



Blinkered Top Tips Series – **YOUTUBE**

1. Other than seeking a little slice of video fame, the whole point of using YouTube is to generate traffic to your website. It is therefore vitally important to include a link to your site within the description box. You might at this point consider other links to your business equivalents on LinkedIn, Twitter, Facebook and so on. The key element is that people can contact you.
2. Searches within YouTube are organized using tag words so add as many relevant tags as possible to your videos so that they can be easily found. In the first instance, use the most relevant category to file them under and the obvious, logical words that might be linked to your product. Then experiment by playing with language. It shouldn't take too long to imagine alternative vocabulary which your customers or clients might think of first instead.
3. Just like the internet itself, the beauty of YouTube is it's all so immediate. Typically you have maybe just three minutes to hold a viewer's interest before it starts to fade (and only about 10 seconds and then a further 20 when people visit your website). Bear this in mind when filming your video, make every second count and think of ways to prevent a bored user clicking on the next available search result.
4. YouTube is an open forum so be aware your viewers will want to comment afterwards. While this can often be a positive experience and help push your brand further, there are unpleasant people out there who won't hold back in posting offensive remarks, foul language or spam. You can delete or reply to anything you don't like, so use your best judgment; in the case of serious ongoing spam or continuing abuse you can block the user. Consider investigating the option that allows you to moderate comments before they go live, although this requires you to be on the case more frequently.
5. Arrange and organize your channel and videos to be easy to navigate, whether this means grouping them in subject, date or alphabetical order. Use playlists to link related videos together.
6. Both Twitter and Facebook can be linked to YouTube via your YouTube's account settings, so use this to automatically announce new uploads on all your sites. Otherwise embed your videos on your website or blog using HTML and generate traffic that way.
7. A brilliant facility offered by YouTube is an option to embed an entire playlist – as well as individual videos – to other websites. Think carefully how best to name and describe these playlists so that their titles and any related captions will make sense outside of the YouTube bubble.
8. YouTube boasts the option of auto-captioning, so why not think about including the millions of deaf or hearing-impaired viewers worldwide who might be interested in your business? The process uses a voice recognition programme and is easy enough to do, but make sure to proofread it afterwards to ensure the automatically generated captions are 100% accurate.
9. Keep on top of your channel by logging in regularly and responding to comments, questions and requests. A forgotten site turns many a customer away so keep it well maintained even if you have no new videos to post.
10. Make good use of the 'Insight' button which provides you with clear – and completely free – data on all statistics generated from each video. Critically you can find out how viewers found your content, including the trail of links which led them to you. This knowledge is invaluable and there to be exploited to the max for your business.

These LinkedIn tips are part of our series of Top Tips to help you improve your Digital Marketing. We hope you've found this useful and we'd be delighted to help you with any other questions you may have.