

How to get more views on YouTube

What to make videos about

The first thing is to decide what you want to make videos about. Think about what you love doing and go from there. If you enjoy making pies, make an instructional video on how to bake your favorite pie. It's really completely up to you and what you like to do.

If you want to use YouTube as a way to promote your business, make sure to make videos about what sets your business apart from competitors. Make captivating videos that show what your company does and why customers should choose you.

Tip: Be consistent. Try to post at least once per week and people will come back to watch. Do not post too many videos per day.

Think about your audience

Let's say you decide to make videos about the dog you rescued from the pound and want to show viewers just how great your dog is. The next thing to do is to think about your audience and write a description of the types of people who would watch your videos. Try to visualize what they want to see since there are tons of dog videos on YouTube already.

If you can find some dog owners, ask them what they are interested in and get to know them as much as possible. Get more information about their experiences on YouTube and what they like, dislike or would like to see more about the subject.

Tip: Do not discriminate against a particular topic; Don't just search for a certain type of dog or city. Broaden your searches and be open to new and exciting topics your audience can connect with.

Research other people's shows

Write a list of topics that you think your audience or potential customers will search for. Then try searching for them and find people who make popular shows about them. See what other videos they have made and compile that as a list of topics that you could make shows about. Make sure to include the titles of the shows and tags that they use in their videos.

YouTube Keyword Tool

Try to find out how many people are searching for those keywords or phrases that your potential audience seeks out. If you want to get lots of views for your videos it helps to make content that people are searching for.

This tool will show you how many people search for each term per month:

https://ads.youtube.com/keyword_tool/

YouTube Suggested Search

Take advantage of YouTube Suggested Search to find topics. When you search for something on YouTube it suggests phrases that you might be interested in that are commonly typed. Take advantage of this by making videos on the topics that it suggests.

Use the right channel name

There are various ways to get the right channel name that will evoke the right presence to your viewers. One of the ways to choose a name-that people will search for, is by looking at a list of videos on YouTube. Another way is to choose a similar name to one of a very popular channel. I recommend using a name that people will tend to search more for in the YouTube Suggested Search. If you make videos about dogs then name your channel "Great dog videos" or "dog training videos." Make it as simple as possible.

Make Playlists

Make playlists of your videos to make it easier for viewers to find what they are looking for. YouTube displays playlists as separate items in its search results so it gets your channel more exposure. When someone views one of your YouTube videos, more of your videos will be suggested on that topic which increases your views. Compiling all your videos under one topic will make it easier for a viewer to choose what to view.

Make short videos

People like short videos. They like to get to the point fast and find what they are looking for rather than waiting until the middle of a video to see what they came for. It is thought that people generally like videos between 2-5 minutes. Make videos that get to the point and are succinct rather than long, drawn out videos that will keep viewers from coming back.

Tip: Create discussions on your videos. Ask people to comment and raise questions. Doing this will increase your following and promotes your videos.

Link between videos

A great way to grow your viewership is to add a link to another clip at the end of each of your videos. Viewers will be encouraged to watch the next video ~~and~~ since the link is conveniently there. People who watch an entire video are likely to watch more of your content. By putting a link between videos you turn one viewer into a fan and get more views.

Tip: Subscribers are not the most important things about getting more views; however, they are good when it is first uploaded since they are notified when a video is published.

Make series

A way to develop loyal viewers is by getting them to frequently visit your page. One way to do so is by creating video series or videos that are connected. Using the dog video example, let's say you make a series on how to train a dog. You can have numerous videos, each on a different subject but all connected to training a dog. This keeps viewers coming back if the quality is good and your rank on YouTube will continue to grow.

Tip: Know your audience and the time zone they are in. If you want to get into the top list, post your videos when your prime viewers are there.

Optimize the titles of your videos

Your goal is to keep coming up high on YouTube Suggested Search. When you name your videos remember to always include those high-ranking keywords that will come up on the search. Try to include those keywords in your description as well as your title. For example, if you want people to find your dog training videos, name it something direct like "Dog training tutorial" or "How to train your dog."

Make the titles clickable

Get into the mind of your audience. They want to see short, direct videos and want to access your videos as efficiently as possible. No one wants to waste time searching for a video. A way to make this easier is by making the title of your video clickable so viewers can instantly be directed to it.

When posting the video on another site or blog, viewers can watch it by just clicking the title rather than scrolling down to press the play button. Make the title include those high-ranking keywords and try to make it appealing.

Tip: When including a number list on your title, make sure it is an odd number. For example, "Dog training tutorial- my top 5 tips." It has an odd number and includes simple keywords. For some reason people like odd number lists rather than even numbered ones. Also keep an eye out for how people title their videos and see what catches your attention.

Optimize the descriptions of your videos

When people search for a video they can only see the first two lines of the description. Make them as compelling as the video title so they want to click on it even more. Make the descriptions clear and concise so a viewer knows exactly what it is.

It's important to use the phrases you want the site to rank higher for so that YouTube knows what the content of the video is and how to categorize it. Make sure to put the website address of your blog or what you want to link to in your description.

Tip: In your comments people may hate on you, but hate is good. Even if it is not positive, people still care enough to say something. Do not respond to them. There are people who cause drama to get views; most of them do not last. Once you have caused drama it is very difficult to change it later.

Tag your Videos

Remember to always tag your videos. It is just as important as the title and description of your video. By using various key terms that relate to your video it will come up higher on searches. When tagging the video under settings, place a parenthesis around the phrases or words. It's also useful to research the tags you have chosen and see what comes up on YouTube search results.

Tip: To get viewers to watch more of your videos use YouTube's Annotations which allows you to set up a whole set of links on your video. You can set up a link to your channel, another video, your blog, or wherever you would like your viewer to be directed to. They are clickable and you can name them something simple.

Work with others

There are more than likely various other users who are making similar videos to yours. You might even share an audience or have a broader reach potential. By working together with another user you can both benefit from the other's exposure and grow each other's audience.

People who like one type of content often want more of it and search out other alternatives that may expand on the content. Try to seek out a user who you could potentially work with and seek out ways that you can both expand on subjects. Work out a strategy that won't overlap each other's work but will get viewers to visit both of your channels to get information.

You might see them as competition, but there are lots and lots of potential competitors to you out there. By finding a few to work with, you will both benefit and grow more than your immediate competitors. You can make videos on subjects you agree on and link each other's videos together. It's a great way to reach out to a broader audience, gather the most information and expand your contacts.

Bring traffic to your YouTube channel from outside YouTube

YouTube loves it when you get traffic from outside sources. The site rewards you by ranking your videos higher since it results in more traffic to YouTube. You can do this by sharing them on Facebook, Google+, etc. If you have a blog you can easily embed your videos on it. If you do not have a blog then set one up to post the videos on just to get it out as much as possible and get views up.

Interact with your audience

Create something that your viewers will want and give it away to people. That way you develop an email list through their downloads and you can send them your new videos to watch. Run competitions and contests for your viewers. Using the dog training video for example, you can set up a contest where you encourage your viewers to upload their own dog training video and their tips for users.

A way to encourage conversations with viewers on your videos is to ask for video responses. It's a more personal that somebody leaving a comment on your video since it is a personal video responding to yours. It can provide you with great feedback or potential video ideas.

TIP: Make use of YouTube's Bulletins. You can let your subscribers know all at once what you are up to or when you upload a new video.

Best of luck and come chat with me @murraynewlands

