Enhance Your Online Presence: Youtube
Overview

1. The Growth of Video
2. Navigating Youtube
3. Implementing Youtube
4. Impact of Video on SEO
5. Youtube Analytics
6. Youtube Demo
The Growth of Video

- By the end of 2015, 80% of internet traffic will be video based.

- More than 1 billion unique users visit YouTube each month, spending more than 4 billion hours watching videos.

- 89 million people in the United States are going to watch 1.2 billion online videos today.

- 52 percent of consumers say that watching product videos makes them more confident in online purchase decisions.

- Consumers give up on an online video if it doesn’t load in two seconds.

- Only about 24 percent of national brands are using online video to market to consumers.
Mobile Matters

- National Smartphone Owners - 2011: 31%, 2012: 44%, 2013: 56%, 2014~70%

- 2014, more people will access the internet via a mobile device than a computer

- 90% of Americans are within 3 feet of their mobile device 24/7

- By 2015 there will be one mobile device for every human on earth

- Mobile makes up 40% of all Youtube traffic

- Online video now accounts for 50 percent of all mobile traffic and up to 69 percent of traffic on certain networks

* A mobile device is considered a smartphone, phablet, or tablet device.
YouTube

- Second largest search engine in the world
- Owned by Google
- Mobile and Computer platform
- Analytics and metrics for each video
- YouTube reaches more US adults ages 18-34 than any cable network
Navigating Youtube

External Channel & Profile

Creator Suite & Internal Profile
Navigating Youtube - Creator Suite Dashboard

- Overview of your “Creator Suite” (internal profile)
- Easy to navigate to
  - Video Manager
  - Community
  - Channel Settings
  - Analytics
- Create
Navigating Youtube - Creator Suite Video Manager

- All of your uploaded videos
- Edit individual videos or batch edit
- Access each video for more editing and settings
Implementing YouTube Paid Ads

1. Upload Video

2. Creative Keyword laden title

3. Long keyword laden description

4. Tags (Meta-Tags)

5. Connect and post automatically to G+ and Twitter

6. Publish
Implementing YouTube

1. **Info and Settings** - information that you initially inputted when uploading video

2. **Enhancements** - Filters, Stabilize, Blur, and Trim your video (Video editing)

3. **Audio** - Overlay music or sound

4. **Annotations** - Add annotations to your video

5. **Subtitles and CC** - Add personalized subtitles and close captioning
Impact of Video on SEO

- Due to the growth and popularity of video, one of the single biggest ways to optimize your online presence
- Low competition
- YouTube videos show up organically
- Another platform that search engines use to rank
- Videos are ranked internally within Youtube just like a website by Google
  - Reads videos
  - Meta-Tags
  - Transcripts
Youtube Analytics

- Analytics on channel and all videos
- Date Range
- Demographics
- Location
- Devices
- Retention
- Real-Time
- Traffic Sources

Performance

<table>
<thead>
<tr>
<th>Views</th>
<th>Estimated Minutes Watched</th>
<th>Total Estimated Earnings</th>
</tr>
</thead>
<tbody>
<tr>
<td>110</td>
<td>204</td>
<td>$0.00</td>
</tr>
</tbody>
</table>

Engagement

- Likes: 2
- Dislikes: 0
- Comments: 0
- Shares: 0
- Favorites Added: 0
- Subscribers: 1

Top 10 Videos

<table>
<thead>
<tr>
<th>Video</th>
<th>Views</th>
<th>Estimated minutes watched</th>
<th>Total estimated earnings</th>
</tr>
</thead>
<tbody>
<tr>
<td>It's a Social Media World and We're Just Livin…</td>
<td>100 (91%)</td>
<td>198 (97%)</td>
<td>$0.00 (0.0%)</td>
</tr>
<tr>
<td>Skol Marketing - Let's Make the Internet Work…</td>
<td>9 (8.2%)</td>
<td>5 (2.3%)</td>
<td>$0.00 (0.0%)</td>
</tr>
<tr>
<td>How to Use Gooogie+ Hangouts to Grow Your …</td>
<td>1 (0.9%)</td>
<td>2 (0.8%)</td>
<td>$0.00 (0.0%)</td>
</tr>
</tbody>
</table>

Demographics

- No change compared to previous period (Jul 27, 2014 – Aug 23, 2014)
+ Youtube Demo
Recap

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Youtube Analytics
Thank You

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