



YouTube Channel Optimization Overview Guide

YouTube Channel Optimization



Rationale

As the second largest search engine in the world, YouTube is an important destination for users to find information about your company and products and services. YouTube channel optimization will ensure that your videos appear in top Google/YouTube search results. This leads to increased brand visibility, prospect engagement, and the opportunity to drive video viewers to web pages with additional information and Calls-to-Action.

Objectives

The goal is to establish baseline metrics and then fully optimize the YouTube channel. This strategy will **refine your brand experience on your YouTube channel and will improve visibility (rank), increase engagement (views), and drive qualified traffic (sessions) from YouTube to your website.**

Strategy

The first step in this process is to conduct a YouTube video **inventory and audit**. This will allow you to improve (clean-up) your YouTube Channel and determine which videos should be fully optimized.

YouTube Optimization Plan



STEP 1. Develop a comprehensive **YouTube Video Inventory**

STEP 2. Conduct a **YouTube Audit** to organize, categorize, and prioritize videos.

Video Categories may include:

- *Company overview videos*
- *Thought leadership videos*
- *Customer stories, interviews, case studies*
- *Product information, demos, tutorials*
- *Videos Promotions and ads*

STEP 3. Create a **YouTube Performance Dashboard**

Set baseline metrics & measure improvements for KPIs:

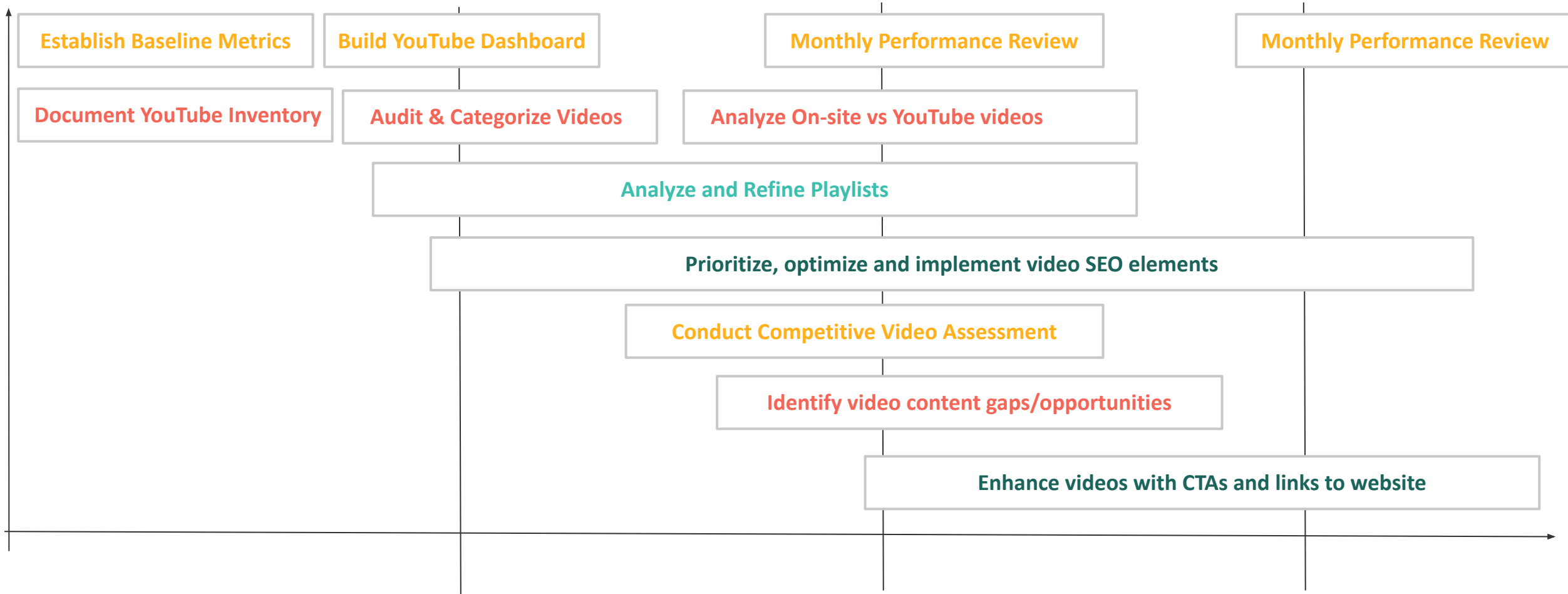
- Views
- Likes/Dislikes
- Watch Time
- Subscriptions
- Average View Percentage
- Website traffic (from YouTube)

STEP 4. Implement **Video Optimizations**

- Organize PlayLists
- Refine branding
- Video Titles
- Video Descriptions
- Hashtags
- Keyword Optimization
- Links to Website



Example Project Timeline



The Video Audit Process



Aid Demand's **YouTube Audit** strategy identifies videos that are **Dated, Low Traffic, and Too Short**, as good candidates for archiving.

Video characteristics we analyze when determining channel recommendations:

1. **Relevancy:** Is it still relevant for your company and your target audiences today?
2. **Potential:** If no longer relevant, should we update it if people are still watching?
3. **Redundancy:** Does the video contain information that can be found in other videos on the channel?
4. **Utility:** Does a short video contain enough content to be useful for viewers?
5. **Traffic:** Is an older or shorter video driving traffic? If so, it most likely shouldn't be removed.



An Avid Demand Client Example (YouTube Case Study)

Summary of Client Improvements:

- **Improved Subscription Stability:**

Reduced subscription removals by **31%**, ensuring sustained user engagement.

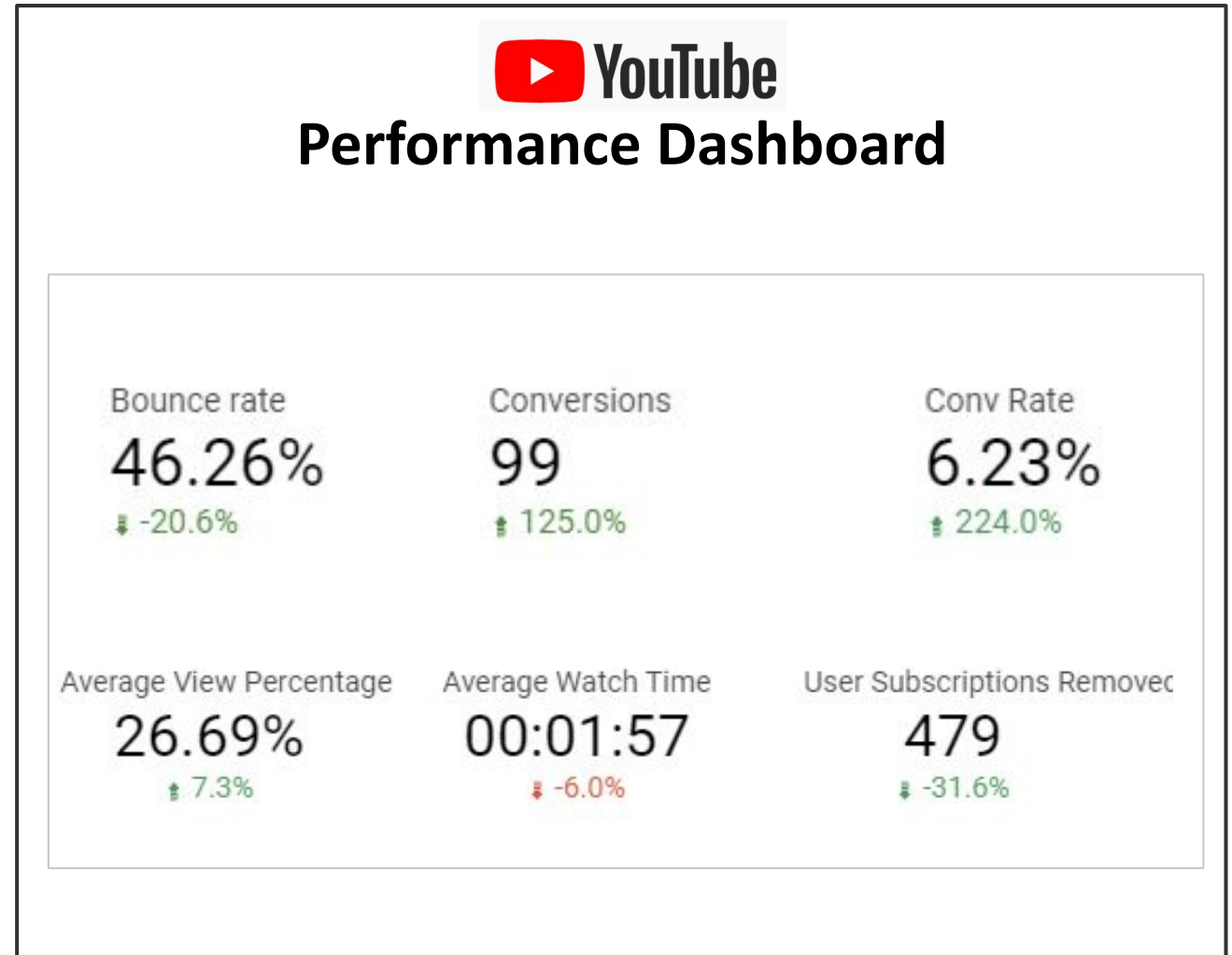
- **Drove Engagement:**

Reduced bounce rate by **21%**, enhancing user retention.

- **Increased Conversions:**

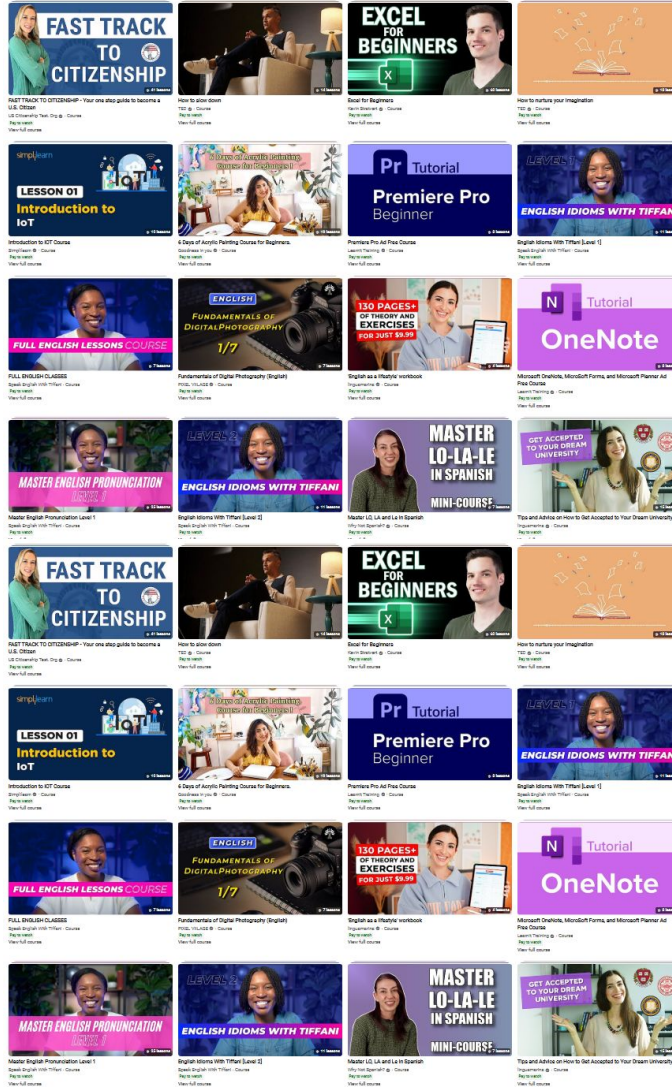
Achieved a **125%** increase in YouTube-driven website conversions.

See: [Client Case Study: YouTube Channel Optimization](#)





Let's Get Started!



REQUEST A QUOTE > YouTube Optimization Project

Let Avid Demand help you review your YouTube channel and deliver a project plan with time required and monthly investment.

We also provide an initial YouTube Opportunity Assessment:

- # Playlists
- # Videos
- Age of videos
- SEO elements implemented
- Links to website
- and more...



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