

Working with Keywords





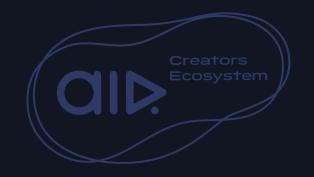




Where to look for keywords?

There are three places where you can analyze keywords:

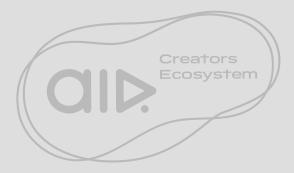
(!) if the browser extension is installed



- On the site in the "Keywords" section
- 2 In **YouTube** search
- In the "Keyword Inspector" section

Terms:

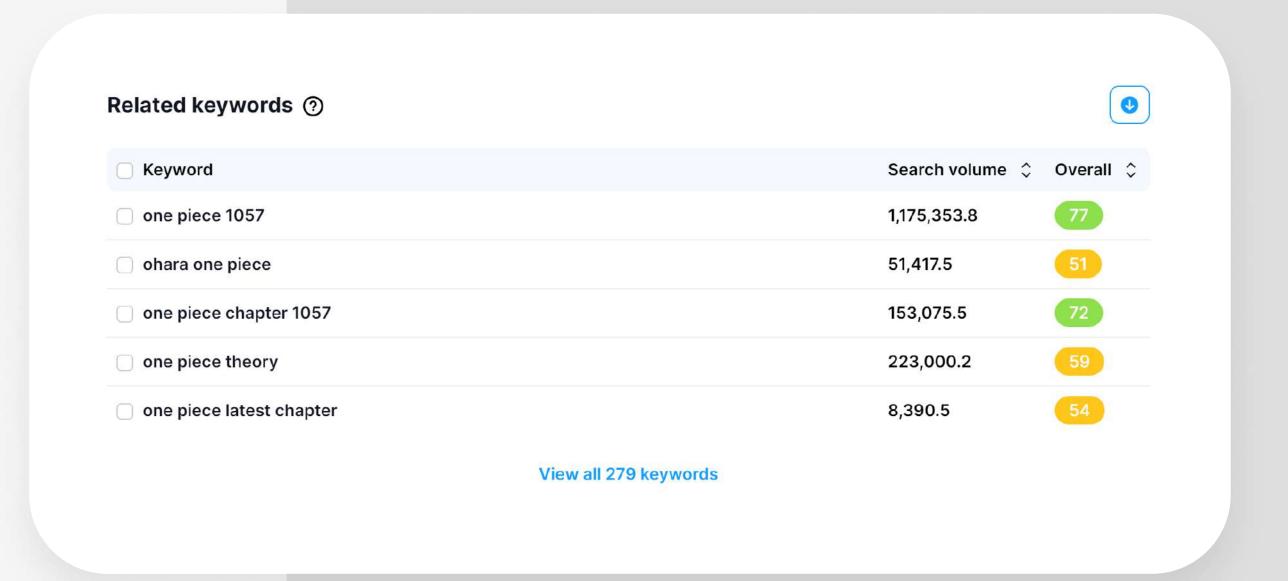
- **Search volume -** the number of times a month videos are searched according to your query
- Competition the number of videos that exist for this request (the more videos, the higher the rate)
- Overall Score how well does it work for you? (average of search volume and competition)
- Related score how similar the keyword is to what you entered



As well as information on keywords you've already used

In addition, you can enter a specific keyword in the search and see information on it:

- Rating
- Recommendations for additional keywords
- Related popular videos

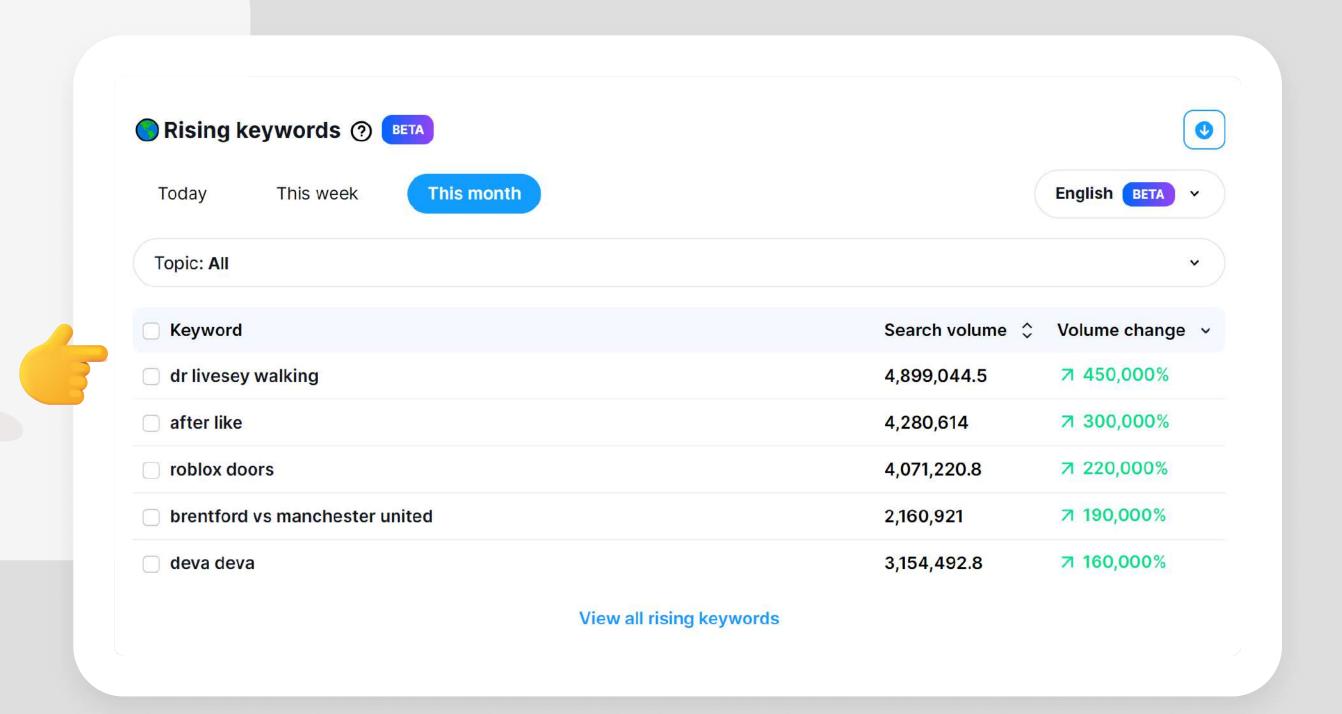


Keywords Section



There is also a new feature, Rising Keywords

Which shows which keywords are popular at the moment



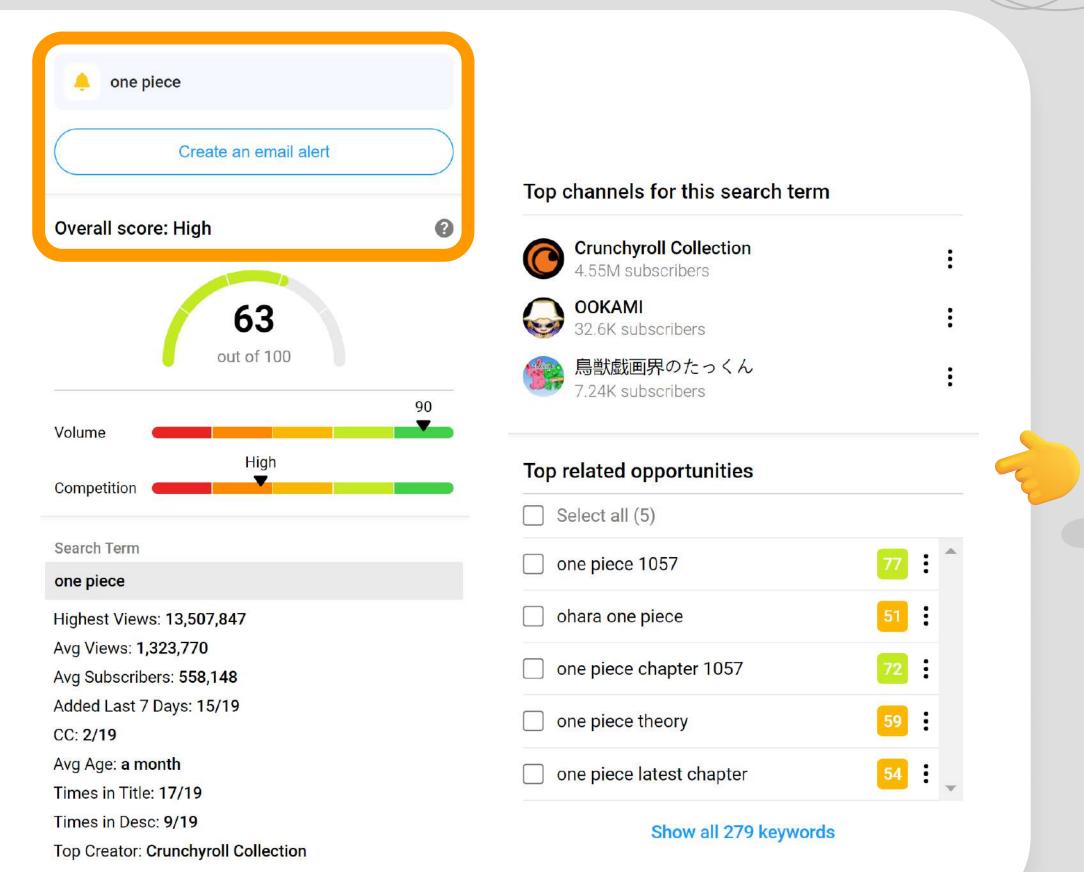
Searching on YouTube The results of the search show all information about the keyword:



- The keyword score
- **Statistics*** (mainly on the first page of YouTube search)
- Which channels often use it in their videos* (you can pay attention to these channels when looking for new ideas for content or researching a niche)
- Additional tags (from VidIQ and Google Trends)



Since the search page depends on your browsing history and subscriptions, this data also changes as a result. It's best to watch in the incognito mode

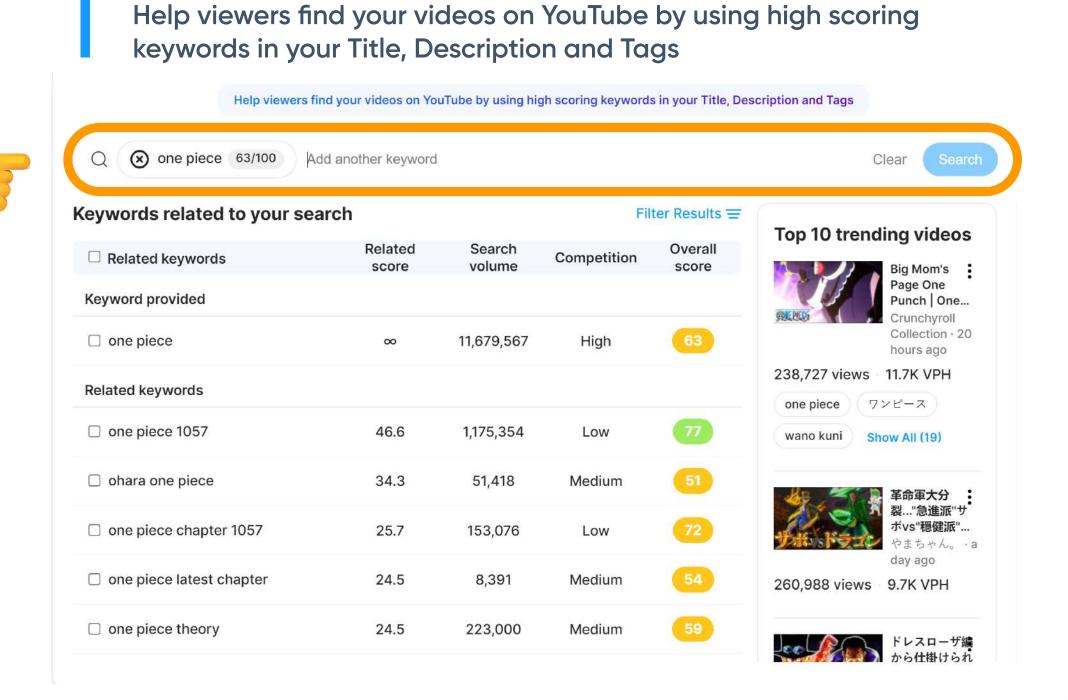


Keyword Inspector



- We enter desired keywords
- We study similar tags, their search volume, competition, and ratings

Additionally, you'll get top trending videos that contain your query. This will help you discover additional tags and understand what is currently relevant on the topic







It's best to study the keywords in the section on the site:

there will be recommendations based on the channel, trending queries, and search

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YouTube search is useful

if you need additional search statistics, but you need to use it in incognito mode, as statistics can be skewed by the author's browsing history



You will succeed

Go to VidIQ account

