

The Impact YouTube video optimisation cheat sheet –

A Step by Step guide to getting the most out of your YouTube videos.

Once your channel and profile are set up you are ready to start uploading video content to it. In case you have missed out on our YouTube channel set up guide, you can read up on it [here](#)

First of all, you need to understand the **YouTube ranking factors**, which are as follows:

1. Search relevancy
2. Video engagement
3. Channel/ video authority

In this overview we will only cover the basics of search relevancy. If you would like further insight into YouTube ranking strategies and how to create video engagement, please do contact us for a consultation.

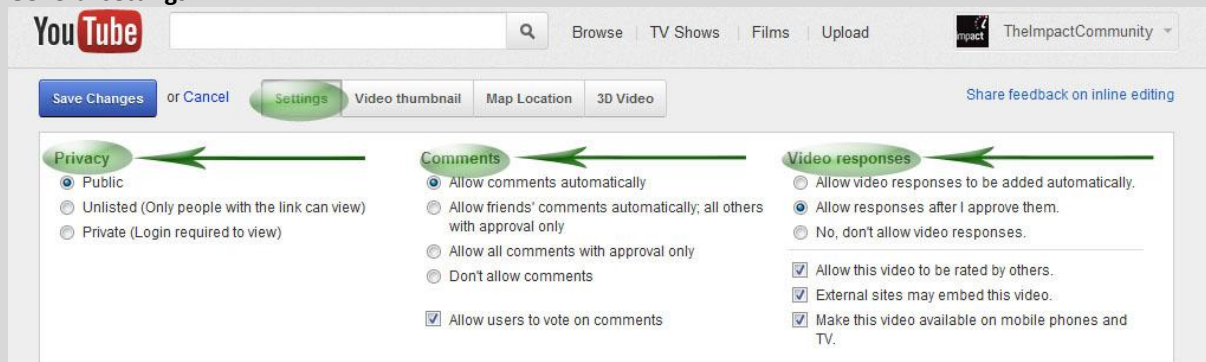
SEARCH RELEVANCY

You can inform YouTube via the Title, video description and tags what your video is about. When a user searches for a certain word or phrase (keyword/ key phrase) YouTube will look for videos which have been optimised for this particular search term.

To achieve maximum optimisation impact any video should be optimised for **one key word/ phrase only**.

VIDEO OPTIMISATION

General settings



The screenshot shows the YouTube video settings interface. At the top, there is a search bar and navigation links for 'Browse', 'TV Shows', 'Films', and 'Upload'. Below this, there are tabs for 'Settings', 'Video thumbnail', 'Map Location', and '3D Video'. The 'Settings' tab is active, and it is divided into three sections: 'Privacy', 'Comments', and 'Video responses'. Each section has a green arrow pointing to it from the left. The 'Privacy' section has three options: 'Public' (selected), 'Unlisted (Only people with the link can view)', and 'Private (Login required to view)'. The 'Comments' section has four options: 'Allow comments automatically' (selected), 'Allow friends' comments automatically; all others with approval only', 'Allow all comments with approval only', and 'Don't allow comments'. There is also a checkbox for 'Allow users to vote on comments' which is checked. The 'Video responses' section has three options: 'Allow video responses to be added automatically.', 'Allow responses after I approve them.' (selected), and 'No, don't allow video responses.'. There are also three checkboxes: 'Allow this video to be rated by others.' (checked), 'External sites may embed this video.' (checked), and 'Make this video available on mobile phones and TV.' (checked).

Overall, YouTube loves engagement. So by default you should allow users to comment on and rate your videos or otherwise engage with them to their hearts' content.

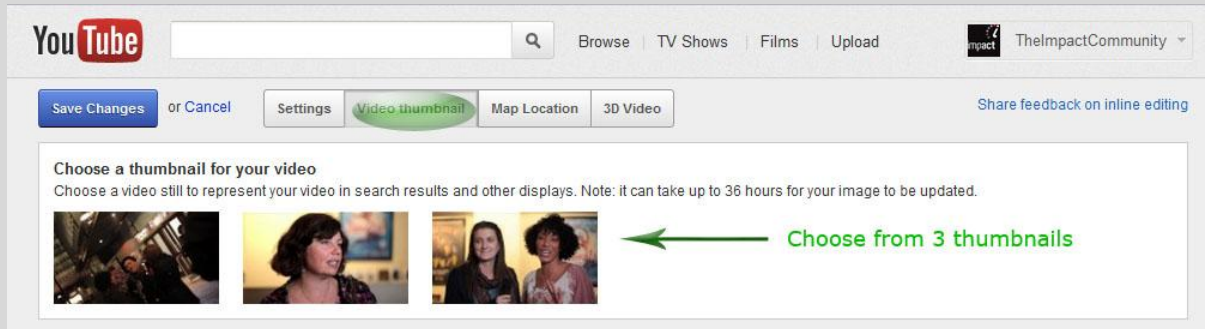
Video responses

You should definitely allow other YouTube users to post video responses to your videos – they are a substantial part of advanced ranking strategies. However, you should always approve them first. Set your settings to “Yes, allow responses after I approve them.”

Embedding

Similar to video responses, you are keen for others to embed your video on their blogs/ websites etc. Set your default setting to “Yes, external sites may embed and play this video.”

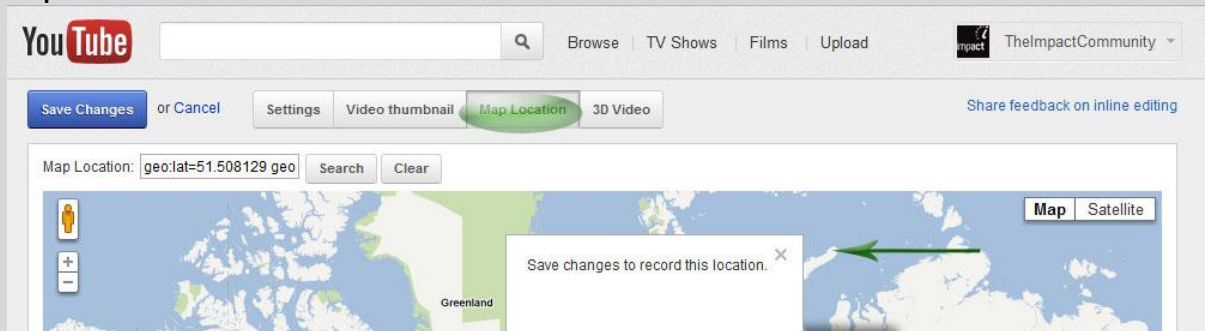
Video thumbnails



The screenshot shows the YouTube video editor interface. At the top, there is a search bar and navigation links for 'Browse', 'TV Shows', 'Films', and 'Upload'. The user is logged in as 'TheImpactCommunity'. Below the navigation, there are tabs for 'Save Changes', 'Settings', 'Video thumbnail', 'Map Location', and '3D Video'. The 'Video thumbnail' tab is selected. The main content area displays the instruction 'Choose a thumbnail for your video' and a note: 'Choose a video still to represent your video in search results and other displays. Note: it can take up to 36 hours for your image to be updated.' Three thumbnail options are shown as small video frames. A green arrow points to the rightmost thumbnail with the text 'Choose from 3 thumbnails'.

For basic YouTube users the choice of thumbnails is unfortunately limited to 3 (which are predefined by YouTube). Ideally, you should choose a thumbnail which is colourful and interesting and draws the viewer in.

Map location



The screenshot shows the YouTube video editor interface with the 'Map Location' tab selected. The 'Map Location' input field contains the text 'geo:lat=51.508129 geo'. Below the input field is a map of the world. A white dialog box is overlaid on the map with the text 'Save changes to record this location.' and a close button (X). A green arrow points to the dialog box. The map has 'Map' and 'Satellite' buttons in the top right corner.

Ensure that the location of where the video was recorded is correctly set. This information could become relevant if users are looking for a video from a specific corner of the Earth.

Title, description, categories, tags and license



The screenshot shows the YouTube video editor interface. At the top, there's a search bar and navigation links like 'Browse', 'TV Shows', 'Films', and 'Upload'. Below that, there are buttons for 'Save Changes', 'or Cancel', 'Settings', 'Video thumbnail', 'Map Location', and '3D Video'. The main video player shows a scene with people dancing. To the right, there's a list of suggested videos. The editor fields are highlighted with green arrows and labels:

- VIDEO TITLE:** Points to the title field containing "Vox Pop production for Zonation's Some Like It Hip Hop @ Pe".
- Description:** Points to the description field containing "Vox Pop for Some Like It Hip Hop by Zonation at The Peacock Theatre, London produced by Impact Marketing. www.impactideas.co.uk See what the audience thought of 'Some like it Hip Hop' - here's our Vox Pop! Did".
- Category:** Points to the category dropdown menu set to "Howto & Style".
- Tags:** Points to the tags field containing "Vox Pop", "Vox Pops", "Vox Pop production london", "Vox Pop production", "Zonation", "Video production", "Some like it Hip Hop", "Some like it Hip Hop Vox Pop", "Video marketing", "Video marketing Vox Pop", "YouTube marketing", "Dance".
- Licence:** Points to the license dropdown menu set to "Standard YouTube Licence".

Title

For best optimisation practise the title should start with your desired keyword/ phrase. If possible, do incorporate the keyword/ phrase a second time (you can use a variation of exact term). Moreover, you should try to add a "WOW factor" also.

Formula: "Keyword" + WOW factor (+ "Keyword")

For example:

Weight Loss: How to loose weight in 2 min.

Weight Loss (key phrase): How to *loose weight* (key phrase) in **2 min** (WOW factor)

Description

The description may/ should be rather lengthy in order to be able to incorporate the keyword/ phrase as often as possible without the text becoming illegible to the human reader. Always include links to your website and a Call to Action.

Tags

The most important trick to know about tags is that you have to write any term consisting of more than one word in quotation marks. Tags are space separated and the only way for YouTube to differentiate between a keyword and a key phrase is when the words belonging to the phrase are written in "...".

For example:

“Video marketing” marketing “YouTube marketing”

Write your tags in order of their importance. Aim for a minimum of 10 keywords/ phrases, but only use as many as are really relevant to your video.

Categories

The best practise to use the video categories is to be consistent. Use the same category for each video you upload.

License

Since June 2011 YouTube gives users the option to upload videos under the Creative Commons license. This means that content creators can grant someone else permission to use (remix) their work as long as full credit is given.

If you do not want your videos remixed by somebody else, ensure that you choose the ‘Standard YouTube license’ on your video’s settings.

In case you have missed out on our **YouTube Channel cheat sheet – A Step by Step guide to optimising your YouTube channel** – please go to our [website to download](#).

Now that you know everything there is to know about the basic optimisation techniques for your YouTube channel as well as videos, it is time to figure out how to get your videos seen!

For a free consultation call our team today on +44 (0) 20 77 29 59 78 or email marliese@impactideas.co.uk



Marliese Andexer has an extensive background in all aspects of the web and social media. Her current focus (and love) is video marketing and how to best leverage the exciting medium to create exposure for arts related organisations and businesses. Marliese is [Impact Marketing’s](#) project and video production manager. **Twitter:** @rulabrownUK