

# 9 tips to increase YouTube video rankings on Google

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## 1. Video content

YouTube is not a shopping site. You cannot buy onions on this platform. So why do you have to create a video to sell?

You can use YouTube to store your videos, but if the user doesn't care about your new product.

Other YouTubers are looking for content to help them solve problems, learn skills, create videos that appeal to viewers. To do this you must focus your search for content.

Here are some examples:

1. Video tutorial (setting up Analytics Goals or Events)
1. How to make vidoe (how to increase your ebook rankings on Amazon)
1. Review videos (product reviews, business reviews, .)

You can visit Google and search for content related to the above examples and you will see that the YouTube videos will show up on the search results list. Google believes that video is the best way to answer search queries.

## 2. Video duration

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However, this accidentally opens the door to IP Blocker, just click on the video and count the views. YouTube has quickly changed their algorithm to add elements to user accounts.

While the number of clicks is also counted views, the following figures also play an important role:

- Total comments on your video received.
- Total number of seconds users spend to watch your video.
- Number of likes for your video.
- The number of times your video is shared on social networks.
- The number of times your video is shared on other websites.

Additional metrics force YouTube members to create better, more compelling content to meet the algorithms.

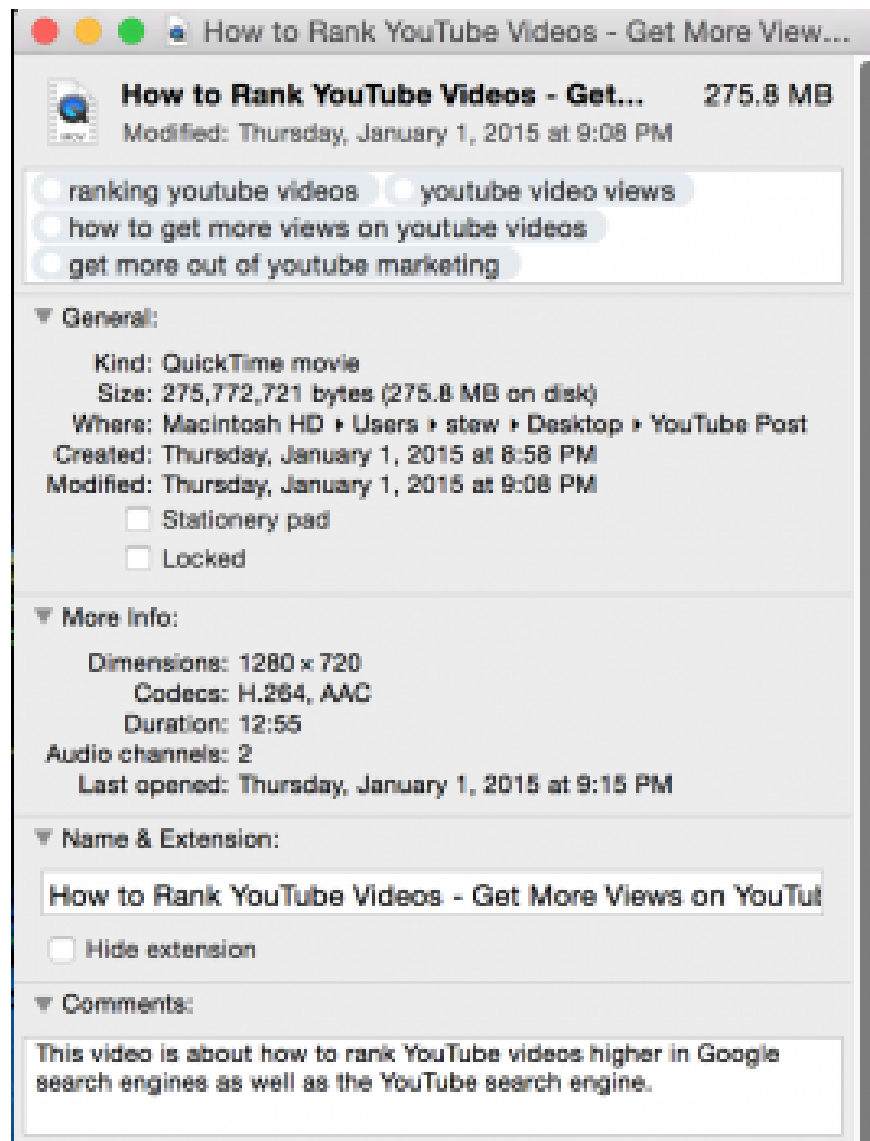
Although there is no official guide for the amount of video you should take, the advice for you is to create videos that are at least 2 minutes in length.

The reason is simple: long video length can 'hold' a user watching your video, so it can improve your video rankings. Therefore videos with long durations add up to the total number of seconds users spend watching your videos.

Summary:

Don't create 'boring' content. Create videos with content that users want to see and share.

### **3. Naming convention (name convention)**



Before discussing how to name your video, you first need to pay attention to the selection of keywords. To plan to advertise your YouTube channel, use long tail keywords and use less competitive keywords.

This will allow you to improve your video rankings with simple and free hacking tips. If you insist on ranking for "car insurance", you will need to build a link to your video.

Next are the naming conventions .

YouTube is quite smart, but they can't know what your video content is. Just like on the SEO page and image optimization, search engines look at the name of the video file.

That means you need to optimize your video files before uploading videos to YouTube.

Here are the steps:

1. Access your video file ready to upload.
2. Right-click the file and select "Get Info".

3. Add a few tags to your video related content.

4. In the "Name & Extension" section, name the file after # 1 # 2 keywords. Example: How to rate YouTube videos - Rate videos on Google.

5. Write a brief description of your video in the comment box.

Now you are ready to upload your video file to YouTube.

After you have successfully uploaded the video, the next step is your video title.

## **4. Description section**

Add a link to your website.

YouTube provides a platform to interact with audiences - it's your job to attract that audience and drag them to your site.

Your website is the place where you complete the advertising process - get user information, make sales, users click on ads, .

After you add a link to optimize the rest of the video description. This is where YouTube scans the signal for what your video content is.

Here are a few tips to optimize your description:

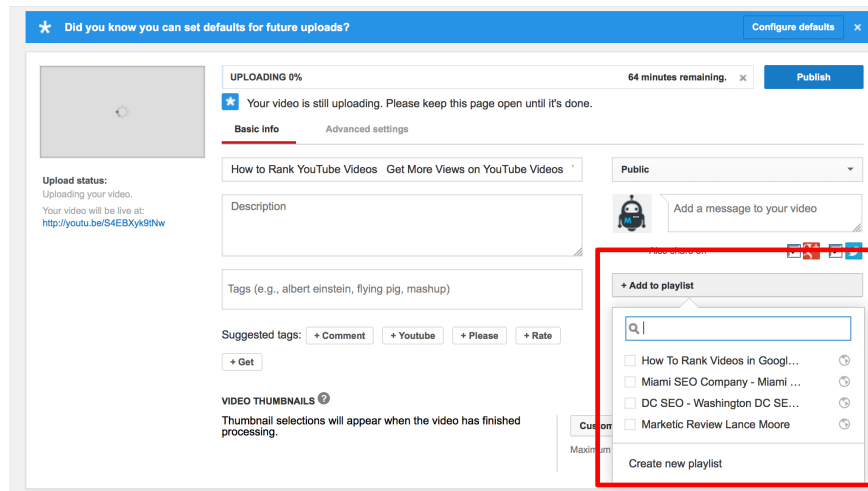
- Try to write at least 200 words about the content.

- Use synonyms and an extra keyword. For example, if your main keyword is how to rank YouTube videos, some extra keywords are how to rank YouTube videos on Google, how do videos are displayed on search engines, YouTube ads, .

- No, absolutely do not use the same content. This means that each video will use a different description section.

- Don't abuse keywords.

## **5. Take advantage of Playlist (playlist)**



Playlists create an additional layer for your video signals. For each video, it is recommended to create a new playlist using synonymous keywords.

Here is an example of how to optimize tips 1- 4:

**Key keywords:** Guide to ranking YouTube videos on Google

**Secondary keywords:** How to increase views on You Tube videos

**File Name:** YouTube video ranking guide on Google - How to increase views on You Tube videos

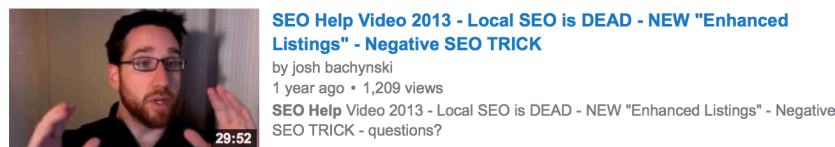
**Description:** Link to video !!! + [Insert transcript].

**Playlist name:** YouTube Video Marketing - My video ranking is higher on Google.

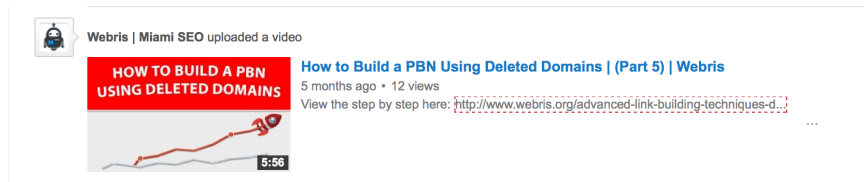
## 6. Customize Thumbnails (thumbnail images)

This does not send signals to YouTube but it does affect user engagement. Adding a custom thumbnail image to your video can 'drastically' impact your clickthrough rate (CTR) to push your rankings.

Here is a typical example. Say you have searched for "SEO Help" and the following two videos, which video do you prefer to click?



Or:



Of course will be the second video.

YouTube will automatically select a random image from your video and allow you to select 1 of the 3 images to make a thumbnail. These images are often taken randomly so do not send the correct signal to the user.

## 7. Take advantage of social networks

According to traditional theory, search engine optimization has two aspects:

1. "On-page" SEO. This refers to how your site is structured, tagged images, keyword density, tags .
2. "Off-page". This refers to other areas that link to your site.

Over the years, one can see a huge change in traditional SEO. Social networks have changed the way we interact online and search engines are starting to occupy it. Add a third aspect:

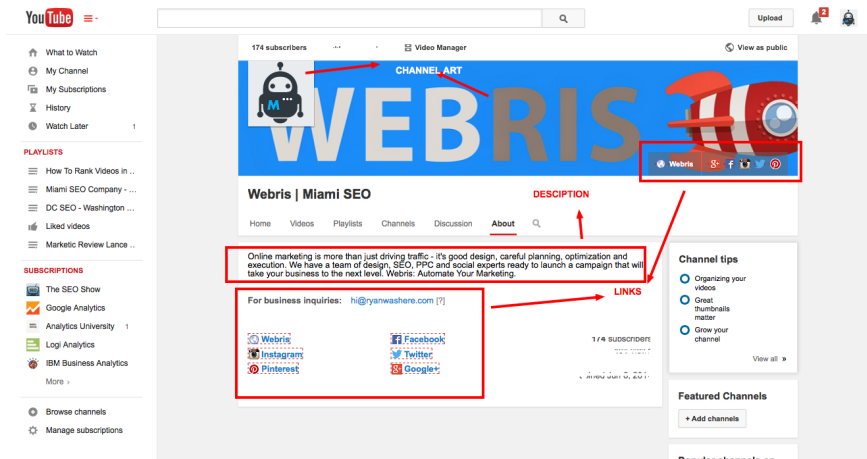
- Relevance.

Google wants to provide the best possible results for each user's query. In order for a website to match the criteria, the site needs to have relevant content. The best way to measure relevance is to have multiple Share (sharing), likes and tweets a website.

So if you want your video to be noticed by Google, it's best to share your video on social networks. To do this thing:

- Sync your YouTube account with social network accounts. Any time you post a new video, it will automatically provide information through your accounts.
- Upload your videos to relevant groups on social networks. It's not just a great way to get a signal on your video content, it's a great way to socialize and learn more about your career.

## 8. Cultivate your YouTube channel



If a YouTube channel without a profile image, title, description and link, then the YouTube channel is no different from spam - maybe YouTube also sees that channel as a Spam channel.

So complete your YouTube channel information, which is also a way to add a signal layer about the video content you make.

There are 4 sections that you need to fill in:

1. Add links to all your social networking sites and websites.
2. Add images to the channel. It not only helps users and YouTube determine your channel content. If uploading your images according to the best search engine optimization practices, it will send a search signal. For example, YouTube-channel-name-channel-keywords.jpg to add context to your page.
3. Follow the same channels. YouTube looks at what you are looking for and links your account to that content.
4. Add a long description; to add a synonym 'tons' of keywords.

## 9. Link building

The above procedures will rank any low competitive or long tail keyword. If you want to rate videos with competitive conditions like "payday loans", you'll have to build links to your videos and embed HTML on other websites.

If you are a newcomer to SEO, it is advisable to stick to low competitive keywords.

When building links on a YouTube video, you need to be careful. YouTube is pretty good at detecting spam and it's quite easy to detect prohibited videos.

The advice for you is to build a small number of high quality links for a long time. Some link sources you can use such as:

1. Personal blog (PBN)
2. Guest blog
3. Social bookmarks
4. Web 2.0s (. WordPress, .Weebly, .)

5. Partner website
6. Your own websites
7. Link comments
8. Postings on Tumblr
9. Pinterest pins

**Refer to some of the following articles:**

1. How do Google AdSense links make money from YouTube?
1. How to watch blocked YouTube videos or restrict viewers without signing in or proxying
1. 7 YouTube URLs help you become a true "hacker" YouTube video

**Good luck!**

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