



Key words in sound track of the video and their influence on ranking in YouTube search results

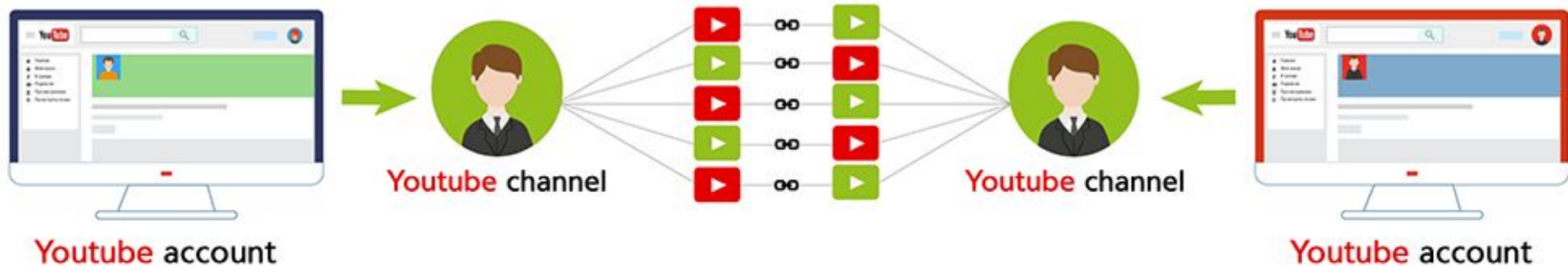
Tested out by  SeeZisLab

[SeeZisLab](#) Team work to decrease the number of myths about YouTube. To accomplish this task, we have already conducted several experiments to check various myths travelling in the Net that scare both, bloggers and common users of the video hosting service.

This time, the myth is as follows: **“If video’s sound track contains key words, it gets advantage in search results against the one that does not contain key words”**.

We took 2 virtual machines and concomitantly registered a YouTube account for each of them. One channel was created for each account, and 5 pairs of video files were created for each channel; everything was done simultaneously. Videos were uploaded on 2 channels, by pairs, at the same time.

All videos were identical as for their timing, bitrate, resolution, title, description, and tags. The only difference was that in one video, key words were heard, whereas in the other weren't.



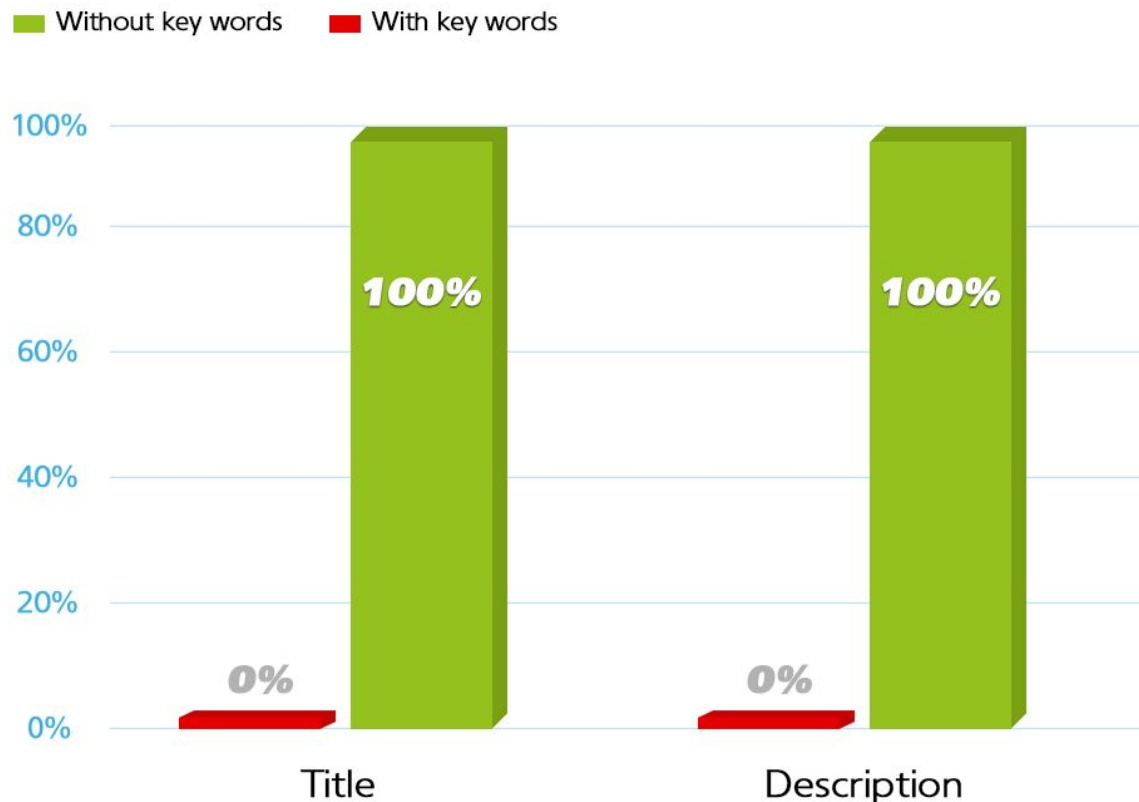
 Video with keywords in the audio track

 Video without keywords in the audio track

After uploading, all positions of video files were taken in YouTube search results. Videos were located together – one after another, inseparably. In order to construct graphs, we did as follows: those videos that had higher positions compared to their competitor were given 1 point, the lower ones – 0 points.

Immediate results after files' uploading:

Immediate positions

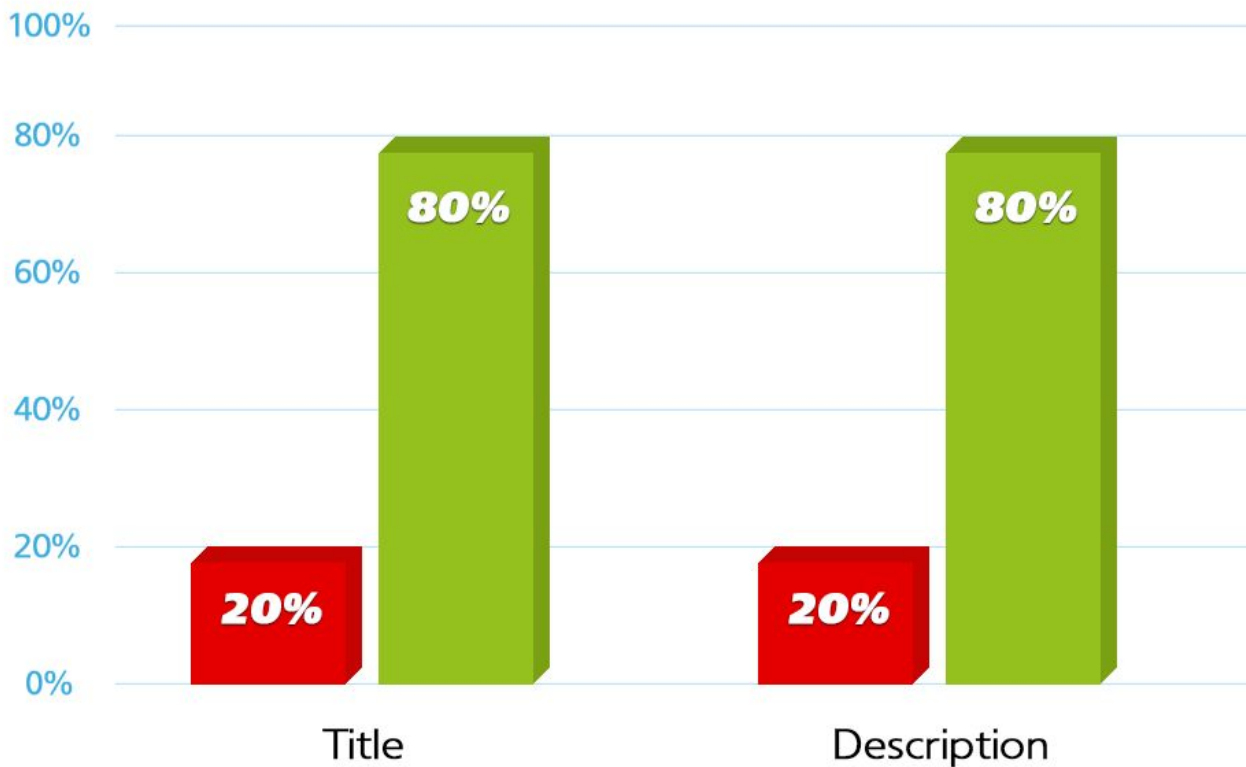


In the graph, we can see that immediately after uploading videos had similar positions, irrespectively of the fact if they had key words in their sound tracks or not.

Changes in 2 weeks:

Positions in 2 weeks

■ Without key words ■ With key words



In 14 days, videos' positions were absolutely the same.

On the basis of the experiment carried out, we can draw a **conclusion that presence of key words in video's sound track does not provide advantage in search or does not influence its ranking vs competitors, where key words are not heard in videos.**