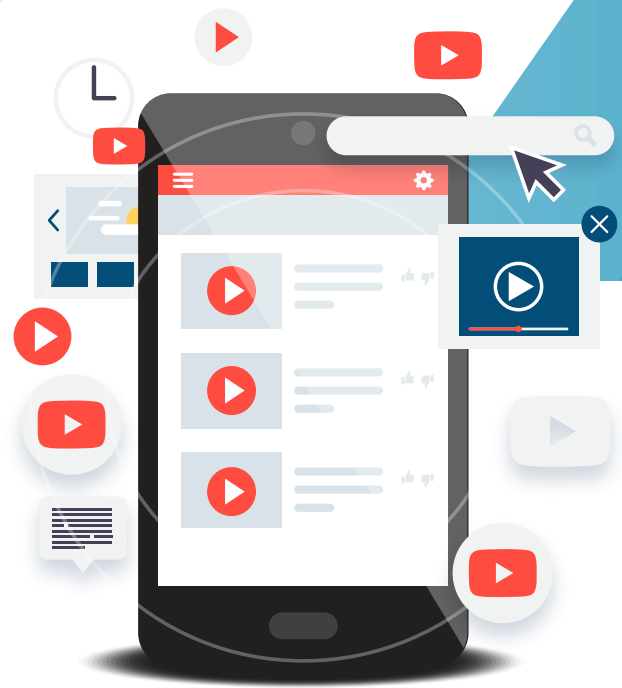


Best Practice Checklist

YouTube



Use keywords in your title

The title of your YouTube video becomes its meta tag and it is also the most important piece of information that search engines have about your video.

Write your description with SEO in mind

Use keywords and descriptive phrases when you describe your video. After the title, it's the most important information for search engines.

Fill out the location

Don't forget to fill out the location for your videos. Part of YouTube's analytics is geographic and you will get more information if your location is identified.

Encourage embedding, don't restrict it

When someone embeds your video on their site it counts as an inbound link and boosts that video's rating in search engine results.

Engage with the YouTube community

Look at content or channels that cover your local area, or that are for a good cause for you/your company to support.

Encourage viewers to rate your videos

Higher ratings and more comments indicate that videos are better/more interesting. Use Facebook and Twitter to encourage your viewers to rate your videos and leave comments.

To learn more go to

www.emarkable.ie

