



## Basic Optimization Techniques for YouTube Videos

By Hill Web Marketing

### Tagging Techniques in your Video's Description

You can help more viewers decide to click on content that interests them by using related hashtags (#).

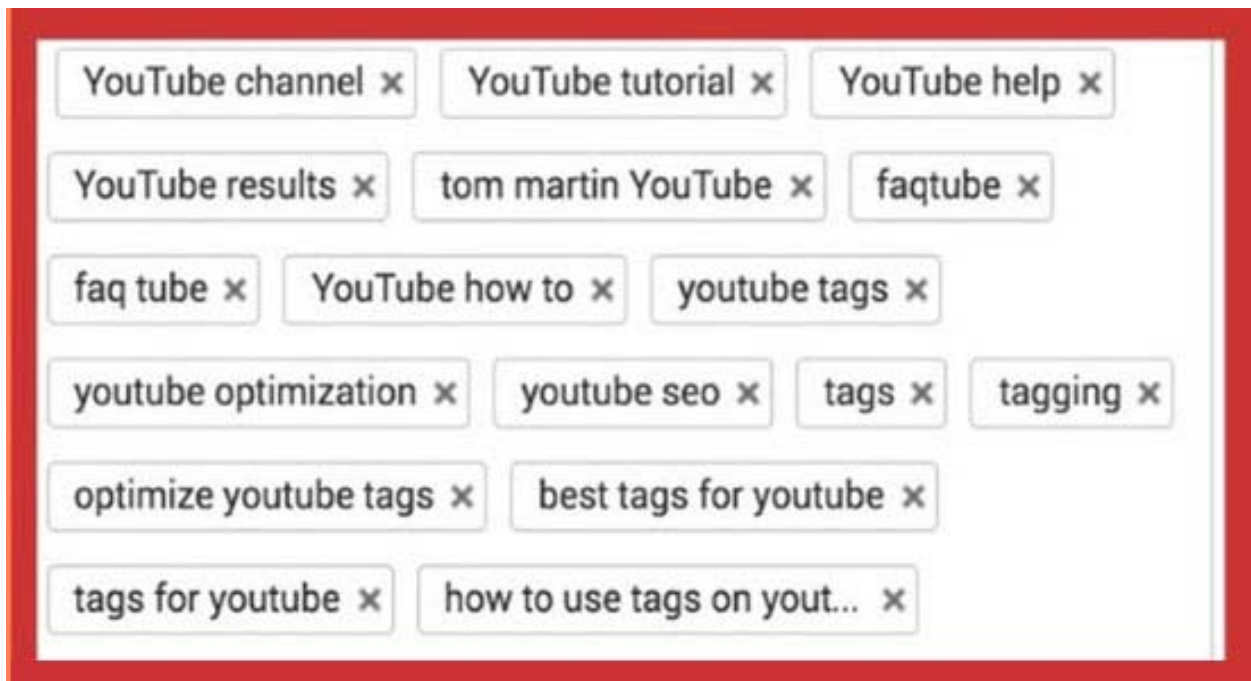
When you upload a video to your YouTube channel, add hashtags to your video's title or description. Hashtags become links that viewers can click on to go directly to related search results page to see more videos on the subject of their choice.

- Add hashtags to the important parts of your description that viewers will recognize.
- It is best to only add hashtags related to that specific video. For example, if you upload a testimony of a specific service do not add hashtags related to different or unrelated popular services/ topics.

*Note: The strategies we offer are suggestions pulled from our experience with YouTube creators and are cannot guarantee success.*

© Copyright 2018 Hill Web Creations, LLC. All rights reserved.

- Using fewer tags may do more than adding many. Avoid over-saturation of hashtags. YouTube frowns on video content if it has over 15 hashtags. Use at least 3.
- Hashtags work ideally for trending content, such as a new event or when your business is in the news.
- Spaces are not permitted. The makeup of Hashtags does not include any spaces. If you want to have two words in a hashtag, you can join them together ([#HomeRenovations](#), [#homerenovations](#)).
- Example of how they may look once published:



NOTE: YouTube's Tagging Policies include (this no problem for most businesses):

- Harassment
- Hate speech
- Sexual content
- Vulgar language
- Non-hashtags

## Write Searchable Descriptions

Suggested actions:

- Use natural language – versus a stream of keywords.
- Put the most important keywords near the start of your description.

*Note: The strategies we offer are suggestions pulled from our experience with YouTube creators and are cannot guarantee success.*

- Distinguish 1-2 main words that describe your video and help people decipher them from another video. Place them prominently in both your description and title.
- Use synonyms and tools to help you maximize traffic from search.
- Skip connecting words or irrelevant words as much as possible in your description to create a better viewing experience.

### 5. Interior Design – Small & Bright Family Home Renovation - YouTube



<https://www.youtube.com/watch?v=TMiqFS5jxIs> ▼

Jan 21, 2014 - Uploaded by House & Home

On <http://houseandhome.com/t> Sarah Hartill explains how she transformed her compact family home into a ...

### 6. Whole-House Remodel Turns 70's House Into Dream Home - YouTube



<https://www.youtube.com/watch?v=UnTlxNdftbg> ▼

Feb 4, 2013 - Uploaded by Marrokal Design and Remodeling

<http://Marrokal.com> John and Julie Howard bought their Carlsbad, California home a couple of years ago ...



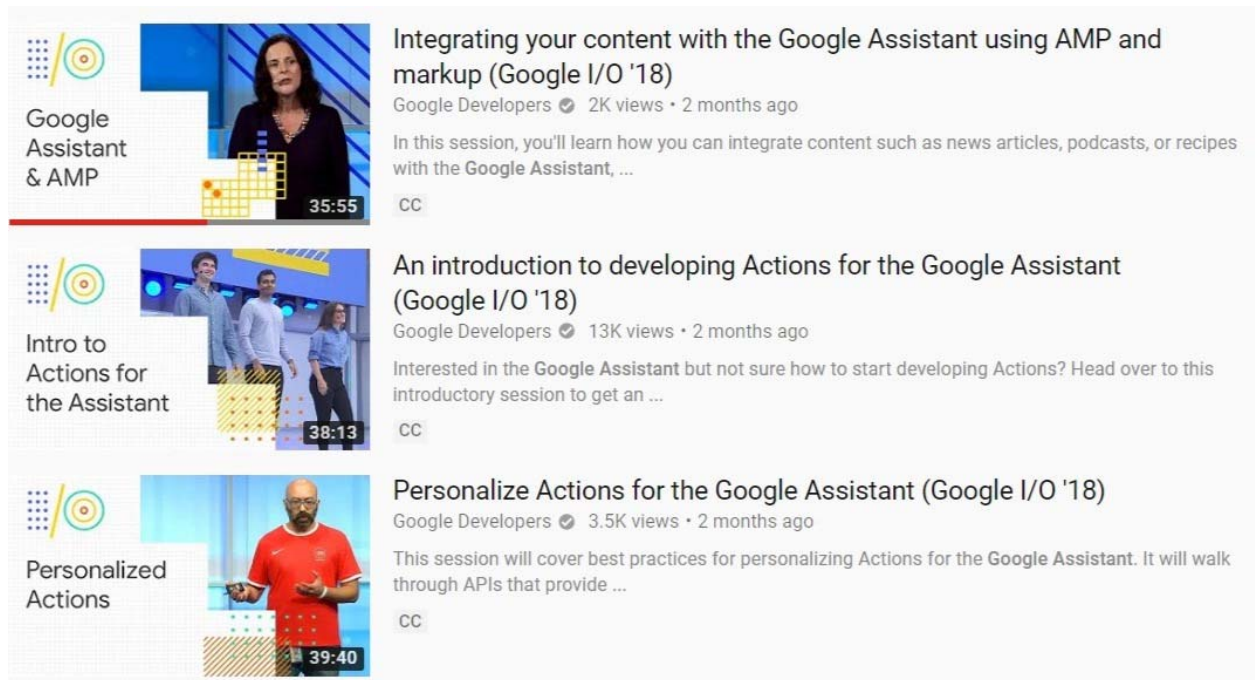
## Tips for Creating Compelling Video Thumbnails

- Scroll through your video and select an image snippet that is colorful so it can nab someone's attention easier.
- Look for an image that will represent how this video is different from others
- Try to identify an image that displays the key takeaway point in each video piece.
- When time and talent permits, you can make custom video thumbnails using Photoshop
- Go for high audience retention over the number of viewer. Compelling thumbnail images help people your video to the end. Awesome! They introduce your video content and work to ensure that viewer's expectations are met.

*Note: The strategies we offer are suggestions pulled from our experience with YouTube creators and are cannot guarantee success.*

© Copyright 2018 Hill Web Creations, LLC. All rights reserved.

- If using text in your video thumbnail, keep it to the left if possible. This helps US readers so view images from left to right to see your main idea first.
- Go back and up and update your thumbnail images if you see a high drop off rate after clicking on a video link



The image shows three YouTube video thumbnails from Google Developers. Each thumbnail features a speaker on the right and a title on the left. The first video is titled 'Integrating your content with the Google Assistant using AMP and markup (Google I/O '18)' with a duration of 35:55. The second is 'An introduction to developing Actions for the Google Assistant (Google I/O '18)' with a duration of 38:13. The third is 'Personalize Actions for the Google Assistant (Google I/O '18)' with a duration of 39:40. All videos are from Google Developers and have a Creative Commons license.

**Integrating your content with the Google Assistant using AMP and markup (Google I/O '18)**  
Google Developers ✓ 2K views • 2 months ago  
In this session, you'll learn how you can integrate content such as news articles, podcasts, or recipes with the Google Assistant, ...  
CC

**Intro to Actions for the Assistant**  
Google Developers ✓ 13K views • 2 months ago  
Interested in the Google Assistant but not sure how to start developing Actions? Head over to this introductory session to get an ...  
CC

**Personalized Actions**  
Google Developers ✓ 3.5K views • 2 months ago  
This session will cover best practices for personalizing Actions for the Google Assistant. It will walk through APIs that provide ...  
CC

For more details see [Making the Most of Video Marketing](#)

Prepared by Jeannie Hill

Owner of Hill Web Creations LLC

7.2.2018



*Note: The strategies we offer are suggestions pulled from our experience with YouTube creators and are cannot guarantee success.*

© Copyright 2018 Hill Web Creations, LLC. All rights reserved.