

YouTube SEO: Ways to Rank Videos on YouTube in 2022



YouTube SEO



YOUTUBE SEO: WAYS TO RANK VIDEOS ON YOUTUBE IN 2022

YouTube has become the go-to place for internet users when they want to be updated about current events, news, and scientific progress, solve a problem, and find entertainment, among other things. Humans are naturally programmed to use eyes and ears while consuming video content - this helps us understand information better. Every creator who wants to become a YouTuber and generate income through AdSense needs to know the fundamentals of YouTube SEO to improve the video ranking and get found by a targeted audience.



1 min

4 hr Upload




YouTube SERP is needed to get your videos to rank among the high performing videos in your niches. This is easier said than done when more than 4 hours of content gets uploaded on the platform every minute.

While it may come off as a complicated business, knowing a few YouTube SEO tips and tricks can help you increase traffic and video ranking.



KEYWORD RESEARCH

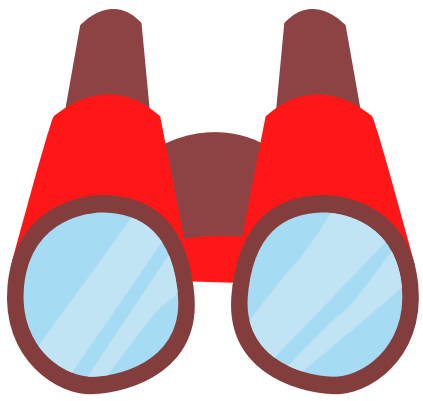


Keyword research

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COMPETITOR'S KEYWORDS

Competitor's keywords

You can also discover specific keywords by reviewing your competitors' popular videos. Visit their channel, go to their video library and sort content by "most popular". These videos get a high ranking in search results and a spot in the recommendation section. Use Chrome extensions like VidIQ and tube buddy to find keywords and tags your rivals have used to rank their YouTube videos. These are traffic-generating keywords. You can expect similar results if you include these in your meta description, tags, title and transcript.





GOOGLE TRENDS



Google trends tell you what topics and phrases are trending at a particular location.



YOUTUBE VIDEO SEO FOR MAXIMUM CTR



TITLE

Use the primary keyword in the video title. This helps the YouTube search engine index your video in the right category, thus improving the rank of your YouTube videos. Write your title in a way that makes your viewers feel like they are missing out on something incredible if they skipped it. Insert CTA or a question in your title to entice the audience to watch your video.





META DESCRIPTION

Next, write a concise and detailed video description. You have to use natural keywords here. Make sure to provide the information your viewers want. You can also add details of the content they are about to watch. Also, your description can contain links to your digital assets like websites or social media profiles.





TAGS

Keep specific keywords as your video tags as they help (albeit not very much). Tags help viewers, and the search engine understands your video better.

Thumbnails are another way to improve the click-through rate and rank your YouTube videos. It would help create your thumbnail, Rather than going along with what YouTube has made for you. A good thumbnail has text and images - you can create it easily using canva or hire a professional if you have the budget.



IMPROVE AUDIENCE RETENTION

WATCH TIME

YouTube aims to get users to spend more time watching videos. This is primarily why the search engine recommends lengthier content - because they bring more watch time. Longer videos with optimized titles, tags and meta descriptions tend to be rewarded with better rank in SERPs. To be eligible for channel monetization, you need to have thousands of subscribers and have completed 4000 hours of watch time.

Audience attention is the percentage of time people watch your video out of the total time. Your objective should be to increase audience retention and watch time.

Here are some things you can do to improve your audience attention. Include a captivating intro (first 15 seconds), provide a summary of what your audience can expect, hold the viewer's attention by including pattern interruption like jump cuts or change in camera angles.



PUT EFFORTS TOWARDS AUDIENCE INTERACTION AND ENGAGEMENT



INTERACTION

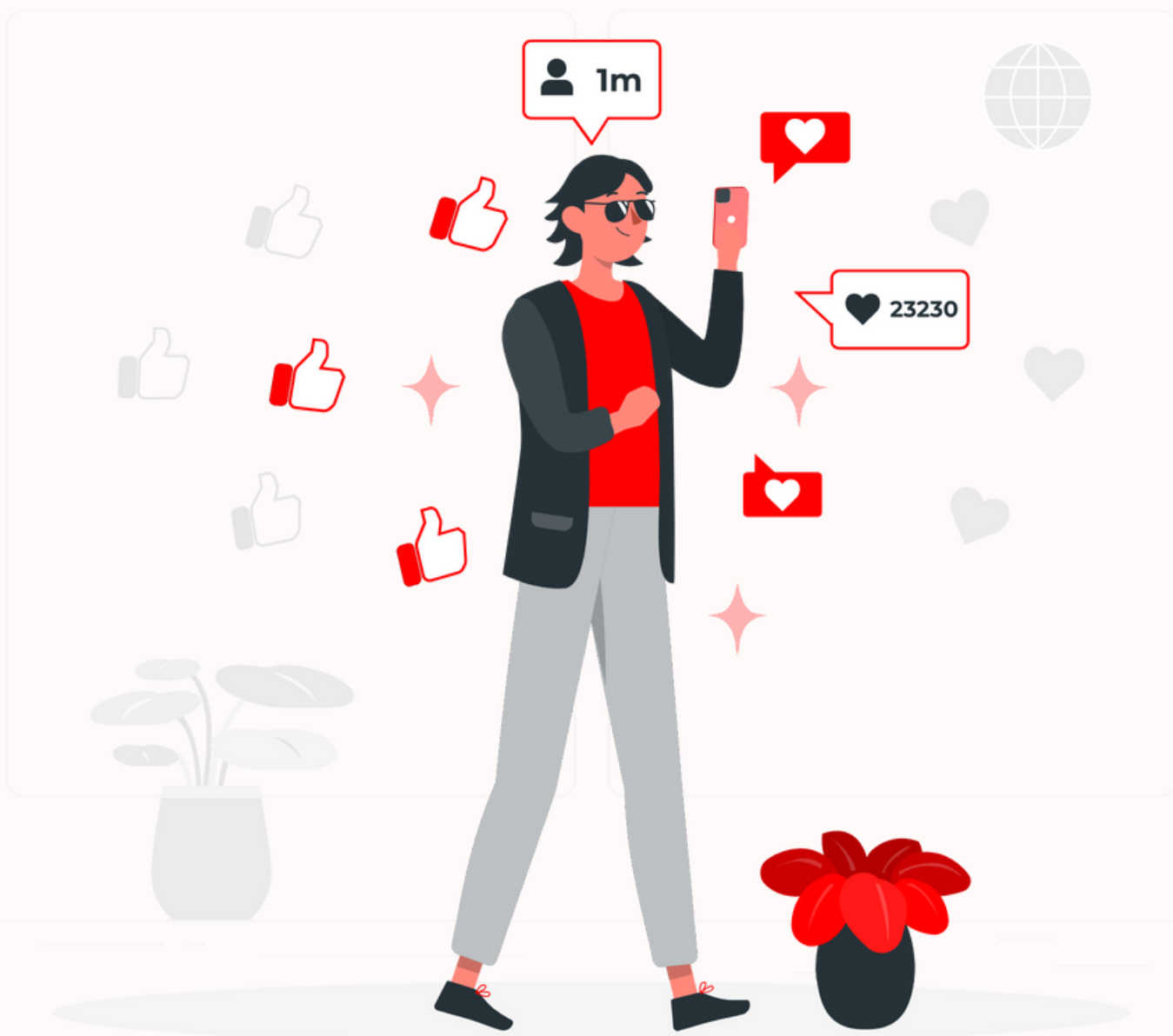
YouTube video SEO requires audience interaction and engagement. When users comment or like your video, it is a sign that YouTube perceives positive feedback, thus pushing your video up in the ranking for a user's query.





ENGAGEMENT

YouTube algorithm monitors user engagement via likes, dislikes, comment shares and watch time. It would help to ask your audience to subscribe to your channel to keep the subscribers to engagement ratio in your favour.





REPLY TO COMMENTS

Respond to as much audience feedback as you can within the initial hours of your video upload. This action inculcates a sense of loyalty in your audience and prompts them to engage with your content frequently.



UTILIZE CLOSED CAPTION FEATURES AND SUBTITLES

SUBTITLES AND CLOSED CAPTIONS

Adding subtitles and closed captions to your content can help them rank better in your niche. Inserting closed captions and subtitles in your videos increases its keyword density and improves the video's visibility on Google and YouTube.

Another way to improve your video ranking is to name your file before uploading it to your channel. Since the title you provide is used by search engines to understand your content - you are improving your chances of getting a better ranking in the SERPs.





CREATE QUALITY CONTENT

YouTube SEO optimization does not follow a defined set of methods to rank a video. The process combines best practices with quality content that your audience will enjoy watching.

By optimizing your video, you make your channel appear prominent to the YouTube algorithm. As a result, the search engine favours you with a better SERP ranking. Make efforts to discover flaws in your underperforming content to keep track of your channel growth.

