New Methodology for YouTube Video Search Engine Optimization

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ABSTRACT: This research work implies a new methodology of YouTube Search Engine Optimization (SEO) This process involves in implementing off page and on page SEO for YouTube video. Google and YouTube giving more importance to "video keywords", so by implementing this method uploaded video get more organic traffic from Google as well as from YouTube. This paper is done based on the basic guidelines recommended by all the YouTube search engines technique for proper indexing and ranking. Finally, we put forward some pertinent guidelines for optimizing the YouTube video.

KEYWORDS: YouTube SEO, White hat YouTube ranking, SEO for YouTube video, Video SEO

I. INTRODUCTION

YouTube Search engine optimization is a process that uses a search principle for search engine to acquire higher ranking for YouTube video to enhance the organic traffic from Google and YouTube. Since the emergence of Google and YouTube, the SEO principles and search engine innovations have been in the process of development. Video Search engine is a methodology which is based on different strategies using a computer program to gather information from the Internet, and organizing and processing the searched information for displaying the search results to the users in a systematic way. At present, the major Internet search engines are Google, Yahoo, Ask, and Bing, YouTube and so on.

Search engine optimization relates to the activity of optimizing the individual web-pages or YouTube video to get higher position in the search results in Google or YouTube. The SEO technique entails two processes: on-site optimization and off-site optimization. On-site optimization pertains to the practices which are used during the uploading YouTube video. Followings are the important aspects that need meticulous attention during the uploading of a YouTube video to make it search engine friendly.
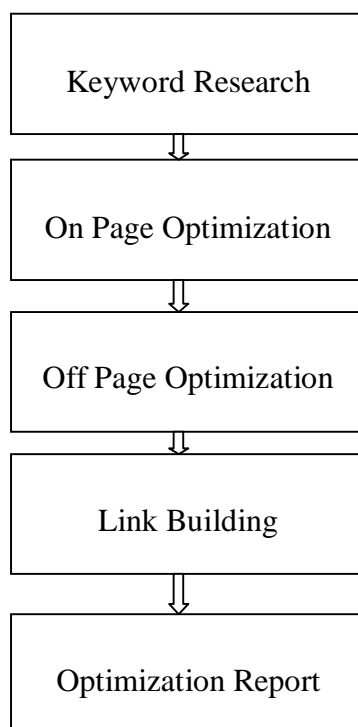
II. PROCESS OF SEO

As shown in Figure 1 Process of Search Engine Optimization (SEO) starts with identifying the relevant keywords that will be used in optimization. This step requires good decision making approach to find good set of keywords that balance the two factors: high usage of the keyword by the users and low competition of the search engines. After identifying the keyword phrase, second step is making on-page optimization for better understanding for Google robots while crawling. So this step acts as a baseline for the success of the website or video. Next step is off-page optimization as content is most important in search engine optimization. Next step is link building i.e. number of the relevant web pages linked to the particular web page or video. So all these steps can be done at regular intervals.

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│    Keyword Research      │
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            ⇓
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│   On Page Optimization   │
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┌─────────────────────────┐
│   Off Page Optimization  │
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┌─────────────────────────┐
│      Link Building       │
└─────────────────────────┘
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┌─────────────────────────┐
│   Optimization Report    │
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Fig: 1. Process Flow of SEO

III. DETAILED PROCESS OF VIDEO SEO

Step 1: Find "Video Keywords"

Like anything in SEO, the YouTube SEO process starts with keyword research.
Your goal is to find keywords that **have YouTube results on the first page of Google.**
These are called, "Video Keywords".
Unlike a normal Search Engine Result Page (SERP) with 10 webpage results, with Video Keywords, Google reserves a good chunk of the first page for video results.

Step 2: Make Your (Awesome) Video

Like anything in business, **the more you put into your video, the more you'll get out of it.**
Here's what YouTube uses to determine the quality of your video:
- **Video retention:** The percentage of your video people tend to watch (the more, the better).
- **Comments:** If people comment, they probably enjoyed the video (or at least watched it).
- **Subscribes after watching:** If someone subscribes to your channel after watching your video that sends a HUGE signal that you have an amazing video.
- **Shares:** How many people share your video on social media sites like Twitter and Google+.
- **Favorites:** The number of people that favorite your video or add it to their "Watch Later" playlist:

Step 3: Upload Your Video with YouTube SEO in Mind

Here's how to extract the most SEO value from your video.

Video Filename
When you're done with the video make sure that you use the keyword in the video's filename.
For example, if you wanted to rank for the keyword "weight loss tips", you'd want to name your video weight_loss_tips_video.mp4.

Video Title
The title of your video should at least 5-words long. That way, you can include your full keyword without keyword-stuffing.

Description
Your videos description is VERY important.
Because Google and YouTube can't "listen" to videos, they rely on your text description to determine your video's content.
Here are the basic guidelines for the description:
- Put your link at the very top of the video (this maximizes CTR to your site)
- Include your keyword in the first 25 words
- Make the description at least 250-words
- Include your keyword 3-4 times

Tags
Just include a few keywords to help YouTube and Google learn what your video is about.

Get Video Views
But in order for your video to rank for competitive keywords, it needs to get A LOT of views.
More views=higher rankings. But there's one catch……the views need to be **real**.
Finally after than social signals, back links with higher authority is much gives better ranking as authority.

Step 4: Link Building
YouTube URL has very high PR and authority so very little link building process will required. Some social book marking will be enough to rank low competition keywords YouTube videos.

IV. CRITICAL REVIEW

YouTube Search engines have a unique policy for indexing information in an efficient manner, and it is essential to optimize video in a specific way to enhance their search ranking. YouTube seo is much different than website seo. Some of the space Google is reserving for YouTube video for ranking in Google. As per new algorithm of YouTube and Google some of the tips and tricks will never be change. For YouTube ranking on page seo is more important than off page seo, mainly keyword selection is much important and also it must have low to medium competitions. For off page seo backlinks and social signals and web2.0 are important as similar to website seo. As for website ranking factor hits are important so in YouTube seo high retention real views are much gives important for ranking.

V. CONCLUSION AND FUTURE WORK

Along with this all proper steps for ranking for video seo, on page seo became must after latest Google and YouTube algorithm. Even in the future, more enhancements might be required to this YouTube ranking due to the updates in the algorithms but the core off page optimization will remain the same. We would come out with the implementation of the above idea proposed if essentials pertained. In this paper, the seo step that is proposed is the most stable and acceptable at this point of time and it abides by the guidelines of Google and YouTube. This YouTube seo technique is effective

way to optimize a YouTube video easily and will efficiently rank the video on top in a search in Google and YouTube for low to medium competition keywords.

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