

Creating a Title

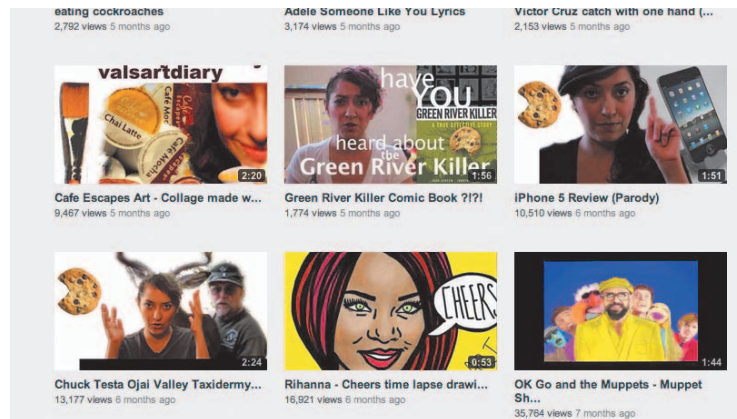
While a video is uploading, you can get busy creating its title. Give the video a title that helps users find it easily in Google and YouTube searches. Add tags to help with the search the process. (A title such as “My First YouTube Video” would obviously get you nowhere in terms of searches and views.)

Val from “Val’s Art Diary,” whom we met in Chapter 6, says the title creation is the most important thing you will do to get the word out about your video (Figure 10.9).

“YouTube will reward you if you spend time to tag your video properly,” she says. “YouTube will reward you tenfold if you do that and your video happens to be relevant to what the Internet is talking about. This is where many people discover that the topical nature of their videos plays a larger role than all the fancy production tools and techniques.”

Maybe you’re not making topical videos that play off the news, and you’re just looking to make and share a small business video. You still want to be seen, right? So, in the case of the local bookshop in Chapter 6, I’d title it with the name and subject “Manhattan Beach {pages} Bookstore Lisa See Book Signing.” This way, you get the name of the business and location front and center, and you mention an author who signed books at the shop. These three items are vital if you want Google to find your business during a local search. Obviously, by including “Manhattan Beach” and “books” in the subject line, your video is likelier to be discovered in a Google search for a local bookstore. And, if someone is interested in Lisa See, and they happen to live in the South Bay area of Los Angeles, they now know that authors like See visit a bookstore they may not have known existed.

Figure 10.9 Creative yet accurate titles will make your videos stand out.



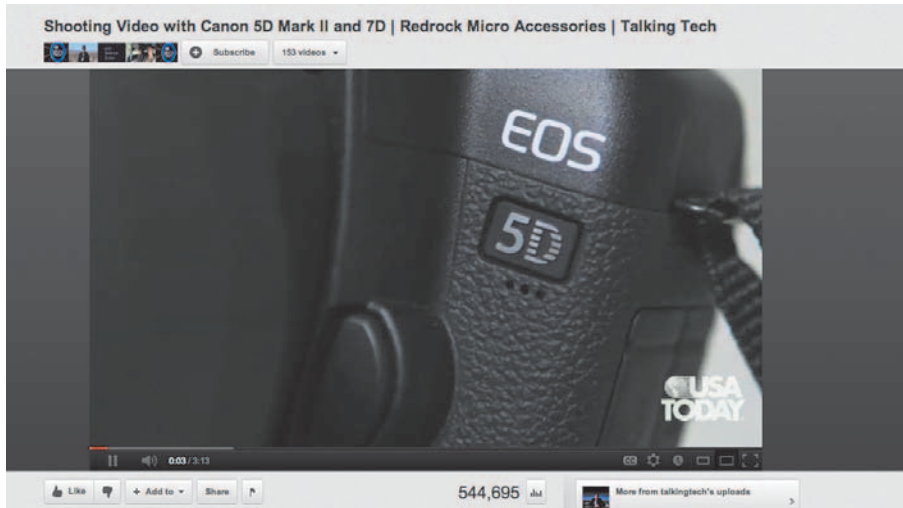


Figure 10.10
Try picking a title
that matches what
is hot or current in
viewers' searches.

I hit upon Val's trick about timing your videos to current events in early 2010, when I did a USA TODAY piece on Redrock Micro, a small company that makes rigs that help steady DSLR cameras. I posted the video on our "Talking Tech" channel on YouTube, titled it "Shooting Video with the Canon 5D Mark II and 7D," and it quickly became one of our most popular YouTube videos ever, reaping more than 500,000 views (*Figure 10.10*). I didn't get the viewers because I made a great video; I got them simply because I had a good, timely title. Shooting video on DSLRs was relatively new then, and folks were searching for any sort of tips they could find on how to do it. This video was available early and Google discovered it, so when folks searched for "shooting video with the Canon 5D Mark II" or words to that effect, my video tended to pop right up.

So there's something to be said for a good, timely title.

Categories

When posting a video, YouTube asks you to select a category for it to be listed in. The categories are a subjective list that includes options such as Auto, Comedy, Education, and Entertainment. Interestingly, it does not include Business. So if that's your category, just choose whatever seems most appropriate. If you have a business video that's entertaining, stick it in Entertainment.

YouTube asks you to categorize your video so it knows where to put it. On the YouTube home page, channels are divided into these various categories to help users with browsing. When you visit, you'll see a collection of comedy, education, science/tech videos, and more (*Figure 10.11*). And hopefully your video is in there.