


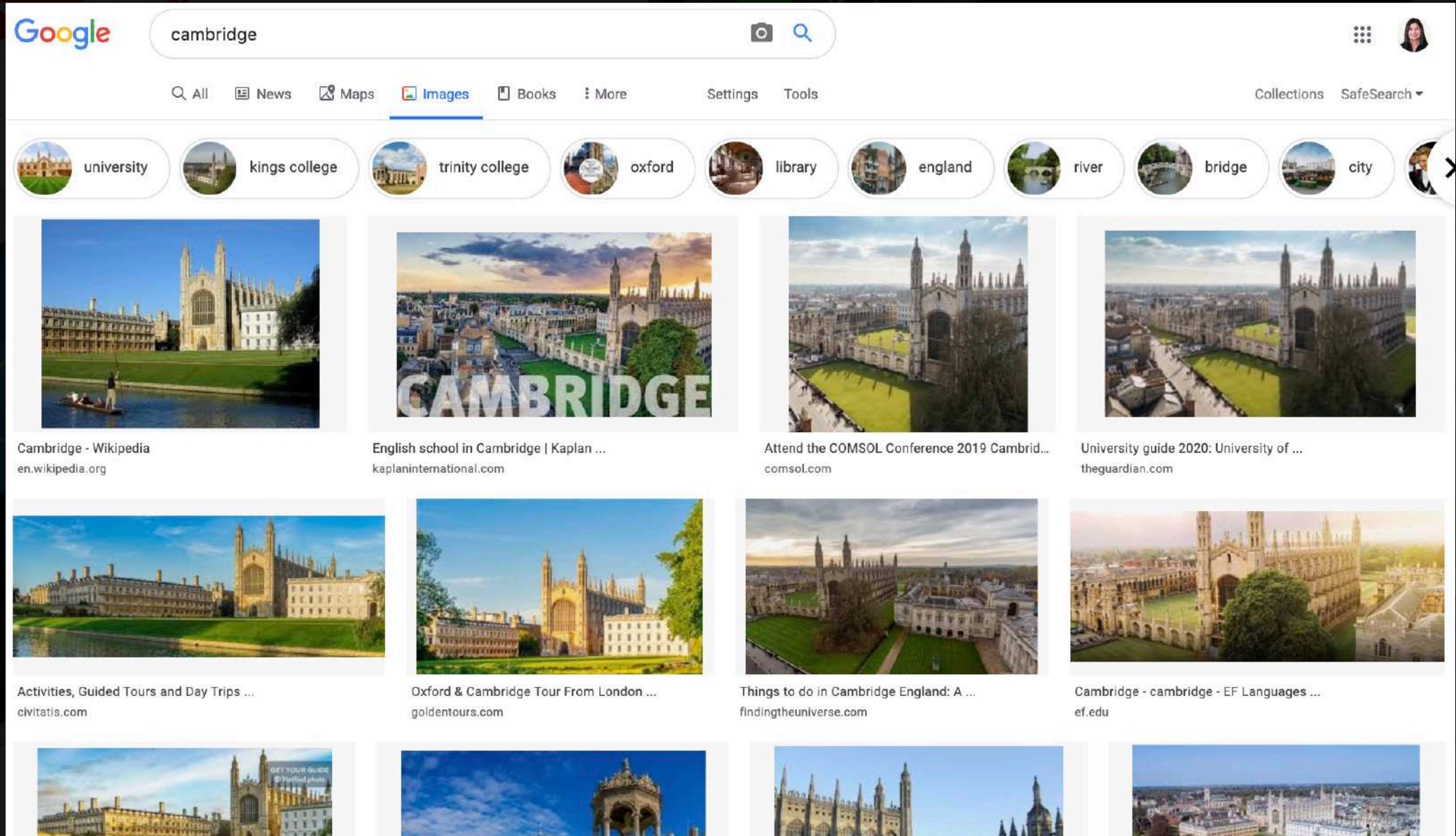
How to Rank Great Video Content

#videoseo at #optimisey by @aleyda from @orainti

I'm Aleyda Solis, SEO Consultant & Founder at Orainti

- 
- A woman with long dark hair and glasses, wearing a red and white striped shirt and black pants, is standing on a stage. She is holding a small yellow object in her right hand and gesturing with her left hand. The background features large, stylized, 3D letters in blue and white.
- * SEO Consultant & Founder at Orainti
 - * SEO Speaker at +100 Events in +20 countries
 - * Author "SEO. Las Claves Esenciales."
 - * Blogger in Search Engine Land & Search Engine Journal
 - * Crawling Mondays YouTube Channel Host
 - * European Search Personality of the Year in 2018

Hello beautiful Cambridge!



It's so exciting to be here! Despite being the worst with UK geography :(I'm sorry

 **Aleyda Solis**   
@aleyda

I'm humbled and excited to be able to speak at the **#optimisey** January event 🙌😄 looking forward to see you all in Oxford! Register now... it's free 😊😊

PS: it will be my first time in Oxford too! Send your reccos please 😊

 **OPTIMISEY** @Optimisey
It's the multi-award winning; multi-lingual; multi-frikkin-awesome...

!!! @aleyda !!!...

Show this thread

2:22 AM - 10 Dec 2019

2 Retweets 50 Likes



 **Claire Carlile**     @clairecarlile · 10 Dec 2019

Replying to @aleyda
Cambridge? 🍷🍷

1 4

 **OPTIMISEY** @Optimisey · 10 Dec 2019
This is amazing. 😄

Aleyda, please come to *Cambridge* not Oxford.

You basically just said Real Madrid, when you meant Barça. 😂😂

2 7

 **Aleyda Solis**  @aleyda · 10 Dec 2019
hahaha clarification done! Phew... and now to confirm: Which is the Barça in one in this case? Because... clearly the Barça one is the best?!

*please please let's make Cambridge = Barça!! 😊

4

#videoseo at #optimisey by @aleyda from @orainti

YouTube in numbers

**Over one
billion users**



That's how many users YouTube has – which amounts to almost one-third of the Internet.



**Let's talk about the
video opportunity!**

Media search, which includes videos (and images), are one of those top trends that Google Webmaster Analysts think that SEOs are overlooking...

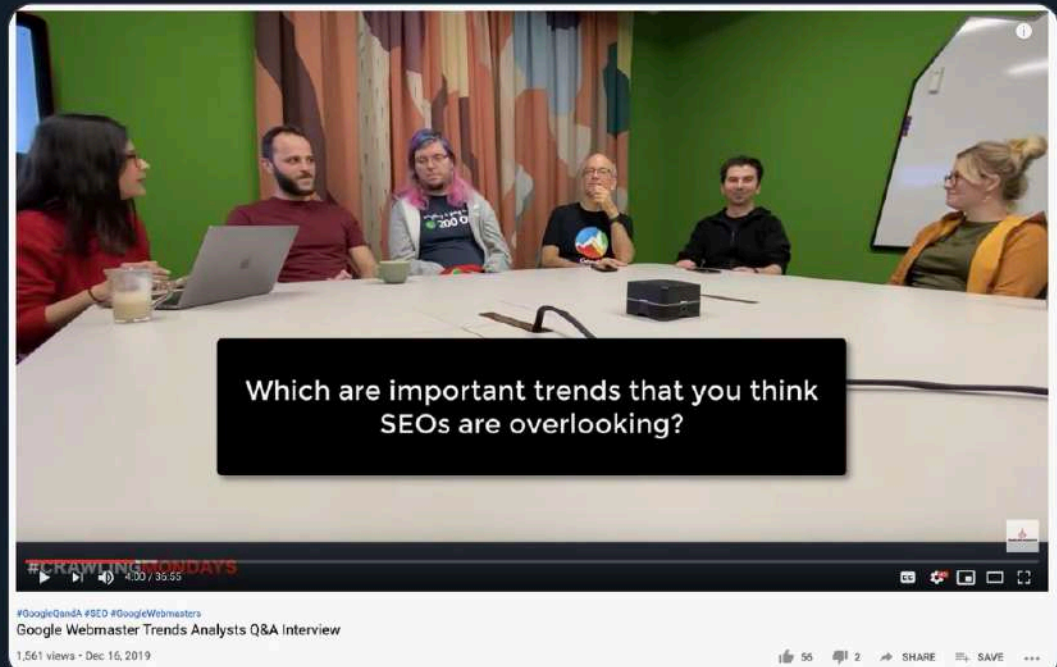


Crawling Mondays
@CrawlingMondays

What are those top trends that Google Webmaster Analysts think SEOs are overlooking or people not talking enough about? @methode answered in last month Q&A #CrawlingMondays Edition: "Images and Media in general*"

*This also includes videos! Watch it:

[youtube.com/watch?v=CWZuQ-...](https://www.youtube.com/watch?v=CWZuQ-hu7KQ)



<https://www.youtube.com/watch?v=CWZuQ-hu7KQ&feature=youtu.be&t=233>

Optimizing video allows to build & grow presence in the 2 most visited sites & search engines too

Dashboard > Traffic Analytics

API | User manual | Send feedback

Traffic Rank:

Historical data: November 2019 | Location: All Regions | Devices: All devices

Notify me | Pitch mode

Traffic Rank 1–100 (5,000)

Global Rank	Domain	Visits	Desktop Share	Mobile Share	Unique Visitors	Pages / Visit	Avg. Visit Duration	Bounce Rate		
1	google.com	81.9B	16.89%	13.8B	83.11%	68B	3.4B	7.549	19:41	27.47%
2	youtube.com	14.1B	69.52%	9.8B	30.48%	4.3B	1.6B	7.246	33:48	39.00%
3	facebook.com	13.4B	15.50%	2.1B	84.50%	11.4B	1.5B	7.711	19:37	33.63%
4	ampproject.org	7.1B	0.04%	2.7M	99.96%	7.1B	612.9M	2.206	08:21	53.29%
5	wikipedia.org	4.8B	22.43%	1.1B	77.57%	3.7B	1.1B	2.335	10:10	62.50%
6	yandex.ru	2.7B	17.20%	460.8M	82.80%	2.2B	183.1M	7.933	15:13	47.91%

Video can help to position your brand, through the customer journey

Though people might not watch a video with the intention of buying, they're open to discovery.

As people watch videos to learn, they're open to brands and products that help them reach their goals. Inspired by the potential of something new, this often sparks further research.

80%

of people say they typically switch between online search and video when researching products to buy.⁶



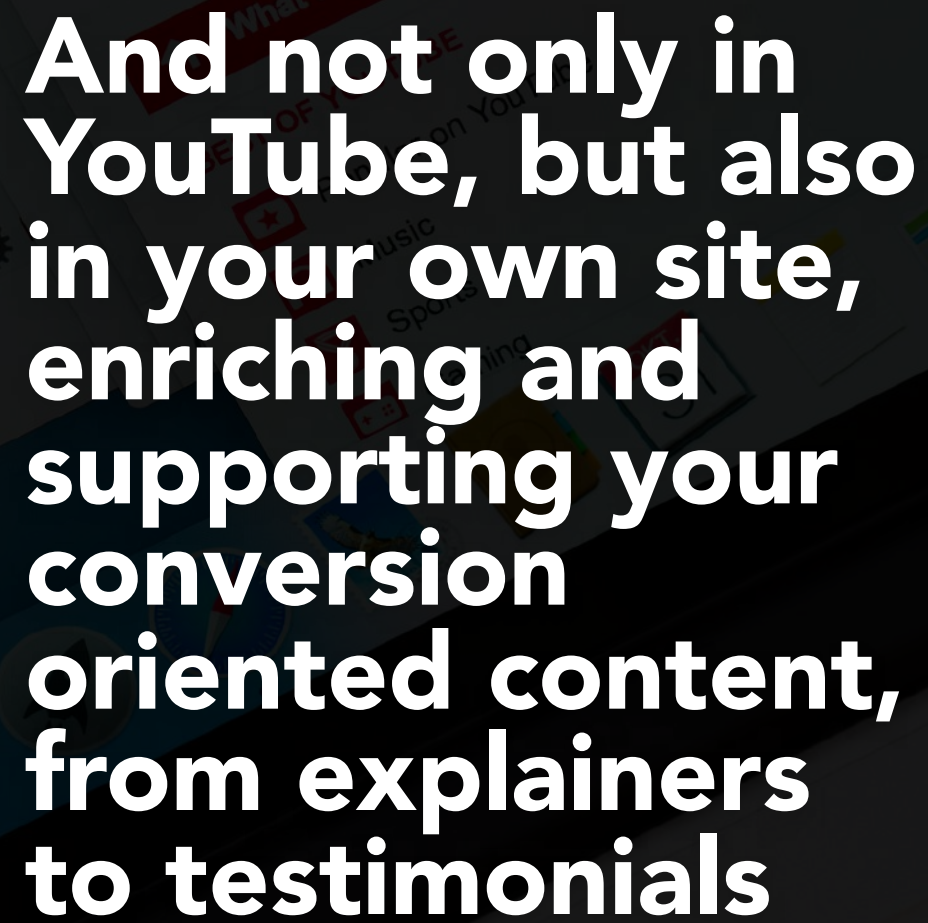
Even during the buying process

110%

year-over-year growth in watch time of
“which [product] to buy” videos
on YouTube.⁸

>55%

of shoppers say they used online video
while actually shopping in a store.⁷



And not only in YouTube, but also in your own site, enriching and supporting your conversion oriented content, from explainers to testimonials

The Benefits of Using Video on Landing Pages

Videos allow visitors to experience your message with little effort beyond an initial click. They also let you convey ideas that images, copy, and animation cannot—and they do it in a format that's universally compelling.

For all these reasons, adding video is one of the more effective ways to **boost engagement and conversion rates**. There's plenty of evidence to support this:

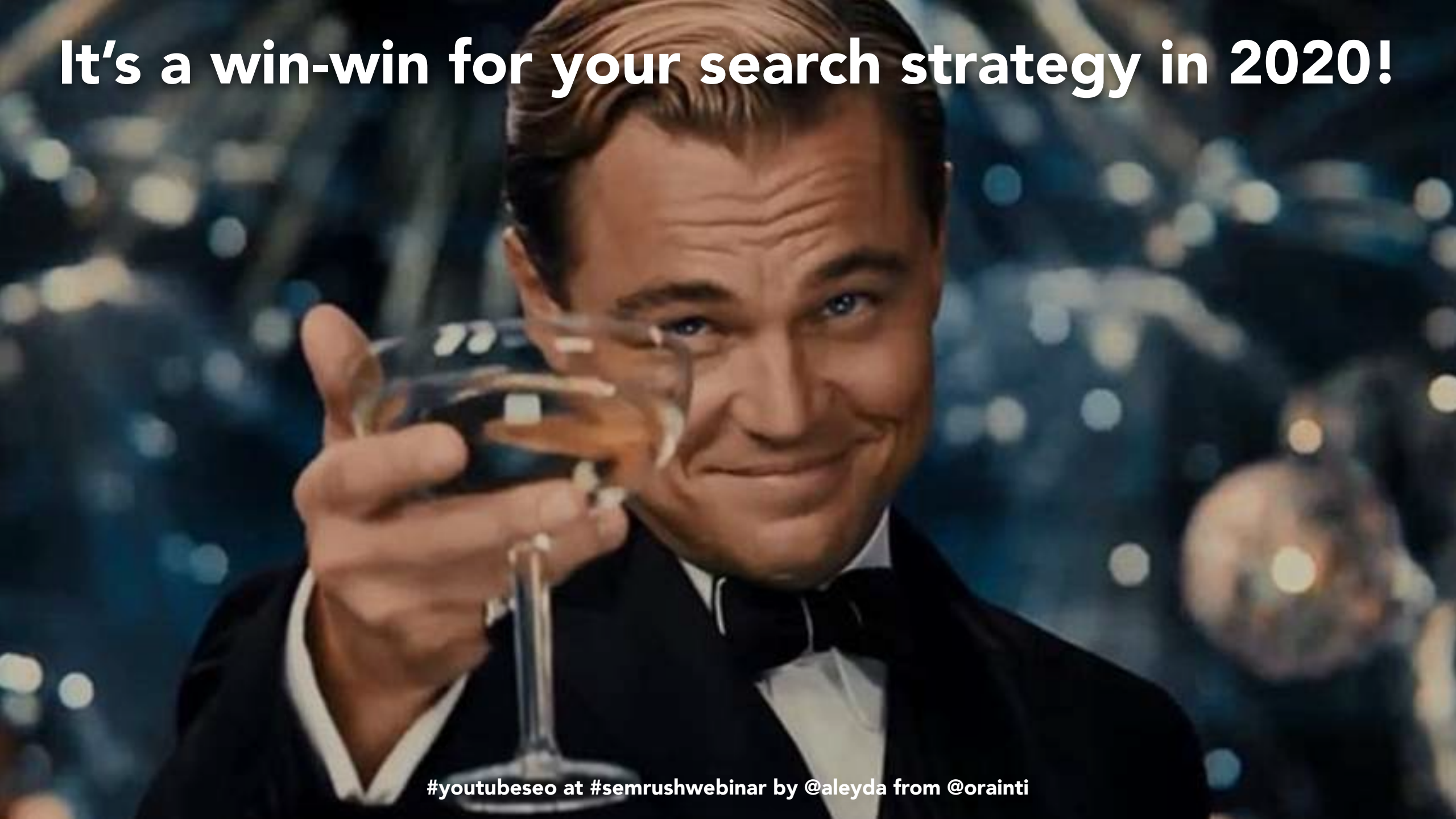
- **Video marketing works.** Marketers who incorporate video into their campaigns [experience 34% higher conversion rates](#) (Aberdeen Group).
- **People consume tons of video.** According to Google, they've spent more time [watching YouTube unboxing videos on their phones](#) than it would take to watch "Love Actually" 20 million times.
- **Your competition is probably using it.** [60% of both B2B and B2C marketers use video for marketing](#) (Content Marketing Institute).

What Are Video Landing Pages?

Video landing pages are what they sound like, landing pages that use video in some capacity to persuade the audience. Sometimes a video will be the centerpiece of your page, and sometimes it'll work quietly alongside copy and images to win over visitors.

Videos should be used on your landing pages whenever they directly support the offer at hand. That is—if you've got a landing page advertising a webinar, don't just slap your product explainer on it. You need a video suited to advertising that webinar registration specifically.

It's a win-win for your search strategy in 2020!



#youtubeseo at #semrushwebinar by @aleyda from @orainti

I took the leap last year with my own YouTube Channel, **Crawling Mondays**, as a 2019 "new year, new thing to test" resolution

The screenshot shows the YouTube channel page for 'Crawling Mondays by Aleyda Solis'. The header features a red banner with the channel name and a photo of Aleyda Solis. Below the banner, the channel's profile picture and name are displayed, along with the subscriber count (1,82 mil suscriptores). The navigation tabs include 'INICIO', 'VÍDEOS', 'LISTAS DE REPRODUCCIÓN', 'COMUNIDAD', 'CANALES', and 'MÁS INFORMACIÓN'. The main content area shows a video player for 'Google Webmaster Trends Analysts Q&A Interview' with a description and a 'SUSCRIBIRSE' button. Below the video player, there is a section for 'Vídeos populares' with five video thumbnails and their titles. At the bottom, there is a section for 'Listas de reproducción creadas' with five playlist thumbnails.

Buscar

INICIAR SESIÓN

CRAWLING MONDAYS
BY ALEYDA SOLIS

Crawling Mondays by Aleyda
1,82 mil suscriptores

SUSCRIBIRSE

INICIO VÍDEOS LISTAS DE REPRODUCCIÓN COMUNIDAD CANALES MÁS INFORMACIÓN

Google Webmaster Trends Analysts Q&A Interview
1504 visualizaciones · Hace 3 semanas

Special episode of Crawling Mondays with an interview with Google's Google Webmaster Trends Analysts: John Mueller, Martin Splitt, Gary Illyes, Daniel Waisberg and Lizzi Harvey, covering the following topics:

00:28 - What do the Webmaster Trends Analyst team members do on a day to day basis?

MÁS INFORMACIÓN

Vídeos populares ▶ REPRODUCIR TODO

CRAWLING MONDAYS EPISODE 1
"How to set seo alerts to keep updated on the go"
10:39
How to Set SEO Alerts in 2019 to Monitor your SEO...
2,5 mil visualizaciones · Hace 1 año

CRAWLING MONDAYS EPISODE 2
"How to decide what faceted pages you should index"
13:25
What faceted pages should be indexed when doing SEO
1,6 mil visualizaciones · Hace 11 meses

CRAWLING MONDAYS EPISODE 3
"Google Webmaster Trends Analysts Q&A Interview"
36:56
Google Webmaster Trends Analysts Q&A Interview
1,5 mil visualizaciones · Hace 3 semanas

CRAWLING MONDAYS EPISODE 4
"Are you ready for Crawling Mondays? Actionable SEO..."
0:27
Are you ready for Crawling Mondays? Actionable SEO...
1,3 mil visualizaciones · Hace 1 año

CRAWLING MONDAYS EPISODE 5
"Free Useful SEO Tools You Should Check out Now [2019]"
19:11
Free Useful SEO Tools You Should Check out Now [2019]
1,2 mil visualizaciones · Hace 9 meses

Listas de reproducción creadas

CRAWLING MONDAYS EPISODE 1
"How to set seo alerts to keep updated on the go"
10:39
How to Set SEO Alerts in 2019 to Monitor your SEO...
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CRAWLING MONDAYS EPISODE 5
"Free Useful SEO Tools You Should Check out Now [2019]"
19:11
Free Useful SEO Tools You Should Check out Now [2019]
1,2 mil visualizaciones · Hace 9 meses

<https://www.youtube.com/c/crawlingmondaysbyaleyda>

But this was not SEO as usual, I had zero video or YouTube optimization experience



#videoseo at #optimisey by @aleyda from @orainti



**So I had to
research and test
to identify the
optimal way to
produce my
videos and grow
their views**

#videoseo at #optimisey by @aleyda from @orainti

I started with this simple but effective video kit



Answering key video questions to then test their production & optimization process

1. Research

What's
your
audience
Video Search
Behavior?

How do
you measure
Video
results?

Which
are the main
factors to
grow your
videos
views?

Who are
your Video
competitors
?

2. Implementation, Optimization & Testing

Establishing
goals &
targets to
track

Optimizing
the Videos

Distributing
the videos

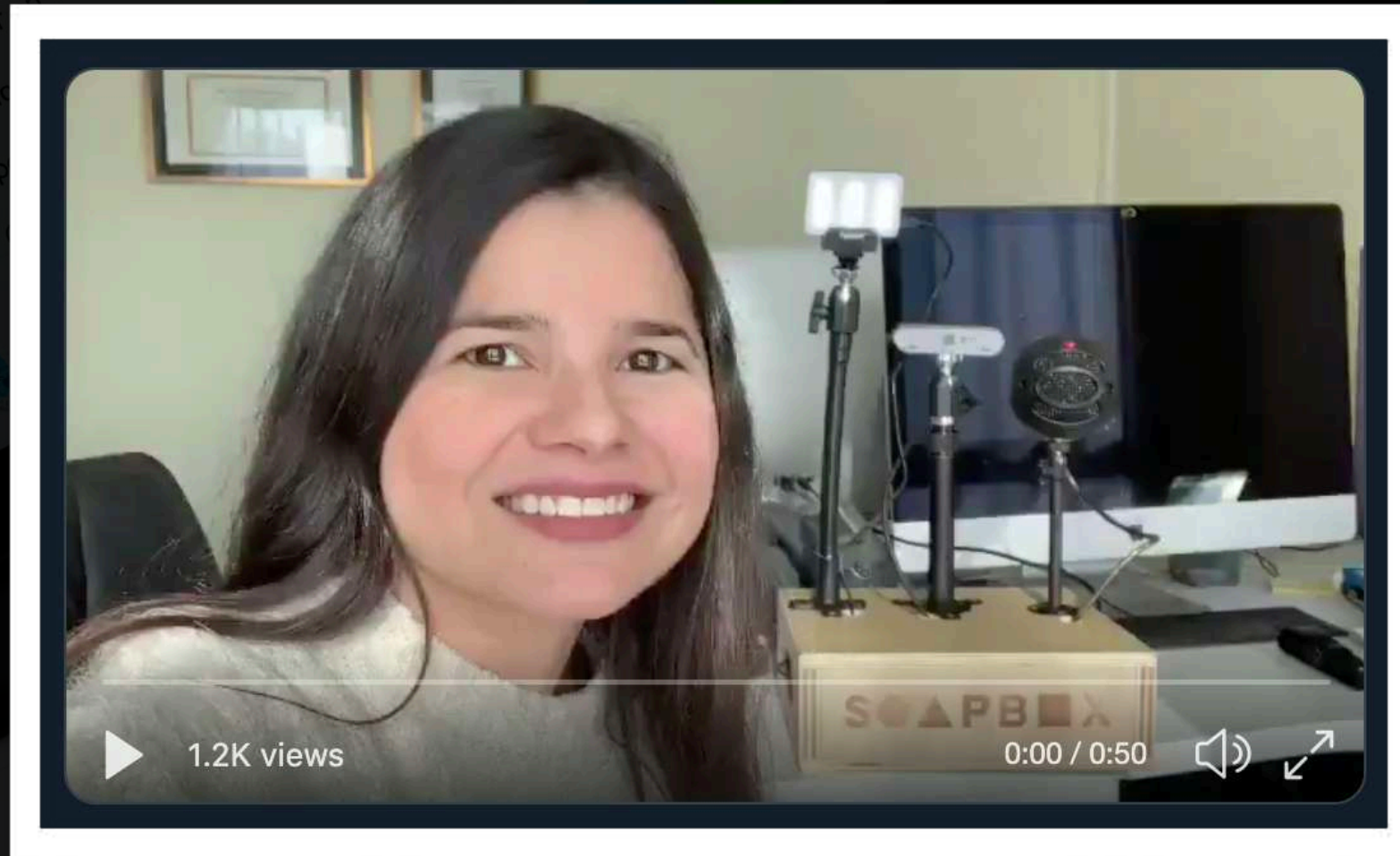
Refining
the videos

Producing
the videos

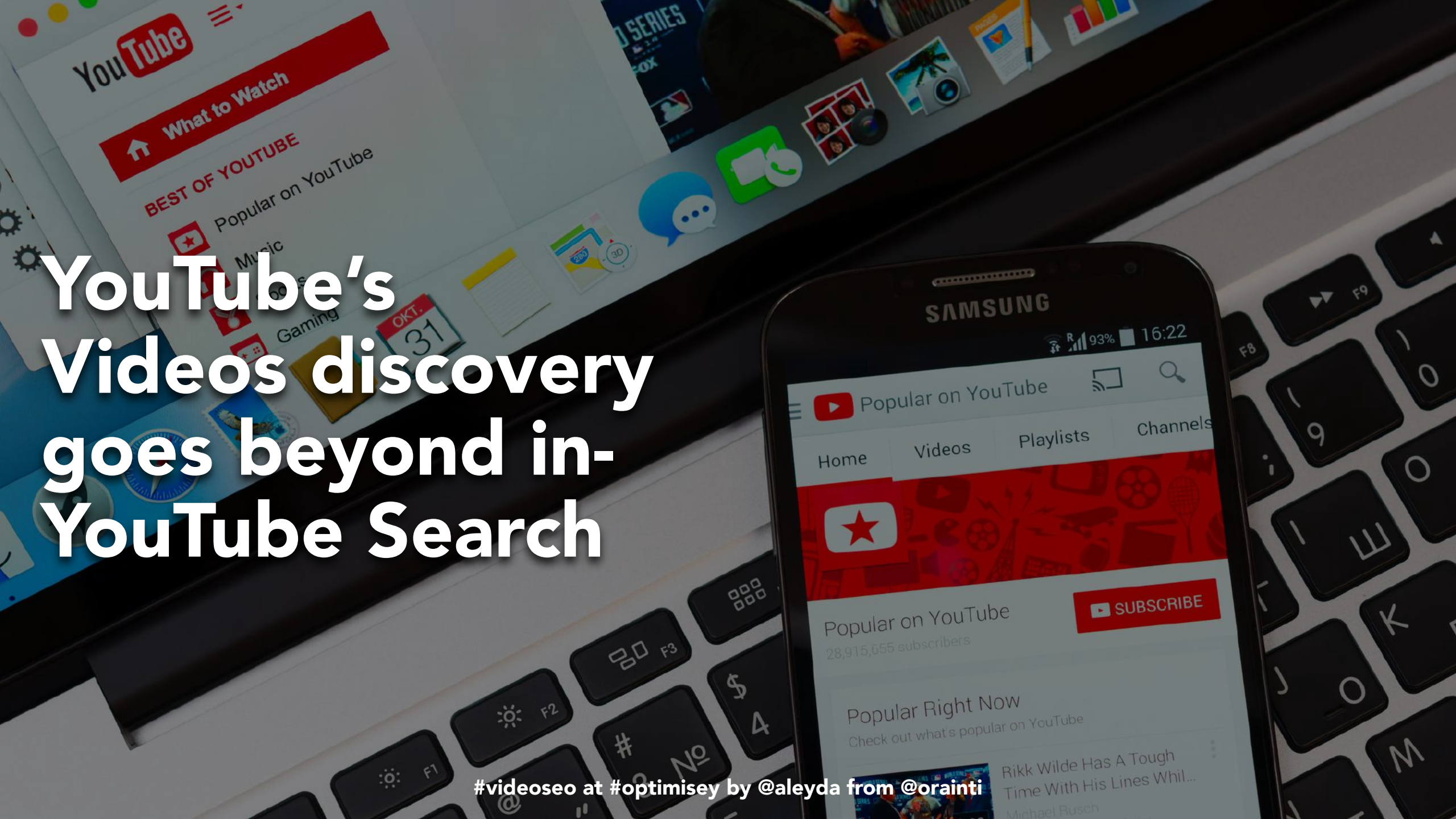
Promoting
the Videos

Measuring
videos
results

Let's go through some of my video optimization findings along this journey...



#videoseo at #optimisey by @aleyda from @orainti



YouTube's Videos discovery goes beyond in- YouTube Search

#videoseo at #optimisey by @aleyda from @orainti

Most users don't discover videos through YouTube search, but via video recommendations

On an average day, people around the world watch **one billion hours** of video on YouTube. Most of those—70%—are recommended by YouTube's algorithms, chief product officer Neal Mohan revealed at CES, as **reported by CNET**. The recommendations keep mobile users watching for more than 60 minutes at a time, on average, he said.

Traffic from sources within YouTube

This is watch time and views on desktop, YouTube mobile apps, and other features within YouTube. Here are the top traffic sources within YouTube (click to expand a description):

Impressions

YouTube search

Suggested videos

Browse features

Playlists

Channel pages

YouTube advertising

Video cards and annotations

Notifications

Campaign cards

End screens

Other YouTube features

**YouTube search
is one of many
other traffic
sources within
the platform
powered by
YouTube's
functionalities**

**YouTube
videos also
have
important
external traffic
sources too**

**Embedded
Videos**

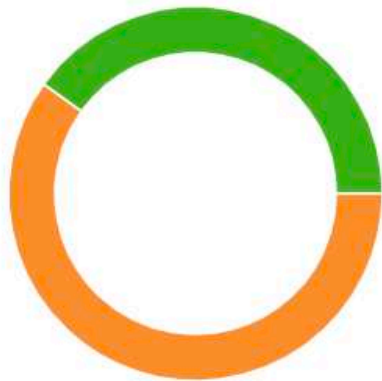
**Google
Search
Results**

**Links to
videos from
external sites**

Organic search is the 2nd traffic driver to YouTube, after direct and is mostly mobile

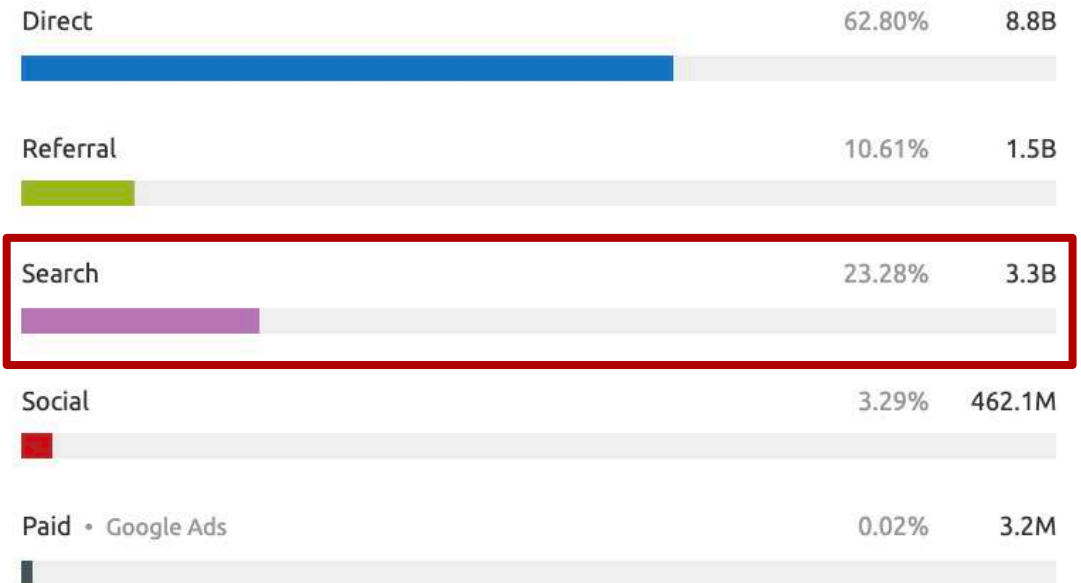
Traffic Share

Nov 2019

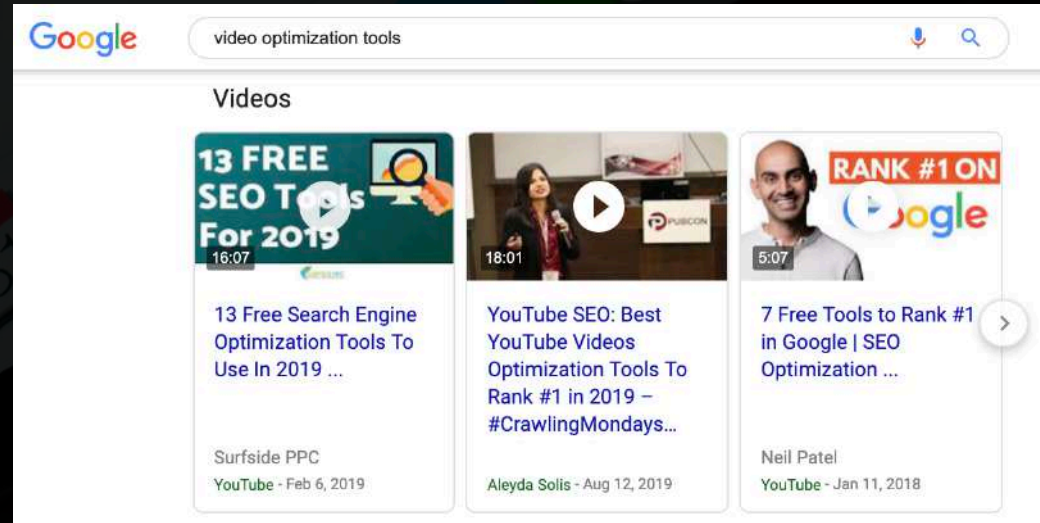


Desktop 40%
Mobile 60%

All devices | Nov 2019



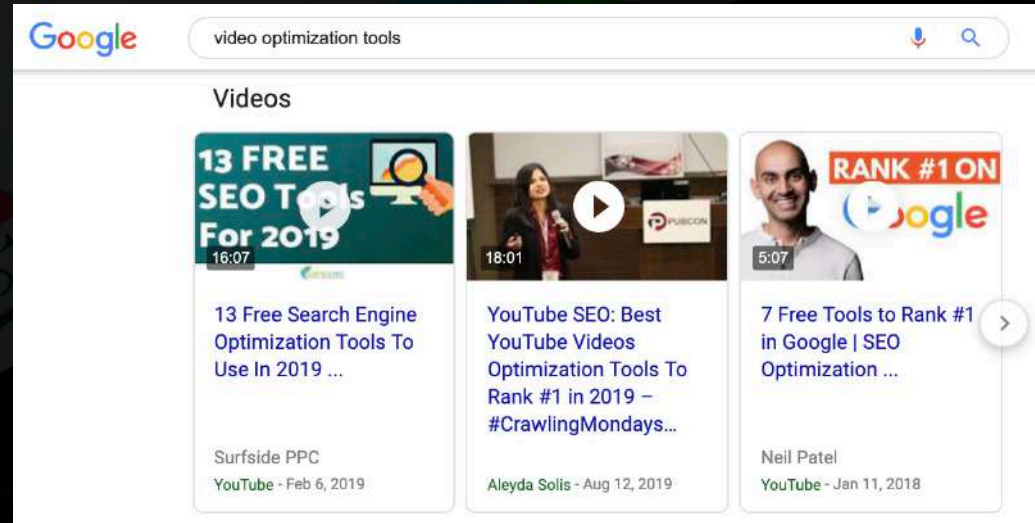
31.91% of mobile search results in the US include video carrousels



Country	Video Carrousels in top 20 results	In all Categories		In Arts & Entertainment		Beauty & Fitness	
		Any Video	From YouTube	Any Video	From YouTube	Any Video	From YouTube
USA	Desktop	51.14%	79.91%	68.10%	90.87%	63.50%	83.47%
	Mobile	31.91%	81.91%	33.60%	93.20%	47.15%	85.69%
Video SERP data via SEMrush							

#videoseo at #optimisey by @aleyda from @orainti

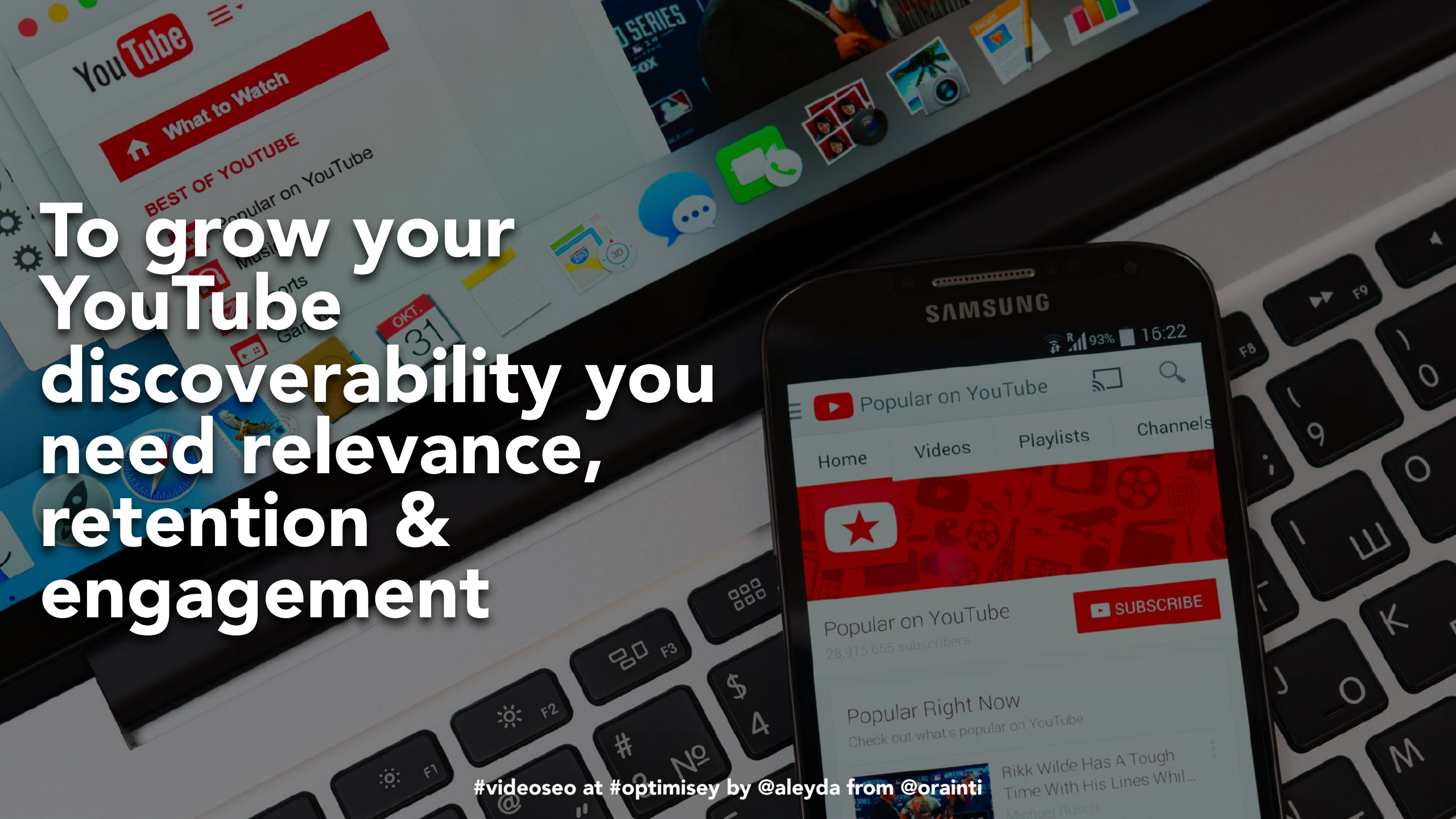
Usually +80% of Videos in these carrousel in Google Search Results are from YouTube



Country	Video Carrousel in top 20 results	In all Categories		In Arts & Entertainment		Beauty & Fitness	
		Any Video	From YouTube	Any Video	From YouTube	Any Video	From YouTube
USA	Desktop	51.14%	79.91%	68.10%	90.87%	63.50%	83.47%
	Mobile	31.91%	81.91%	33.60%	93.20%	47.15%	85.69%

Video SERP data via SEMrush

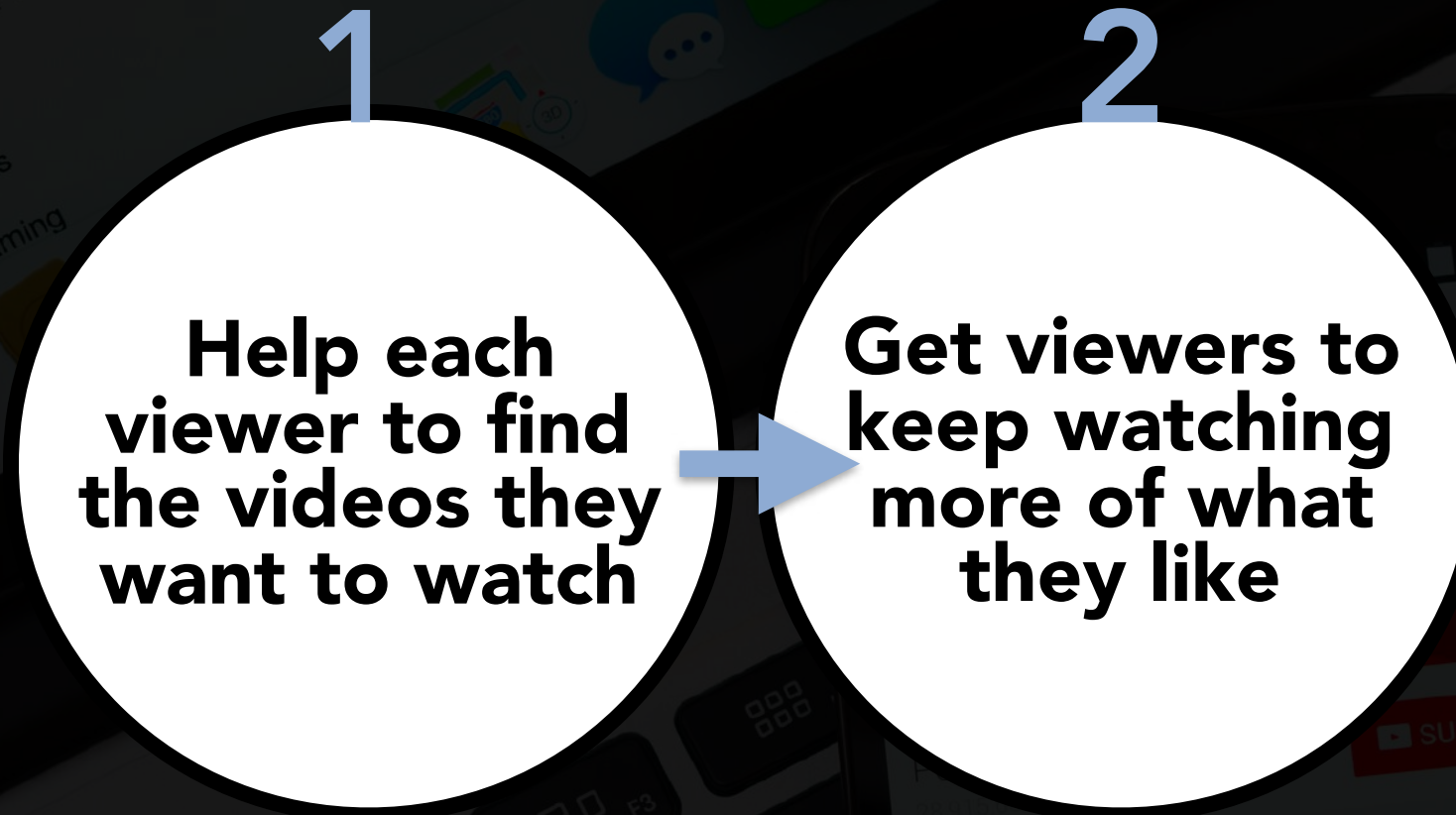
#videoseo at #optimisey by @aleyda from @orainti



To grow your
YouTube
discoverability you
need relevance,
retention &
engagement

#videoseo at #optimisey by @aleyda from @orainti

YouTube's algorithm has two goals



It's actually pretty good at it

On an average day, people around the world watch **one billion hours** of video on YouTube. Most of those—70%—are recommended by YouTube's algorithms, chief product officer Neal Mohan revealed at CES, as **reported by CNET**. The recommendations keep mobile users watching for more than 60 minutes at a time, on average, he said.

These principles are used through different discovery channels within YouTube

**Suggested
Videos**

**Home
Videos**

**Subscriptions
Tab**

Search

Trending

Notifications

YouTube's will follow the audience behavior

**What users
watch and
don't watch**

**How much
time users
spend
watching the
video**

**What users
like and dislike**

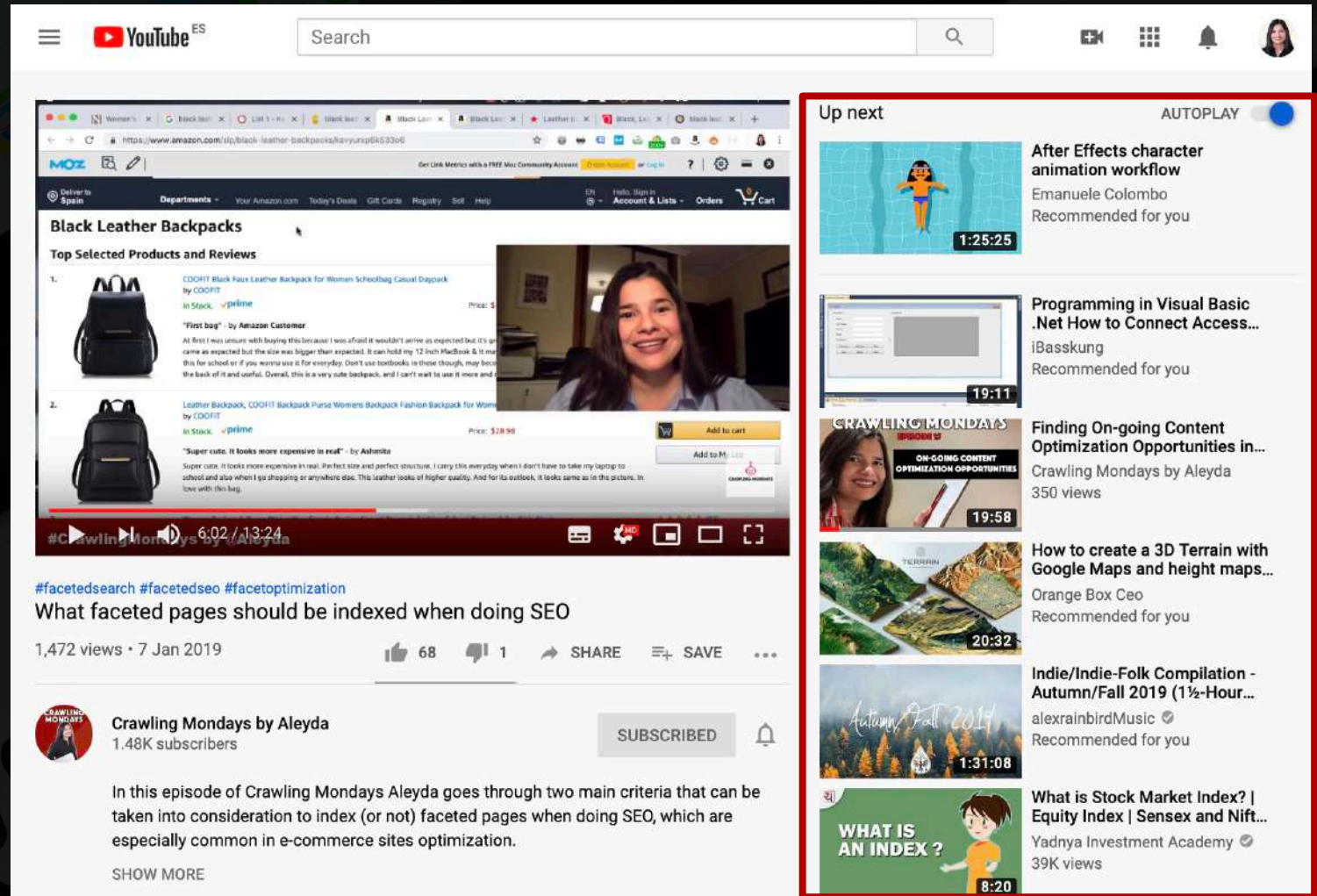
**"not
interested"
feedback**

Suggested Videos are ranked to maximize engagement based on prior user activity

Topically
Related
Videos

Videos from a
viewer's past
watch
history

Videos that
viewers watch
along with the
current
video

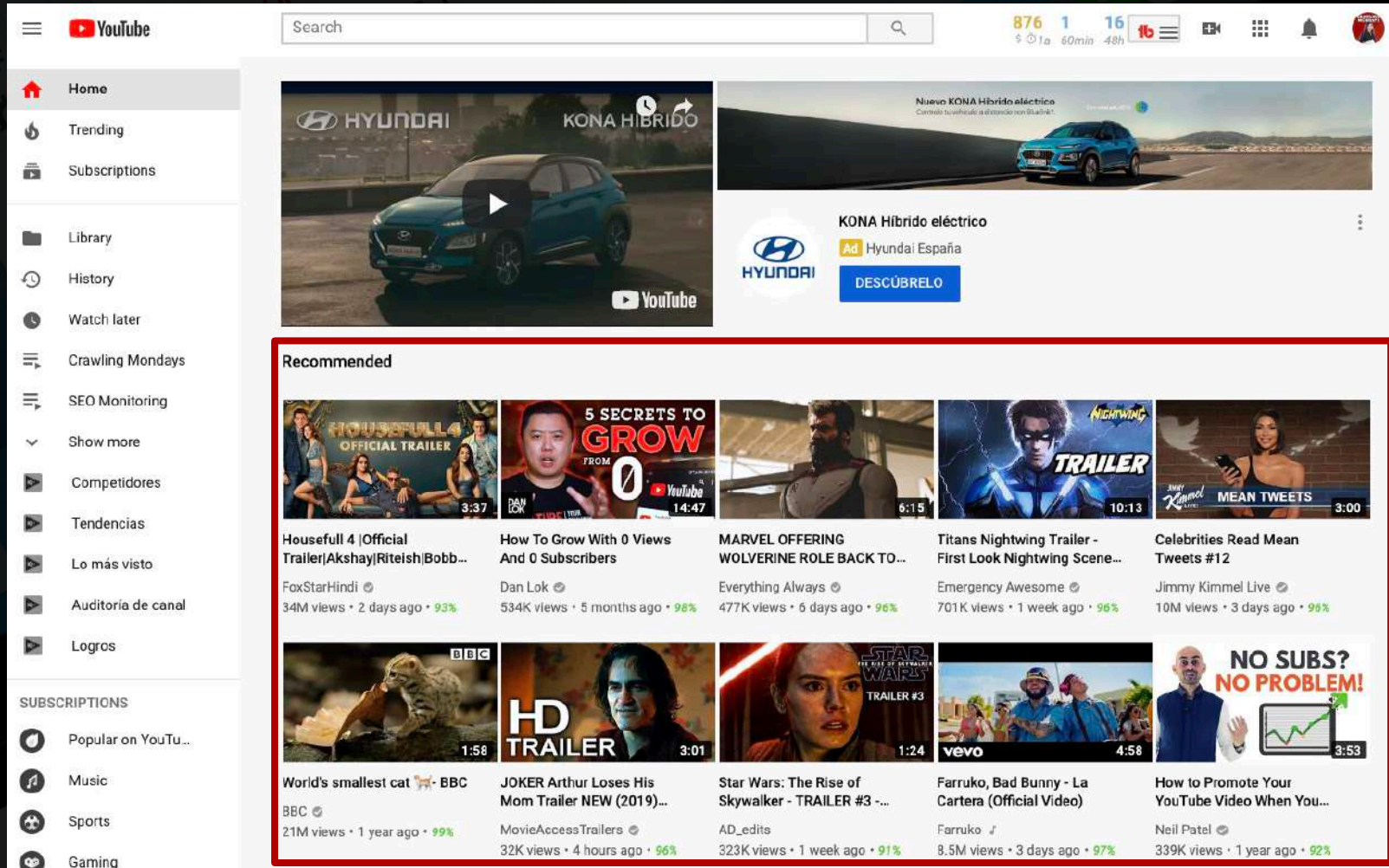


The screenshot shows a YouTube video player interface. The main video is titled "What faceted pages should be indexed when doing SEO" by the channel "Crawling Mondays by Aleyda", which has 1.48K subscribers. The video has 1,472 views and was posted on January 7, 2019. The video content shows a woman speaking, with a timestamp of 6:02 / 13:24. Below the video, there is a description: "In this episode of Crawling Mondays Aleyda goes through two main criteria that can be taken into consideration to index (or not) faceted pages when doing SEO, which are especially common in e-commerce sites optimization." and a "SHOW MORE" link.

On the right side, there is a "Up next" section with an "AUTOPLAY" toggle. It lists several suggested videos:

- "After Effects character animation workflow" by Emanuele Colombo, Recommended for you, 1:25:25.
- "Programming in Visual Basic .Net How to Connect Access..." by iBasskung, Recommended for you, 19:11.
- "Finding On-going Content Optimization Opportunities in..." by Crawling Mondays by Aleyda, 350 views, 19:58.
- "How to create a 3D Terrain with Google Maps and height maps..." by Orange Box Ceo, Recommended for you, 20:32.
- "Indie/Indie-Folk Compilation - Autumn/Fall 2019 (1½-Hour..." by alexrainbirdMusic, Recommended for you, 1:31:08.
- "What is Stock Market Index? | Equity Index | Sensex and Nift..." by Yadnya Investment Academy, 39K views, 8:20.

YouTube Home shows videos from subscriptions, videos watched by similar viewers, new videos



How often the channel or topic is viewed

How many times the video has been shown

How well the video has engaged and satisfied similar viewers

YouTube search ranks the most relevant and highly engaged videos to the query

**Title
Relevance**

**Description
Relevance**

**Watch
time of
video for
query**

how to set hreflang tags

FILTER

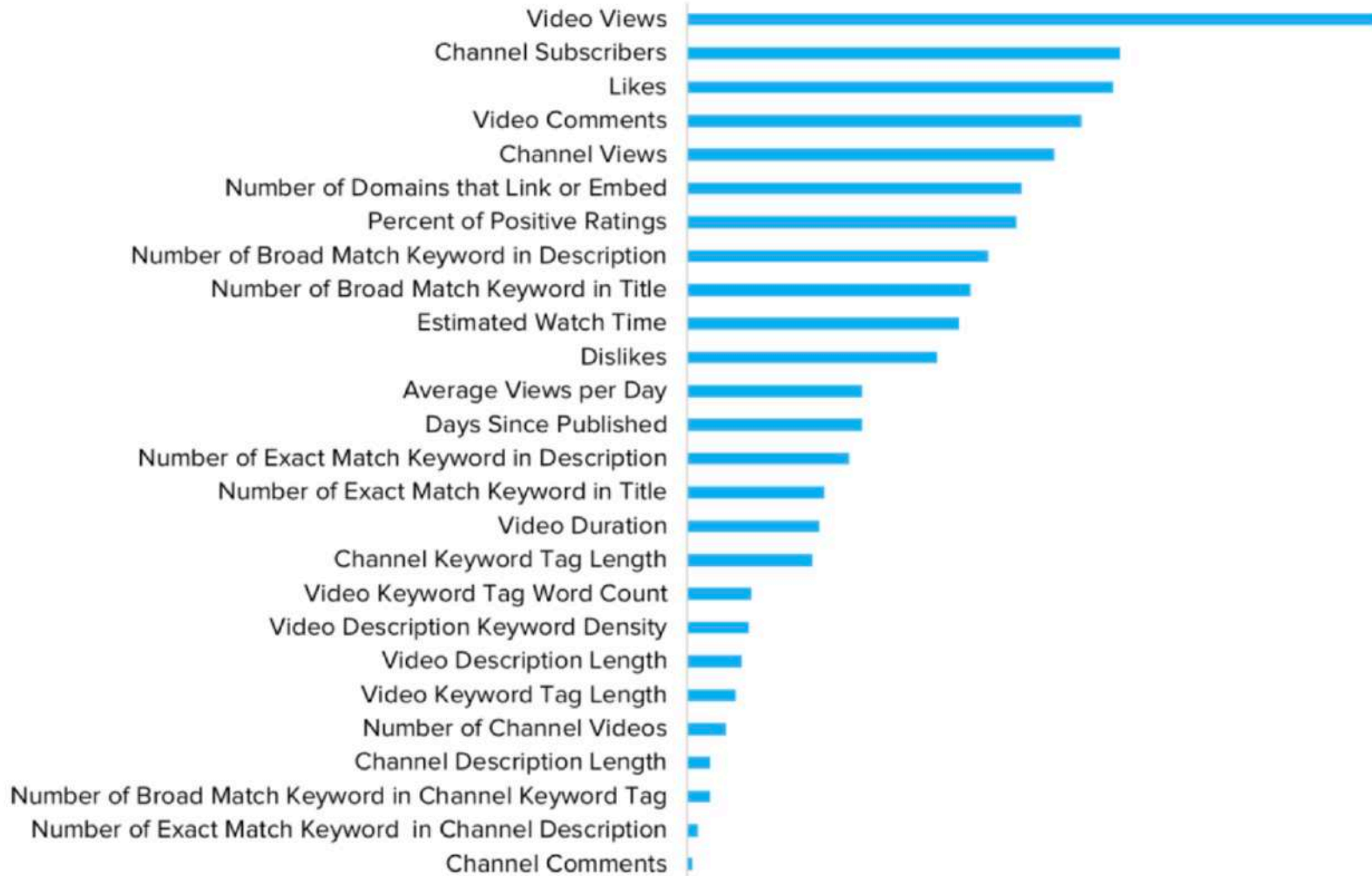
Tutorial: How to add Hreflang Tags to localize your website - Day Translations
Day Translations Inc • 8K views • 2 years ago
Whiteboard video where we explain how to add Hreflang tags to your website for a proper localization process. When you start ...

HREFLANG Tags Tutorial
David Robert Davis, Jr. • 14K views • 2 years ago
Here is a brief tutorial that will give you an idea how to set up your hreflang tags on your Wordpress site. Please leave me ...

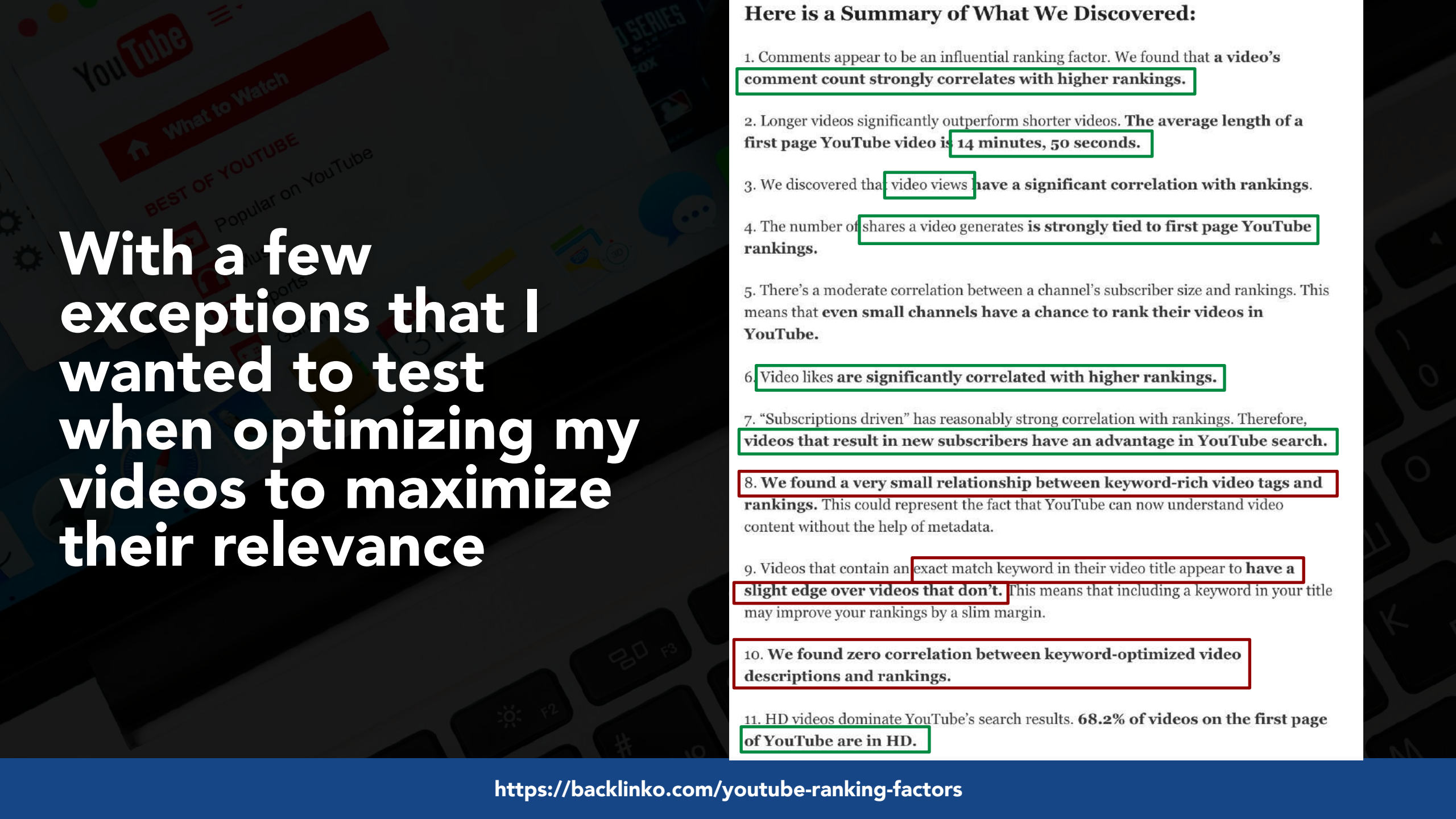
How to add, test and validate Hreflang Tags for Success
Crawling Mondays by Aleyda • 444 views • 6 months ago
Learn how to effectively implement hreflang annotations in internationally targeted Websites when doing an International SEO ...

how to add hreflang tags in wordpress easily
Learning Channel • 2.7K views • 1 year ago

Correlation of YouTube Ranking Factors



**Most of these
have been
found to have
a high
correlation
with the best
ranked videos
in YouTube
across many
studies**



With a few exceptions that I wanted to test when optimizing my videos to maximize their relevance

Here is a Summary of What We Discovered:

1. Comments appear to be an influential ranking factor. We found that **a video's comment count strongly correlates with higher rankings.**
2. Longer videos significantly outperform shorter videos. **The average length of a first page YouTube video is 14 minutes, 50 seconds.**
3. We discovered that **video views** have a significant correlation with rankings.
4. The number of shares a video generates **is strongly tied to first page YouTube rankings.**
5. There's a moderate correlation between a channel's subscriber size and rankings. This means that **even small channels have a chance to rank their videos in YouTube.**
6. **Video likes are significantly correlated with higher rankings.**
7. "Subscriptions driven" has reasonably strong correlation with rankings. Therefore, **videos that result in new subscribers have an advantage in YouTube search.**
8. **We found a very small relationship between keyword-rich video tags and rankings.** This could represent the fact that YouTube can now understand video content without the help of metadata.
9. Videos that contain an **exact match keyword in their video title appear to have a slight edge over videos that don't.** This means that including a keyword in your title may improve your rankings by a slim margin.
10. **We found zero correlation between keyword-optimized video descriptions and rankings.**
11. HD videos dominate YouTube's search results. **68.2% of videos on the first page of YouTube are in HD.**

However, it's clear relevance is not enough (as in SEO), retention & engagement are key

Relevance

Title, description, etc.

Engagement

Likes, views, ratings,
comments, shares,
subscriptions

Retention

Watch Time

Remember that YouTube is a social platform, so the community aspect is key for success

Relevance

Title, description, etc.

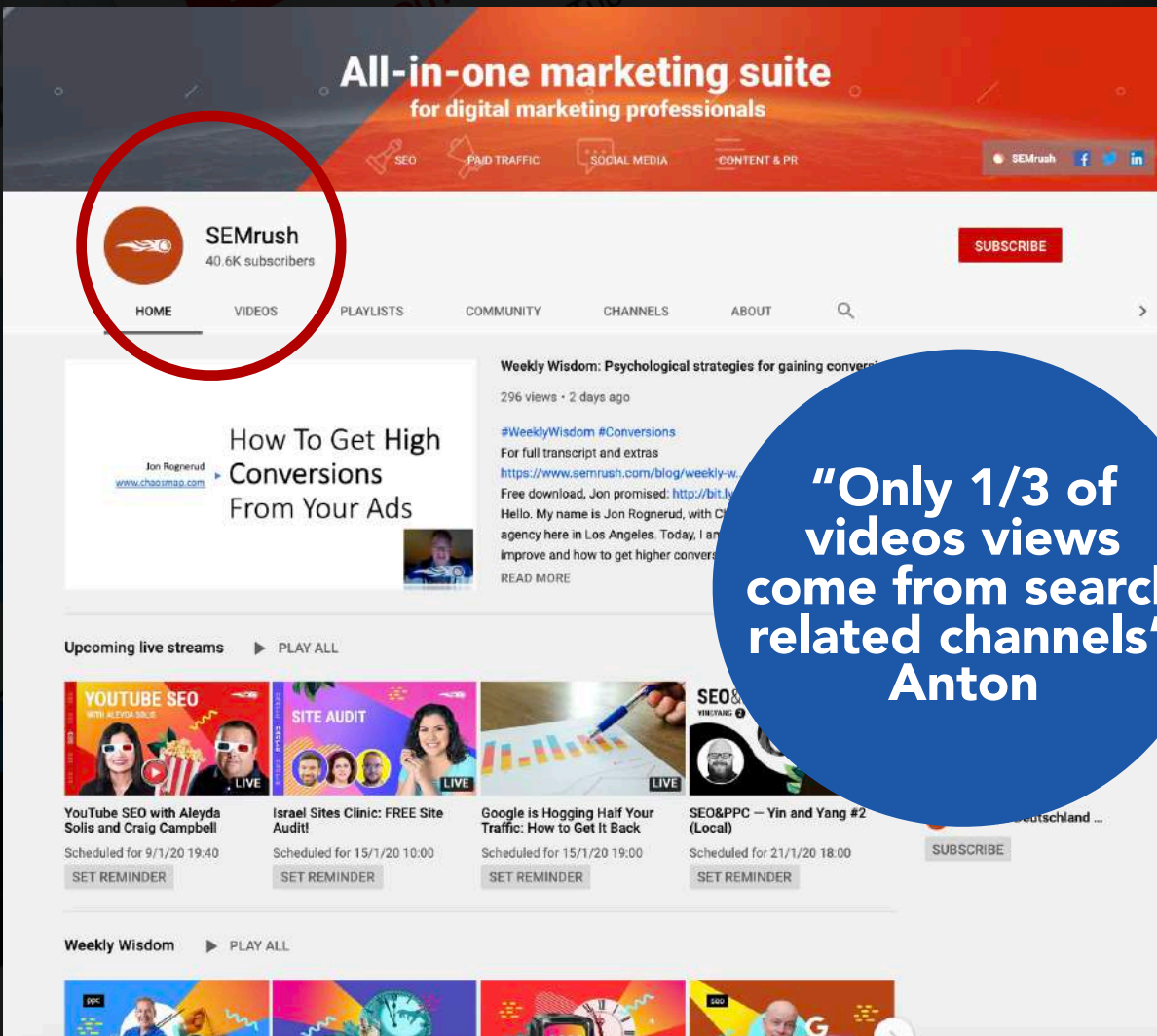
Engagement

Likes, views, ratings,
comments, shares,
subscriptions

Retention

Watch Time

Popular channels in the SEO sector don't attract most of their views via search channels



#videoseo at #optimisey by @aleyda from @orainti

How to develop relevant videos to be also liked so much that retain and keep users engaged?



#videoseo at #optimisey by @aleyda from @orainti



**You need to
understand your
audience preferences
& competition to
establish an effective
video plan**

#videoseo at #optimisey by @aleyda from @orainti

Get popular queries to target by using your current keywords tools with YouTube support

Google

YouTube

Bing

Amazon

eBay

Play Store

Instagram

Twitter

search engine optimization

Global / English

Q

Filter Results

Keyword Suggestions

Questions

Prepositions



Hashtags

Sort by

Keywords - ascending

Negative Keywords

Search for "search engine optimization" found 15 questions

<input type="checkbox"/> Keywords	Search Volume	Trend	CPC (USD)	Competition
<input type="checkbox"/> how to do search engine optimization	570	 -12%	\$2.75	35 (Medium)
<input type="checkbox"/> how to do search engine optimization youtube				
<input type="checkbox"/> how to do search engine optimization on wordpress				
<input type="checkbox"/> how to do search engine optimization yourself	30	 -50%	\$2.67	27 (Low)
<input type="checkbox"/> how to do search engine optimization in google				

Identify the videos with more engagement about your topic using tools like Buzzsumo

Web Content

Find the top performing articles and blogs across the web

Expand SEARCH

Filter your results: Time Period Country TLD English More Filters - 2 RESET FILTERS

Content

Analysis

Sort by: Total Engagement

1,230 Results

EXPORT

<input type="checkbox"/> SELECT ACTION	Facebook Engagement	Twitter Shares	Pinterest Shares	Reddit Engagements	Number of Links	Evergreen Score	Total Engagement	
<input type="checkbox"/> Focus Pages How to do Search Engine Optimization On WordPress Sep 19, 2019 youtube.com	592	1	32.9K	0	-	0	33.5K	
<input type="checkbox"/> SEO Sinhala: Search Engine Optimization - On-Page SEO Aug 26, 2019 youtube.com	344	0	0	0	-	0	344	
<input type="checkbox"/> Backlinks: Search Engine Optimization Sinhala Tutorial Sep 1, 2019 youtube.com	316	0	0	0	-	0	316	
<input type="checkbox"/> SEO 2019 What is SEO Search Engine Optimization ? 100 Days of SEO Day 1 By Amanda's Designer Decals - Feb 9, 2019 youtube.com	150	0	0	0	-	0	150	
<input type="checkbox"/> How To Write Youtube Descriptions For Your Youtube Videos – Youtube Search Engine Optimization By Anthony's Future Universe - Nov 20, 2018	1	121	0	0	-	0	122	

More Filters

Domains

Only include results from these domains:

youtube.com X Enter domain

☐ B2B Publishers Only

Content Type

☐ Article

☒ Video

☐ How-to-article

☐ What

☐ Infographic

☐ Why

☐ List

Word Count

☒ Any length

☐ Hide content with less than 750 words

☐ In-depth articles only, with at least 2000 words

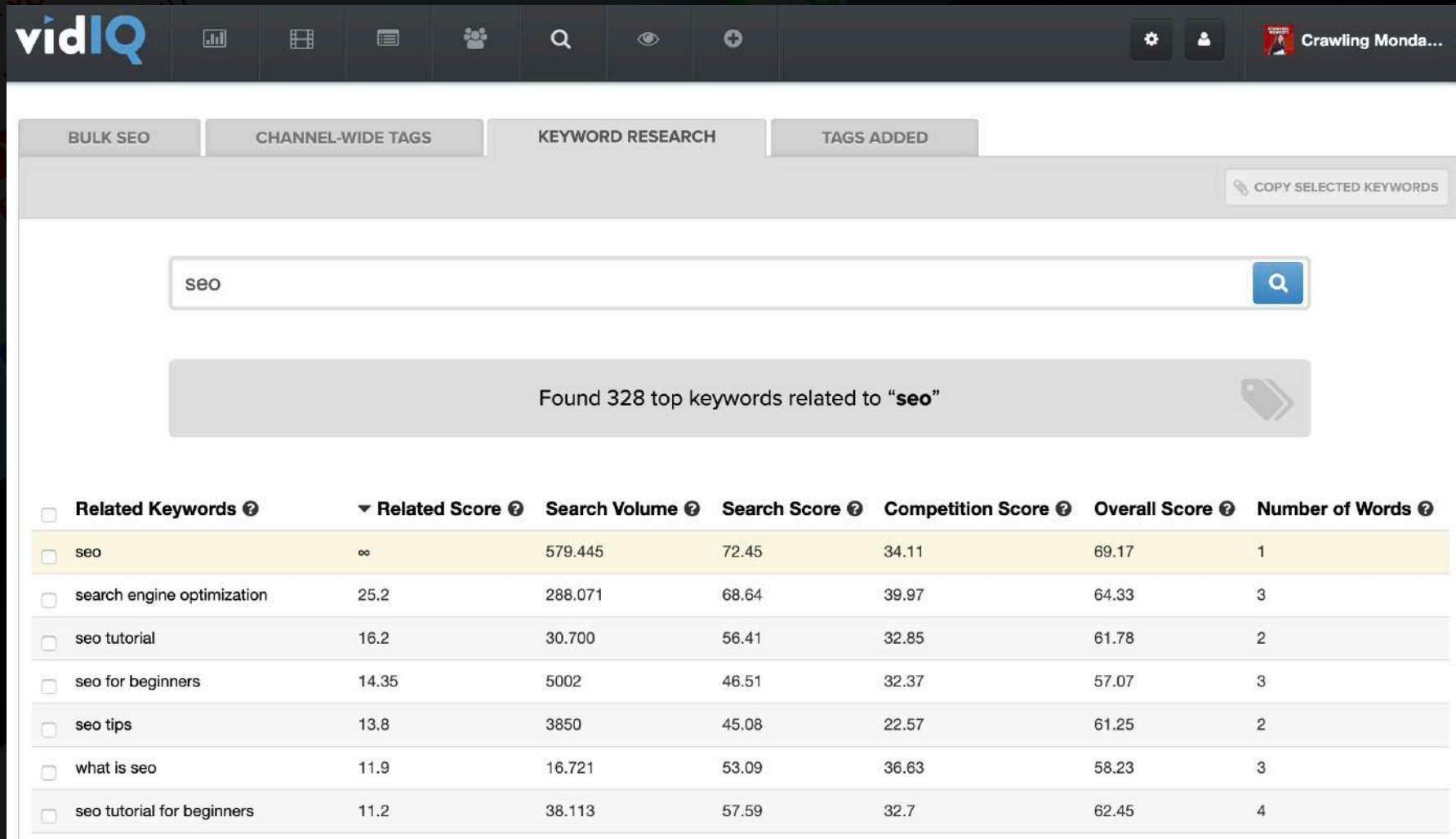
Publisher Size

☒ Any size publisher

☐ Exclude large publishers

☐ Only display large publishers

Refine the terms by using YouTube's focused tools like vidIQ, including competition metrics



The screenshot displays the vidIQ Keyword Research tool interface. At the top, there's a navigation bar with icons for various features and a user profile dropdown labeled 'Crawling Monda...'. Below this, a tabbed interface shows 'KEYWORD RESEARCH' as the active tab. A search bar contains the term 'seo', and a button next to it says 'COPY SELECTED KEYWORDS'. Below the search bar, a message states 'Found 328 top keywords related to "seo"'. The main area features a table of related keywords with columns for 'Related Keywords', 'Related Score', 'Search Volume', 'Search Score', 'Competition Score', 'Overall Score', and 'Number of Words'. The first row is highlighted in yellow, showing 'seo' with an infinite score and a search volume of 579,445. Subsequent rows list related terms like 'search engine optimization', 'seo tutorial', 'seo for beginners', 'seo tips', 'what is seo', and 'seo tutorial for beginners' with their respective scores and volumes.

<input type="checkbox"/> Related Keywords ?	▼ Related Score ?	Search Volume ?	Search Score ?	Competition Score ?	Overall Score ?	Number of Words ?
<input type="checkbox"/> seo	∞	579.445	72.45	34.11	69.17	1
<input type="checkbox"/> search engine optimization	25.2	288.071	68.64	39.97	64.33	3
<input type="checkbox"/> seo tutorial	16.2	30.700	56.41	32.85	61.78	2
<input type="checkbox"/> seo for beginners	14.35	5002	46.51	32.37	57.07	3
<input type="checkbox"/> seo tips	13.8	3850	45.08	22.57	61.25	2
<input type="checkbox"/> what is seo	11.9	16.721	53.09	36.63	58.23	3
<input type="checkbox"/> seo tutorial for beginners	11.2	38.113	57.59	32.7	62.45	4

Identify the top ranked videos used in tags, as well as the most popular related terms

Search results for "pwa seo" on YouTube.

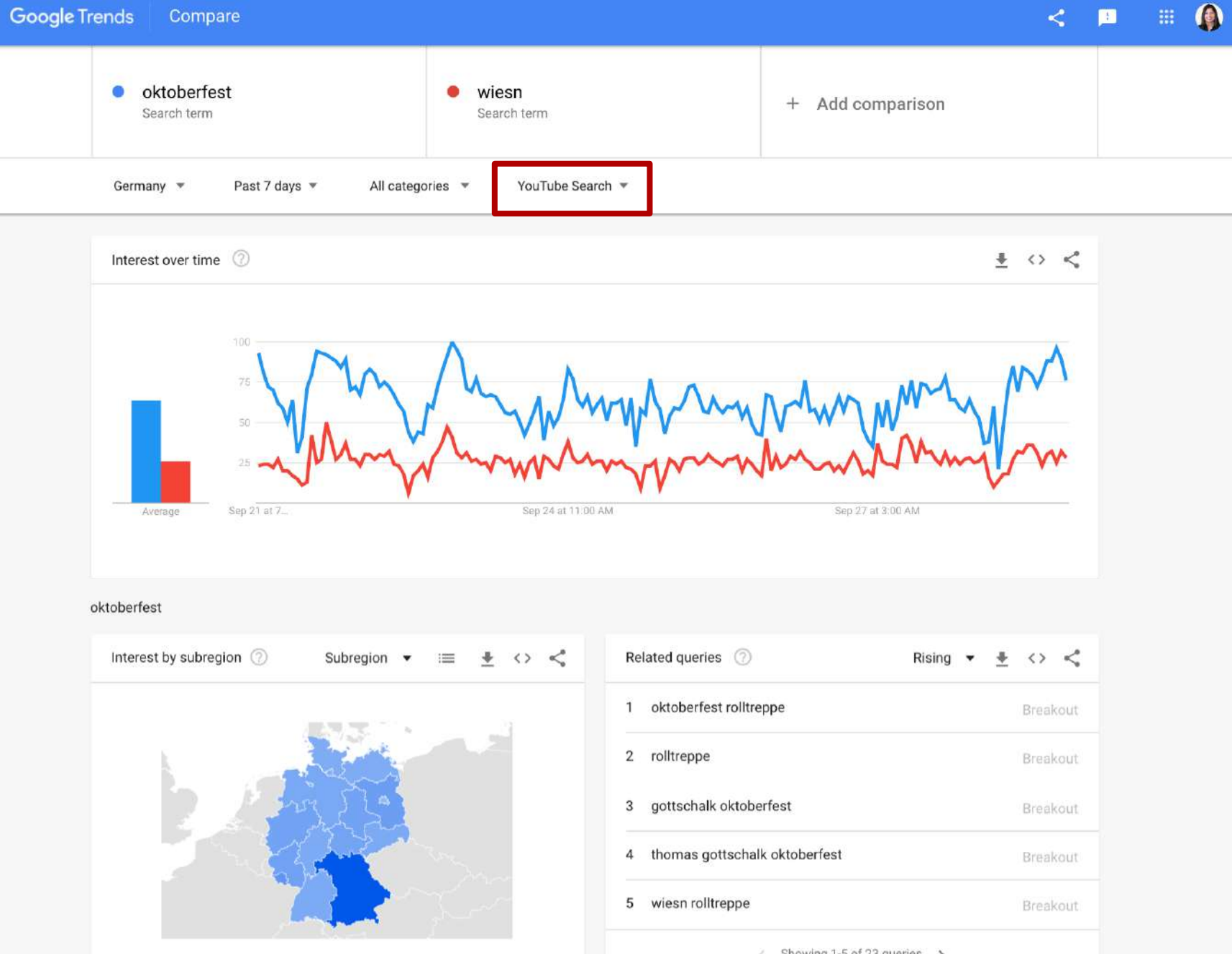
How to Rank Higher on Google in 2019 (Step-by-Step Tutorial)
Ad | Ahrefs • 73.1K suscriptores • 16K views
Pages not ranking in Google? Learn how to rank higher step by step

Indexing your PWA (Discoverability & SEO) - Progressive Web App Training
Google Chrome Developers • 354K suscriptores • 2.1K views • 4 months ago • 100%
Once you have a Progressive Web App, do you know how to give it a good search ranking? This video provides an introduction ...
CC

Search Engine Optimization Experts Recommend Progressive Web Apps for 2018
Love2Dev • 471 suscriptores • 372 views • 1 year ago • 100%
Progressive Web Applications are designed to provide the best user experience possible on the web. This is exactly what Google ...


PWAs & SEO: Why you want one, how to get them & optimize for them
Crawling Mondays by Aleyda • 1.48K suscriptores • 472 views • 8 months ago • 100%
Learn all you need to know about PWA SEO! Aleyda shares why Progressive Web Apps (PWA) are the future of the Web, how you ...

vidIQ
TÉRMINO DE BÚSQUEDA
pwa seo
PALABRAS CLAVE DEBAJO DE LOS VÍDEOS
Ocultar palabras clave debajo de los videos.
CANTIDAD MÁXIMA DE VISTAS 147,793
CANTIDAD PROMEDIA DE VISTAS 23,525
PROMEDIO SUSCRIPTORES 231
AÑADIDO EN LOS ÚLTIMOS 7 DÍAS 0/20 SUBTÍTULOS 3/20
ANTIGÜEDAD PROMEDIA 31 years
REPETICIONES EN LOS TÍTULOS 0/20
REPETICIONES EN LAS DESCRIPCIONES 0/20
MEJOR CREADOR Google Webmasters
Puntuación de palabra clave
vidIQ volumen de búsqueda 0
vidIQ puntuación de competencia 6
Puntuación total 47/100
No hay un volumen de búsqueda suficiente para mostrar los informes sobre consultas de búsqueda
Palabras clave más buscadas
progressive web apps 64.3 pwa 71.1 seo 66.9
search engine optimization 64.7 web apps 55.8
web 35.6 angular seo 46.6 javascript 59.0
pwa search engine optimization
progressive web app optimization angular link bot
angular 5 rendertron angular social media
firebase angular universal progressive web app 64.4
progressive web apps seo progressive web app seo
angular search engine optimization developers 46.1
angular 66.4 app development 48.8 pwa guide 45.2
angular 2 59.9 angular 4 59.3 google developers 53.6
angular 5 54.8 pwa rendertron angular rendertron
pwa optimization accelerated mobile pages 61.6
Videos de tendencia



**You can also
verify
seasonality
and trend
over time by
using Google
Trends that
includes a
YouTube filter**


Use SocialBlade & Noxinfluencer to obtain the top channels from any topic in any country

 **SOCIALBLADE**


YouTube


[SUPPORTED PLATFORMS](#) [TOP LISTS](#) [LIVE COUNTS / REALTIME](#) [CONSULTING](#) [COMPARE](#) [BLOG](#) [COMMUNITY DISCORD](#)

Search Results for 'search engine optimization'
15 YouTube search results found





Neil Patel UCI-Zr10QhF66lu1aGXaTbfw
Your source for all things marketing. Neil Patel is a New York Times best selling author. The Wall Street Journal calls him a top influencer on the web, Forbes says he is one of the top 10 marketers, and Entrepreneur Magazine says he created one of ...
452 Uploads 432,000 Subscribers 17,211,918 Video Views

[SELECT CHANNEL](#) 





Search Engine Optimization - Topic UCsN3YdVoMymR2JpdeZr7PIA
Search engine optimization (SEO) is the process of affecting the visibility of a website or a web page in a search engine's "natural" or unpaid ("organic") search results. This channel was generated automatically by YouTube's video discovery system.
0 Uploads 2,130 Subscribers 0 Video Views

[SELECT CHANNEL](#) 




Brian Dean UCx7J37QuXsGL7QG6SMlpqKg
Backlinko is where marketers turn to get higher rankings and more traffic. My channel is all about teaching you insanely actionable SEO, link building and content marketing strategies that you can use to grow your business. So if you're a pro market...
26 Uploads 246,000 Subscribers 6,161,306 Video Views

[SELECT CHANNEL](#) 



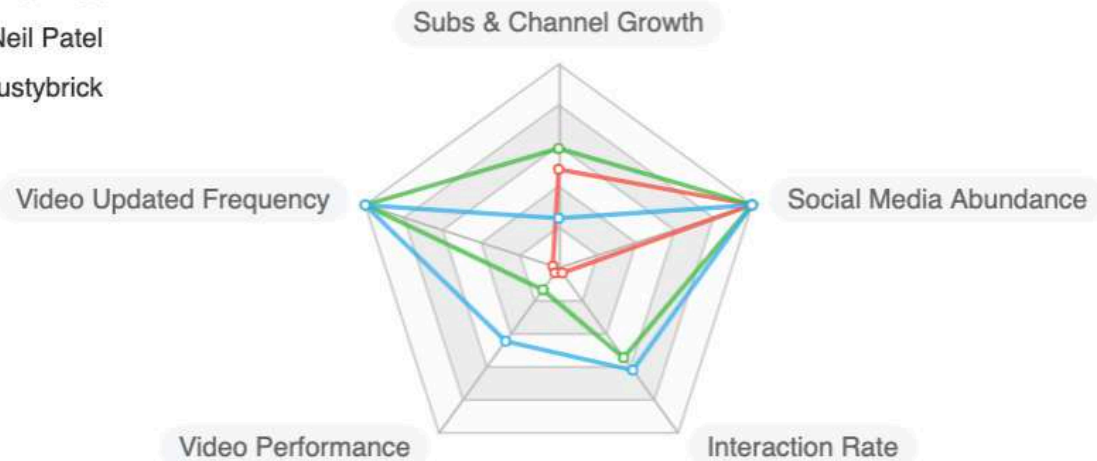
Michael Quinn UCD_dt1C8IXOAJ9StwMLUgQ
Our digital marketing company helps businesses create online traffic and lead generation using SEO optimization, search engine marketing, and pay-per-click (PPC) services. To learn more, visit www.michaelquinnagency.com or call (701) 353-2670.
21 Uploads 465 Subscribers 61,698 Video Views

[SELECT CHANNEL](#) 

Analyze their ongoing behavior: How often do they publish? When?

YouTuber Data Compare and Analytics Report

— Brian Dean
— Neil Patel
— rustybrick



Channel Info

New Videos (Recent 30 Days)



Brian Dean

0Videos

100.0% Lower than Avg.



Neil Patel

14Videos

27.0% Higher Than Avg.



rustybrick

10Videos

9.0% Lower than Avg.

What topics do
your
competitors
publish about?
What are the
best performing
ones?

Most Viewed Video from Brian Dean YouTube Channel



HOT Video SEO - How to Rank #1 in YouTube (Fast!)

878.65K Views · 2016-11-30 Published Date · 27.27K Likes · 3.16K Comments

This video will show you everything you need to know about video SEO. Specifically, you'll learn how to optimize your videos around YouTube's top 5 ranking factors. In fact, these are the same five factors that I focus on for every video that I publish. They're the main reason that my videos rank in the top 3 for keywords like "SEO"

Latest Videos from Brian Dean YouTube Channel

Sorted by Views



Video SEO - How to Rank #1 in YouT...

878.65K Views · 2016-11-30 Published Date



How to Get More Views on YouTube ...

772.34K Views · 2019-01-17 Published Date



Advanced Step-By-Step SEO Tutoria...

582.36K Views · 2017-02-16 Published Date

Views/Subs:100%
Engagement Rate:6.7%

91.21

Views/Subs:100%
Engagement Rate:10.3%

91.21

Views/Subs:100%
Engagement Rate:3.8%

91.21



The SEO ranking factor you MUST m...

548K Views · 2016-05-17 Published Date



How to Get More YouTube Subscribe...

504.86K Views · 2018-03-13 Published Date



How to Get More Organic Traffic (FA...

375.8K Views · 2016-04-14 Published Date

What terms are they targeting with their top performing videos?

[Top List](#)[Channel Tools](#)[Video Tools](#)[FAQ](#)[Blog](#)[English](#)[I'M AN INFLUENCER](#)[I'M A BRAND](#)

YOUTUBE VIDEO ANALYTICS AND REPORT

YouTube Video URL: <https://www.youtube.com/watch?v=...>

[Read Now](#)

Video SEO - How to Rank #1 in YouTube (Fast!)



Brian Dean

248K Followers · 26 Videos · 6.22M Total Views · 2016-11-30

YOUTUBE VIDEO ANALYTICS REPORT

Video Views

878.65K

Views Ratio ?

100% (Excellent)

Est. Video Value ?

\$ 17.57K - \$ 20.38K

ENGAGEMENT

Likes Ratio ?

95.6% (27.27K 👍 / 1.27K 👎)

Comments

3161

Engagement Rate ?

6.7%

TAGS

video seo youtube seo video marketing rank videos backlinko how to rank videos
SEO audience retention youtube rankings video optimization tips tutorial how to
meta data search engine optimization

Which of these terms are also popular & trigger video results/carrousel/snippets in Google?

hreflang US Search Broad Match Phrase Match Exact Match Related

All Questions Advanced filters 1

Include keywords: Broad Match AND Exclude keywords: Exact Match

Words count: from to Volume: from to KD %: from to CPC (USD): from to Competitive Density: from to SERP Features: 3 selected Results in SERP: from to

Apply filters Clear filters Hide filters

By number By volume All keywords: 13 Total volume: 570 Average KD: 60.44%

☐ Keyword

	Volume	Trend	KD%	CPC (USD)	SF	Results in SERP
<input type="checkbox"/> wordpress hreflang tags	30		59.20	0.00	3	98K
<input type="checkbox"/> polylang hreflang	70		66.53	0.00	0.00	94
<input type="checkbox"/> link rel hreflang	30		67.56	0.00	0.00	258K
<input type="checkbox"/> hreflang xml sitemap generator	90		55.49	0.00	0.00	40.6K
<input type="checkbox"/> hreflang validator	50		54.95	0.00	0.00	123K

☐ Images
☐ Site Links
☐ Reviews
☐ Tweet
☒ Video
☒ Featured Video
☐ None

SERP Features: Reviews Video

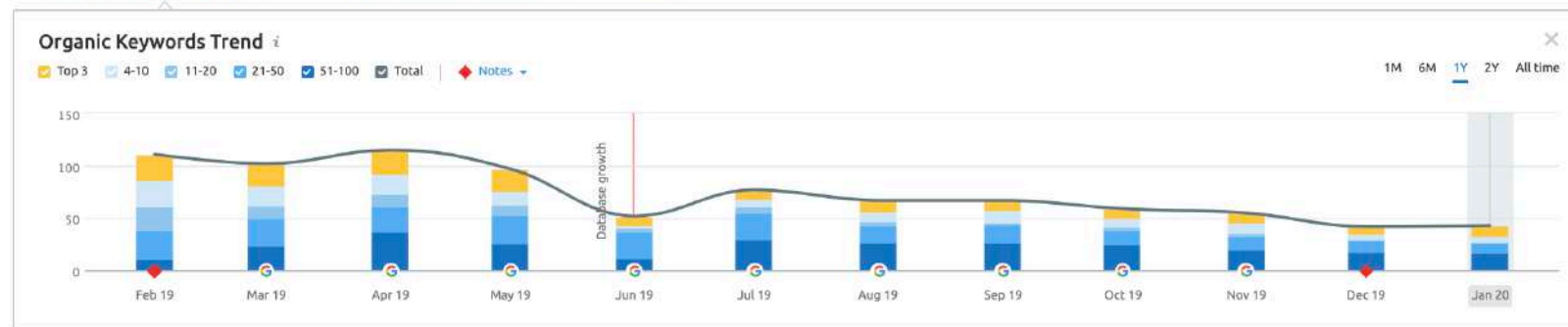
Organic Research: youtube.com

US 94.9M IN 20.6M ES 14.3M ... Device: Desktop Date: Jan 7, 2020 Currency: USD

Overview Positions Position Changes Competitors Pages Subdomains

Positions search engine o... X Volume Advanced Filters

Keywords 43 2.38% Traffic 160 41.59% Traffic Cost \$93 2.2%



Organic Search Positions 1 - 43 (43)

	Keyword	SERP Features	Pos.	Diff.	Traffic	Traffic %	Volume	URL	Results	Volume Trend	SERP
>	search engine optimization specialist job description	📄 🏆	36 → 36	0	0	< 0.01	50	www.youtube.com/watch?v=XaZ7aUOI9C	11.3M		
>	expert search engine optimization houston	📄 📍 ⭐	72 → 72	0	0	< 0.01	50	www.youtube.com/watch?v=BhsL2DX3sbQ	4.1M		
>	search engine optimization cork	📄 📄	56 → 56	0	0	< 0.01	30	www.youtube.com/watch?v=B0hSIQ4e86k	1.3M		
>	search engine optimization secrets danny dover pdf	📄 ⭐ 📄	51 → 51	0	0	< 0.01	40	www.youtube.com/watch?v=qw9H34I2Tw...=103	77		
>	search engine optimization richmond va	📄 📍 ⭐	51 → 51	0	0	< 0.01	50	www.youtube.com/watch?v=fjzsK0TnM	1.6M		
>	maryland search engine optimization	📄 ⭐	69 → 69	0	0	< 0.01	110	www.youtube.com/watch?v=Qp1WbNxX0g	7.6M		
>	rapid city search engine optimization	📄 ⭐ 📄	44 → 44	0	0	< 0.01	40	www.youtube.com/watch?v=82HR_guJ4o8	8.7M		
>	search engine optimization reddit	📄 ⭐	95 → 95	0	0	< 0.01	70	www.youtube.com/watch?v=QbuQSGul-Bk	5.6M		
>	search engine optimization jobs in pune	📄 ⭐ 📄	36 → 36	0	0	< 0.01	30	www.youtube.com/watch?v=NnZVq-D3WJc	75		
>	odesk search engine optimization test	📄 📄	9 → 9	0	0	< 0.01	30	www.youtube.com/watch?v=PVxTIWJEVH	195K		

For which of these queries the YouTube domain is already ranking in Google results?

For which of these topics do you already have text content that can be easily repurposed into a video, that you can also embed into the existing content to enrich it, besides attracting more visibility from Google video search results?

#videoseo at #optimisey by @aleyda from @orai

The screenshot shows a Google search for "optimize progressive web apps". The search results include several links to articles and guides, such as "PWAs SEO: How to Optimize Progressive Web Apps for Search" and "SEO for Progressive Web Apps (PWA) - Builtvisible". Below the search results, there is a "People also ask" section with four questions: "What does progressive Web App mean?", "What can Progressive Web Apps do?", "Which browsers support progressive Web Apps?", and "How do I create a progressive web app?". At the bottom, there is a "Videos" section with three video thumbnails: "Indexing your PWA (Discoverability & SEO) - Progressive Web ...", "AWS re:Invent 2017: Progressive Web Apps in the Real World ...", and "PWA Performance Optimization For Progressive Web Apps".

Google optimize progressive web apps

About 18,800,000 results (0.48 seconds)

PWAs SEO: How to Optimize Progressive Web Apps for Search
<https://www.aleydasolis.com/search-engine-optimization/pwas-seo-what...>
Dec 8, 2018 - Wondering what's a progressive Web app (PWA) and how to optimize them for organic search results? You've come to the right place.

SEO for Progressive Web Apps (PWA) - Builtvisible
<https://builtvisible.com/progressive-web-app-seo>
Learn how to optimise PWAs (Progressive Web Apps) for SEO in this fantastic in-depth guide from Maria Camanes, Technical SEO Consultant at Builtvisible.
What exactly is a PWA? · Four key technologies of a ...

Do Progressive Web Apps (PWA) Improve SEO? [Analysis]
<https://love2dev.com/blog/pwa-seo>
Oct 20, 2019 - SEO Technical Best Practices for a Progressive Web App. Make Your Content Crawlable: Use real URLs, not hash fragments and follow SEO URL best practices by including keywords in the URL and keeping them short. Use Mobile First Responsive Design: Google and everyone else focuses on mobile first, you should too.

People also ask

What does progressive Web App mean?

What can Progressive Web Apps do?

Which browsers support progressive Web Apps?

How do I create a progressive web app?

Progressive Web App Checklist | Google Developers
<https://developers.google.com/web/progressive-web-apps/checklist>
Progressive Web Apps (PWA) are reliable, fast, and engaging, although there ... For more information, see our guide to social optimization and social discovery.
Baseline Progressive Web ... · Exemplary Progressive ... · Schema.org metadata is ...

Google and Progressive Web Apps: the mobile experience ...
<https://searchengineland.com/google-progressive-web-apps-mobile-exper...>
Oct 4, 2016 - What's the deal with Progressive Web Apps? Columnist Jim Yu ... of how to optimize the site to ensure the page gets indexed appropriately.

Improve Your SEO Indirectly With Progressive Web Apps
<https://seo-hacker.com/improve-seo-indirectly-progressive-web-apps>
Progressive web apps are one of the more interesting technology concepts to surface in late 2015. Developed by Google, the idea is to create an enhanced ...

Videos

PWA
Indexing your PWA (Discoverability & SEO) - Progressive Web ...
Google Chrome Developers
YouTube · May 28, 2019

AWS re:Invent 2017: Progressive Web Apps in the Real World ...
AWS re:Invent 2017: Progressive Web Apps in the Real World ...
Amazon Web Services
YouTube · Nov 28, 2017

PWA Performance Optimization For Progressive Web Apps
PWA Performance Optimization For Progressive Web Apps
Codiers Field
YouTube · Nov 19, 2018

Start with relevant, not competitive, but still popular queries/topics to address with videos

**Medium
Search
Volume**

**Low
Competition**

**High
topical
relevance for
your
audience**

**High
expertise**

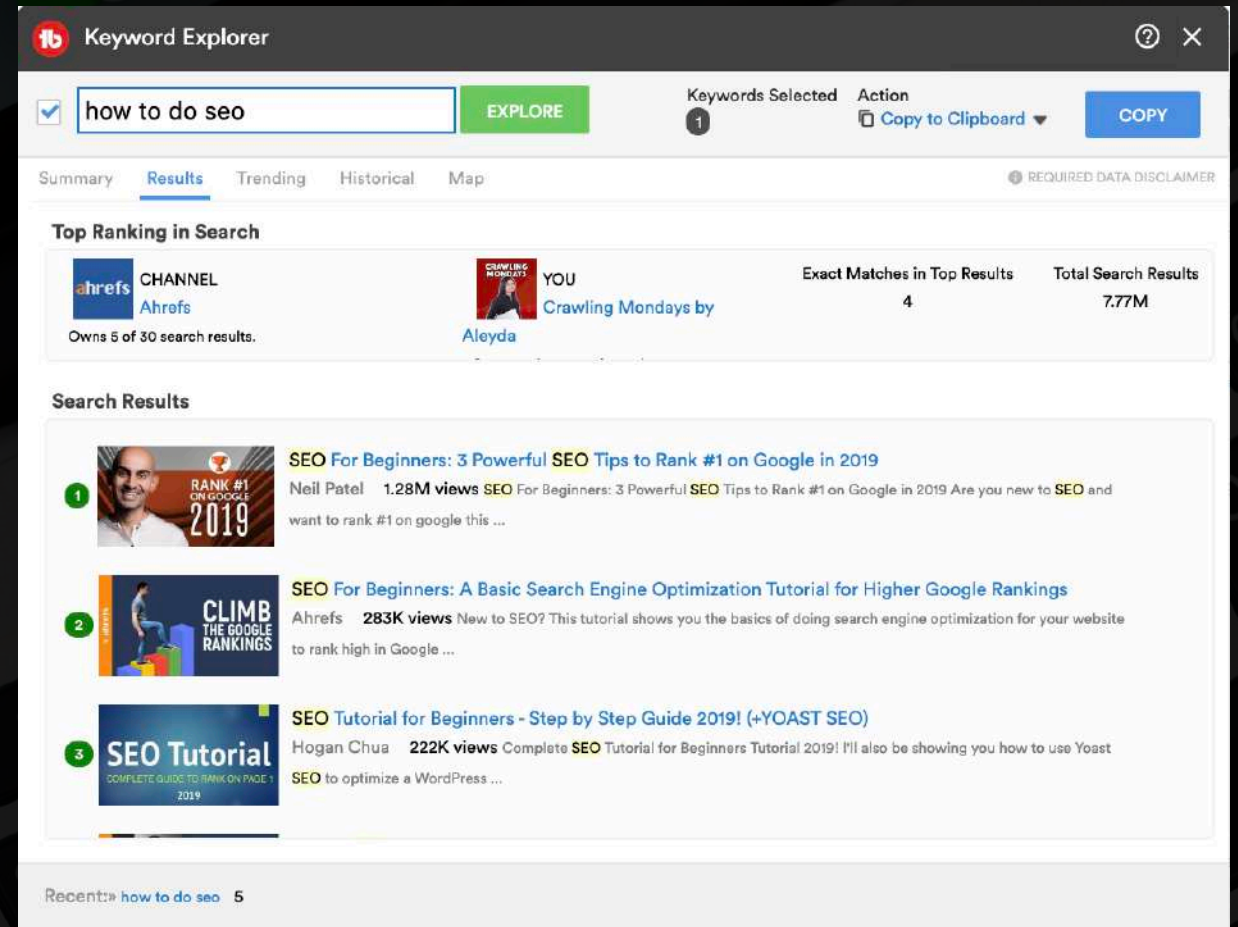
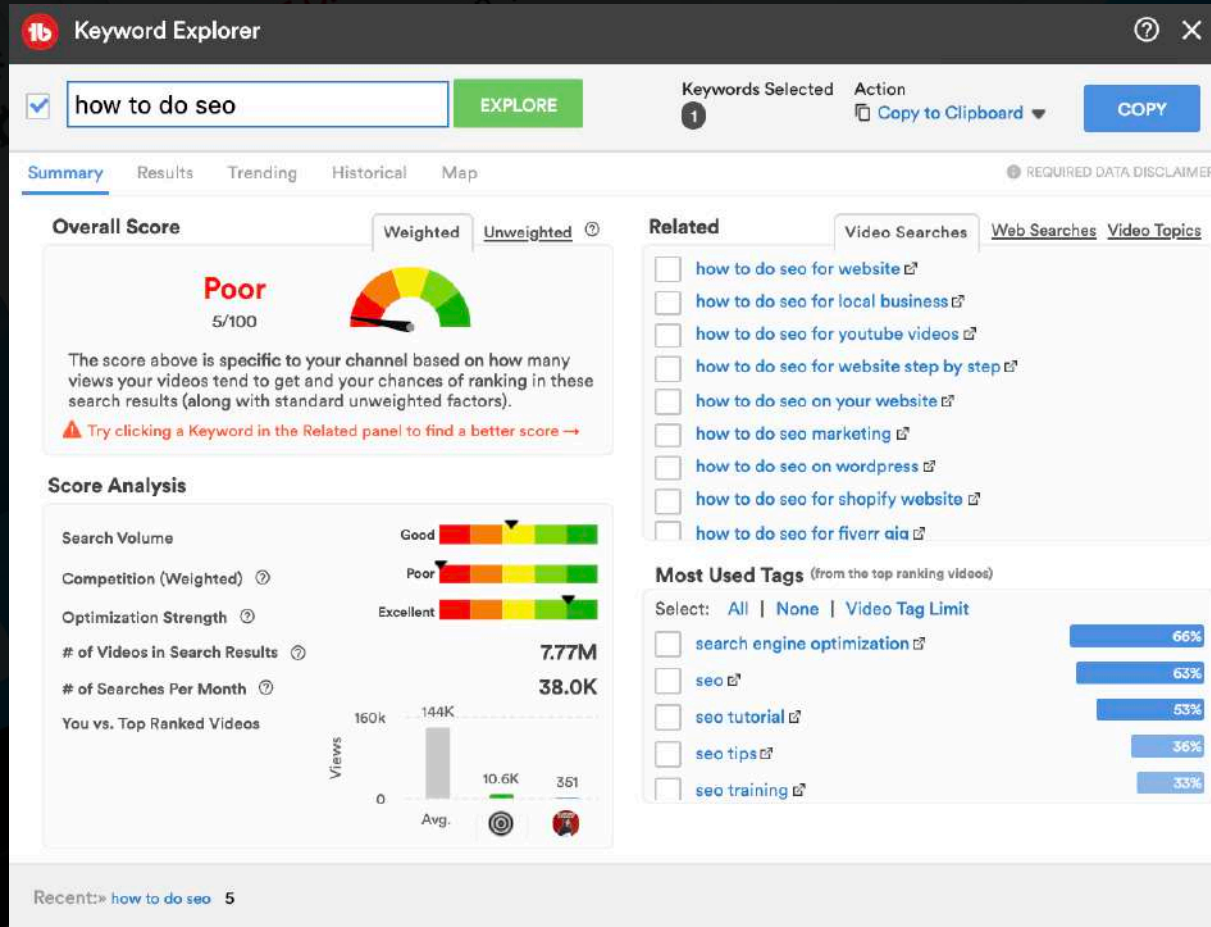
**Feasibility
to produce
and cover w/
a video**

**Is there a
video intent?
Google
shows
videos**

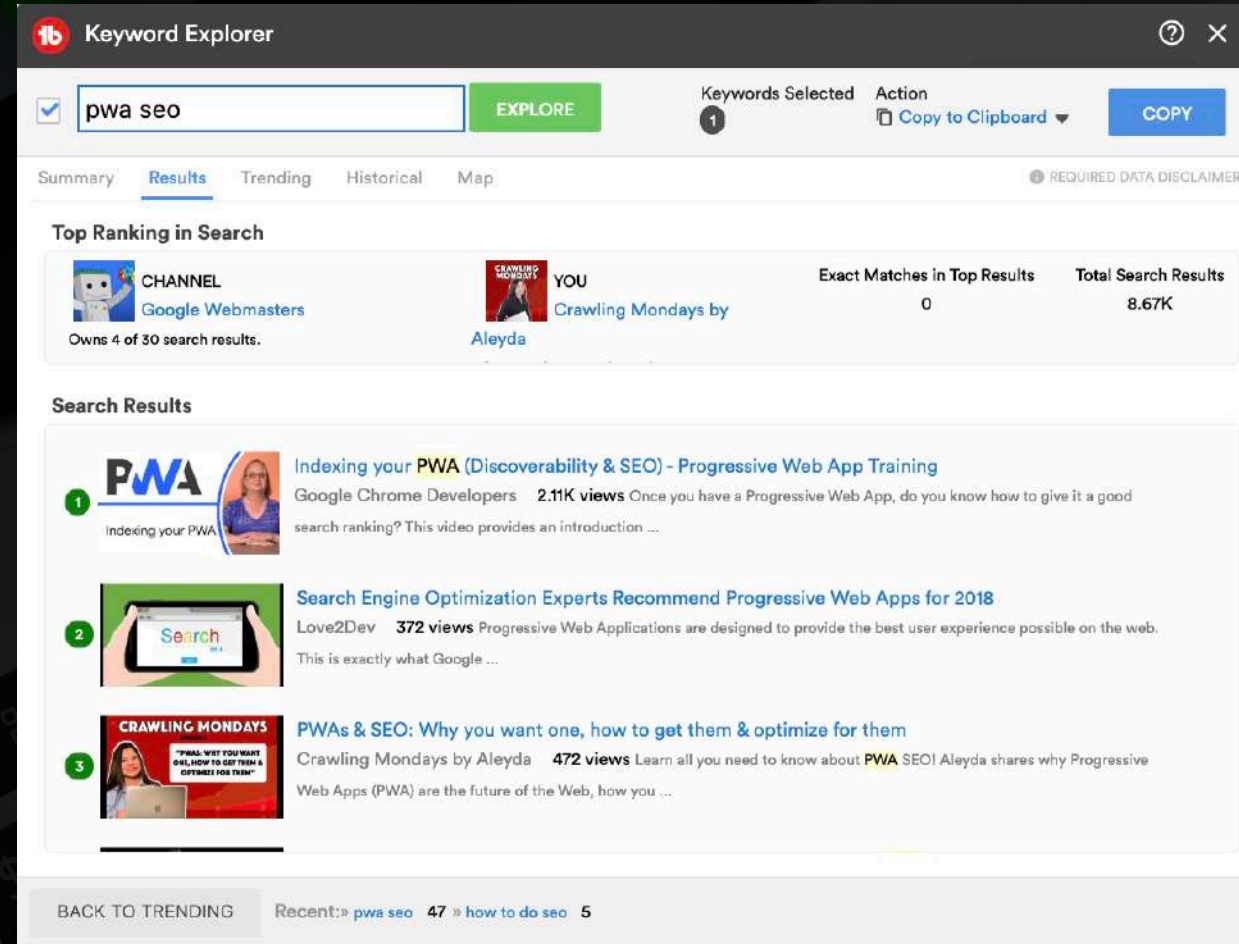
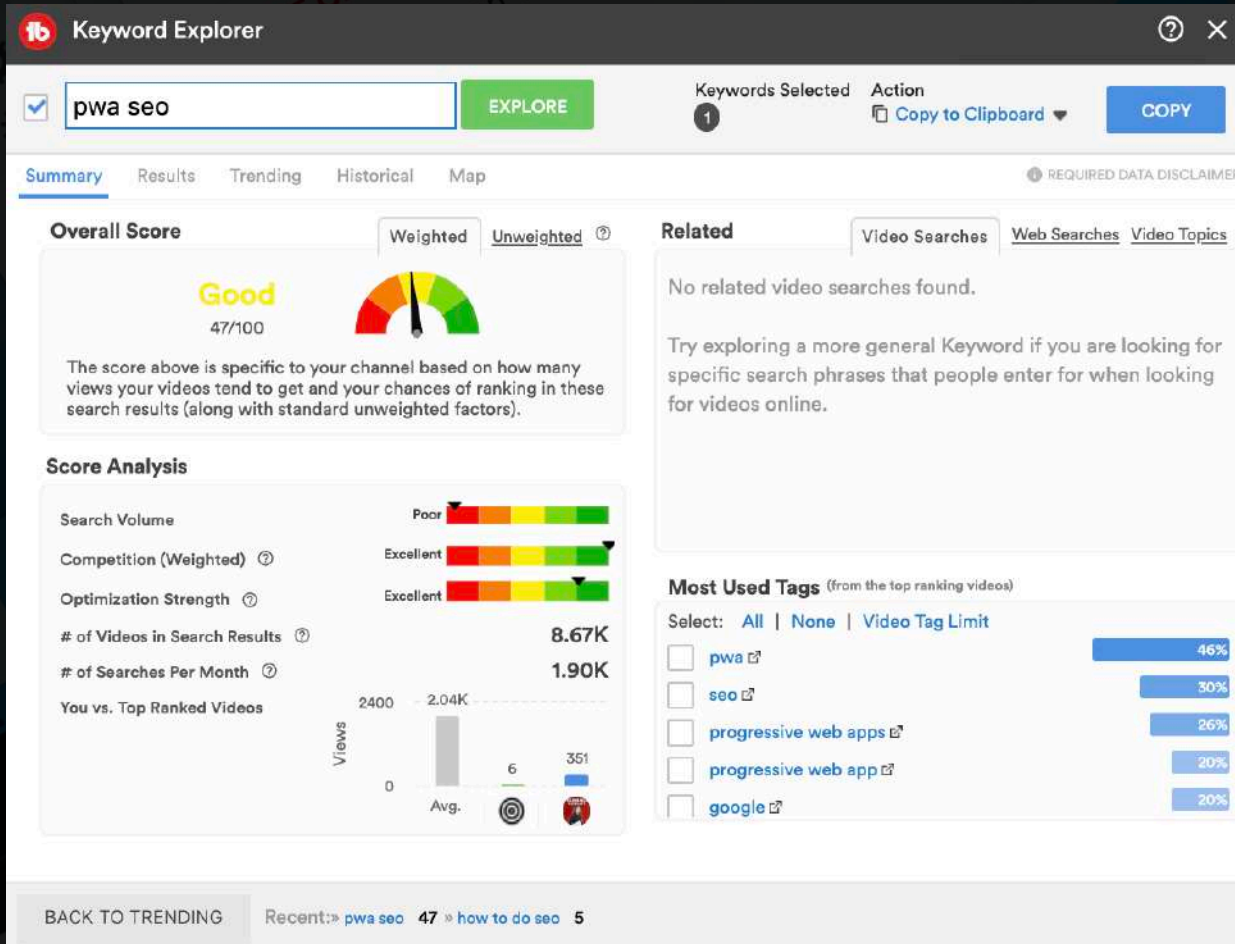
**Possibility
to repurpose to
blog post/article/
etc. or use with
existing site
content**

**Are
aligned
with your
marketing/
business
goals**

In my case I would avoid generic SEO topics: Too competitive to start, not so relevant audience



Focusing on more specific but still popular informational SEO queries, more relevant for me



Remember that it's about targeting a relevant audience, instead of just chasing big numbers

Relevance > Size

Establishing a consistent video publishing schedule for them as a result

Week	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
1	Publish How to "Set SEO Alerts"	1. Promote in Social & Groups 2. Reply to comments 3. Repurpose video in blog post	1. Reply to comments 2. Retweet/Reshare other people	1. Reply to comments 2. Retweet/Reshare other people	1. Ask for feedback on current video 2. Ask for questions for next topic		Record next week video
2	Publish How to "Optimize faceted pages"	1. Promote in Social & Groups 2. Reply to comments 3. Repurpose video in blog post	1. Reply to comments 2. Retweet/Reshare other people	1. Reply to comments 2. Retweet/Reshare other people	1. Ask for feedback on current video 2. Ask for questions for next topic	Ask for ideas/run poll for future topics	Record next week video
3	Publish Interview "With Carlos - How an SEO agency in Spain is run"	1. Promote in Social & Groups 2. Reply to comments 3. Repurpose video in blog post	1. Reply to comments 2. Retweet/Reshare other people	1. Reply to comments 2. Retweet/Reshare other people	1. Ask for feedback on current video 2. Ask for questions for next topic		Record next week video
...


#videoseo at #optimisey by @aleyda from @orainti


Which I have followed to publish 24 videos so far

#videoseo

CRAWLING MONDAYS

BY ALEYDA SOLIS







Crawling Mondays by Aleyda
1.82K subscribers

HOMEVIDEOSPLAYLISTSCHANNELSABOUT


UploadsPLAY ALL




Google Webmaster Trends Analysts Q&A Interview
1.6K views · 3 weeks ago




Coming Next Monday December 16 2019: The...
62 views · 3 weeks ago




Implementing and Validating Structured Data in an SEO...
703 views · 1 month ago




Naver SEO: How to do SEO in South Korea w/ Chris Shin
589 views · 4 months ago




Baidu SEO: How to do SEO in China. An interview with SE...
482 views · 5 months ago




Top Tips for Using Twitter as an SEO
298 views · 6 months ago




How to Optimize your Website content for Voice...
440 views · 7 months ago




Best YouTube Videos Optimization Tools To Rank...
508 views · 7 months ago




How to Prune your Website Content in an SEO Process
591 views · 8 months ago




Finding Ongoing Content Optimization Opportunities I...
398 views · 8 months ago




How to do a post Google Update SEO Analysis to...
519 views · 9 months ago




Free Useful SEO Tools You Should Check out Now [2019]
1.2K views · 9 months ago




AMP SEO: SEO Considerations to Impleme...
268 views · 9 months ago




How to add, test and validate Hreflang Tags for Success
566 views · 10 months ago




How to do a Keyword Research in an SEO Process...
597 views · 10 months ago




How to easily build SEO Monitoring Dashboards in...
833 views · 10 months ago




Choosing an International Web Structure (ccTLDs,...
921 views · 10 months ago




SEO for Web Migrations: Recovering your Organic...
1K views · 11 months ago




Top Firefox SEO Extensions & Add-Ons in 2019
842 views · 11 months ago




PWAs & SEO: Why you want one, how to get them &...
526 views · 11 months ago




How a top SEO agency works in Spain: Interview w/ Carlo...
808 views · 1 year ago



What faceted pages should be indexed when doing SEO
1.6K views · 1 year ago



How to Set SEO Alerts in 2019 to Monitor your SEO...
2.5K views · 1 year ago



Are you ready for Crawling Mondays? Actionable SEO...
1.3K views · 1 year ago

Targeting terms like this, that would be also otherwise more competitive to rank in Google

PWA SEO	Google Update Analysis
SEO for Web migrations	AMP SEO
SEO alerts	Hreflang Tags
SEO dashboard	Keyword Research
Voice optimization	International SEO
Facet pages optimization	Content Pruning

#videoseo at #optimisey by @aleyda from @orainti

SEMrush
40.5K subscribers

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Weekly Wisdom Special: What NOT to Do in 2020
584 views • 6 days ago

#WeeklyWisdom #WhatNotToDo2020
for full transcript and extras
<https://www.semrush.com/blog/weekly-wisdom/>

0:08 Itamar Blauer: Don't Create Irrelevant Content
0:53 Ross Tavendale: Get Basics Right
1:46 Jason Barnard: Don't focus on the Blue Links
3:16 Evan Fadinger: Don't just look at your ACoS %
2:40 Evan Fadinger: Don't just reduce your bids to lower your ACoS %
READ MORE

Upcoming live streams ▶ PLAY ALL

YouTube SEO with Aleyda Solis and Craig Campbell
Scheduled for 9/1/20 19:40
SET REMINDER

Site Audit
Scheduled for 15/1/20 10:00
SET REMINDER

Google is Hogging Half Your Traffic: How to Get It Back
Scheduled for 15/1/20 19:00
SET REMINDER

SEO&PPC — Yin and Yang #2 (Local)
Scheduled for 21/1/20 18:00
SET REMINDER

Taking Amazon Advertising to the Next Level
Scheduled for 29/1/20 19:00
SET REMINDER

Weekly Wisdom ▶ PLAY ALL

Weekly Wisdom Special: What NOT to Do in 2020
SEMrush
584 views • 6 days ago

Weekly Wisdom Special: What to Do in 2020
SEMrush
1.2K views • 1 week ago

Weekly Wisdom with Jason Barnard: Knowledge Graph...
SEMrush
303 views • 2 weeks ago

Weekly Wisdom with Dan Petrovic: CTR Optimization...
SEMrush
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Weekly Wisdom How to write an SEO strategy by Ross...
SEMrush
189 views • 1 month ago

SEMrush Toolbox ▶ PLAY ALL

SEMToolbox: Position Tracking Tool
SEMrush
502 views • Streamed 3 months ago

SEMToolbox #18: PPC Keyword Tool
SEMrush
757 views • Streamed 4 months ago

SEMToolbox: Advertising Research report
SEMrush
Streamed 4 months ago

SEMToolbox #16: CPC Map
SEMrush
252 views • Streamed 5 months ago

SEMToolbox #15: Brand Monitoring
SEMrush
331 views • Streamed 5 months ago

VISIT OUR OTHER CHANNELS!

SEMrush Affiliate Prog...
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SEMrush France
SUBSCRIBE

SEMrush en español
SUBSCRIBE


SEMrush Italia
SUBSCRIBE

SEMrush Brasil
SUBSCRIBE

SEMrush Deutschland ...
SUBSCRIBE

SEMrush also does this with its own videos series, "Weekly Wisdom" and the "SEMrush Toolbox"

Barry Schwartz does also something similar with his Search Vlog and Weekly Recap videos




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SEARCH ENGINE ROUNDTABLE

www.seroundtable.com



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8.75K subscribers

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Uploads ▶ PLAY ALL

A.J. Ghergich
A.J. Ghergich On Scaling An Agency, Not Chasing The Google Algorithm & Searcher Intentions -Vlog #34
275 views • 19 hours ago
A.J. Ghergich invited me to his office in St. Louis right by Busch Stadium where the St. Louis Cardinals play. He is an SEO guy but he is now doing a...

January 3, 2020
Google New Years Update, Video Text To Speech Spam, Google's Company Culture Failing?
1.5K views • 3 days ago
https://www.SERoundtable.com/ - Happy new years everyone, but there may have been a Google search algorithm update on New Years, I doubt it.

Rob Timmermann
Rob Timmermann On Doing SEO Wrong & Google Core Updates : Vlog #33
752 views • 1 week ago
Rob Timmermann, founder and CEO of Timmermann Group, was the next SEO I went to chat with in St. Louis. He started the company in 2003 as a...

December 27, 2019
Google Christmas Update, EAT E-Commerce, Local Updates, John Mueller & Matt Cutts
823 views • 1 week ago
https://www.seroundtable.com/ - Happy Holidays and New Years - this week we covered a possible Google update that happened on Christmas -

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Search Vlog ▶ PLAY ALL

Search Engine Roundtable Vlog...
rustybrick
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rustybrick
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Lily Ray of Path Interactive How To Fi...
rustybrick
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Michael King of iPullRank On How Lin...
rustybrick
1.2K views • 5 months ago

Rand Fishkin Of SparkToro On Earlv...
rustybrick
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Rand Fishkin On Google Anti-...
rustybrick
1.9K views • 5 months ago

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Search Buzz Roundup: 4/18/2008 - Yahoo...
rustybrick
629 views • 11 years ago

Search Buzz Roundup: 4/13/2008 - Yahoo B...
rustybrick
305 views • 11 years ago

Search Buzz Roundup: 4/6/2008 - Google...
rustybrick
364 views • 11 years ago

Search Buzz Roundup: 3/30/2008 - Google...
rustybrick
539 views • 11 years ago

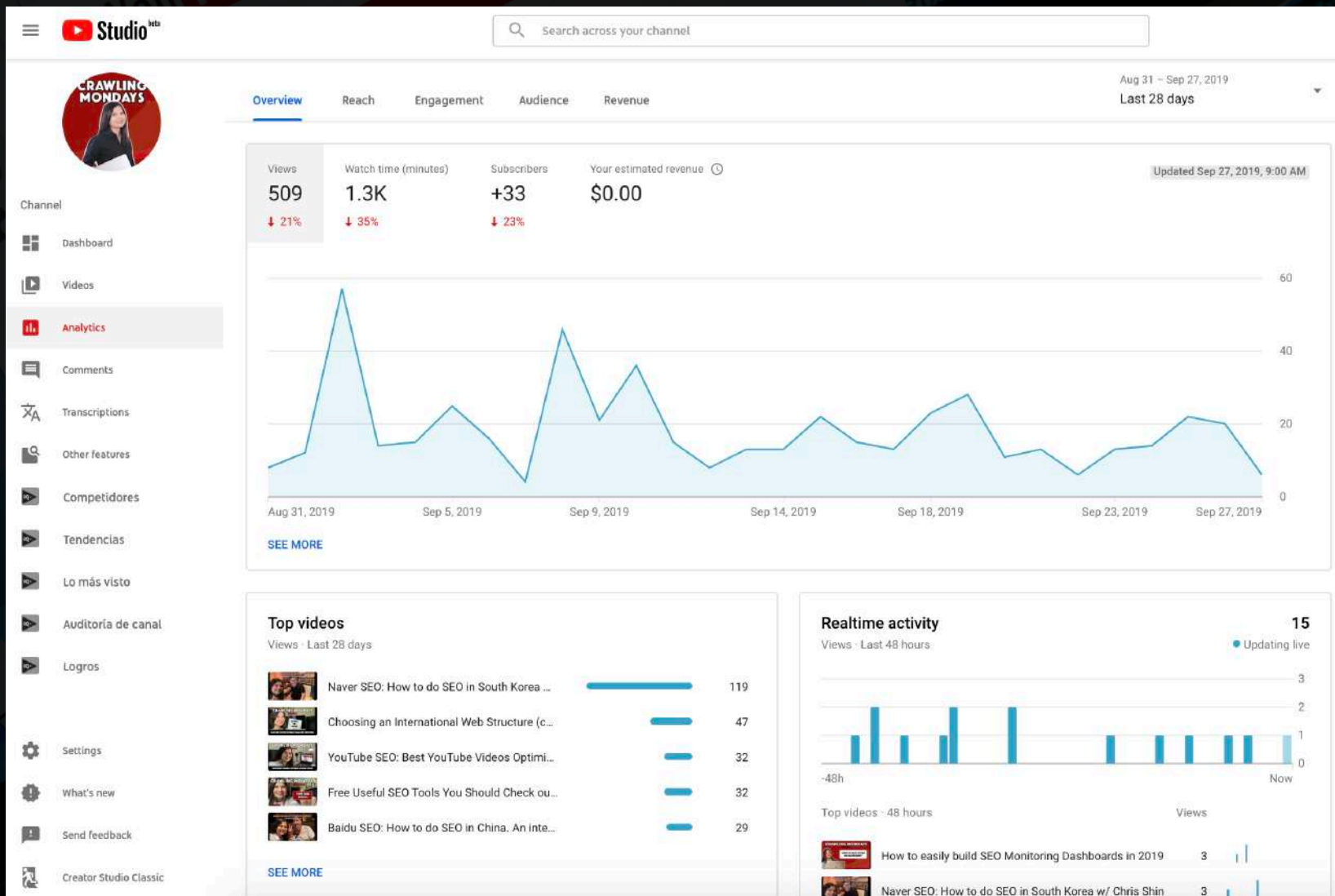
Search Buzz Roundup: 3/23/2008 - Porn on...
rustybrick
3.3K views • 11 years ago

<https://www.youtube.com/user/rustybrick>



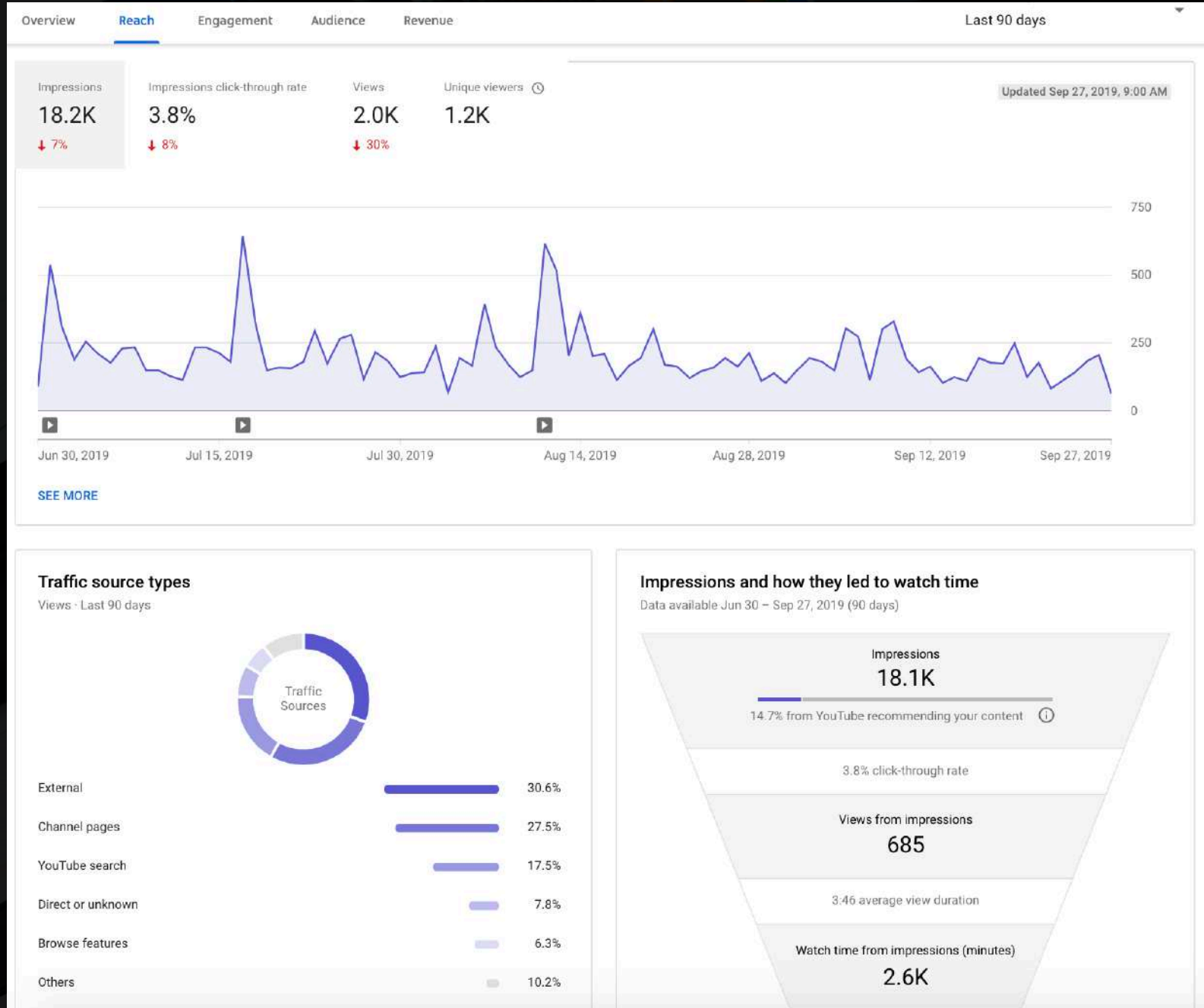
Have a good video tracking system from the start, for both YouTube & Google Search Results

#videoseo at #optimisey by @aleyda from @orainti



YouTube's channels come with a powerful analytics tool, allowing you to check your videos reach, engagement, audience

Your videos overall impressions, CTR, views and unique viewers





Channel

Crawling Mondays by Aleyda ▾

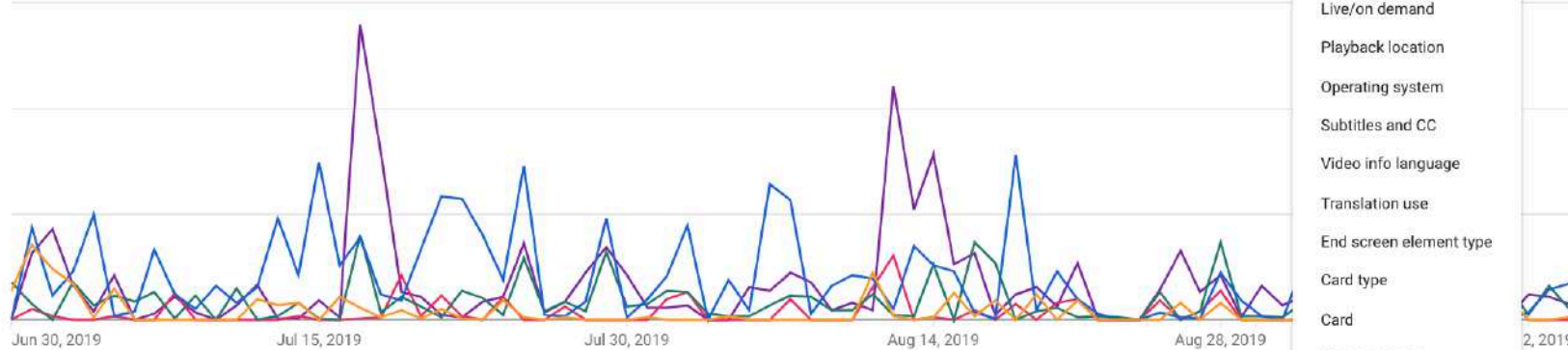
Filter

Video **Traffic source** Geography Viewer age Viewer gender Revenue source Subscription status Subscription source Playlist Device type More ▾

Watch time (minutes) by Traffic source ▾

Line chart ▾

Daily ▾

Ad type
Transaction type
YouTube product
Live/on demand
Playback location
Operating system
Subtitles and CC
Video info language
Translation use
End screen element type
Card type
Card
Sharing service

Traffic source	Watch time (minutes) ↓	Views	Average view duration	Impressions	Impressions click-through rate
<input type="checkbox"/> Total	6,480 100.0%	2,040 100.0%	3:10	18,160	3.8%
<input type="checkbox"/> Channel pages	2,164 33.4%	562 27.5%	3:51	7,631	4.1%
<input type="checkbox"/> External	1,859 28.7%	625 30.6%	2:58	—	—
<input type="checkbox"/> YouTube search	1,115 17.2%	357 17.5%	3:07	6,353	4.3%
<input type="checkbox"/> Other YouTube features	374 5.8%	128 6.3%	2:55	—	—
<input type="checkbox"/> Browse features	369 5.7%	128 6.3%	2:52	3,343	2.6%
<input type="checkbox"/> Direct or unknown	277 4.3%	159 7.8%	1:44	—	—
<input type="checkbox"/> Suggested videos	176 2.7%	29 1.4%	6:04	467	1.7%
<input type="checkbox"/> Notifications	57 0.9%	27 1.3%	2:05	—	—
<input type="checkbox"/> Playlist page	47 0.7%	8 0.4%	5:55	208	3.8%
<input type="checkbox"/> Playlists	26 0.4%	9 0.4%	2:53	158	1.9%
<input type="checkbox"/> End screens	15 0.2%	8 0.4%	1:52	—	—

Which are your top YouTube's traffic sources, and their video behavior

The keywords used to find your videos via YouTube Search

Traffic source: YouTube search

Views · Last 90 days

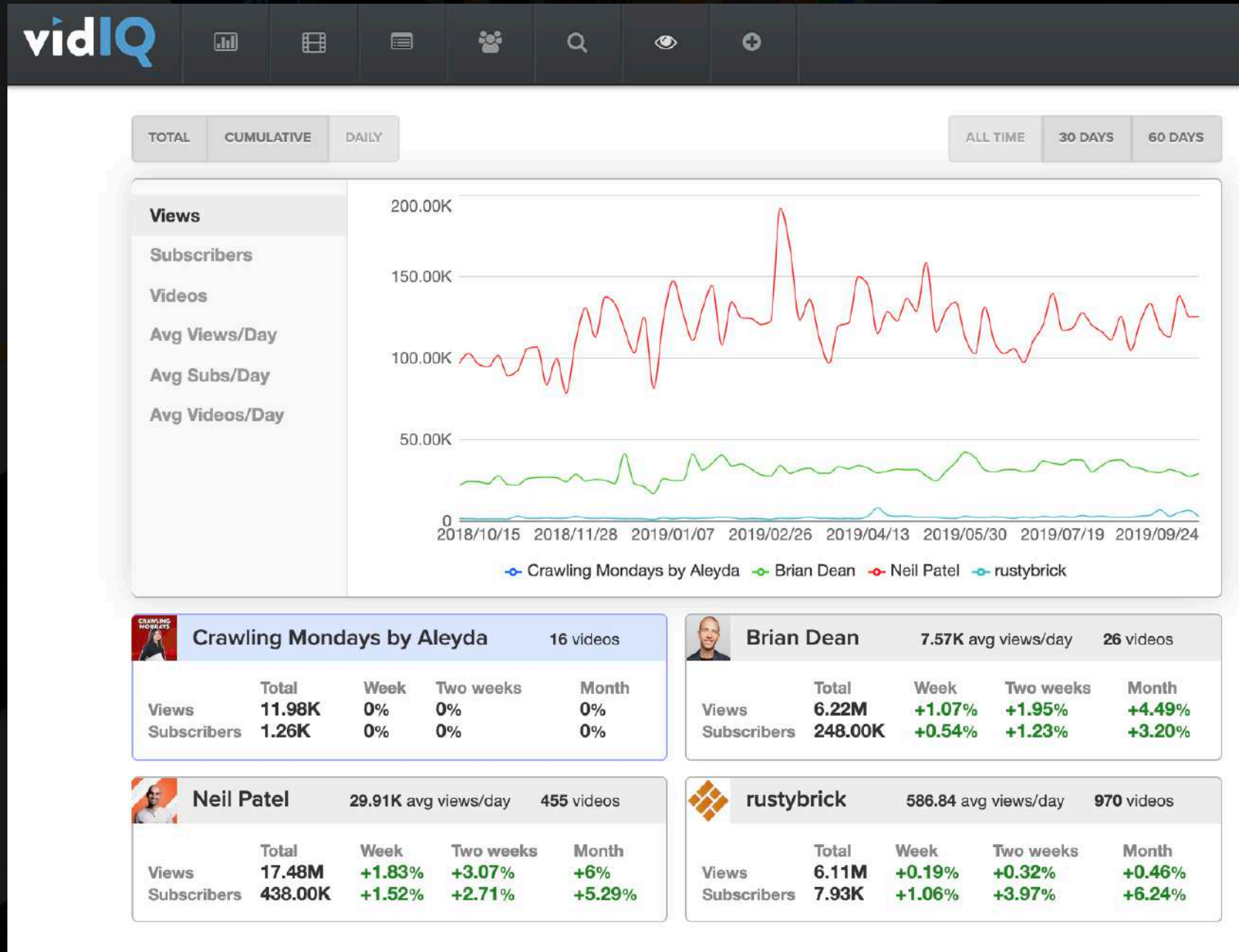
Proportion of your total traffic:

17.7% 



[SEE MORE](#)

Use video optimization tools like vidIQ analytics to track your evolution vs. competitors channels





CREAR NUEVA ALERTA DE TENDENCIA

NOMBRE DE ALERTA

Nombre a su alerta para recordar lo que está rastreando. En caso de no especificar el nombre, se utilizará el nombre predeterminado - \"Mi alerta\".

PALABRAS CLAVE

Seguiremos esta consulta y le notificaremos cada vez que aparezcan nuevos vídeos de tendencia. Separe los términos de búsqueda con comas.

CATEGORÍA

Elija la categoría con la que un vídeo debe coincidir para ser incluido en los resultados.

COMPETIDORES

☐ Brian Dean ☐ Neil Patel ☐ rustybrick

Para limitar esta alerta seleccione los canales de competidores. En caso de no seleccionar ningún canal de competidor observaremos todo YouTube. [Añadir otro competidor](#)

EL LÍMITE DE VPH

☐ 100 ☒ 500 ☐ 1 mil ☐ 5 mil ☐ 10 mil

Elija cuántas vistas por hora debe tener un vídeo antes de que se active esta alerta.

DESEO RECIBIR LAS NOTIFICACIONES POR CORREO CADA

☒ Cada día ☐ Cada 2 días ☐ Cada semana ☐ Cada mes

Le enviaremos un correo electrónico con nuevos vídeos de tendencia que coincidan con esta alerta. También se puede ver un feed en vivo de nuevos vídeos de tendencias haciendo clic en sus alertas en la barra lateral.

IDIOMA

Elija el idioma con la que un vídeo debe coincidir para ser incluido en los resultados.

TENDENCIAS

No se encontraron alertas de tendencia

And set alerts
in them to get
to be warned
whenever new
videos from
relevant topics
start trending

Track your videos rankings for targeted terms in YouTube search results with Rank Ranger

Rank > Dashboard ⓘ Single Domain View ▾

Displaying 61 out of 61 keywords ⓘ

YouTube (youtube.com) | youtube.com

Landing Page	Keyword	Rank	Daily	Weekly	Monthly	Vol. Ⓢ	Targeted Url
/watch?v=bG9u6VXxdaA	google update analysis	1	-	-	-	0	✓
/watch?v=bG9u6VXxdaA	google update seo analysis	1	-	-	-	0	✓
/watch?v=r5W52S5lITs	international web structure	1	-	-	-	0	✓
/watch?v=r5W52S5lITs	select international web structure	1	-	-	-	0	✓
/watch?v=GHP16A5fn6k	recover web migration	1	-	-	-	0	✓
/watch?v=GHP16A5fn6k	recovering organic traffic	1	-	-	-	0	✓
/watch?v=GHP16A5fn6k	recover traffic web migration	1	-	-	-	0	✓
/watch?v=4oXUIMs2law	firefox seo extensions	1	-	-	▲ 1 (2)	40	✓
/watch?v=vlJgMZDR8c4	how to do seo for baidu	1	-	-	▲ 3 (4)	10	✓
/watch?v=82Uz331KZqE	naver seo	1	-	-	-	260	✓
/watch?v=82Uz331KZqE	naver search engine optimization	1	-	-	▲ 2 (3)	10	✓
/watch?v=82Uz331KZqE	south korea search engine optimization	1	-	-	-	0	✓
/watch?v=82Uz331KZqE	how to do naver seo	1	-	-	-	0	✓
/watch?v=4oXUIMs2law	firefox seo add ons	2	▼ 1 (1)	▼ 1 (1)	▲ 1 (3)	110	✓
/watch?v=lg3Zl1iMkhk	optimize pwa	2	-	▲ 1 (3)	▲ 6 (8)	0	✓

As well as your own site videos rankings in Google with a video thumbnail...



Rank

Fluctuations

SERP Features

Featured Snippets

Above the Fold

Search Console

Meta Tags

Local

Video

Video Carousel

Video Carousels

51

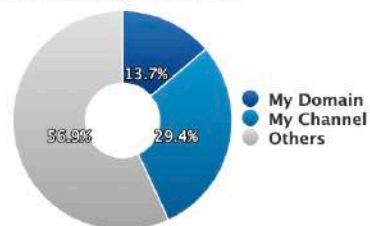
Domain Appearances

7

Channel Appearances

15

Share of Video Carousels

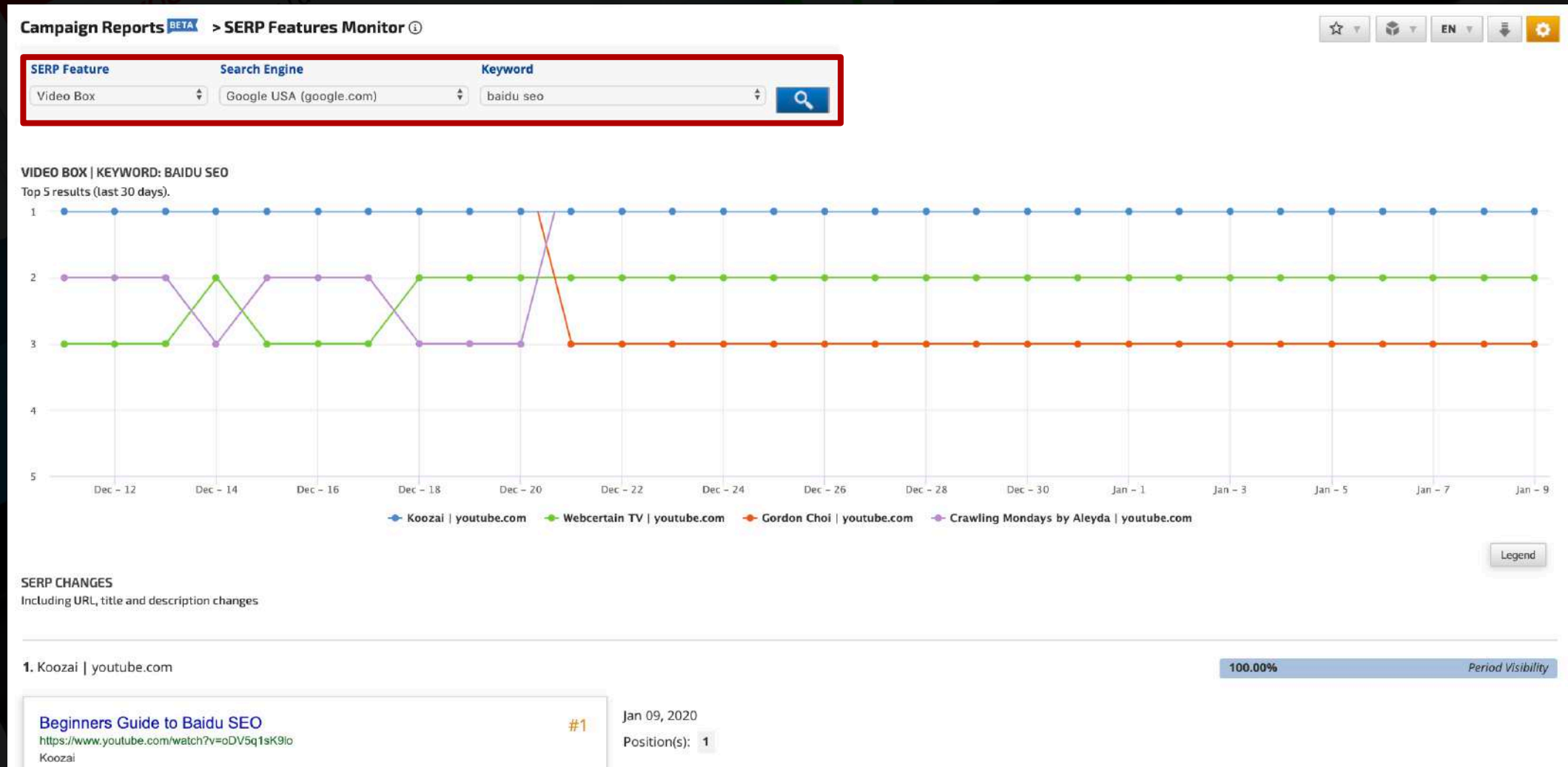


Google USA (google.com) | aleydasolis.com | 51 results

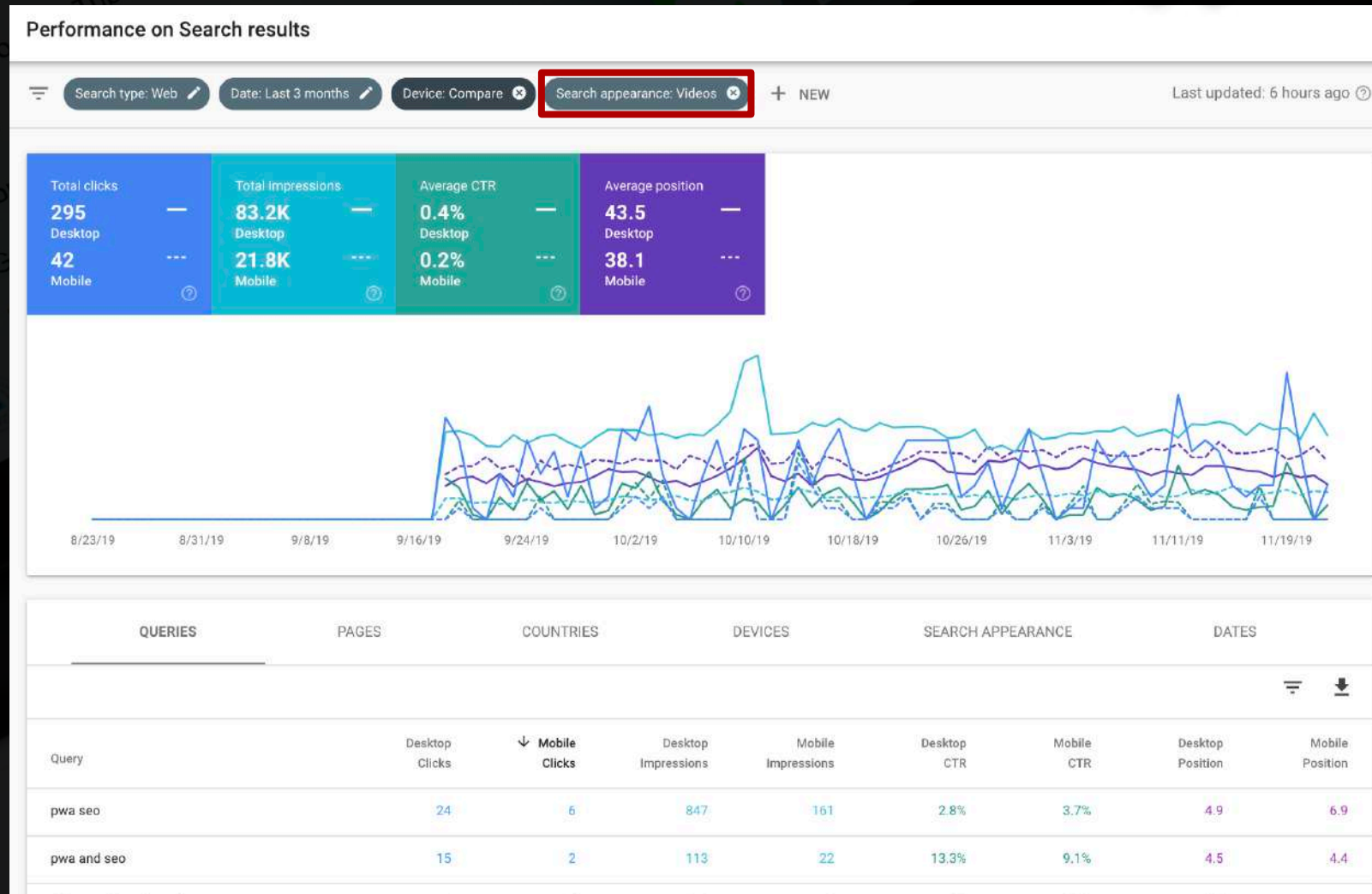
Keyword	Rank	SERP Features	Video Carousel (Domain Rank)	Video Carousel (Channel Rank)	Vol.
recovering organic traffic	-		1	2	0
recover web migration	-		1	-	0
seo web migrations	-		1	-	0
recover traffic web migration	-		1	-	0
seo for web migrations	-		1	-	0
web migrations seo	-		1	-	0
video optimization tools	-		2	-	10
how to do seo for baidu	11		-	1	10
firefox seo extensions	18		-	1	40
seo dashboards	21		-	1	50
google update seo analysis	-		-	1	0
pwa for seo	3		-	2	20

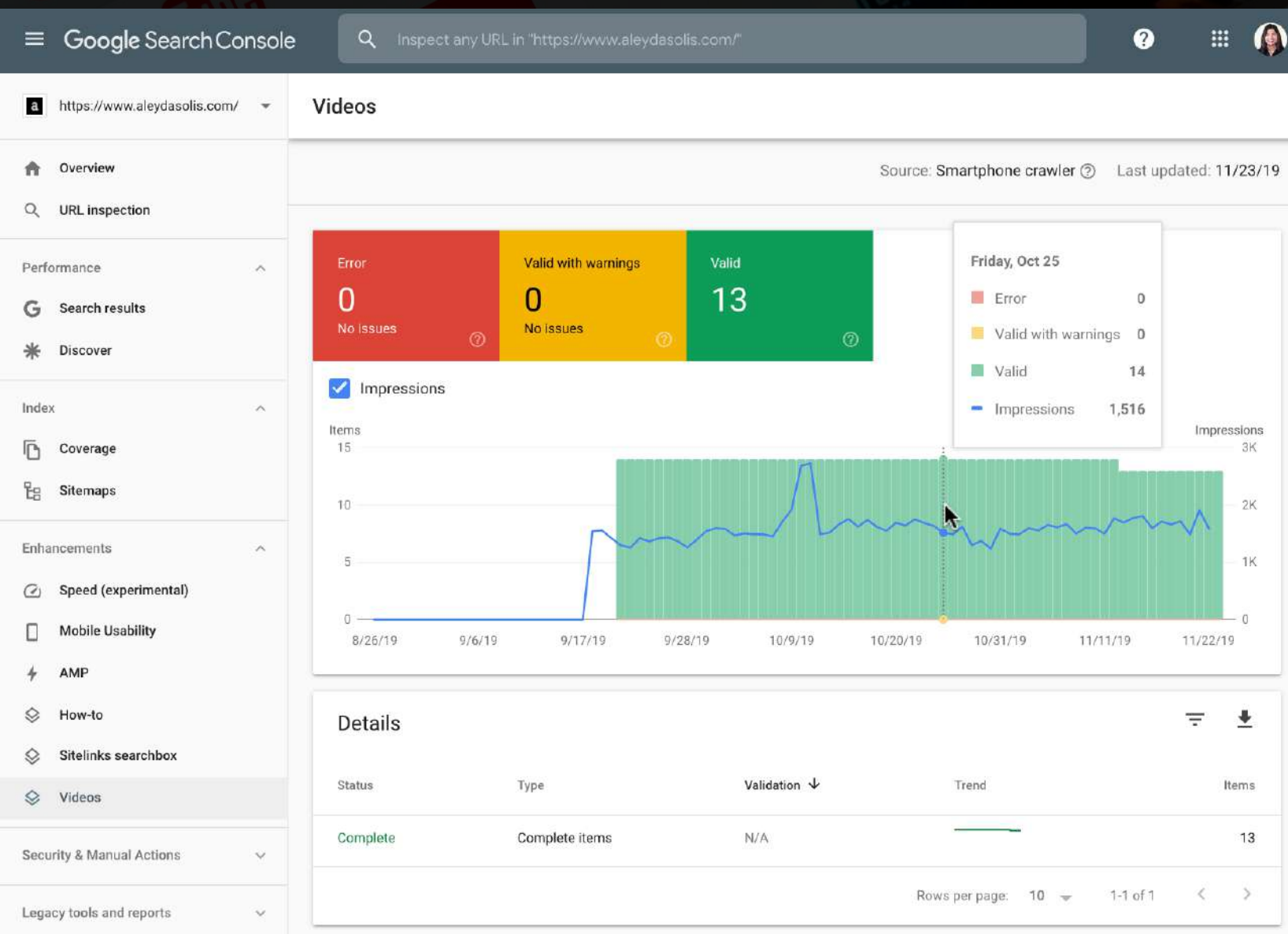
... Or your YouTube or site videos rankings in Google's video carousels for your targeted queries

Rank Ranger also allows to check your rankings evolution vs. competitors within the carousel



You can now also (sort of) check this with the Search Console "videos" search appearances





With the capacity to see structured data errors that avoid showing videos rich results when publishing on your site

... and troubleshooting them!

Videos > Complete items

SHARE

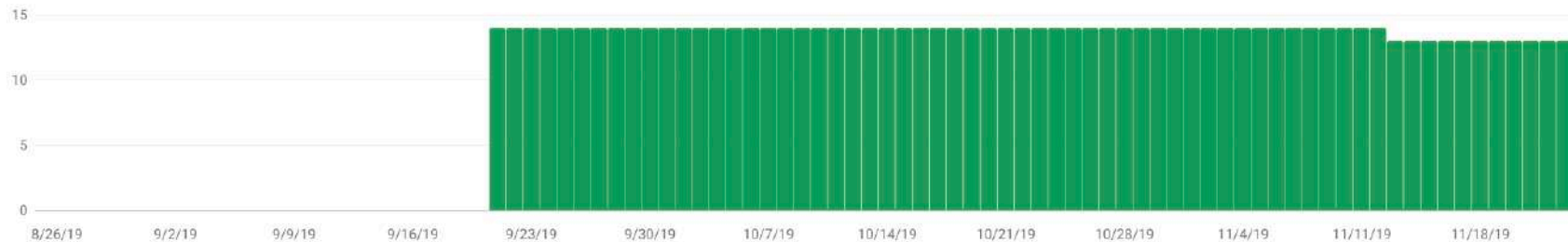
Complete items

Status: Valid

LEARN MORE

Items

13



Examples

URL	Item name ↓	Last detected
https://www.aleydasolis.com/en/search-engine-optimization/amp-accelerated-mobile-pages/	AMP SEO: Accelerated Mobile Pages Optimization Steps, Tips & Tools	Nov 21, 2019
https://www.aleydasolis.com/en/search-engine-optimization/pwas-seo-what-are-they-why-you-need-one-and-how-to-optimize-for-them/	PWAs & SEO: Why you want one, how to get them & optimize for them	Nov 21, 2019

X

AMP SEO: Accelerated Mobile Pages Optimization Steps, Tips & Tools

https://www.aleydasolis.com/en/search-engine-... ▾

Q

Source code

```
textshadow opacity cssanimations
csscolumns cssgradients cs
csstransforms csstransform
csstransitions fontface
generatedcontent video audio
localStorage sessionStorage webworkers
applicationcache svg inlinesvg smil
svgclippaths"><head><script class="w-
json-ld" type="application/ld+json">
{"@context":"http://schema.org/", "@id":
"https://fast.wistia.net/embed/iframe/r
bv8y4yxf9", "@type": "VideoObject", "durat
ion": "PT20M59S", "name": "AMP SEO:
Accelerated Mobile Pages Optimization
Steps, Tips & Tools
", "thumbnailUrl": "https://embed-
ssl.wistia.com/deliveries/985c5ec2cd84c
c2610ba0855b5072463.jpg?
image_crop_resized=640x416", "embedUrl":
"https://fast.wistia.net/embed/iframe/r
bv8y4yxf9", "uploadDate": "2019-09-
08", "transcript":
"[Music]\n\n[Music]\n\n[Applause]\n\n[Mu
sic]\n\n[Applause]\n\nvery happy to
announce today that after\n\n10
episodes we have reached more than
a\n\nthousand subscribers in YouTube so
I'm\n\nvery very happy and thankful it
means a\n\nlot thank you very much and
if you see\n\nme around I want to
support holy\n\nMonday's even further
or rule like one\n\nof this awesome
stickers here for for\n\nyour laptop or
```


**Once you have
a video
tracking
system in place
it's time to
move on with
the execution!**



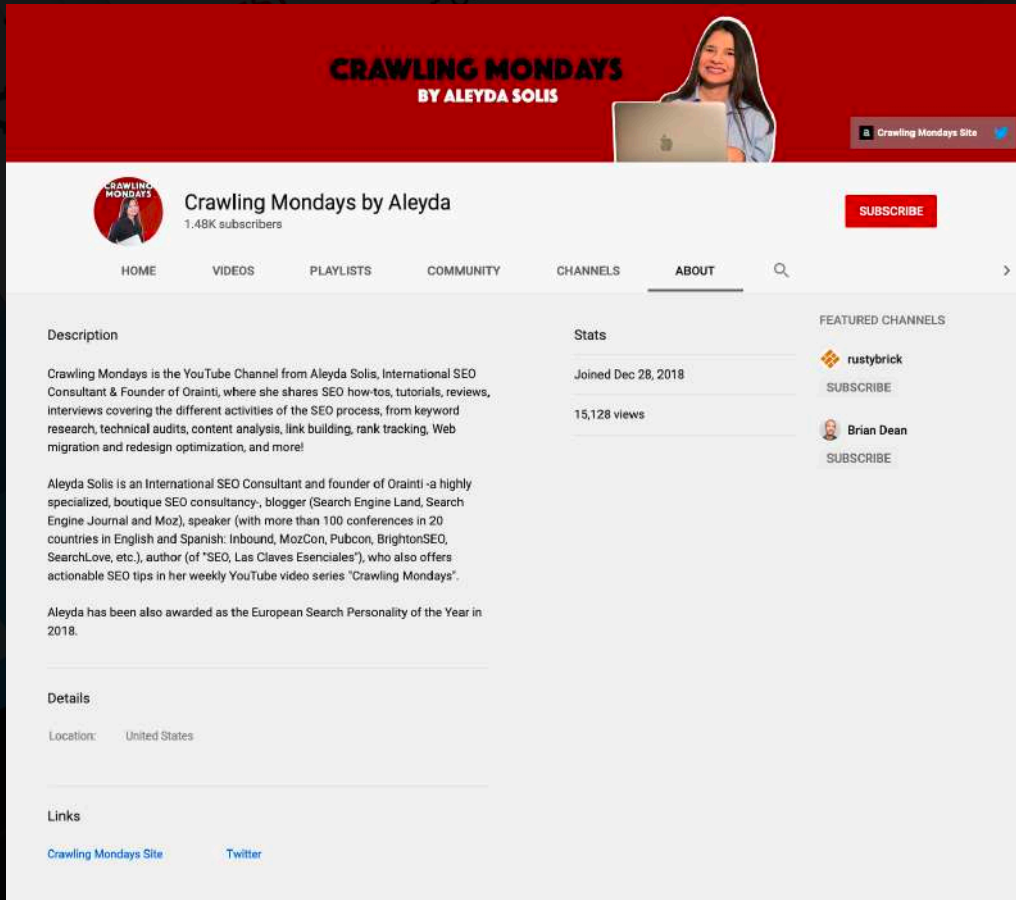
#videoseo at #optimisey by @aleyda from @orainti



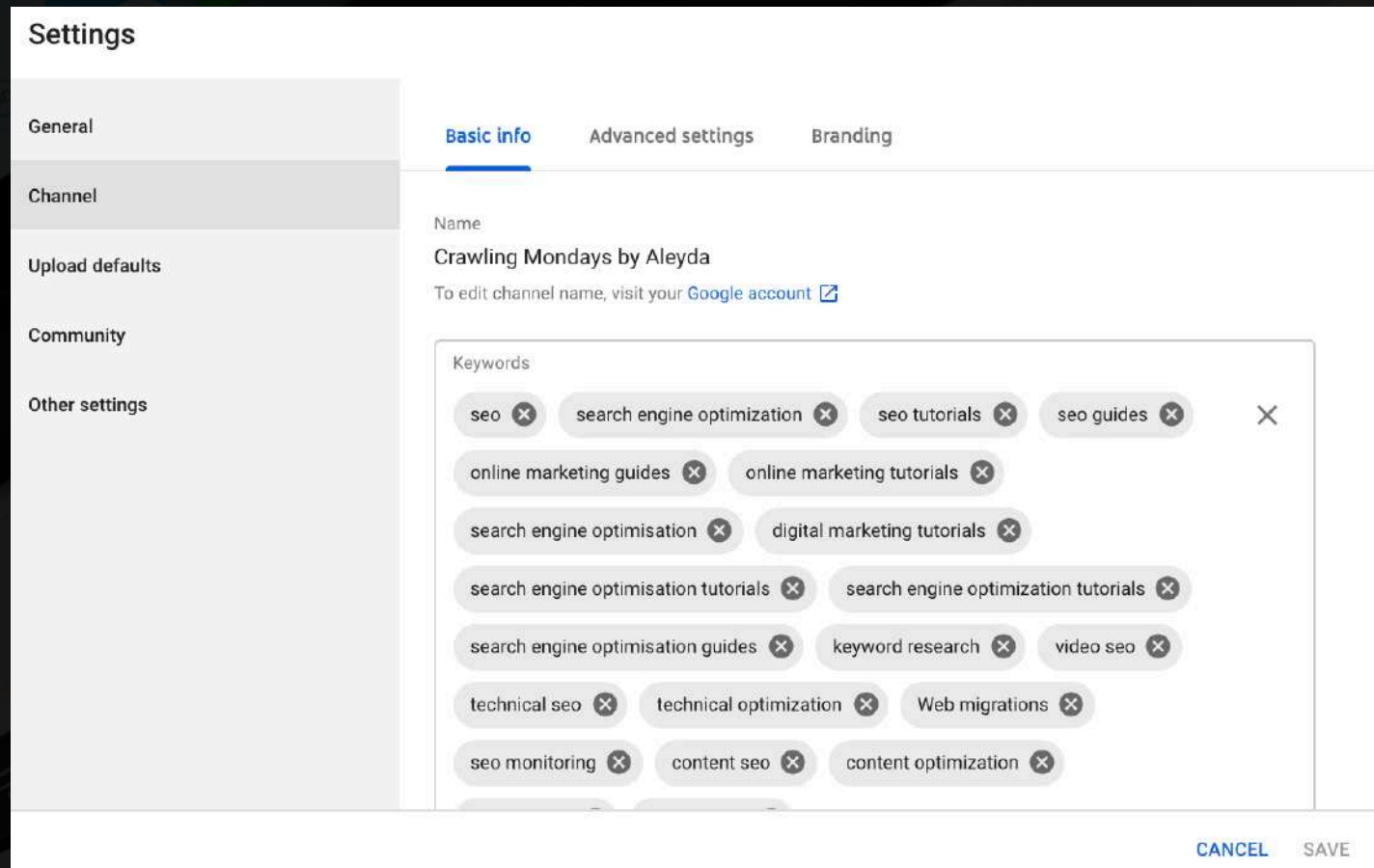
Start by optimizing your YouTube videos key areas for relevance and better structure

#videoseo at #optimisey by @aleyda from @orainti

Begin optimizing the base of your presence: Your channel description, keywords...



The screenshot shows the YouTube channel page for 'Crawling Mondays by Aleyda Solis'. The header features a red banner with the channel name and a profile picture of Aleyda Solis. Below the banner, the channel name 'Crawling Mondays by Aleyda' is displayed with 1.48K subscribers and a 'SUBSCRIBE' button. The navigation menu includes HOME, VIDEOS, PLAYLISTS, COMMUNITY, CHANNELS, and ABOUT. The 'ABOUT' tab is selected, showing the channel description, stats (Joined Dec 28, 2018, 15,128 views), and featured channels (rustybrick, Brian Dean). The description states that the channel is run by Aleyda Solis, an International SEO Consultant and Founder of Orainti, who shares SEO how-tos, tutorials, reviews, and interviews. It also mentions that Aleyda has been awarded the European Search Personality of the Year in 2018. The 'Details' section shows the location as 'United States' and the 'Links' section includes 'Crawling Mondays Site' and 'Twitter'.



The screenshot shows the YouTube channel settings page for 'Crawling Mondays by Aleyda'. The 'Settings' menu on the left includes General, Channel, Upload defaults, Community, and Other settings. The 'Basic info' tab is selected, showing the channel name 'Crawling Mondays by Aleyda' and a link to edit the channel name via the Google account. The 'Keywords' section is expanded, displaying a list of keywords: seo, search engine optimization, seo tutorials, seo guides, online marketing guides, online marketing tutorials, search engine optimisation, digital marketing tutorials, search engine optimisation tutorials, search engine optimization tutorials, search engine optimisation guides, keyword research, video seo, technical seo, technical optimization, Web migrations, seo monitoring, content seo, and content optimization. Each keyword has a small 'x' icon to remove it. At the bottom right, there are 'CANCEL' and 'SAVE' buttons.

<https://youtube.com/c/crawlingmondaysbyaleyda>

Studio™

How to Optimize your Website content for Voice Search

Basic Advanced

UNDO CHANGES SAVE

Video

Details

Analytics

Editor

Comments

Transcriptions

Other features

Competidores

Tendencias

Lo más visto

Auditoría de canal

Logros

Preferencias

Etiquetas recomendadas

Videos con los que ganar vistas

Puntuación SEO y lista de control

Sugerencias de títulos y descripciones

Menús Emoji

Plantillas de etiquetas

Traducir

Inspector de palabras clave

Organizar etiquetas

Copiar etiquetas

Contador de símbolos

Recomendaciones autocompletadas de etiquetas

Mejor horario para publicar

Settings

Title (required) ⓘ

How to Optimize your Website content for Voice Search

53/100

Description ⓘ

-How you can identify conversational searches you're already targeting with your Website content

-How you can further target more conversational queries you're not yet targeting

-How you can optimize your content to become the Google assistant answer

-How you can create Google Actions to expand your voice search presence

#voiceseo #voicesearch #voicesearchoptimization

6.44/5000

Thumbnail

CREATE THUMBNAIL

Crear miniatura

Tags

voice search 60.0

conversational search

voice search optimization #11

voice search seo

voice seo

seo for voice search 22

voice search seo for video #18

voice search optimization for video 15 #12

search engine optimization

voice search engine optimization

voice search optimization 2019 13

voice search seo tips 15 #16

voice search marketing

optimize for voice search #21

google voice search

383/500

Enter comma-separated values

Where this video ranks in YouTube Search Results (* For You)

Tag Tools

COPY

SORT

SUGGESTED

KEYWORD EXPLORER

TRANSLATE

IMPORT FROM LIST

Recommended Tags - consider adding if relevant

Sort by:

Relevance

Score

Video URL

<https://youtu.be/8-0B9dyULps>

Filename

episode-18.mp4

Mejor horario para publicar los videos (GMT+2)

Puntuación

total

12a 3a 6a 9a 12p 3p 6p 9p

Hora punta 9:00 - 11:00 PM.

Considere publicar antes mientras crezca el número de espectadores

Visibility

Public

Playlists

2 playlists

Cards

End screen

Best Practices

re-check all

Upload High Res. Thumbnail

Ensure that your thumbnail shows up crisp and clear on all devices by publishing a high resolution version.

Create Thumbnail

Get a like on Facebook

YouTube isn't the only place you should be sharing your video - make sure you tell your connections on Facebook about it.

Share Tracker

When publishing your videos you want to make the most out of each content area to make it relevant towards the video targeted queries

Studio™

How to Optimize your Website content for Voice Search

Basic Advanced

UNDO CHANGES SAVE

Video

Details

Analytics

Editor

Comments

Transcriptions

Other features

Competidores

Tendencias

Lo más visto

Auditoría de canal

Logros

Preferencias

Etiquetas recomendadas

Videos con los que ganar vistas

Puntuación SEO y lista de control

Sugerencias de títulos y descripciones

Menús Emoji

Plantillas de etiquetas

Traducir

Inspector de palabras clave

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Copiar etiquetas

Contador de símbolos

Recomendaciones autocompletadas de etiquetas

Mejor horario para publicar

Settings

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53/100

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6.44/5000

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voice search seo for video #18

voice search optimization for video 15 #12

search engine optimization

voice search engine optimization

voice search optimization 2019 13

voice search seo tips 15 #16

voice search marketing

optimize for voice search #21

google voice search

383/500

Enter comma-separated values

Where this video ranks in YouTube Search Results (* For You)

Tag Tools

COPY

SORT

SUGGESTED

KEYWORD EXPLORER

TRANSLATE

IMPORT FROM LIST

Recommended Tags - consider adding if relevant

Sort by:

Relevance

Score

Titles

Descriptions

Tags

Mejor horario para publicar los videos (GMT+2)

Puntuación

total

12a 3a 6a 9a 12p 3p 6p 9p

Hora punta 9:00 - 11:00 PM.

Considere publicar antes mientras crezca el número de espectadores

Playlists

2 playlists

Cards

End screen

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re-check all

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Ensure that your thumbnail shows up crisp and clear on all devices by publishing a high resolution version.

Create Thumbnail

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YouTube isn't the only place you should be sharing your video - make sure you tell your connections on Facebook about it.

Share Tracker

Starting with titles, descriptions, tags for which YouTube gives length references and you can get keywords suggestions w/ tools add-ons

Studio™

How to Optimize your Website content for Voice Search

877.7 1 38

9:01a 60min 43m

Basic Advanced

voice search optimization #11 voice search seo voice seo

seo for voice search 22 voice search seo for video #18

voice search optimization for video 15 #12 search engine optimization

voice search engine optimization voice search optimization 2019 13

voice search seo tips 15 #16 voice search marketing

optimize for voice search #21 google voice search

Enter comma-separated values

Where this video ranks in YouTube Search Results (For You)

Tag Tools

COPY	SORT	SUGGESTED
KEYWORD EXPLORER	TRANSLATE	IMPORT FROM LIST

Recommended Tags - consider adding if relevant

Sort by: Relevance Score

seo tutorial 5 digital marketing 9 amazon alexa advanced seo

basic seo seo tips 5 online marketing 9 google featured snippet

what is seo 10 seo techniques 5 seo tutorial for beginners 3

how to optimize for voice search whiteboard friday local search

voice search on youtube voice search app voice search google

voice search has been turned off voice search on youtube laptop

voice search keyboard search engine optimization tutorial for beginners 2

search engine optimization tutorial search engine optimization youtube 21

search engine optimization bangla tutorial search engine optimization for beginners

search engine optimization 2019 68 search engine optimization course

search engine optimization crash course search engine optimization for website

how to use for voice search voice search digital marketing voice seo 2019

Plantillas Traducir Inspector de palabras clave

Organizar etiquetas Copiar etiquetas

Etiquetas recomendadas Pertinencia

voice search seo 48.8 google voice search 43.8

voice search marketing 46.8

Visibility Public

Playlists 2 playlists

Cards

End screen

Best Practices

Upload High Res. Thumbnail

Ensure that your thumbnail shows up crisp and clear on all devices by publishing a high resolution version.

Create Thumbnail

Get a like on Facebook

YouTube isn't the only place you should be sharing your video - make sure you tell your connections on Facebook about it.

Share Tracker

Add Info Cards

Add Info Cards in order to provide relevant external information to your video - a related video of yours or your website, etc.

Apply Template Go to Cards

Reply to a Comment

Don't leave your audience hanging! Get in and respond to as many top comments as you can.

7 of 13 Best Practices Complete show completed

Demonetization Audit No warnings!

66.1/100 VIDIQ PUNTUACIÓN SEO

4/9 LISTA DE CONTROL

Actionable 41.1/50

3/5 número de etiquetas

1/5 popularidad de etiquetas

5/5 palabras clave en el título

5/5 palabras clave en la descripción

5/5 palabras clave triplicadas

Rendimiento 25/50

5/5 etiquetas clasificadas

0/5 etiquetas clasificadas de volumen alto

Palabras clave controvertidas

¡No se encontraron palabras clave controvertidas en su título, descripción o etiquetas!

TubeBuddy and VidIQ add-ons can save you time from looking for the related keywords elsewhere

Add relevant
hashtags in
descriptions (they
will be featured
above the title) and
in titles too

#videoseo at #opt



#NaverSEO #SouthKoreaSEO #InternationalSEO

Naver SEO: How to do SEO in South Korea w/ Chris Shin

349 views • Aug 11, 2019



Crawling Mondays by Aleyda
1.48K subscribers

Learn how SEO works in South Korea:

- Naver vs. Google usage
- Top search ranking factors in Naver
- How SERPs are organized in Naver
- What are the top SEO tools to use

And more! Take a look :)

If you want to read a full transcription of the video, take a look at my post here:

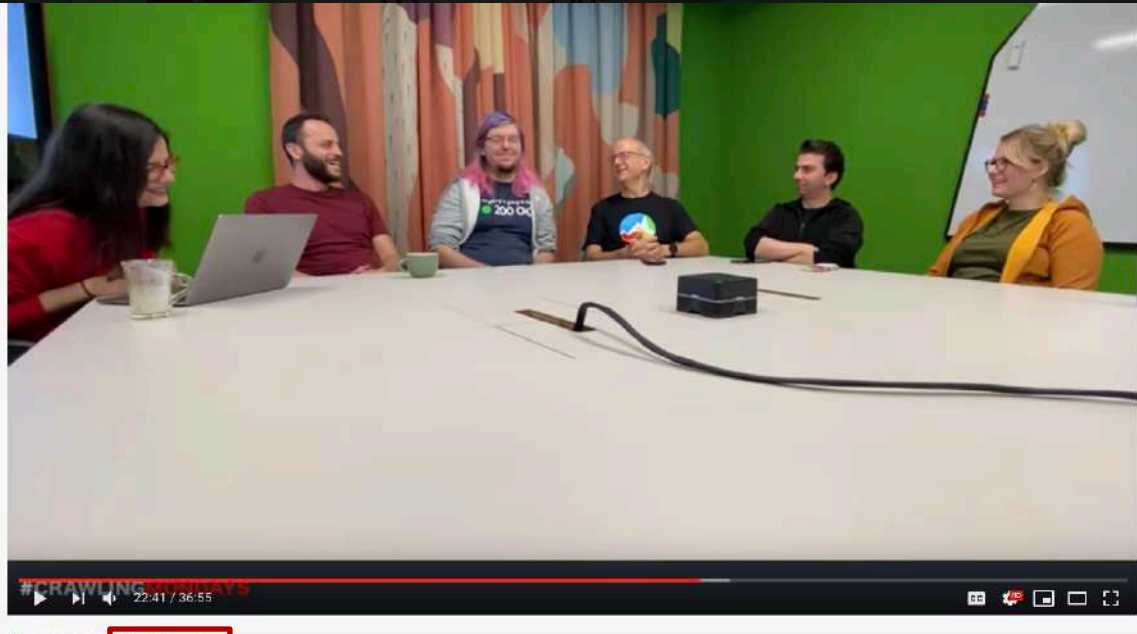
<https://www.aleydasolis.com/en/crawli...>

#NaverSEO #SouthKoreaSEO #InternationalSEO

Category **Education**

SHOW LESS

The hashtags will become clickable and generate a YouTube search



#GoogleQandA #SEO #GoogleWebmasters
Google Webmaster Trends Analysts Q&A Interview
1,759 views • Dec 16, 2019

 **Crawling Mondays by Aleyda**
1.84K subscribers

SUBSCRIBED

Special episode of Crawling Mondays with an interview with Google's Google Webmaster Trends Analysts: John Mueller, Martin Splitt, Gary Illyes, Daniel Waisberg and Lizzi Harvey, covering the following topics:

- 00:28 - What do the Webmaster Trends Analyst team members do on a day to day basis?
- 03:53 - Which are important trends that you think SEOs are overlooking?
- 11:33 - Which are those trends that you think SEOs are focusing on too much and shouldn't?
- 19:53 - What's the most overlooked feature of the search console?
- 21:55 - What's the most common question you get all the time from the community?
- 22:22 - What's the question that nobody asks you and you wish people would ask?
- 25:00 - What's the most common reason that you see when people ask you about lost rankings?
- 29:56 - What do they dislike but see happening in the SEO community?
- 32:27 - What do they want to focus on 2020?


A transcription of the interview is published at:

<https://www.aleydasolis.com/en/crawling...>

#GoogleQandA #SEO #GoogleWebmasters

Category [Education](#)


#GoogleWebmasters



Google Webmasters Search Console Reading Reports and Analysis
Colorstech • 22 views • 8 months ago

Learn the Google Webmasters Search Console by Reading Reports and Analysis #googlewebmasters #googlesearchconsole.


36:17



Google Webmaster Trends Analysts Q&A Interview
Crawling Mondays by Aleyda • 1.5K views • 3 weeks ago


Special episode of Crawling Mondays with an interview with Google's Google Webmaster Trends Analysts: John Mueller, Martin ...

36:56



What is google webmaster tools in SEO ?
#MakeYourOwnBlog


3:38



How To Add Website In Google
AKR ALL IN ONE • 2.7K views • 6 months ago

Namaskar dosto aaj ki is video me maine bataya hai ki apne website ko google me kaise add karte hai dosto video ko pura ...

23:28

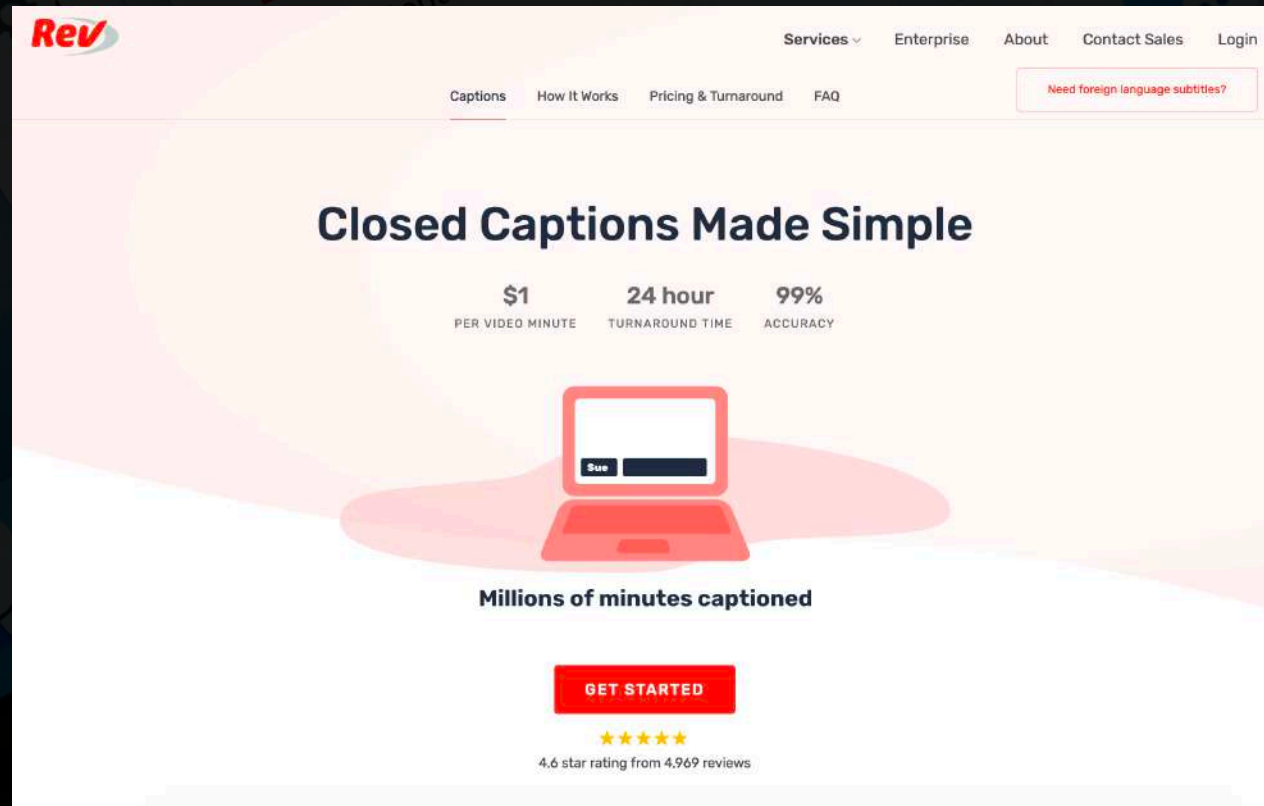


English Google Webmaster Central office-hours from January 7, 2020
Google Webmasters • 1.2K views • 1 day ago

This is a recording of the Google Webmaster Central office-hours hangout from January 7, 2020. These sessions are open to ...

New

Upload your own “higher quality” closed captions to videos if you can



The image shows the Rev website homepage. At the top, there's a navigation bar with the Rev logo, links for Services, Enterprise, About, Contact Sales, and Login. Below this is a secondary navigation bar with links for Captions, How It Works, Pricing & Turnaround, and FAQ. A red button labeled "Need foreign language subtitles?" is also present. The main heading is "Closed Captions Made Simple". Below this, three key features are highlighted: "\$1 PER VIDEO MINUTE", "24 hour TURNAROUND TIME", and "99% ACCURACY". A red laptop icon with a play button is shown, with the text "Millions of minutes captioned" below it. A red "GET STARTED" button is prominently displayed. At the bottom, there's a 5-star rating and the text "4.6 star rating from 4,969 reviews".

Rev

Services ▾ Enterprise About Contact Sales Login

Captions How It Works Pricing & Turnaround FAQ


Need foreign language subtitles?

Closed Captions Made Simple

\$1
PER VIDEO MINUTE

24 hour
TURNAROUND TIME

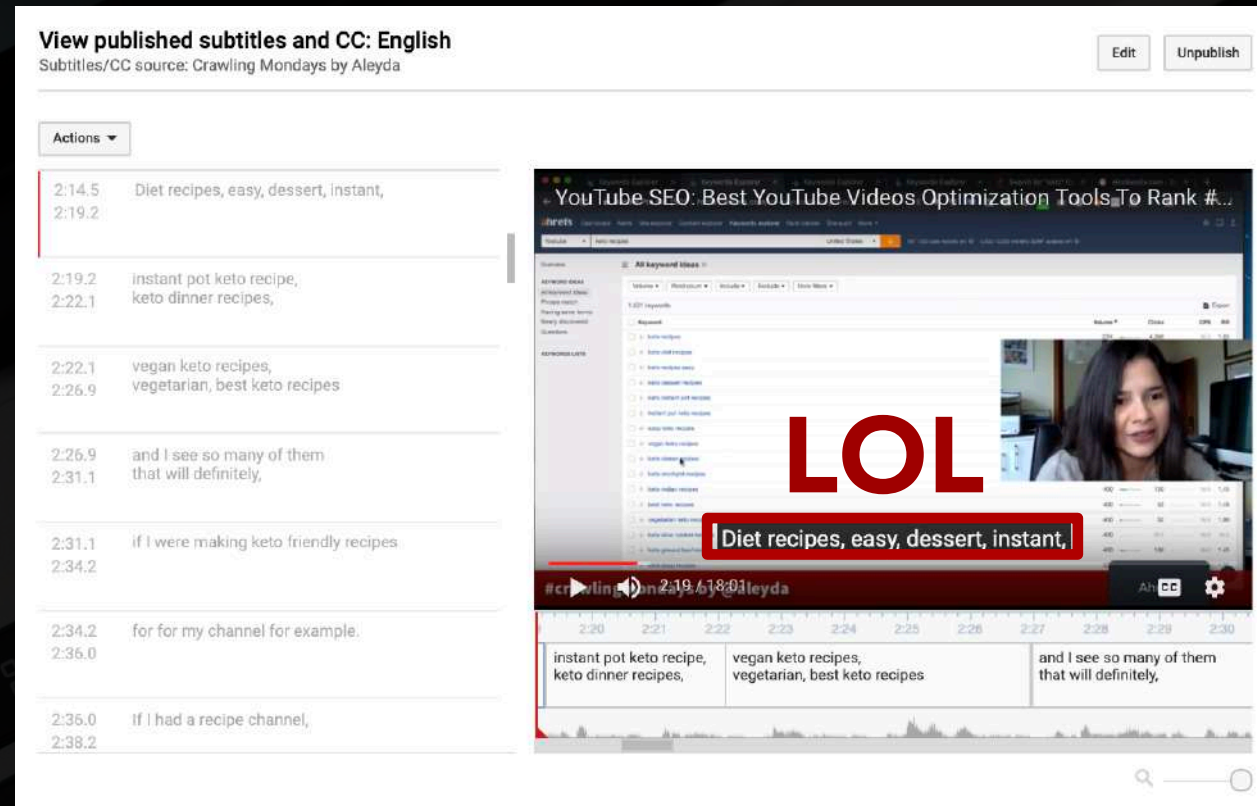
99%
ACCURACY



Millions of minutes captioned

GET STARTED

★★★★★
4.6 star rating from 4,969 reviews



The image shows a YouTube video player interface. The video title is "YouTube SEO: Best YouTube Videos Optimization Tools To Rank #...". The video is by "Aleyda". The video player shows a woman speaking. A red "LOL" text is overlaid on the video. Below the video, there's a list of subtitles. The subtitles are in English and match the video content. The video player also shows a progress bar and a volume control icon.

View published subtitles and CC: English

Subtitles/CC source: Crawling Mondays by Aleyda

Edit Unpublish

Actions ▾

2:14.5 2:19.2	Diet recipes, easy, dessert, instant,
2:19.2 2:22.1	instant pot keto recipe, keto dinner recipes,
2:22.1 2:26.9	vegan keto recipes, vegetarian, best keto recipes
2:26.9 2:31.1	and I see so many of them that will definitely,
2:31.1 2:34.2	if I were making keto friendly recipes
2:34.2 2:36.0	for for my channel for example.
2:36.0 2:38.2	If I had a recipe channel,

YouTube SEO: Best YouTube Videos Optimization Tools To Rank #...

Aleyda

LOL

Diet recipes, easy, dessert, instant,

instant pot keto recipe,
keto dinner recipes,

vegan keto recipes,
vegetarian, best keto recipes

and I see so many of them
that will definitely,

Take a look at how the top ranked videos for your queries are optimized and improve yours

YouTube Studio interface showing video optimization details for the video "SEO for Web Migrations: Recovering your Organic Traffic after a Web Migration Gone Wrong".

Video Title: SEO for Web Migrations: Recovering your Organic Traffic after a Web Migration Gone Wrong

Description: How to do SEO for Web migrations when everything has gone wrong? Learn how to recover your Website organic search ranking and traffic after losing it from doing a Web Migration without SEO support. In this episode of Crawling Mondays Aleyda goes through the most important validations to be made in order to recover your organic search rankings:

- Gathering all of the old top URLs: Those with rankings, traffic and links.
- Validate if the old top URLs gathered are effectively 301-redirecting to their new relevant URLs

Tags: seo, search engine optimization, web migration, seo guide, web migration process, increase website traffic, website traffic, how to increase website traffic, seo for web migrations, web migrations guide, website migration, web migration validation, web migration seo, web migration guide, web migration tutorial, traffic recovery

VS

#optimisey

YouTube search results for the query "web migrations seo".

Top Video: How to Rank Higher on Google in 2019 (Step-by-Step Tutorial) by Ahrefs

Second Video: How to avoid a site migration disaster | Pi Datametrics | Brighton SEO Sept 2016

Third Video: Website Migrations: Change your Design or CMS without affecting SEO by Mondovo

Fourth Video: How to win SEO in complex web migrations scenarios – Aleyda Solis by Yoast

Fifth Video: Marketing Scoop Episode 2.25 [SEO]: Website Migration Tips by SEMrush

Search Results Summary:

- TERMINO DE BÚSQUEDA: web migrations seo
- PALABRAS CLAVE DEBAJO DE LOS VÍDEOS: Ocultar palabras clave debajo de los videos
- CANTIDAD MÁXIMA DE VISTAS: 67,367
- CANTIDAD PROMEDIA DE VISTAS: 5,491
- PROMEDIO SUSCRIPTORES: 257
- AGREGADO EN LOS ÚLTIMOS 7 DÍAS: 0/22
- SUBTÍTULOS: 7/22
- ANTIGÜEDAD PROMEDIA: 15 years
- REPETICIONES EN LOS TÍTULOS: 0/22
- REPETICIONES EN LAS DESCRIPCIONES: 0/22
- MEJOR CREADOR: Pi Datametrics

Puntuación de palabra clave:

- vidIQ volumen de búsqueda: 0
- vidIQ puntuación de competencia: 6
- Puntuación total: 47/100

No hay un volumen de búsqueda suficiente para mostrar los informes sobre consultas de búsqueda

Palabras clave más buscadas:

- seo: 67.1
- search engine optimization: 64.7
- migrate wordpress site: 59.8
- website: 43.9
- website migration: 60.6
- migrate wordpress site to new host: 61.7
- wordpress migration: 42.1
- move wordpress site to new domain: 58.4
- copy wordpress site to new host: 42.9
- move entire wordpress site to new host: 42.9
- migration: 48.3
- web design: 63.4
- digital marketing: 68.9
- move wordpress website: 42.4
- transfer wordpress website: 40.9

Videos de tendencia:

- Google Search News (Sept '19) - changes in GSC, nofollow links, new meta tags, and more
- Server Migration and SEO

Are these elements all taken into consideration when ranking in YouTube search results though?

Title

Hashtags

**Closed
Captions**

Description

Tags

I tested it

#youtubeseo at #semrushwebinar by @aleyda from @orainti

studio.youtube.com/video/bG9u6VXxdaA/edit?utm_campaign=upgrade&utm_medium=redirect&utm_source=%2Fmy_videos

Studio beta

How to do a post Google Update SEO Analysis to recover lost rankings

Basic Advanced tb v

CRAWLING MONDAYS
EPISODE 14
SEO ANALYSIS AFTER A GOOGLE UPD 23:26

Video

Details

Analytics

Editor

Comments

Transcriptions

Other features

Settings

What's new

Send feedback

Description ?
identify the patterns of a Google Update losers and winners by answering these top SEO focused questions. Learn how in this Crawling Mondays video!

For a full transcript, take a look at: <https://www.aleydasolis.com/en/crawling-mondays/how-to-do-post-google-update-seo-analysis-crawlingmondays-14th-episode/>

#googleupdates #updateseoanalysis #googleupdateanalysis

454/5000

Thumbnail

tb CREATE THUMBNAIL

Tags

seo x google update x seo analysis x seo audit x

google update 2019 x google rankings x improve google rankings x

seo updates x google updates x google updates 2019 x

google updates seo x seo updates x **another testzzzz x**

215/500

Enter comma-separated values

Video URL
<https://youtu.be/bG9u6VXxdaA>

Filename
episode-14.mp4

Visibility
Public

Playlists
2 playlists

Cards

End screen

Best Practices

Upload High Res.

Ensure that your thumb
publishing a high resolu

I included the same "dummy" text in the title, description, tags, hashtags, closed captions to see which video ranked

#videoseo at #optimisey by @aleyda from @orainti

Tests results suggest that the title, description and hashtag are taken into consideration

youtube.com/results?search_query=anothertestzzzz

anothertestzzzz

FILTER

CRAWLING MONDAYS EPISODE 1
"How to set seo alerts to keep updated on the go"
10:39
113 75 7 %TI

How to Set SEO Alerts in 2019 to Monitor your SEO Process on the go (anothertestzzzz)
Crawling Mondays by Aleyda • 1.46K suscriptores • 2.3K views • 8 months ago • 96%
Learn to set SEO alerts! In the 1st Crawling Mondays Episode Aleyda shares how to keep updated on the go by using SEO tools ...

CRAWLING MONDAYS EPISODE 2
"How to decide what faceted pages you should index"
13:25
80 63 9 %TI

What faceted pages should be indexed when doing SEO
Crawling Mondays by Aleyda • 1.46K suscriptores • 1.4K views • 8 months ago • 99%
In this episode of Crawling Mondays Aleyda goes through two main criteria that can be taken into consideration to index (or not) ...

CRAWLING MONDAYS EPISODE 3
ON-GOING CONTENT OPTIMIZATION OPPORTUNITIES
19:58
17 0 4 %TI

Finding On-going Content Optimization Opportunities in your SEO Process
Crawling Mondays by Aleyda • 1.46K suscriptores • 342 views • 5 months ago • 100%
How to identify content optimization opportunities once that you have already gone through the most important areas of your ...

No more results

#videoseo at #optimisey by @aleyda from @orainti

No tags and closed captions though

Title

Hashtags

**Closed
Captions**

Description

Tags

However, closed captions have other important roles that will improve engagement & retention

**For Hearing
Impaired**

**Non-native
audience
support**

**Watch muted
video**

Search helps you find key moments in videos

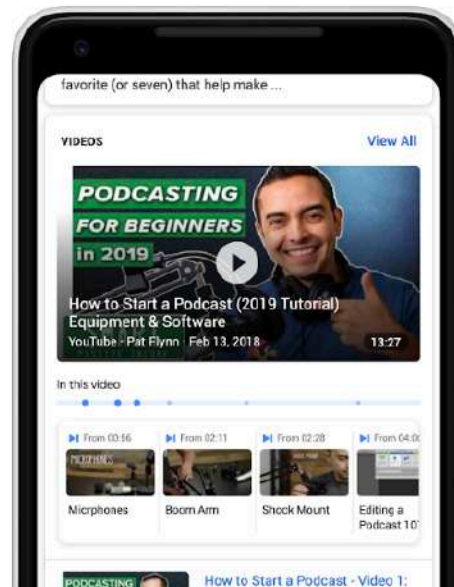
Prashant Baheti
Product Manager, Search

Published Sep 17, 2019

There are a lot of ways that Search helps you discover visual, textual, and even audio information, from finding the most useful [podcasts](#) to [understanding elements within images](#). But what if what you're searching for is inside a video? Videos aren't skimmable like text, meaning it can be easy to overlook video content altogether.

Now, just like we've worked to make other types of information more easily accessible, we're developing new ways to understand and organize video content in Search to make it more useful for you.

Starting today you can find key moments within videos and get to the information you're looking for faster, with help from content creators. When you search for things like how-to videos that have multiple steps, or long videos like speeches or a documentary, Search will provide links to key moments within the video, based on timestamps provided by content creators. You'll be able to easily scan to see whether a video has what you're looking for, and find the relevant section of the content. For people who use screen readers, this change also makes video content more accessible.



Google has also started to show Timestamps in the ranked Videos in English search results from YouTube* (only)

<https://blog.google/products/search/key-moments-video-search/>

Enable them for
your videos by
adding labels
and timestamps
in your
YouTube's videos
descriptions

The screenshot shows a YouTube video player for a video titled "Top Firefox SEO Extensions & Add-Ons in 2019" by the channel "Crawling Mondays by Aleyda". The video thumbnail features a woman smiling and holding a stuffed fox, with text overlay: "MONDAYS EPISODE 5 SWITCHING FROM CHROME TO FIREFOX? HERE ARE THE TOP SEO ADD-ONS TO USE". The video player shows a progress bar at 0:08 / 19:08. Below the video, the description includes a list of SEO extensions with timestamps, each preceded by a hyphen. An arrow points from this list to a black box containing the text "Label (timestamp)".

#seotools #firefoxseo #seoextensions
Top Firefox SEO Extensions & Add-Ons in 2019
798 visualizaciones • 28 ene. 2019

Crawling Mondays by Aleyda
1,59 mil suscriptores

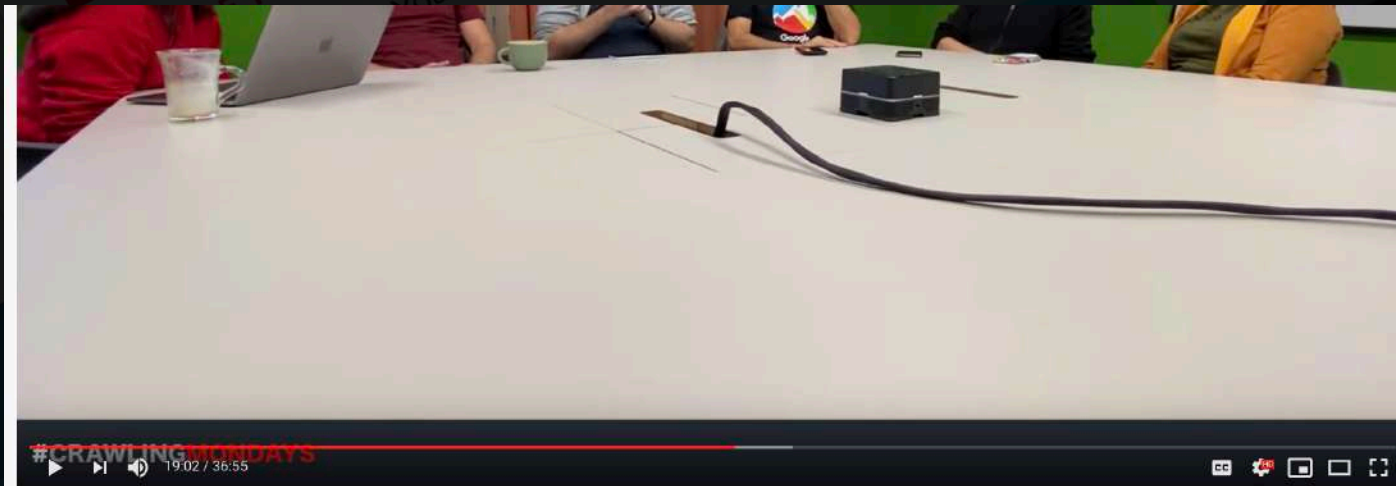
Wondering if you could switch to Firefox from Chrome and still have all of your favorite SEO extensions there? In this episode of Crawling Mondays, Aleyda shares the top SEO add-ons from Firefox, offering a similar functionality of your favorite Chrome extensions, with a review of each one:

- Link Redirect Trace (2:55)
- SEO Minion (4:20)
- SEOInfo (6:35)
- Mangools (8:00)
- Pretty XML (10:11)
- Disable JavaScript (11:48)
- Firefox Developer Tools (13:41)
- Web Developer Extension (17:08)

And many more! Read the transcription here: <https://www.aleydasolis.com/en/crawli...>

Label (timestamp)

So they can be shown like this in Google's Mobile Search Results...



#GoogleQandA #SEO #GoogleWebmasters

Google Webmaster Trends Analysts Q&A Interview

1,784 views · Dec 16, 2019

59 2 SHARE SAVE ...



Crawling Mondays by Aleyda
1.87K subscribers

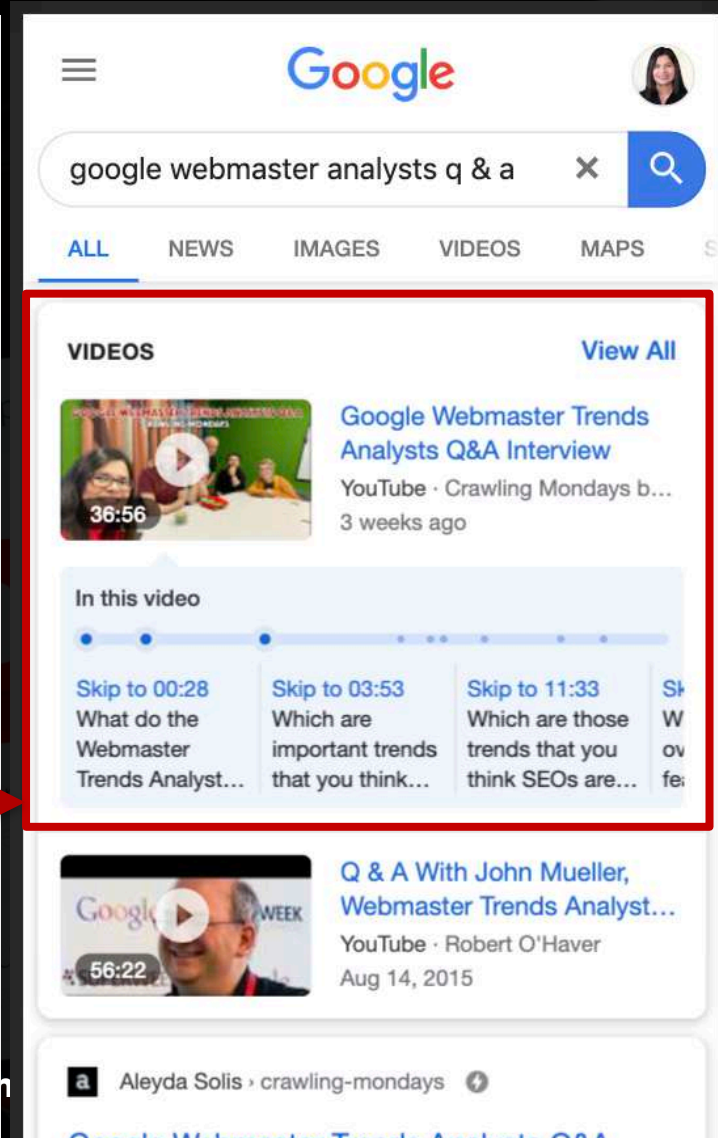
Special episode of Crawling Mondays with an interview with Google's Google Webmaster Trends Analysts: John Mueller, Martin Splitt, Gary Illyes, Daniel Waisberg and Lizzi Harvey, covering the following topics:

- 00:28 - What do the Webmaster Trends Analyst team members do on a day to day basis?
- 03:53 - Which are important trends that you think SEOs are overlooking?
- 11:33 - Which are those trends that you think SEOs are focusing on too much and shouldn't?
- 19:53 - What's the most overlooked feature of the search console?
- 21:55 - What's the most common question you get all the time from the community?
- 22:22 - What's the question that nobody asks you and you wish people would ask?
- 25:00 - What's the most common reason that you see when people ask you about lost rankings?
- 29:56 - What do they dislike but see happening in the SEO community?
- 32:27 - What do they want to focus on 2020?

A transcription of the interview is published at:

<https://www.aleydasolis.com/en/crawli...>

#GoogleQandA #SEO #GoogleWebmasters




google webmaster analysts q & a

All News Images Videos Shopping More Settings Tools


About 755,000 results (0.51 seconds)

Videos



Google Webmaster Trends Analysts Q&A Interview

Crawling Mondays by YouTube - Dec 16, 2019



Q & A With John Mueller, Webmaster Trends Analyst at Google

Robert O'Haver YouTube - Aug 14, 2015

Google Webmaster Trends Analysts Q&A Interview ...
<https://www.aleydasolis.com> > crawling-mondays > google-webmaster-tren...
Dec 16, 2019 - Special episode of Crawling Mondays with an interview with Google's Google Webmaster Trends Analysts: John Mueller, Martin Splitt, Gary ...

Official Google Webmaster Central Blog [EN]
<https://webmasters.googleblog.com>
Official news on crawling and indexing sites for the Google index.

Video: Learn more about John Mueller, webmaster trends ...
<https://searchengineland.com> > video-learn-more-about-john-mueller-web...
Nov 18, 2019 - I sat down with John Mueller, a webmaster trends analyst at Google, to ask him questions that he often does not get on a daily basis. If you don't ...

Google Webmasters - Resources to Track Website & Search ...

... although your videos need to be ranking first already in video carrousel (ht/@brodieseo)




Optimize and promote your YouTube Videos for Engagement & Retention


#videoseo at #optimisey by @aleyda from @orainti

how to add hreflang tags







HOW-TO
INTERNATIONAL SEO: HOW TO ADD & CHECK HREFLANG TAGS
SEO PowerSuite • 785 views • 10 months ago
5:47




how to add hreflang tags in wordpress easily
Learning Channel • 2.8K views • 1 year ago
6:51




How to add hreflang tag in blogger
Bluffy TV • 238 views • 4 months ago
1:59




Digital Marketing Classroom with Professor Enge
Today's Lesson:
How to Implement Hreflang Tags
3:45



HREFLANG Tags by DCCOWS
A simple How-To:
10:50



CRAWLING MONDAYS
HOW TO ADD, TEST AND VALIDATE HREFLANG TAGS FOR SUCCESS
23:15



How to CHECK HREFLANG TAGS in Screaming frog?
mrhackio • 5 views • 2 months ago
0:59

How to add hreflang tags automatically (and enhance your global SEO)
SEO PowerSuite • 785 views • 10 months ago
Adding hreflang tags, especially for a large cross-domain project, can be a very challenging task, unless you have WebSite ...
CC

how to add hreflang tags in wordpress easily
Learning Channel • 2.8K views • 1 year ago
hreflang tags hreflang tags in blogger hreflang tags with errors hreflang tags wordpress hreflang tags in blogger hindi hreflang ...

How to add Hreflang tag in blogger
Bluffy TV • 238 views • 4 months ago
In this video I'm telling about how to add hreflang in Blogger. Tags provided by Google don't seem to work on blogger for some ...
CC

How to Implement Hreflang Tags- The Digital Marketing Classroom with Professor Enge
Eric Enge • 5K views • 4 years ago
Hreflang tags are useful when you have different versions of your web site targeted either for different languages or different ...

HREFLANG Tags Tutorial
David Robert Davis, Jr. • 14K views • 2 years ago
Here is a brief tutorial that will give you an idea how to set up your hreflang tags on your Wordpress site. Please leave me ...

How to add, test and validate Hreflang Tags for Success
Crawling Mondays by Aleyda • 444 views • 6 months ago
Learn how to effectively implement hreflang annotations in internationally targeted Websites when doing an International SEO ...

How to CHECK HREFLANG TAGS in Screaming frog?
mrhackio • 5 views • 2 months ago
How to analyze hreflangs in Screaming Frog? SUBSCRIBE TO THIS CHANNEL! > <http://bit.ly/mrhackio>
Best tech gadgets ...

Once you're ranked for a query in YouTube Search Results: How do you engage and retain users to grow your subscribers even further?

by @aleyda from @orainti

how to add hreflang tags

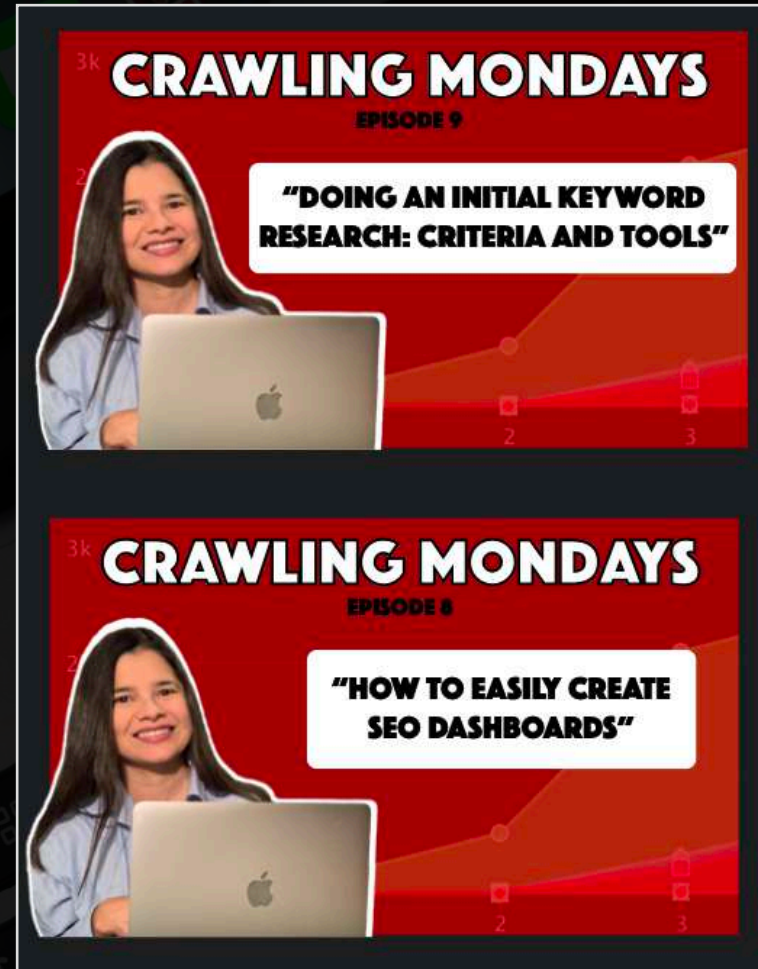


- HOW-TO**
INTERNATIONAL SEO: HOW TO ADD & CHECK HREFLANG TAGS
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CC
5:47
- how to add hreflang tags in wordpress easily**
Learning Channel • 2.8K views • 1 year ago
hreflang tags hreflang tags in blogger hreflang tags with errors hreflang tags wordpress hreflang tags in blogger hindi hreflang ...
6:51
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In this video I'm telling about how to add hreflang in Blogger. Tags provided by Google don't seem to work on blogger for some ...
CC
1:59
- Digital Marketing Classroom with Professor Enge**
Today's Lesson:
How to Implement Hreflang Tags
Eric Enge • 5K views • 4 years ago
Hreflang tags are useful when you have different versions of your web site targeted either for different languages or different ...
3:45
- HREFLANG Tags Tutorial**
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Here is a brief tutorial that will give you an idea how to set up your hreflang tags on your Wordpress site. Please leave me ...
10:50
- CRAWLING MONDAYS**
How to add, test and validate Hreflang Tags for Success
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Learn how to effectively implement hreflang annotations in internationally targeted Websites when doing an International SEO ...
23:15
- How to CHECK HREFLANG TAGS in Screaming frog?**
mrhackio • 5 views • 2 months ago
How to analyze hreflangs in Screaming Frog? SUBSCRIBE TO THIS CHANNEL! -> <http://bit.ly/mrhackio>
Best tech gadgets ...
0:59

Besides a relevant, catchy title and description, it starts with your **thumbnail**, that can make your video to stand out vs the rest and improve your CTR

by @aleyda from @orainti

Thumbnails are the “ads” of your videos and as such you should design them to make them unique, attractive with a representative image, including a catchy title



Replace the "default" thumbnail autogenerated from the video with an original image for it

Basic

Advanced

fb v

Considere la posibilidad de incluir estas palabras clave altamente buscadas en su título

+ voice search

50.0

Title (required) ?

How to Optimize your Website content for Voice Search

53/100

Description ?

Learn how you can become the answer in the Google assistant for voice search queries with your existing Website content as well as to expand your presence by creating Google Actions.

In this Crawling Mondays episode you'll learn:





-How SEO is impacted by voice search

644/5000

Thumbnail

fb CREATE THUMBNAIL

Crear miniatura



Thumbnail Generator


STEP 1: BACKGROUND

STEP 2: LAYERS


STEP 3: PREVIEW

How to Optimize your Website content for Voice Search (original thumbnail)

What type of Background would you like for the Thumbnail?



Still frame from video



Solid color




Image or existing thumbnail

CONTINUE

#videoseo at #optimisey by @aleyda from @orainti

[← BACK TO HOME](#)[License](#)[Data & Insights](#)[Launch Pad](#)[Keyword Rank Tracking](#)[Competitors](#)[Brand Alerts](#)[A/B Tests](#)[Manage](#)[+ Create](#)[Backups & Export](#)[Promo Materials](#)[Setup](#)

Create A/B Test

SETUP THUMB TAGS TITLE DESC.

1 Which video would you like to run the test on?



Naver SEO: How to do SEO in South Korea w/ Chris Shin



2 What type of A/B Test would you like to run?

Thumbnail CTR Test



- Focus on improving CTR with a better thumbnail.
- Does not affect video ranking or discoverability.

CTR stands for "Click-Through Rate" and lets you know what % of people click to watch your video each time it's displayed on YouTube.

SELECT

Metadata Test



Video Title
Title is the video description.
Make sure to include all relevant keywords in the first paragraph.

- Allows you to change the Thumbnail, Title, Tags and/or Description all in a single test.
- ⚠️ If testing more than one aspect of a video, it can be unclear which change actually affected the results.
- ⚠️ Changes to your Title, Description or Tags will cause your video to temporarily drop out of search results (minutes to hours) while YouTube reindexes it and can be detrimental to high performing videos (this does not happen with Thumbnail Tests).

SELECT

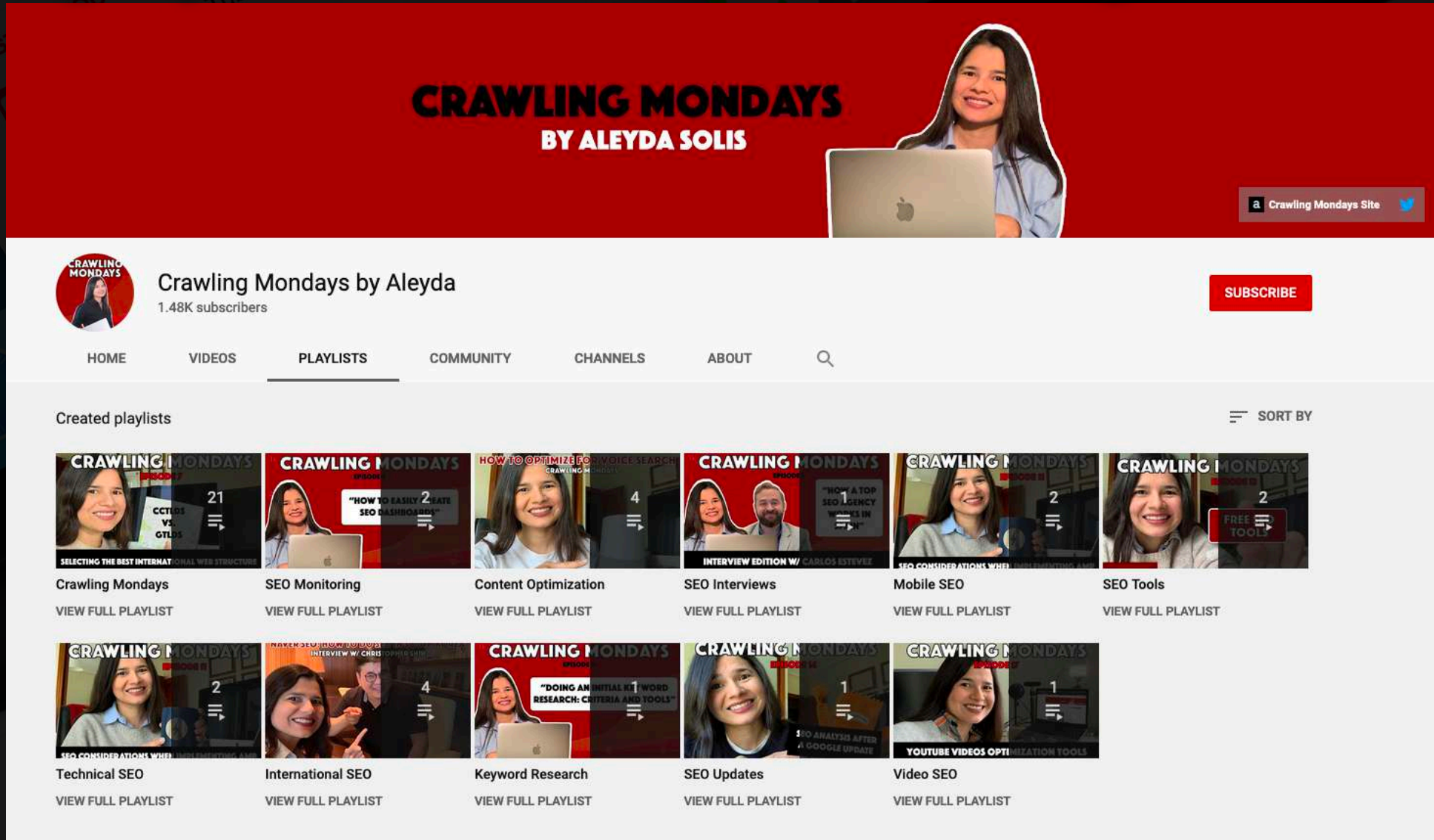
3 How long would you like to run the test for?

CANCEL

CONTINUE

Run AB tests of your video thumbnail and metadata with tools like TubeBuddy, to identify your audience preferences and optimize them accordingly

Create playlists to facilitate users to browse through your channel videos using their topics



The screenshot displays the YouTube channel page for 'Crawling Mondays by Aleyda Solis'. The channel banner features a red background with the text 'CRAWLING MONDAYS BY ALEYDA SOLIS' and a photo of Aleyda Solis sitting at a laptop. Below the banner, the channel name 'Crawling Mondays by Aleyda' and '1.48K subscribers' are shown, along with a red 'SUBSCRIBE' button. The navigation menu includes 'HOME', 'VIDEOS', 'PLAYLISTS' (which is selected), 'COMMUNITY', 'CHANNELS', and 'ABOUT'. Under the 'Created playlists' section, there are two rows of playlist thumbnails. Each thumbnail includes a video preview, a title, a subscriber count, and a 'VIEW FULL PLAYLIST' link.

Crawling Mondays
1.48K subscribers

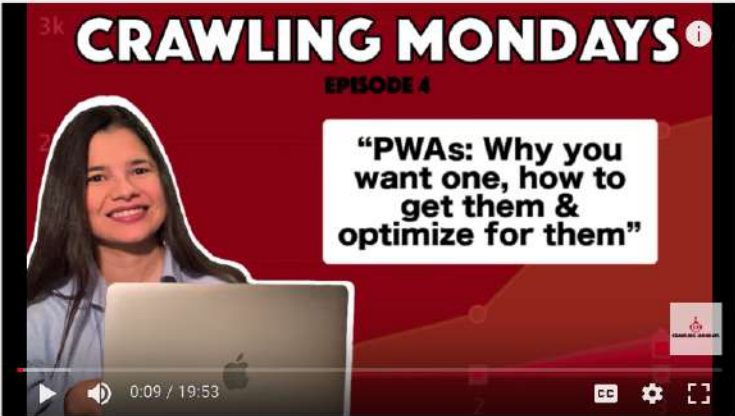
PLAYLISTS

Created playlists SORT BY

Thumbnail	Playlist Title	Count	Link
	Crawling Mondays	21	VIEW FULL PLAYLIST
	SEO Monitoring	2	VIEW FULL PLAYLIST
	Content Optimization	4	VIEW FULL PLAYLIST
	SEO Interviews	2	VIEW FULL PLAYLIST
	Mobile SEO	2	VIEW FULL PLAYLIST
	SEO Tools	2	VIEW FULL PLAYLIST
	Technical SEO	2	VIEW FULL PLAYLIST
	International SEO	4	VIEW FULL PLAYLIST
	Keyword Research	1	VIEW FULL PLAYLIST
	SEO Updates	1	VIEW FULL PLAYLIST
	Video SEO	1	VIEW FULL PLAYLIST

Include info cards in your videos to link to other relevant ones or create a poll to engage users

PWAs & SEO: Why you want one, how to get them & optimize for them All changes saved



CRAWLING MONDAYS
EPISODE 4

"PWAs: Why you want one, how to get them & optimize for them"

0:09 / 19:53

Add card


- Video or Playlist**
Promote a video or playlist Create
- Channel**
Promote another channel Create
- Poll**
Encourage viewers to participate in a poll Create
- Link** Not enabled Enable
Link to an approved website

0:09 3:00 6:00 9:00 12:00 15:00 18:00 19:54

☐ Set this Video as a **Cards Template** [\(what's this?\)](#)

Template Name: PWAs & SEO: Why you want one, how to get them &

Baidu SEO: How to do SEO in China. An interview with SEO Zac All changes saved



Baidu SEO: How to do SEO in China. An interview with SEO Zac

From Crawling Mondays... X

Are you planning to do SEO for China?

☐ Yes

☐ No

#crawlingmondays by @aleyda

0:00 1:06 2:00 4:00 6:00 8:00 10:00 12:00 13:11

☐ Set this Video as a **Cards Template** [\(what's this?\)](#)

Template Name: Baidu SEO: How to do SEO in China. An interview with

Add card

[Learn more about cards](#)

Apply Template Clear All

Plantillas de tarjetas ?

Guardar Cargar

Baidu SEO: How to do SEO in China. An interview with ?

Cards used: 1 of 5

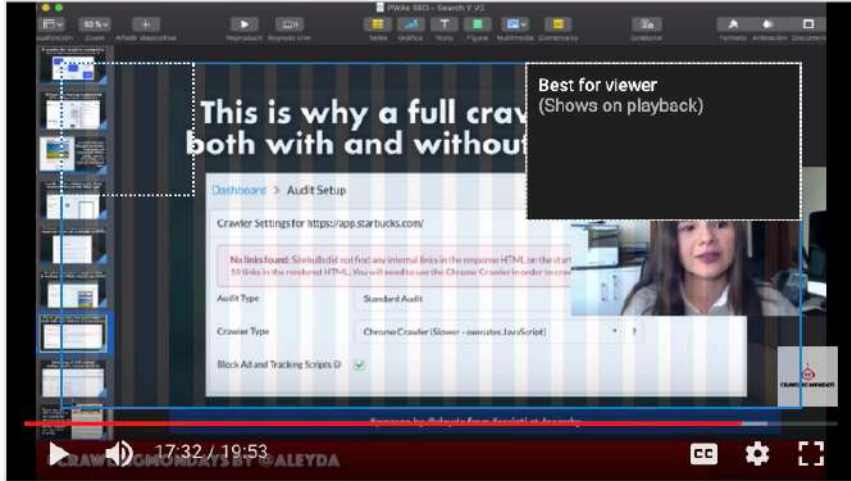
Poll Are you planning to do SEO for China? 1:07 ✎

#videoseo at #optimisey by @aleyda from @orainti

Add end-screens to your videos using the YouTube's studio feature to refer your users to more of them and subscribe to your channel

PWAs & SEO: Why you want one, how to get them & optimize for them All changes saved [Save](#)

Preview ☐ [View](#) [Use template...](#) [Import from video...](#)



[Learn more about end screens](#)

[Apply Template](#) [Clear All](#)

Elements used: 2 of 4

Dynamic element	Best for viewer	19:41	✎
Subscribe	Crawling Mondays by Aleyda	19:41	✎

[Set this Video as an End Screen Template](#) [\(what's this?\)](#)

Template Name: PWAs & SEO: Why you want one, how to get them & optimize for them

#videoseo at #optimisey by @aleyda from @orainti

Don't be shy! Ask your users to engage

Keep
watching to
get answers

Leave
comments
with
questions

Like the
video

Subscribe
to channel



The screenshot shows a YouTube video player. The video is titled "100+ Google Sheets Te" and is from the channel "CRAWLING MONDAYS". The video player shows a woman speaking. Below the video player, the video title is "Free Useful SEO Tools You Should Check out Now [2019]". The video has 1,110 views and was uploaded on Mar 19, 2019. The video player controls show the video is 8:51 / 19:10 long. The video player also shows the channel name "@aleyda" and the video title "Free Useful SEO Tools You Should Check out Now [2019]". The video player also shows the video description "Free Useful SEO Tools You Should Check out Now [2019]". The video player also shows the video tags "#SEOTools #SEOSoftware #FreeSEOTools". The video player also shows the video likes "53" and the video comments "0". The video player also shows the video share button "SHARE" and the video save button "SAVE".

100+ Google Sheets Te

Finding On-going Content Optimization Opportunities in your ...

ON-GOING CONTENT OPTIMIZATION OPPORTUNITIES

marketing game? Grab copies of c
plates & automation tools.

source I mentioned please let me know in
the comments or

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Free Useful SEO Tools You Should Check out Now [2019]

1,110 views • Mar 19, 2019

53 0 SHARE SAVE ...

#videoseo at #optimisey by @aleyda from @orainti

#seoalerts #seo #seomonitoring

How to Set SEO Alerts in 2019 to Monitor your SEO Process on the go (anotherstzzzz)

2,402 views · Dec 31, 2018

Crawling Mondays by Aleyda
1.48K subscribers

Learn to set SEO alerts! In the 1st Crawling Mondays Episode Aleyda shares how to keep updated on the go by using SEO tools to track technical and content updates besides rankings changes, featuring:

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11 Comments

Sort by: Todos los hilos de comentarios (elegir el filtro)

Add a public comment...

*** Pinned by Crawling Mondays by Aleyda**

Dustin DeTorres 8 months ago · 55 suscriptores
Thanks Aleyda! Been using all of the Alerts that SEMrush offers and happy there. I love your idea of utilizing tools like Zapier to create tasks for your team too.

1 like · 1 reply · 1 retweet

Hide replies

Crawling Mondays by Aleyda 8 months ago · 1.48K suscriptores
That's great to hear Dustin! Thanks :)

1 like · 1 reply · 1 retweet

Jim Miller 9 months ago · 0 suscriptores
Good luck with the new channel Aleyda. Sure it will grow into something wonderful as always.

1 like · 1 reply · 1 retweet

View reply

Mathias Noyez 8 months ago · 0 suscriptores
Good video! I use ContentKing and very happy of it. :)

1 like · 1 reply · 1 retweet

Analytics **Edit Video**

Visión General

52.7/100 video puntuación 2,402 vistas

61.9% dispositivos principales

12.7% países principales

SOCIAL

95.3% tasa de interacción

96.1% tasa de me gusta

1,530 twitter seguidores

51.4/100 video puntuación SEO

145.7 palabras por minuto

COMPARA LAS VISUALIZACIONES EN

¡Nueva herramienta! Compara

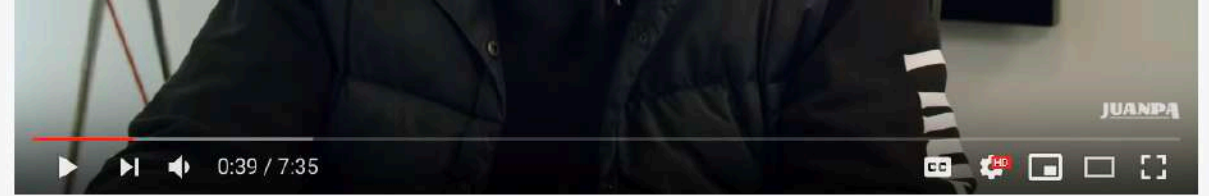
Pin **Remove** **Report** **Hide user from channel**

Interact with users in the comments addressing their questions, liking meaningful comments and pinning the best one

#videoseo at #optimisey by @aleyda from @orainti

Add call to actions with links to watch more (playlist) and subscription from your description, be the first to comment and pin it, to start and incentivize the conversation from there too

#videoseo at #opti



#Juanpa #JuanpaZurita

Who Did It? | Juanpa Zurita

665,292 views · Premiered Jan 2, 2020

29K

765

SHARE

SAVE

...



Juanpa Zurita

1.67M subscribers

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SHOW MORE

1,198 Comments

SORT BY



Add a public comment...



Pinned by Juanpa Zurita

Juanpa Zurita 6 days ago

HAPPY NEW YEAR! Thanks for watching, don't forget to LIKE this video! 🌟

945



REPLY

View 58 replies



365Fan 6 days ago

That was the most dramatic and funny investigation I have ever witnessed.

570



REPLY

View 7 replies



Guadalupe Perez 6 days ago

"It wasn't a fart... it was a shart" lol that killed me 😂

240



REPLY

View 9 replies

twitter.com/crawlingmondays

Inicio Momentos

Buscar en Twitter ¿Tienes cuenta? Iniciar sesión

CRAWLING MONDAYS

BY ALEYDA SOLIS



Tweets 158 Siguiendo 1 Seguidores 1.528 Me gusta 7 Seguir

Crawling Mondays
@CrawlingMondays

Is it Monday? Let's crawl. Crawling Mondays is a Weekly video series hosted by @aleyda, where she shares SEO advice, how-tos, reviews, interviews and more.

bit.ly/crawlingmondays

Se unió en diciembre de 2018

45 fotos y videos

Tweets Tweets y respuestas Multimedia

Tweet fijado

Crawling Mondays @CrawlingMondays · 12 ago.
A New Special Episode of #CrawlingMondays is here 🎥📺📺 Naver SEO: How to do SEO in South Korea - An interview w/ South Korean based SEO, Chris Shin: bit.ly/crawlingmonday...



NAVER SEO: HOW TO DO SEO IN SOUTH KOREA
INTERVIEW W/ CHRISTOPHER SHIN

👍 6 📖 15

Crawling Mondays @CrawlingMondays · 18 min
This is awesome to hear! Thanks Melissa 🙌🙌🙌

Melissa Dever @MeIDiva
@CrawlingMondays thank you for all the work you put into your Crawl Monday shows. I live at the bum end of the world so I can't attend all the conferences, thus shows like yours really help! Also great to hear a non-American SEO voice for change #diversity 🙌 @aleyda

👍 1 📖 1

¿Quieres aprovechar todas las funciones nuevas de Twitter?
Es fácil: Inicia sesión y listo.
[Iniciar sesión](#)
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Tendencias: Global

- #FelizLunes 5,596 Tweets
- #FelizSemana
- #LaGafeteraDOLERA
- #GHVIP30S 6,193 Tweets
- #AndaLevantaL30
- San Jerónimo 1,257 Tweets
- Torra y Puigdemont 10,3 mil Tweets
- Ver Tu Horóscopo COMPLETO
- Coslada 1,019 Tweets

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Centro de Ayuda · Condiciones

Promote your videos and incentivize subscriptions outside YouTube too: From social media, your newsletter, email signature, Website...

Even offline too!



#videoseo at #optimisey by @aleyda from @orainti

You can do give-aways to encourage subscriptions, like Barry has done



→ ↺ 🔒 seroundtable.com/youtube-subscriber-giveaway-28157.html

Charity Giveaway

I will be donating from my Charitable Gift Fund **up to \$25,000** in total to two organizations, (1) the [American Cancer Society \(Guidestar profile\)](#) and (2) [National Alliance on Mental Illness \(NAMI\) \(Guidestar profile\)](#).

How much will I donate? Up to \$25,000 in total. I will donate \$1 per subscriber up to \$10,000. I am currently at 7,561 subscribers ([screenshot here](#)), so counting up from that number, \$1 per subscriber. If some how I hit 100,000 subscribers, I will increase the donation an additional \$15,000 and donate a total of \$25,000. So I will donate up to \$25,000 to charity if I can hit 100,000 subscribers.

I will split the donation in two, and give the American Cancer Society and the National Alliance on Mental Illness an equal donation. So if I gain 6,000 subscribers, I will donate \$3,000 to the American Cancer Society and \$3,000 to the National Alliance on Mental Illness through my Charitable Gift Fund. If my channel breaks 100,000 subscribers, I will donate \$12,500 to each.

The timeframe for this giveaway is two-months from today - November 9, 2019.

SEM/SEO Software & SMX Conference Giveaways

SMX and multiple software vendors in the SEO and SEM industry have offered to give away one or more annual subscriptions to their products. So this is more complicated than just calculating the difference in subscriber numbers, I need to know who to give the free subscriptions to. So I need you to not only subscribe, but enter in your email address and YouTube user channel URL below in the form. I will then randomly pick from the list of those who filled out the form and subscribed to the YouTube channel an entry and notify the winners via email. We have a nice number of subscriptions to give away, so I will give one give away to a random subscriber who filled out the form. So we have several give aways here for multiple people.

Here is the list of SEM/SEO tool providers that are participating (if you want to be added to the list, [contact me](#)):

And invite special guests by doing interviews with authoritative people within your field that will have their own community, to go beyond your own reach



GOOGLE WEBMASTER TRENDS ANALYSTS Q&A
CRAWLING MONDAYS

#CRAWLINGMONDAYS 0:03 / 36:55

#GoogleQandA #SEO #GoogleWebmasters
Google Webmaster Trends Analysts Q&A Interview
1572 visualizaciones • 16 dic. 2019

57 2 COMPARTIR GUARDAR

Crawling Mondays by Aleyda
1,82 mil suscriptores

Special episode of Crawling Mondays with an interview with Google's Google Webmaster Trends Analysts: John Mueller, Martin Splitt, Gary Illyes, Daniel Waisberg and Lizzi Harvey, covering the following topics:

MOSTRAR MÁS

SUSCRIBIRSE

#videoseo at #optimisey by @aleyda from @orainti

Home > Google News > Google SEO > Interviewing Five Google Webmaster Trends Analysts In One Room

Interviewing Five Google Webmaster Trends Analysts In One Room

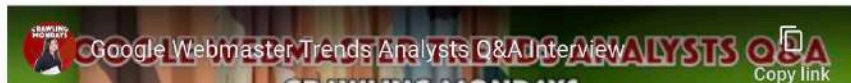
Dec 24, 2019 • 8:29 am | (2)
by [Barry Schwartz](#) | Filed Under [Google Search Engine Optimization](#)



Aleyda Solis interviewed not one, but five Google Webmaster Trends Analysts at the same time while at the Google Webmaster Conference in Zurich. It was pretty fun and interesting to see how they interact with each other while answering questions. How they all somewhat joke that SEOs really need to look at the bigger picture and not focus on the smaller detailed SEO questions.

The people in the video from left to right (looking at the video) include Aleyda Solis (not a Googler but the individual interviewing the Googlers), then Daniel Waisberg, Martin Splitt, John Mueller, Gary Illyes and Lizzi Harvey.

It is a video you should all watch, here it is:



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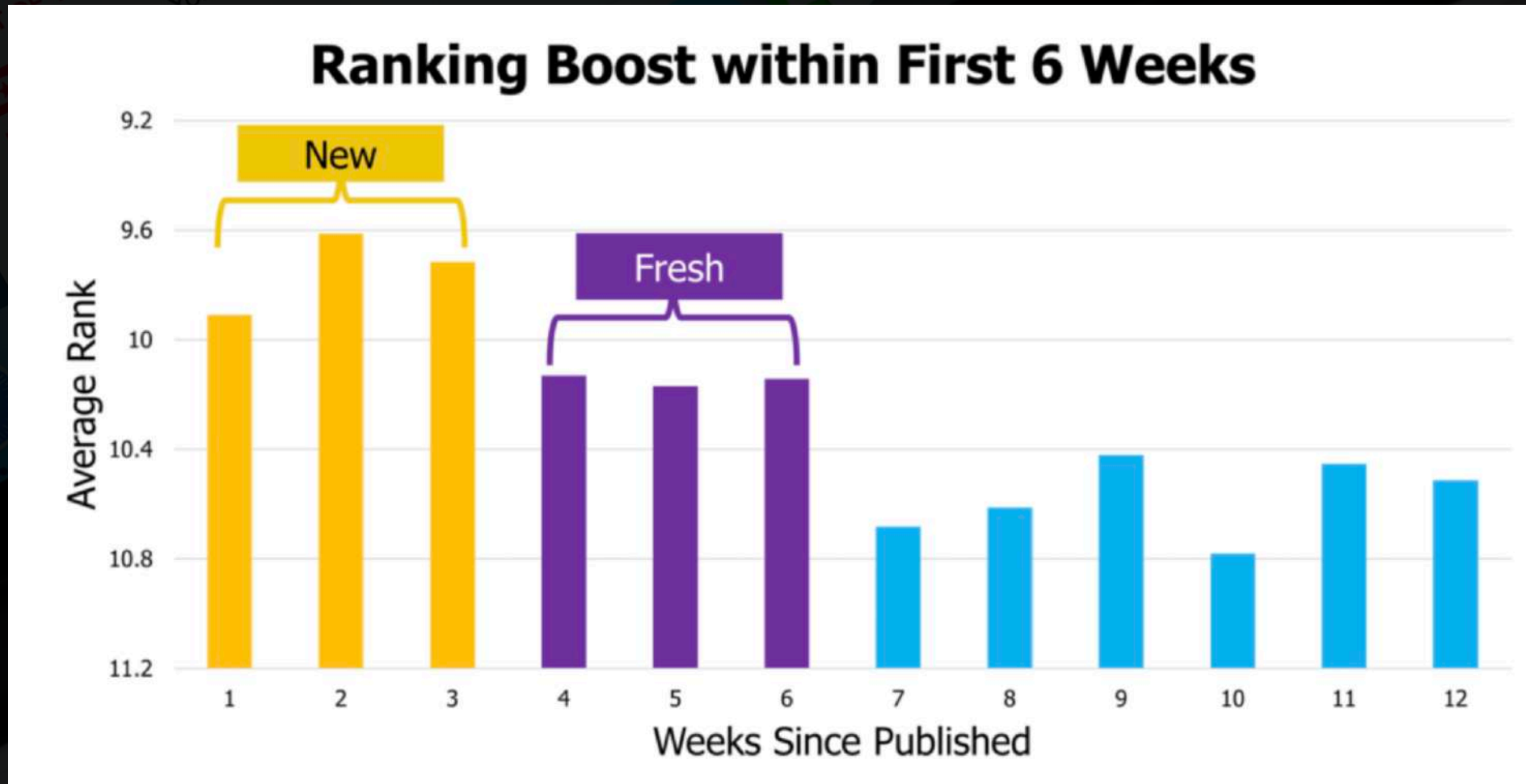
SEARCH VLOG

YouTube 8K

Getting also mentions and links that you wouldn't have gotten otherwise

#videoseo at #optimisey by @aleyda from @orainti

It's important to promote while the video is "new" since YouTube gives a "freshness" boost



Engagement and retention require you to use your conversion & community management skills



#youtubeseo at #semrushwebinar by @aleyda from @orainti



Expand and repurpose your YouTube videos for Google search rankings

#videoseo at #optimisey by @aleyda from @orainti

Crawling Mondays

August 12, 2019 from ALEYDA SOLIS in CRAWLING MONDAYS

Naver SEO: How to do SEO in South Korea w/ Chris Shin – #CrawlingMondays 21th Episode

Learn how SEO works in South Korea: Naver vs. Google usage: Top search ranking factors in Naver, How SERPs are organized in Naver, What are the top SEO tools to use And more! Take a look.

READ MORE

from ALEYDA SOLIS in CRAWLING MONDAYS

Baidu SEO: How to do SEO in China. An interview with SEO Zac – #CrawlingMondays 20th Episode

Learn about the SEO fundamentals in Baidu in this interview I did to SEO Zac, one of the most well known SEOs in China!

READ MORE

from ALEYDA SOLIS in CRAWLING MONDAYS

Top Tips for Using Twitter as an SEO – #CrawlingMondays 19th Episode

How to improve Twitter as an SEO? Take a look at my top tips and tools to use twitter as an SEO.

HI, I'M ALEYDA SOLIS

SEO consultant, speaker and author.

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BLOG TOPICS

Content Marketing Crawling Mondays

Create a blog or section within your existing blog, creating a post for each one of your videos

Embed your YouTube video in the post initially to help promote it, along a transcription of it, including complementary information and resources

#videoseo at #optim

April 15, 2019 from ALEYDA SOLIS in CRAWLING MONDAYS

Finding On-going Content Optimization Opportunities in your SEO Process – #CrawlingMondays 15th Episode

How to identify content optimization opportunities once that you have already gone through the most important areas of your Websites? In this episode of Crawling Mondays I share the criteria, steps and tools.



You can also [watch this video](#) and [leave a comment over YouTube](#). To follow more updates on [Crawling Mondays](#), subscribe to the [YouTube channel](#) and follow to [@CrawlingMondays](#) in Twitter.

Video Transcription

In today's Crawling Mondays, I would like to address a topic that I don't think that has been necessarily as well covered, as it should, and that is "how do you do an ongoing content optimization in the different iterations of the rest of your process?" Because, of course, you start and it's very straight forward because you know that you need identify how your audience searches. You need to identify the terms to target, you classify these terms based on their nature, and if it is informational, if it is transactional, You prioritize then based on how relevant they are towards your business and your website offering, and then do map them with your. your website web structure. You identify. you already have the page list.

Targeting towards these queries, to optimize them further if needed, Or if you need to create content from scratch in order to start addressing them. And based on that, do you optimize the metadata title with descriptions is headings, then the main information that might bring content, identifying what is the type format of this content that is needed or that is required or to fulfill the intent and the need of, of the audience.

You will also very likely, also analyze your competitors in order to understand which are, these players are better ranked by Google for these queries and identifying the patterns that they are following whether content or to prioritize, and after a while of course, you see this, this positive trend over time because of course you have started also monitoring this which are the queries that you had initially selected that are providing this positive evolution with your website and in the Google search console performance reaper, right? So, after this first iteration [inaudible 00:01:50] SEO work you will start seeing positive trends and then the next question is like "what do you do next?" "What do you do after you have already optimized those top pages, more meaningful pages towards your targeted queries already?"

Then you need to start prioritizing the resources for the next iteration and this is something very important right? Because SEO is an iterative and incremental type of process and you need to tweak and optimize over time, identify opportunities based on, on the monitoring that you do after you do certain actions, certain, certain work and see what is working, what

Hi, I'M ALEYDA SOLIS

SEO consultant, speaker and author.

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BLOG TOPICS

Content

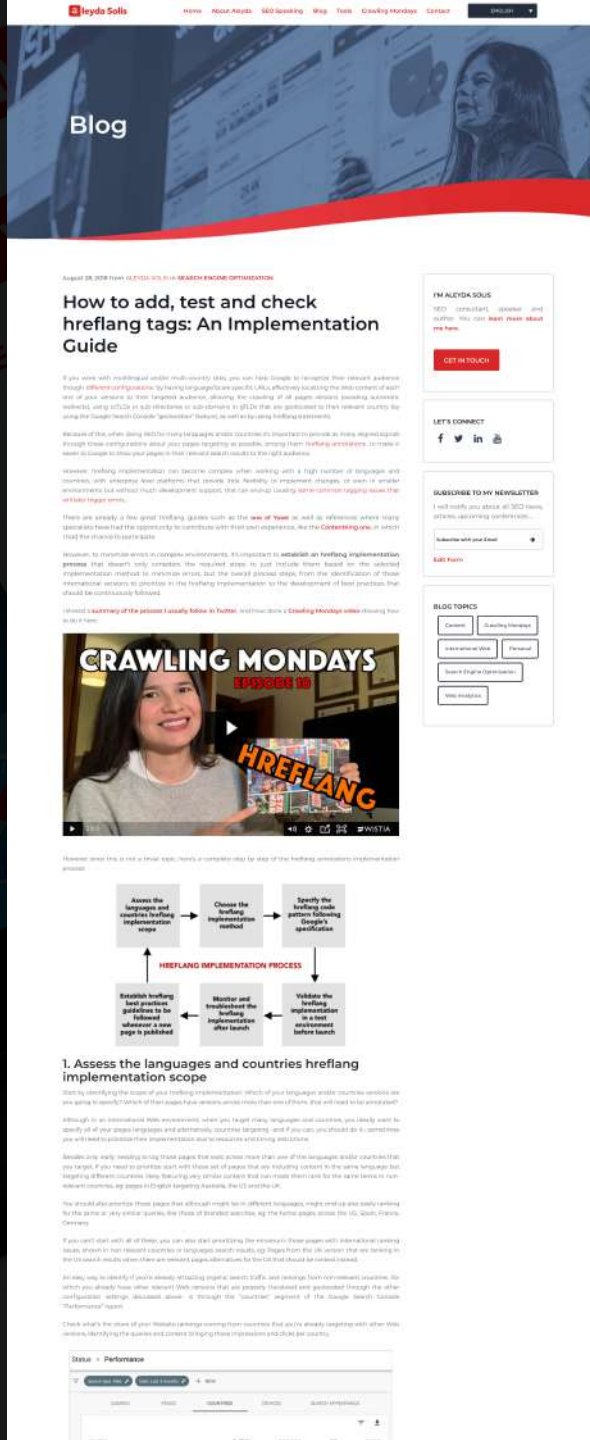
Crawling Mondays

International Web

Personal

Search Engine Optimization

Web Analytics



If you have already an article/content for the video topic, you can embed it instead there to enrich the existing ranking page

deoseo at #optimisey by @aleyda from @orainti

Include a “rel=0” parameter to show related videos only from your channel (no competitors)

How to Set SEO Alerts to Keep Updated on the Go – #CrawlingMondays 1st Episode

In the 1st Crawling Mondays Episode, Aleyda shares how to keep updated on the go by using SEO tools to track technical and content updates besides rankings changes, featuring:

- Deepcrawl
- Little Warden
- Content King
- SEOmonitor




You can also watch this video and leave a comment over YouTube. To follow more updates on Crawling Mondays, subscribe to the YouTube channel and follow to @CrawlingMondays in Twitter.

```
<p style="text-align: center;"><iframe src="https://www.youtube.com/embed/AwbisWZ85bs?rel=0"
width="100%" height="400px" frameborder="0" allowfullscreen="allowfullscreen"><span style="display:
inline-block; width: 0px; overflow: hidden; line-height: 0;" data-mce-type="bookmark"
class="mce_SELRES_start"></span><span data-mce-type="bookmark" style="display: inline-block; width:
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#videoseo at #optimisey by @aleyda from @orainti

Link to your channel with a "?sub_confirmation" parameter to go to the subscription option



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2k

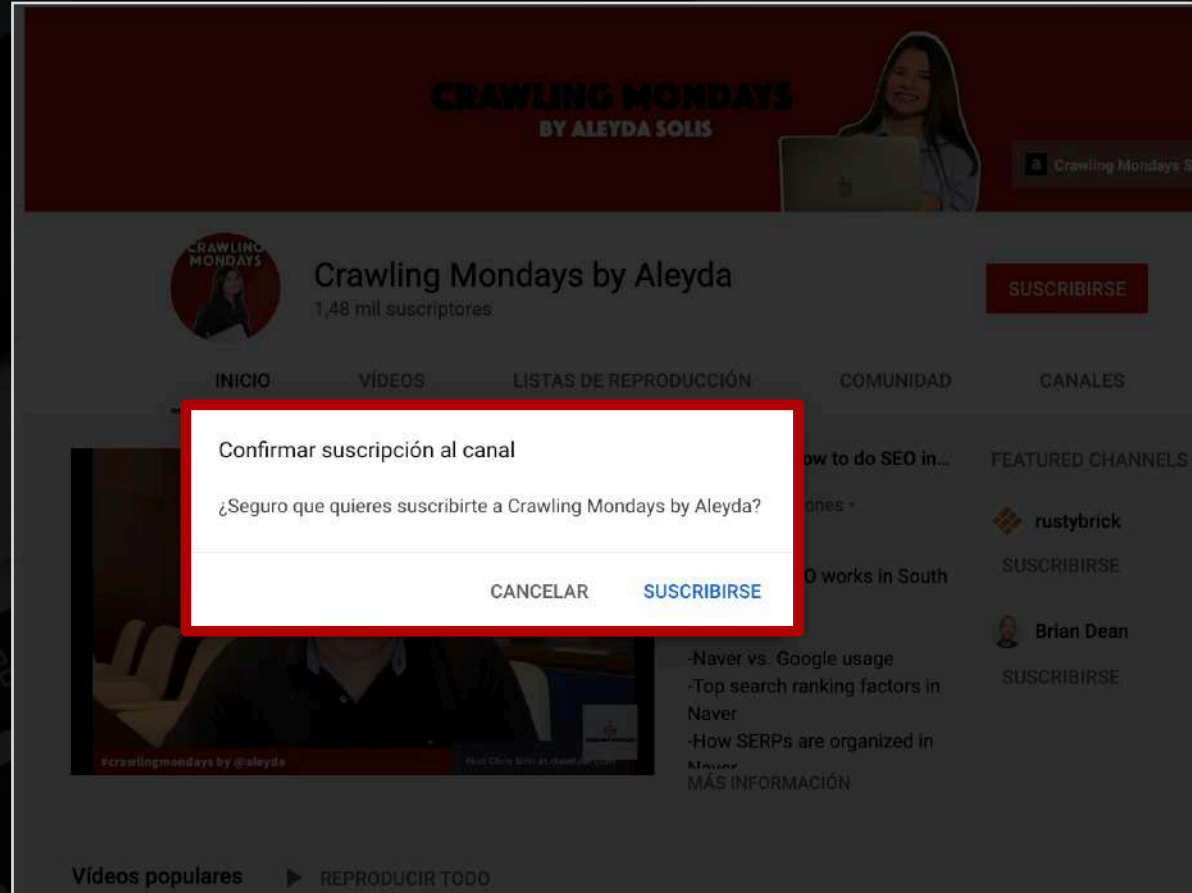
1k

“How to set seo alerts to keep updated on the go”

You can also watch this video and leave a comment over YouTube. To follow more updates on Crawling Mondays, subscribe to the **YouTube channel** and follow to @CrawlingMondays in Twitter.

Elements Console Sources Network Performance Memory Application Security Audits GTM/GA Debug

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<p>
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    <a href="https://www.youtube.com/watch?v=AwbiWZ85bs">watch this video and leave a comment over YouTube</a>
    ". To follow more updates on Crawling Mondays, subscribe to the "
    <a href="https://www.youtube.com/c/crawlingmondaysbyaleyda?sub_confirmation=1">YouTube channel</a> == $0
    " and follow to "
    <a href="https://twitter.com/crawlingmondays">@CrawlingMondays</a>
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CRAWLING MONDAYS BY ALEYDA SOLIS

Crawling Mondays by Aleyda

1,48 mil suscriptores

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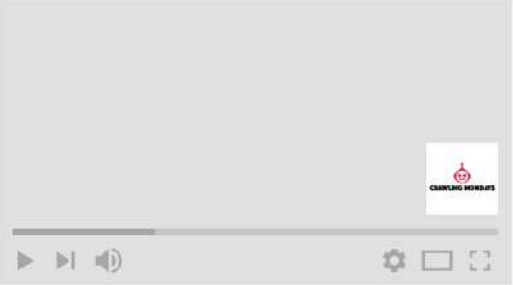
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#facetedsearch #facetedseo #facetoptimization

What faceted pages should be indexed when doing SEO

1,473 views • Jan 7, 2019



Crawling Mondays by Aleyda
1.48K subscribers

In this episode of Crawling Mondays Aleyda goes through two main criteria that can be taken into consideration to index (or not) faceted pages when doing SEO, which are especially common in e-commerce sites optimization.

SHOW MORE

Transcript

00:00 [Applause]
00:00 [Music]
00:00 [Applause]
00:00 [Music]
00:03 [Applause]
00:04 [Music]
00:06 [Applause]
00:08 [Music]
00:11 hey later is it really worth it for us
00:14 to start indexing this set of pages
00:16 usually filter pages or should we just
00:20 kinda legalize them towards their parent
English (auto-generated)

Videolytics Compare Tools

SUMMARY

1.47k Total Views 11 Comments 68 Likes 1 Dislike

SEO

of 20 connected videos are from this creator appear 4 times in title and description (click to load) search results for its tags

Report

Open transcript

Add translations

0 Likes 10 Upvotes 10 Mentions

Transcript

[Applause]

[Music]

[Applause]

[Music]

[Applause]

[Music]

[Applause]

[Music]

hey later is it really worth it for us

to start indexing this set of pages

usually filter pages or should we just

kinda legalize them towards their parent

English (auto-generated)

Toggle timestamps

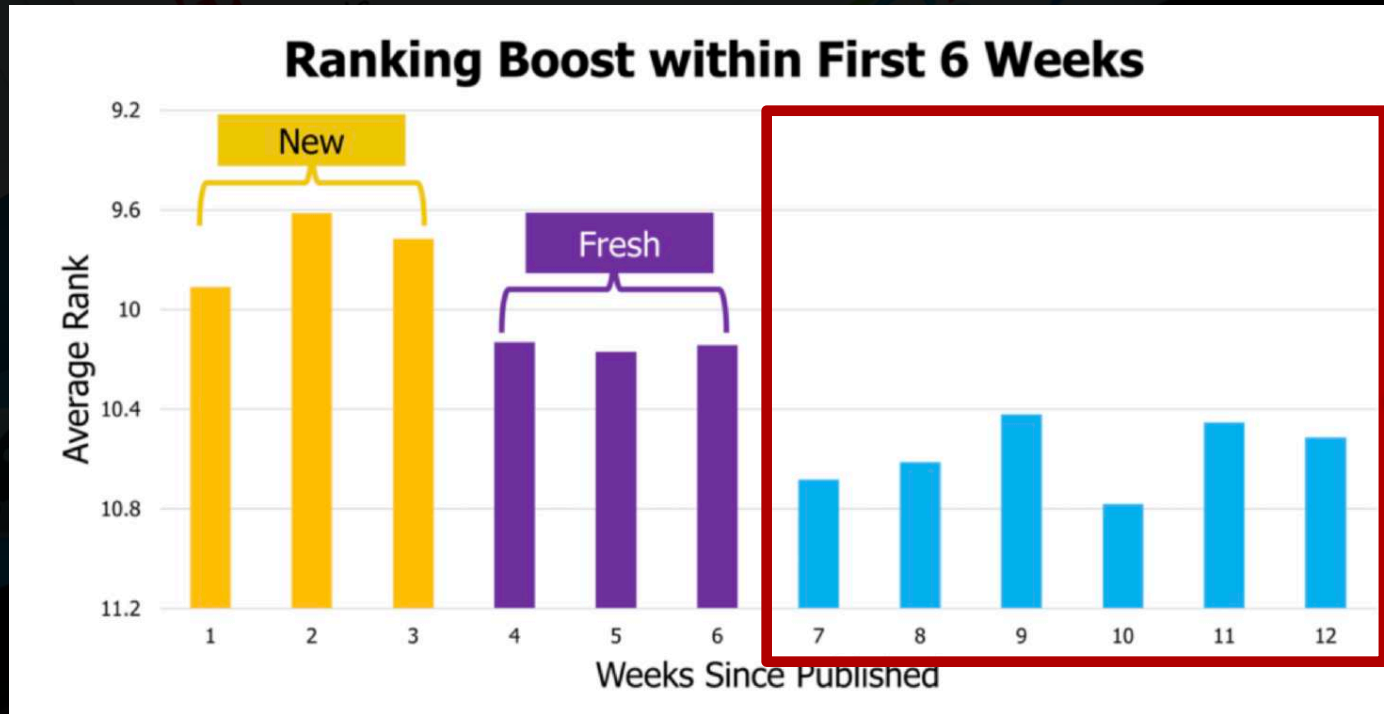
#videoseo at #optimisey by @aleyda from @orainti

Free content FTW



#youtubeseo at #semrushwebinar by @aleyda from @orainti

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August 12, 2019 from ALEYDA SOLIS in CRAWLING MONDAYS

How to Optimize your Website content for Voice Search – #CrawlingMondays 18th Episode

Learn how you can become the answer in the Google assistant for voice search queries with your existing Website content as well as to expand your presence by creating Google Actions.

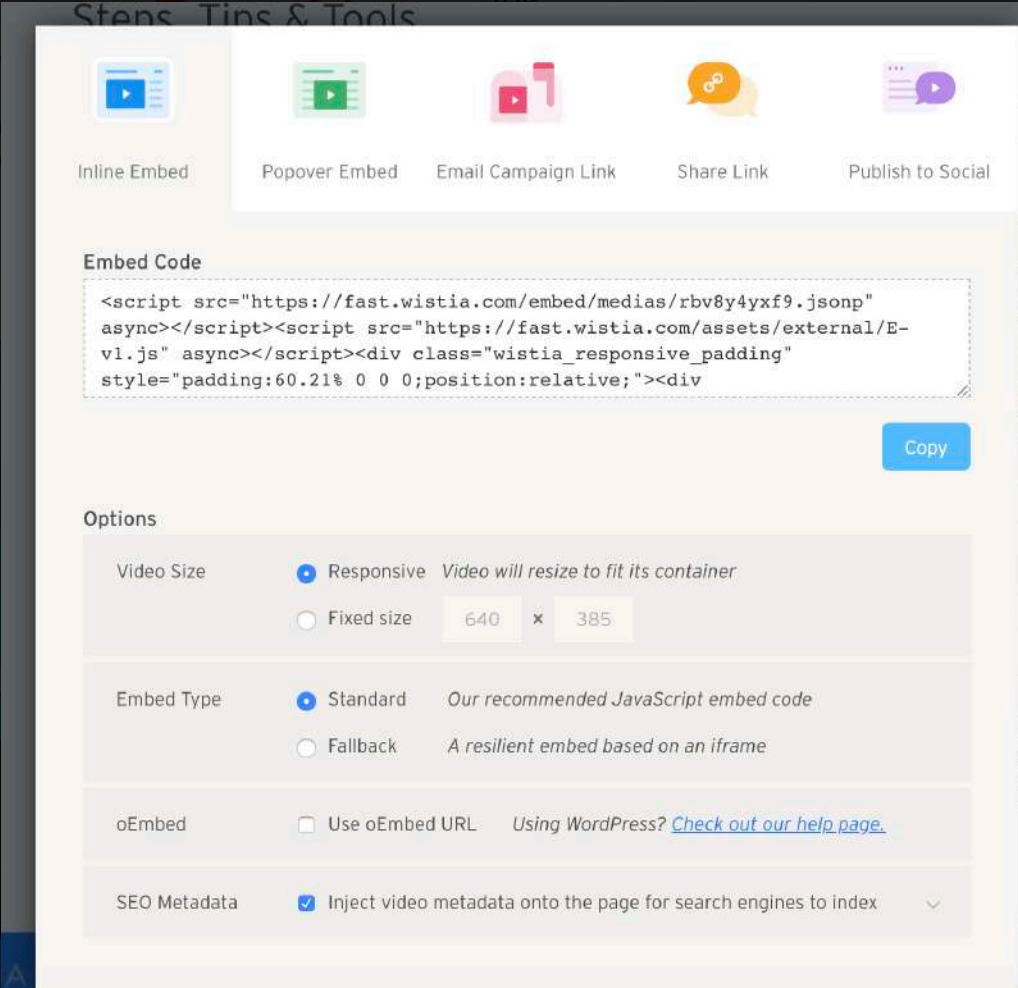
You can also watch this video and leave a comment over YouTube. To follow more updates on Crawling Mondays, subscribe to the YouTube channel and follow to @CrawlingMondays in Twitter.

Video Transcription

Today's edition of Crawling Mondays is going to be about a very hot topic: Voice search. This is a topic that I have spoken about at a few conferences already, and then I realized that I didn't have a Crawling Mondays episode about it, which I'm going to fix right now because it's a very important topic to clarify a few things.

And also to give you a few resources, to start optimizing as much as possible for it. So, yes, voice search, or conversational search, better, is a little bit everywhere, because it cannot only be found through the devices that

Wistia videos will add VideoObject structured data to the embedded videos automatically



The interface shows five options for embedding a video: Inline Embed, Popover Embed, Email Campaign Link, Share Link, and Publish to Social. The 'Embed Code' section displays a JavaScript snippet for responsive embedding. The 'Options' section includes settings for Video Size (Responsive/Fixed), Embed Type (Standard/Fallback), oEmbed (Use oEmbed URL), and SEO Metadata (Inject video metadata).

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<script src="https://fast.wistia.com/embed/medias/rbv8y4yxf9.jsonp"
async></script><script src="https://fast.wistia.com/assets/external/E-
v1.js" async></script><div class="wistia_responsive_padding"
style="padding:60.21% 0 0 0;position:relative;"><div
```

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☐ Fixed size ×

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SEO Metadata

☒ Inject video metadata onto the page for search engines to index

Google Structured Data Testing Tool

https://www.aleydasolis.com/en/crawling-mondays/how-to-optimize-your-website-content-for-voice-search-crawlingmondays-18th-episode/

NEW TEST

```
108 :click = function () {
109   cancelReturn = cancelClick.call( this );
110   false !== cancelReturn } {
111   return cancelReturn;
112 }
113 :comm_par } {
114   return cancelReturn;
115 }
116 :par = 0;
117 :nameNewParent();
118 :cancelReturn;
119
120 == parentId } {
121   returnValue;
122 }
123
124 :entId;
125 :rent();
126 :value;
127
128
129
130 :bit after the dom has loaded.
131 :mer( 'DOMContentLoaded', function () {
132   'https://\\jetpack.wordpress.com';
133   :message } {
134     .addEventListener( 'message', function ( event ) {
135       :addEventListener( 'message', function ( event ) {
136         :igin = event.origin.replace( /http:\\\\/, 'https://' );
137         :frame_url.replace( /http:\\\\/, 'https://' ) !== origin } {
138       :return;
139     }
140     :frame }.height( event.data );
141   }
142   :document.attachEvent( {
143     :attachEvent( 'message', function ( event ) {
144       :igin = event.origin.replace( /http:\\\\/, 'https://' );
145       :frame_url.replace( /http:\\\\/, 'https://' ) !== origin } {
146     :return;
147   }
148   :frame }.height( event.data );
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151
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153 :a-wpca-marked="1" data-wpca-marked-auto="1" data-wpca-marked-data="{"id":0,"co":
154   :6.9,"blog":'100624656',"post":'18942',"tz":'2',"srv":'www.aleydasolis.com'} }";
155   :100624656', '18942' }];</script><script type="text/javascript">var omapi_localized =
156   :om/assets/external/E-v1.js -->
157
158   :i;
159   :type":"VideoObject","duration":
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VideoObject

ID: https://fast.wistia.net/embed/iframe/gt349omsz3

0 ERRORS 0 WARNINGS

@type	VideoObject
@id	https://fast.wistia.net/embed/iframe/gt349omsz3
duration	PT18M54S
name	How to Optimize your Website content for Voice Search – #CrawlingMondays 18th Episode
thumbnailUrl	https://embed-ssl.wistia.com/deliveries/0482b95d8a8814ea4c67f977b4759d80.jpg?image_crop_resized=640x393
embedUrl	https://fast.wistia.net/embed/iframe/gt349omsz3
uploadDate	2019-08-12

(fast rock music) ↗ Crawling Mondays ↗ - Today's edition of Crawling Mondays is going to be about a very hot topic, voice search. This a topic that I have spoken about at a few conferences already and then I realized that I didn't had a Crawling Mondays episode about it. Which, I'm going to fix right now because it's a very important topic to clarify a few things and also, to give you a few resources to start optimizing as much as possible for it. So yes, voice search or conversational search better is a little bit everywhere because it can not only be found through the devices that got very popular since a couple of years ago but realistically, it's now everywhere. The web search, the app. There has been a little bit of a buzz about it because there was some predictions saying that half of the searches were going to be by voice by 2020. This was taken out of context. It was based on some data, some predictions made in 2014 and it was

Like this you'll have higher chances to rank for your target queries in Google search results with long-form posts with embedded videos

#videoseo at #optimisey by @ale

Naver SEO: How to do SEO in South Korea w/ Chris Shin – #CrawlingMondays 21th Episode

Learn how SEO works in South Korea: Naver vs. Google usage: Top search ranking factors in Naver, How SERPs are organized in Naver, What are the top SEO tools to use And more! Take a look 🍌



You can also [watch this video](#) and [leave a comment](#) over YouTube. To follow more updates on Crawling Mondays, subscribe to the [YouTube channel](#) and follow to [@CrawlingMondays](#) in Twitter.

Video Transcription

Today I bring you another very special edition of Crawling Mondays. This is about Naver SEO with Christian who is one of the top specialists in South Korea. He's going to share with us how people search out there, what he does to optimize for them using Naver. Let's take a look.

Hi, my name is Christopher Shin and I grew up in the States and educated in the states, and I've been doing SEO for quite some time. Primarily I'm more veteran in Google SEO and about four years back I found an opportunity to do some SEO work in the South Korean market and I brought myself out slightly four and a half years ago, and started my own agency. My agency is called Digital Asset Directors. Started with nothing and now we've grown to more than 20 SEO professionals and we now do more than 17 million in annual billings.

So, there's two major players within the service market for the South Korean market. The first one is Naver. Surprisingly a lot of people would think that Daum, which is the other search portal in South Korea would be number two at least, but to and behold, Google has slowly swooped it's way up. Now they're at the point where Google is doing about 30%-40% of market share, and Naver has lost quite their touch in a search engine share in the market.

What is the share at this point of Naver?

A lot of people are estimating it's about 60/40 split, on a conservative level 70/30, but Google has strongly come up. Surprisingly Naver has lost a lot of Millennials and Gen Z audiences, and it's not Google, they lost it to YouTube. So, YouTube is now taking part as a search engine. What these younger guys are doing is they're actually going online searching for videos. That way they don't have to actually read anything but actually view a video content to get their answers. So, when you ask how people actually use each of these search platforms, and I'm gonna include YouTube as a search platform because a lot of people are searching on that video platform.

A lot of people tend to use Naver for local restaurants or places to eat, things of that nature. A lot less for any informational type of search. Google is the go to place for any research related searches or something that they have a question to and they need specific answers to. What the younger audience is again, they're kind of like jumped over to YouTube to find answers. So, if they want to do something like, I don't know, how do you make a fried egg? They jump right into YouTube and just watch a video and consume information that way.

Most of these usages of search is mobile or desktop still?

It's dominantly mobile. It's about 70/30 split. But based on the clients that I run, in terms of the actual conversions within digital sense, I'd see PC still having some edge. Sometimes running up into the 60% versus mobile, but it's generally about 50% PC, 50% mobile in terms of purchase behaviors. But the search in general itself is about 70%-80% towards mobile.

So, there's part of a difference between a Google SERP as opposed to Naver. For Naver almost always the first priority is going to be focused on their paid search side of things. So, you'll almost get anywhere from 4-5 search paid links, and on the bottom you can even get like 5-10 more. It's just a huge list. So, that's almost always when you view the first section. The second section is then going to be about their blogs. So, their own products, which is going to be Naver Blog, Naver Cafe, then comes a new section. So, the organic is pretty much way at the bottom and they're quite hard to find.

So, in terms of the click-through rate. Where most of the clicks are arising from, and I have tested this with

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SEO consultant, speaker and author.

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BLOG TOPICS

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Crawling Mondays

International Web

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A close-up shot of Tom Cruise from the movie 'Mission: Impossible - The Final Reckoning'. He is holding a black mobile phone to his ear with his right hand and has a look of intense shock or anger on his face, with his mouth wide open as if shouting. The background is a blurred cityscape.

Ready to see some results?

#youtubeseo at #semrushwebinar by @aleyda from @orainti

÷ Landing Page	÷ Keyword	÷ Rank	÷ Daily	÷ Weekly	÷ Monthly	÷ Vol. @	÷ Targeted Url	
/watch?v=bG9u6VXdaA	google update analysis	1	-	-	-	0	✓	
/watch?v=bG9u6VXdaA	google update seo analysis	1	-	-	-	0	✓	
/watch?v=r5W52S5iITs	international web structure	1	-	-	-	0	✓	
/watch?v=r5W52S5iITs	select international web structure	1	-	-	-	0	✓	
/watch?v=GHP16A5fn6k	recover web migration	1	-	-	-	0	✓	
/watch?v=GHP16A5fn6k	recovering organic traffic	1	-	-	-	0	✓	
/watch?v=GHP16A5fn6k	recover traffic web migration	1	-	-	-	0	✓	
/watch?v=ojhrihUZWk4	content pruning	2	▲ 2 (4)	▲ 2 (4)	▲ 1 (3)	0	✓	
/watch?v=4oXUIMs2law	firefox seo add ons	2	-	▲ 1 (3)	▲ 1 (3)	110	✓	
/watch?v=4oXUIMs2law	firefox seo extensions	2	-	-	-	40	✓	
/watch?v=vlJgMZDR8c4	how to do seo for baidu	2	-	▲ 1 (3)	▼ 1 (1)	10	✓	
/watch?v=82Uz331KZqE	naver seo	2	▲ 1 (3)	▲ 1 (3)	▲ 4 (6)	260	✓	
/watch?v=vlJgMZDR8c4	china seo	3	-	-	▼ 2 (1)	260	✓	
/watch?v=82Uz331KZqE	naver search engine optimization	3	-	-	▲ 2 (5)	10	✓	
/watch?v=82Uz331KZqE	south korea search engine optimization	3	▲ 1 (4)	▲ 6 (9)	▲ 39 (42)	0	✓	
/watch?v=82Uz331KZqE	how to do naver seo	3	▲ 1 (4)	-	-	0	✓	
/watch?v=lq3Zl1jMkhk	pwa seo	3	▲ 9 (12)	▲ 4 (7)	-	390	✓	
/watch?v=5Mg0etFnkmc	seo dashboards	4	-	▲ 4 (8)	-	50	✓	
/watch?v=vlJgMZDR8c4	baidu search engine optimization	4	-	▲ 2 (6)	-	30	✓	
/watch?v=vlJgMZDR8c4	china search engine optimization	4	-	▲ 2 (6)	▼ 1 (3)	140	✓	
/watch?v=vlJgMZDR8c4	how to baidu seo	4	-	▲ 2 (6)	▲ 1 (5)	0	✓	
/watch?v=82Uz331KZqE	south korea seo	4	▲ 2 (6)	▲ 1 (5)	▲ 3 (7)	0	✓	
/watch?v=lq3Zl1jMkhk	pwa for seo	4	▲ 7 (11)	▼ 1 (3)	-	20	✓	
/watch?v=GHP16A5fn6k	seo for web migrations	4	-	▲ 1 (5)	-	0	✓	
/watch?v=GHP16A5fn6k	web migrations seo	4	-	▲ 1 (5)	-	0	✓	
/watch?v=tl1H4Y17sn4	hreflang	6	▲ 4 (10)	▲ 7 (13)	▼ 1 (5)	12,100	✓	
/watch?v=GHP16A5fn6k	seo web migrations	6	▲ 1 (7)	-	▲ 46 (52)	0	✓	
/watch?v=NogLNq7y65o	twitter seo tips	6	▼ 3 (3)	▲ 4 (10)	▲ 1 (7)	10	✓	
/watch?v=vlJgMZDR8c4	baidu seo	6	▼ 2 (4)	-	▼ 2 (4)	480	✓	

You can rank for those not yet so competitive but highly relevant terms within YouTube

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877.6 0 26 1s 1a 60min 48h

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Rank Higher On GOOGLE

13:26

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CRAWLING MONDAYS

SEO ANALYSIS AFTER A GOOGLE UP

23:26

22 0 4 %TI

How to do a post Google Update SEO Analysis to recover lost rankings

Crawling Mondays by Aleyda • 1.48K suscriptores 450 views • 5 months ago • 100%

What can you do after losing rankings from a Google Update? Develop an SEO analysis to identify the patterns of a Google ...

CC

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CoreSEO

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12:33

4 20 3 %TI

The Solution To The Google Update June 2019? CoreSeo Demo By Cyril Gupta

Julio Cesar DEMOS • 145 suscriptores 678 views • 3 months ago • 100%

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LATEST Google UPDATE OF March 2019

5:34

113 12 2 %TI

SEO Updates | Google March 2019 Update | First Reactions & Insights

WsCube Tech • 53.5K suscriptores 5K views • 6 months ago • 92%

Following topics are explained in very detail this video- 1. What is March SEO Update? 2. What is new in March SEO update? 3.

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google update analysis

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CANTIDAD PROMEDIA DE VISTAS 7,017

PROMEDIO SUSCRIPTORES 363

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ANTIGÜEDAD PROMEDIA 18 years

REPETICIONES EN LOS TÍTULOS 0/20

REPETICIONES EN LAS DESCRIPCIONES 0/20

MEJOR CREADOR rustybrick

Puntuación de palabra clave

vidIQ volumen de búsqueda 0

vidIQ puntuación de competencia 85

Puntuación total 8/100

No hay un volumen de búsqueda suficiente para mostrar los informes sobre consultas de búsqueda

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3 Why will Starship only have 2 rear fins?! por Everyday Astronaut • 5 days ago • 432.3k visualizaciones • 3902.6 VPH

select international web structure

877.6 0 26 1b 48h 60min 10:1a

FILTER



Choosing an International Web Structure (ccTLDs, Subdomains, Subdirectories) for International SEO

Crawling Mondays by Aleyda • 1.48K suscriptores • 742 views • 7 months ago • 95%

How to do International SEO? It starts by having the right international Web structure! In today's #CrawlingMondays Aleyda will go ...

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Website Basic Structure and Navigation - Web Design Basics - Episode 2

Weboq • 4.75K suscriptores • 16K views • 3 years ago • 94%

Understanding Website Basic Structure and Website Navigation - Hierarchical Structure of Website including Web Navigation ...

hierarchical structure Matrix Structure Linear Website Structure Menu Navigation Secondary Navigation Website Header content What to place in footer what to place in header of website Main Content Best Practice for Website Navigation Basic Website Structure Website Navigation Website Made Easy



The Basic Structure of a Web Page

Team Treehouse • 151 suscriptores • 2.2K views • 3 years ago • 94%

Intro to HTML and CSS The Basic Structure of a Web Page You will get a quick overview of all the elements that make up a basic ...



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Yoast • 20.2K suscriptores • 820 views • 5 months ago • 100%

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Puntuación total 13/100

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Palabras clave más buscadas

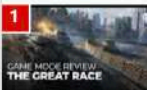
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por World of Tanks Europe •

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por AIR Dibrugarh Online Radio •

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AngularConnect 2019 | Day 1 Track 1 Livestream | Sponsored by ag-Grid

por AngularConnect • 10 days ago •

10.3k visualizaciones • 41.7 VPH

Or this

Keyword	Rank	SERP Features	Video Carousel (Domain Rank)	Video Carousel (Channel Rank)	Vol.
optimize pwa	1		-	4	0
optimize progressive web apps	1		-	-	0
pwa optimization	1		-	-	50
pwa for seo	3		-	2	20
pwa seo	3		-	2	390
how to do naver seo	4		-	3	0
seo for progressive web apps	5		-	-	10
implement hreflang	6		-	-	0
hreflang	8		-	-	12,100
naver seo	8		-	-	260
naver search engine optimization	8		-	-	10
firefox seo add ons	11		-	2	110
how to do seo for baidu	11		-	1	10
south korea search engine optimization	11		-	-	0
amp seo	12		-	-	1,300
how to set hreflang	12		-	2	0
how to create an seo dashboard	12		-	3	0
how to baidu seo	13		-	3	0
content pruning	14		-	2	0
firefox seo extensions	18		-	1	40
seo dashboards	21		-	1	50
how to do an seo dashboard	21		-	-	0
seo dashboard	24		-	-	390
baidu seo	24		-	3	480
youtube seo tools	29		-	-	170
youtube video optimization	39		-	-	140

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Videos



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Jeffalytics
YouTube · Feb 6, 2018



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Jeffalytics
YouTube · Apr 10, 2018



How to easily create SEO Dashboards

Crawling Mondays by
YouTube · Feb 18, 2019

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<https://webris.org/seo-dashboard-for-google-analytics-ga>

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5 Google Analytics SEO Dashboards For Segmenting Organic ...


<https://onlinemediamasters.com/Analytics>

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Aug 11, 2019



How to succeed at SEO on Naver | Need-to-know
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Apr 17, 2019



Top tips for off-page SEO on Naver | International SEO
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Oct 30, 2017



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YouTube · Webcertain TV
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Twinword · blog · 4-reasons-w...

4 Reasons Why SEO In Korea Is So Difficult | Twinword, Inc.

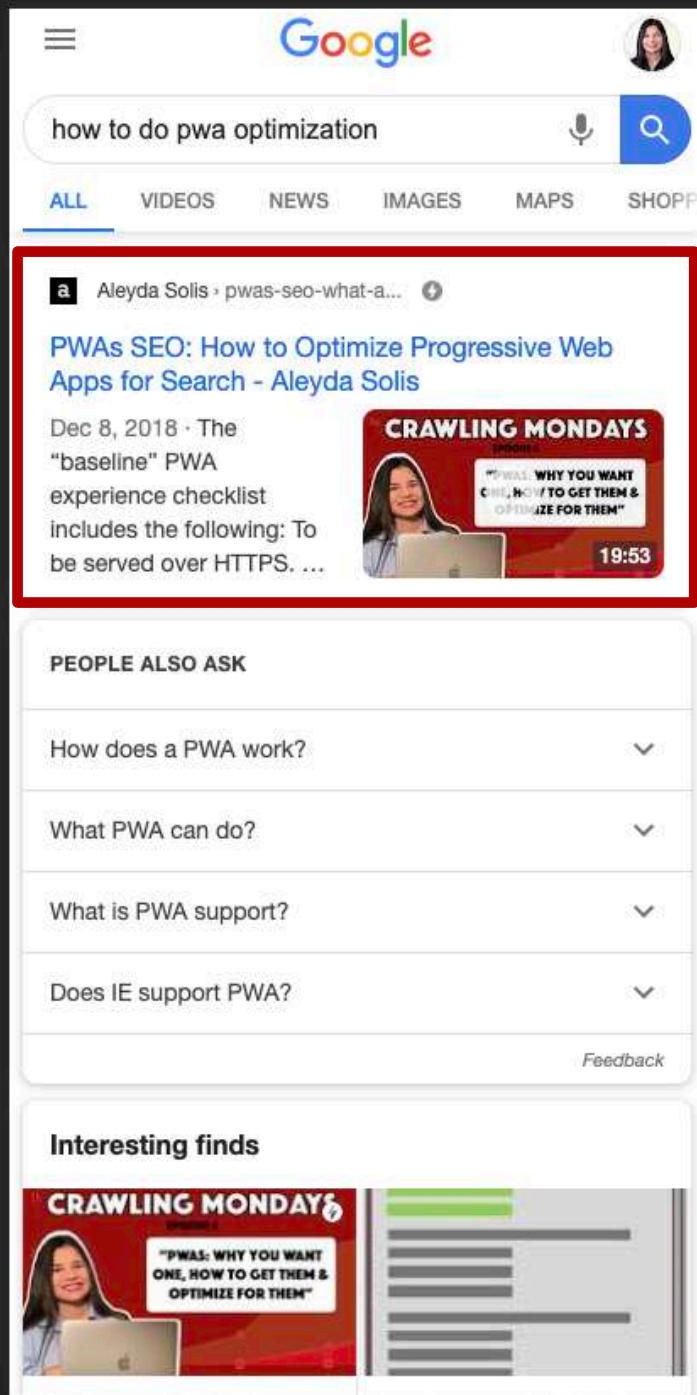
Wondering how to do SEO in Korea? Here are the differences between Google and Naver and what makes SEO in Korea difficult.

M Medium · how-to-do-naver-seo-fact...

How to do Naver SEO — factors and checklists to rank in Korea - Medium

Nov 21, 2018 · Want more Koreans to visit your website? Then you have to do search engine optimization (SEO) for Naver, Korea's largest search engine.

#videoseo at #op



Ranking also in
Google's search results
with the post with a
video thumbnail when
the YouTube video
doesn't rank

Or ranking twice
with the same
video within the
Carrousel, with
the YouTube
video and the
embedded one
in the post

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Google

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The Top 17 YouTube Tools to Level Up Your Video Optimization
<https://ignitevisibility.com/top-17-youtube-tools-leve...> Traducir esta página


There's a lot of YouTube tools out there. But not all tools are created equal. That's why I've put together a list of some of my favorite YouTube optimization tools, ...

Otras preguntas de los usuarios

- How do you optimize a video?
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In this video

[Skip to 00:28](#) What do the Webmaster Trends Analysts...
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[Skip to 11:33](#) Which are those trends that you think SEOs are...
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YouTube · Robert O'Haver
Aug 14, 2015

a Aleyda Solis · crawling-mondays

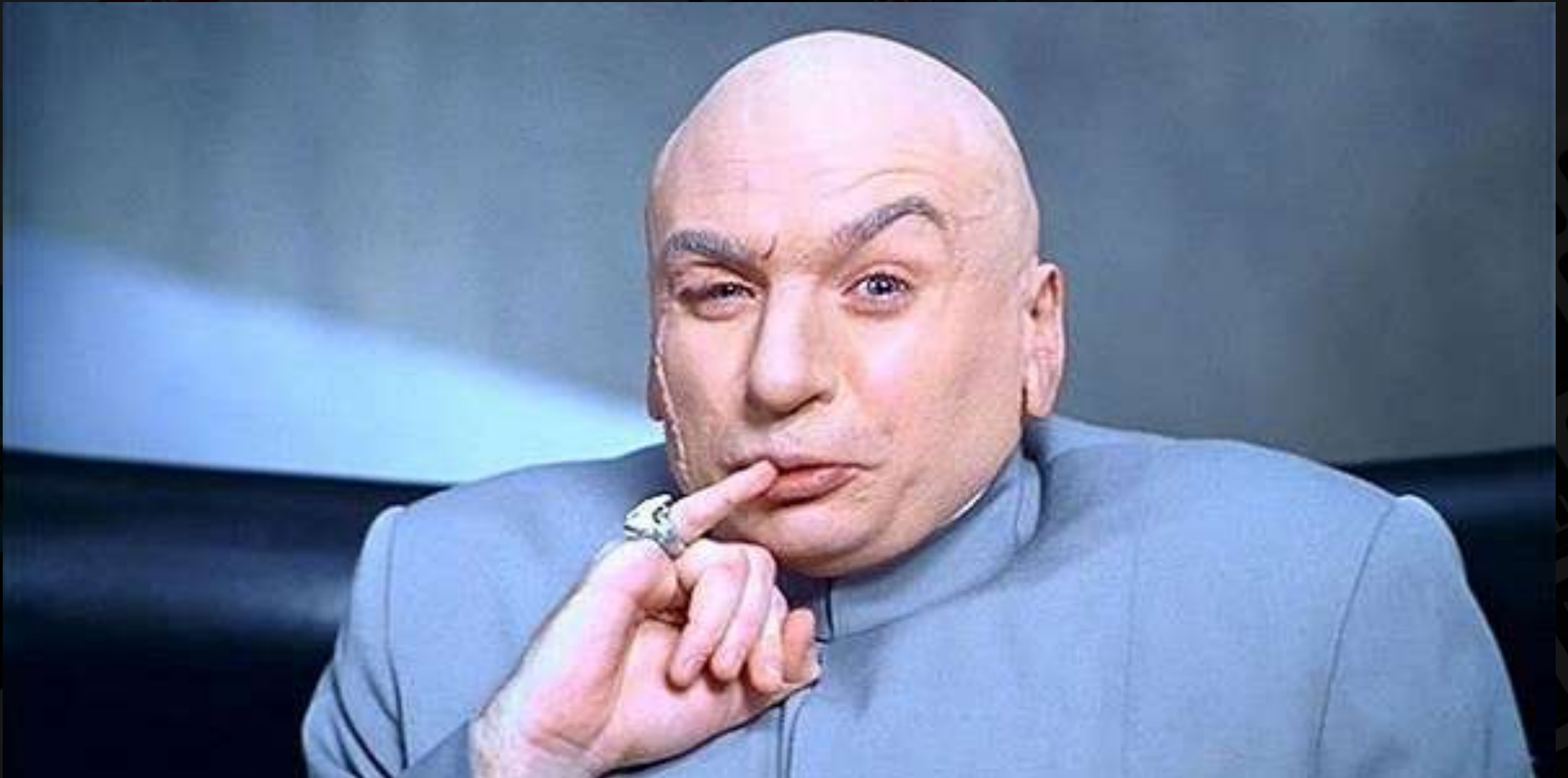
Google Webmaster Trends Analysts Q&A Interview - #CrawlingMondays 23rd Episode - Aleyda Solis

Dec 16, 2019 · Special episode of Crawling Mondays with an interview with Google's Google Webmaster Trends Analysts: John Mueller, Martin Splitt, Gary Illyes, Lizzi Harvey, Daniel Waisberg! Watch ...

Or ranking highlighted with a "key moment" in mobile search results

seo at #optimisey by @aleyda from @orainti

Cool right?

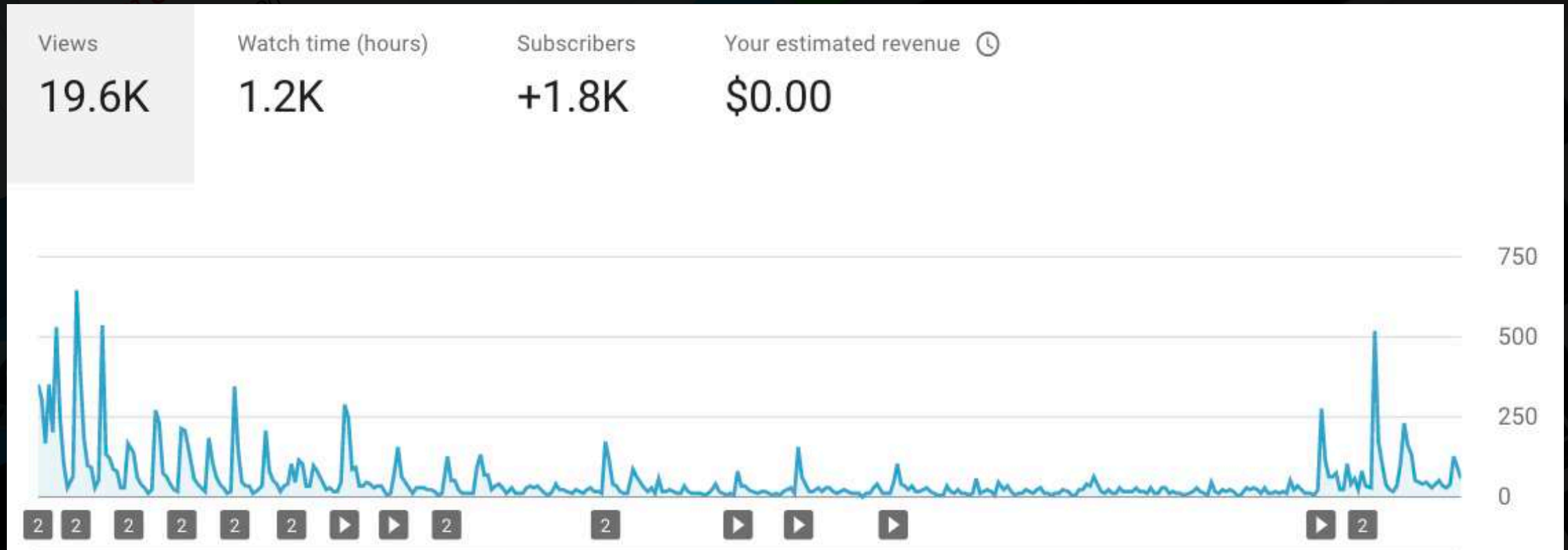


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However, if what you're looking is to grow your subscribers at scale you need more!

#youtubeseo at #semrushwebinar by @aleyda from @orainti

I'm certainly not Casey Neistat



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Phil Nottingham
@philnottingham

Most big businesses approach brand marketing campaigns with being in the 0.33% as a reasonable barometer for success. Collective madness.



Roberto Blake **#MATH** @robertoblake · Jan 5

Some 53% of YouTube's videos have fewer than 500 views, says TubeMogul. About 30% have less than 100 views. Meanwhile, just 0.33% have more than 1 million views.

-2009

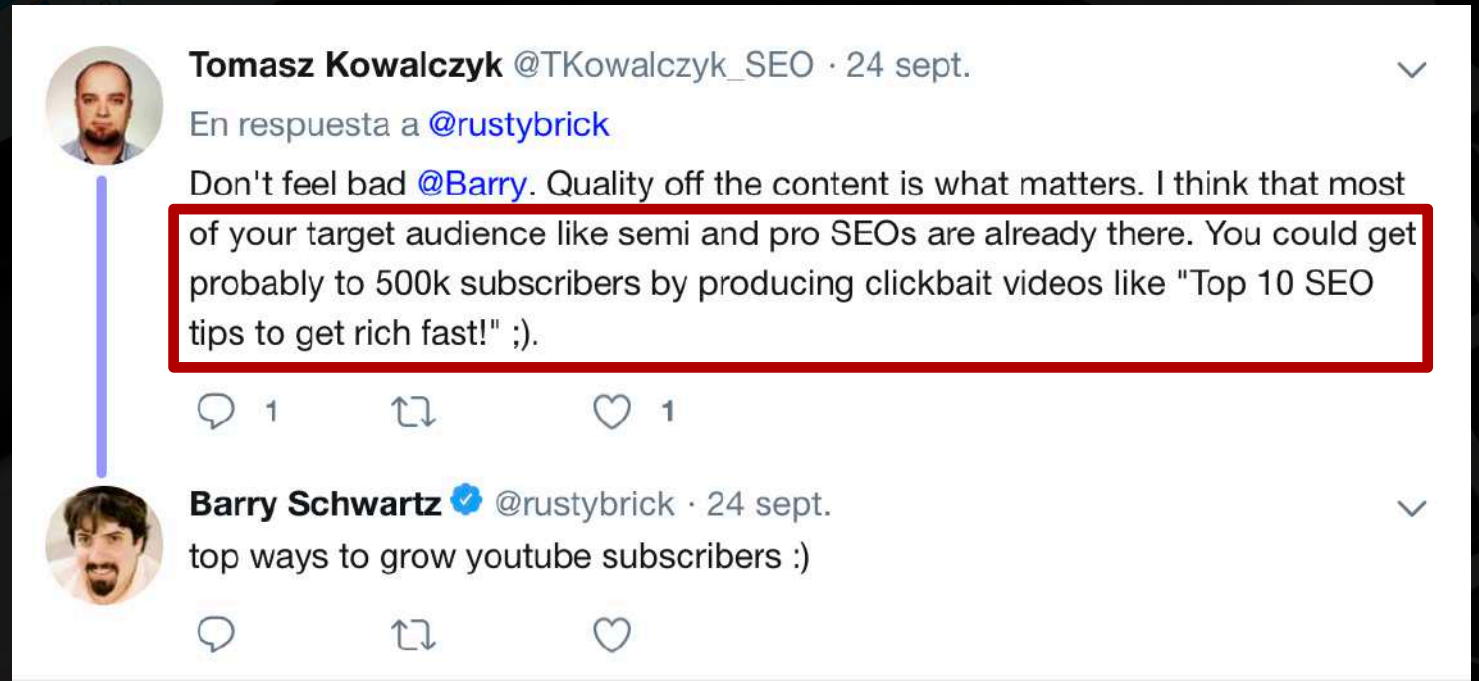
Do you think in 10 years do you think YouTube got MORE or LESS competitive?

Put YouTube in perspective.

2:50 PM · Jan 5, 2020 · [Twitter Web App](#)

**And will likely
never will, as
many other
brands**

Especially not with videos about specialized SEO how-tos, as Barry realized here



It shouldn't be about raw numbers tho, but your end goal: having an impact with your actual relevant audience



Melissa Dever

@MelDiva

Seguir

@CrawlingMondays thank you for all the work you put into your Crawl Monday shows. I live at the bum end of the world so I can't attend all the conferences, thus shows like yours really help! Also great to hear a non-American SEO voice for change #diversity



@aleyda

15:47 - 29 sept. 2019 desde Melbourne, Victoria

2 Me gusta



2

#videoseo at #optimisey by @aleyda from @orainti

Keeping always in mind Youtube's community aspect and that you need to maximize the RER

Relevance

Title, description, etc.

Engagement

Likes, views, ratings, comments, shares, subscriptions

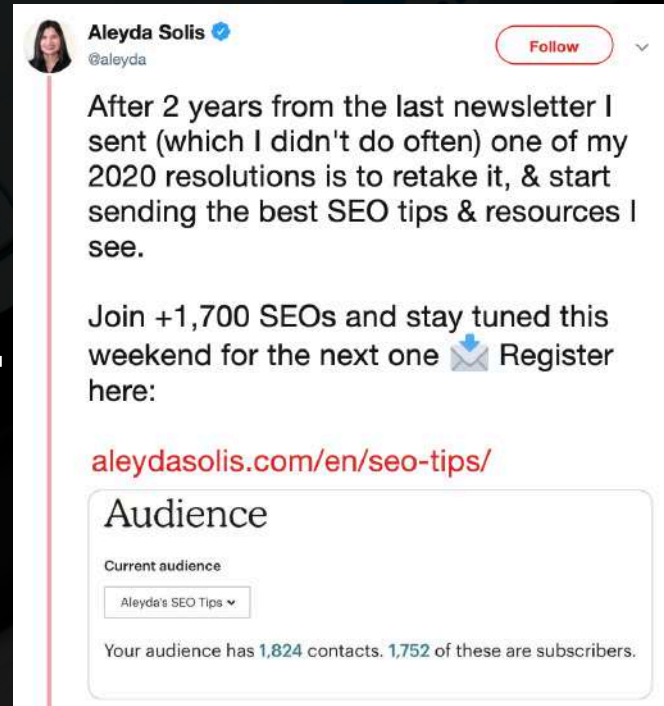
Retention

Watch Time

My next step to improve beyond the **RER** within YouTube? Incentivize subscriptions further by using and distributing videos with the community via my revamped newsletter!




+




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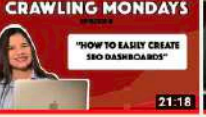
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