GROWTH

YouTube SEO

Keyword research, title optimization, description templates, tag strategy, and analytics for the YouTube algorithm.

Keyword Research for YouTube

YouTube is the second largest search engine. Keyword research identifies what your target audience searches for and helps you create content that ranks.

- Use YouTube Search Suggest for real user search patterns
- Google Trends filtered to YouTube Search for platform-specific data
- TubeBuddy or VidIQ for search volume and competition scores
- Competitor keyword analysis of titles, tags, and descriptions
- Long-tail keyword harvesting with AnswerThePublic
- Keyword-to-content map linking keywords to video topics and titles

Title Formulas for Higher CTR

- How-To Formula "How to achieve outcome in timeframe"
- Number List Formula "7 Ways to achieve goal"
- Question Formula "Are You Making This Mistake"
- Bold Statement Formula "Why Your Topic Is Not Working"
- Keyword in first 40 characters for mobile display
- Power words essential, proven, ultimate, complete

Description templates

- Opening paragraph 200 chars with primary keyword
- Timestamp table 4-8 chapters for user experience
- Context paragraph with secondary keywords
- Resource links with UTM parameters
- Social and channel links
- FTC compliance and affiliate disclosure

Tag Optimization Strategy

- Primary tags 1-2 exact match keywords in first slots
- Secondary tags 3-5 close variants and related terms
- Broad category tags 2-3 high-level topics
- Misspelling tags for common keyword errors
- Brand tags for series and branded terms
- Tag limit 10-15 relevant tags not maximum fill

Thumbnail SEO for CTR

- Face close-up with expressive emotion as primary visual
- High contrast subject against darker background
- Text overlay 3-5 words readable at thumbnail scale
- Visual curiosity arrows circles before/after comparisons
- Mobile test at 120x68 pixels before publishing

End Screens and Cards

- End screen with video recommendation and subscribe button
- Verbal cue in last 20 seconds to watch recommended video
- First card at 2-4 minutes linking to foundational video
- 3-5 cards per video spaced evenly throughout content
- Playlist cards at end of series videos for binge-watching

Retention Optimization

- Hook in first 15 seconds bold promise or question
- Content preview at 20-45 seconds creating anticipation
- Value density check every 60 seconds earning attention
- Pattern interrupts every 90 seconds visual or audio change
- Retention graph analysis identifying drop-off points

Analytics: CTR, Retention and RPM

- CTR benchmark 5-10% from search impressions
- Retention 40-50% good for 10+ minute videos
- Search analytics for keyword-driven impressions and position
- Impressions-to-CTR funnel diagnosis
- Traffic source analysis per channel and video type

Series and Playlist Strategy

- Thematic playlists of 5-20 videos with SEO titles
- Series numbering Part 1 Part 2 for sequential consumption
- Playlist descriptions with keyword-rich metadata
- Cross-playlist linking in video descriptions
- Completion rate monitoring for playlist optimization

YouTube Algorithm Mechanics

- Relevance title tags description transcript and metadata
- Engagement CTR retention likes comments and shares
- Authority subscriber count consistency and total watch time
- Session time algorithm favors videos extending platform time
- Freshness boost for new videos in first 24-48 hours

Resources & Links

Full playbook with updates: dablock.com/playbooks/youtube-seo

DaBlock Academy: skool.com/dablock-creators-8717

Generated for educational purposes. Updated regularly.