

# Quick YouTube SEO-tips to follow when uploading a video

## **Title:**

A title which tells what the video is about is critical. It should also include the keyword you want to be found with. It is not necessary to cram the keyword into the title if it looks out of context since it might just cause confusion then.

The keyword should be repeated in the description, and tags too.

## **Description:**

Open up the video here. What is it about? What should the viewer expect from the video? The relevant keyword should appear in the description too amidst the text content. Your video descriptions are looking good, so keep on doing it at the same level :)

## **Thumbnail:**

One of the most crucial yet simple things is a thumbnail for the video. The thumbnail is the only visual factor which shows up in the YouTube video feed, and it should give out the topic of the video.

Oculyze's visuals and logo could be the simplest way to make the thumbnail, since they usually appear in the video itself. Grab a screenshot/picture of it and make it into a thumbnail!

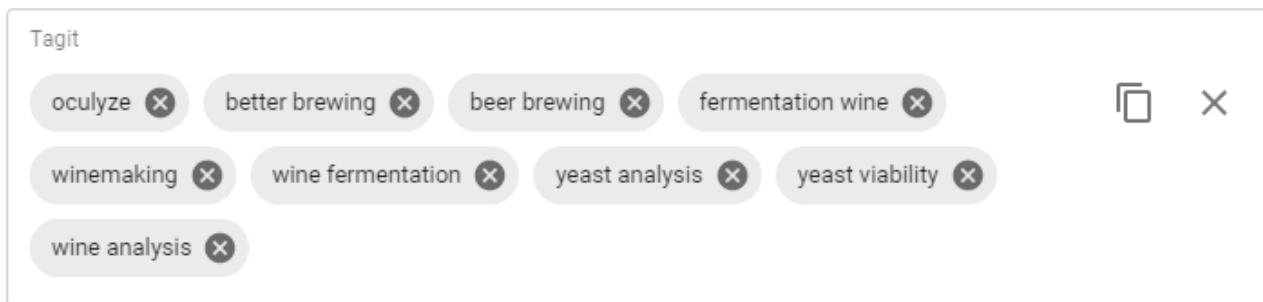
## **Cards/End screen:**

If you are referring to another video, you can add a card into the video to guide the viewer into the video with relevant content. There are 5 cards you can use. End screen recommendations can be automatic, if you haven't got a specific video you want to guide the viewer. The subscription-button should be in the end screen too.

## **Tags:**

Relevant tags should be added to each uploaded video. They help your video to pop up when someone is searching videos with those keywords.

This screenshot is from your "Money back guarantee" video. (example tags)



## Subtitles:

The best way to include subtitles into a video is to create the subtitles into a subtitle file (.srt). One video supports multiple language files, so you don't have to hardcode the subtitles into multiple different videos. Hardcoded subtitles are better from a customer experience POV, since they can just click open the video with relevant subtitles.

Uploaded subtitles improve the SEO-rankings since Google/YouTube is able to crawl the subtitle file to search for relevant keywords.