

# Holland Cooke Media YouTube Tweaks

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Every second, one hour of video is uploaded. Before yours joins that torrent, here are some tips, courtesy of [SocialMediaMarketo.com](http://SocialMediaMarketo.com) (not a misprint):

- Start with an awesome title.
- Write a description that hooks viewers in.
- Use appropriate tags.
- Use an eye-catching thumbnail.
- Upload your video in High Definition.
- Keep the video short & sweet.
- Include a brand logo as a watermark.
- Link to other videos of yours that are relevant.
- Use a call to action at the end.

And from "The Ultimate Guide to YouTube Marketing" from [OnlineVideo.net](http://OnlineVideo.net):

- Add a "Subscribe to us on YouTube" button on your web site.
- Ask for feedback from your viewers and respond to it; create a conversation.
- Use relevant keywords in your (the first few words of) video titles, and captions.
- Frequently upload fresh content to keep subscribers coming back.
- Link to YouTube videos in your blog and Emails.
- Produce for small-screen viewing.
- The first 5 seconds is critical.