

## Simple Ways to Drive Traffic to Your Company's YouTube Videos

When it comes to garnering the attention of your target audience, many companies produce engaging videos that they broadcast on video sharing sites such as [YouTube](#). However, with YouTube streaming over a billion videos a day, many videos get lost in the shuffle. The good news is there are a number of strategies and tools for driving traffic to your video and making it stand out.

Affect Strategies shares seven easy ways to optimize YouTube videos:

1. **Use of Keywords** – The title of your video is extremely important and is the most useful information for search engines. The video title should include keywords that you expect your target audience to be searching for and are directly related to your company's products/services.
2. **Video Description** - The video description is another key factor in making your video more searchable. The text in the description should align with the keywords in your title, as well as the messages you wish to portray to your target audience.
3. **Tagging** - In addition to a title and description, YouTube allows you to tag your video with certain keywords. These tags will allow your video to come up in search engine results when people search those words.
4. **Link Back** - Include the link to your YouTube video or video channel on other social media profiles and pages, such as the company Twitter handle, LinkedIn profiles, Facebook page or blog.
5. **Give Feedback** - YouTube allows users to upload a relevant response video to already existing videos through its [Video Response](#) feature. Companies can use this feature to search videos that relate to the company's message and keywords and then post their video as a response. This is a quick way to instantly expose your video to tons of new viewers in your target audience.
6. **Gain Insight** - [YouTube Insight](#) is a free tool that enables account users to view detailed statistics about the videos they upload, such as demographic information about the viewers and at what point in they stopped watching the video. These statistics are extremely helpful in gauging whether your videos are achieving the intended goal as well as in identifying areas that need improvement.
7. **Promoted Videos** – YouTube allows you to promote your videos through keyword searches on YouTube as well as content partner sites. A little money can go a long way to jumpstarting video viewership.

### YouTube Fast Facts

- YouTube has the fourth largest audience on the web
- The average user spends 2 hrs and 38 minutes on YouTube each month
- YouTube is now the world's largest search engine on the web, after Google

Source: ComScore, April 2009

### About Affect Strategies

Affect Strategies is a public relations, strategic marketing and social media firm located in New York. Specializing in technology and business to business, we combine strategy, creative and intelligent program development, impeccable execution and exemplary customer service to help our clients achieve their specific business goals. Find out how Affect can help your company. Contact us at 212-398-9680, [info@affectstrategies.com](mailto:info@affectstrategies.com) or connect with us at [www.techaffect.com](http://www.techaffect.com).