



AttorneySync's Guide:

How To Get Your Law Firm's Videos Found On YouTube



[Services](#)



Email: Info@attorneysync.com



Phone: [\(877\) 619 - 5775](tel:(877) 619 - 5775)



[RSS Feed](#)



Follow Us [@attorneysync](#)



Become a [fan on Facebook](#)



[LinkedIn Group](#)

The Case For Optimizing Your Videos On YouTube

[The YouTube Report](#) give us the following statistics via Comscore:

- In total, internet viewers have viewed 14.8 billion online videos in January 2009 alone.
- According to Comscore: “YouTube led the growth charge...as it surpassed 100 million viewers for the first time.”
- Google continues to surpass others in terms of online video viewing with a 43 percent market share. Of that, YouTube accounts for 99 percent of the videos viewed. Fox Interactive Media account(3.7 percent), Yahoo! Sites(2.5 percent) and Viacom Digital(1.9 percent) are trailing behind by a wide margin.
- In January 2009, 147 million U.S. internet users watched an average of 101 videos per person.

We are seeing more and more “universal search results” from Google, where videos are placed among the natural results of a normal Google search. Since YouTube is a strong domain, and it’s owned by Google, you can bet it’s a good place to start if you want your videos to show up in search results.

The screenshot shows a Google search interface with the query "how to file for bankruptcy". The search results are categorized under "Web" and "Video". The "Web" results include a sponsored link for "How To File Bankruptcy" from ChicagoChapter7Attorney.com, and several organic results from U.S. Courts, YouTube, and Total Bankruptcy. The "Video" results section is highlighted with a red arrow pointing to a YouTube video titled "Bankruptcy Video - How To File Bankruptcy" by ehow.com. The video has a duration of 31 seconds and was uploaded on July 27, 2009. Other video results include "Video startup Floobs to file for bankruptcy" and "Air America Radio Closing, Filing for Bankruptcy - ABC News".



[Services](#)



Email: Info@attorneysync.com



Phone: [\(877\) 619-5775](tel:(877) 619-5775)



[RSS Feed](#)



Follow Us [@attorneysync](#)



Become a [fan on Facebook](#)

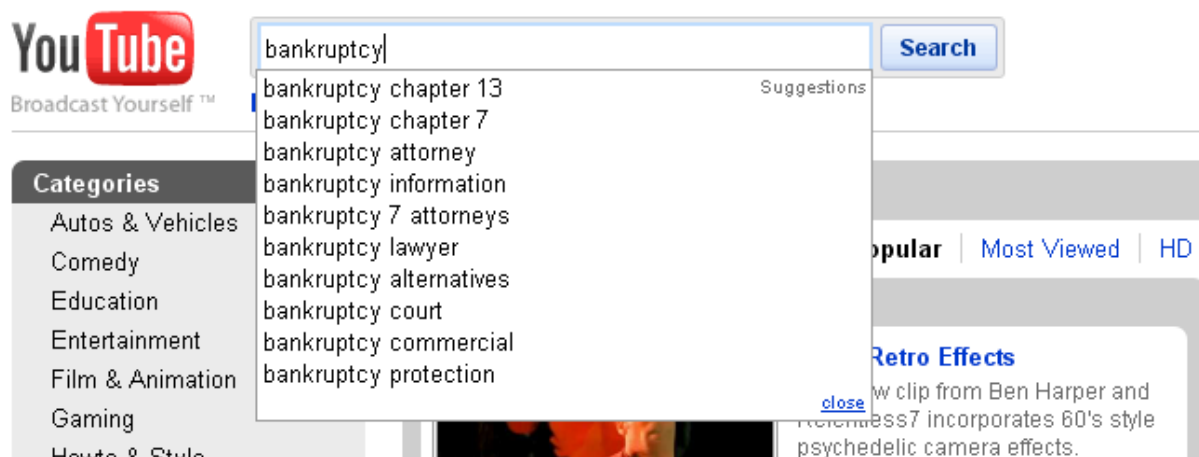


[LinkedIn Group](#)

OK, I'm Sold. So How Do I Optimize My Video For YouTube?

It all starts with a little keyword research...

It's important when you are optimizing your video that you have a grasp on what types of keywords someone looking for your content will be using. Take note that popular keywords on YouTube searches can be different than through Google making some of the existing keyword research tools less reliable. You can perform research on YouTube with the help of the search suggest feature.



With YouTube Suggest, you will get a better idea of what the most popular searches are. Think about the types of keywords someone interested in your video might use. Then begin to type and see what auto-populates. You will use these keywords when setting up your video information.

Title & Description

Title: You will want to optimize your title with the most important and relevant keyword for your video. Try to have the keyword towards the beginning of your title. Here is an example if I was optimizing for the keyword phrase "Chicago Criminal Lawyer" my title might read "Chicago Criminal Lawyer Talks About DWI's".

Description: Your description should include a URL link to your website at the very beginning. Make sure the link is followed by a carriage return so that the rest of your description starts on

the next line. This ensures that your link will be clickable. Your link needs to be a full URL (<http://www.yourfirmsitename.com>). Your description can be a full paragraph in length and should include keywords as well.

Tags

You will want to take roughly 5 to 8 of your chosen keywords and use them as tags for your video. List your tags separated by spaces. YouTube uses the tags to associate your video with others like it. This way, when people are watching related videos, yours will show up after the video and alongside it. This can help to increase views.

Category

Be sure to choose a category that is most appropriate for the contents of your video.

Save Changes or cancel

▼ Video Information

Title:

Attorney Internet Marketing at AttorneySync

Description:

<http://lawyermarketing.attorneysync.com/>
AttorneySync's attorney internet marketing service helps law firms with their online marketing. This video explores the different services available

Tags:

"lawyer internet marketing" "lawyer search engine marketing" "law firm seo"

Category:

Education

Attorney Internet Marketing at AttorneySync

★ ★ ★ ★ ★

AttorneySync Why Are We Different?

Comprehensive - From Finding You On The Internet To Retaining Your Services Or Becoming A New Business Connection, We Measure, Test, And Optimize The Entire Process.

0:00 / 1:26

▼ Date and Map

Other Important Factors To Take Into Consideration

So you've gone ahead and optimized all the elements we talked about. Here are a few more important factors:

Thumbnail – The image that is displayed next to your video in a search result is the thumbnail. This picture will catch the user's eye and has shown to be an important element in getting your video watched.

[Services](#)

Email: Info@attorneysync.com

Phone: [\(877\) 619 - 5775](tel:(877)619-5775)

[RSS Feed](#)

Follow Us [@attorneysync](#)

Become a [fan on Facebook](#)

[LinkedIn Group](#)

Links/Embeds – Getting links from other websites is an important element in getting your video found. With a YouTube video, having your video embedded in another site is the same as getting a link to your video. Either way, as your video receives more links and embeds, it will rank better. You can help influence this by promoting your video and encouraging people to link to it or embed it. This is also a good reason to think carefully about the content of your video. Perhaps an educational piece might have more value than a simple advertisement for your law firm.

Popularity – The number of views your video has is considered when delivering search results. In addition, the number of views your video has had recently, as in the last 1-2 days, influences the results. YouTube wants to show the more popular videos, which tend to be higher quality, to deliver a better customer experience.

Ratings, Comments, Video Responses – As interaction with your video increases in the form of ratings, comments, and video responses, your video is seen as more authoritative. Encouraging interaction with your video can help with your rankings.

Playlist Additions – Having other YouTube users add your video to their playlist shows your video is “worthwhile”. This can impact your rankings and results.

Age Of Video – All things being equal, a video that has been up for longer is seen as more authoritative.

Use YouTube Insight To Understand How Your Video Performs

YouTube Insight is a terrific, free analytics tool provided to you on YouTube. It allows you to analyze many of the important factors used in your video ranking. I highly suggest utilizing this free tool to help with analysis of your video content and performance. Here is a link to a great article on YouTube Insight From Mashable:

<http://mashable.com/2009/07/23/youtube-insight/>

More From AttorneySync:

AttorneySync’s [law firm web marketing services](#) are all about accountability and performance. You need low-risk, affordable, and measurable solutions that generate results. We provide you a full-spectrum of services designed to generate new clients and develop professional relationships.



[Services](#)



Email: Info@attorneysync.com



Phone: [\(877\) 619 - 5775](tel:(877) 619 - 5775)



[RSS Feed](#)



Follow Us [@attorneysync](#)



Become a [fan on Facebook](#)



[LinkedIn Group](#)