



10 YouTube Ranking Factors to Watch Out for in 2019

Hey there!

It's honestly disheartening to see the amount of misinformation about the most important ranking factors.

Word of caution: Don't take everything you read on the Internet as a fact!

The truth is, there are about a dozen YouTube ranking factors that are still important in 2019. The rest of them are just things that simply don't matter anymore.

And you'll waste a lot of time implementing them without seeing any real results...

With this in mind, we have created a guide that will turn your attention towards the things that are really important when trying to rank on #1 on Youtube.

These are the **things you should be focusing on if you want to see real results!**

This PDF was created after years & years of experimentation, and it's updated to exclude any YouTube ranking factors that are no longer important in 2019.

Without further ado, let's take a look at the most relevant YouTube ranking factors and the things you can do to take maximum advantage of them.

10 Most Important Ranking Factors for Youtube

Unlocking the potential within YouTube means you can access millions of viewers every day. This gives you a new channel for your promotional videos along with your more generally helpful content. In return, you can boost your overall online presence.

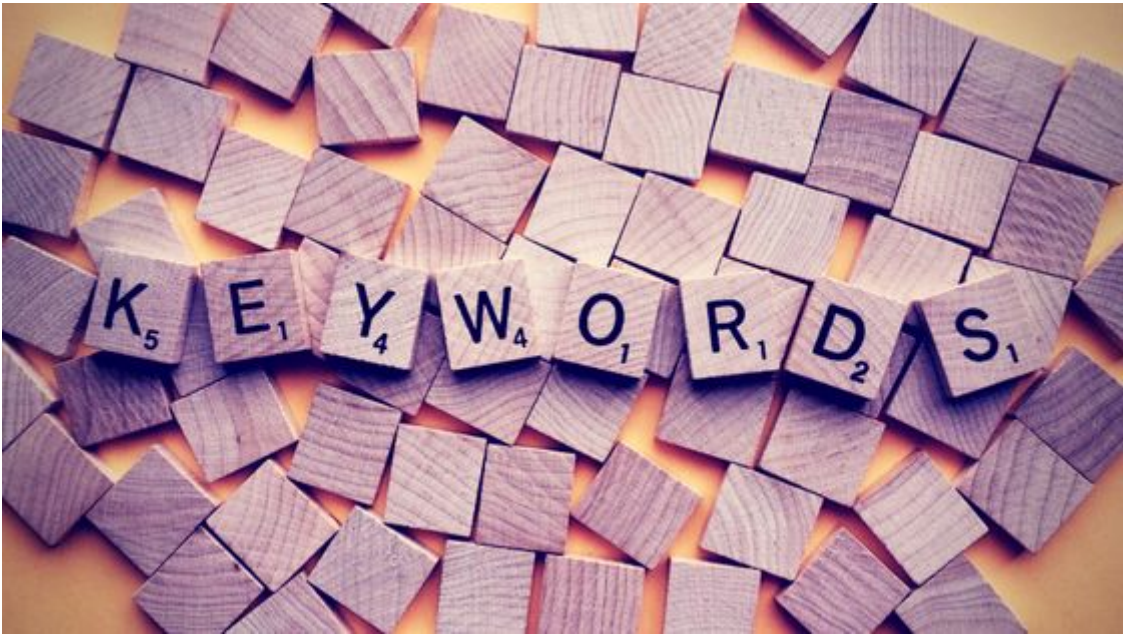


1. Focused Keywords

Whether you've already posted your videos to YouTube, or you haven't even pressed record yet, creating a **focus keyword** for each video will really help your rankings.

Keywords are the search terms you want your video to appear for in YouTube and Google.

All search engines work by matching the users' search term with the most relevant results and YouTube is no different.



It's easier if you choose a keyword before you start.

That way, you can use a keyword research tool to help you find the most popular search terms to use.

2. Video Title

Video Title:



A YouTube video's title is sometimes the most important ranking factor. But why?

Because often, it's your video's only opportunity to make a first impression. Not only does it need to build curiosity and make people click, but it also helps YouTube understand what your video is all about.

A **good title** should be designed for both the **human viewer** and the **search engines**. It should build curiosity, create an emotional response, or display a clear benefit for the viewer.

You need to make sure the keywords that you will include in your title are accurate for your video's subject and that people are actually using those keywords to find content like yours.

Also, the keywords should be placed at the start of your title, and should always be relevant to the video in question.

3. Master Description

Along with your title, the video description is one of the most important YouTube ranking factors.

A video description is a piece of metadata that helps YouTube understand the content of a video. Descriptions that are **well optimized can lead to higher rankings in YouTube search**.

While your title is mainly to catch the eye of potential viewers, you can be a little more in-depth with your description.

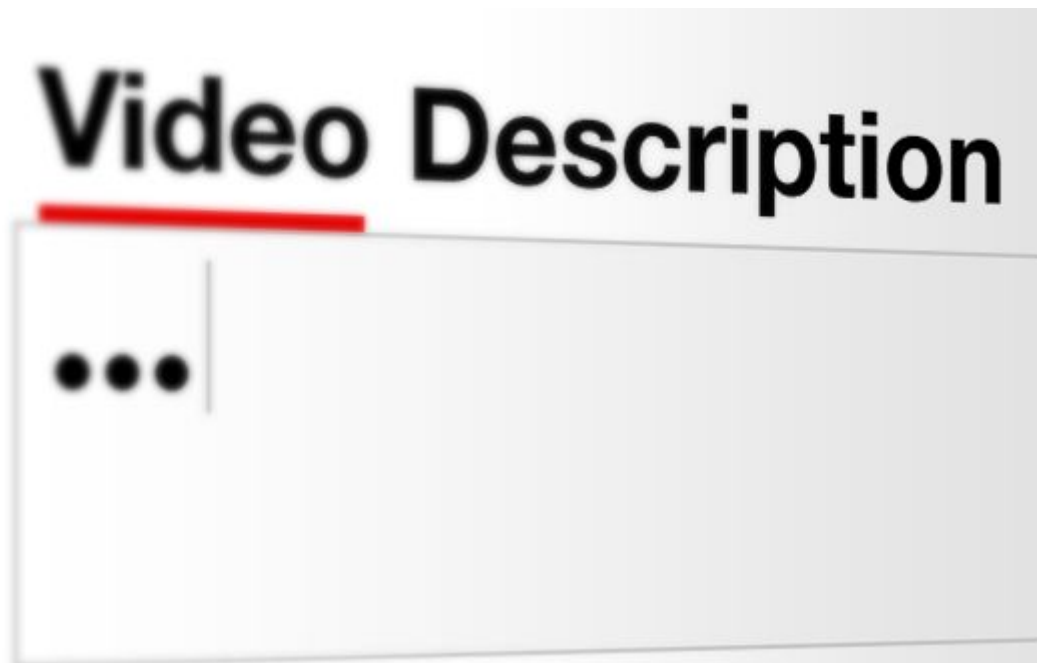
You are allowed up to 5,000 characters for the video description.

It's a lot of space, and you can certainly take advantage of it. However here are some guidelines to help you:

Focus on First 2-3 Sentences!

The first few lines of your description will appear in the search engine results, they will also be the only part of your description which is visible without someone clicking on the 'show more' button.

Inside these first lines, you need to describe your video content and you should also include **the primary keyword** you want to rank.



In the remainder of the description, include supplementary information about the video and its content.

Sprinkle related keywords into your video description. This gives YouTube extra information about your video. Also, including related keywords in your description can help you rank for those terms in YouTube and Google search.

Finally, add in the URL of the page you want people to visit after watching the video.

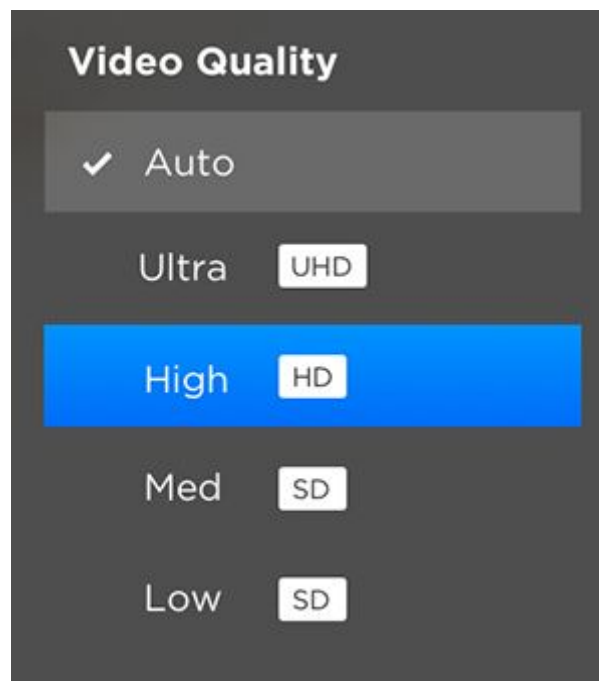
4. Video Quality

HD videos will rank higher than low-quality videos and most importantly is that YouTube highlights HD videos in search results.

Video quality has a huge effect on the user experience - poor quality videos will annoy users and could potentially send them elsewhere, so you will not only lose views and subscribers, but you'll also get dislikes.

As hard as this might sound, Google has improved on Youtube's algorithm so that it knows how to distinguish between poor quality videos and high-quality videos even without relying on engagement metrics.

With this in mind, you should always use the best equipment available to you in order to maximize the video quality of the videos that you put out!

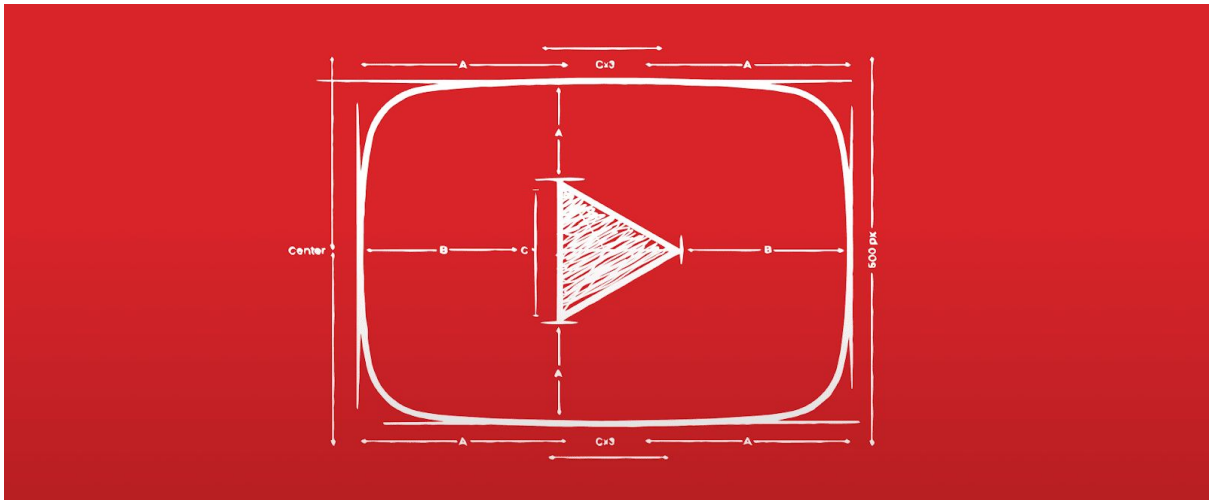


5. Video Tags

Video Tags don't make an impact on rankings as much as the title or the description, but they are still important.

YouTube tags **are important because they help YouTube grasp your video's content and context**. This way, YouTube can understand your video's topic and category, and associate it with similar content, which can amplify your video's reach.

Having brand-related and channel tags will help your video appear in the 'related videos' section. One way to find relevant keywords is to look at which tags your competition are using.



YouTube allows you to use **as many tags as you would like as long as the total character limit across all tags is less than 400 characters**. As a general rule, most videos should have 5-8 tags.

Make sure to include the terms that **best describe your content** so that it is easy for your target audience to find your video and YouTube to understand its contents. Also, make sure that your tags do not mislead users.

6. Watch Time

Watch time is the total accumulated amount of time people spent watching your video on YouTube.

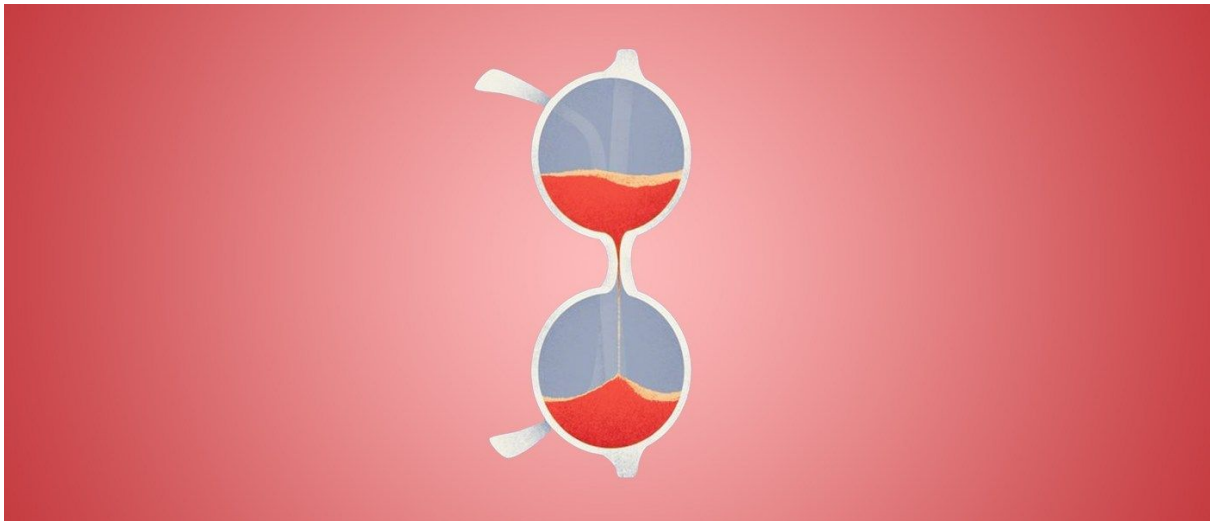
YouTube has confirmed that **Watch Time** is an important part of its search and discovery algorithm.

Using the YouTube Analytics Views Report and the Audience Retention Report, you can see which videos have the best and worst view times, and plan your future content accordingly.

Views represent clicks or visits, but they don't tell you for how long somebody is on the YouTube platform or on the mobile app.

The more **Watch Time** YouTube has from its audience, the more ads they can sell to the audience, making more money for YouTube, and more money for the video creator.

So the more Watch Time you can create from your videos, the more YouTube is going to reward you, and share your content with more people.



7. Views

Views are a vital YouTube ranking factor. More views equal higher rankings –, especially for competitive keywords.

An easy way to get more views on your videos is to embed them into your blog posts. **Sharing them on social media platforms and forums can also increase views.**

After a successful upload, you have to make sure that the video gets a certain degree of popularity to get many views. You can promote that by linking to the new video in other videos, adding external links, commenting on related videos or actively seeking viewers on social media.



The possibilities are numerous and you should use them to quickly generate many views.

8. Thumbnails

Every day, every minute, every second, your videos are judged by their thumbnails. In fact, video thumbnail plays a very important role in encouraging viewers to hit the play button. They are also **important for search and video traffic**.

When you make a search on Google, YouTube or another search engine, the thumbnail of the video is the first thing that captures your attention and it can determine whether your video is watched or ignored.



They play a key role when doing searches on the web and, consequently, for **gaining more clicks and increasing views**.

If you use an attractive and eye-catching thumbnail, this will spark your viewers interest in that content, and it will have a direct impact on your conversion rates.

A good thumbnail has to grab your audience's attention but, at the same time, **portray the content of the video accurately**.

9. User Experience Metrics

YouTube care a lot about **user engagement** when ranking videos, and it uses multiple user experience metrics to determine the quality of your videos.

Essentially, if someone likes your video enough to watch it in full, like it, leave a comment, or subscribe, it sends YouTube a message that it's an excellent video that other people will want to see.

A good idea **to get comments is to ask your viewers questions during the video**, you can also ask people to **subscribe to your channel** if they enjoyed the video or **give a thumbs up** if they want more.

In this way you get more engagement from your viewers.



LIKE



COMMENT



SUBSCRIBE

10. Social signals

Views, likes (thumbs up), shares & links affect Youtube video rankings. Thus, be sure to effectively promote your content by sharing it on your social profiles, embedding your video on your website, sharing it on bookmarked websites, including it on your email signatures if relevant and outreaching relevant websites to grow visibility.



It's really easy to share your video through social networks on Youtube. They have buttons for that. Youtube tracks these shares as social signals and as a User Engagement Factor.

IMPORTANT: Share it on your own social profile and pray that other people share it too.



It's a bumpy road to success!

Stay Tuned

That's it for now.

But make sure you're not missing out on any future free materials that we are going to release. We are working on some absolute gems at the moment, and I'll hate to see you miss them.

To ensure that doesn't happen, go to your email account and drag any of our emails from **Updates / Promotions** to **Primary**. Then, click **Yes** to ensure that you make our future emails as visible as possible.

