

YOUTUBE RANKING FACTORS

FILENAME

The filename of your video that you upload should contain your targeted keywords such as `keywords_to_target.mp4`

TITLE

The title of your video should start with the keyword phrase you are targeting and be a total of 5-6 words if possible.

TAGS

Tags are not critical but add about 10 tags related to the topic of your video.

DESCRIPTION

Your description should be at least 3 paragraphs. Start the first paragraph with the keyword phrase and include your Call-To-Action URL link with the first two sentences (for maximum visibility). Include the keyword phrase in the last sentence in the last paragraph.

THUMBNAIL CTR

Use a compelling thumbnail image for your video. Create a custom thumbnail that has a compelling image (still shot) and effective text overlaying the image. The click-rate of this thumbnail affects how your video will rank.

VIDEO QUALITY

Use only HD videos if possible. Better video quality ranks higher.

VIDEO LENGTH

Make your videos at least 5 minutes in length. Longer is better if the video is something people will keep watching until the end.



EXTERNAL RANKING FACTORS



LIKES

How many likes your video receives will affect its ranking.

COMMENTS

How many people post comments and engage with your video can have an affect on ranking.



VIEWS

How many views your video gets will affect how it ranks.



SUBSCRIPTIONS

New subscriptions to your channel that come from a specific video will affect how that video ranks.



TOTAL SUBSCRIBERS

The total number of subscribers to your YouTube Channel affects how your videos will rank.

