

Description

The next box you encounter is the Description box. The description box is a great place to enter in text on what your video is about. YouTube looks at what you put in the description box, so it's good to put keywords in your description.

Now don't go typing in a list of keywords in your description box, you have to sprinkle them into your description and they have to sound natural. Take a look at a correctly formatted description below.

Description:

<http://www.topinternetconsulting.com> All you authors out there, start doing this right now. Book trailers are quick, easy to make videos that tell the story of your book. They are just like movie trailers except for your book. You can learn how to make these and how to market them from our Easy Video Creation training series. Also, subscribe to our channel to get the latest from us.

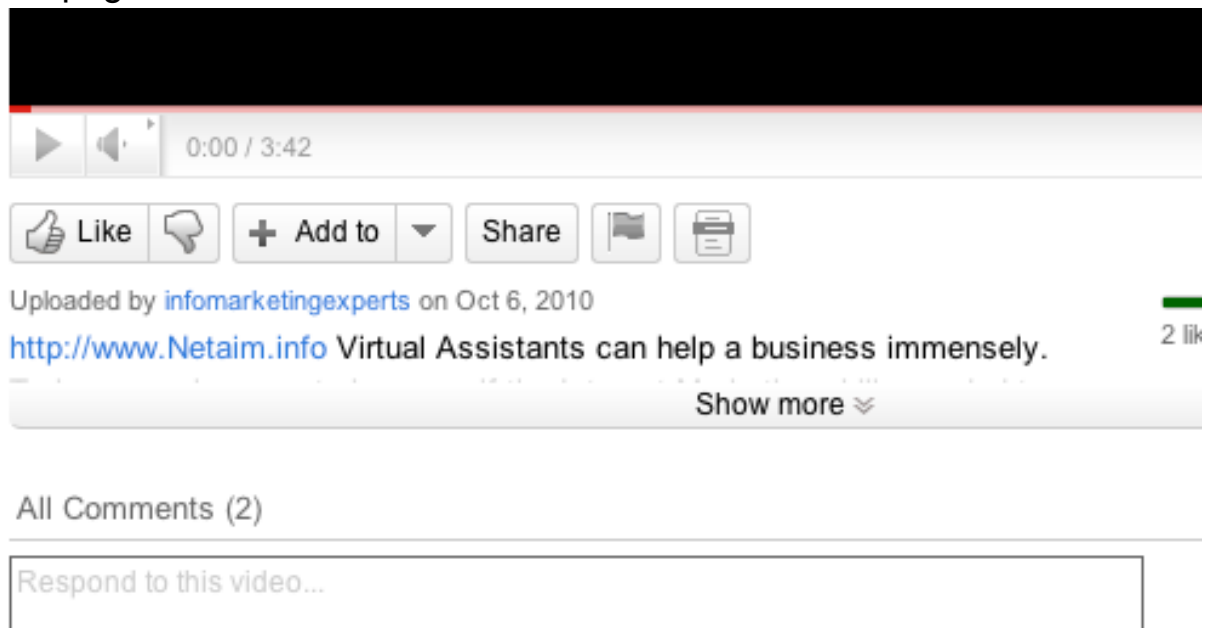
The first thing you see is some HTML code, more specifically, a website URL. We'll get to that in a moment. Take a look at the paragraph after the code. It gives information on the same subject as the video title above. Also, there are keywords such as 'book trailers', 'authors', and 'Easy Video Creation'. This is how you should have every one of your descriptions. But what about that HTML code at the beginning?

The HTML code, that stuff starting with 'http://.....', is the actual website link to wherever you want your viewers to click to. This can be your blog, website, shopping cart, sales page, or anywhere else that you want to send your potential customers. The way I have it typed out is the only way YouTube will allow a click-able link in your description box.

So why do you need to put a link to your site in the description box anyway?

People watching your video may like the information you are giving them and are now interested in getting more information/purchasing. Putting a click-able link right there in the description box is the easiest way for them to get to your site. Sure, they could type it out, but I promise you there are people out there that are too lazy to do it. I know I'm like that sometimes. So let's make it easy for them.

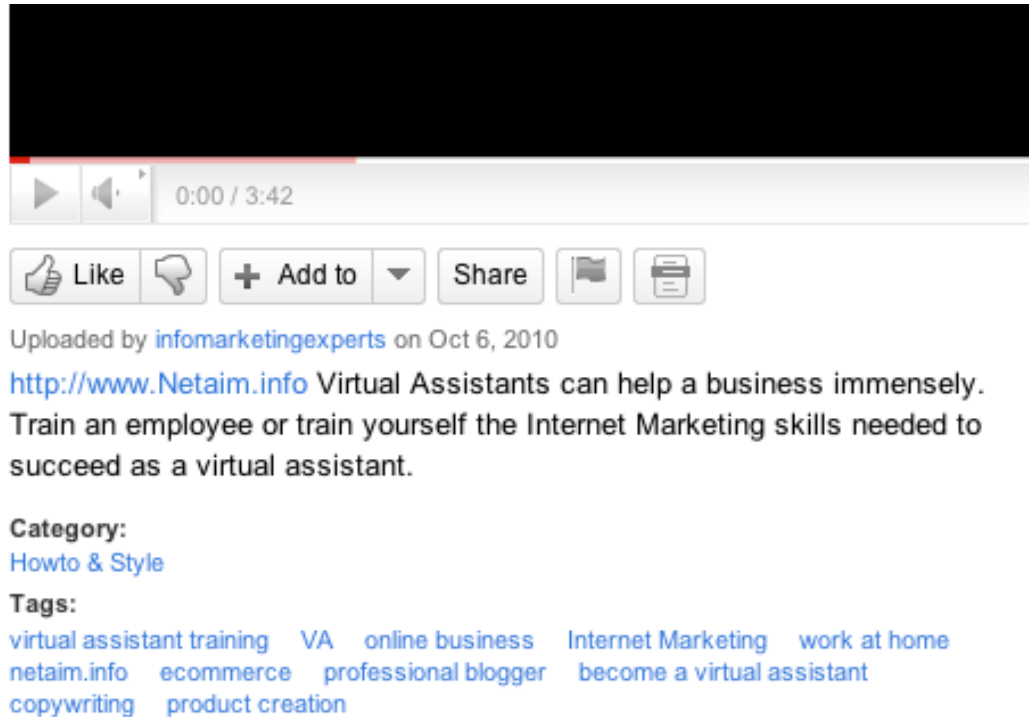
Now, why did I put the URL to my site as the first thing in the description box? For a couple of reasons. Let's look at a typical YouTube page:



Here we see what a typical viewer gets to when he searches for and clicks on a video. In the photo above, you see the 'play' button for the video and other controls. Under the controls are buttons used for liking, adding, sharing, flagging, and for captions.

Underneath those, you see who it was uploaded by - infomarketingexperts - and the date. Underneath that you see the beginning of our description. The description is cut off, there is a button that allows you to 'show more'. If you click on the 'show more'

button, the rest of the description can be seen; as you can see in the photo below.



Once the 'show more' button is clicked, viewers can see the rest of the description. The problem for you is that most people don't bother clicking the 'show more' button. That means if you put your one clickable link anywhere but the top of the description box, a lot of people won't see it. That's one reason why you want to put it in the beginning. The other reason to put it there is because it is located right in the line of vision of our viewer. If the viewer needs to pause, play, adjust the volume, or any number of things in the area of the video player, the link to your site is visible.

So why is this link so important? Since the description box is the only place YouTube allows you to put a click-able link, that also means it's

the only place anywhere on the page that a viewer can click to your site. It's very valuable.

Tags Box