



Does channel' binding to a widely promoted account in Twitter influence its search result ranking on YouTube ?

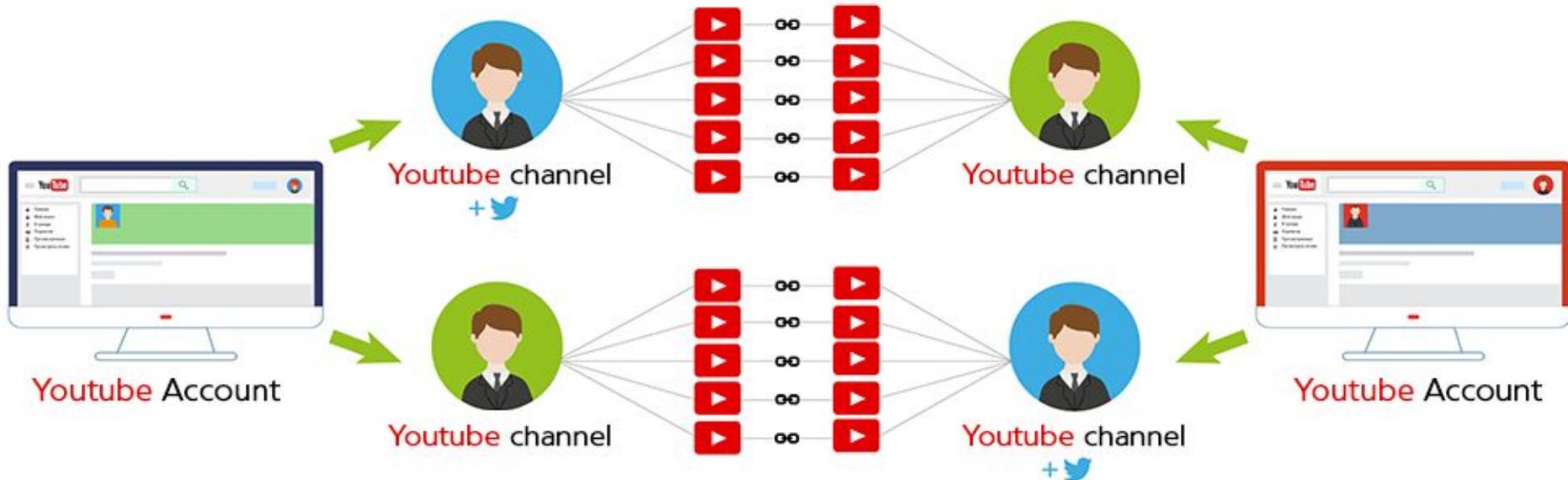
Tested out by  SeeZisLab

Does channel' binding to a widely promoted account in Twitter influence its search result ranking on YouTube?

[SeeZisLab Team](#) still work hard to break the myths in the net concerning YouTube channel promotion. This time, we will test out if it is true that binding of video channel to a popular page in Twitter may help to improve its YouTube search results?

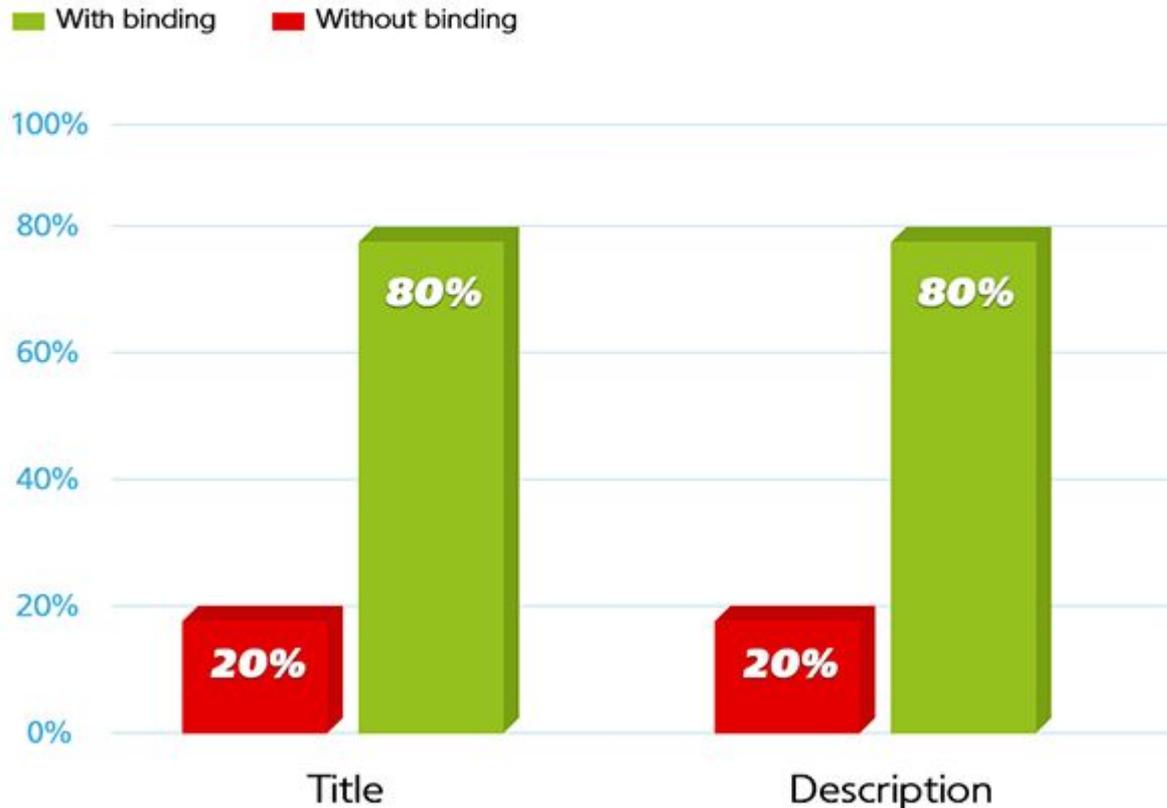
To carry out this experiment, we took two new virtual machines, concomitantly registered one YouTube account for each of them, and two channels were concomitantly created and 10 video files were loaded for each of these two accounts. It is worth noting that the channels passed any possible registration stages. Video files were uploaded by pairs, simultaneously to each of the channels. Videos loaded were similar as for their timing, bitrate, resolution, title, description, and tags.

The difference between these pairs was as follows: one of YouTube channels with one video from each pair was bound to a promoted page in Twitter, whereas the other one didn't.



After that, files' rates were taken in Youtube search results. All videos were located together - one after another, inseparably. In order to construct graphs, we did as follows: those videos that had higher positions compared to their competitor were given 1 point, the lower ones - 0 points. Here is what we got immediately after file uploading.

Immediate positions

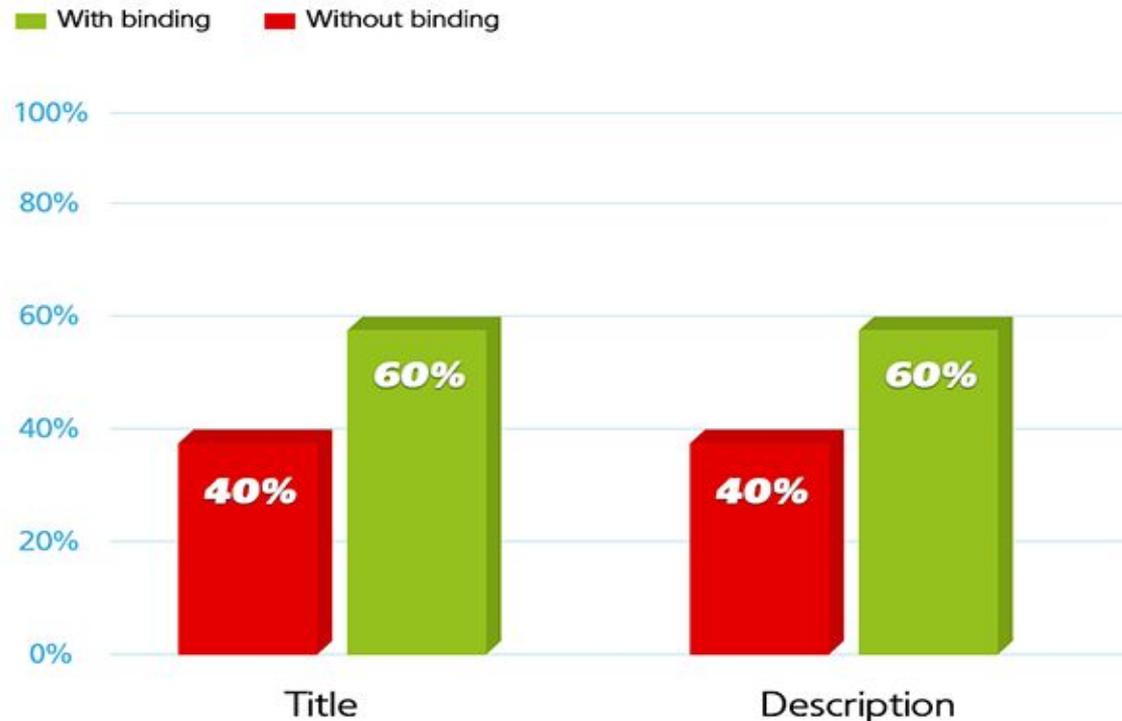


We can see the difference between the two accounts in per cent is significant and accounts for 60%, in favor of the channel bound to Twitter.

It is important to consider that first 5 videos were located in Twitter news feed from YouTube account bound to it. After that the rest of videos were not published in Twitter. These posts had no influence on the experiment results.

The experiment was carried out for two weeks; the analysis was done on a daily basis. At the end of our study period, per cent values decreased from 60% to 10%.

Positions in 2 weeks



In the picture below we can see distribution of the channels tested. Rosullivan channel was bound to Twitter account, whereas Coanderson did not, and they have different positions, respectively. The channel with binding to Twitter is located higher in search results.



rosullivan

5 видео

КАНАЛЫ

Подписаться

0

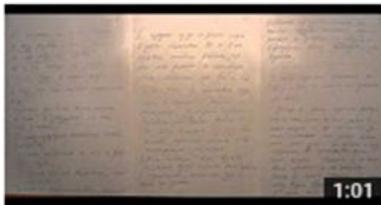


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coanderson

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Based on the data obtained in this experiment we can conclude that binding of YouTube channel to a promoted account in Twitter has an influence on both, video ranking and channel's position in search results.

If you have any further questions, feel free to ask them [in comments below](#) SeeZisLab Team will be happy to answer them. And meanwhile we continue to work on breaking or proving popular myths on YouTube.