

How to Get a "Suggested Clip" for YouTube Videos

"How to" videos are naturally interesting to those who are constantly online, considering it outlines the basics of practical steps in a single view.

It was only a matter of time before Google engaged with these "How to videos" as a source of essential information and direct answer specifically to resolve a searched question. And engage they did.

In 2017, Google started to embed a corresponding video clip at the very top of the search engine results page (SERP) labeled as a suggested clip as a featured snippet.

To land Google's featured snippet for YouTube videos, it is best to understand how to stand out by employing practical ways proven to work successfully.

What is a Suggested Clip?

A suggested clip is a highlighted part of a YouTube video found at the very top of Google search results that provides a comprehensible and concise answer to searched keywords or questions.

It is a form of featured snippet that appears with a thumbnail, title, YouTube link, and a timestamp set to a specific part of the video.

Try typing "How to fix the camera on a laptop" on Google. The very first result that Google shows you is a suggested video from YouTube that practically provides the information you are looking for.

In keeping up with Google's theme of convenience, when you click on the video thumbnail, you will automatically be directed to the part discussing the very answer or steps that match your searched query and skips lengthy introduction and other unrelated sections.

Likewise, it does not redirect you to a YouTube page anymore. Instead, it overlays a window and plays the clip right away.

The significance of a suggested clip in driving organic traffic to your website cannot be undermined. Landing at position zero gives you leverage against your competitors.

Having established its value, you might be asking, "how exactly do you get a featured snippet on Google as a suggested clip?"

There's no need to go elsewhere because **here are 5 ways you can do to get a suggested clip for YouTube videos.**

5 Ways to Get a Suggested Clip for YouTube Videos

1. Concentrate on One Specific Topic or Question

Bear in mind that Google looks for content that can give straightforward answers to search queries. Having said that, you should have a complete and strong focus on the topic of your choice.

The difference between the titles “How to use chopsticks” and “Don’t make these mistakes when using chopsticks” is that the first one directly responds to what people are asking.

It saves time and effort to unearth the answers from an unnecessarily long video focusing on a broad theme or topic.

It would also help to minimize your opening title sequence. The audience would always prefer a shorter opening sequence consisting of quick animation or simply a logo over a photo montage that takes so much of their time.

Keeping your viewers’ attention intact during the entire duration of the video is of utmost importance. The same logic applies to how Google may perceive your video.

2. Mention Your Target Keywords in the Introduction of the Video

Keywords are a powerful tool to increase the visibility of your YouTube video.

Instead of filling your introduction with long-winded messages, reminders, updates, and sponsor shout-outs that you can transfer at the closing section of the video, why not enhance your video by immediately addressing the “how-to” question and/or reciting the answer? Limit your introduction to a maximum of 10 seconds.

With this strategy, along with the right keywords, Google will be able to recognize that you have the response that they are looking for, and the likelihood for your video to become a suggested clip increases.

3. Provide a Clear Speech and Full Transcription of Your Video

It’s all about words, words, words, and how you put them together.

Although Google has not disclosed the exact deciding factors for choosing the appropriate suggested clip, especially for “How to” queries, digital marketers and SEO experts have figured out that favor leans over to videos with speech clarity delivered and enunciated with outstanding diction.

Google utilizes the semantics of your video through Natural Language Processing (NLP) tools in order to find meaning and relate your content to a particular question or keyword.

In this sense, adding a full and clear transcription to your YouTube video will assist Google in understanding the context better. This is particularly helpful, especially if you use industry jargon in your video.

It goes without saying, but quality, a well-written script is indeed essential to this step. Embed the necessary keywords in a natural and conversational manner to genuinely relate to your audience. Use easy-to-understand words and avoid any unnecessary ad-libs.

4. Optimize Your YouTube Video Metadata

YouTube metadata not only optimizes your video's views but also captures the theme or topic of the content. It incorporates sections such as video description, title/headline, and even video file name.

The YouTube video description is another opportunity that you can highlight the context of your video. To leave a video description blank is like saying no to a free luxury car. In creating your video description, keep it simple, and focus on how the video can answer the viewers' questions.

Your video file name is also important for Google to notice your content. Always include the keywords in your video file name and use hyphens to separate each word.

Likewise, your headline or title is a ranking factor in the search results, considering it bears the keywords that match your topic of focus. A short but concise title commonly ranks higher in Google searches as the context is easily comprehensible.

5. Strengthen Expertise, Authority, and Trust in Your Videos

Regardless of content form, Google takes precedence over the credibility of the source as a crucial factor in ranking. It evaluates the three principles, collectively known among SEO experts as E-A-T signals which stands for Expertise, Authority, and Trust.

There are many ways to optimize the E-A-T signals on your website or YouTube channel. It includes but is not limited to the following:

1. Guaranteeing website security
2. Increasing user engagement
3. Incorporating your credentials into your website
4. Create high-quality and well-researched content
5. Establish links to relevant and authoritative websites
6. Increase social media shares and interaction
7. Provide genuine contact information
8. Incorporating a privacy policy

In a Nutshell

Knowing full well how to get a “suggested clip” for YouTube videos clearly provides an advantage that could increase organic traffic on your website, which in turn generates leads and potentially increase the conversion rate.

Follow the recommended steps or schedule a consultation with a top-notch digital marketing firm to guarantee your spot on top of the search ranks.