

# YouTube Cheat Sheet: Upload Videos The Right Way

Uploading a successful video to YouTube is quite different than Local SEO. One would think that getting ranked on YouTube would be similar to getting ranked in Local SEO but that is far from the case.

The good news is that having videos of your business online is a great way to increase your local presence and get more leads! Although shooting the video is the hard part in process, uploading it correctly is the most important part.

## What is important to Rank?

YouTube is the second largest search engine in the world, behind Google. That being said, search is constantly changing for YouTube and ranking factors are constantly changing.

However, ranking a video comes down to a few factors, including:

- Video Length
- Video Title
- Description
- Tags
- Audience Retention
- Engagement (Comments / Likes)

These factors and more are what can get a video ranked high in both the YouTube search engine as well as show when doing a normal Google search.

When uploading a video the three most important areas to focus on are the Video Keyword, Video Title and the Video Description.

## Video Keyword

The keyword is very important and to get ranked, you must choose a keyword that is "video" friendly, aka one that will show up in the Google search results.

Some examples include:

- How to's (How to fix a drain)
- Instructions (Setting up a thermostat)
- Reviews (Powerdrill Review)

To find the best keyword use a tool such as the Google Keyword Planner.



Google My Business Setup Part 1

Local SEO can be harder than it looks. Luckily, Mike McGeady with 33 Mile Radius is here to help you and other contractors get their business listed on with Google My Business. In this four part series, Mike will go over the following:

Google My Business x

Local Listings x

Local SEO x

Public



Mike will point you in the right direction!

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## Video Title

The video title encompasses both the file name of the video on your computer as well as the title that you choose with in YouTube.

While both of them do not need to match they need to contain the keyword that you are trying to rank for. However, try to keep the title around 50 characters or so.

## Video Description

The description is very important, as YouTube cannot crawl the video to see what it is about. Instead it relies on the description of the content.

To maximize results have at least 250 words in your description and include your focus keyword at the beginning of the description and insert it a handful of times.

## Upload Your Video to YouTube In 10 Steps

1. Make the file name on your computer the keyword you are targeting
2. Define title / video name - use keyword research
3. Description - Upload transcription or unique content - add link to your website / blog post / whatever relevant
4. Add Tag keywords - 3 to 7 keywords - use the keyword research
5. Set thumbnail - pick one that make someone want to click
6. Set Location
7. Set your language to English
8. Do not set monetization
9. Add category - the most relevant
10. Set video location to your office location or where the video was filmed
11. Add recording date

## Tips To Remember:

- Respond to comments as it will help engagement and rankings
- Upload the transcription as part of the description - Rev.com is good
- Proofread your work!
- If targeting locally title the video correctly with the target keyword, city name, and your office phone number
- Check out other videos that are ranking for something similar
- The more information you provide about the video to YouTube the better!



888-594-8381  
 33mileradius.com  
 info@33mileradius.com