# How to Utilize YouTube to Grow Your Business

Second, only to Google, YouTube is the second largest search engine in the world, which just happens to be owned by Google. So, if you are optimizing your content for Google but not for YouTube specifically, you're missing out on an essential and lucrative audience. With over 100 hours of video being uploaded every minute and 6 billion hours of video viewed every month, YouTube is a tool to take advantage of when it comes to growing your business. Here are the tops tips to help you use YouTube for your business.

**Tip #1 – Make Sure Your YouTube Channel Reflects Your Brand**

The great thing about YouTube is that you can include your company's unique voice with every video. With a wide array of tools, you can upload logos, define a color scheme, and even customize tags to ensure that your business's YouTube channel accurately reflects your brand's look and voice.

**Tip #2 – Use the Right Words**

Being the second largest search engine, you can utilize relevant keywords to make it easy for viewers to find you in a search. When you are creating your title and writing your video description it is imperative you use keywords that are relevant to your industry.

**Tip #3 – Include Your Other Social Network Profiles**

Just like you should include links to your social media profiles on your website, it is essential that you add them on your YouTube Channel as well. If you want to get more visitors to your site, then you have to provide all the avenues users can use to find you. Giving your audience multiple ways to click through to your company website will only increase the traffic you receive from various sources.

**Tip #4 – Upload a Trailer**

With one billion active users on YouTube, it is essential that you find ways to stand out from the crowd. One way you can do this is by creating a two to three-minute video that best represents your company. This is your opportunity to provide people with a glimpse of what it will be like to do business with your company.

**Tip #5 – Post-How-To Videos**

If your product or service requires an explanation, create a how-to video to demonstrate how it’s done. If your product or service isn’t complicated, you can create a video that includes fun and new ways to view your business.

YouTube has become a powerful marketing tool for businesses. Learning how to utilize its tools and features to get more views can help you grow your business and drive more traffic to your company’s website.