4 Basic SEO Factors for Video

No.1

You have to say the keyword in the opening line of your video.

You Tube uses voice recognition to tell what your video is about.

So, your opening line needs to be something along like this:

"In this video, I am going to talk about {keyword}{keyword} and {keyword}"

Or you could say:

"In today video I am going to discuss {keyword, keyword}"

You can basically introduce the video in whatever style you want. But you need to say the keywords in the first sentence, so You Tube understands what your video is about.

On a side note. Whatever you do, do NOT have a long introduction logo or animation. Jump straight into the video.

No.2

You need to hook your audience.

Your introduction needs to be good. People will skip your video within the first 15 seconds if they do not see what they want to see.

So, how do you hook them?

Well, think about it. Think about the user intent behind the video.

What information are they looking for based on the keyword?

That keyword tells you what they want.

So, within the first 15 seconds you tell them exactly what your video is about and why it is going to benefit the user to keep watching.

So, for example, you could say something like:

"In today's video, I am going to teach you how to build a landing page from scratch which will increase your sales. So, if you want more sales and a beautiful landing page, then keep watching"

The keywords here are "how to build a landing page from scratch" and the hook is "increase your sales".

This is something you will naturally develop, your hooks will get better and better by offering free downloads, better tutorials and so on but it starts simply by telling people a simple benefit of why they should keep watching.

No.3

Your thumbnail needs to be good. Your video thumbnail plays a big part in this because people need to be drawn to it.

You can use places like Thumbnail Blaster to create great thumbnails. They have a template for making You Tube thumbnails and the process is super simple!

- Simply log in.
- Go to the You Tube template.
- Then drag and drop and create whatever thumbnail you want.
- Download it, then upload the thumbnail when you upload it to You Tube.

I would, however, recommend you use my suggested software below. It comes at a very small investment and it gives you a LOT of leverage with beautiful templates which are proven to draw clicks.

No. 4

You need to copy your targets video tags.

In order for You Tube to associate your video with the target video, you need to copy their tags.

To do this you simply install the chrome extension called VidIQ. I'll leave a link below this video so you can download the free version.

You go to your target video and simply copy their tags and use them on your video.

And that is it.

Click here to visit Thumbnail Blaster.

Click here to download VidIQ.