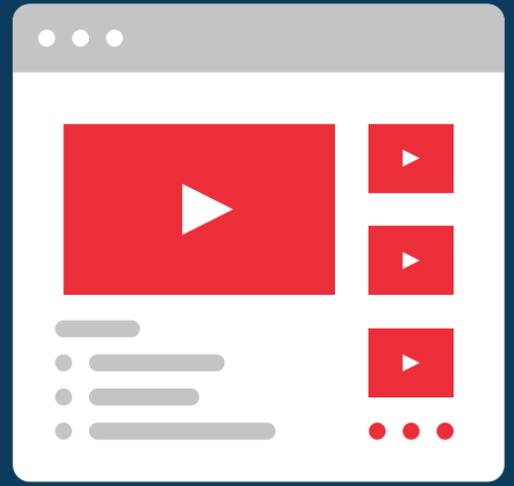


HOW TO GET MORE VIEWS ON YOUR YOUTUBE VIDEOS

How you load them can make all the difference. Follow these steps to ensure your videos have the best chance of being seen online.



1

PICK A KEYWORD/TOPIC FOR YOUR VIDEO

Choose a keyword that is the main topic of your video, like “buying a house” or “How to get more views on YouTube” to rank higher in searches.

2

MAKE YOUR THUMBNAIL IMAGE APPEALING

A thumbnail photo is the image people see before they click on your video. Your viewers decide whether or not to click on your video based on this image.

3

PLACE YOUR KEYWORD IN THE TITLE

Choose a title that aligns with your viewers’ search terms. A good rule of thumb is to mirror the question a user is likely seeking the answer to.

4

ENTER A VIDEO DESCRIPTION (AND BE THOROUGH)

The description box gives you a chance to insert searchable information so your viewer can find your video. Be sure to include your keyword here!

5

TAGS, TAGS, TAGS

Choose at least 10 tags to increase the chances of searches finding your video online. Your first tag should be your keyword.

6

CONSIDER ADDING AN END SCREEN

Enable an end screen so that viewers are prompted to watch more of your content after the video ends.

7

WATCH OUT FOR THE “MADE FOR KIDS” SETTING

Choose the “Not made for kids setting” unless your video is specifically for children. Double check your settings to prevent your videos being flagged.

8

UPLOAD YOUR VIDEO TO A PLAYLIST

Playlists do two things:

1. Group your content by topic/category
2. Tell search engines what your videos are about which increases your ranking.

9

SAVE TIME WITH DEFAULT SETTINGS

Access YouTube Studio to pre-select default settings to show on all of your videos.

