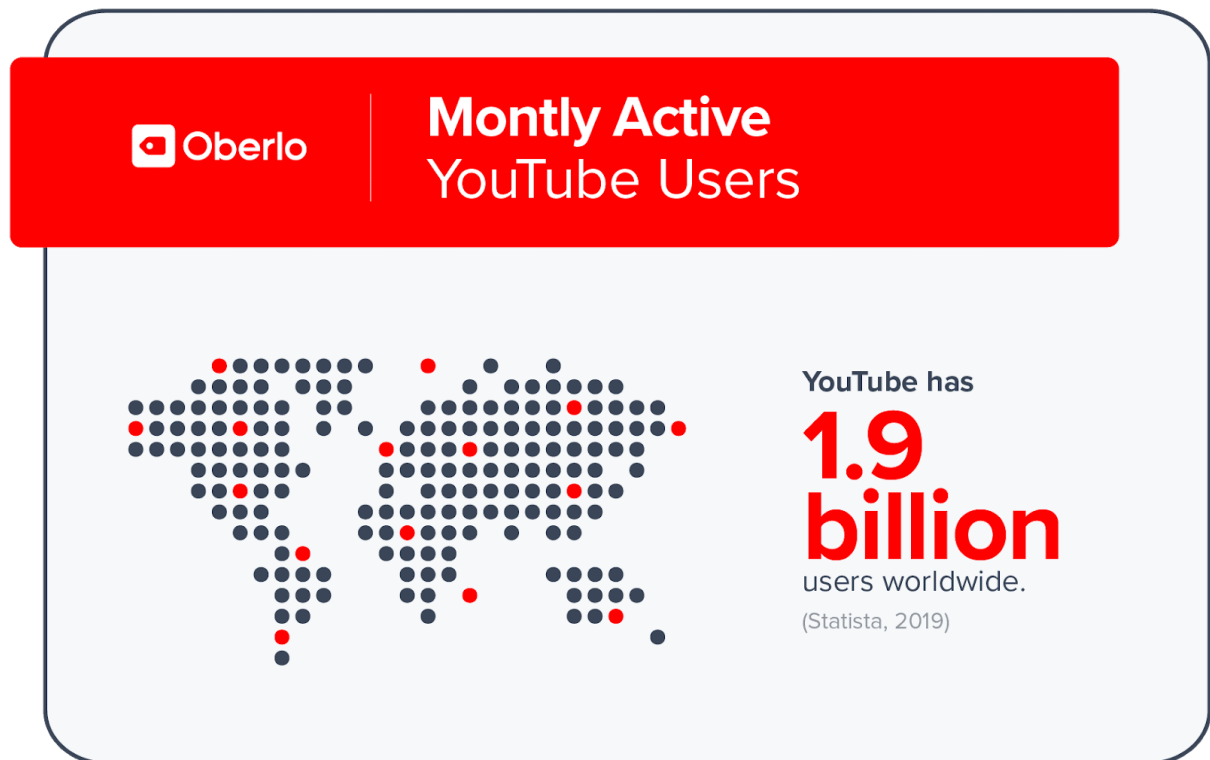




# How to increase views on YouTube?

Is your YouTube channel continuously stuck in the same place? If you're having trouble marketing your videos and getting more views, you're most likely not taking advantage of the two most important success factors on this platform: organic search results and content strategy. As the second-largest search engine in the world, nearly 2 billion people use YouTube monthly.



So, why is your video not getting any views if there are millions of people on YouTube every day? Chances are, you're not leveraging some of the most powerful methods and strategies for generating free views. Here are eight ways to get more views on YouTube.

## Free ways to get more YouTube views from organic search results

Organic search results should be the primary source of your YouTube views. This is why it's important to optimize each video. Of course, this is easier said than done because there are billions of videos competing for attention against you.

In YouTube's [search and discovery lesson](#), they explain how they rank videos:

“Videos are ranked based on a variety of factors including how well the title, description, and video content match the viewer's query. Beyond that, we look at which videos have driven the most engagement for a query, and make sure it's easy for viewers to find those.”

Here are four ways to improve your ranking and get more search views on YouTube.

### **1. Improve your titles**

You'd be surprised to know how many YouTubers don't take video titles seriously. Using the right keywords in your titles can go a long way when it comes to YouTube search engine optimization. There are plenty of SEO tools online to check trending keywords. Check out [Keywordtool.io](#) or [Ahrefs](#) to get keyword ideas for your campaign.

### **2. Optimize descriptions**

Similar to video titles, descriptions play an important role in getting your videos found on YouTube. Empty descriptions won't help you get more search views. Write a short summary for each video that describes what it's about, making sure to include the keyword you use in your title. Once you start creating keyword-targeted videos, you should see higher click-through rates and more top rankings across your channel.

### **3. Take advantage of tags**

YouTube tags are phrases and words you can add into your video descriptions. They help viewers — and YouTube — know what your video is about and can help rank videos higher in search results.

Here are three YouTube tag best practices to follow:

1. Make sure to **tag your target keyword first**, then add the rest by order of importance.
2. **Add broad keywords** that cover general topics your video could fall under.
3. **Use specific keywords** that cover what your video is about.

Following these tagging best practices can help boost your organic search rankings and get you more views on YouTube.

#### **4. Use an attractive thumbnail**

Using the right thumbnail will attract people's attention and encourage them to click on the video. Your thumbnail should be intriguing and engaging, yet strictly related to the content.

Some YouTubers use fake thumbnails as clickbait, but you should avoid doing this on your channel. Your goal is to create exciting and high-quality thumbnails to capture potential viewers' attention, not trick them into watching your content.

Here are some best practices from the eCommerce company Oberlo to make the perfect YouTube thumbnail:

“Make sure to use the ideal YouTube thumbnail size: 1280 pixels by 720 pixels. Ensure your YouTube thumbnail accurately represents your video content. Include an abbreviated version of your title in your thumbnail. Make sure your thumbnail text is large enough to read, even on smartphones.”

### **How to get more YouTube views through better content strategy**

A good content strategy is the second most important factor in getting more search views on YouTube. This includes both the type of content you're putting out and the way you're marketing it to your audience.

Here are four additional tips on how to get the most out of YouTube with proper marketing and content creation.

#### **1. Distribute using Social Media Marketing**

If you want to build a loyal audience on YouTube, you will have to use social media to back up your efforts. Facebook, Instagram, and Twitter offer massive audiences that you can reach out to through simple social media marketing.



In case you missed: [5 ways to make money online as a Yoga Teacher](#)

One of the best ways to build a loyal fan base is to incorporate chat marketing in your strategy to engage with your audience on a more personal level. By subscribing to your social media accounts, viewers can be notified when you upload new videos and put out new content.

## 2. Upload new videos consistently

When it comes to YouTube, consistency is key. One strategy that works for YouTubers is releasing a new video every week. Kelly explains how it's helped grow her channel:

"The consistency mixed with the value of free training creates excitement around my channel. This is really handy when I use it alongside Chat Marketing. I've created a list of subscribers via my Messenger bot, and each week they receive texts and emails that let them know when a new video is live. It's almost like a weekly newsletter, but with video."

The key is to become a part of your viewer's schedule. That way, when, say, Thursday rolls around, viewers are excited to watch your video, share it, and bring more eyes onto your content.

## 3. Take advantage of viral trends

Leveraging [viral content](#) is one of the easiest ways to get views on YouTube. There's always something out there that people will want to watch, whether it is related to a celebrity, an event, or some shocking news in the world.

If you find a way to incorporate a viral trend into your content, you can benefit from the extra attention. For example, if you're a marketing agency, create a video around industry updates or events like Facebook's F8 conference. Since there's a lot of hype around the topic, people will be looking for highlights and commentary.

Make sure the trend you choose is related to your channel. Random content created for the sake of views will leave viewers with a bad taste in their mouth around your brand.

#### **4. Bring in Guest YouTubers**

One uncommon but great way to get more views on YouTube is to collaborate with other YouTubers. It's not only an excellent way to network with other industry leaders, but it can also help you reach a wider audience and gain influence in targeted topics.

Write a list of popular channels and creators who are thought of as leaders in your industry. Select those whose work you trust and have a similar voice and style to your company. Then reach out with an offer to collaborate on a video.

Your goals should be aligned with the target channel. The entire collaboration should be focused on delivering as much value to the channel's audience as possible.

### **Final thoughts**

Getting more views on YouTube for new subscribers and leads is hard work. But by following the eight methods above, your company can get more views that, in turn, will lead to higher rankings and traffic.

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