



# Jump on the **YouTube** Trend

Inspired Insights from **LRobInspires**

# JUMP ON THE YOUTUBE TREND

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# YouTube supercharger

YouTube is not only a great social media platform for sharing your mission and vision, but also an incredibly powerful and widely used search engine. With **over 2 billion users**, YouTube is a necessity for brands to captivate audiences and elevate their online presence.

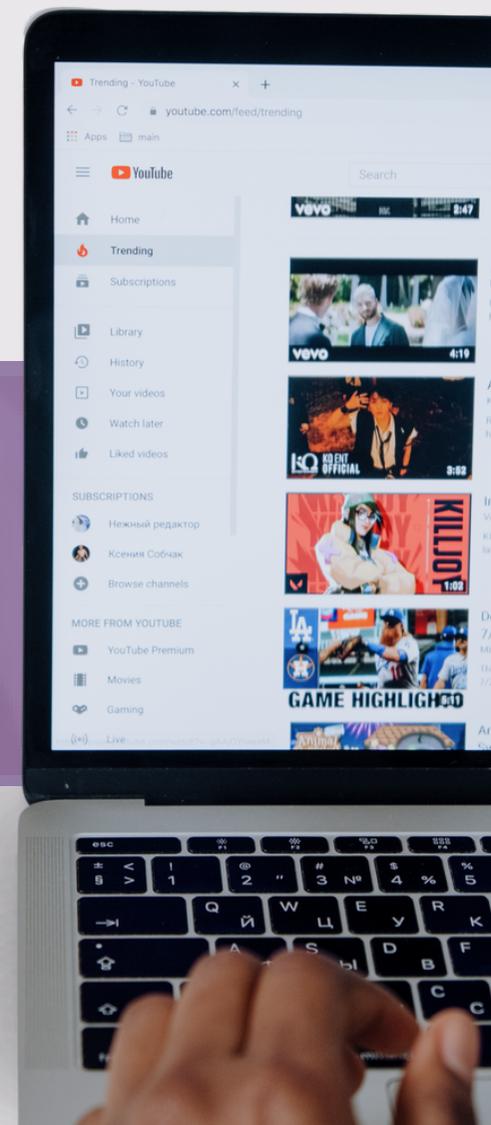
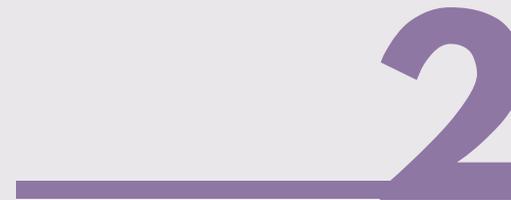
Two of the most recent trends to jump on board with are YouTube Shorts and YouTube Live. Shorts are a powerful way to engage your audience with short-form content. YouTube Live is where you can interact directly with the people who care the most about what you are bringing to the world.

Here are thoughts from our expert video and social media team to help you leverage YouTube to supercharge your website's SEO strategy.



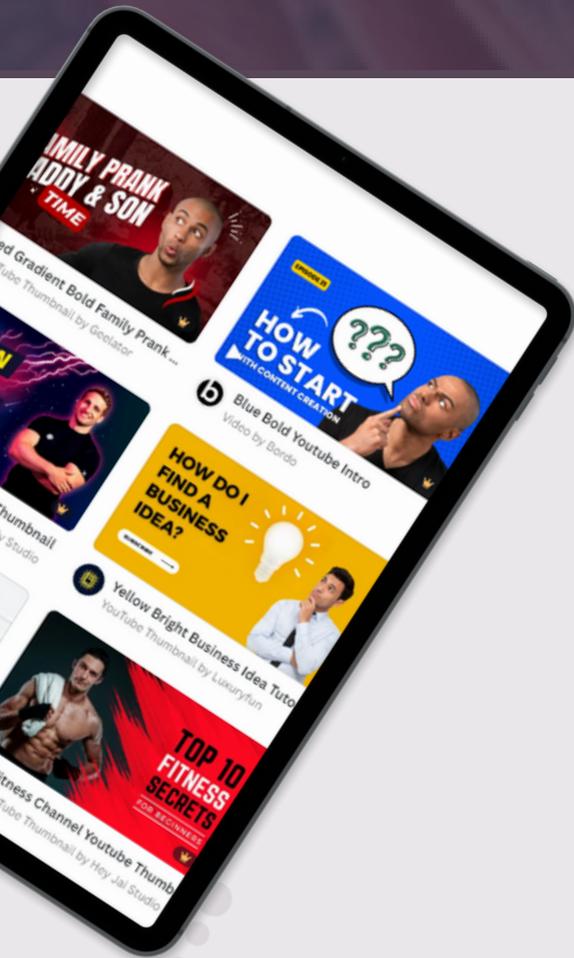
# Why should you be using YouTube?

- Embedding YouTube videos will supercharge your website's SEO strategy.
  - Video content is a necessity for brands to captivate audiences and elevate their online presence.
- The latest trend is YouTube Shorts—a powerful tool reshaping how we engage with short-form video content.
  - It's a way to enhance your SEO efforts using Shorts
  - YouTube has **2 billion + users** that could be finding your content



# YouTube Tips

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Don't skip the metadata fields!

- YouTube uses a very complex algorithm. One of the main factors used to rank the results is video metadata. This is the **title, description, thumbnail and tags** that you give your video when you upload it, so you should make sure they are relevant to the content of the video and what people might search for to find it.

Thumbnails are the first thing we see.

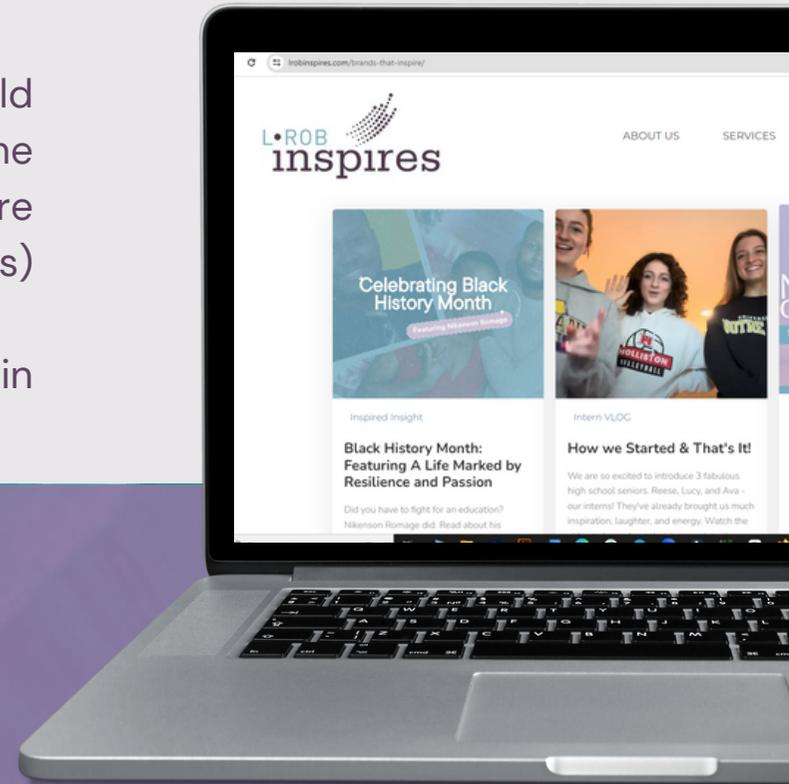
- In a world of infinite scrolling and on all platforms, **engaging thumbnails are an absolute must**. Instead of using a generated thumbnail for your video, design something that stands out. YouTube **thumbnails that follow a template** can help increase engagement on your channel. <https://www.canva.com/create/youtube-thumbnails/>

# Embedding Video is Smart!

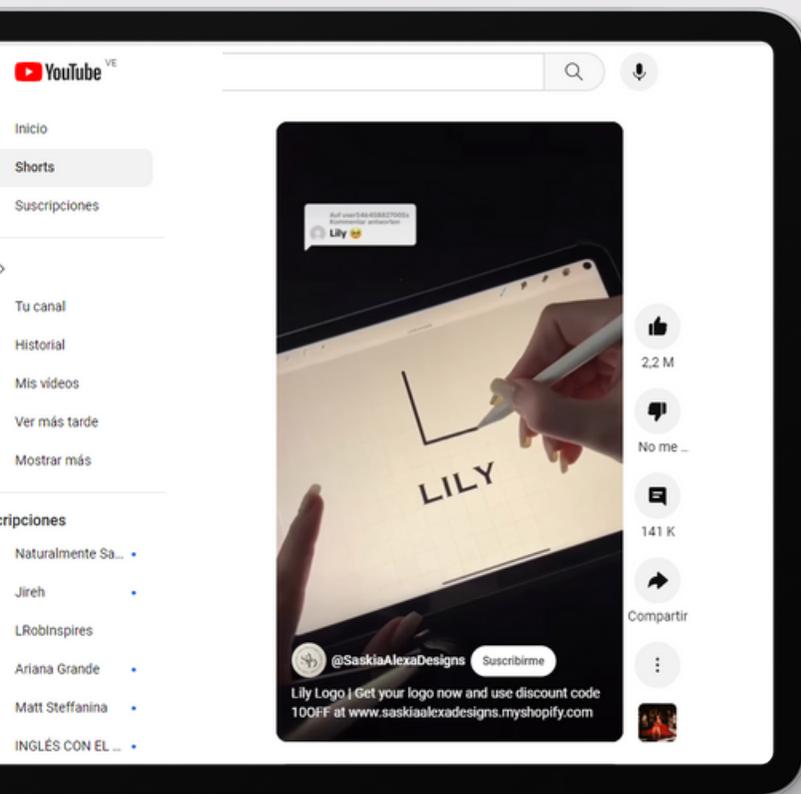
Boost your website SEO with YouTube content

- **Embedding a video within your website** helps build topical relevancy as the content contextualizes what the video is about. Videos **embedded in blogs** are more likely to appear in SERPs (search engine results pages) and the video search tab.
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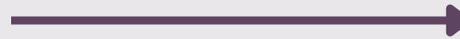
The rest of YouTube's ranking tricks are a mystery though, as the company is very secretive about its algorithm and changes it all the time to stop people manipulating it.



# YouTube Shorts



With the rise of short-form videos, like TikTok and Reels, YouTube is **encouraging the use of Shorts**. Creating YouTube Shorts is easy. You can reuse content from your social media or start from scratch and create new content.



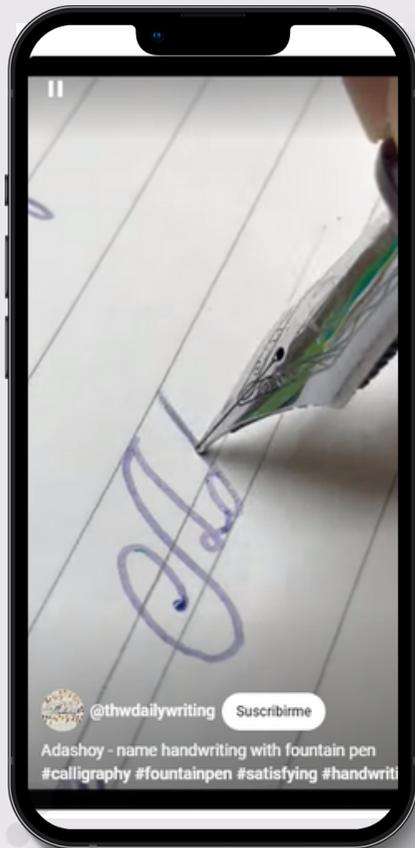
# Using YouTube Shorts is Easier Than You Think

- If you are producing short-form content for TikTok or Reels, it's still worth trying to get involved with YouTube Shorts to expand your audience and get the attention of YouTube's **122 million** daily users.
- YouTube is a space where almost any business or brand can reach its target market due to the **massive demographic spread** among daily visitors to the site. TikTok's user base, on the other hand, is mostly made up of Gen Z.
- Shorts are a great place to experiment with innovative storytelling techniques, leveraging features like music, text overlays, and filters to craft visually captivating narratives.



# YouTube Shorts Basics

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- YouTube Shorts can be **up to 60 seconds** in length. (15 seconds minimum)
- Shorts are given **high priority on the mobile version** of the YouTube homepage.
- One unique thing about YouTube as a platform is that its **short-form content can be used to promote your full-length videos** without sending your audience to a different platform.

# Jump on the YouTube Trend

## Conclusion

The full potential of YouTube videos – embedding them on your website and embracing YouTube Shorts – elevates brand visibility and search engine rankings. Don't want to go it alone? Let LRobInspires create your YouTube strategy and content.



This Insight is brought to you by the brilliant minds of LRobinspires:  
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