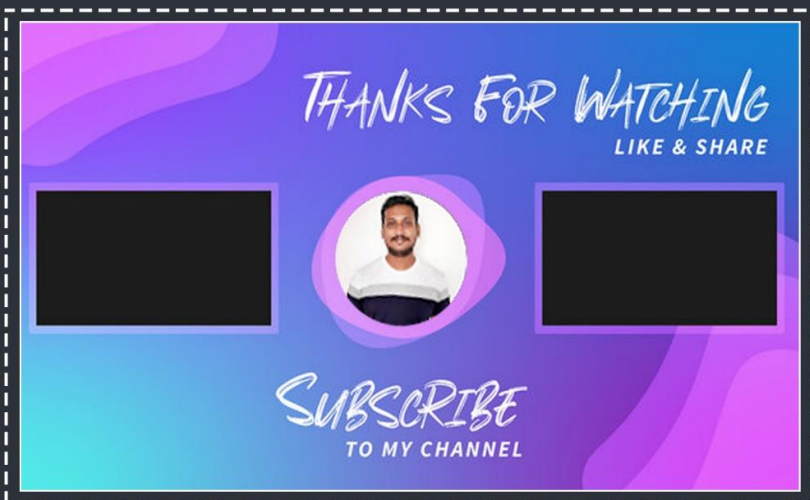
7 INCLUDE CARDS

Add cards where it's relevant recommending your other videos. You can also add links to your recommended products and services.



Why does this help in rankings?

Youtube loves when people stay on their platform and watch more videos. If they watch your videos and then watch even more videos from your cards... Youtube will reward you and promote your videos even more resulting in more views and subs.



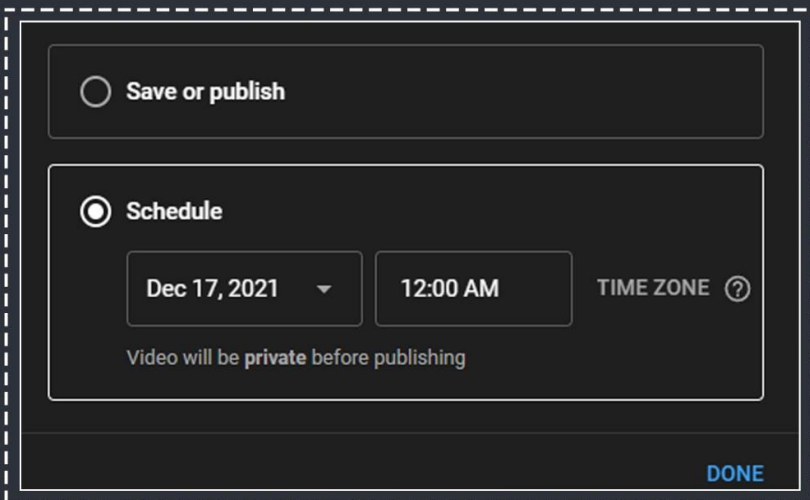
8 INCLUDE ENDSCREEN

This is a chance to get people to consume more of your content **PLUS** get more **subscribers** with your subscribe logo.

So go ahead and make sure you add both include cards and end screens.

Examples :





9 SCHEDULE YOUR VIDEO

You don't have to worry about this especially if you are new. Just focus on uploading videos on a consistent basis.

When you start to gain new subscribers, you might want to give a schedule for your upcoming videos to let your subscribers know when they can expect a new video from you.

For example:

New Videos Every Wednesday & Friday

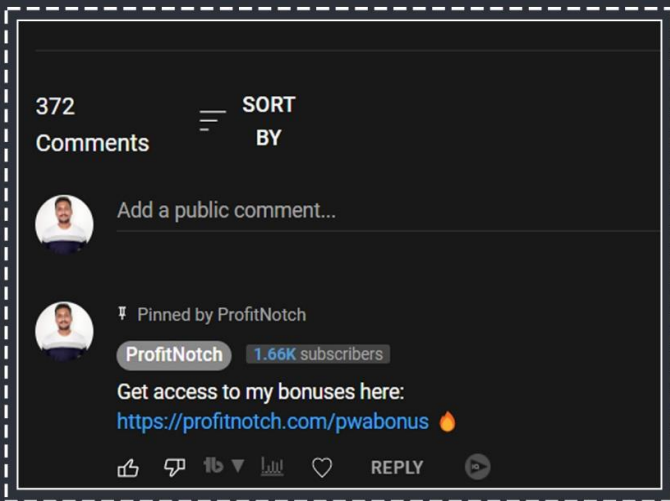
New Videos Every Day

It depends on your niche too. For example, if you have a cooking channel or some kind of comedy sketch show or something, the schedules can help.

You will start to see the best times to upload in your analytics and can determine your scheduling from the data.

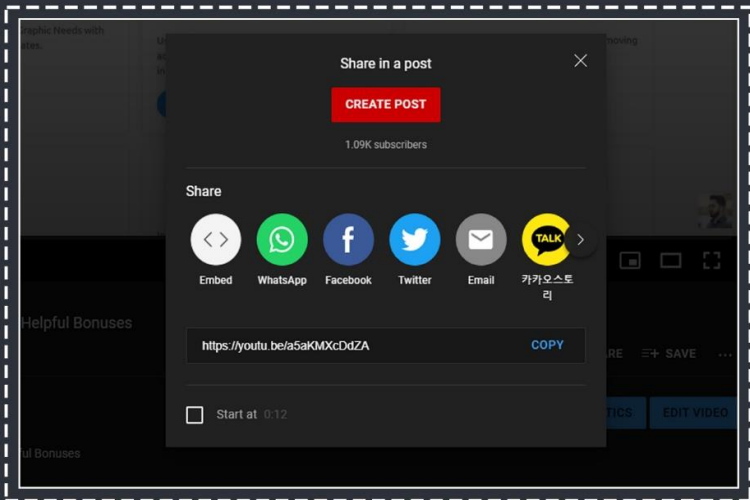
Again, you don't have to worry about this. I am not doing this myself even though I have 1000+ subscribers. It's completely up to you what you want to have a set schedule to release your videos or not.

DO NOT WORRY ABOUT THIS AT THE BEGINNING!



10 PIN YOUR COMMENT

Add and Pin Call To Action as the first comment.



11 LINK BUILDING

The best way to get some immediate engagement and views to your videos is to share it to other platforms. Here are some suggestions to start building links back to your video.

#1. Post to the Sites recommended by YouTube

When you upload videos, Youtube shows you some social share icons. Create accounts there and share to those platforms to increase the social signals of your videos.

#2. Post on relevant Forums (Check rules)

Forums are a great resource to get good traffic to your videos. Find relevant forums and add your channel link to your signature and just engage with people. A lot of people will click on your signature and get to your channel or the video that you want them to visit.

#3. Email to your subscribers

If you have an email list, sending an email as soon as you upload a new video can send positive signals to the Youtube algorithm which results in Youtube promoting your videos. You are bringing a lot of people to their platform which Youtube LOVES and they will promote your videos even more as a reward.

If you don't have an email list, that's fine. You can skip this.

#4. Add to your blog

If you have a blog, it's always a good idea to create a post and embed your videos in there. It doesn't have to be a WordPress blog. You can create free blogs in sites like medium and tumblr.

#5. Share with friends

Always a good idea to share your videos with your friends to get the video going at first.

#6. Share to Social Media Groups

If you are in a social media group, sharing your video there will bring a quick influx of traffic. For example, if you have a cooking channel and you are a member of a Facebook group related to cooking, you can share your video there and bring in more views.

DO NOT SPAM your links everywhere.

Only share your links if you have some sort of reputation in that social media group or in the forums. Simply posting your link in a forum or group when you are brand new will get you banned.



If you follow this blueprint to optimize your videos, you'll have a much better chance than others to get your videos ranked on Youtube. There are ofcourse other factors like keyword competition, the number of videos published, watch-time and more. You'll learn about it as you go along your Youtube journey. So, at first, just focus on the basics and you are good to go.



Huge Congratulations!

On finishing this 11 steps YT SEO blueprint

Go ahead and take action!

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