

THE TOP 16 WAYS
TO OPTIMIZE YOUR
ONLINE VIDEOS



Facebook and YouTube Video Optimization Guide

With hundreds of online videos, successful video marketing strategies created for my clients, close to 1,000,000 video views on my main YouTube channel, and my own television show under my belt, I am definitely the person to help you learn about online video marketing!

I'm passionate about online videos because I KNOW how powerful they are, and how they can help propel your brand forward, get you noticed online, increase your revenue, and set you apart from your competitors.

I'm all about sharing my knowledge and experience to empower other passionate dancers, choreographers, dance teachers, artists & entrepreneurs, like yourself, so that you too can start killing it in online videos! So let's get started!

Let's Talk Facebook Video Optimization!

When shooting videos from your phone, for Facebook, hold your phone horizontally, so that your videos will be full-screen (not the way you normally hold your phone).

Always save your Facebook live broadcasts to your phone, so that you can re-purpose that content.

I highly recommend going live on Facebook from your business page, instead of your personal profile. Business pages have tons of options to promote and optimize your videos, view stats, etc., that personal profiles don't.

If you want your friends on your personal profile to see your live video from your Facebook page, simply tag yourself in the video, and share it on your personal profile.

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Put a post on your Facebook profile telling people that you're about to go live now, or say a specific time you plan to go live from your Facebook page, with a link to your Facebook page (<https://www.facebook.com/YourFacebookPage>). Invite people to join you on your Facebook page to watch your live broadcasts.

For every video (live or otherwise) that you post, be sure to do the following:

1. Add a detailed title and description. Choose your video topics and titles based on what your target audience needs help with, or is struggling with, and present solutions to specific problems they're having within your videos. Then, make sure your video title and description specifically addresses this issue, in a similar way to how they would search this topic on Google or YouTube. Here's an example below...

Video Title: *"5 Ways To Promote Your Dance Classes Using Videos On Social Media"*

Description: Try these five ways to start promoting and growing your dance classes, using videos on social media.

1. Dance Tutorials
2. Live classes
3. Teaser videos
4. Student Feedback/Testimonials
5. Teacher tips

Sign up for my 4-Week Online Branding Bootcamp, and learn how you can start building an online brand that pays!

Sign up here! <http://ashanimfuko.com/renewrefreshresetbrandmakeover>

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2. **Always add a call-to-action to every video.** Tell people what you want them to do after they watch your video. Say it in the video, and also put it in the description of the video.

3. **Always add a link to click on.** Where do you want people to go after they watch your video? Where can they learn more about you? How can they stay connected with you on social media? Post those links.

4. **Create specific objectives for your videos, so that you know what your goals are for your videos, and you know if you've reached them or not.**

Eg: *"My objectives for this video are to help my online community solve _____ problem, highlight my expertise in this area, and get my viewers to click on the link to subscribe to my YouTube channel."*

5. **Make sure that you have a clear target audience.** This is first and foremost. Who are you trying to reach? Who are you targeting? What do they do? Where do they live? How old are they? What industries do they work in? What are their professional or personal struggles? What do they need help with? What are their values and morals? What are their hobbies? Know your target audience, because they determine what topics you should be covering in your videos.

6. **Organize your video content (create playlists).** Creating playlists for your videos allows you to highlight specific videos, it make your video content easier to find, and it creates a more user-friendly experience.

7. **Add tags to your videos.** Tag yourself (your personal profile) in all of your videos. Also add keyword tags to your videos (key words that pertain to your target audience), by clicking on "Edit Post". This is where you can add your key word tags, and also tag yourself (and anyone else) in your video.

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8. **Add captions to your videos.** Most people watch Facebook videos with the sound off, which is why it's become so important to add captions to your videos. Adding captions will help you get more video views, more engagement, and keep people watching your videos longer. You can add captions to your Facebook videos by clicking on "Edit Post", "Captions", then "Generate Captions". Video tutorial link below.

Let's Get Your YouTube Channel and Videos Optimized!

1. Make sure the titles of your videos are search engine optimized. They should all have titles that will appeal to your target audience, based on topics and key words/phrases that they typically search for on YouTube, and of course be related to whatever you are discussing in your video.

2. Always add a link to your description. It's also a good idea to add links to your social media profiles in the description of every video. Save them on your computer or phone. Then all you have to do is copy and paste them into your video descriptions.

3. Add a call-to-action. Tell people what you want them to do after they watch your video. Eg: Like it, share it, post a comment, subscribe to your channel, visit my website for a free checklist or download, etc.

4. Add your social media links to your cover photo. Link below which will show you how to do this.

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5. **Create a channel trailer.** This is simply a welcome video for new subscribers which tells them who you are, a little about your background and area of expertise, what type of content they can expect to find on your YouTube channel, and how your content will benefit them. It should also include a call-to-action, inviting your viewers to subscribe to your YouTube channel.

6. **Create playlists for your videos.** Creating playlists for your videos allows you to highlight specific videos, it make your video content easier to find, and it creates a more user-friendly experience.

7. **Add tags to your videos.** Key word tags are key to the search engine optimization of your YouTube videos. Consider what types of topics your target audience might be searching on YouTube, and what other brand's videos they might be watching, and add your tags accordingly.

8. **Add a watermark to your videos.** This is another way to brand your videos, so that people can immediately recognize your video content, and also automatically subscribe to your channel, by simply hovering over it, and clicking "Subscribe", all while watching your video.

Video Resources and Tutorials:

[How To Add Social Media Icons To Your YouTube Channel](#)

[How to Make Custom Thumbnails on YouTube \(Tutorial\)](#)

[How To Add A Branding Logo Watermark To YouTube Videos](#)

[How To Create and Manage Playlists on YouTube](#)

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How To Add Captions To Your Facebook Videos

How To Create Video Playlists On Your Facebook Page

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