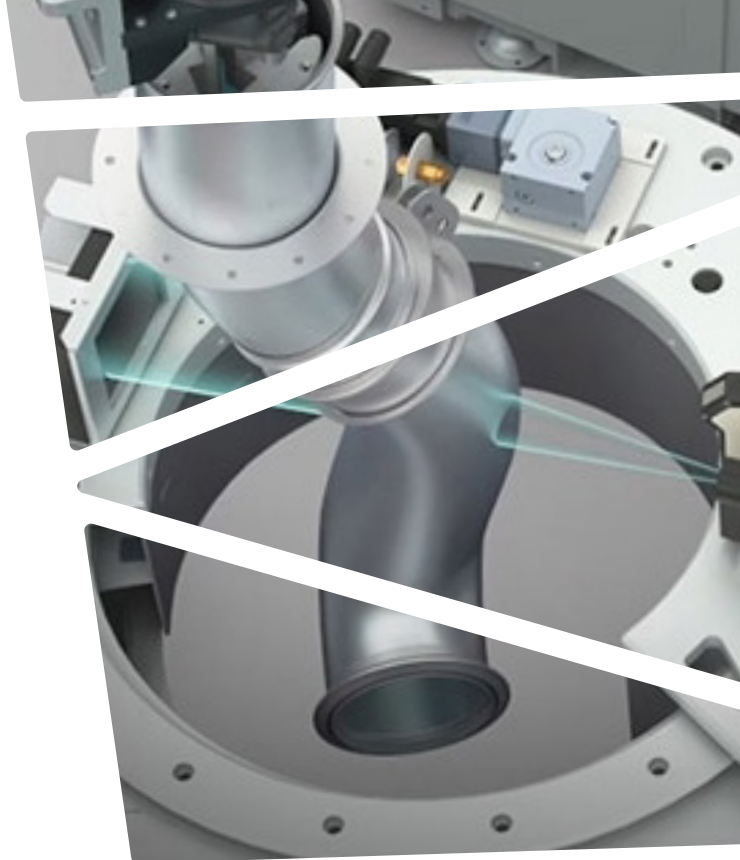


# Optimising Video Content to Drive Traffic and Increase Visibility



## Overview

[Autodesk](#) makes software that helps its customers to design and make a better world for all.

[Fusion 360](#) is a cloud-based 3D modelling, CAD, CAM, CAE, and PCB software platform for product design and manufacturing.

YouTube is the second largest search engine and receives around 30m visits per day. According to Forrester Research, having video content can increase a brand's chances of gaining a place on page 1 of the SERPs (Search Engine Results Page) by 53 times.<sup>1</sup>

YouTube gets more than 16% of its traffic from search and nearly two out of every hundred clicks on Google's search results pages goes to a YouTube video<sup>2</sup>. More than 55% of people will search for a product on Google, then use YouTube to discover more about the product before they buy it<sup>3</sup>, further supporting the need for owned brand content to have a strong presence on page 1 of the SERPs.

The above statistics provided the incentive for Autodesk to invest in the [Fusion 360 YouTube channel](#) to increase brand awareness by strengthening brand's presence in the SERPs and drive organic traffic to the eCommerce site.

Locaria analysed the Fusion 360 YouTube channel, providing best practice guidelines, recommendations for improvement, full features and content analysis, identification of content gaps and opportunities for growth and better UX. Extensive research of competitors' channels were furthermore carried out for comparison. The target market language applied was US English.

## Features and competitor analysis

We identified the top 3 queries on YouTube for each feature using keyword research and then analysed the main video for each query in order to find potential video gaps. These features are

<sup>1, 2</sup> <https://www.searchenginewatch.com/2018/06/27/video-and-search-youtube-google-the-alternatives-and-the-future/>

<sup>3</sup> <https://www.mediaworks.co.uk/insights/news/google-search-youtube-combined/>

the main ones for Fusion 360 and the brand should cover all the users' queries related to them. We analysed competitor videos against the 25 most popular Fusion 360 videos, including viewer comments, to identify content gaps.

## Content optimisation analysis

We also audited the content for the 25 least popular videos on the Fusion 360 channel and provided recommendations for titles, keywords, descriptions and tags, including:

- Keyword research to be conducted for video optimisation.
- Titles, descriptions and tags to be optimised for relevant keywords.
- End screens and chapters to be added (especially for longer videos).
- Templates for 'descriptions' to be created incl. hashtags.
- Tags to be refined and edited accordingly.
- Review Locaria recommendations and agree on ownership for each point.
- Review YouTube channel to see if any videos can be added to an existing playlist or whether a new one should be created.
- Captions on videos to be uploaded.
- Use Cards to promote videos and playlists.
- Add pinned comments to promote further engagement.
- Add CTAs into videos (subscribe, like etc.).

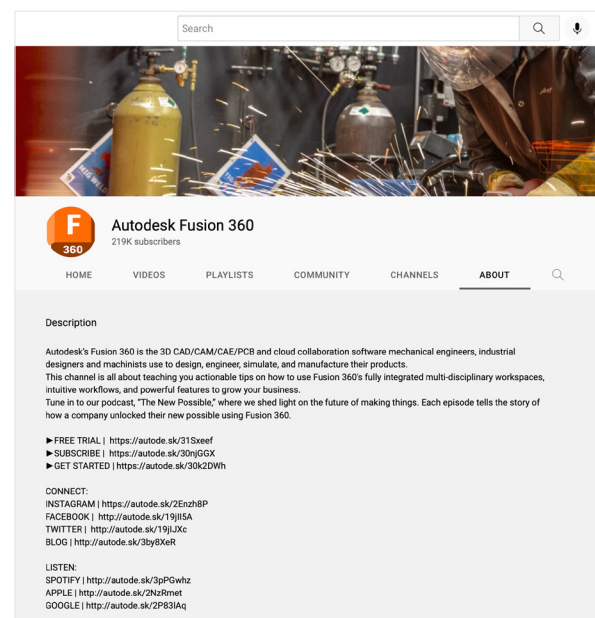
Following the audit, Locaria provided a comprehensive best practice guide for onward content creation and implemented the recommended changes to the 25 least successful videos in the channel, creating an average uplift of monthly views of 44% and an uplift in subscribers of 8.5%, compared to 6.5% for the largest competitor.



## Findings and recommendations

### Channel description and tags

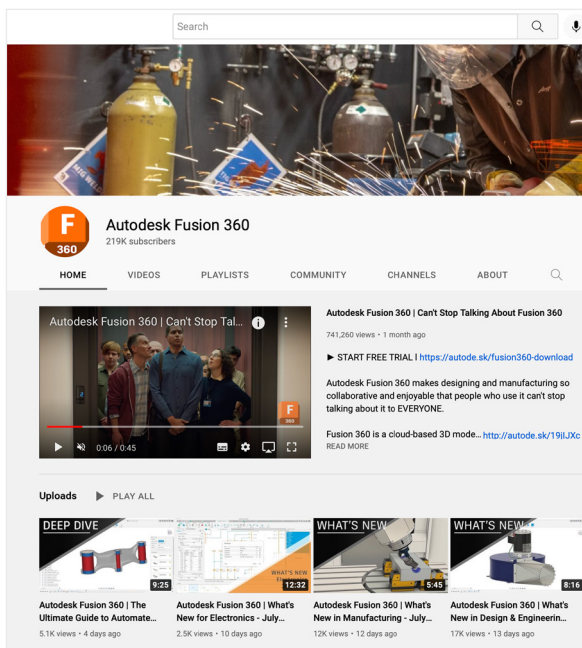
Channel descriptions should contain a brief description of the brand, channel content, and CTAs, using relevant keywords to contribute towards rankings. The first 100-150 characters of the channel description are the most important as this displays in the search results.



Fusion 360's channel description started with a short introduction to the software with a subscribe CTA, but could be optimized with fuller content.

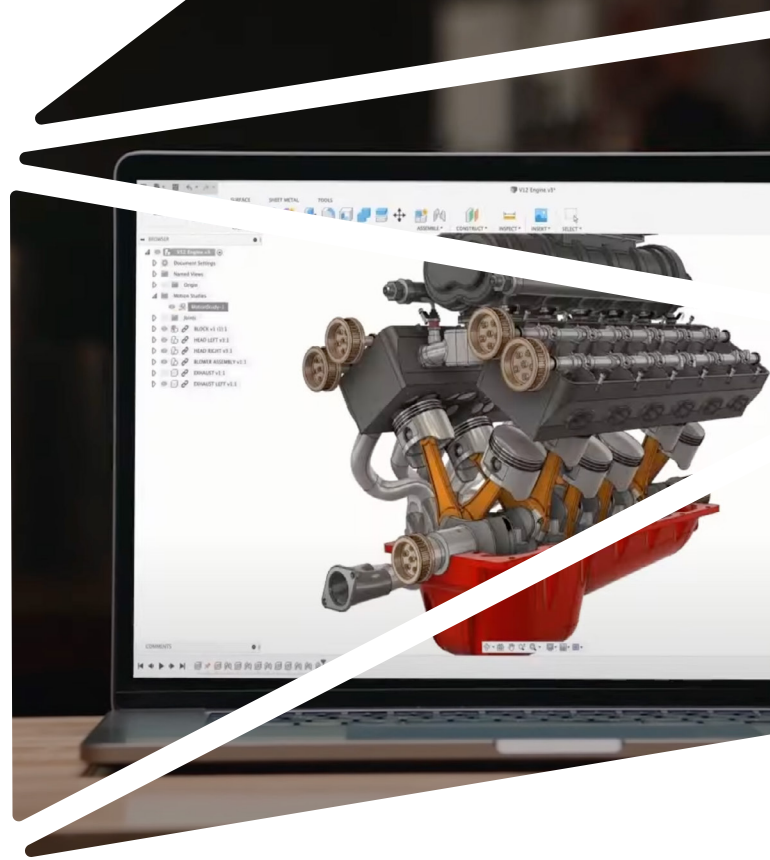
Fusion 360 had 10 channel keyword tags (123 characters), which is optimal, however, keyword research was recommended to better target viewers and subscribers. By comparison, there were 17 channel tags (134 characters) in competitor A's channel.

The homepage is where viewers usually come to, either before or after watching videos, to learn about the brand and explore more readily available content. An on-brand homepage with varied content in organised playlists can help convert people who have just viewed a video into subscribers, as it shows the brand has further offerings. Fusion 360 channel had a total of 8 playlists on the homepage with well-optimised titles.



## Videos

Targeted tags not only help rank for the targeted keyword, but also gets the video to show up more often as a related video in the sidebar on the YouTube page. 31-40 video tags are recommended for optimization to help with rankings. Video tags act in the same manner as channel tags but for individual videos rather than a whole channel. Each video should have



its own unique tags to target relevant and specific keywords in relation the content, in priority. Including variations of the same word or phrase is also widely recommended.

The 25 least popular videos from the Fusion 360 channel have between 24 and 36 tags per video. In most cases, no unique keywords were used. Therefore, the tags did not rank well. All videos should target keywords which are unique to each video and ensure the correct video is ranking for the appropriate terms. Both branded and generic keyword terms are being used for tags but competitors' tags were more accurate and targeted relevant keywords

## Video titles

The optimum length for video titles on YouTube is 70 characters, however <60 characters is recommended. It is essential to ensure all titles are unique to avoid cannibalisation within rankings, similar to the creation of titles for PLPs on site. Titles should be created with the primary keyword at the beginning of the title, where possible, and with user search intent in mind.

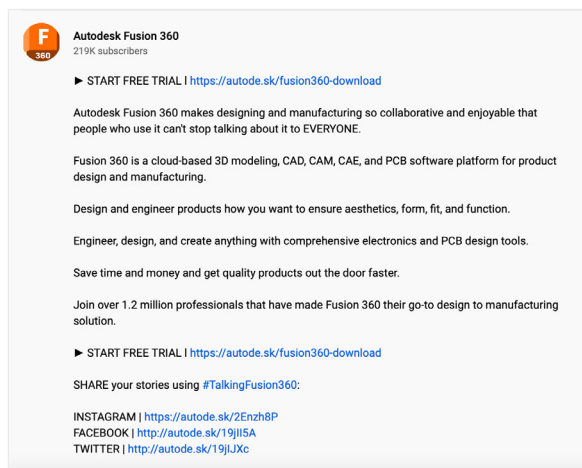
The most popular Fusion 360 videos had well optimised titles – short, straight to the point and representative of the content of the video.



They also contained relevant keywords. There was still a lot of room for improvement. For example, the Fusion 360's 25 least popular videos had titles which were either too long or too short. Also, some titles were non-descriptive for new users and didn't match titles with keywords that viewers search for, and needed to be optimised.

## Video descriptions and length

Video description helps YouTube and Google understand the context of your video. The better that YouTube and Google understand your video, the higher it will rank (and may be favoured to show up in the Suggested Video sidebar). Video descriptions should be keyword rich and contain around 200 words. Descriptions are another ranking factor for SEO on both YouTube and Google, and top keywords should take place in the first 25 words. It is also useful to include full web links to other social media pages, the site's homepage, and even a product page if a specific product features in a video.



All of Fusion 360's 25 least popular video descriptions were too short. All descriptions should involve a CTA. Fusion 360 video descriptions could be optimised with more relevant keywords.

Longer videos outperform shorter ones in YouTube SEO. 10-16-minute-long videos do better in rankings, and 4-6-minute-long videos often gain the most views. However, it's better to be focused on creating the best video content.



Out of the 25 least popular videos on Fusion 360 channel, just one has a duration of more than 10 minutes (1 hour 4 minutes). Most of them are shorter than 5 minutes. We recommended Fusion 360 to consider whether ranking or views should be the lead metric in onward content creation.

## Video thumbnails

We recommended more descriptive text in image, as users often don't read video titles. According to YouTube, 90% of the top-performing videos use custom thumbnails.

## Video playlists

Categorising videos within a playlist, to fit in a theme or topic, and adding this to the channel page increases relevancy and more views on videos due to playlists automatically playing the next video along. Fusion 360 had 40 playlists on its YouTube channel (compared to 39, 36 and 18 across three main competitors). Some playlists contained only 1 or 2 videos and could be consolidated.

## YouTube chapters

Chapters split the video into sections, each with an individual preview, and help viewers to easily find the parts they are interested in or re-watch different parts of the video.

YouTube chapter markers are also visible on Google Search when using a mobile device, which increases visibility of the videos and helps to gain more search traffic.

Fusion 360's videos didn't have end screens. Adding chapters would make some videos easier to navigate and help Google search. Locaria provided an example of a viewer commenting and providing chapters which had become the most popular comment.

### End screens

End screens encourage users to take action and extend the time they spend on the channel. They appear in the last 5-20 seconds of a video and can help to promote other videos or playlists of the channel. End screens should be relevant, for example a video or playlist your viewer may want to watch next.

Not all Fusion 360 videos had end screens. We recommended making full use of them to further implement subscribe buttons, other videos and playlists.



### Video cards

Cards can be added to YouTube videos to promote videos, playlists, websites, and other channels. Fusion 360 did not use Cards so we recommended adding cards to promote other relevant content.

### Pinned comments

Pinned comments are often an overlooked strategy to implement. Similar to video descriptions, we recommended adding them to place further CTAs and direct users to resources with more information or to promote special offers.

### Hashtags

Hashtags placed in the video title or video description can further improve the discoverability of videos and we provided recommendations for these.

SHARE your stories using [#TalkingFusion360](#):

INSTAGRAM | <https://autode.sk/2Enzh8P>

FACEBOOK | <http://autode.sk/19jII5A>

TWITTER | <http://autode.sk/19jIJXc>

### In-video CTAs

YouTube does currently not allow custom CTAs in videos. We recommended implementing standard CTAs directly into the video to further encourage engagements.



## Budget and results

Based on these insights, Locaria implemented the recommended changes to the 25 least popular videos (of 600+ in total). Average video views increased from 62 to 89 per month and a six-month increase in subscribers of 8.5%, compared to the largest competitor's increase of 6.5%. We expect these results to have incremental, long-term benefits as recommendations are aligned with

remaining videos, new products and campaigns. The highest increases were seen in older, core product videos around 18-24 months old with the highest increase being 96%. The highest single increase in views being 324% for a more recent video. The budget for the entire project from scope to implementation was under \$40k.



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