



Influence of property optimization of the uploaded file on its positions in Youtube search results

Tested out by
 SeeZisLab

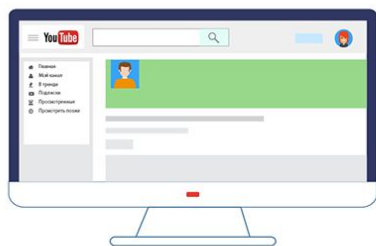
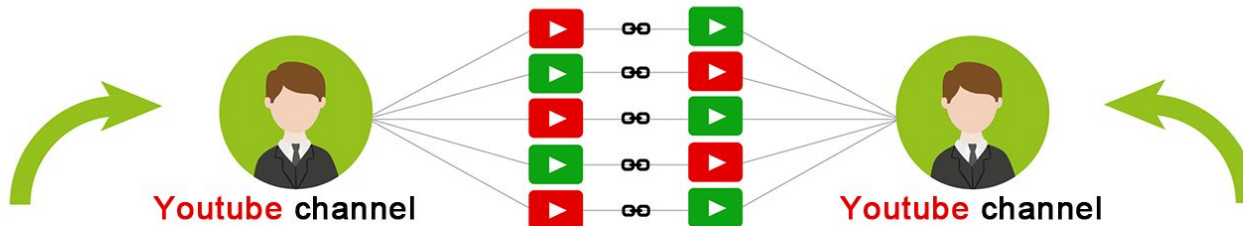
Within the boundlessness of the Internet there is much information on promotion of Youtube channels. So, we decided to check, which of the data can be really useful, and which are not. In order to break or prove myths concerning Youtube channel promotion, [SeeZisLab](#) Team will carry out a series of experiments testing real video channels.

Myth: Optimization of properties and name of a video file uploaded on Youtube affects its positions in search results.

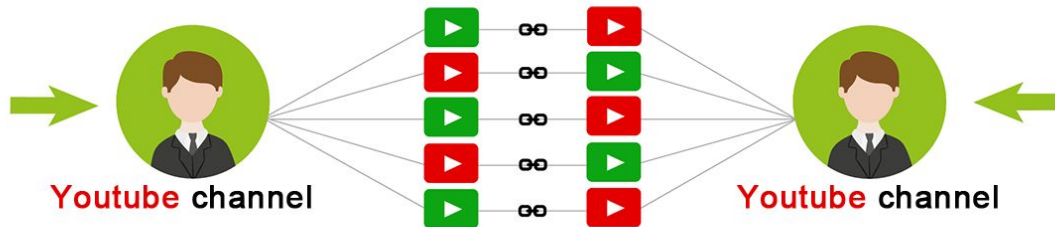
Numerous Internet sources write about the need for video file properties and name optimization when it is uploaded on Youtube. The myth is as follows: if key words are indicated in file properties and name, it will provide competitive advantage in Youtube search results according to the key words. SeeZisLab Team decided to check this myth in practice.

We took two new virtual machines, and concomitantly created one Youtube accounts for each of them. It should be noted that these accounts underwent all stages of registration, including verification via SMS. Three channels were concomitantly created for each account. To maintain the experimental integrity, a total of 15 pairs of video files were created.

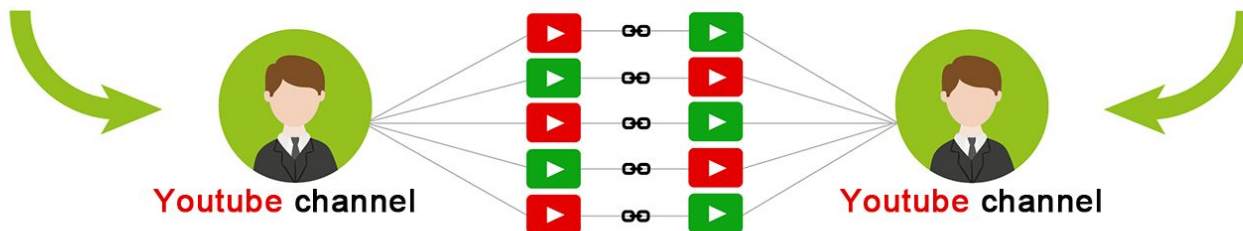
In each pair, the videos were identical as for their timing, bitrate, and resolution; they were uploaded with the same tags, titles, and descriptions. Videos were alike, but at the same time unique. The only difference was that one video in each pair had key words in file properties and name, and the other did not. Video files were uploaded to the channels simultaneously, by pairs.





Youtube account

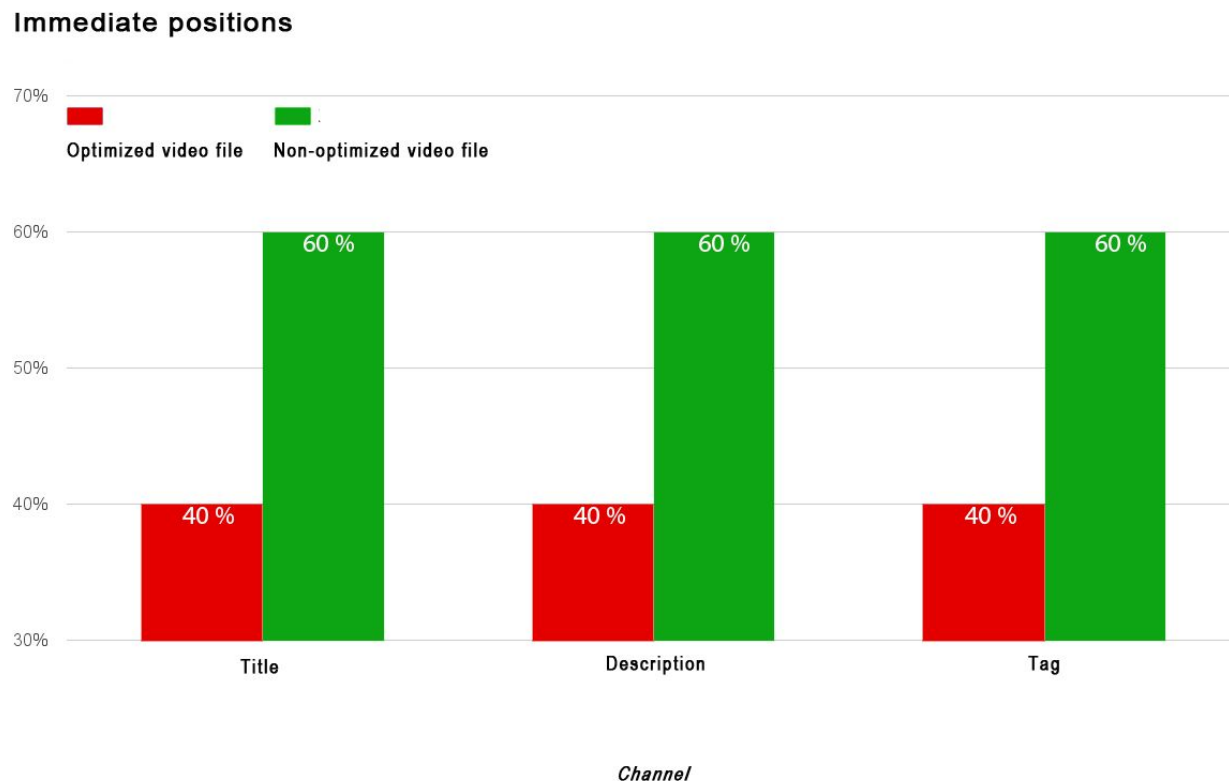


Youtube account

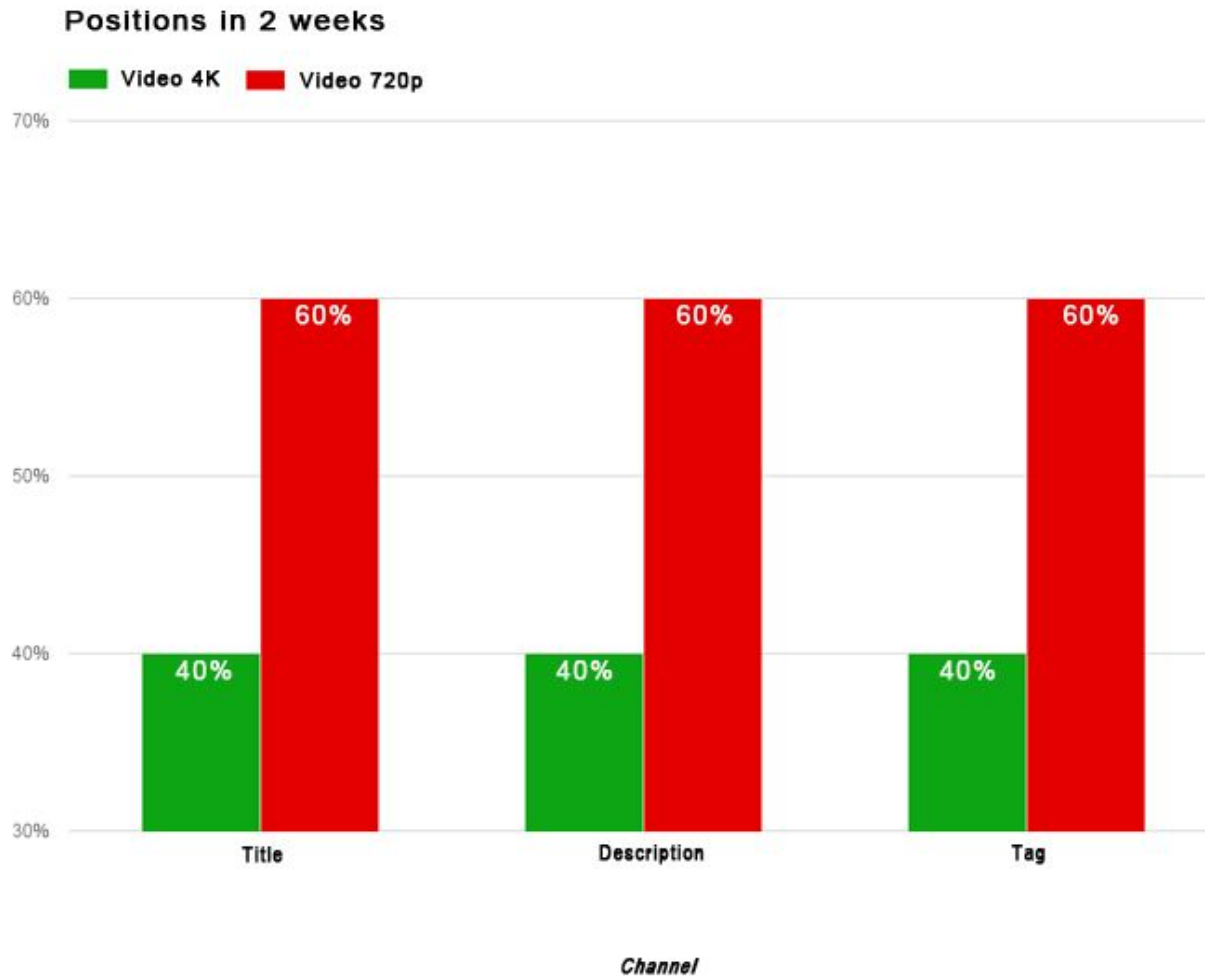


-  - Optimized video file
-  - Non-optimized video file

Immediately after uploading, we took files' rates in Youtube search results as for tags, title, and description. Paired videos were located one after another, inseparably, in their search results. To construct graphs, we did as follows: those videos that had higher positions compared to the other video of their pair were given 1 point, the lower ones - 0 points. The graphs obtained show that the leading positions in search results are occupied by both, videos with key words in file properties and name, and those without them. Thus, it testifies to the fact that file optimization had no influence on video ranking.



The experiment was carried out for two weeks. We analyzed positions of videos in Youtube search results on a daily basis. In two weeks, paired videos were still located one after another, without significant changes.



In the result of the experiment carried out we were able to prove that optimization of properties and name of the files uploaded on Youtube has no influence on their search result ranking. So, instead of wasting time for optimization of file properties and name, it is better to use it for creation of qualitative and unique content.

If you have any further questions concerning the experiments carried out, please, do not hesitate to ask Seezislav Team.