



# **Universal Video On-Page Optimization Guide**

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The Only Guide You Need To Know How  
To Properly And Effectively Optimize Your  
On-Page Video SEO

In this guide you will learn the very simple process for optimizing your on-page video SEO for your videos.

This is something that most regular video uploaders fail to do but gives you a significant advantage over most video owners.

Proper on-page video optimization is crucial to the success of every one of your video marketing campaigns.

Here you will learn how to do it properly and effectively. And you can use this handy guide as a quick reference as opposed to watching a video over and over.

Although, this is a simple process, it should not be ignored.

I call this the universal on-page optimization guide because it doesn't matter if you're setting up a campaign for affiliate marketing, news jacking, local businesses, etc... It's all the same.

You focus on your main keyword and follow the simple steps below.

We'll be concentrating more on Youtube optimization for this because Youtube has the traffic and Google owns Youtube.

When you go to upload a video you will see these exact things and should follow the steps in order.

We'll break this down into easy to follow steps.

# Step 1: Name Your Channel

This step is optional but if you are going to make a bunch of videos in the same niche, it's very beneficial for SEO and ranking purposes.

Let's say you are going after the male pattern baldness niche and you plan on creating a ton of videos to promote several different products.

You would want to create a BRAN NEW Youtube account specifically for that niche. You would want to make your new username fit your niche...

Something like - StopMalePatternBaldness

... Or something like that.

This will help Google and all the other search engines see that you have the best video content on the niche and deliver the best content to the user so they give you priority.

On the other hand, if you were wanting to rank your videos for a single keyword only that has the most searches per month.

Like - Cures For Male Pattern Baldness

... You would make your username and the name of your channel our main keyword.

Of course, you can upload other videos targeting other keywords to that channel, but this will help target where you want to be in the rankings.

Again, it's optional but does help.

## Step 2 - Video File Name

After you've created your video and you export it to your desktop or file, you'll need to rename that video file to your main keyword.

Usually, when you export your video the file name comes out looking like A0-234GDJ...

How is that supposed to let Youtube, Google and all the other search engines know what your video is about from the spiders and robots end?

It can't.

So the simple way is to change the file name of that video to the keyword that your video is targeting.

Sticking with the example above...

Instead of A0-234GDJ, change your file name to **CuresForMalePatterBaldness** (dashes in between words are optional - it doesn't matter if you use them or not).

Once you have done this you begin to upload to Youtube.

## Step 3 - Write Your Title

Here's where the true optimization begins...

Your title or as I like to call it, your headline is one of the most important things for two reasons.

- 1) By **inserting your main keyword in the title 2 times**, you are letting the search engines know exactly what your video is about and what you want to rank for. *(sometimes you can't work your main keyword in a title two times because it reads funny and that's fine - we want the clicks)*
- 2) If you write your title like a you would write a headline for an ad then you increase the chances of getting click-throughs when people see your video in both Google and Youtube. Dramatically!

So let's go with the balding example for when you can't fit your keyword in twice and write out title here:

### **Cures For Male Pattern Baldness - Top 10 Ways To Save Your Hair**

You see I couldn't fit the keyword in twice but I did write a compelling, benefit driven headline that anyone with this problem would click. People love top 10 lists by the way.

Now let's switch it up and write a title with the keyword twice with the keyword *Balding Cures*.

### **Balding Cures - Top 10 Balding Cures Proven To Work In 2012**

See how I worked that?

I put the main keyword first thing in both examples. Why? Because the earlier you insert your main keyword the easier it is for the spiders to find out what your content is about. Simple as that.

In the second example you can see how I worked the main keyword in twice to create a great title that people would want to click.

I also worked some numbers into the title. I have found that when you put numbers in your titles it increase your click-throughs. Try it.

Most people write boring titles so if you spruce yours up and write it like a headline with keyword focus... You'll pull most of the clicks once you rank.

## Step 4 - Description

First things first, your call to action and link.

You want those two thing that the visitor see in your description.

You will always want to put those first at the top of your video description.

It should look something like this:

**Learn Where To Get These Cures For Male Pattern Baldness From This Link: (INSERT LINK HERE)**

So one thing you may notice is that in my call to action I like to insert my main keyword the video is targeting right before the link.

In the past I would recommend link first ALWAYS!

I've since changed that with some testing and have seen a great spike of click-throughs to my links with this. Give your visitor that extra call-to-action to get them to click.

This also works especially well now that Youtube has changed the design a bit in the past few weeks.

The links you insert in your description are now a light grey color until you hove your mouse inside of the description box.

Do what I said above and the black call-to-action text sets a bit of contrast off to the light grey color of the link. And when the visitor hover in the description box it makes the link to blue and it sorta pops out.

Anyway - back to what you should write in the description box after the call to action and link...

A little trick I like to use is to have my video transcribed by someone on Fiverr for \$5 bucks (yes this cost can add up but there's an alternative).

I do this so that I can insert that text in as my description without having to think much about it.

Then, you can review that description to make sure it's keyword dense and you're good to go. I like to make sure that I have my keyword in my description 2 to 3 times depending on the length. And yes, your call to action text at the top does count as a keyword.

Don't over do it.

Now if you don't have \$5 bucks to drop every time you make a video then just write a 250 word "article style" description. With your keyword in it as well as related keyword.

To find related keywords go to Google and type in your main keyword, don't fish typing your keyword so that you can look at that drop down menu. Those are your related keywords that people are searching for.

Also, if you speak or type naturally about the subject then related keywords will come out anyway. Find related keywords only if you speak or think like a robot =-)

The reason you want to have a long, keyword focused description is that you can use it for two things.

- To let the search engines know exactly what your video is about and what it should rank for.

- So that you can re-purpose your description content for the use as a captions file.

So it's pretty important.

# Step 5 - Tags

I'm not going to give you a long thing about tags because it's simple.

Tags help Youtube and Google know what your content is about AND it helps Youtube to serve up your videos on other related videos.

They're great for SEO and natural views from Youtube.

One thing I like to do is make a short list of tags that videos that are closely related to mine and that have lots of views are using.

You can't see the tags on Youtube videos anymore so a neat trick I like to use is to:

- Find videos closely related to your topic that have lots of views.
- Click to watch those videos.
- Pause the video.
- View the page source from your browser.
- Look for this:

```
<meta name="description" content="http://www.insidershealth.com LeBron James has been in the news for more than just basketball. He is losing his hair due to male p  
<meta name="keywords" content="insidershealth, IHTV, LeBron, James, Hair, Natural, Haircut, Style, Beauty, Salon, Curly, Products, Journey, Shampoo, Hairstyle, educ  
<link rel="alternate" type="application/json+oembed" href="http://www.youtube.com/oembed?format=json&url=http%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DJ_RvWiUan7A"
```

If you look closely at the source code you will see something call META NAME... All the keywords after that are the tags. Copy those for a few videos into a notepad.

Now when it comes time to actually insert your tags you will start with your main keyword that you are trying to rank for first. Then, a related keyword. After that, insert the competitors tags that you found so you show as related videos to these videos that have high view counts.

You know your competitors videos get views so why not piggy back off of them so when their visitors are done watching their video, they see yours.

More free, targeted traffic!

## Step 6 - Upload A Captions File

One great thing about Youtube is that they allow you to upload captions files.

This is meant to be for the hearing impaired but for SEOs it's just another way to make sure Google and Youtube find us and rank us high!

So remember that keyword focused description that you either had transcribed or wrote yourself?

Now is where it comes in handy AGAIN.

Rather than me explain how to do this... Google has all the help you need to learn how to upload it. It's very easy.

Just make sure you use your description only. It doesn't have to be captioned for people with hearing disability specific to the video because your description caption would help them just as much.

Here's the link:

<http://support.google.com/youtube/bin/static.py?hl=en&page=guide.cs&guide=2734661>

Please make sure you upload a captions file.

## Step 7 - Publish

This is easy. Just select your thumbnail if you have the option and click PUBLISH!

... but your not done.

## Step 8 - Insert Your Link

Once your video is uploaded and you've completed all the steps above you still have one final thing that I recommend.

You should put your live Youtube link at the very bottom of your Youtube description for that video.

You do this so that other video site that scrape and pickup video content can find your URL and put it on their sites. More views.

Also, it helps Google.

So copy and paste your live Youtube URL, go back and edit your vide, paste your URL at the very bottom of the description.

Easy.

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That's all there is too it.

It's very simple and the way I see it, a little common SEO sense goes a long way.

If you follow this step-by-step on-page video optimization guide, you'll be way ahead of the competition.

Also, when you blast your video out to all the other video sites with something like Traffic Geyser or Heyspread you can simply copy and paste each of these elements so that those videos are optimized too.

Good luck!

-Derek