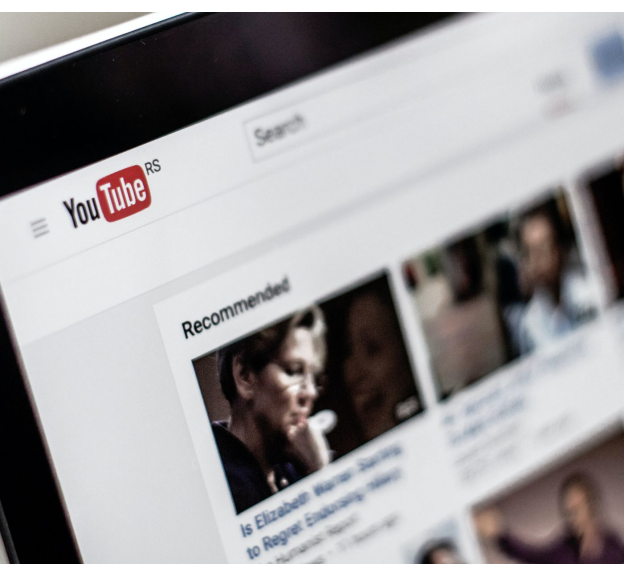


SEO TIPS FOR AVIATION BUSINESSES

IMPROVE YOUR YOUTUBE PERFORMANCE

Boost your YouTube performance with these 8 SEO tips.



PRO TIPS

1 AERPOWER recommends you start by conducting keyword research to determine what terms and phrases have high search volumes – then capitalize on that need.

2 We also know that the most common types of search intent include informational, commercial, navigational, and transactional. So, matching what your video is about with the intent of your customer is crucial for video visibility in search results.

ACTION STEPS

1. **Video File Name** – Make sure to include keywords or phrases.
2. **Video Title** – Again make sure to include keywords or phrases.
3. **Customize your Thumbnails** – Make them attention grabbing to encourage searchers to click on them.
4. **Add Descriptions** – Make sure the most important keywords are in the first couple of sentences and no longer than 200 words.
5. **Add Transcripts, Subtitles and Closed Captions** – These are not only helpful to people who cannot understand the video language and the hearing impaired but also to help Google better understand your content and make it indexable (similar to a blog).
6. **Hashtags** – Adding Hashtags helps users find content that answers their questions across a range of platforms. Hashtags in video descriptions help viewers find your video when they search for a specific Hashtag. When you include Hashtags in your description, they will appear automatically above your video title and be hyperlinked.
7. **Select a Video Category** – This helps to contextualize your video and gives you a better chance to be found by a user.
8. **Use “Evergreen Content”** – This means your content is considered sustainable and lasting. It continues to be relevant long past its publication, so traffic grows over time.