

Video marketing has today become a part and parcel of an effective marketing strategy. There are various video channels available for promoting your brand or products or services through optimized videos. YouTube has the eminence of being the largest video-sharing platform on the internet – and the world's second largest search engine. So, are you well prepared to leverage this opportunity? There are some tips and guidelines that you can use to gain maximum exposure on the YouTube channel. Given below are the most important ones of these.

### **Make Your Video Titles Compelling**

Hundreds and thousands of videos are uploaded on YouTube everyday. There is a lot of competition to increase YouTube views for promotional videos. To attract viewers to your uploaded videos, you want to attract their attention instantly. One of the most important tips to increase the number of clicks for your [YouTube](#) videos is to add a compelling title to your video. Through the title, you need to entice readers to click on your uploaded promotional videos. Optimize the title in a way that it sets you apart from the rest of the crowd.

### **Include Your Full URL in the Video Description**

How do get viewers on the YouTube channel to find your website. One of the biggest opportunities that this video-sharing websites offers is that you can include the URL of your website in the description of your uploaded videos. Do not forget to include the 'http' part with your website URL, otherwise it won't be linked. Place the URL at the top of the description to increase YouTube views. You can also use a part of the video transcript in the description. Keep your description short and engaging to increase the number of clicks.

### **Make Use of the YouTube Keyword Research Tool**

You must be doing a lot of keyword research to optimize your webpages for organic searches. The same goes with your promotional videos on the YouTube channel. Don't forget to use the essential [YouTube Keyword Research Tool](#) to optimize your videos. The tool has been created by Google to help you conduct appropriate keyword research for high-volume relevant keywords. Include both short and long-tail keywords in the description as well title of your videos.

### **Eliminate the 'Show Related Videos' Part**

## How to Optimize Your YouTube Videos Properly - ArrayofSites

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Another important optimization guideline is to remove the 'show related videos' part from your upload. While uploading videos on YouTube, Google provides you with a checkbox option, depending on whether you would like to show other related videos with your uploaded video. You can simply uncheck this box to remove the option. In this way, you will not give a chance to viewers to leave your channel.

**Upload Quality and Short Videos** Make your videos topic-specific and targeted. Do not cover more than one topics in a single YouTube video. Instead, you can upload different videos for different topics to keep readers engaged and increase the number of views as well subscribers. One of the most important guidelines for optimization is to keep your video length within the 5-minute limit. It is also a good idea to inform the subscriber or the user of the special offer at the start of the video itself. This will entice viewers to watch the entire video. If your video is of superior quality and of short length, it will have excellent chances of being circulated on the internet. If you upload quality material, subscribers will not only watch it themselves but share those videos with their friends as well.

### Thumbnails

What else can you do to optimize your video? Well, one more important tip is to use thumbnails that are eye-catching. Select top quality and attention-grabbing images for your video thumbnail. While searching on the channel, it is the thumbnail that users will see. If your thumbnail attracts the viewers' attention, they will click on your upload videos. This will increase the number of YouTube views as well as the number of your subscribers.

If you follow the above mentioned guidelines and tips, you can instantly increase the number of YouTube views. Remember to upload only quality videos with a length of 3-4 minutes to go viral on the internet. A little keyword research and proper video optimization can put your marketing efforts on a solid business footing.