DIGITAL MARKETING
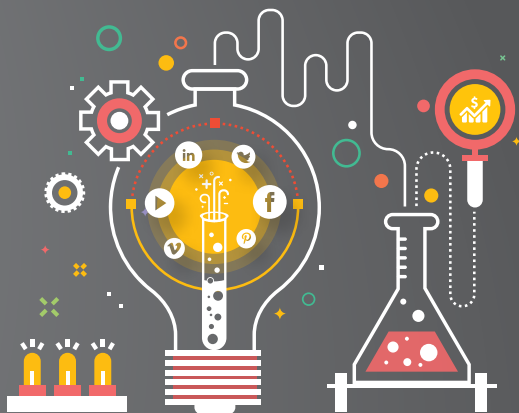## powered by
AI AUTOMATION

Challenge

Increasing video views which will in-turn result in increased revenue of the channel

Solution

- Optimising the videos appropriately to rank them in the first page of YouTube & Google search
- Adding more relevant tags which will help the videos in ranking and immediate recommendations
- Organising playlists with relevant tags and competitor channels
- Changing the ad placement in the video to help rank videos better

Process

Keyword Research:

- Created Asia Net's first niche topic list
- Found the right video keywords that were relevant with a high search intent
- Optimized Asia Net's videos around a keyword that did not have any video results in Google
- Categorised the keywords into 3 types for better optimisation
    - » **Head Keywords** - These are usually single-word keywords with insane amounts of search volume and competition
    - » **Body Keywords** - These keywords are 2-3 word phrases that get decent search volume (at least 2,000 searches per month), but are more specific than Head Keywords
    - » **Long Tail Keywords** - Long tail keywords are long, 4+ word phrases that are usually very specific

Quality of the video:

- The more work you put into your video, the more you'll get out of it
- Video retention is the key metric that YouTube takes into consideration for ranking
- Quality is the key factor that is most important YouTube ranking signal
- Usually longer videos rank better

Uploading the Video:

- We used the Keyword in the video's filename while uploading
- Title of the video was at least 5-words long. That way, we included the full keyword without keyword-stuffing.
- Put the link at the very top of the video (this maximizes CTR to the website)
- We included the keywords in the first 25 words
- Made the description at least 250-words
- Repeated the keyword 3-4 times in the description
- Added keywords as tags along with other popular channel names
- Targeted tags not only help rank the target keywords but get you to show up more often as a related video in the sidebar area of YouTube:
- Choose a very interesting thumbnail image which helped in high CTR

Off Page:

- Posted the video on all social media channels
- Linked the video in different blog posts
- Posted the video link in quora & channels with relevant topics
- Generated more backlinks for the video

Resulted Growth in 3 Months:

Date Range 2017	Youtube views	Channel Views	Revenue	Subscribers	average_view_ duration	Views
July- Aug	14594932.75	162245792	1X	279408	0.98	81122896
Aug - Sept	29189865.5	324491584	3X	4191125	2.4	405614480
Sept - Oct	58379731	648983168	4.5X	838225	5	648983168

For all channel stats of network18, Please follow this **link**