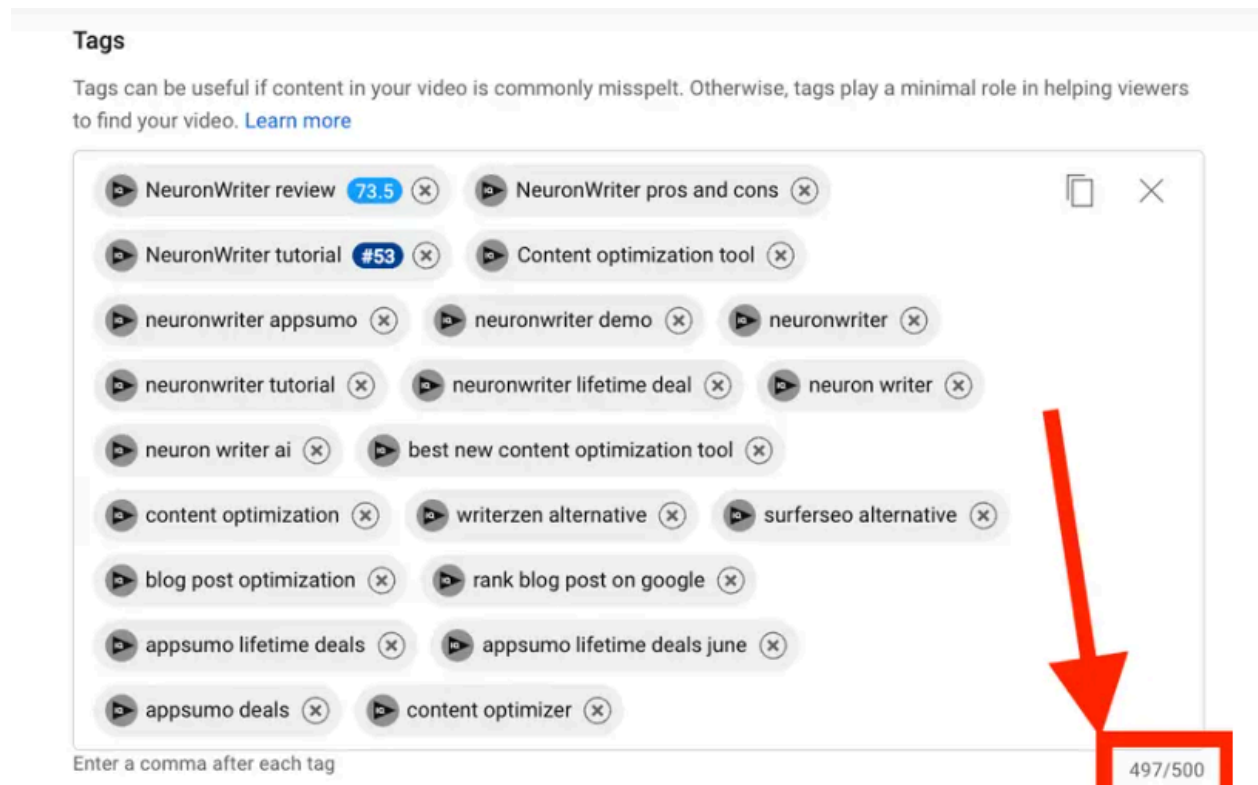


How to Use Tags for YouTube SEO (2025)

1. What are Tags?



Tags = **keywords/phrases** added to videos during upload.

They help YouTube's system understand **context** and **variations of search terms**.

Tags used to be a **big ranking factor**, but today (2025):

They have **minor importance** compared to title, description, and audience engagement.

Still useful for:

- **Misspellings** (e.g., “Recepie” instead of “Recipe”)
- **Synonyms** (e.g., “Easy Pasta Dish” = “Simple Pasta Recipe”) Zero to hero 0 to hero
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How to do YouTube Video SEO

- **Niche variations** (e.g., “Budget Travel” vs “Cheap Travel Tips”)

2. Importance of Tags in 2025

- ✓ **Low impact, but not useless** → They give YouTube extra clues.
- ✓ Good for **supporting SEO** when words have multiple meanings
- ✓ Great for **covering long-tail keywords** your audience might use.

✗ Don't expect tags alone to rank a video — focus should remain on title, description, thumbnail, and watch time.

3. Best Practices for Writing Tags

A. Use Main Keyword + Variations

- Always include your **main keyword** as a tag.
- Add **variations** people might search for.
- Example (Cooking Video: “How to Make Chicken Curry”):
 - chicken curry
 - chicken curry recipe
 - easy chicken curry
 - Indian chicken curry
 - curry with chicken

B. Add Long-Tail Keywords

- Long-tail tags = more specific searches.
- Example (Fitness Video: “10 Minute Morning Workout”):
 - 10 minute workout
 - morning exercise routine
 - quick workout at home

- workout without equipment
- short fitness routine

C. Cover Misspellings & Synonyms

- Many people type **wrong spellings** or use different words.

Common Types of Misspellings

1. Dropped Letters

- Example: “morning workout” → “mornng workout”

2. Swapped Letters

- Example: “chicken curry” → “chciken curry”

3. Missing Vowels

- Example: “recipe” → “recpie”

4. Extra Letters / Repeated Letters

- Example: “Paris” → “Pariss”

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D. Mix Broad + Specific Tags

- Broad tags = reach a bigger audience.

- Specific tags = target the exact audience.
- Example (Tech Review: “iPhone 16 Review”):
 - Broad → smartphone review, new phone 2025, Apple review
 - Specific → iPhone 16 review, iPhone 16 camera test, iPhone 16 vs iPhone 15

E. Use Branded & Channel Tags

- Helps build your channel identity.
- Example:
 - Channel name (e.g., “FitWithRasel”)
 - Playlist names (e.g., “Beginner Fitness Series”)

4. How Many Tags to Use?

- Limit = **500 characters**.
- Best practice = **15-20 high-quality tags**.
- Don’t spam with random, trending, or unrelated tags.

5. Tools to Find Good Tags

- **VidIQ** → Shows search volume & tag difficulty.
- **YouTube Autocomplete** → Type keywords in the search bar and note suggestions.
- **Competitor Research** → See what similar successful channels use.

YouTube Tags Template

Use **15–20 tags** → Mix of **Main Keyword + Variations + Long-tail + Synonyms + Misspellings + Broad/Specific Tags + Branded**

Template Structure

1. Main Keyword

- [Main keyword phrase]

2. Keyword Variations

- [Variation 1]
- [Variation 2]
- [Variation 3]
- [Variation 4]

3. Long-Tail Keywords (Specific Phrases)

- [Long-tail keyword 1]
- [Long-tail keyword 2]
- [Long-tail keyword 3]

4. Synonyms / Related Words

- [Synonym 1]
- [Synonym 2]
- [Synonym 3]

5. Misspellings / Alternate Spellings

- [Misspelling 1]
- [Misspelling 2]
- [Misspelling 3]

6. Broad Tags (General Category)

- [Broad Tag 1]
- [Broad Tag 2]
- [Broad Tag 2]

7. Branded Tags

- [Channel Name]

- [Playlist/Series Name]