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# White Paper

# What Is YouTube Strategy?

## The answer:

### **Need and value of a company having a consultant doing YouTube optimization of their videos for their brand**

It seems like the importance of **YouTube Optimization** was overlooked by webmasters until now. Sure, everybody knows what SEO is, as it is the most important method to get on the first results pages of search engines. As YouTube became one of the top 10 sites ever to be online, smart users realized that getting your video in front of other videos on certain keywords is just as important. As a result, **YouTube Optimization** specialists appeared, and they are the equivalent of SEO specialists if you want to **rank higher in YouTube**.

Even for the companies, this is an important matter. If you want to sell electric trains, let's say, maybe posting some pictures of your site with some nice trains would be enough to get some clients. However, if you want real exposure and online visibility to potential clients, you will need a **Corporate YouTube Strategy**. This means presenting several products under your brands on YouTube, creating some marketing campaigns on your channel, and making sure your trains will pop up first on YouTube searches. This is where you will need **YouTube Optimization** specialists, as well as a **Corporate YouTube Strategy** developed by professionals.

Sure, some people would think that a catchy title and some smart tags would guarantee success. Maybe this is true for one day or two. However, you will **rank higher on YouTube** just for a couple of days, and then your video will be back on the bottom pages of searches with relevant keywords. This is where a **YouTube Optimization** specialist could come handy. As Google and Yahoo algorithms to calculate the relevance of results are changing constantly, this is the case with YouTube too. A smart **Corporate YouTube Strategy** is to keep your page up for relevant keywords forever. A specialist of this kind will review your videos every day, changing the relevant keywords and making sure your page stays on top.

Sure, those advanced services might cost you a little, but the money spent will surely get back to you under the form of sales and commissions. The service can't be provided free, as there is a lot of research needed to find relevant keywords for every kind of video. A great **YouTube Optimization** specialist has a team behind him, as this is not simple writing. Don't be worried about legal matters, as this is not a spam tool and it won't affect you in any way. Learn the secrets of Web 2.0 and you could become one of those specialists someday.

*SeoIncrease is a Social Media and Seo based consultancy company in NYC, they can be reached at <http://SeoIncrease.com> or by calling 1-877-888-1071*