

Channel Art: 2560x1440

1. Add a photo related to your industry.
2. For brand recognition, include your logo.
3. Logo will have to be in the center do to YouTube layout (Google+ button).

Metadata

1. Information about the video, including title, description, tags, and annotations
2. Competitive Analysis - What your competitors are doing.
3. The best time to optimize your video for SEO and get more views is *before* you even record it.
4. Once you have a feel for what your competitors are doing — the type of videos they're producing, how engaging they are, how many views they have, what metadata they're using and so on — it'll make it easier for you to create a video that "one-ups" them, both in terms of having better content and being better optimized for YouTube's algorithm.
5. The best time to optimize your metadata is *before* you upload your video — have your keywords, tags, title, description and custom thumbnail ready to go before you press the upload button.

Tags

1. Use YouTube as well as traditional keyword research tools (Google Search Console, SEMrush, SEOPProfiler, Moz)
2. Use multi-word tags (i.e., long-tail keywords) that specifically relate to your video's topic.
3. Also use single-word tags and broad-term tags that relate to your video's broader topic.
4. When planning your YouTube keywords strategy, you want to come up with 10 to 20 single keyword tags that you want to try to rank for. Remember, since YouTube limits the number of tags you can include, add your most important keyword phrases *first* and then use specific multi-word tags that are easier to rank for. If you have room, also include the single-word tags and broader-term tags.

5. You want to try to get as many views from as many different (relevant) search results as possible — which is an easier strategy than trying to rank #1 for a *single keyword phrase*.

Video Research (searching in YouTube):

Travel Hacks - Utilize numbers

“11 Travel Hacks...”

“Top 10 Clever Travel Hacks...”

Travel Tips - Top videos are about packing

“The Ultimate Carry On”

“How To Travel Light”

Budget Travel - Phrases like, “insanely affordable,” “super tight budget,” “Cheap Travel”

“31 INSANELY AFFORDABLE Budget Travel Destinations to VISIT NOW”

“HOW TO TRAVEL ON A SUPER TIGHT BUDGET!!”

Travel - travel around the world, travel on a budget, how I afford to travel

“How I afford to travel all the time”

“31 INSANELY AFFORDABLE Budget Travel Destinations to VISIT NOW”

Video Research (searching in Google):

Travel Hacks - Top results are from YouTube

“11 Travel Hacks Everyone Should Know!”

“12 Travel Hacks Everyone Should Know!”

“Travel Hacking Tips - 10 Travel Hacks That’ll Make Any Trip Easier”

Travel Tips - Top search are vlogs (videos that are embedded in blogs)

“10 Packing Tips Everyone Should Know”

“29 Air Travel Tips...”

“Travel Tips: Top 5 Mistakes People Make When Traveling”

“12 Travel Packing Tips”

Budget Travel - Top search are vlogs

“The 30 Cheapest Places To Travel in 2017”

“The 10 Best Budget Travel Destinations for 2016”

“31 INSANELY AFFORDABLE Budget Travel Destinations to VISIT NOW”

Travel - All first page are vlogs

“The 30 Cheapest Places To Travel in 2017”

“Best Trips 2017 - National Geographic”

Additional Notes

Top Influencers (most videos appearing in search) - Forbes, USA Today, Thrillist, vagabrothers, Ashley Nichole

Travel Hacks - Videos are largely female-oriented (packing hacks)

Keywords in Titles - budget, “everyone should know,” numbers (10, 11, 12), “clever,” “insanely affordable”