

How to Tag Your YouTube Videos

STEP 1

Keyword Research

- Research what keywords you want to try to rank for
- Longtail keywords are easier to rank for if you are a smaller channel
- This research gives you your title and topic, and these will give you your tags

STEP 2

Create your specific keyword tags

- These tags are combinations of the keywords you want to rank for
- Create 5-8 specific keyword tags

STEP 3

Create broader category tags

- What are the broader categories your video belongs to?
- These categories will your broader category tags
- Add 2-4 broader category tags

Tagging best practices

- 1. Use only RELEVANT TAGS for your videos**
- 2. Don't overstuff tags – spam**
- 3. Use about 200-300 characters of the available space in the tagging field (500 character maximum)**
- 4. Don't use names of celebrities, competitors of big channels – unless your video is about them**
- 5. Don't use tags in the description field of your video**