**YOUTUBE SEO ASSIGNMENT**

The objective of this assignment is to give you experience with the various aspects of search engine optimization, including keyword research and content optimization, by creating a video and optimizing it for YouTube. 1. Publish your video on YouTube and 2. submit your report (Word file) to **[LMS]** by **[Deadline]**.

Word files should contain the following 3 things:

**1.** **URL of your published video** (it must be public for SEO purposes)

**2. Keyword Research Tables**

Perform keyword research using any of the available tools (i.e., keywordtool.io, ubersuggest.org, searchvolume.io, YouTube autocomplete, etc.). You will complete **2 unique sets** of keyword research.

Write the general topic of your channel, and the general topic of each keyword research set. Each set should be in a table of keywords with monthly search volume and competition level on YouTube.

Example below:

**Keyword Set Examples: Overall Channel Topic – Cakes & Cake Decorating**

**Topic: Frosting a Cake with a Knife**

|  |  |  |
| --- | --- | --- |
| **Keyword** | **Monthly Search Volume** | **YouTube Competition** |
| How to frost a cake with a butter knife | 10 | Low – No perfectly optimized titles, 1 video description mentioning butter knife |
| Frost a cake with a butter knife | <10 (YouTube Suggested) | Low – No perfectly optimized titles, no mention of “butter knife” |
| How to frost a cake with a knife | <10 (YouTube Suggested) | Low – No perfectly optimized titles, 2 titles mention “knife”, 1 description mentions “knife” |

**Topic: Frosting cupcakes with a bag**

|  |  |  |
| --- | --- | --- |
| **Keyword** | **Monthly Search Volume** | **YouTube Competition** |
| How to pipe frosting on cupcakes with a plastic bag | 10 | Medium – No perfectly optimized titles, more than half of the top 10 mention bags, cupcakes, frosting; 2 mention “piping” |
| Icing cupcakes with ziploc bag | 40 | Medium – No perfectly optimized titles, more than half of the top 10 mention bags, cupcakes; 1 mention of “icing” |
| How to frost cupcakes using a plastic bag | 20 | Low – No perfectly optimized titles, several top videos use cupcakes and bags, but only 1 mention of “plastic bags”  |

1. **Keywords:** More specific topics are better. Each keyword in a set must be one that people actually search. It must pass the “YouTube autocomplete” test or you will lose points. Every keyword within a set should have the same core meaning, but your 2 sets of keywords should have unique meanings from each other (as if you were doing research for 2 different videos under the same channel theme). **Possible topic ideas that can be easier to rank for:** Tutorials, Reviews, Comparisons (A vs. B), Questions & Answers, Topic Explanations
2. **Demand:** Use a search volume checker like Searchvolume.io or Ubersuggest.org to check the actual monthly search volume for each phrase. If a keyword passes the autocomplete test in part A, but *doesn’t* show search volume in the tools, you can still use it—it just means <10 searches per month.
3. **Competition:** Search for each keyword phrase in YouTube. Generally, low competition = very few videos using your keyword perfectly in the title or description and few videos covering the same topic. High competition = several videos using your exact keyword, many videos covering the same specific topic. You should have at least 1 keyword that is truly “low competition” among your different options.

**3. Video Details**

Include:

* Target keyword (choose 1 focus keyword phrase from the different options you generated in the keyword tables). **Your focal keyword must be something people actually search and must have low competition.** Ideally, choose a keyword that has very few existing videos about your *topic*, whether or not they use your same keyword.
* Video title (should include your keyword phrase in it)
* Video description (should include your keyword phrase in it, as well as related words, synonyms, etc. that searchers also might use while trying to find a video like yours)
* Video tags you entered in YouTube when uploading the video (a small number that help YouTube better understand your video topic)
* Thumbnail image

**Video Requirements**

1. **Video production:** The video must be (A) less than 3 minutes (editing good, but not required) and (B) use good production (stable image, good lighting and sound, good energy/pacing). You are not required to film yourself, but there must be audio. You can add images or overlay text, but the video should (C) verbally include the 3 engagement principles from the Video Tutorial here: https://backlinko.com/how-to-rank-youtube-videos (begin with the topic, jump soon into the content, generate curiosity by previewing something coming later in the video). (D) The video should incorporate some engagement-driving CTA at the end.

**Video apps**: iMovie, Apple Clips, Adobe Premiere Rush

1. **SEO**: The video elements (video title and description) should be perfectly optimized for your primary keyword phrase (see video details above).
2. **Engagement:** If possible, make your title more interesting (while keeping perfect SEO). Create a custom thumbnail for the video to attract attention (unlock this capability by going to Youtube.com/verify). For full credit, your video should have **5 likes** and **5 comments** within 24 hours of report submission. (Keep in mind that YouTube detects and rewards viewer retention, so it’s best if those engaging with your video also watch from start to finish)

**Image Thumbnail creation apps**: Photoshop, Canva