

# How To Start a Successful Podcast and Optimize your YouTube Channel



# About Us



**John Maher**

VP Multimedia and Digital Marketing  
**McDougall Interactive**

- Over 15 years experience in SEO and digital marketing
- Recording and podcast engineer
- Video editor and YouTube optimizer
- Musician
- Worked in radio at WEZE in Boston

# About Us



**Rachel Popa**  
Web Content Specialist  
**The National Law Review**

- Former editor/reporter for Chicago Woman Magazine and Becker's Healthcare
- Currently Web Content Specialist at The National Law Review
- Optimize hundreds of podcast and video submissions from contributors to [natlawreview.com](http://natlawreview.com)

# How to Start a Successful Podcast



# What is podcasting?

- Comes from the words “iPod” and “broadcasting”
- An audio recording, like a radio show
- Available for download or streaming from a website
- Usually also downloadable automatically via RSS



[Photo](#) by Patrick Breitenbach / [Creative Commons](#)



**RSS = Really Simple Syndication**  
A web feed that allows users and applications to access updates to websites

["rss"](#) by [TEIA MG](#) is licensed under [CC BY 2.0](#)

# Why Podcasting?

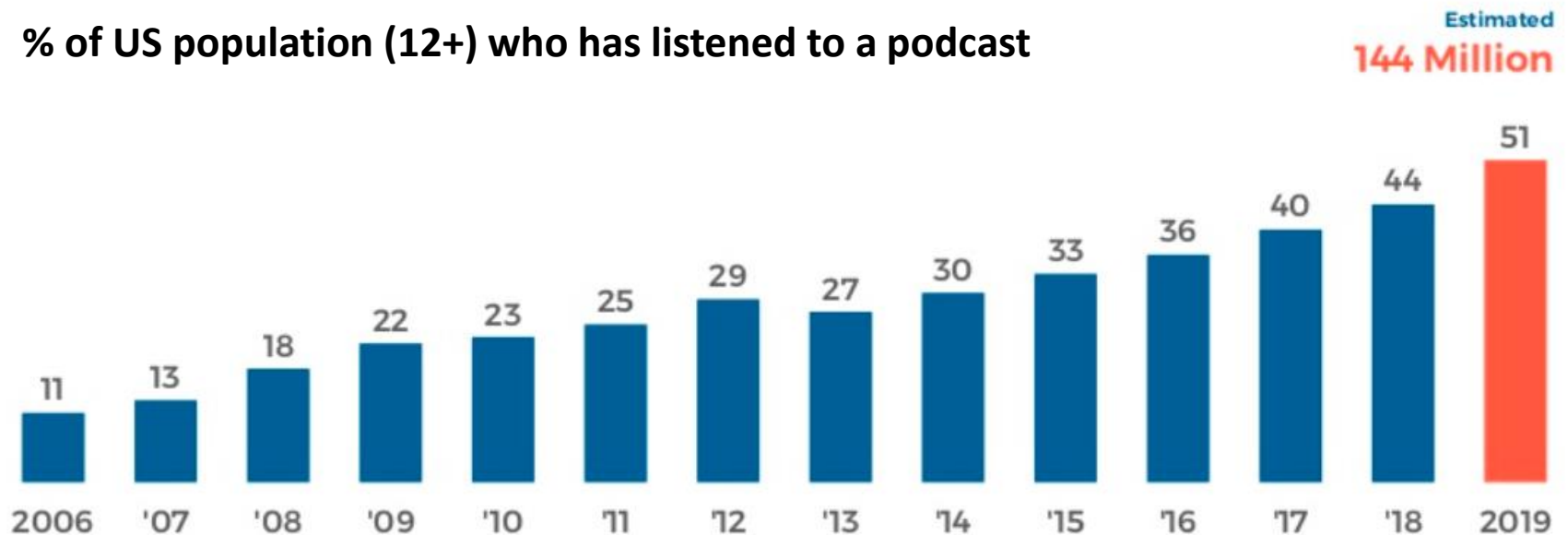
- Less Competition
  - 570 Million blogs (7M posts daily)
  - 500 Hours added to YouTube every Minute
  - Only about 850,000 podcasts
- Smartphones make podcasts accessible to millions of people
  - 32% of Americans listen at least monthly
- Able to listen while at work, driving, running, at the gym, etc.
- Your voice connects you personally to your audience
- Connects you to experts and influencers in your industry



[Photo](#) by [Kai Chan Vong](#) / [Creative Commons](#)

# Why Podcasting?

% of US population (12+) who has listened to a podcast



#InfiniteDial

THE INFINITE DIAL © 2019 EDISON RESEARCH AND TRITON DIGITAL

# Why Podcasting?

[www.simplelegal.com](#) › [blog](#) › [20-best-legal-podcasts](#) ▼

## [The 20 Best Legal Podcasts to Listen to in 2020 | SimpleLegal](#)

Apr 17, 2020 — Best **Legal Podcasts**: Professional Development. **LAWYERIST**. Every week, hosts Sam Glover, Aaron Street, and Stephanie Everett invite a successful lawyer onto the show to talk about the future of practicing **law**. **UNIBILLABLE HOUR**. **I AM THE LAW**. **NEW SOLO**. **THE HAPPY LAWYER PROJECT**.


[lawyerist.com](#) › [Law Firm Strategy](#) ▼

## [Best Legal Podcasts \(2021\) | Lawyerist](#)

Sep 14, 2020 — There are hundreds of **legal podcasts** out there, covering topics from **legal** news to technology trends, **law** firm marketing, and **legal** ethics.

[Lawyerist Podcast](#) · [Legal Toolkit](#) · [Building NewLaw](#) · [The Gen Why Lawyer](#)


### Podcasts



The Hearing – A Le...  
3 weeks ago

EP. 68 – Doug Pepe (JHA)


52m



Above the Law - T...  
4 days ago

Foley & Lardner's Wild Week

31m



Amicus With Dahlia...  
2 days ago

The Predictability is Part of the Tragedy

55m

[www.abajournal.com](#) › [magazine](#) › [article](#) › [best\\_law\\_p...](#) ▼

## [Web 100: Best law podcasts - ABA Journal](#)

**Lawyerist Podcast**. Sam Glover and Aaron Street of Lawyerist get down to the nuts and bolts of law practice, drawing from guest interviews and their experience with Minneapolis solos and startups. **Lawyer 2 Lawyer**. The Legal Geek Podcasts. **Legal Toolkit**. Maximum Lawyer. New Solo. Reasonable Doubt. Resilient Lawyer.

- Podcasts can now appear directly in Google search results
- They don't have to be on "Google Podcasts" for this to work



# What Makes A Good Podcast?

- Narrow focus
- Great content that adds value
- Good audio quality



Shure SM-7B Microphone



[wetwebwork](#) / [Creative Commons](#)

# What Equipment Do I Need?

- **Basic:** digital recorder w/ built in microphone



Roland R-05

# What Equipment Do I Need?

- **Basic:** digital recorder w/ external microphone(s)



**Zoom H4n**



**Shure SM57**

# What Equipment Do I Need?

- Even easier – use your smartphone!



Auphonic Recorder



Hokusai Audio Editor



Lexis Audio Editor

# What Equipment Do I Need?

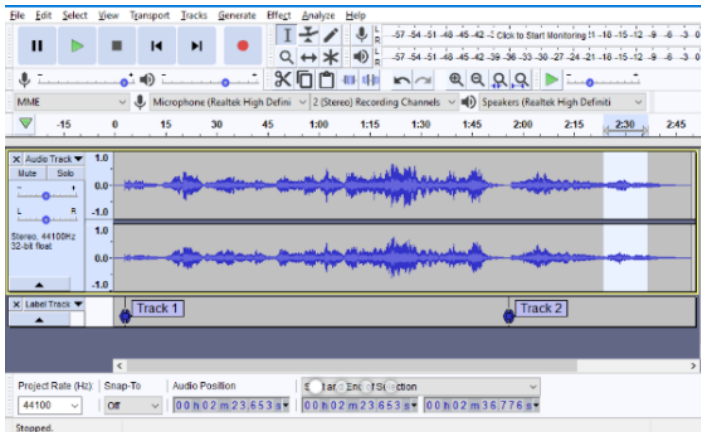
- **Intermediate: USB Microphone & Software**



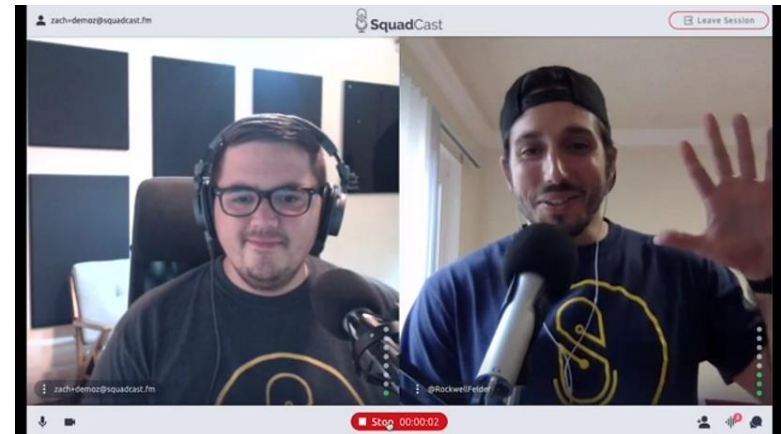
**RODE Podcaster**



**Focusrite Scarlett Solo**



**Audacity**



**SquadCast**

# What Equipment Do I Need?

- More advanced
  - Mixing board
  - Digital recorder
  - Quality mics
    - Shure SM7B
    - Heil PR40
    - Electro-Voice RE20
  - Microphone arm





# What Does Equipment Cost?

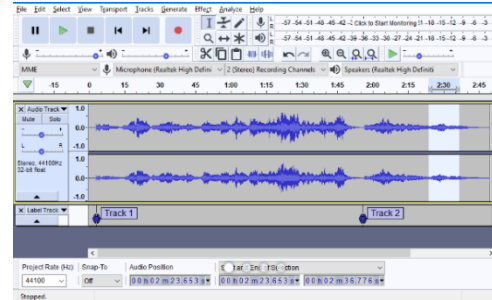
Mackie ProFX 8 Mixer	\$229.99
Shure SM7B	\$349.00
Roland R-05	\$199.00
Heil PL2T Broadcast Boom	\$120.00
Sony MDR-7506 Headphones	\$99.99
Cloudlifter CL-1 Mic Activator	\$149.00
Kopul Studio Elite 4000 6' Mic Cable	\$17.99
Kopul Studio Elite 4000 3' Mic Cable	\$15.99
Two six foot 1/4" to 1/8" cables	\$20.00
3ft 3.5mm Right-Angle to RCA Cable	\$10.00
Logitech USB Audio Adapter	\$29.99
<b>TOTAL</b>	<b>\$1,240.95</b>



# What Does Equipment Cost?



**RODE Podcaster**  
**\$229**



**Audacity**  
**FREE**



**SquadCast**

## **SquadCast**

- **\$9/mo for 2 hours of recording**
- **\$17/mo for 5 hours of recording**



# What's The Format?

- Solo - pick a topic & talk
- Q&A interview or round-table discussion
- Add music to make it sound professional
  - Can add it “live” using the mixing board (saves some editing time)
  - Can add it in post-production (editing software)
  - Use “Auto Duck” effect to lower the volume of the music when it’s over speaking

# Recording with Multiple People



In Person



SquadCast

# Recording with Multiple People



Adobe Audition

- Have each person record locally using their equipment
- Use a multitrack editor to edit together the parts

# After the Recording

- Once I've done the recording, what then?
  - Edit the file
    - Audacity (PC or Mac) is free  
Adobe Audition is paid but more powerful
    - Trim the beginning and end
    - Fix any mistakes
    - Remove “umms”, long pauses
    - Add music to intro / outro

# After the Recording

- Once I've done the recording, what then?
  - Transcribe the recording
  - Post the transcript to your blog or site
  - Include the MP3 audio file in a player



## Wrongful Death in Pedestrian Accidents (Podcast)

Posted August 29, 2019 by [Kevin McCullough](#) & filed under [Car-Pedestrian Accidents](#), [Wrongful Death](#).

Pedestrian accidents are especially deadly due to the nature of a car hitting an unprotected individual. Attorneys Robert Mazow and Kevin McCullough, with Mazow McCullough law firm, discuss the steps to take after a loved one is killed in a wrongful death pedestrian accident.



**John Maher:** I'm John Maher and I'm here today with Robert Mazow and Kevin McCullough of the law firm Mazow McCullough, a personal injury law firm with offices in Massachusetts and New Hampshire. Today, we're talking about wrongful death cases involving pedestrian accidents. Robert and Kevin, welcome.

**Robert Mazow:** Thank you, John.

**Kevin McCullough:** Thanks, John.

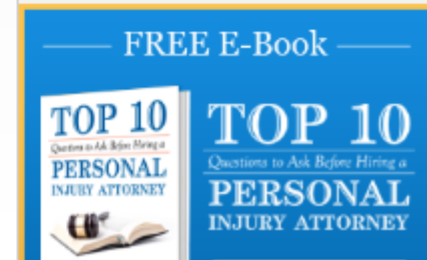
**John:** How common are fatal pedestrian accidents in Massachusetts and New Hampshire?

### FEATURED VIDEO

About Mazow | McCullough, PC



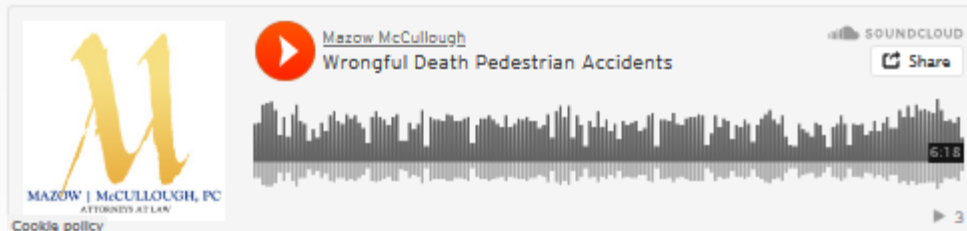
### FREE EBOOK



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**Robert Mazow:** Thank you, John.

### Determining Fault in a Pedestrian Accident

**John:** Who is usually at fault in a pedestrian accident?

**Kevin:** John, determining "at fault" can be extremely difficult after the fact, as Rob alluded to a moment ago.

H1 Heading

Summary

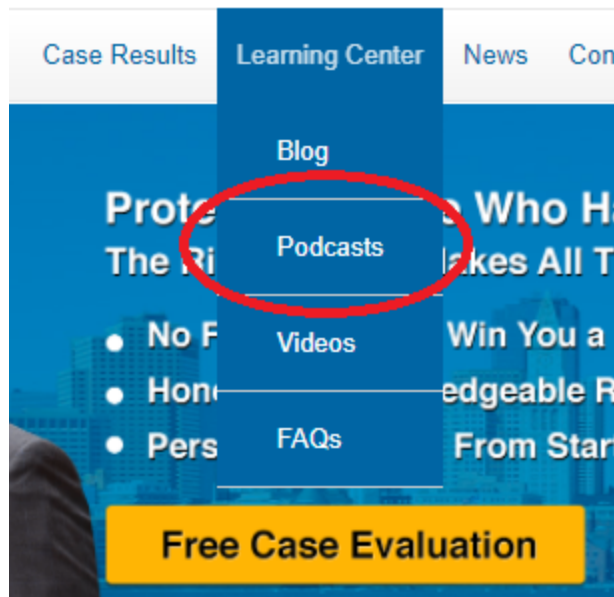
Audio Player

Transcript

H2 Heading



# Create a “Podcasts” page on your site:



Listen to: [What Makes Car Accidents Deadlier than Other Types of Accidents?](#)

Car accidents can be particularly deadly, especially compared to other types of accidents. High speeds, hard surfaces, flying metal and glass shrapnel all contribute to the mortality rates in car accidents.

Listen to: [What are the Most Common Causes of Death in an Auto Accident?](#)

Many car accidents are unfortunately fatal, and many of those deaths occur for the same reasons.

## Dog Bite Law



Every year thousands of adults and children are bitten by dogs all across the country. Dog bite injuries can be significant and traumatic. In many of these cases, the person bitten by a dog can take legal action against the responsible party in order to help recover damages. Taking legal action in the event of a dog bite injury, however, can be a complicated and confusing task.

That's why our experienced dog bite law attorneys have recorded the podcasts below to help explain aspects of dog bite law that you might need to know about – such as the extent of the dog owners liability and the importance of documenting the incident – and to outline what legal action you can take to address yours, or your loved ones', injuries.

When a dog bite occurs, certain laws apply as far as the dog owner's liability and where compensation is concerned. But what should you do if the owner of the dog that bit you wants to deal with the situation privately, outside of insurance policies and attorneys?

Listen to: [What to do when a Dog Owner Wants to Handle a Bite Privately](#)

When you are injured, it's important to document as much as you can about the incident, including your physical injuries. The same is true in a dog bite case. Taking photographs is a simple yet effective way to clearly illustrate the severity of the injuries caused by the dog for future reference.

Listen to: [The Importance of Photographs in a Dog Bite Case](#)



# Media Hosting

- Some of your Hosting Options:

- SoundCloud ([soundcloud.com](https://soundcloud.com))

- Like YouTube for audio



- LibSyn ([libsyn.com](https://libsyn.com))

- Offers an RSS forward if you ever move your feed



# Media Hosting



## Other Options:

Buzzsprout / Captivate / Transistor  
Castos / Podbean / Simplecast  
Resonate / Spreaker

# Posting to Podcasts Apps



<http://authoritymarketing.libsyn.com/rss>



Apple



Stitcher



Spotify

# Posting to Podcasts Apps

[Submit to iTunes](#)

[Submit to Stitcher](#)

[Submit to Spotify](#)

[Submit to Google Podcasts](#)

[Submit to TuneIn](#)

[Submit to Pocket Casts](#)

[Submit to Castro](#)

# Podcast Promotion Tips

1. Have 3 episodes live before submitting to iTunes, etc.
2. Stay consistent (weekly, monthly)
3. Ask your audience to subscribe, rate & review
4. Post links to your podcast on social media
5. Utilize Podcast Advertising
6. Use Facebook Promoted Posts / Twitter Ads
7. Create a content update email and/or include in your existing email newsletter
8. Interview influencers on your podcast
9. Be a guest on other related podcasts

# Podcast Promotion Tips

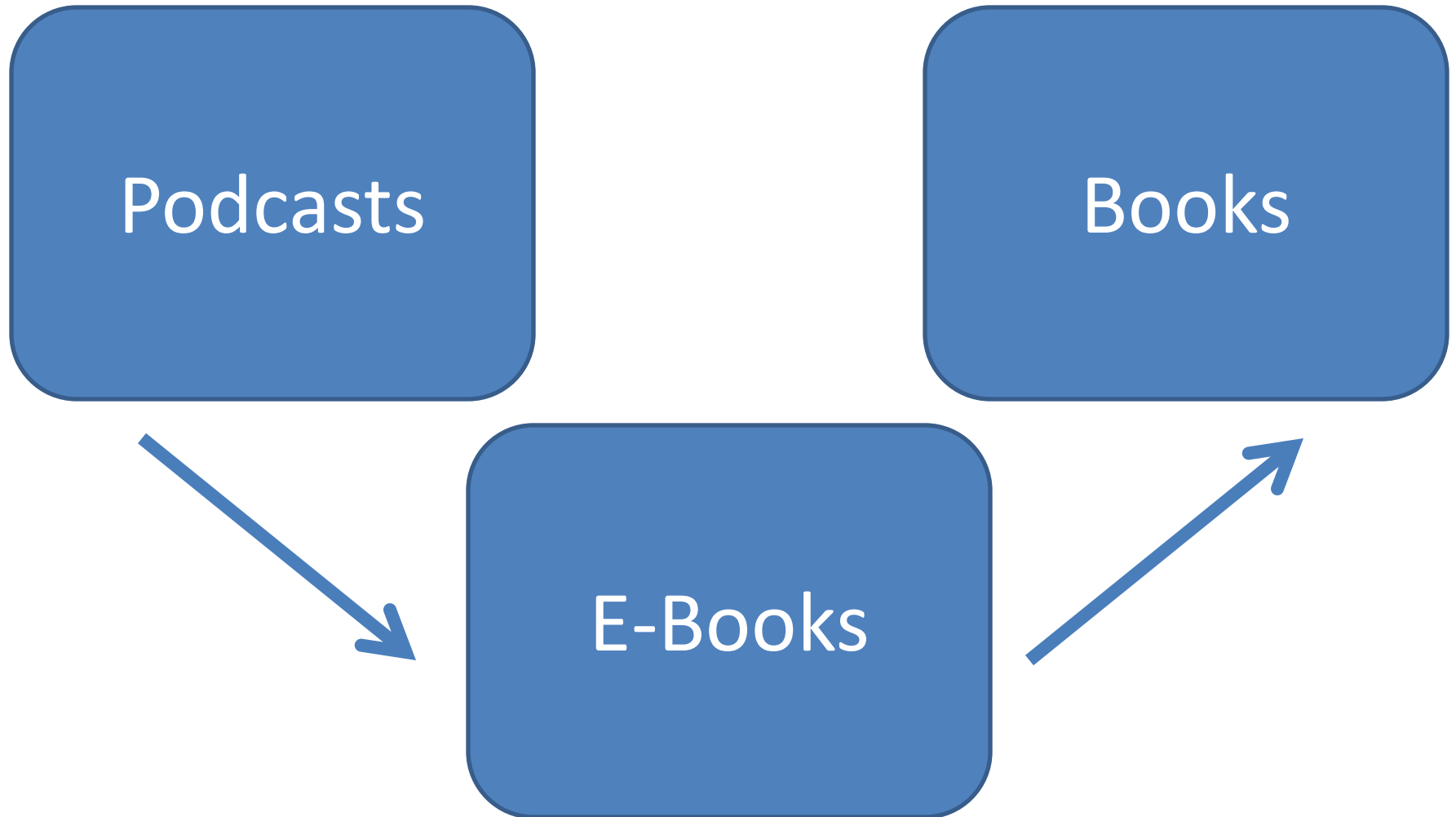
## 9. Join a Podcast Network

The screenshot displays the Legal Talk Network website. The header is blue with the 'LEGAL TALK NETWORK' logo on the left and navigation links (Home, Podcasts, Blog, About, Contact) on the right. A yellow banner below the header contains a COVID-19 resource link. The main content area, titled 'OUR PODCASTS', features a grid of nine podcast listings. Each listing includes a cover image, the podcast title, and a brief description.

Podcast Title	Description
@theBar	Young and young-ish lawyers have interesting and unscripted conversations with their guests about legal news, events, topics, stories and whatever else strikes our fancy.
ABA Journal: Asked and Answered	Featuring top of the industry guests discussing various legal topics.
ABA Journal: Legal Rebels	In depth interviews with innovative pioneers in the legal profession.
ABA Journal: Modern Law Library	ABA Journal: Modern Law Library features top legal authors and their works.
ABA Law Student Podcast	Presented by the American Bar Association's Law Student Division, the ABA Law Student Podcast covers issues that affect law students and recent grads.
Best's Insurance Law Podcast	Best's Insurance Law Podcast features discussions with leading insurance attorneys about timely industry issues.
Digital Detectives	Sharon D. Nelson and John W. Simek invite experts to discuss computer forensics as well as information security issues.
The Digital Edge	The Digital Edge, hosted by Sharon D. Nelson and Jim Calloway, covers the latest technology news, tips, and tools.
The Florida Bar Podcast	The official podcast of the State Bar of Florida.

[legaltalknetwork.com](http://legaltalknetwork.com)

# Content Beyond the Podcast



# Takeaways

- Google loves FAQs and Q&A content, and interviews are perfect for that.
- Make sure your content solves problems & answers client questions
- Podcasting is far less competitive than other types of content & connects you directly to your listeners in a personal, intimate way
- Use podcasts to generate e-books and books



# Questions?

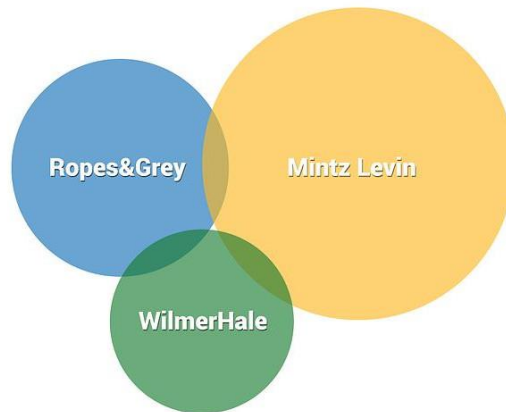


"Big question mark" by [benjaminreay](#) is licensed under [CC BY-NC 2.0](#)

# Free Consultation

Free ½ hour consultation on setting up a podcast, or doing YouTube optimization.

Or email us 4 competitors and we will tell you what they are doing with SEO/Content



	Keywords	Ad Savings
mintz.com	43,804	\$64,600
ropesgray.com	22,378	\$22,200
wilmerhale.com	16,101	\$7,500

**John McDougall**

[jm@mcdia.com](mailto:jm@mcdia.com) 978-423-4274

Videos & Slide Decks are available at <https://www.legalmarketingreview.com/downloads/>

# What Topics Should You Choose?

- Decide whether to go narrow or broad. If your goal is to attract a wide audience and rank on podcasting services, consider choosing a broader topic or linking your area of expertise to timely topics.
- If your goal is to bring in traffic from SEO, consider choosing a narrower topic and carving out a niche.
- Pay attention to what your peers are doing and think about how you could do it better, such as including transcripts and formatting the podcasts well.
- Use keyword tools to pick topics such as SEM Rush and Moz.
- Examples of podcast topics our clients have had success publishing on The National Law Review include the following:

## Policing the Police – Licensing and Decertification for Police Officers [PODCAST]

Monday, May 23, 2016

**Corie:** Most of us are lucky enough to only have positive interactions with police officers. But across the nation there are some cases of notorious police misconduct and sometimes, because of licensing issues, these officers are allowed to work in other jurisdictions. I'm Corie Dugas, and today I am joined by Professor Emeritus Roger Goldman who has spent the past 35 years studying the process of decertification for police officers and has recently worked to bring forth legislation to close these loopholes. Welcome to the show today.



**Roger:** Thanks for being here.

ARTICLE BY

Roger Goldman

Saint Louis University School of Law  
SLU Law Summations



Criminal Law / Business Crimes  
All Federal

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### The Top Podcast of 2020:

**St. Louis University Law School: Policing the Police – Licensing and Decertification for Police Officers [PODCAST] (May 2016 – 1,200+ views)**

This podcast is successful because:

- It includes a transcript – It's also formatted well and is easy to read, with the podcast easy to access at the top.
- It covers a timely topic - Police misconduct.
- It includes expert insight that has implications for law, as well as broad appeal for a general audience who could be interested about the topic. Next up, a more niche podcast:

## Rapid Transit Zones in Miami-Dade County

Wednesday, January 29, 2020

Land use and zoning attorneys, Stanley B. Price and Anthony De Yurre, explore the history of **rapid transit zones in Miami-Dade County** and what challenges developers face in the expansion of rapid transit impact zones today.



**Transcript:**

ARTICLE BY

Stanley B. Price

Anthony De Yurre

Bilzin Sumberg

New Miami Blog

 Bilzin Sumberg



Utilities & Transport  
Construction Law  
Environmental, Energy &  
Resources  
Florida

**Another example:**

**Rapid Transit Zones in Miami-Dade County (January 2020 – 334 views)**

This podcast is successful because:

- It includes a transcript – It's also formatted well and is easy to read, with the podcast easy to access at the top.
- It covers a niche topic that is relevant to a specific area.
- It's short, sweet and to the point at 23 minutes long – perfect for easy listening.
- The next podcast covers a broader topic:

## IMS Insights Podcast: Episode 9- Rudhir Krishtel On Mindfulness And Wellness For Attorneys Amid COVID-19

Monday, May 4, 2020

In this episode, Rudhir Krishtel joins us to share guidance on mindfulness and wellness for attorneys. He also provides tips and strategies to help with adjustments for those balancing the intense demands of a legal career during the uncertainties of the COVID-19 pandemic.

In his lawyer days, Rudhir practiced law for fifteen years as a federal clerk, patent litigation partner at Fish & Richardson, and later as senior patent counsel at Apple.

Today, he is a certified Co-Active Coach and facilitator, focusing on workplace wellness and intensity for law firms and attorneys. Many lawyers struggle with stress and lack of purpose in their practice. As a former lawyer, Rudhir coaches clients and hosts workshops to identify the issues that hold lawyers back from advancing in their career with clarity and fulfillment.

His work during his lawyer days led Rudhir to train as a yoga teacher through the Baptiste Institute and on mindfulness meditation through Warrior One. He also a Professional Certified Coach through the Coaches Training Institute & International Coaching Federation, and uses this training along with his experience as a practitioner to deliver much-needed support for the legal community. Details on Rudhir's consulting and mindfulness workshops for attorneys can be found at [www.krishtel.com](http://www.krishtel.com).

ARTICLE BY

Teresa Barber

IMS ExpertServices

IMS Expert Services Insight Podcast



Law Office Management  
Public Education & Services  
Coronavirus News  
All Federal

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Like 7



**Another example:**

### **IMS Insights Podcast: Episode 9 - Rudhir Krishtel On Mindfulness And Wellness For Attorneys Amid COVID-19 (May 2020 – 250 views)**

This podcast is successful because:

- It covers relevant, timely and actionable information from an expert in the field.
- It targets a specific audience.
- It has an extensive introduction that includes key words in addition to a transcript.
- The next podcast has a global, yet focused approach:

## Digital Health in India: Emerging Technologies (AI and 3D printing) [Podcast]

Sunday, December 27, 2020

Dr. Milind Antani, Darren Punnen and Shreya Shenolikar of Nishith Desai Associates have analysed the key regulations applicable to the Indian pharma, medical device and health-tech industry in a multi-part podcast series. The series starts off with the basics of pharmaceutical and medical device regulation and subsequently delves deeper into the regulation of various aspects of the industry. Each episode begins with an overview of applicable regulation, how the regulation applies to the industry and ends by providing some practical inputs on how stakeholders should approach this space.

**Episode Introduction:** In addition to common digital health tools such as e-pharmacies and telemedicine, India's private sector is increasingly looking into emerging health-tech such as AI and 3D Printing. While these technologies are not specifically regulated as of yet, there is an ad-hoc regulatory framework that applies to them.

At present, the biggest hurdle to the adoption of AI for healthcare purposes is the lack of infrastructure to maintain electronic health records. Nonetheless, there also various initiatives in the pipeline to increase the adoption of digital health technologies in general.

In this podcast, Darren Punnen discusses the challenges in making AI and 3D Printing enabled tech a reality in India and the steps taken so far to overcome those challenges. This includes an in-depth discussion of the various digital health policies sought to be implemented in India and the impact of such policies.

Darren also covers the scope and potential of 3D Printing in India, including the different applications this technology may have in the manufacturing of personalised medicine and medical devices.

The podcast specifically covers:

- The potential for AI in India and the hurdles towards AI becoming a reality in India.
- The need for adopting electronic health records in India.
- The initiatives taken by the government to encourage the adoption of digital health technologies in India e.g. National Health Stack and the National Digital Health Blueprint.
- The regulation of 3D Printing under India's existing drug and medical device regulatory framework.

ARTICLE BY

Darren Punnen

Nishith Desai Associates



Health Law & Managed Care  
Biotech, Food, Drug  
Administrative & Regulatory  
India

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### Another example:

## Digital Health in India: Emerging Technologies (AI and 3D printing) [Podcast] (December 2020 - 230 views)

This podcast is successful because:

- It targets a specific, niche topic in a narrow field of law.
- This one doesn't have a transcript, but includes a nice outline of the podcast that teases the listener.



## Why is Section 962 Back in the Spotlight? [Podcast]

Wednesday, February 5, 2020

In this podcast, international tax and estate planning attorneys Megan Ferris and Paul J. D'Alessandro, Jr. provide an overview of how individuals and corporations are taxed under the GILTI regime and discuss why section 962 has come back into the spotlight in a post-2017 Tax Act world.

### Transcript:

PAUL D' ALESSANDRO

Good morning, everybody, and welcome to our first Bilzin Sumberg Tax Talk podcast. My name is Paul D'Alessandro, and I'm a tax associate here with our international private client group. I focus my practice on inbound planning and estate planning for international high net worth individuals. I'm here today with my colleague, Megan Ferris. How are you doing this morning, Megan?

MEGAN FERRIS

Hi, Paul. My name is Megan Ferris. I am an international tax associate with Bilzin Sumberg in Miami, Florida. I focus primarily on inbound and outbound tax structuring for businesses, typically closely held businesses. Our hope with this podcast is to bring you current issues related to various tax, trust, and estate matters.

ARTICLE BY

Paul J. D'Alessandro, Jr.

Bilzin Sumberg

Taxes Without Borders

 Bilzin Sumberg



Tax  
Administrative & Regulatory  
Estates & Trusts  
All Federal  
All International

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### Another example:

#### Why is Section 962 Back in the Spotlight? [Podcast] (February 2020 – 439 views)

This podcast is successful because:

- It targets a niche, specific law that the speakers have expertise in.
- As the introduction outlines, Section 962 “has come back into the spotlight” – targeting a newsworthy development.
- This one has both an introduction and a transcript, and has great keywords.



# Questions?



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# YouTube Video Optimization



# Why Video?


- Google likes video / blended results
- Less competition with video compared to blog posts / pages

how to tie a bow tie

Web Videos Images Shopping News More ▾ Search tools

About 16,900,000 results (0.36 seconds)

Images for how to tie a bow tie [Report images](#)



More images for how to tie a bow tie

How to tie a bow tie - YouTube  
[www.youtube.com/watch?v=AEjF-MzzqaE](http://www.youtube.com/watch?v=AEjF-MzzqaE)  
Aug 9, 2010 - Uploaded by charles french  
Charles French of Total Image Menswear, LLC Follow me on Twitter @charlesfrench Find me on Facebook ...

How to Tie a Bow Tie | Men's Fashion - YouTube  
[www.youtube.com/watch?v=wxKA9be\\_3Gk](http://www.youtube.com/watch?v=wxKA9be_3Gk)  
Nov 15, 2013 - Uploaded by Howcast  
Watch more Men's Fashion Guide videos:  
<http://www.howcast.com/videos/514749-...> Learn how to tie a bow ...

# Why Video?

- YouTube is the #2 Search Engine in the world
- Great for:
  - increasing brand awareness
  - building conversations around your brand / firm
  - solving problems for your clients (and potential clients) & answering questions



# Why Video?

- 81% of customers have been convinced to buy a product or service by watching a brand's video
- 97% of marketers say video has helped increase user understanding of their service or product, which increases brand awareness
- 80% say video has increased dwell time on their website, which impacts organic ranks

According to HubSpot

# Why Video?

- Video humanizes you and your firm
- People want to work with other people that they know, like, and trust
- 70% of communication is body language, 23% is voice tone and inflection (University of Pennsylvania Study)
- Tester on one of our legal client's sites played the video and said "They seem so nice, and I can tell I'd be comfortable working with them".

# Why Video?

- When trying to get PR, local TV wants to see that you are good on camera, and are both knowledgeable and personable.
- National TV wants to see that you've done local TV.



# YouTube vs Self-Hosting

## YouTube

- Better visibility in organic search
- Visible across the YouTube platform
- Has integration with social media like Facebook and Twitter by default



## Wistia & Vimeo

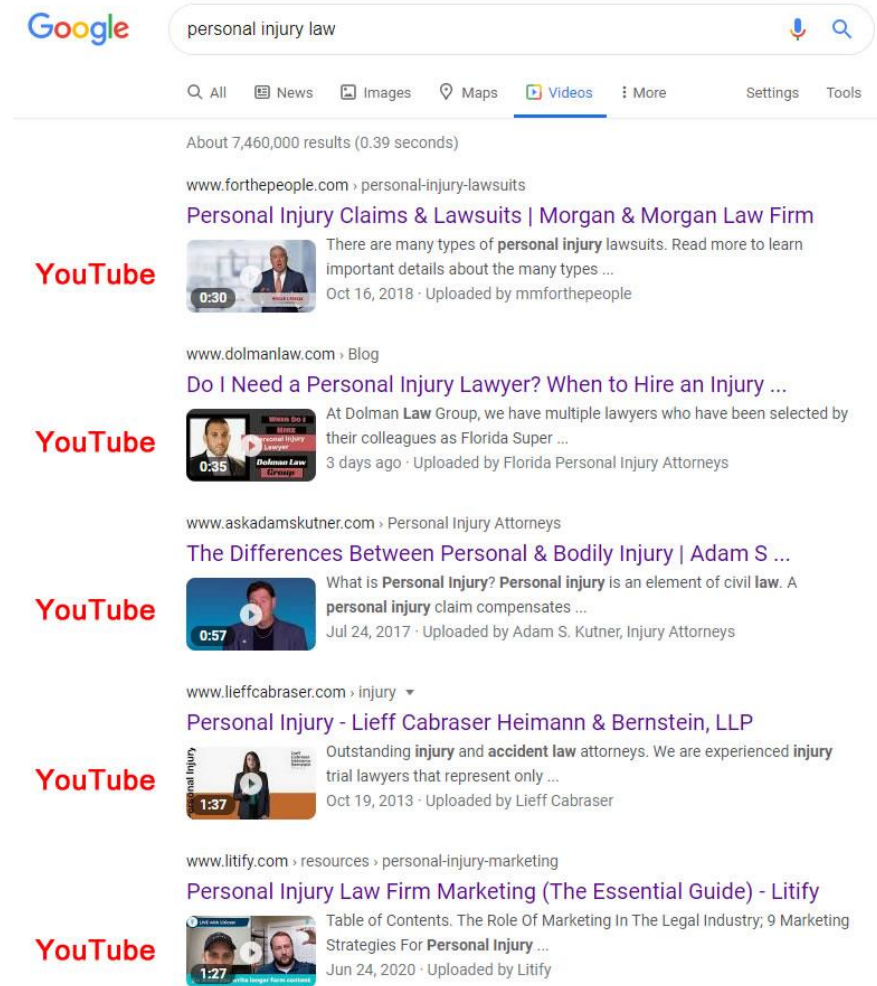
- Better analytics, tracking and integration with marketing software e.g. Hubspot, Marketo
- More customizable video players and CTAs
- Ensure links and social shares point back to your site to drive traffic and improve overall site SEO





# YouTube vs Self-Hosting

- Google has “whitelisted” YouTube videos, resulting in it being harder for sites to get self-hosted videos in search results
- Most other sites are news sites and sites with largely video content



# YouTube vs Self-Hosting

Search Engine Land SEO SEM LOCAL RETAIL GOOGLE BING SOCIAL RESOURCES LIVE MORE EVENTS

Video

## YouTube remains dominant source of video in top Google ranking positions

Study found 83% of videos in search results carousel come from YouTube.

Greg Sterling on December 8, 2020 at 9:20 am

There's a perception that Google favors YouTube content above other video sites in search results. A July, 2020 Wall Street Journal [analysis](#) found "Google searches placed YouTube videos first in video carousel results by an overwhelming margin . . . [compared with] other video platforms."

An earlier search ranking [study](#) from 2017 by Perficient Digital concluded, "YouTube videos rank far more frequently in the top 10 than videos that are either self-hosted, or hosted on other video platforms." And now a follow-up [study](#) by Perficient reaffirms these findings.

For its part, Google has repeatedly denied that it gives any preference to YouTube over other sources of video content. Google's Gary Illyes previously [said](#) that YouTube ranks well because they "do good SEO, or their pages are structured in such a way that it's easy for us to understand them and to rank."

**Google, YouTube Ranking algorithms 'fundamentally different.'** In the current study, Perficient found that YouTube videos continue to "dominate the videos ranking within Google," especially in video carousels. It also found that the ranking algorithms for video in Google search and on YouTube "are fundamentally different."

The research examined Google search and YouTube rankings for the same roughly 6,100 search queries on both sites. The objective was to "evaluate YouTube's dominance in the Google SERPs and how video rankings vary between YouTube and Google." It determined the ranking algorithms of the two sites were quite different and the top ranked videos (from YouTube) in Google results didn't correspond to YouTube rankings.

July 2020 Wall Street Journal analysis shows 83% of videos in the search results carousel come from YouTube,

"Google searches placed YouTube videos first in video carousel results by an overwhelming margin...compared to other video platforms."

# YouTube vs Self-Hosting

**“As of now, if you have an SEO strategy that doesn't include YouTube, you're doing it wrong.”**

- Phil Nottingham, Brand & Video Marketing Strategist (July 2014)**



(That was over 6 years ago...)

Does this video make sense  
if viewed outside of the context  
of a page on your website?

No  
→

Yes  
↓

Is this video valuable or  
entertaining for an audience  
unfamiliar with your brand?

No  
→

Yes  
↓

Is distribution of this video to as  
wide an audience as possible  
more important than acquiring  
traffic to your website?

No  
→

Yes  
↓



Secure hosting  
solution e.g.



distilled 

# YouTube Optimization

Use keywords  
in the Title



# YouTube Optimization

Use keywords and your full URL in the description:

Wrongful Death - Auto Accidents and Uninsured Motorists

13 views • Jun 20, 2019

👍 0 💬 0 ➦ SHARE ⚙️ SAVE ...



HelpingInjured  
32 subscribers

SUBSCRIBE

Kevin McCullough of the law office of Mazow | McCullough, PC – <https://www.helpinginjured.com/> -  
- talks about wrongful death cases involving auto accidents with uninsured motorists. How can the family of a loved one get the compensation they deserve in the case where the driver of the vehicle

SHOW MORE

Use **https://** in the URL so it becomes a link, and place it near the beginning so it's before the "Show More" link.

# YouTube Optimization

## Transcribe The Video's Spoken Content

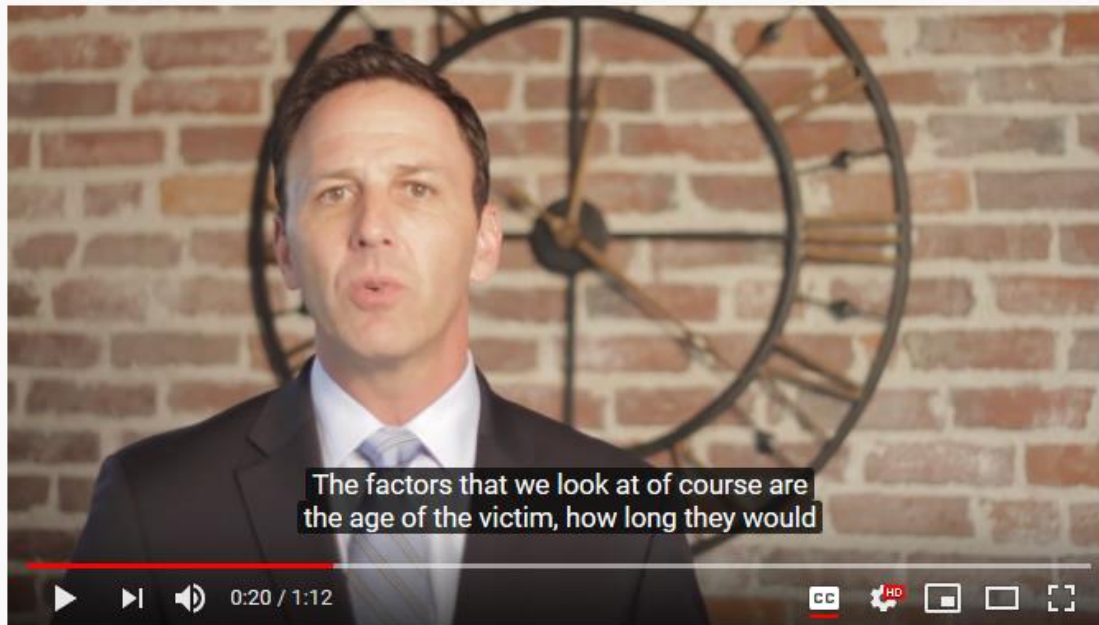
- Upload the transcript to the closed captions
- Post the transcript to your blog

(This is NOT duplicate content, because the closed captions are in a different format and serve a different purpose than website text)



# YouTube Closed Captions

- Good for users with sound turned off
- Good for the hearing impaired
- Indexed by Google as the text version of what is being said in the video





# YouTube Closed Captions

- Automatic Closed Captions  
are not indexed by Google...

# YouTube Closed Captions

- Automatic Closed Captions  
are not indexed by Google...

...because Google knows they suck!

# YouTube Closed Captions

- Automatic Closed Captions...



# YouTube Closed Captions

- Automatic Closed Captions...



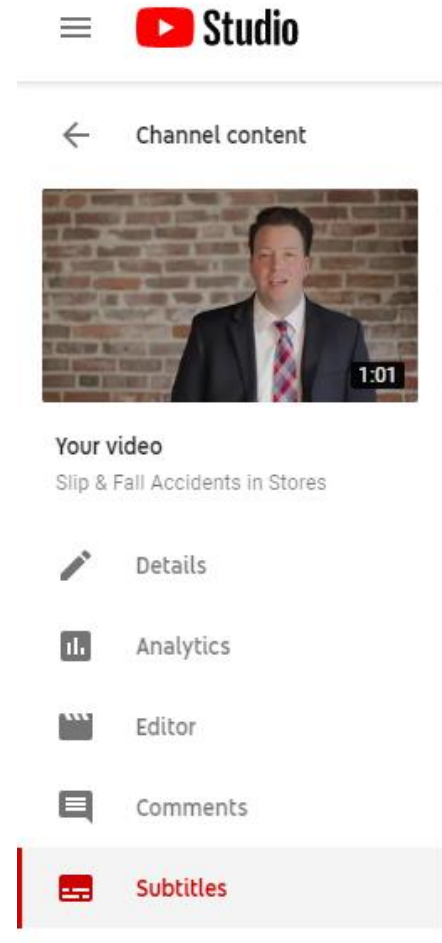
# YouTube Closed Captions

- Automatic Closed Captions...



# YouTube Closed Captions

- Editing the Closed Captions
  - Go to your YouTube Studio
  - Click the “Subtitles” menu



# YouTube Closed Captions

- Editing the Closed Captions
  - Click “Duplicate and Edit”



## Video subtitles

Language	Modified on	Title & description	Subtitles
English (Automatic)	Dec 13, 2020		Published Automatic <a href="#">DUPLICATE AND EDIT</a>

# YouTube Closed Captions

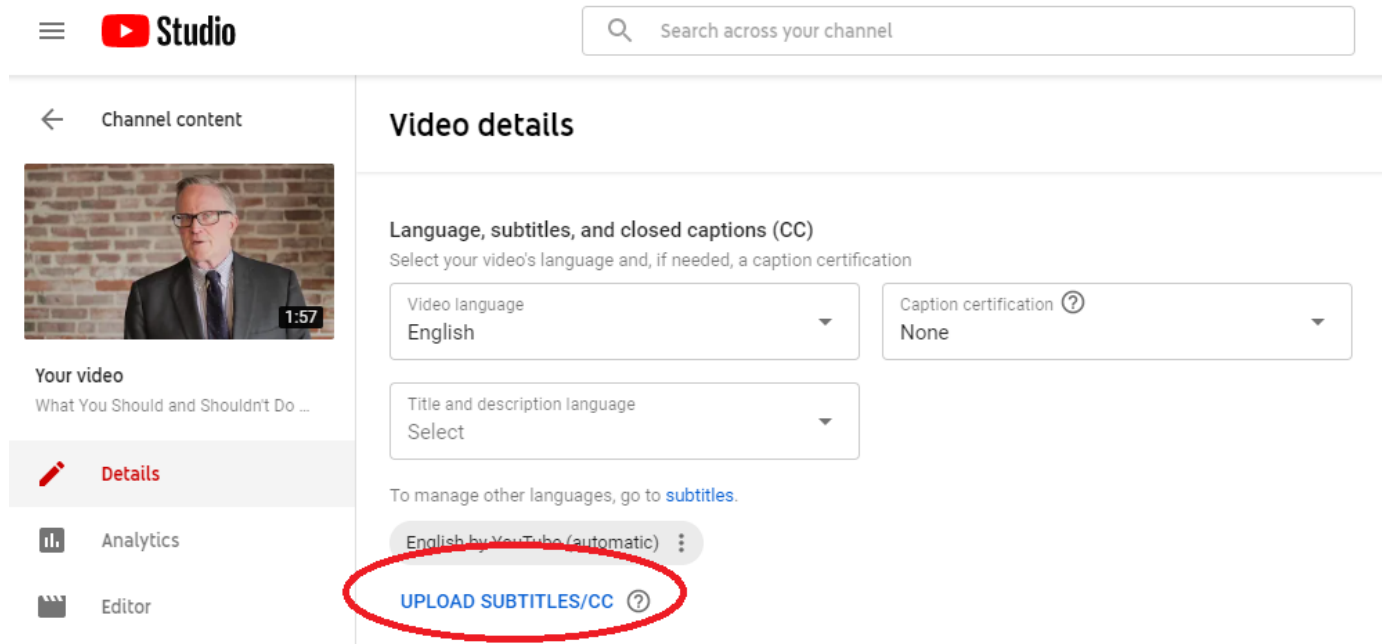
- Edit the text
- Click “Assign Timings” to adjust the details
- Click “Publish”
- Delete the old “Automatic” Subtitles

The screenshot shows the YouTube Closed Captions editor interface. At the top, there's a language selector set to "English" and buttons for "SAVE DRAFT" and "PUBLISH". Below this, the "ASSIGN TIMINGS" section is active, displaying a video player on the right and a text area on the left. The text area contains a paragraph about slip and fall cases, with a red line indicating the current subtitle position. The video player shows a man in a suit speaking. Below the video player, there's a checkbox for "Pause while typing". At the bottom, a timeline shows the video's duration from 0:52:00 to 0:57:04, with a blue bar indicating the current subtitle's timing.



# YouTube Closed Captions

- If you have a transcript already, under “Video details” you can also click “Upload Subtitles/CC” and upload a transcript file



# Post To Your Site

- Heading with video name
- Summary / Intro / Description above the video
- Embedded Video
- Transcript under the video (okay to use same transcript as closed captions)

# Takeaways

- YouTube is the #2 search engine in the world
- Video humanizes you for potential clients
- Video is the first step to local & national TV
- It's still hard to get listed in Google search results with non-YouTube videos
- But if your content only makes sense in the context of your site, use Wistia/Vimeo for hosting your video files
- Go fix your closed captions today!

# Questions?



"Big question mark" by [benjaminreay](#) is licensed under [CC BY-NC 2.0](#)

**Twitter:** @johndmaher

# Free Consultation

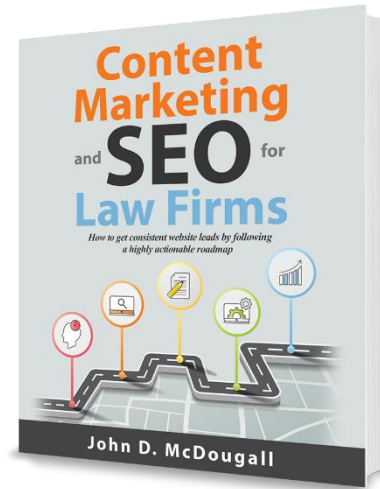
Free ½ hour consultation on setting up a podcast, or doing YouTube optimization.

Or email us 4 competitors and we will tell you what they are doing with SEO/Content

**John McDougall**

[jm@mcdia.com](mailto:jm@mcdia.com) 978-423-4274

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book on Amazon**



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