



Become a YouTube Distribution Star for Your Organization

PR News Google Workshop for Communicators - June 6, 2016

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W2O is an emerging, global full service agency with 450+ full-time professionals across 13 offices

LANGUAGES WE WORK IN TODAY

- ENGLISH
- SPANISH
- FRENCH
- GERMAN
- ITALIAN
- KOREAN
- RUSSIAN
- PUNJABI
- POLISH
- ROMANIAN
- JAPANESE
- CHINESE (CANTONESE)
- CHINESE (MANDARIN)
- GREEK
- HINDI
- ESTONIAN
- BULGARIAN
- ARABIC
- PORTUGUESE
- LITHUANIAN
- SWEDISH
- TURKISH
- HEBREW
- MALAY
- THAI
- SERBIAN
- UKRANIAN
- CROATIAN
- CRYLLIC
- DUTCH

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CHICAGO BOSTON NEW YORK LONDON SWITZERLAND
COMING SOON: MUNICH CHINA SINGAPORE

Some of our amazing clients





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Agenda for today

- Identify your audience
- Universal search principals
- YouTube best practices
- YouTube internal traffic drivers
- External traffic drivers
- Measuring with YouTube analytics

Identify your audience

- May be a segment of your existing audience
- What problems are they trying to solve?
- What are they interested in beyond your product or service?
- What content do they already like and engage with?

Answering these questions can help you define keyword and targeting parameters.

» Identifying your audience wants in search

Tools for identifying keyword and video needs

Google Planner

Use this as a both a starting point for your research to find categories, keywords and concepts/ video titles

Your product or service
Mens fashion guide

Ad group ideas | Keyword ideas

Keyword (by relevance)	Avg. monthly searches	Competition
mens boots	74,000	High
mens shoes	60,500	High
wholesale clothing	60,500	High
vintage clothing	45,500	High
online shopping	45,500	High
clothing	40,500	High
cheap clothes	40,500	High
mens fashion	27,100	High
boho clothing	22,200	High
dress shirts	18,100	High
bohemian clothing	18,100	High
mens clothing	18,100	High

Your product or service
how to tie a bowtie

Ad group ideas | Keyword ideas

Keyword (by relevance)	Avg. monthly searches	Competition
how to tie a tie	550,000	Low
bow tie	40,500	High
bow ties	33,100	High
tie bar	33,100	Low
tie a tie	33,100	Low

Your product or service
how to tie a tie

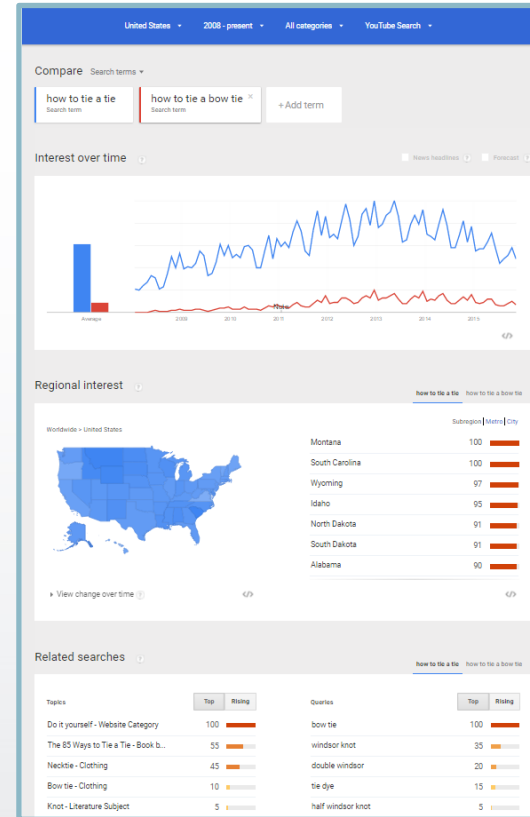
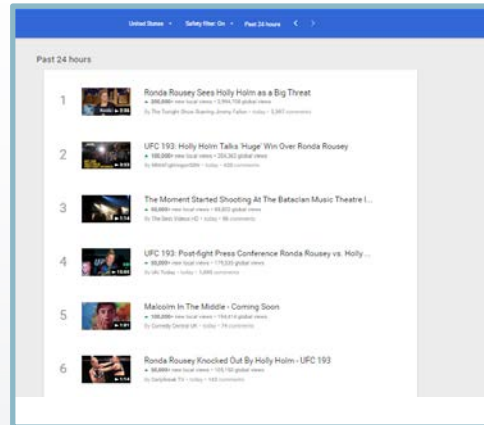
Ad group ideas | Keyword ideas

Keyword (by relevance)	Avg. monthly searches	Competition
bow tie	40,500	High
how to knit	40,500	Low
ties	33,100	High
tie a tie	33,100	Low
tie	33,100	Low
tie bar	33,100	Low
bolo tie	22,200	High
bowtie	22,200	Low
cravat	18,100	Low
how to tie a bowtie	18,100	Low

Tools for keyword and video ideas

Google Trends

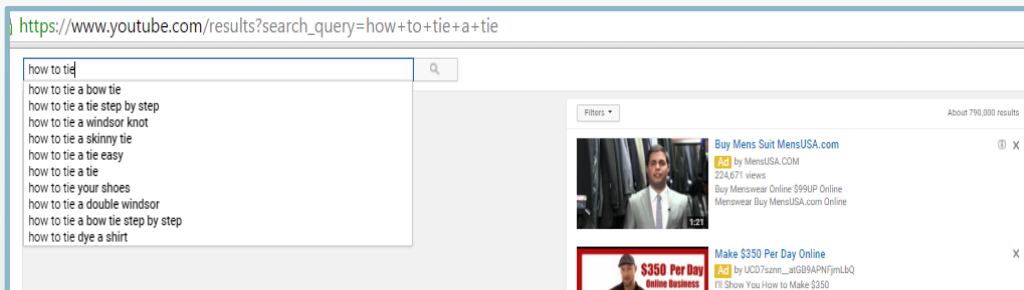
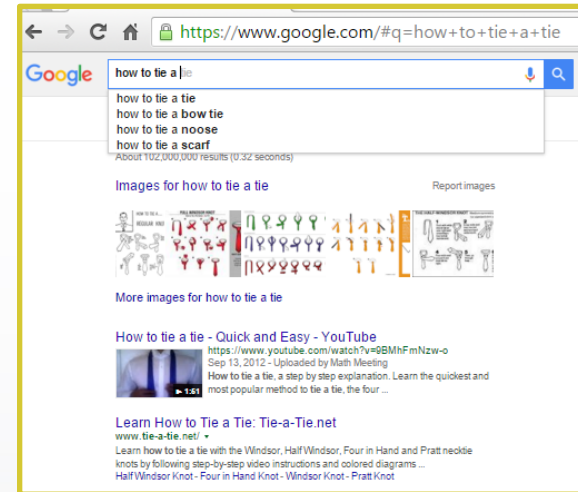
Use it to understand if search volume for your keyword: is in decline or increasing in search volume and what is trending right now



Tools for keyword and video ideas

Google & YouTube Suggest

Use it to understand related searches, other content ideas, and primary/secondary searches for your titles and video descriptions



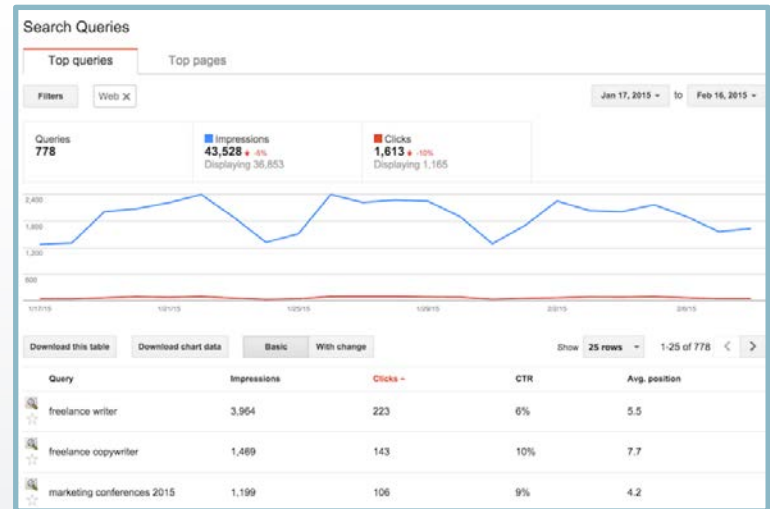
Source: reelseo.com

Tools for keyword and video ideas

Google Web Master Tools/ Internal Search

Google Web Master Tools will provide the top search phrases that led to clicks on your Google search results

If you have a search engine on your site, this is another great place to find keywords and ideas



Source: reelseo.com

» Universal Search Principals

What is universal search?

Universal Search or “Blended Search”, is the integration of videos, images, maps, shopping and news within the organic search listings on the Search Results Page



Universal search in 2015

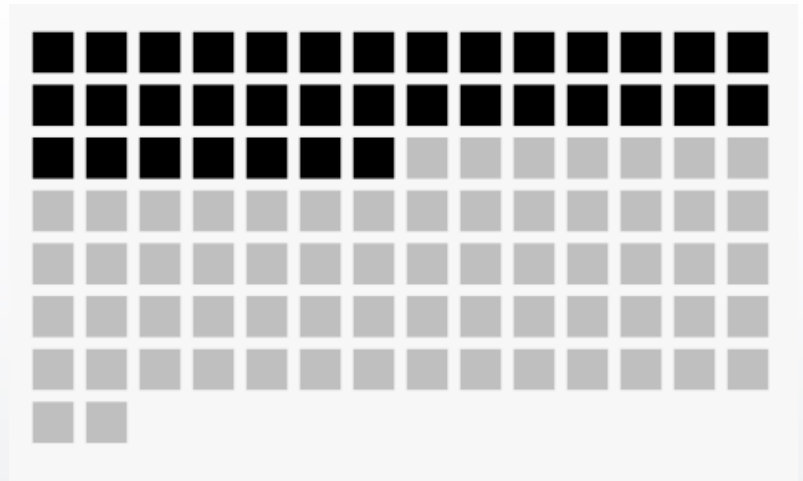
79% of
keyword
searches have
universal
results*



*searchmetrics Universal Search Study 2015

Universal search in 2015

35% of
universal
search results
return images*



*searchmetrics Universal Search Study 2015

Universal search in 2015

14% of
universal
search results
return videos*



*searchmetrics Universal Search Study 2015

Universal search in 2015

88% of video
results are
from
YouTube*



*searchmetrics Universal Search Study 2015

» YouTube Best Practices

Start at the channel

Think of your channel as a website

- Your YouTube channel should function as the homepage for your video content
- Your playlists are your category level pages
- Your videos are your product or keyword level pages

Sample channel organization

Men's Fashion Guide

(Channel Name)

How to Tie a Bow Tie

(Video Name)

How to Tie a Tie

(Play List Name)

Optimization best practices

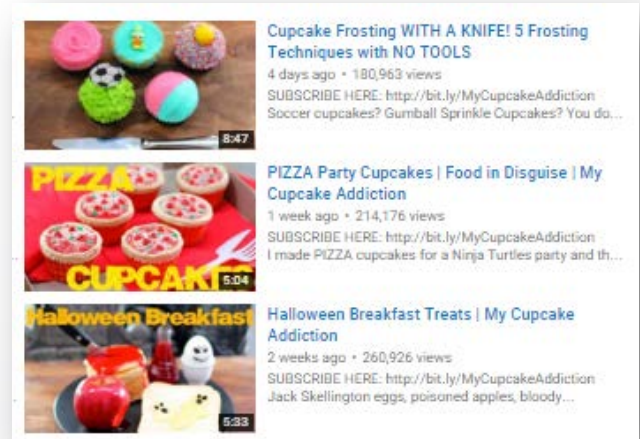
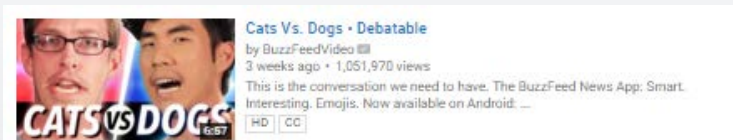
1. Optimize your thumbnail
2. Optimize your video title
3. Include a link back to your content
4. Optimize your description
5. Use chapter marker as needed
6. Link to your website
7. Include a subscribe link
8. Encourage social engagement

Source: reelseo.com



Optimize your thumbnail

- Make use of color
- Use a face to connect with the user
- Use action shots
- Use copy to give context
- Brand your content



Source: reelseo.com

Optimize video titles

- Use a keyword to start your title, but make it readable, non-deceptive and give it click-appeal
- The title can be up to 100 characters, but YouTube shows only about 70 characters and most often Google Search Results only show about 55 characters
- Use sites like BuzzFeed as a guide to writing catchy titles
- Prime and off numbers tend to catch people's attention

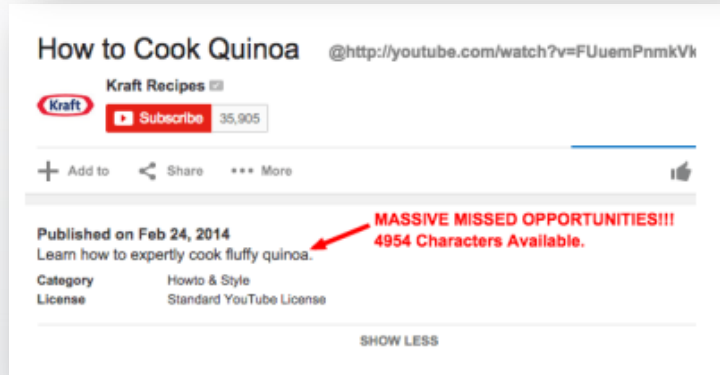
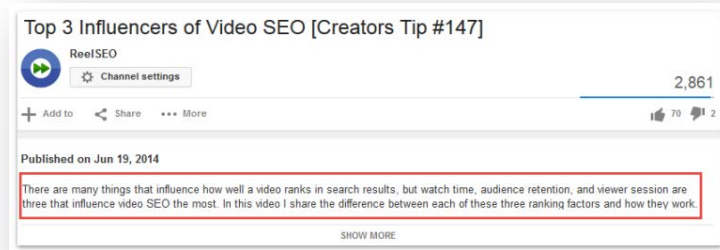


Optimize video descriptions

YouTube only shows about 157 characters of the description before expansion

In the first 157 characters:

- Give the users a reason to click and watch the video
- Let the user know what they should expect to see and learn from the video
- Be sure to use all 5,000 characters that you are allotted



Source: reelseo.com

Don't forget to

- Link to your website (full URL)
- Include a subscribe link to other content, mailing lists, etc
- Encourage social engagement (thumbs up, share)



VISIT REELSEO.com FOR TONS MORE VIDEO NEWS & TIPS
<http://www.reelseo.com>

SUBSCRIBE FOR OTHER VIDEO TIPS AND NEWS!
http://www.youtube.com/subscription_center?add_user=reelseo

SUBSCRIBE TO OUR PODCAST
<http://itunes.apple.com/us/podcast/reelweb-video-guide/id527822483>

SUBSCRIBE TO OUR EMAIL LIST!
<http://rseo.co/ReelSEOemail>

LET'S CONNECT!

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Pinterest ▶ <http://www.pinterest.com/reelseo>
ReelSEO ▶ <http://www.reelseo.com>

Source: reelseo.com

» YouTube in-channel traffic drivers

YouTube paid advertising

They post 2 times a week on average



We've seen a 75% rise in conversions with our targeted videos

YouTube paid advertising

They post every few days



Our channel increased from 800 to 5,300 daily views

Organic traffic drivers

- When recording, reference other videos you made that they can watch
- Create a dynamic end screen where people can click through to your other videos and subscribe
- Ask people to subscribe to your channel 3x – in your video, on the end screen and in the summary copy



» External traffic drivers

Promoting ONE piece of content

The fact you have **A VIDEO** is not as exciting to other people as it is to you.

- How does this video fit within your overall story?
- Where are you already telling it?
- What's working? What's not?



Find a way to connect it to your story.

What is the right length for video?



3 minutes



30 – 60 seconds



30 – 60 seconds



15 seconds



6 seconds

Source: AdWeek

Where to share your videos



existing
social
channels



web site




blog


Social channel video function

Link - static



 **YouTube**
May 26 at 7:30pm · 🌐

Childhood goals. <https://goo.gl/JPxL8T>

 **LEGO meets Star Wars**
Hey everyone I know it has been a while but I just finished editing this LEGO meets star wars video. It took me around 3 straight weeks of editing to finish ...

WWW.YOUTUBE.COM


Native - auto-play

 **Ford Motor Company**
Yesterday at 11:17am · 🌐


Even with three drivers, 24 hours of driving is exhausting work. This is how the Ford GT drivers are training for the world's greatest race.





 **Missy Voronyak** @missyvoronyak · 1h

See my vid interview/demo of new EpiPen "smart case" & app called Veta - can't wait for it to launch.

 **New EpiPen "smart case" & app called Veta**
youtube.com

 Liked 4,249 times

 **Harry Potter Play** @HPPlayLDN · Jun 2

See behind the scenes of our #HarryPotterPlay character photo shoot in this exclusive **video**. #CursedChild



Social channel video function



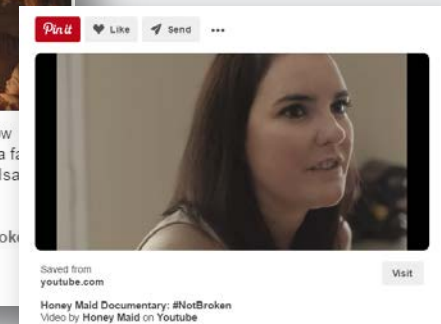
Link to YouTube in a post, will play on LinkedIn and show at top of feed.



Native video clip up to 15 seconds OR a screen shot of video. Place link to full video in your profile or click-through link via Instagram ads.



Pin a YouTube video URL - shows as a video & plays on Pinterest if someone clicks on the tile.



Promoting content on social

- Visibility requires paid promotion
- Other channels offer more robust targeting than YouTube



Choose a target audience (optional)

Locations	All countries and regions
People's web activity	YouTube Search YouTube Videos Google Display Network
Attributes	All ages All genders All interests



SELECT ADDITIONAL AUDIENCE FEATURES

- + Add keywords
- + Add followers
- + Add interests
- + Add tailored audiences
- + Add TV targeting
- + Add behaviors
- + Add event targeting

Link Amplification

The screenshot shows a Bloomberg news article. The main headline is "U.K. Economy Set to Take a Pounding as Traders Turn Bearish". Below the headline is a sub-headline: "The British pound's biggest rally in 14 months is in jeopardy as Prime Minister David Cameron's budget cuts begin to curb economic growth." There is a photo of David Cameron. The article text discusses the pound's performance and market forecasts. A red arrow points to a "Play Video" button in the "Related Videos" section on the right side of the article.

- Off-social paid option
- Place paid links to YouTube videos within articles on reputable web sites
- Still images & variety of headlines

The screenshot shows a website layout. On the left, under the heading "Recommended From The Web", there are five article thumbnails with titles: "Who Leads The World In Innovation?", "Buffett Admits This Is A 'Real Threat'", "7 Credit Cards You Should Not Ignore If You Have...", "Software Is Eating Personal Investing", and "What Happens When CNET Gives A BlackBerry Fa...". On the right, under the heading "Sponsored Links by Taboola", there are two more article thumbnails with titles: "Free Penny Stock Alerts" and "Buckley on U.K. Interest Rates".

Taboola
Outbrain

Example: Outbrain

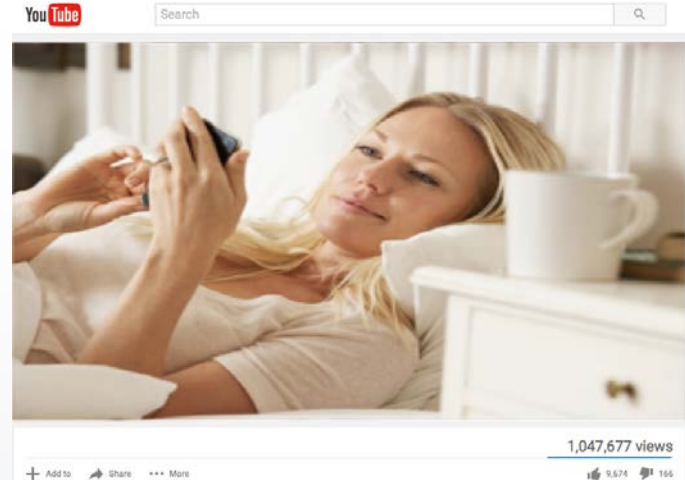
A major OTC consumer healthcare brand wanted to drive traffic to new, informative content on YouTube.

Consumers eager for tips and trusted advice on how to manage their their symptoms during allergy season clicked content recommendations on premium sites like CNN, ABC, Fox News and Health.com

RESULTS:

In an 8-week period, the \$50,000 campaign spend drove:

- **106,095** clicks
- **48,224,988** impressions
- **0.22% CTR** (*well above the CTR they typically see for display efforts*)



BEST PRACTICES:

- **Write 8-12 headlines**
- **Headline length of 55-70 characters**
- **Use 2-3 photos**
- **Hi-def, lifestyle pictures relevant to your target audience**

Example: Honeymaid



Honey Maid

Home Videos Playlists Channels Discussion About

Honey Maid | Neighbors
526 views · 1 month ago
These two families from completely different cultures show us we are all a lot more alike than we think. #ThisIsWholesome

This Is Wholesome


- Honey Maid | Neighbors
- Honey Maid | Little Brother
- Honey Maid | Mia Hijue
- Honey Maid | Husband
- Honey Maid | Love Day

HOME RECIPES VARIETIES OUR HISTORY CAREERS

THIS IS WHOLESOME

No matter how things change, what makes us wholesome never will.

SEE MORE FILMS



Honey Maid
May 9 at 9:00am · 🌐

When you share a Honey Maid Love Graham, you make it easy as spreading peanut butter on a Honey Maid sliced strawberry. #ThisIsWholesome

Acceptance is Love



PLAY

We believe that no matter how things change, what makes a family wholesome never will. Meet Isaac and his parents, our newest wholesome family. #ThisIsWholesome #NotBroken

by Honey Maid

👤 22



honeymaidsnacks

486 views

honeymaidsnacks Nothing is worth more than accepting one another, no matter how long it takes to learn to do so. #ThisIsWholesome

cyn_stagram24 @sofluv



Honey Maid @HoneyMaidsnacks · Apr 29
A strong veteran—an even stronger family #ThisIsWholesome

0:26 M



Best practices

Video

1. Optimize your thumbnail
2. Optimize your video title
3. Include a link back to content
4. Optimize your description
5. Use chapter marker as needed
6. Link to your website
7. Include a subscribe link
8. Encourage social engagement
9. Use video sitemaps

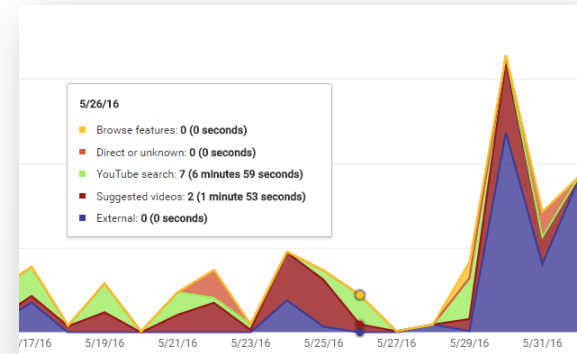
Image best practices

1. Compress your images
2. Optimize file name and attributes
3. Use a caption under the image
4. Use image sitemaps

Source: reelseo.com

Measuring YouTube results

- 1) Connect your YouTube account to Google Analytics
- 2) Keep track of your subscribe count
- 3) Keep track of average view duration and percentage viewed by video
- 4) Monitor traffic sources for your videos/suggested video views
- 5) Subscribers by video
- 6) Engagement by video



youtube.com/analytics

Optimization resources

- [Search Metrics Google Universal Search 2015](#)
- [Creator Academy YouTube Analytics](#)
- [YouTube Cards](#)
- [Google Keyword Planner 101](#)
- [REELSE.COM YouTube Description Optimization](#)
- [Gawker Image Case Study](#)
- [Moz Image Case Study](#)
- [Soren Skriver Image SEO Best Practices](#)
- [Video Sitemaps](#)
- [Image Sitemaps](#)
- [KissMetrics Caption Blog Post](#)
- [The Ideal Length of Everything Online, From Tweets to YouTube Videos](#)
- [How Long Should Your Video Be?](#)
- [What is the Best Format and Resolution for your videos?](#)

Key Takeaways



Determine your audience interests



Define keywords before publishing



Approach your YouTube channel as a website



Amplify videos through paid opportunities



Optimize videos for each channel



Measure results on YouTube and adjust

Thank you!

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