

YouTube Business Channel

Marketing and Optimizing

- “Remember, when you go to YouTube, you do a search. When you go to Google, you do a search. As we get the search integrated between YouTube and Google, which we’re working on, it will drive a lot of traffic into both places. So the trick, overall, is generating more searches, more uses of Google.” - Eric Schmidt Executive
Chairman Google

Quote

Optimization

Meta Data Elements for SEO

- Don't exceed 70 characters -include keywords - this is the maximum number of characters allowed in a Google Title Result.

Title

- Max out description with 250 Words.
 - First 160 characters very descriptive including keywords.
- Think like a large newspaper
 - The way they write their pieces is the first two paragraphs give you the summary. Then it goes into details including quotes. Then it summarizes again giving perspective on the future.

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Jonathan Goodman - Halyard Consulting

<http://halyardconsulting.com>

Facebook: <https://www.facebook.com/halyardconsulting>

Twitter: <https://twitter.com/HalyardConsult>

Google+: <https://plus.google.com/+JonathanGoodman/>

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Description

- Easily share your content.
- An embedded video on someone else's website is like a backlink to the search engines.
- It proves your content is important.

Embedding

Basic info Monetization **Advanced settings**

Comments

Allow comments All ▾

Users can view ratings for this video

License and rights ownership

Standard YouTube License ▾

Syndication

Everywhere

Caption certification [?]

This content has never aired on television in the U.S. ▾

Distribution options

Allow embedding [?]

Notify subscribers [?]

● Critical to Choose a Category:

- Autos & Vehicles
- Comedy
- Education
- Entertainment
- Film & Animation
- Gaming
- Howto & Style
- Music
- News & Politics
- Nonprofits & Activism
- People & Blogs
- Pets & Animals
- Science & Technology
- Sports
- Travel & Events

Category

- YouTube Grabs 3 Images - Select One
 - Faces
 - Product Display
 - High Contrast Image
- Custom Thumbnail
 - Max File 2MB

The World of Internet Marketing



Maximum file size is 2MB.

Thumbnail

- Ten Keywords
- YouTube Suggest

Tags

Keyword Tool

Use the Keyword Tool to get new keyword ideas. Select an option below to enter a few descriptive words or phrases, or type in a YouTube video's id (or watch page url).

Important note: We cannot guarantee that these keywords will improve your campaign performance. We reserve the right to disapprove any keywords you add. You are responsible for the keywords you select and for ensuring that your use of the keywords does not violate any applicable laws.

Results are tailored to the languages and countries you choose below:

English	Tuvalu
Chinese (Simplified Han)	Uganda
Chinese (Traditional Han)	Ukraine
Danish	United Arab Emirates
Dutch	United Kingdom
Finnish	United States

Enter one keyword or phrase per line:

batman

Don't show ideas for new keywords. I only want to see data about the keywords I entered.

[Get keyword ideas](#)

Selected Keywords:

To advertise with these keywords on Google, export them in TEXT or CSV format. Sign in to your AdWords account, then paste the keywords into a campaign.

No keywords added yet

[+ Add your own keywords](#)

Keywords	Monthly Search Volume	Match Type
Keywords related to term(s) entered - sorted by relevance		
batman	Not Enough Data	Add
lego batman	Not Enough Data	Add
batman arkham city	Not Enough Data	Add
batman arkham asylum	Not Enough Data	Add
batman arkham origins	Not Enough Data	Add
batman beyond	Not Enough Data	Add
batman begins	Not Enough Data	Add
batman 3	Not Enough Data	Add

https://www.youtube.com/keyword_tool

YouTube Keyword Tool

- Benefits:
 - Improves Search Optimization
 - Ranked higher because of multiple formats
 - Assist Hearing Impaired and Devices Without Sound.
 - Helps with thick accents and foreign listeners.
- Owner added except where YouTube decides to provide.

Captions

Audience Building

Keep the User Engaged

- Adds Interactive Elements to Video.
 - Creative Uses:
 - Choose Your Own Adventure - Multiple Possibilities.
 - Links to Other Relevant Videos - Keep User Engaged.
 - Call-to-Actions for Sharing & Commenting.

Annotations

Channel Trailer



The World of Internet Marketing
4 views · 6 days ago
Hi this is Jonathan Goodman and welcome to my YouTube channel where I produce my weekly videocast The World of Internet Marketing. The show focuses on improving website ranking, gaining traffic, and converting visitors to sales. I talk about industry news and have great guest interviews and we also do a bunch of How-To's. So check out this channel and subscribe.

Recent uploads

Grid of recent uploads:

- The World of Internet Marketing**
4 views · 6 days ago
- How to Recover from an Unnatural Link Penalty**
22 views · 6 days ago
- How to Create a Business YouTube Channel**
165 views · 2 weeks ago
- When CI**
3 weeks ago

Popular uploads

Grid of popular uploads:

- How to Create a Business YouTube Channel**
165 views · 2 weeks ago
- Content Marketing with Scott Jangro of Shareist**
3 months ago
- what-competitors-dont-want-you-to-know-about...**
91 views · 1 year ago
- Video Of Danny D**
1 month ago

Playlist Sections

Featured Channels

- Shuffle
- A Call 4 Paws (Subscribe)
- Danny Dover (Subscribed)
- Jeffrey Gitomer's Sa... (Subscribed)
- Google Analytics (Subscribed)
- Google Webmast... (Subscribed)
- Helpouts by Google (Subscribe)
- Google Ads (Subscribe)
- Talks at Google (Subscribe)
- Google+ Your Bus... (Subscribe)
- Google (Subscribe)

See all

Featured Channels

Main Channel Page

- Video plays when a non-subscriber lands on Channel.
- Tell visitor what site is about, why they should subscribe, and suggest videos.

Channel Trailer

- Organize Your Videos - Keep Viewers Engaged.
 - Group by Topic, Keyword Focus, Etc.
 - Playlist Descriptions 5K Words
 - Playlists can ranking in Search Engines.
 - Automatically continues to next video.
 - Improves time-on-page & time-on-site.

Playlists



Channel Background, Links, & Art

- I'll be adding an intro and outro to my videos. It will engage the user and extend the time they are watching.

Future Tasks

Analytics

Numbers Dictate Strategy

- Watch Time More Important Than Views
- Views are easily manipulated and sold on sites like Fiverr.
- “The algorithm for suggesting videos includes prioritizing videos that lead to a longer overall viewing session over those that receive more clicks.” - YouTube
- Maximize engagement within the first 48 hours for increased chances it will go viral.

Watch Time

Should I segment my 45 minute videos into 5 minute segments?



Jonathan Goodman

Videos: 35 • Created: Apr 9, 2012 • Lifetime views: 1,005

CHANNEL

Last 30 days (Mar 18, 2014 – Apr 16, 2014)

AVERAGE VIEW DURATION

4:56 (12%)

Video	Estimated minutes watched ↓	Average view duration	Average percentage viewed
How to Create a Business YouTube Channel	593	3:40	7.8%
Video Optimization with Danny Dover of LifeLi...	204	8:30	18%
When Clients Are Wrong	195	7:48	34%
Google Helpouts Review	161	7:40	22%
Technical SEO with Jenny Halasz of JLH Mar...	120	13:22	23%
Content Marketing with Corey Post	80	7:58	23%
How to Recover from an Unnatural Link Penalty	77	3:50	8.7%

Average View Duration

Where Are Those Embedded Players Coming From?



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CHANNEL

Last 30 days (Mar 18, 2014 – Apr 16, 2014)

<input type="checkbox"/> Playback location	Views	Estimated minutes watched	Average view duration
<input type="checkbox"/> YouTube watch page	306 (91%)	1,365 (82%)	4:27
<input type="checkbox"/> Embedded player on other websites	29 (8.6%)	258 (16%)	8:53
<input type="checkbox"/> YouTube channel page	1 (0.3%)	0 (0.0%)	0:29

Playback Location

More Websites Linking & Embedding = Improved Ranking in Search



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<input type="checkbox"/> Playback location	Views	Estimated minutes watched	Average view duration
<input type="checkbox"/> halyardconsulting.com	11 (38%)	82 (32%)	7:24
<input type="checkbox"/> geekcast.fm	4 (14%)	33 (13%)	8:21
<input type="checkbox"/> facebook.com	3 (10%)	48 (19%)	15:54
<input type="checkbox"/> twitter.com	3 (10%)	13 (5.1%)	4:21

Embedded Players

Mobile + Tablet + TV = 31.6% **Woah!!!**



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<input type="checkbox"/> Device type	Views	Estimated minutes watched	Average view duration
<input type="checkbox"/> Computer	230 (69%)	1,179 (71%)	5:07
<input type="checkbox"/> Mobile phone	83 (25%)	303 (18%)	3:39
<input type="checkbox"/> Tablet	18 (5.4%)	89 (5.4%)	4:56
<input type="checkbox"/> TV	4 (1.2%)	70 (4.2%)	17:36

Devices

- Patience
- Persistence
- Perseverance

- Rome Wasn't Built in a Day!
 - Stick to a Schedule
 - Help Answer Questions
 - Expert Insight



The Three P's



- Blog It
- Tweet It
- Like It
- Email It
- Plus It
- Press Release It

Share Everywhere