



**HARNESSING THE POWER OF**

**VISUAL STORYTELLING**

**ON YOUTUBE**

ANASTASIA KHOO | #GOOGLECONF | @ANASTASIAKHOO

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# VIDEO STATS

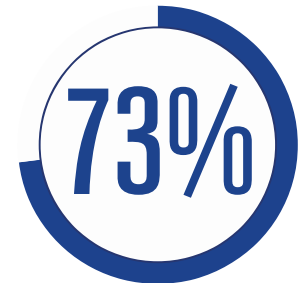
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YouTube possess  
20% of U.S. video  
**ADVERTISING SPENT**

80-90%

June 2014 report that  
video would account  
for 80-90% of  
**GLOBAL CONSUMER  
INTERNET TRAFFIC  
by 2018**



2014 Google and TWS  
Survey, 73% of internet  
users in Canada and U.S.  
**USED A VIDEO SITE  
OR APP to watch  
digital video**



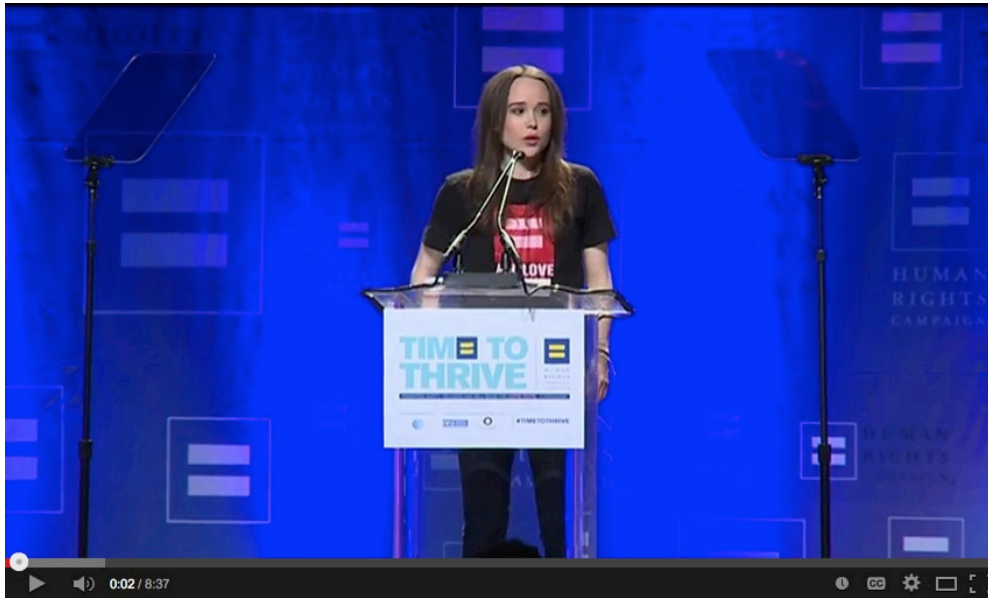
# DIGITAL

AT THE FOREFRONT

# HARNESS THE NEWS



# BREAK NEWS



➔ YouTube over broadcast

➔ Direct to link

➔ Social Embed

# CREATE CONTENT

➔ Pre-Release

➔ Targeted Pre-Roll

➔ Playlist



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# OPTIMIZE FOR SEARCH

**1** Relevant and descriptive **KEY WORDS** in titles

**2** Use description field for **SHORT, CONCISE** sentences

**3** Add **LINKS IN DESCRIPTION**, such as “subscribe”, “playlists”, or “related videos”

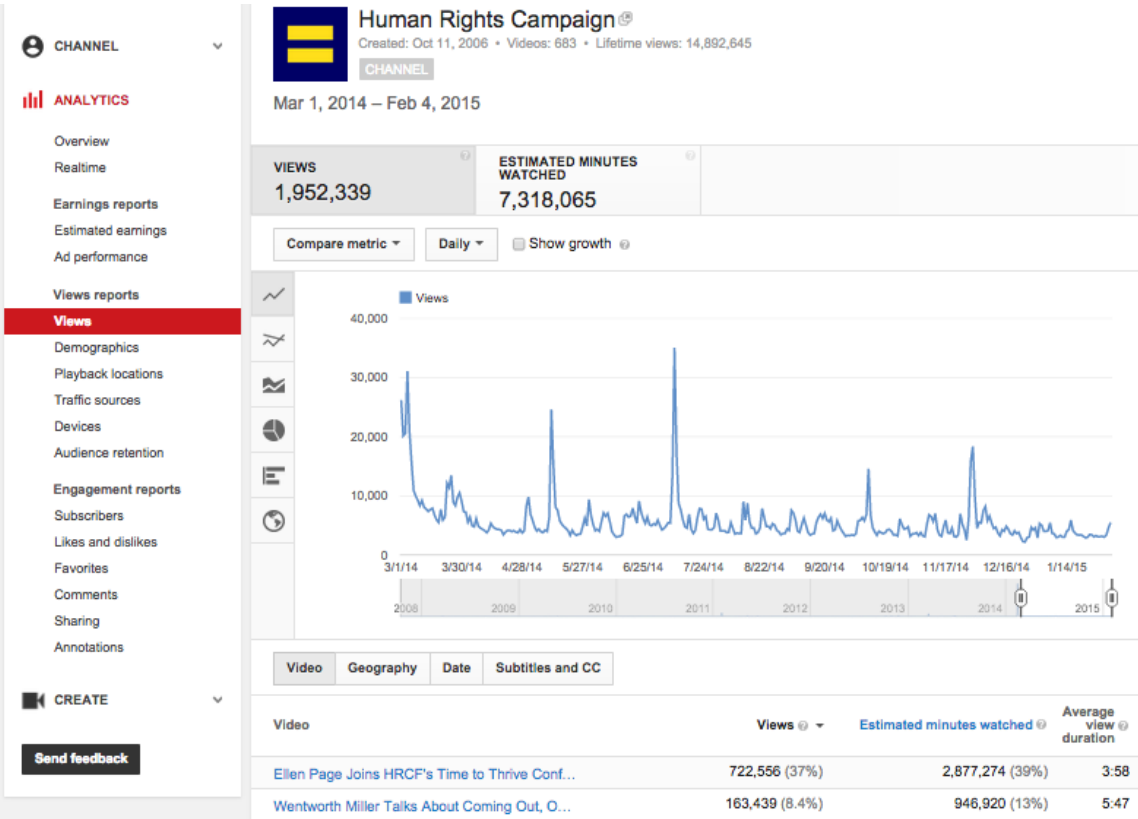
**4** Make good **USE OF TAGS** - both unique keywords for specific videos as well as standard keywords that can be applied across all videos in our channel

**5** Best optimized for Google search when video is in **MULTIPLE LOCATIONS** - website, YouTube, embed to Facebook, etc.

**6** Use annotations on videos to **BOOST ENGAGEMENT.** Ask viewers to like or share video

## 7 EMBED!

# YOUTUBE ANALYTICS



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# KEY TAKEAWAYS

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