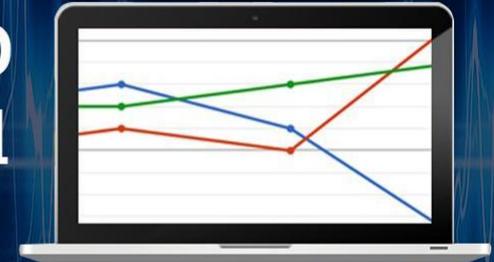


INFLUENCE OF VIDEO'S SOUND QUALITY ON ITS POSITIONS IN YOUTUBE SEARCH RESULTS

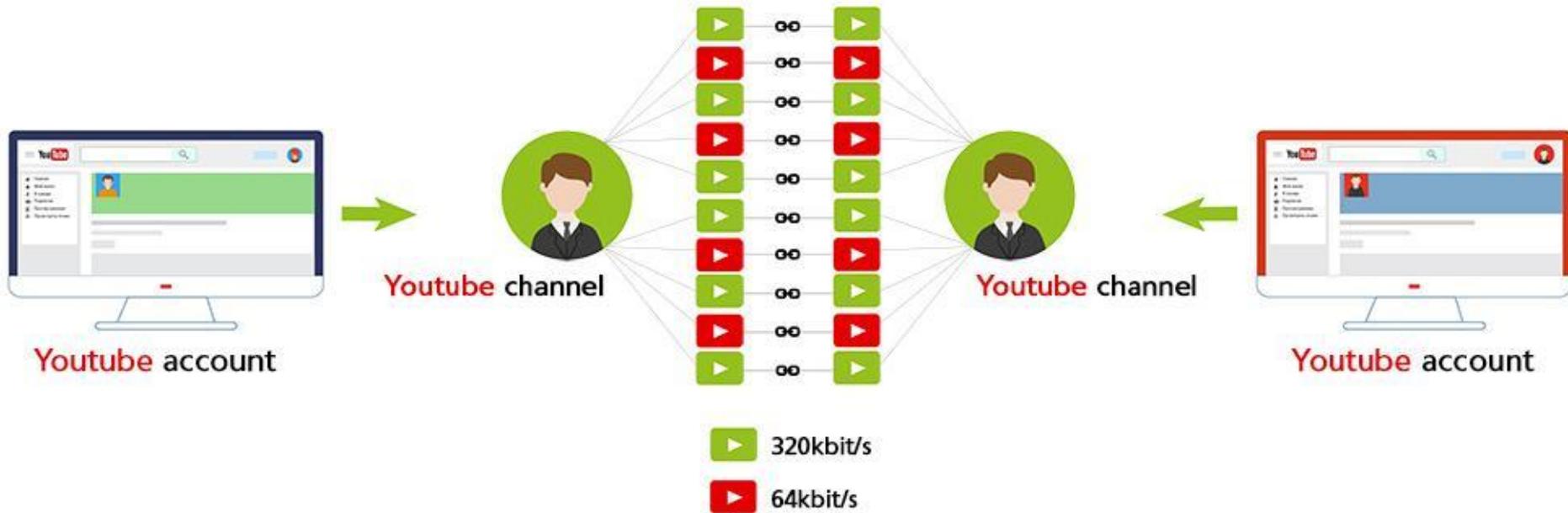


Tested out by  SeeZisLab

The number of questions that have to do with promotion of content on YouTube is growing every day. That is why [SeeZisLab](#) Team carry out experiments to test out myths about YouTube in reality.

The myth that we have chosen this time is as follows: **“If a video has a high-quality sound track, it will get advantage against its competitors in YouTube search results”**.

To carry out this experiment, we took 2 virtual machines and registered a YouTube account per each of them. After that, we registered 1 channel per account and made 10 pairs of videos for each channel. For maximal accuracy of the experiment, all these videos were similar as for timing, resolution, title, description, and tags. The difference was that we uploaded a video with 320 kbit/s sound on one channel, and the one of 64 kbit/s on the other. These files were uploaded on 2 channels simultaneously.



Then, all positions of the videos in YouTube search results were taken. After uploading, the videos in pairs were located one after another, inseparably.

To construct graphs, we gave 1 point to those videos that were higher than their competitor from the pair, and 0 points to those located below. In the graph below, you can see the results immediately after videos' uploading.

Immediate positions

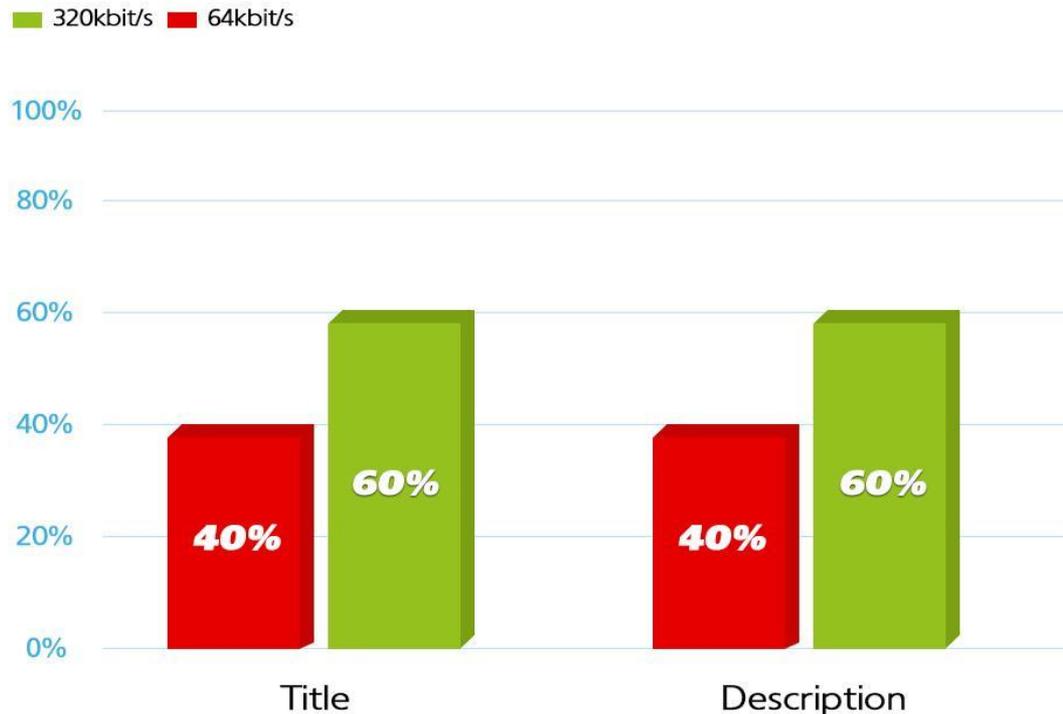


In the first graph we can see that a video with 320 kbit/s sound track had an advantage as for its description against the second video of its pair, which quality was 64 kbit/s. But we can also see that in term of title, the video with 64 kbit/s sound track had an advantage.

The experiment was carried out for two weeks; the second graph was constructed on the basis of data obtained at the end of the test.

Results in 2 weeks:

Positions in 2 weeks



In two weeks, positions of the videos changed. The video having quality of 320 kbit/s had an advantage in term of both, title and description.

In addition, all sound tracks of the videos uploaded contained special key words, which were not written in titles or descriptions. It was done to determine, if YouTube could distinguish these key words in video's sound track and find it in the search according to these words.

In the result, none of all 10 pairs of videos was found according to key words heard in the video.

After completion of the experiment, we can draw a conclusion that a **video having higher quality of sound gets the advantage in search results when compared to the video with worse quality of sound.**

If you have any questions about this experiment, write them below in [comments](#), we'll be happy to answer each of them.