

How to Upload and Meta-Tag YouTube Videos Properly



YouTube, as a Social Media Channel, behaves differently than Other Social Media Platforms; and is the 2nd largest **Search Engine**. This is due to **YouTube** being a **Searchable Platform**, whereas all other Platforms connect users to only their friends. This then requires the **uploading** of Videos to YouTube to be more **Methodical**, and to **Meta Tag** them properly. In this video, I will show you how to create a **Proper Meta Tag Document** for a Video you wish to upload to YouTube, **Name** your elements properly, and show you the uploading of a real example of a **Market Report Video**. [#VideoMarketing](#)

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► **Big Picture Thinking** - *Ponder these Ideas about Video Marketing:*

- “In Real Estate, **You** the Agents are **the Product** - NOT the Homes. Leverage Video to **Brand Yourself** and Your **Value Proposition** Properly.”
- “Don’t just Tell Them - **Show them!** Video is your **best friend** in that endeavor!”

--- This Document is best put together before uploading any Video to YouTube – It will Help you Meta Tag your Videos and make them more searchable and increase their chance of appearing in Search Engines.

--- Any Heading below that starts with the --- and is in gray color is meant to explain what to do next or what to place in YouTube. It is not part of what needs to be uploaded or shared.

--- Video File Name [If you can name your Video File Properly before uploading it would great – NOT Necessary]:

West-Village-Market-Report-David-Tovar-Feb-Jul-2020.MP4

--- YouTube Title [Very Very Important – less than 100 Characters and try one Hashtag]:

West Village Neighborhood Real Estate Market Report Feb-Jul 2020 - #OxnardRealEstate

--- YouTube Description [This is where the action is – Less than 5,000 Characters and about 5 to 10 Hashtags]:

<https://www.davidtovar.com/west-village-homes-for-sale>

Current Real Estate Market Report for West Village Neighborhood - #WestVillageRealEstate - a Neighborhood in Oxnard, California. The report is as of February 1st, 2020 and covers the last 6 months of Real Estate Activity. #OxnardHomesForSale

West Village is a North Oxnard community that is within half a mile to freeway access (US 101 Freeway). Primarily consisting of Single Family Homes, West Village is considered one of the newer developments of Oxnard. The area is encompassed by Oxnard Blvd., Gonzales Rd., Rose Avenue and Camino Del Sol. Neighbors also enjoy the proximity and convenience to The Rose Shopping Center where you can find restaurants, coffee shops, Supermarkets and more!

A total of 16 properties have SOLD in the West Village Neighborhood in the past six months. The Median Sales Price of a property is \$631,250 with the lowest sales price of \$470,000 and the highest sales price of \$692,000. The median price per square foot is \$285.45. The Median Days on Market are 63 Days indicating properties are selling quickly. Additionally, we are noticing that very well priced properties that are Move-In Ready sell even faster than the 63 Median Days on Market in the West Village community.

Please request this detailed 7-page Real Estate Market Report – it may prove useful if you are thinking of Selling or purchasing a Home in West Village in Oxnard, CA.

David Tovar is your Local REALTOR® with EXIT Castillo Realty in Oxnard, California, servicing all of Oxnard, Camarillo, Port Hueneme, and the Greater Ventura County. David loves guiding his customers through the process of selling and buying real estate using his stress-free Strategies, Marketing, and Effective Negotiation. If you would like to know more about selling or buying a home, please call or text David at (805) 444-6366

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Related Hashtags: #WestVillageMarketReport #WestVillageCommunity #WestVillageNeighborhood #WestVillageOxnard #WestVillageHomesForSale #OxnardNeighborhood #OxnardPropertiesForSale #OxnardRealtor #DavidTovar #DavidTovarRealtor #ExitCastilloRealty

--- *YouTube Tags [Search Phrases to help Search Engines, sometimes called Search Keywords]:*

West Village Real Estate Market Report, West Village Homes for Sale, West Village Real Estate, West Village Neighborhood Oxnard CA, West Village Community Oxnard, Oxnard Homes for Sale, Oxnard CA Real Estate, Oxnard Properties for Sale, David Tovar Realtor, David Tovar Listings for Sale, EXIT Castillo Realty

Additional Sample Meta-Tags for different types of Videos placed in YouTube

Example 2: Sample Meta Tags for Agent Intro Video:

--- *YouTube Title:*

Mitzi Curtright your Local Midlands Realtor in Columbia SC - #ColumbiaRealEstate

--- *YouTube Description:*

<https://mitzi.exitrec.com/agents/31594-Mitzi-Curtright/>

My name is Mitzi Curtright and I am a Midlands Realtor covering Columbia, Lexington, Irmo, and Blythewood. By designing a customized plan that fits the needs of each one of my clients, I am able to assist them with all of their buying and selling needs. I began my career in 2014 and have experience in listings, foreclosures, first time buyers, and seasoned buyers! In my time with Exit, I have gained all the necessary tools to meet the needs of my clients.

Our company strives to empower clients with the online resources to find the home that will best fit their needs. Outstanding client service and a commitment to customer satisfaction are the hallmarks that make EXIT Real Estate Consultants the fastest growing real estate company in the Midlands.

I am a transplant to South Carolina and am a third generation real estate agent. Real estate has been part of my life since childhood and it is not only my job, but my passion as well! My husband and I have two Pugs that we dote on and enjoy outdoor activities.

Mitzi Curtright, Realtor EXIT Real Estate Consultants – (803) 553-0631

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<http://www.mitziborman.com/>

Hashtags: #ColumbiaScRealEstate #ColumbiaRealtor #LexingtonHomesforSale #IrmoRealtor #ExitREC
MitziCurtrightRealtor

--- *YouTube Tags- also known as Search Keywords:*

Columbia SC Realtor, Columbia SC Real Estate, Lexington SC Homes for Sale, Irmo SC Properties for Sale,
Midlands Realtor, Agent Columbia SC, EXIT Real Estate Consultants, Mitzi Curtright Realtor

Example 3: Sample Meta Tags for Event Video:

--- *YouTube Title:*

Oxnard Big Event Radio Show with Lorenzo Castillo and David Tovar - #OxnardRealEstate

--- *YouTube Description:*

<https://www.eventbrite.com/e/oxnard-free-home-buying-and-home-selling-workshop-the-big-event-tickets-58305674843>

The Real Estate Big Educational Event is coming to Oxnard California, and it is brought to you by Lorenzo Castillo, and his EXIT Realty Agents, one of whom is David Tovar – one of the top listings Realtors:

<https://www.davidtovar.com/>

Lorenzo and David chat about the benefits this important event is for the community of Oxnard, California. The Real Estate Selling and the Buying process are Multi-Layered and involve many professionals, many entities, and a language of their own. During this Real Estate Workshop the goal is to educate and clarify all the language involved, and also share tips and plans of preparations that help our neighbors in Oxnard.

This series of Radio recordings focuses on the upcoming Big Real Estate Event in Oxnard, California designed to help educate would-be Buyers and Sellers on the Real Estate Process.

The event is Saturday April 27th at 10am at Plaza Stadium 14 located at 255 W. 5th Street, Oxnard, CA 93030 – the event is free to the public but space is limited – please register to reserve your seat.

Lorenzo Castillo, Broker of EXIT Castillo Realty – (805) 479-2569

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Hashtags: #OxnardRealEstate #OxnardHomesforSale #OxnardRealtors #OxnardBigEvent
#DavidTovarRealtor

--- *YouTube Tags- also known as Search Keywords:*

Oxnard Real Estate, Real Estate Appraisals, Oxnard Homes for Sale, Real Estate Oxnard CA, Oxnard Realtors, Oxnard Real Estate Big Event, EXIT Castillo Realty, Lorenzo Castillo, David Tovar Realtor

Example 4: Sample Meta Tags for Listing Video:

--- *YouTube Title:*

30 Elk Mountain Trail Single Family Home for Sale in Brevard NC - #BrevardRealEstate

--- *YouTube Description:*

<https://jay.exitmountainrealty.com/homes/30-Elk-Mountain-Trail/Brevard/NC/28792/94493063/>

Style: New Mountain Architecture Upscale Neighborhood with beautiful winter views Sq. Ft. (3700-3850)
Acreage: 1.1 4 bedrooms 4 ½ baths Two Car Garage Custom Cabinetry throughout: Ben's Custom
Woodwork's Cherry -- Kitchen, Powder Room and Master Bath Walnut Built-In's in Great Room Hickory
Built-In's in Study Maple (Stained Cherry) in LL Family Room Painted and Glazed in 3 LL guest bathrooms

Neighborhood amenities include Lake House, small lake, swimming pool, tennis courts, fishing, canoeing, walking trails and many scheduled neighborhood social gatherings. Two minutes from Transylvania Regional Hospital, local Organic Food Market and the Bike/Hike Trail. Close to Transylvania Co. Library and Brevard City Center for shopping, world renowned Brevard Music Center and The Paul Porter Center for The Performing Arts. Straus Park adjoins the Pisgah National Forest. A short thirty minutes drive to the Asheville Regional Airport and forty-five minutes into the city of Asheville, NC. There is easy access to hiking and biking trails and all the beautiful waterfalls in Transylvania County.

Watch the deer, fox, wild turkeys and Brevard's famous white squirrels play outside of your windows while enjoying the seclusion and beautiful wooded views.

Jay Kaiser, Realtor/Broker of EXIT Mountain Realty – (828) 421-0375

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