# HOW TO SETUP YOUR VIDEOS TO BE DISCOVERED ON YOUTUBE

Part One - Technical Elements

Tim Schmoyer





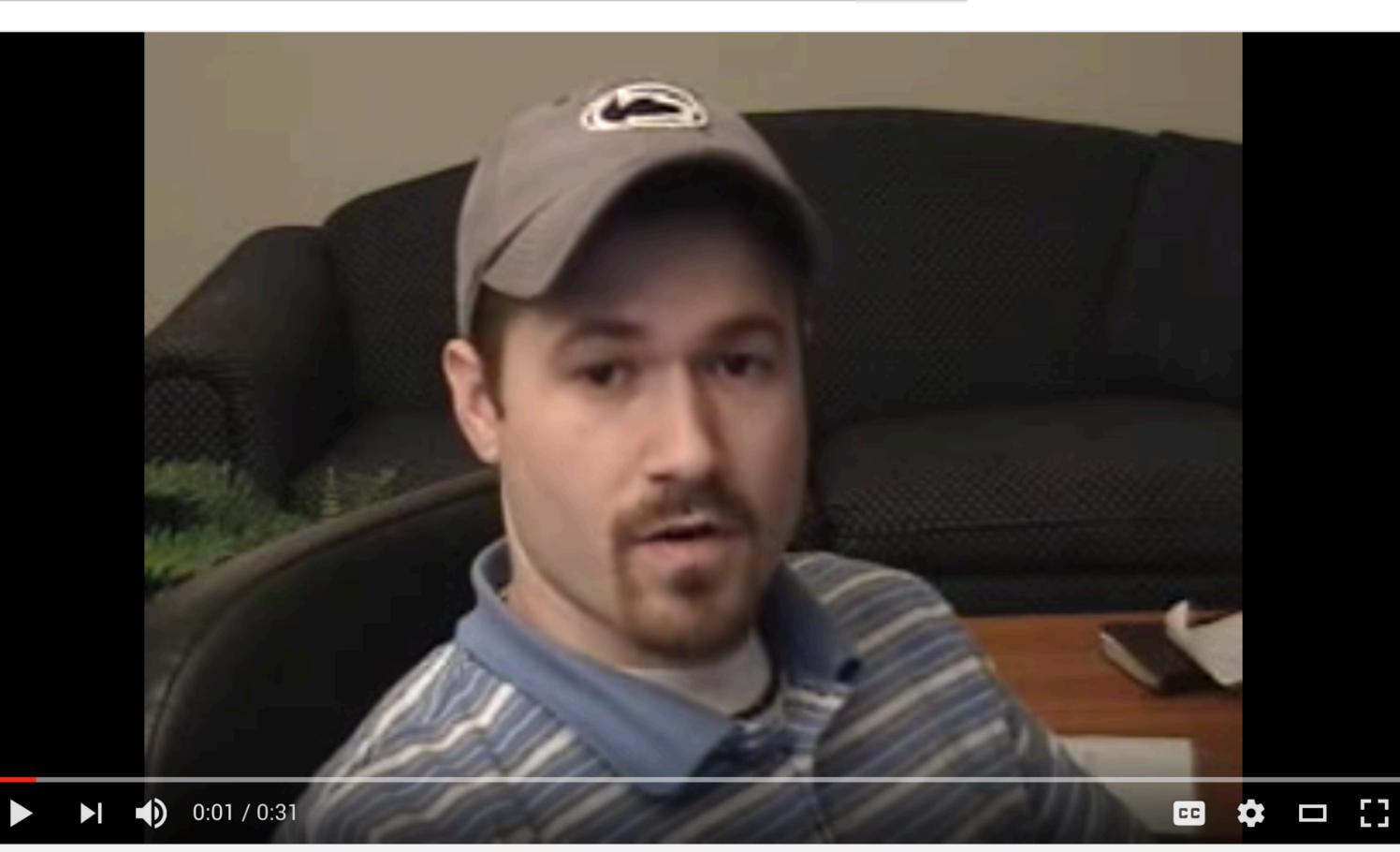
Search

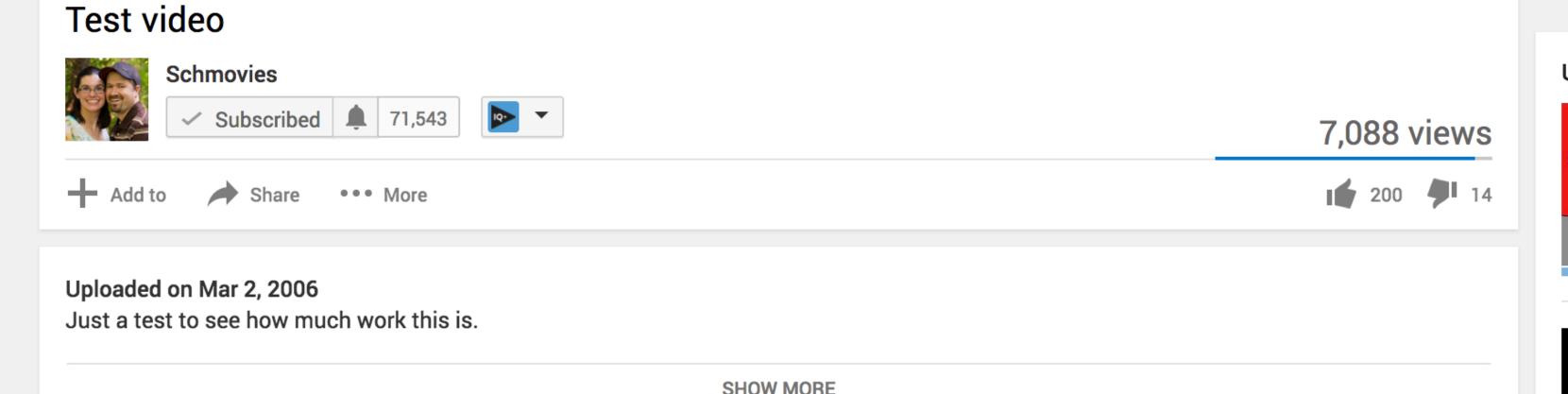
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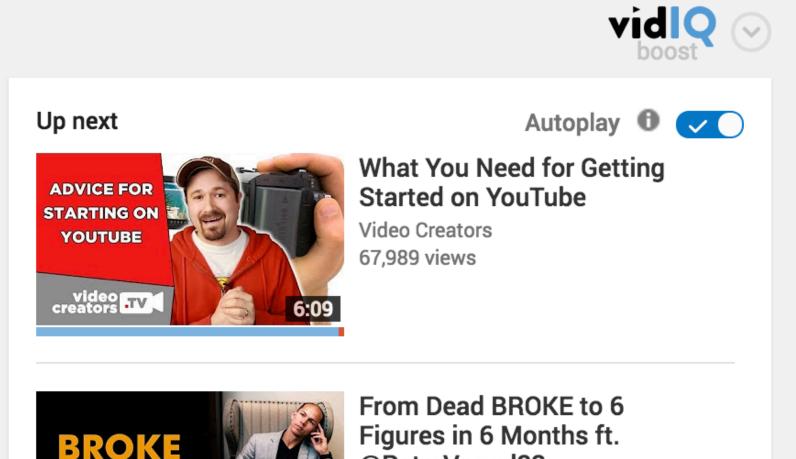














Q Search

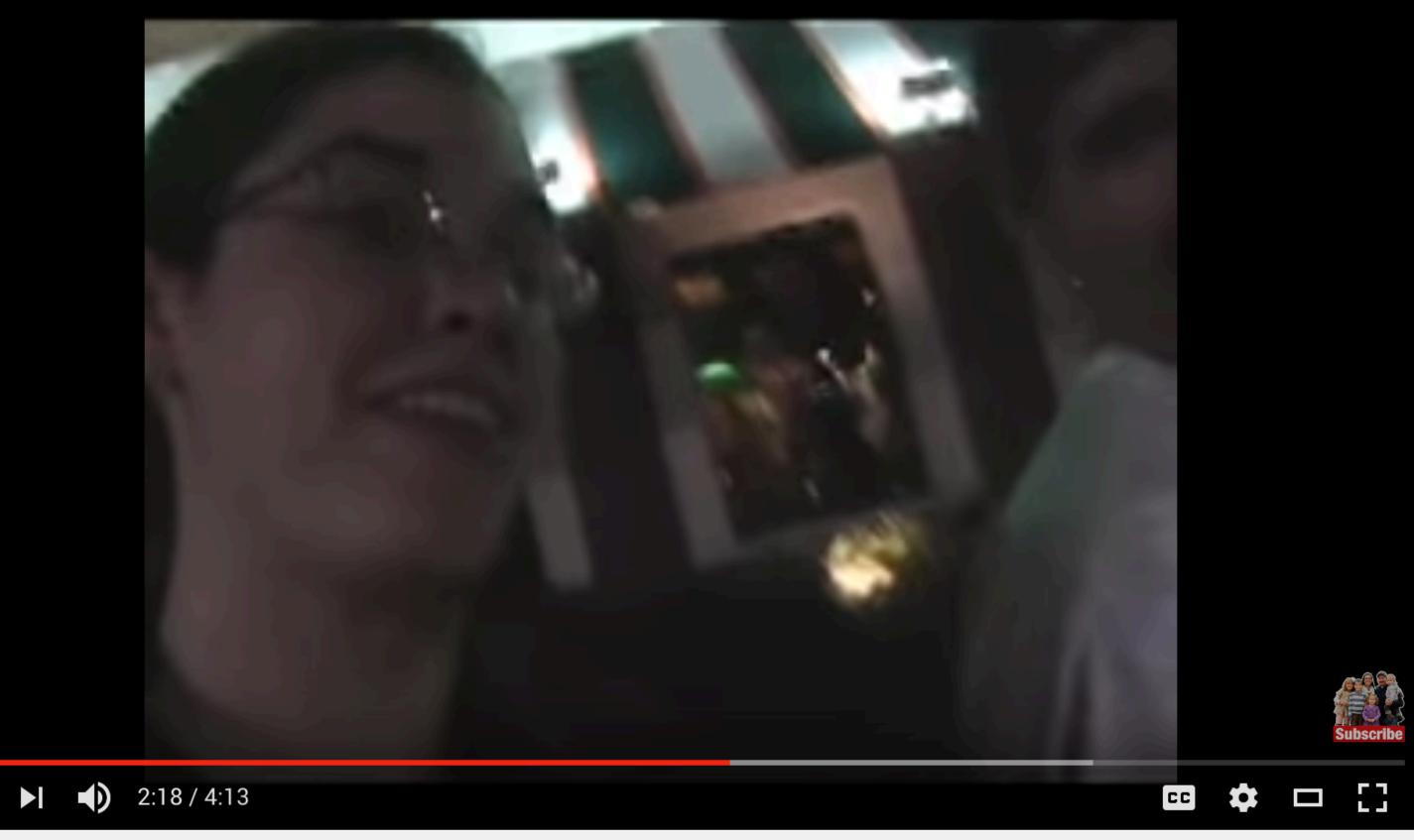
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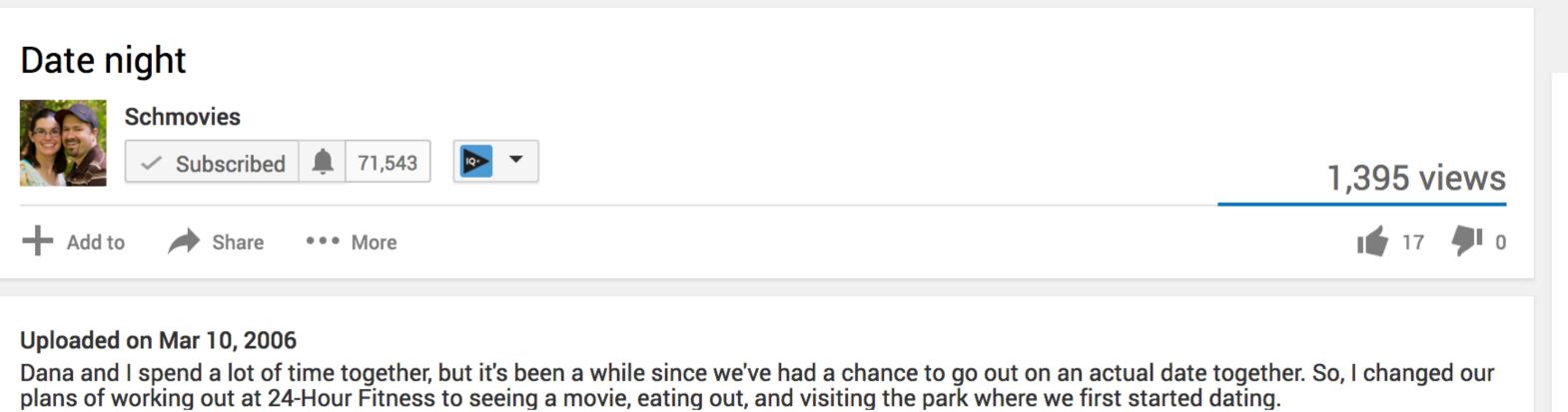


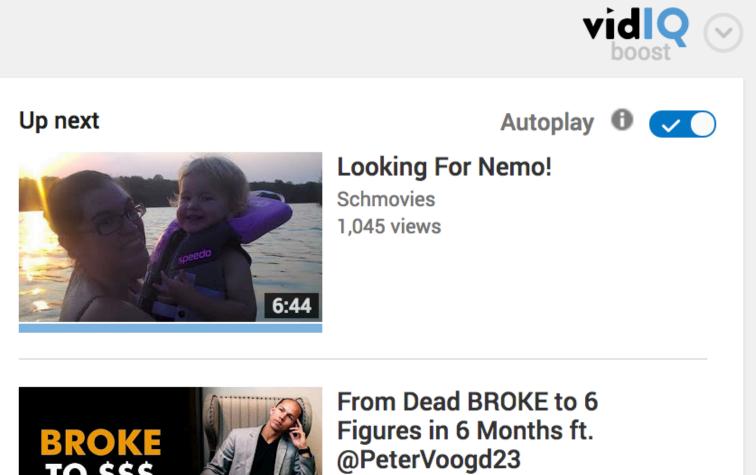














Search





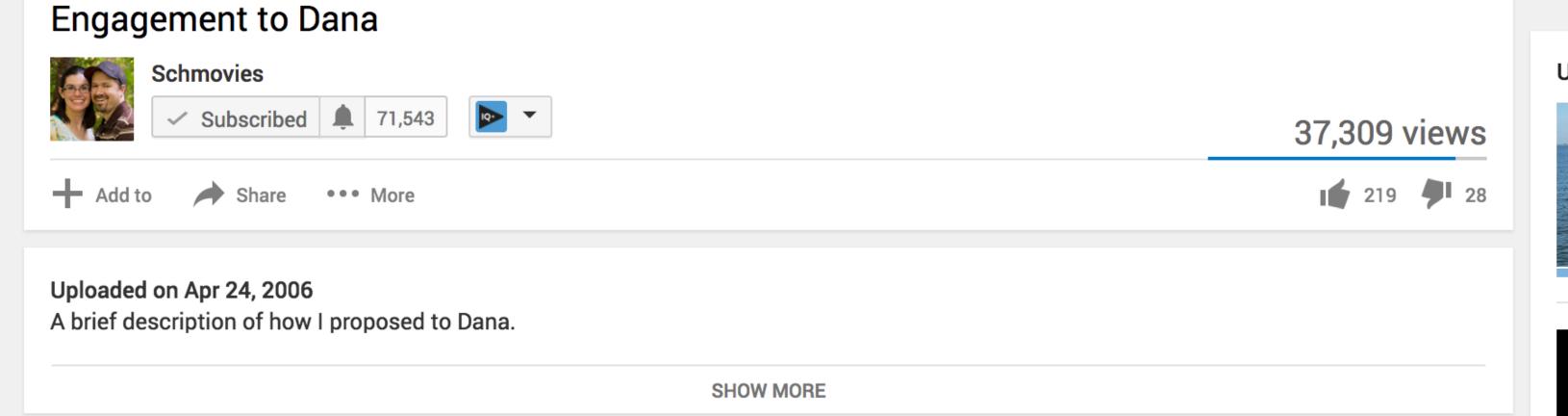


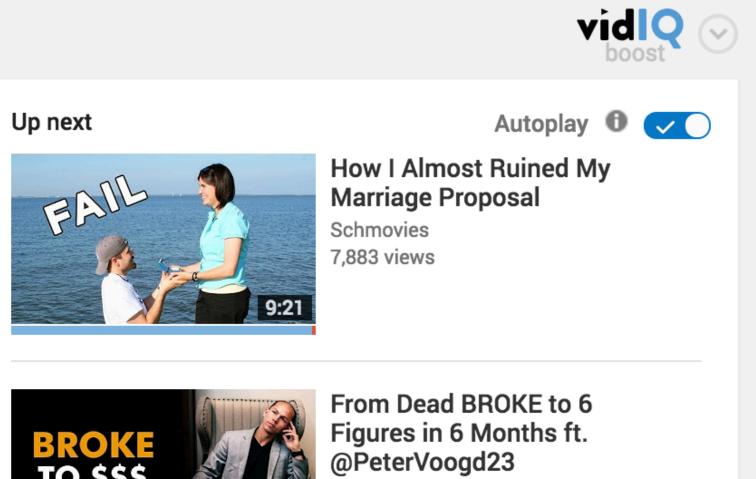












# Video Creators



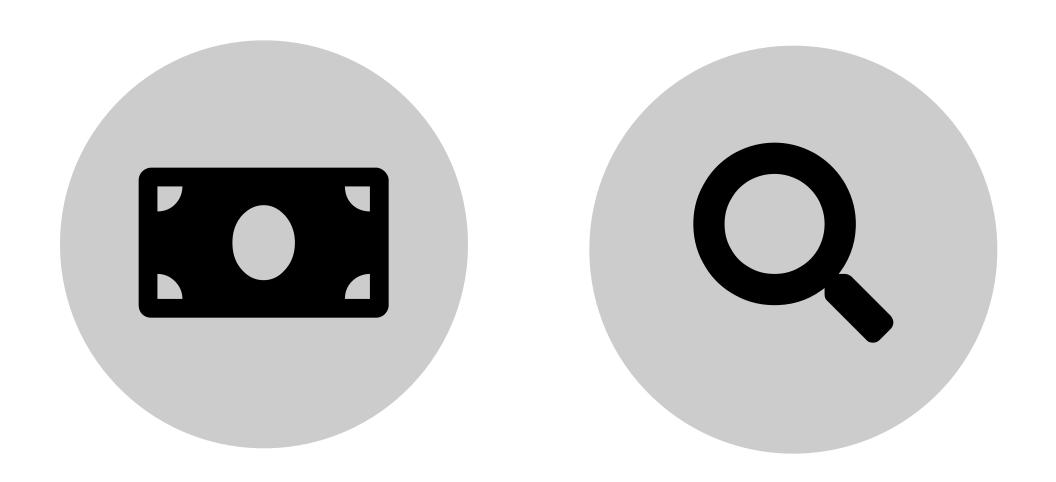


# youtube.com/videocreators

Master YouTube. Spread your message.

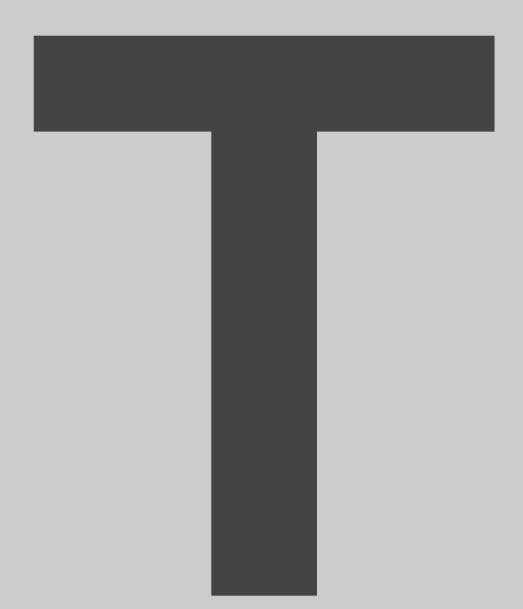


# Why YouTube?

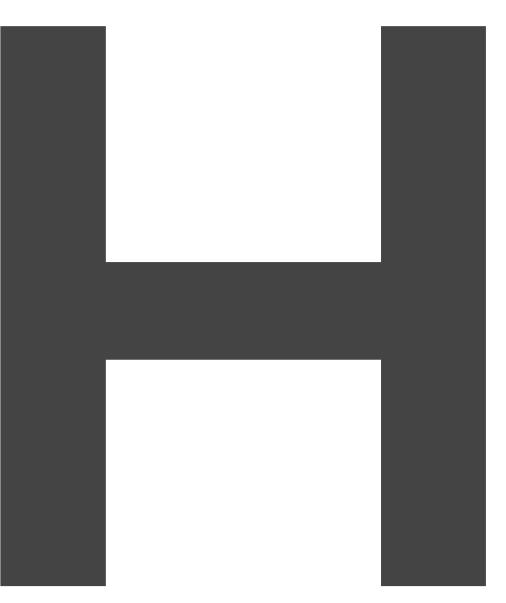


YouTube will change your life as you better change the lives of those who follow you.

- High conversions
- 52x higher rankings
- #2 search platform



Technical



Human



Gmail Images Sign in About Store



Google Search

I'm Feeling Lucky



Search

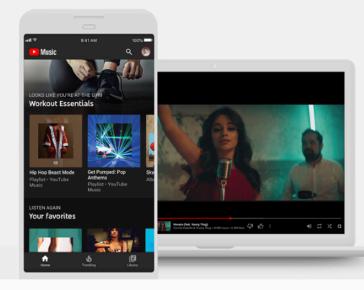


X

YouTube Music

## Our new music streaming service is here.

1 MONTH FREE



### Trending



Will It Hummus? with Jimmy Fallon, Rhett & Link (Good...

The Tonight Show Starring Ji... 328K views • 22 hours ago



Kylie Jenner: My Purse **Closet Tour** 

Kylie Jenner 📀 2.7M views • 1 day ago



Nerf Blasters Floating Island Battle | Dude Perfect

Dude Perfect 🕏 16M views • 2 days ago



Courtney Hadwin: Teen Powerhouse Sings "Papa's...

America's Got Talent 1.8M views • 1 day ago



Cristiano Ronaldo Goes Sneaker Shopping With...

Complex 📀 4.6M views • 2 days ago





**Funniest Live TV News** Interviews Gone Wrong

Funny Local News 10M views • 1 year ago



20 Details You Totally Missed On The Big Bang Theory |...

504K views • 1 week ago



Key & Peele - Undercover

Comedy Central 18M views • 2 years ago



Idk about sleep! It's summertime! (1 hour vine...

Sunflowerbeca 2.8M views • 1 month ago



SUBSCRIBE 1.1M

The Walking Dead 8x16 Rick Cut Negan Throat | Walking...

Celeb Interview 763K views • 3 months ago



Lifestyle Recommended videos



**5 Underwater Discoveries** That Cannot Be Explained!

Top 5s Finest ♥ 7.7M views • 4 months ago



10 Amazing Science **Experiments Compilation...** 

Home Science 📀 6.3M views • 1 year ago



Building Most Beautiful Swimming Pool On The Vill...

Tube Unique Wilderness 17M views • 2 weeks ago



What NOT to do in NEW YORK CITY

Erik Conover 📀 1.7M views • 1 month ago





South Pacific | Mother Nature tries to create an...

Discovery Canada 10M views • 2 years ago



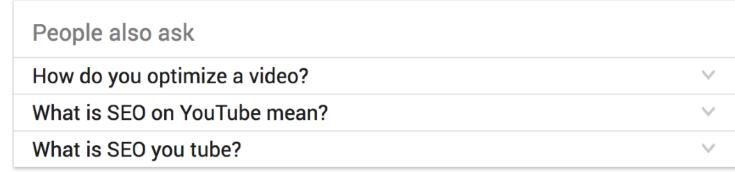
Tools

About 120,000 results (0.39 seconds)

## Discoverability and SEO - Lynda.com

https://www.lynda.com/Video-tutorials/Discoverability-SEO/653255/723964-4.html ▼ Mar 28, 2018 - Let's talk a little bit about SEO when it comes to video....Now for those of you who may not be familiar,...SEO stands for search engine ...

Maps



Feedback

### 7 Ways Captions Improve Video SEO - 3Play Media

https://www.3playmedia.com/2018/.../7-ways-video-transcripts-captions-improve-seo/ ▼ Jul 26, 2018 - ... video be found. Here's how you can use captions to improve your video SEO. ... More on the **Discovery** Digital Networks YouTube **SEO** Study ...

## [Data] Video SEO is the Next Big Thing in Organic Search - Conductor ...

https://www.conductor.com/learning-center/video-seo/ •

IR100 chart shows video SEO discoverability index. Get ahead of the video marketing surge by downloading the white paper. Here's what's inside Part I: The ...

#### Weekly Video SEO Tip: How to Make Your Video Content Discoverable

https://www.skyword.com/.../marketing/weekly-video-seo-tip-how-to-make-your-vide... ▼ Sep 19, 2014 - This week's video SEO tip will give beginners the steps they need to get started with marking their original videos discoverable in search results.

#### Video Search, Video Discovery, and Video SEO - SlideShare

https://www.slideshare.net/ReelSEO/video-search-video-discovery-and-video-seo ▼ Aug 4, 2009 - VIDEO SEO THE "REEL" STORY ON GETTING YOUR ONLINE VIDEO .... results to discover video 1 · Vs. from a portal (19%) · Vs other video ...

#### How To: Video SEO (for mere mortals) | Brightcove

https://www.brightcove.com/en/blog/2016/03/how-video-seo-mere-mortals ▼

Mar 3, 2016 - Sitemaps, video URLs and schema are essential to your video SEO ... short summaries of this is Improve Video Discoverability with Schema by ...

#### YouTube SEO: How to Optimize Videos for YouTube Search

https://blog.hubspot.com/marketing/youtube-seo ▼

May 31, 2017 - YouTube SEO: How to Optimize Videos for YouTube Search ... in ways that made it as discoverable as possible through search engines.

#### YouTube Marketing: The Ultimate Guide - HubSpot

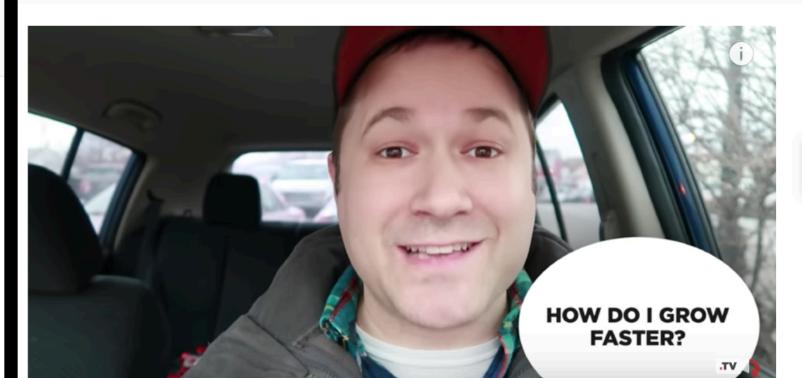
https://www.hubspot.com/youtube-marketing ▼

Learn how to create, promote, and optimize your video content to grow your brand on YouTube. ... Creating playlists provide you with more discoverable content.

## Actionable Guide: Leverage Video SEO to rank your Youtube video ...

https://blog.animaker.com/video-seo-guide/ ▼

Oct 19, 2017 - Read this Video SEO guide to find out how to do it. ... Discovery Digital Networks conducted a controlled study of captioning across 8 of their ...



Search

#### The Secret Behind Channels that Grow FAST!

46,086 views → SHARE =+ ··· 109



Video Creators Published on Apr 3, 2018

**)** 0:01 / 4:45

**YouTube** 

SUBSCRIBE 412K

The channels that are growing fast on YouTube often have a few things in common that's not immediately detected simply by looking at their titles, thumbnails, metadata, posting frequency, and production quality. There's a few things going on behind-the-scenes on the **SHOW MORE** 

#### 709 Comments

SORT BY



Add a public comment...



₱ Pinned by Video Creators

#### Calista Renee 4 months ago

My audience retention is awful. People click away within the first 10 secs. I put a lot of work into my videos but if they haven't even seen the first 10 secs then the video of course is going no where. How can I change that? How can I get people to watch more of my video and not just a few secs? Thank you!

■ 83 PI REPLY

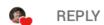
View 77 replies ∨



#### Harry Potter Folklore 4 months ago

In relation to the "scam" comment...YouTube is not a scam, success on the platform is measured by your own standards...I've seen people complain about videos not passing 50K views, when there is a channel that would kill for such an amount of views..too many new creators expect such a high amount of views or subs for what they believe is hard work, I wil Read more

















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AUTOPLAY

### Up next



Video Creators 23K views



#### OUR CHANNEL Common Problems that keep you Under 1,000 Subscribers Video Creators



YouTube (Fast!) Brian Dean

461K views



Advice for New YouTubers - 10 Mistakes New YouTubers Make

Video Influencers 1M views



How to Get Discovered on YouTube — 6 Proven Tips

Video Influencers 52K views



(WORLD RECORD) - Growing my YouTube Channel to 1000...

TheTekkitRealm 411K views



How She Beat YouTube's Algorithm and GREW! Video Creators 🛇

11K views



How We Grew 15x on YouTube in Only 4 months!

Video Creators 15K views



22K views



# TARGETAUDIENCE

LET YOUTUBE PUT YOUR VIDEOS IN FRONT OF THE RIGHT PEOPLE

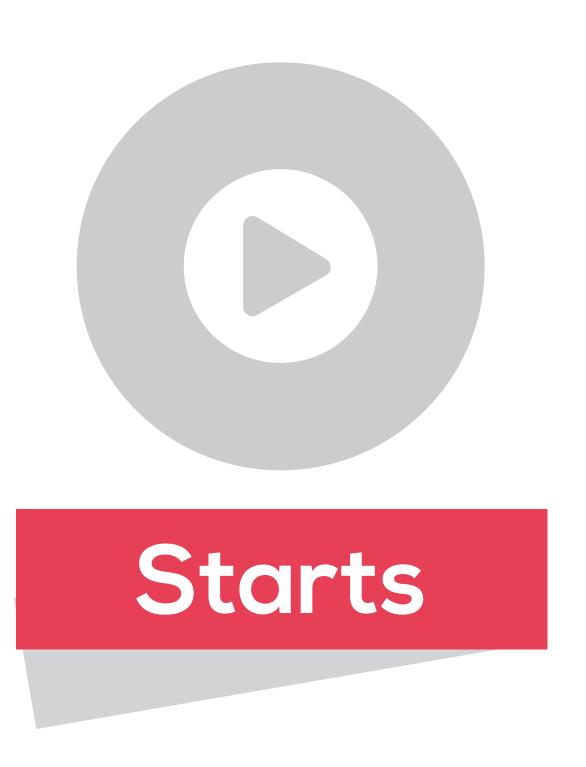
# Traffic

Traffic source	Views	Average view duration	Watch time (minutes)
Notifications @	4,326 (2.0%)	5:25	23,469 (3.4%)
Playlists	1,621 (0.7%)	5:24	8,775 (1.3%)
Other YouTube features	2,633 (1.2%)	5:16	13,887 (2.0%)
End screens @	955 (0.4%)	4:44	4,522 (0.7%)
Browse features @	29,333 (13%)	4:42	137,868 (20%)
Suggested videos @	37,513 (17%)	4:02	151,329 (22%)
Playlist page	996 (0.5%)	3:58	3,964 (0.6%)
Channel pages	7,092 (3.2%)	3:46	26,715 (3.9%)
Video cards and annotations	610 (0.3%)	3:16	1,995 (0.3%)
Direct or unknown @	4,741 (2.1%)	2:32	12,028 (1.8%)
External @	41,536 (19%)	2:25	100,893 (15%)
YouTube advertising @	2,073 (0.9%)	2:20	4,862 (0.7%)
YouTube search @	87,599 (40%)	2:13	194,680 (28%)

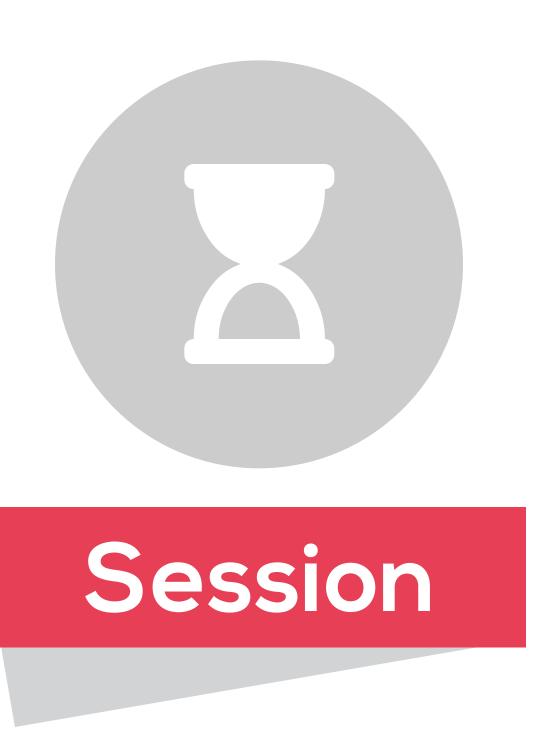
# YouTube

# GOALS

# 3 Goals



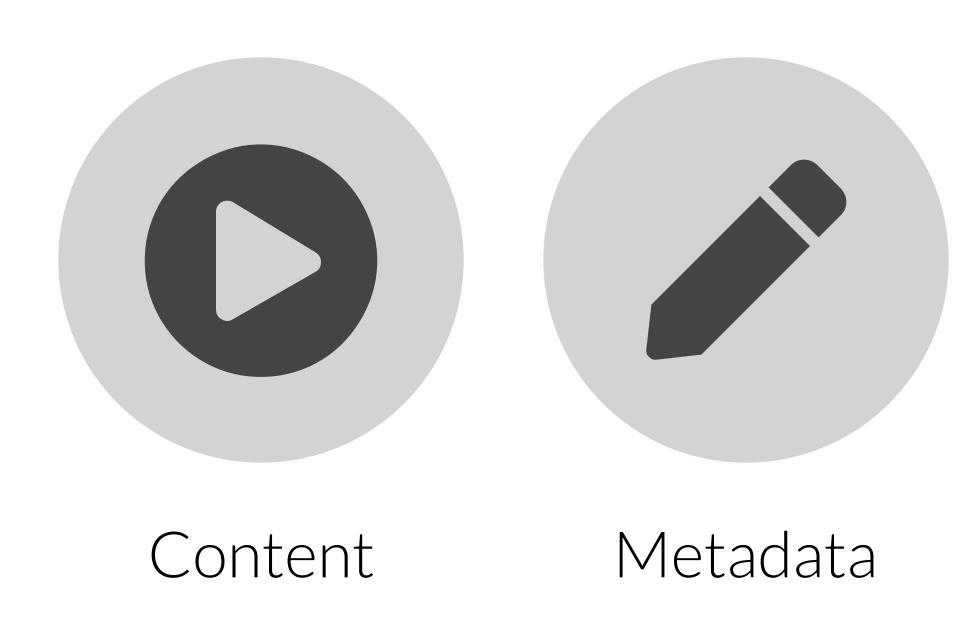




# Discoverable

# FACTORS

# Discoverable



Over time, viewers determine how your video will rank. Make it easy for them to rank it well!

Filters ▼



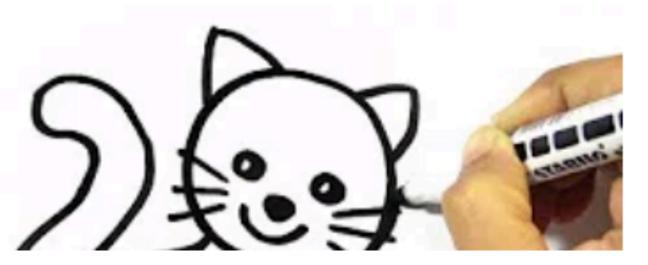
## How to Draw a Husky Puppy Easy

Draw So Cute

3 months ago · 354,258 views

Husky Puppies are the cutest dogs ever! =) Follow along to learn how to draw a kawaii Husky step by step, easy. Cute cartoon dog ...





## How to Draw a Cute Cat Easy | HDE

Hello Draw Easy 5 months ago • 33,466 views

How to Draw a Cute Cat Fasy Thanks for Watching III and Please subscribe

# Discoverable

# •WATCH TIME

# Discoverable



# Watch Time

The total amount of time spent watching a video.

# Session Watch Time

How a video contributes to a viewing session.

# Quiz

## Video A

## 2 min video

- 100% retention
- 2 min avg. duration
- 2 min session

## Video B

## 5 min video

- 60% retention
- 3 min avg. duration
- 22 min session

## Video C

## 14 min video

- 40% retention
- 5.6 min avg. duration
- 12 min session

# DOMINATE

# OPTIMIZE FOR PEOPLE, NOT FOR ROBOTS

Joanie-Simon-Media-1-610x610.jpg

Solutions

Products

Pricing

Getting started

Faces Objects Labels Safe Search Web Text Properties Logos Very Likely Joy Very Unlikely Sorrow Very Unlikely Anger Surprise Very Unlikely Exposed Very Unlikely Blurred Very Unlikely Headwear Very Unlikely Roll: 3° Tilt: -5° Pan: -2° Confidence 100%



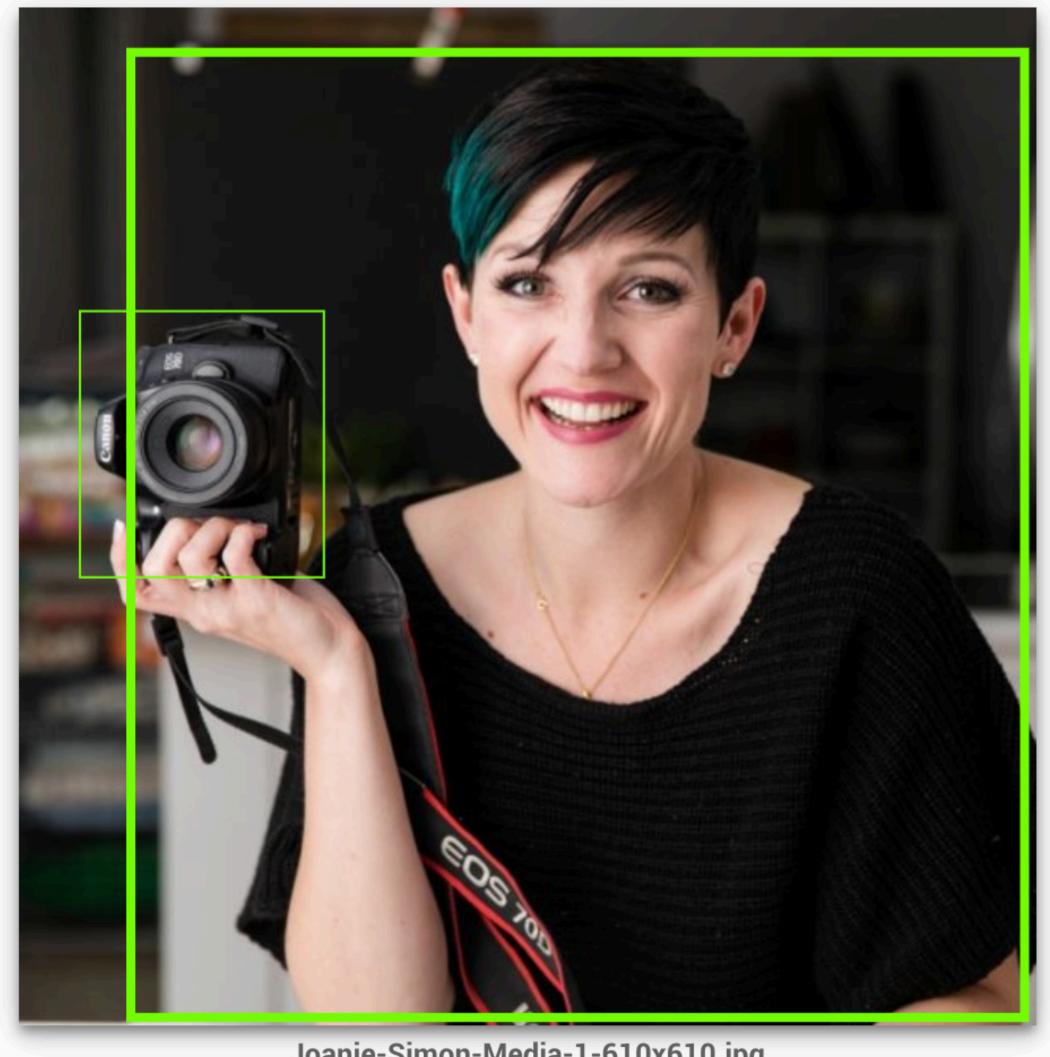
Solutions

Products

Pricing

Getting started

Faces Objects Labels Text Properties Safe Search Logos Web



Person 82% 70% Camera Woman 69%

Joanie-Simon-Media-1-610x610.jpg



Solutions

Products

Pricing

**Properties** 

Getting started

Safe Search

Objects Labels Faces Text Web Logos Hair

Joanie-Simon-Media-1-610x610.jpg

97% Camera 93% Cameras & Optics 91% Digital Camera 89% Shoulder 83% Photography 83% Snapshot 83% Mirrorless Interchangeablelens Camera 75%

Solutions

Products

Text

Pricing

Getting started

Safe Search

Objects Labels Web Faces Logos

Joanie-Simon-Media-1-610x610.jpg

Web Entities	

Properties

Food photography	0.7059
Photography	0.695
Photographer	0.6026
The Bite Shot	0.5426
Food blogging	0.5096
Photograph	0.5073
Image	0.3848
Food	0.3821
Blog	0.3661
Portrait	0.3194
How-to	0.3049
Shutterstock	0.2849
Video	0.2613



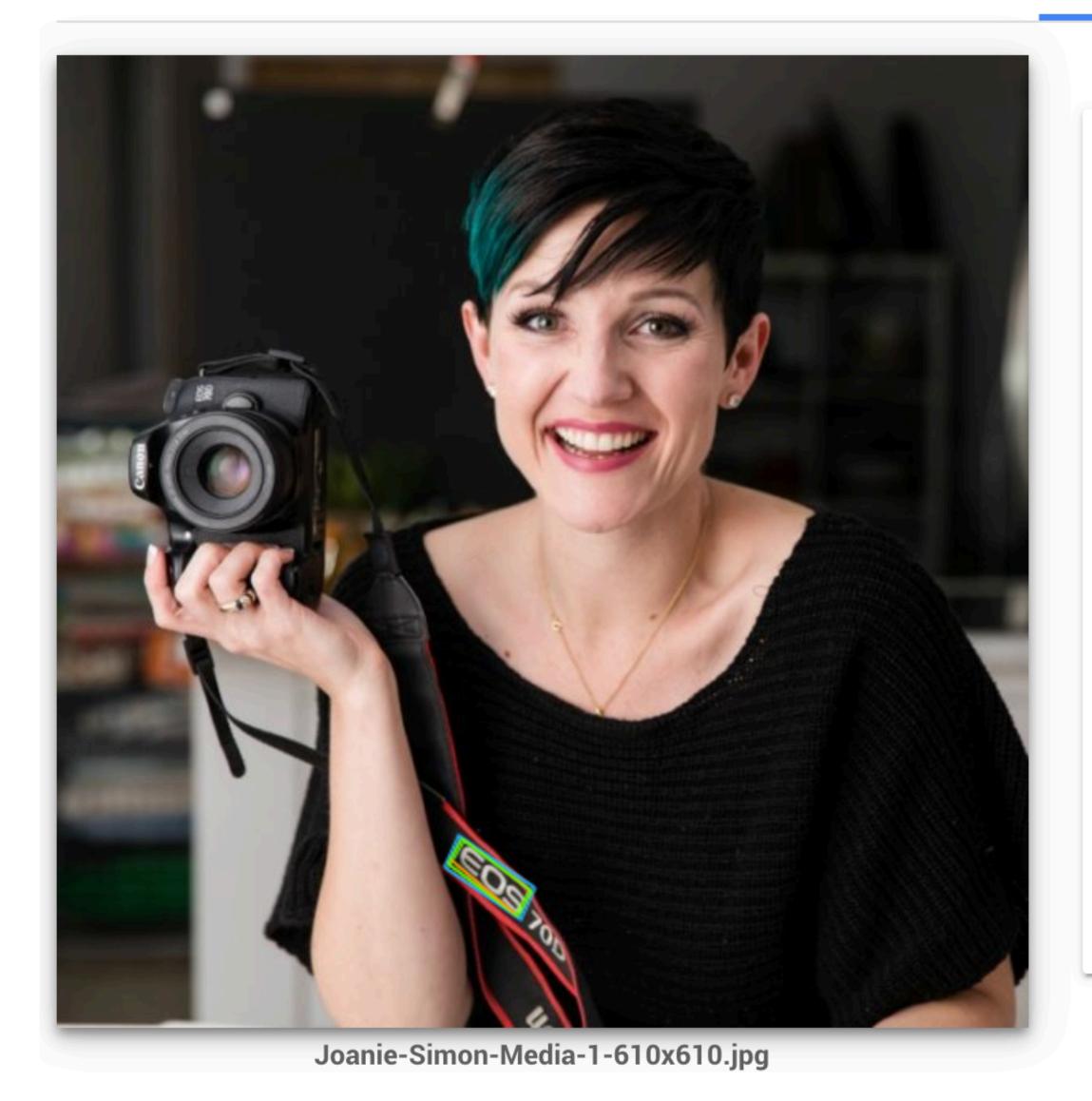
Solutions

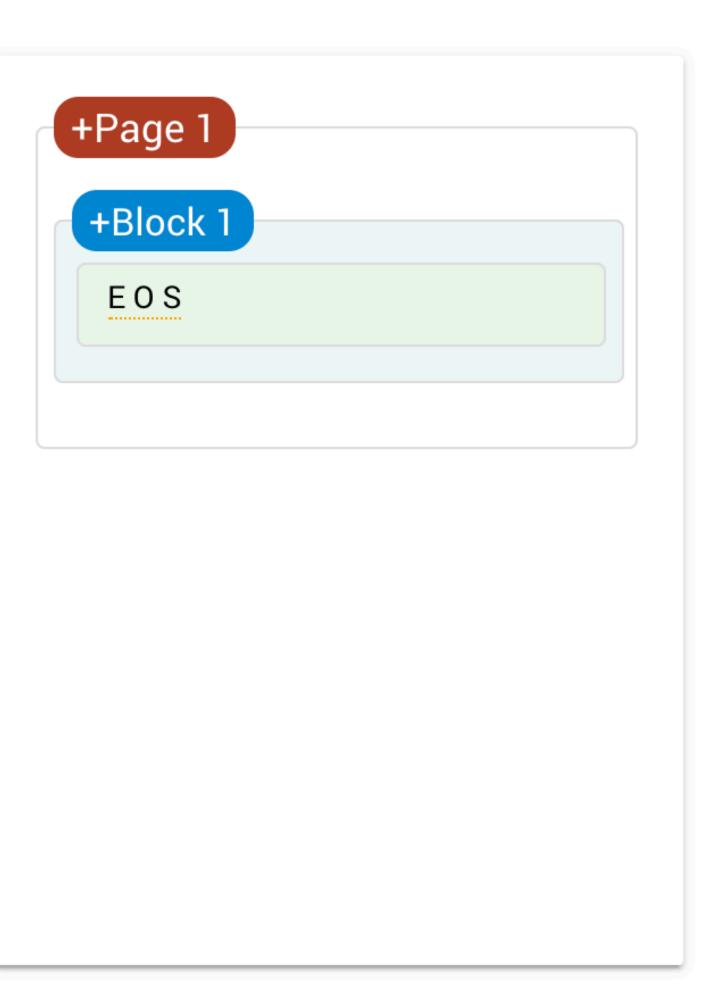
Products

Pricing

Getting started

Faces Objects Labels Logos Web **Text** Properties Safe Search





Joanie-Simon-Media-1-610x610.jpg

Solutions

Products

Pricing

Getting started

Objects Safe Search Faces Labels Web Text **Properties** Logos **Dominant Colors** 4% #57514D, RGB(87, 81, 77) **Crop Hints** Aspect Ratio: 0.8

Solutions

Products

Text

Pricing

**Properties** 

Getting started

Safe Search

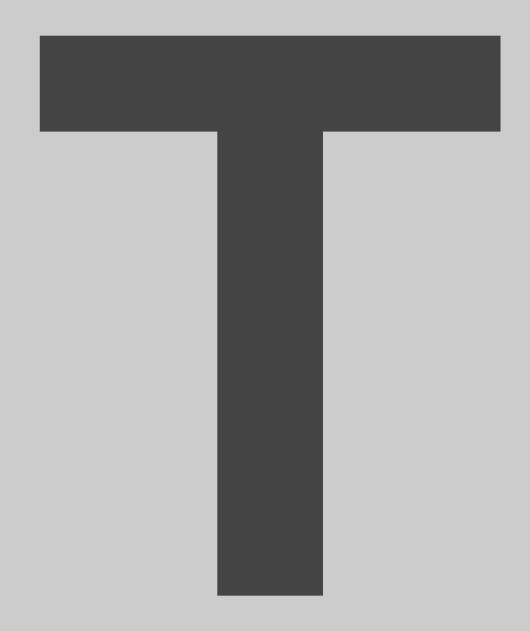
Objects Faces Labels Web Logos

Joanie-Simon-Media-1-610x610.jpg

Adult Very Unlikely Spoof Very Unlikely Medical Very Unlikely Violence Very Unlikely Racy Unlikely Likeliness values are Unknown, Very Unlikely, Unlikely, Possible, Likely, and Very Likely

# Watch Time

# OPTIMIZE



# Titles & Thumbnails





Search









### Trending



**Ariana Grande Carpool** Karaoke

The Late Late Show with Jam... 5.5M views • 17 hours ago



Honestly / Honestly (Encore) - Official Music Video -...

Gabbie Hanna 1.7M views • 1 day ago



Cristiano Ronaldo Goes Sneaker Shopping With...

Complex 📀 5.3M views • 3 days ago



The 1975 -TOOTIMETOOTIMETOOTIM...

The 1975 J 402K views • 1 day ago



Lifestyle Recommended videos



I Flew Using Only Leaf **Blowers** 

MrBeast 👁 10M views • 5 months ago



10 Amazing Science **Experiments Compilation...** 

Home Science 6.5M views • 1 year ago



## Everyone was laughing at his HOUSE, until they went...

MAD LAB 💿 7.3M views • 1 month ago



SUBSCRIBE 5.7M

5 Underwater Discoveries That Cannot Be Explained!

Top 5s Finest 📀 7.8M views • 4 months ago



Basketball - Topic Recommended channel



**Best Celebrating TOO EARLY** Fails!

**Heart Of Champions** 1.5M views • 1 month ago



**Worst Effort Plays in Sports** Compilation

Highlight Heaven 📀 9.2M views • 2 months ago



Top 10 NBA Celebrity **Reactions - The Starters** 

NBA 📀 14M views • 5 months ago



SUBSCRIBE 1M

Stars NBA dressed in the old People in the game + bonus...

Funn GT 19M views • 4 years ago



TV Shows Recommended videos

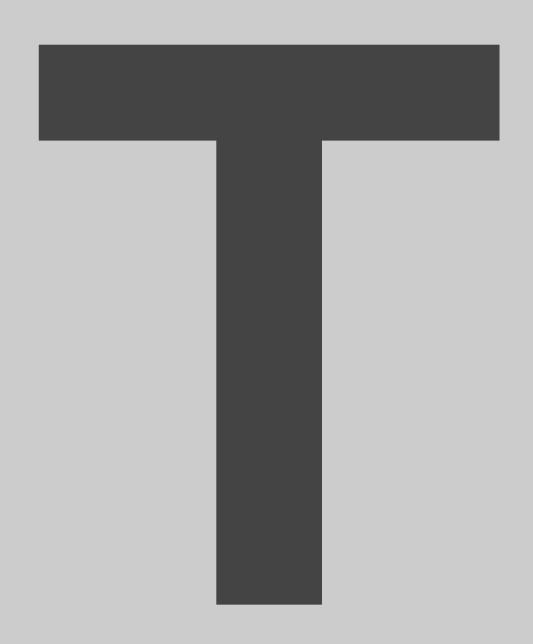












# Titles & Thumbnails



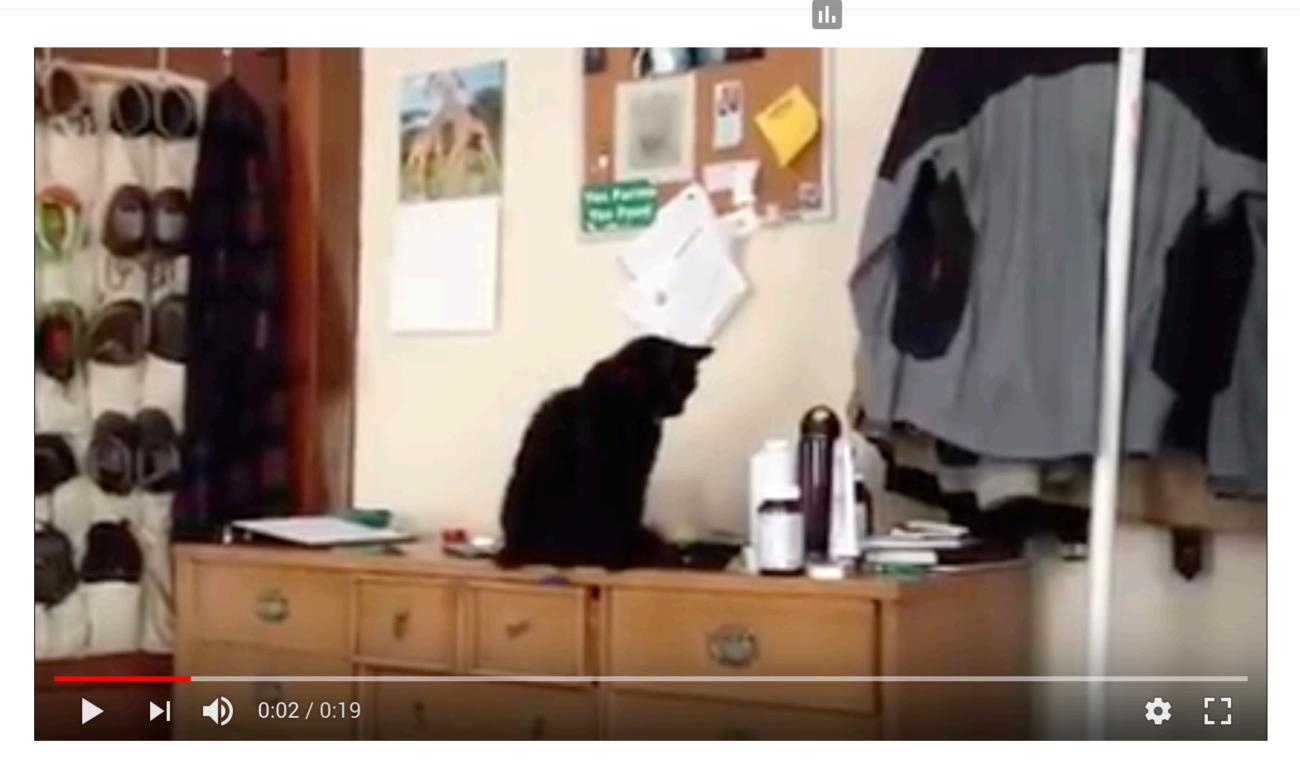
Search

Q









## Teddy The Asshole Cat

4,466,360 views















Up next

## krmrmlp

Published on Aug 13, 2012

SUBSCRIBE 328

Teddy the cat being an asshole

SHOW MORE

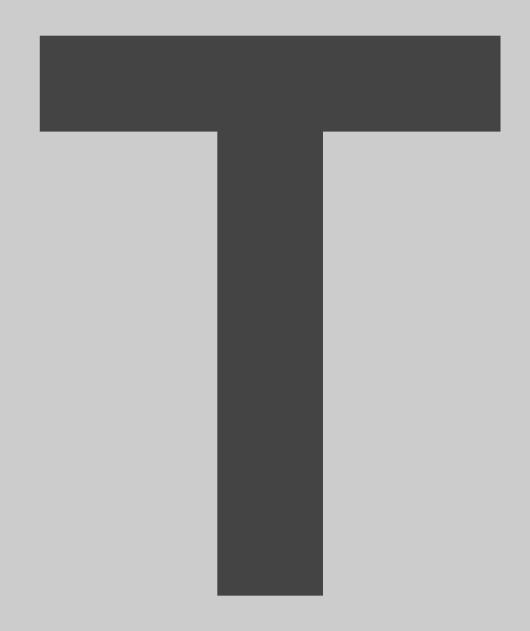












# Titles & Thumbnails





Search









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Stars NBA dressed in the old People in the game + bonus...

Funn GT 19M views • 4 years ago



TV Shows Recommended videos













Hook



Search







## THE POND MONSTER TOOK LOGAN!! Logan Is Missing

2,186,798 views







Up next

Papa Jake 🛭 Published on Jul 4, 2018

JOIN

SUBSCRIBE 5.1M

THE POND MONSTER TOOK LOGAN WHILE VISITING CARTER SHARER IN THIS SCARY VLOG Papa Jake and Carter sharer have to join forces against the pond monster after a trip to the sharers leaves Logan missing. In this video we face our ultimate monster challenge, the sharers SHOW MORE













Hook



Search







#### THE POND MONSTER TOOK LOGAN!! Logan Is Missing

2,186,798 views







Up next

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THE POND MONSTER TOOK LOGAN WHILE VISITING CARTER SHARER IN THIS SCARY VLOG Papa Jake and Carter sharer have to join forces against the pond monster after a trip to the sharers leaves Logan missing. In this video we face our ultimate monster challenge, the sharers SHOW MORE









# Session Time

# CONTENT



End Screens



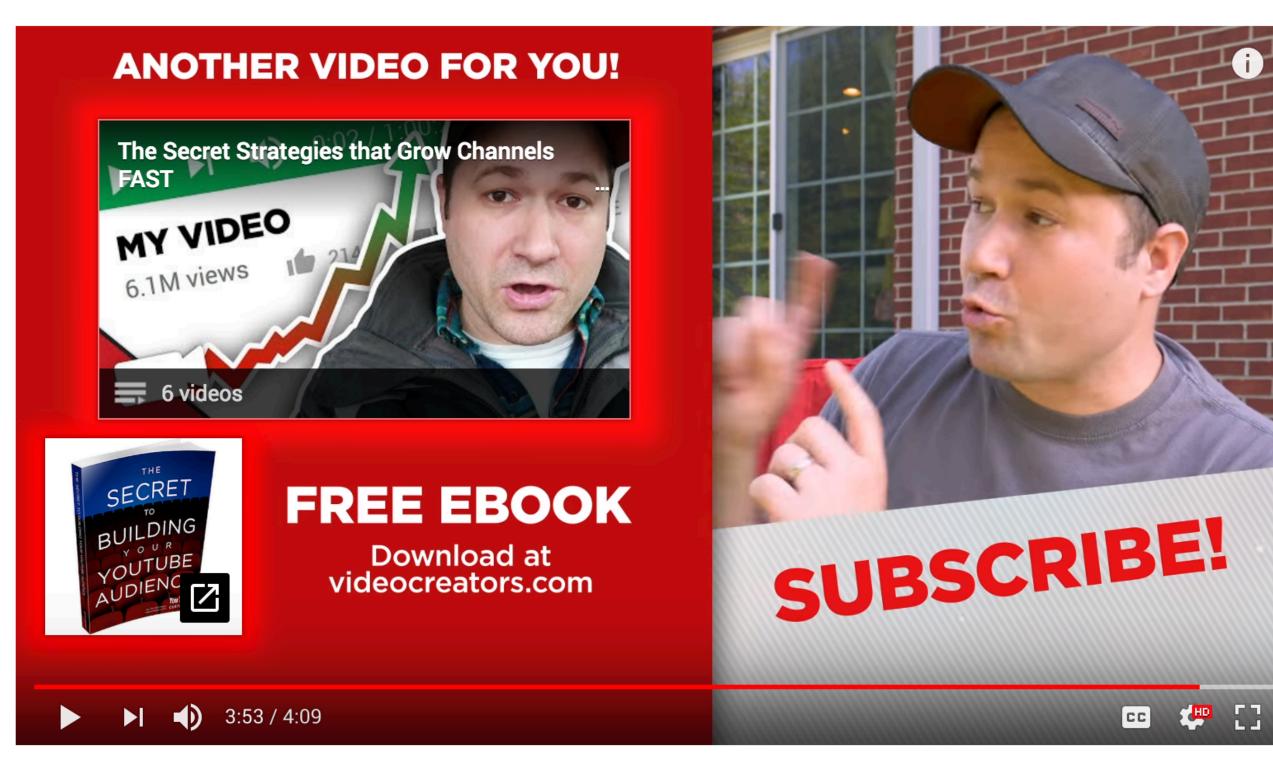
Search

Q

9**20 43**K

**H**(





How To Grow on YouTube with 5 Hours/Week

10,116 views







SHARE

JOIN



**EDIT VIDEO** 



Video Creators 

Published on May 31, 2018

We all have a limited amount of time for working on YouTube, so how should you best use your time to see the most results and channel growth when you're busy with life responsibilities? In this video I break down how I would prioritize 5 hours a week to growing my YouTube channel. It's

SHOW MORE



End Screens



1

Search

93

**30 43**K















**)** 10:44 / 11:01

▼ WORST TORNADO WATCH

▼

12,388,277 views











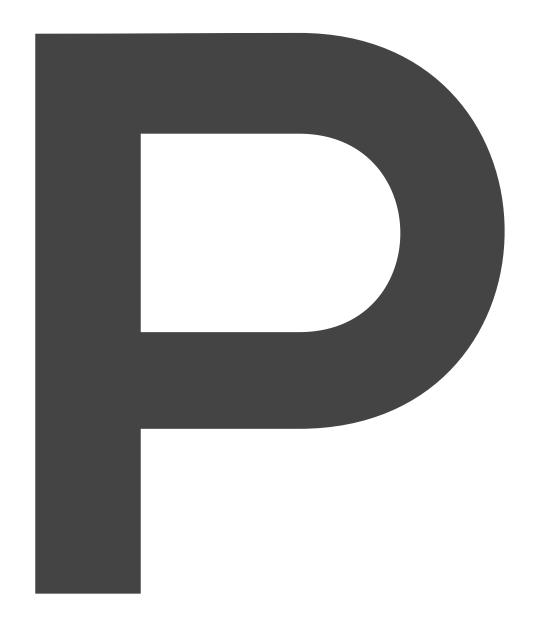
SUBSCRIBE 1.4M



The worst storm flips our trampoline and throws it across the yard. With a TORNADO watch and hail, we take shelter in the basement with our 5 little kids.

1 Million Subs SERVICE CELEBRATION Page: http://bit.ly/2yXIR46

SHOW MORE



## Playlists



YouTube Team

Video Creators

X



PLAY ALL

11 videos • 162 views • Last updated on May 24, 2018

In order to scale your production on YouTube and the revenue your YouTube business generates, you'll need to hire and work with a team of people. Here's some tips

managers, and other people on my team, and how we work together to serve the Video Creators community.

and processes on how I hire editors, business

How To Grow and Manage a

Search

EDIT



#### How To Find and Hire your YouTube Team

Q

Video Creators



#### How I Grew a Team for my YouTube Channel

Video Creators



How To Work with a (Human) Video Editor!

Video Creator



My Step-by-Step Process for Creating a YouTube Video

Video Creators



Tools to Streamline Your YouTube Workflow

**Video Creators** 



How I Plan and Organize My YouTube Video Calendar

Video Creators



Why You Need a Good YouTube Accountant

Video Creators



How To Make a LOT More Money with a YouTube Team

Video Creators



How To Hire and Build a Team Around your YouTube Channel [VE S

Video Creators



How To Manage Your Time and YouTube Team [VE S2 Ep. 05]

Video Creators



LIVE: When and How to Start Hiring your YouTube Team [VE Ep. #

Video Creators



Cards



Search









#### How To Grow on YouTube with 5 Hours/Week

10,116 views













Video Creators 

Published on May 31, 2018

JOIN

EDIT VIDEO

We all have a limited amount of time for working on YouTube, so how should you best use your time to see the most results and channel growth when you're busy with life responsibilities? In this video I break down how I would prioritize 5 hours a week to growing my YouTube channel. It's SHOW MORE

ъ.

# Discoverability

# METADATA

### Metadata

# To Days

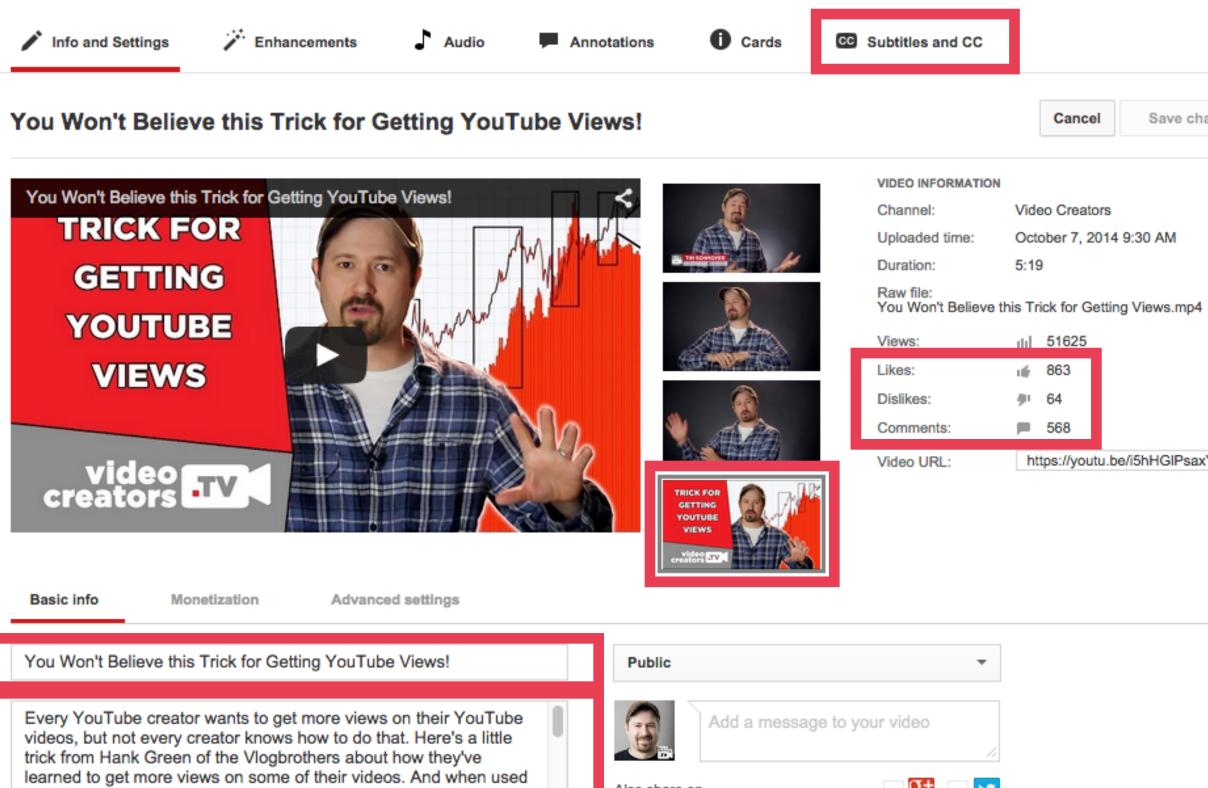
When the video is first published Google uses metadata to know how to first start positioning the video on YouTube as they collects data points and viewer signals.

# People

Metadata can setup the video to perform well for people, and thus for robots.



Metadata



in moderation and appropriately with the right kind of video, it might

This Kinda Gross Trick Will Get People to Actually Consume Your

vlogbrothers ×

appropriate x | legitimate x | tactic x | strategy x | grow x

just be a legitimate tactic to grow your YouTube views.

how to x | trick x | youtube x | views x

youtube tip x | tim schmoyer x | video creators x

Suggested tags: + Comment + Not + Magic + Please

youtube creator x | youtube views x

Hank Green (Musical A... ×

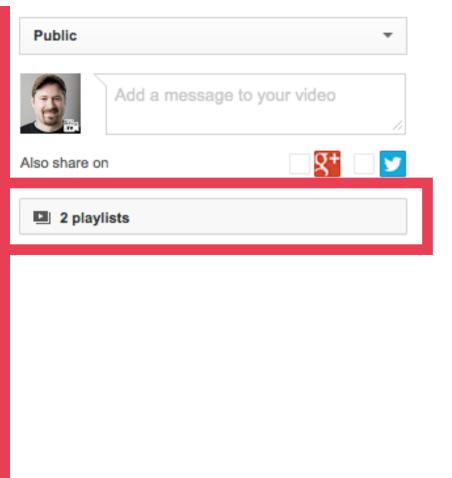
Content

+ Rate

VIDEO CREDITS 0

+ Add role ▼

http://bit.ly/1rf8XPL



Cancel

Cancel

Video Creators

ılıl 51625

ı**#** 863

**#** 64

**568** 

October 7, 2014 9:30 AM

https://youtu.be/i5hHGlPsaxY

Save changes

Save changes

### Ranks

# 



#### learn how to windsurf

by jaypetter 8 years ago • 736,060 views starboard make this video in order to make

### Videos



#### Advanced Windsurfing - Forward Loop from Sam Ross

by windaddict10

11 months ago • 56,682 views

Want to learn to forward loop? Watch this great video by Sam Ross. I used all these videos for inspiration and instruction.

HD



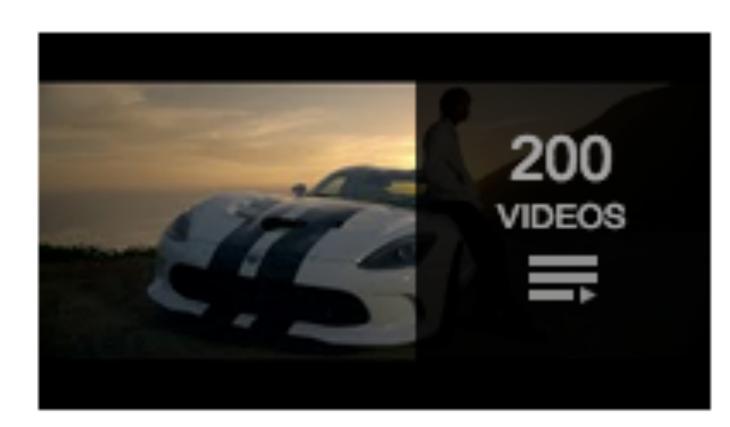
#### Open ocean windsurfing speed challenge

by Red Bull

9 months ago • 54,444 views

Craving some adventure? This should help: http://win.gs/1aXUVRM The concept of speed sailing is rather simple: Go as fast as ...





#### Popular Music Videos

by #Music

Wiz Khalifa - See You Again ft. Charlie Put Omarion Ft. Chris Brown & Jhene Aiko - P

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3:58

3:47

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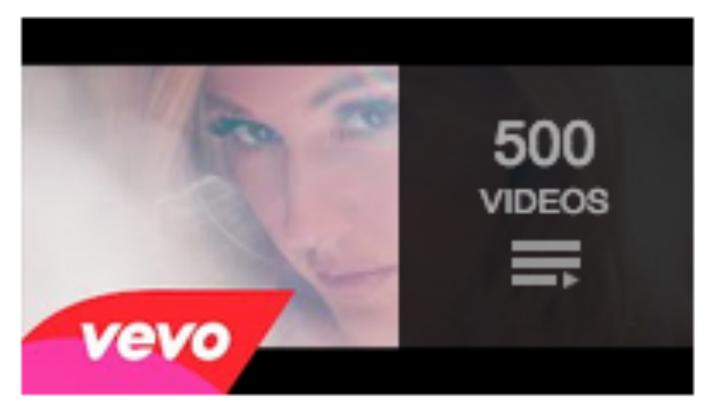


#### 2-Hours Epic Music Mix | Most Beautiful & Emotional Music - Emotional Mix Vol. 1

by Pandora Journey 6 months ago • 5,144,050 views

2-Hours filled with some of the most beautiful/emotional tracks of all times. Lose yourself in its beauty Tracklist: 00:00 Switch.

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#### Top Pop Music Tracks

by #PopMusic

Ellie Goulding - Love Me Like You Do (Official Video)

PSY - GANGNAM STYLE (강남스타일) M/V 4:13

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#### DisneyCarToys

by DisneyCarToys Active 12 hours ago • 1,607 videos DisneyCarToys is a fun kid friendly toy channel. giant surprise toys videos, doll parodies, ...





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#### BABY ALIVE Brushy Brushy Baby Doll With Pee Diaper & Surprise Toys and Eggs Purse by DisneyCarToys

by DisneyCarToys

1 day ago • 97,339 views

Baby Alive Doll diaper change, feeding and getting ready for bed with the Brushy Brushy Baby Doll. DisneyCarToys Sandra and ...

NEW | HD



#### RAINY DAY PEPPA PIG Muddy Puddles Play Doh Surprise Toys with MLP Pops, Minions, Disney Princess

by DisneyCarToys

1 day ago • 77,187 views

Peppa Pig jumps in Play Doh Muddy Puddles filled with surprise toys. DisneyCarToys Sandra and Spiderman do a toy review on ...

NEW | HD

Ranks

# WHERE



how to tie a tie

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### How To Tie a Tie for BEGINNERS - Double windsor how to tie a video

by MyNiceTie

7 years ago • 24,543,081 views

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#### How to tie a tie - Quick and Easy

by Math Meeting

2 years ago • 6,479,589 views

How to tie a tie, a step by step explanation. Learn the quickest and most popular method to tie a tie, the four in hand knot.



#### How to Tie a Windsor Knot | Men's Fashion

by Howcast

1 year ago • 4,996,529 views

Watch more Men's Fashion Guide videos: http://www.howcast.com/videos/514740-How-to-Tie-a-HalfWindsor-Knot-Mens-Fashion ...

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#### How to Tie a Tie (Mirrored / Slowly) - Full Windsor Knot

by tiehole

4 years ago • 4,439,538 views

Tutorial of how to tie a tie step by step (click here to jump to the first step in this

how to tie a tie



Q











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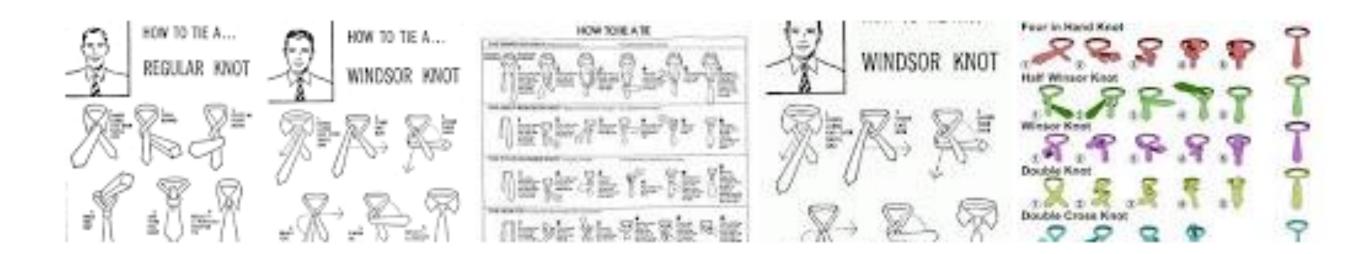
# Google



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#### How to tie a tie - Quick and Easy - YouTube



www.youtube.com/watch?v=9BMhFmNzw-o ▼
Sep 13, 2012 - Uploaded by Math Meeting
How to tie a tie, a step by step explanation. Learn the quickest and most popular method to tie a tie, the four ...

#### Learn How to Tie a Tie: Tie-a-Tie.net

www.tie-a-tie.net/ -

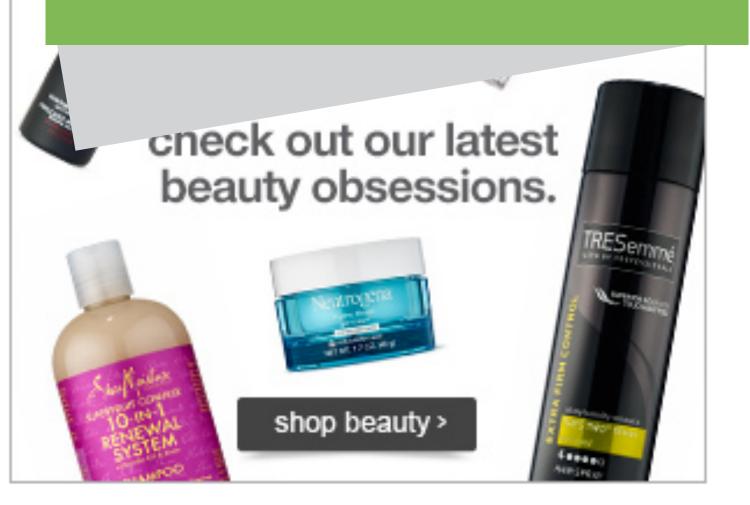
Welcome to my webpage on how to tie a tie! My name is Hendrik, and it's great to have you here. I have designed this site as a guide for both newbies just starting out with their first tie knot, as well as those more advanced students that would like to add some







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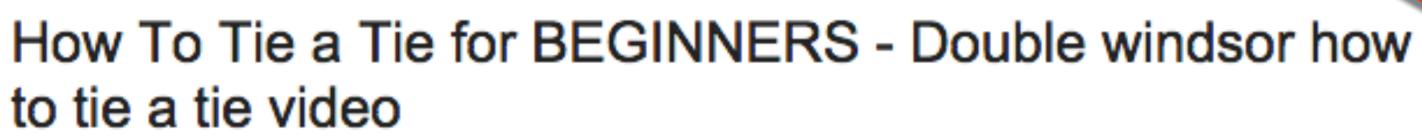
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by tiehole 4,436,062 views







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by MyNiceTie 928,094 views

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# HOW TO SETUP YOUR VIDEOS TO BE DISCOVERED ON YOUTUBE

Part One - Technical Elements

Tim Schmoyer

