

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





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.





- 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.

Jonathan Goodman - Halyard Consulting

http://halyardconsulting.com

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

Twitter: https://twitter.com/HalyardConsult

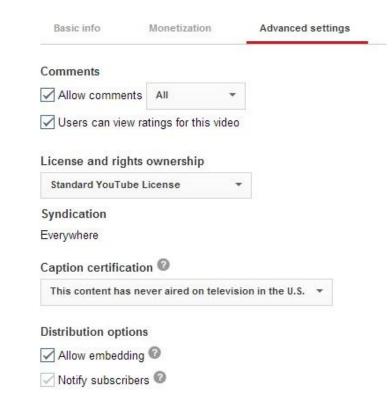
Google+: https://plus.google.com/+JonathanGoodman/

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





• 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



Thumbnail



- Ten Keywords
- YouTube Suggest







Keyword Tool

batman 3

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: Tuvalu Chinese (Simplified Han) Uganda Chinese (Traditional Han) Ukraine Danish United Arab Emirates Dutch United Kingdom Finnish Enter one keyword or phrase per line: Selected Keywords: batman 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 Don't show ideas for new keywords. I only want to see data about the keywords I entered. + Add your own keywords Get keyword ideas Match Type: Keywords Monthly Search Volume Broad -Keywords related to term(s) entered - sorted by relevance Not Enough Data batman Add Not Enough Data lego batman Add Not Enough Data Add batman arkham city batman arkham asylum Not Enough Data Add Add batman arkham origins Not Enough Data Add hatman hevond Not Enough Data Add batman begins Not Enough Data

https://www.youtube.com/keyword_tool

Not Enough Data

Add

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





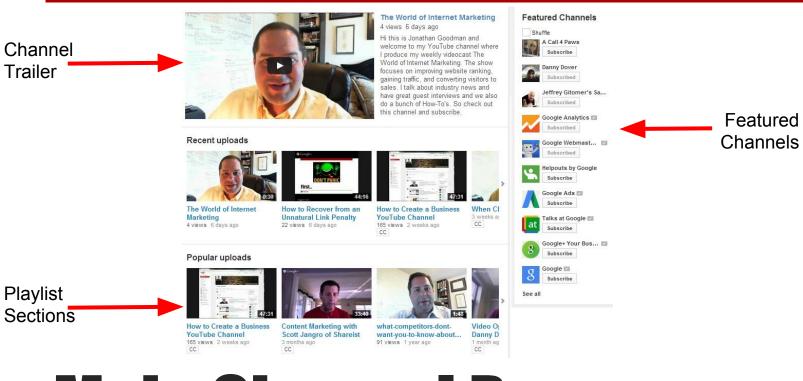
Keep the User Engaged



- 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





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





Jonathan Goodman

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

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

AVERAGE VIEW DURATION @ 4:56 (12%)			
Video	Estimated minutes watched \downarrow \oslash	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?



Jonathan Goodman @

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

GHANNEL.

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

Playback location 🕢	Views 🕹 🕜	Estimated minutes watched 🕜	Average view 🕜 duration
YouTube watch page 👩	306 (91%)	1,365 (82%)	4:27
Embedded player on other websites	29 (8.6%)	258 (16%)	8:53
YouTube channel page 👩	1 (0.3%)	0 (0.0%)	0:29

Playback Location



More Websites Linking & Embedding = Improved Ranking in Search



Jonathan Goodman®

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

CHANNEL

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

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

Embedded Players



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



Jonathan Goodman @

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GHANNEL.

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

Device type	Views 🕹 🚱	Estimated minutes watched 🚱	Average view @ duration
Computer 🕜	230 (69%)	1,179 (71%)	5:07
Mobile phone 🕜	83 (25%)	303 (18%)	3:39
Tablet	18 (5.4%)	89 (5.4%)	4:56
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

