

YouTube Video Titles and Tags

Your YouTube video's ***title*** can help you get more views!

With a global reach of **2 billion logged-in monthly users**, it is no surprise that YouTube has become one of the biggest platforms for content in the world. Considering that it is also the **second most-used search engine** following Google, it becomes clear why it presents a huge opportunity for your video to be viewed.

However, it's not that easy to get in front of the right audience.

For this reason, here are some of the best tips and tricks for writing YouTube titles that get views. Are you ready? Let's go?



This is not the most interesting topic. However, if you pay attention to a few key points your YouTube village video will ***attract viewers for years***, at least 10 years.

To write YouTube titles that get views and really attract the attention of your audience, you need to make sure that they are unique, catchy, do not exceed the optimum length of 70 characters, and include key elements such as numbers, keywords, and power words.

Avoid using clickbait – viewers need to receive exactly the content that they were expecting from the title, and some more on top.

So, let's see how to do that! However, keep in mind that you don't have to use all the tips at the same time. Use them to vary your titles and make them more creative and different. Trying to use all of them at once might get a little bit overwhelming!



Mind the Title Length

The first and most simple tip to write YouTube titles that get views is to make sure that you are working within the ***perfect length***. Titles that are longer than the recommended will get truncated in most search results.

On another hand, titles that are way too short are usually ***not descriptive enough***. Or don't have the needed information for drawing the attention of the user.

Currently, YouTube has a 100-character limit for titles, but try to keep it below 70 characters to make sure that your title is displayed correctly.

Many experts say that a more "readable" title should be ***around 60 characters***. Of course, if you need more space, you can use up to the 70, but try to not go over that. For example, my last video was ***Claire's Christmas Village 2021*** and is 31 characters with spaces. Maybe I need to be more verbose.



Photo by Shea McCallon

Capitalize the First Letter of Each Word

The next tip for writing YouTube titles that get views is to ***capitalize the first letter of each word***. This tip is very simple and easy to do, and it will usually draw the attention more than just having everything in lowercase. [According to StreamCreative.com](https://streamcreative.com), it makes titles much easier to read by the user because they have a stronger call to action.

As someone who consumes a lot of YouTube content, I also see ***TITLES THAT ARE FULLY IN UPPERCASE***. However, I

think it can be annoying and harder to read by users. So, I wouldn't abuse with that.

Maybe you have a very loyal audience, and you really want to call their attention for a special video. Otherwise, I would stick to capitalizing the first letter of each word because it is not that aggressive.



Photo by Robin Hervey

Use a Number Within Your Title

The next technique for writing better YouTube titles that get views is to ***include a number in your title***.

There are a [number of reasons](#) why this easy trick can draw the attention more than a regular title:

- **Substance** – it gives a more specific overview of your content.
- **Structure** – it makes reading the title easier for the user.

- **Attention** – they stand out among so many letters.
- **Content planning** – it also helps you plan your content better.

Put simply, numbers are “brain candy” when it comes for processing content. We are automatically attracted by them because they help our brains organize information into a logical order.

They are also perceived as “more rare” among so many letters, which is why they call the attention so much.



Photo by Mary Ann Radford

Include a Power Word

Next from our bag of tips for YouTube titles that get views is using a power word.

[According to Rank Math](#), power words are **words with strong meaning** that trigger a psychological or emotional response from

the audience. Their goal is to be persuasive and aim to push people to take action.

For example, let's take a look at these two titles, and see which one sounds more catchy:

- **10 Ways** to Catch a Fish Without a Rod.
- **10 Awesome Ways** to Catch a Fish Without a Rod.

As you can see, the change in the title is subtle, but it can make a huge difference when the user must choose what video to click on. I mean, it's cool to learn some new ways to catch a fish without a rod, but isn't it better if they are also **awesome**?

You get the idea. Power words aim to make a title more interesting and promising, which as a result makes it more clickable as well.



Photo by Michele Rodella

TheBigCrabCake either wittingly or unwittingly “hooked” us when he titled his Christmas village videos with the word **Epic**. Epic? Okay, I want to see if it’s really that. And he didn’t disappoint us.

Apart from awesome, some common YouTube examples of power words include:

- Affordable
- Amazing
- Authoritative
- Convenient
- Excellent

And so on. [You can click here](#) to find a full list of power words to select from for your YouTube video. By implementing at least one of them in your title, you can significantly

I went through the power word list linked above. For a village video the more appropriate power words would be amazing, astonishing, beautiful, best, brilliant, captivating, dazzling, eye-opening, fascinating, festive, first ever, genius, heartwarming, incredible, irresistible, jaw-dropping, legendary, magical, massive, sneak-peek (great for movie trailers!), spectacular, ultimate, unbelievable, unique, and fun. Oh yeah, and epic!



Using Keywords in Titles and Tags

In the beginning of the article, we mentioned that YouTube is the second most-used **search engine** in the world, right after Google. And practically all search engines work with one simple ingredient: keywords.

Keywords are the most important thing when it comes to Search Engine Optimization (SEO). And yes, in a similar manner to Google, **YouTube also requires SEO** to get your videos in front of your target audience.

Keywords serve two essential purposes:

- To let search engines know what your content is about.
- To let the viewers know what your content is about.



Photo by Ramon Hoeks

As simple as that. So, before writing the title of your YouTube video, you will need to do keyword research **to find the most popular** and **trending keywords** for your topic.

This way, you can position your content for the exact search terms that people are typing in the search bar.

The idea is to discover keywords that **people actually search for** and adapt your video title to match them as closely as possible.

If you have great content, but nobody is searching for the keyword that you've put in your title, you might miss on a lot of traffic.

You can also discover the full process of researching keywords in this article [Keyword Research Methodology: 7 Key Steps for Great SEO](#). It's definitely a complicated subject, but don't stress over it. I will show you some things that have worked for me.

The rules are quite simple:

Rule #1: Keyword in the beginning.

Start writing your YouTube title with your keyword first, or as closely as possible to the beginning.



Photo by Vanessa Taylor

Put One Word in Uppercase

We already discussed that having your whole title in uppercase is not precisely the best idea.

However, highlighting ***only one of your words*** in the video headline with uppercase can be a great way for attracting the attention.

Again, it is not a technique that you should overuse and abuse. If you use it carefully and very occasionally, it is a great way to write YouTube titles that get views.

If you use it too often, it can ***reduce the importance of these highlights*** for your most frequent audience.



Photo by Joanna Villegas

Use a Call to Action

Another awesome way to craft YouTube titles that get views is to use a powerful Call to Action (CTA). It means precisely what you would think it means – an invitation for the audience ***to take action***.

Some of the most popular CTAs include:

- Watch this

- Learn more
- Start today
- Check this out

And so on! You can find [a list with 100 Call-to-Action keywords here](#).

Include the Word “Video” in Your Title

If you want to create catchy YouTube titles that get views, make sure to include the word “**video**” in them. This simple, but powerful technique can vastly increase your view page’s relevancy when the queries that users type on YouTube include the word “video”. However, it also works great for Google’s search engine – if you want your video to show up ***when users make a query on Google***.



Use a Headline Analyzer

Of course, once you have your title, you will want to know how exactly it’s doing. You can use a headline analyzer [such as this](#)

[one by Sharethrough](#) to check on the strengths and weaknesses of your YouTube headline.

The tool will also give you some recommendations on what you can do to improve it. As a result, you will gradually learn and gain practice on how to write great YouTube titles that get views.



Photo by Ramon Hoeks

Tags

Here's how to make sure your videos actually get found on YouTube – write some good Tags when you upload a video.

If there was ever a doubt in your mind that YouTube is okay with you using their tags to improve visibility in YouTube search results and encourage discovery from their recommended videos, you should take a look at their official guide on the subject:

Welcome to the YouTube Creators Channel!

YouTube Creators

<https://www.youtube.com/channel/UCkRfArvrzheW2E7b6SVT7vQ>

Tags are descriptive keywords that **help YouTube's discovery system surface your videos to new audiences.**

Yes, Google *wants* you to use their tagging system to help YouTube understand what your videos are about, so that they can make good recommendations to their users, either during a search, or after watching a related video.

Moreover, to summarize their guidelines on how to use them:


- Use a mix of very specific and more broad keywords
- Use just enough tags to describe the video thoroughly and accurately
- Update your tags to match emerging trends, as long as your video is relevant to them
- Use keywords from the title in your tags
- If a tag contains multiple words, wrap it in quotation marks
- If your old videos haven't been properly tagged, update them so that they are



Photo by Joanna Villegas

There's really no ambiguity here. YouTube **needs** you to use tags to understand what your video is about.

You can add tags to new videos by doing this:

1. Sign in to YouTube.
2. In the top right-hand corner, click CREATE  > Upload Video.
3. Select the file that you'd like to upload.
4. In the upload flow, click MORE OPTIONS and add your tags in the Tags boxed area.

What has worked for me in the past are to list these “keywords” in the Tags box while uploading a village video: [Christmas], [Christmas Village], [Christmas Village Display], [Department 56], and [Lemax]. If you use a certain type of collection for your village, then add the keywords [Dickens Village], [Snow Village], [North Pole Village], or [New England Village].

Here are some informative How-To videos that help your video become “found” in a search:

‘The Algorithm’ – How YouTube Search & Discovery Works (2:01)
YouTube Creators

<https://www.youtube.com/watch?v=hPxnIix5ExI>

How YouTube Search Works (1:32)

YouTube Creators

<https://www.youtube.com/watch?v=gTrLniP5tSQ>

Tips to Write Effective Descriptions & Tags (2:14)

YouTube Creators

<https://www.youtube.com/watch?v=fWdkrIAzqOA>

On your YouTube channel, instead of 10’s and 10’s of views of your village, with a little nudge you can get 100’s and 100’s of views. For my displays, it seems that Christmas in the City is a hot topic. Any year I made a “city” instead of a village, my viewership has gone well into the 1000’s and 1000’s.

Be sure to check out all the other topnotch and timely columns on TheVillageCollector.com – “*Just So You Know (JSYK)*” by David Spears, Larry Treadwell, Brian Vaill’s “*The Train Station*,” Thea Heyink’s videos in “*The Creation Station*,” “*Phil & Sue’s Village*” construction (new from England!), and “*Coach is Here*” by webmaster Bill Channell. I’m looking forward to what pops up on

the Villagers' Café page. Please keep visiting the Village Videos page and watch, watch, watch. There is a new batch of village videos on the 15th of each month starting again in March. So many ideas, so little time... and not enough money.

In my next column on The Village Collector, we're going to cover green screening live people into a photo or video. I'm out of words and I'll try to do better next time.

Questions, comments and/or suggestions are always welcome. You can contact me at: jpetersgolfpro@gmail.com, 419 Washington Avenue, Newport, KY 41071.

