The background features a light blue gradient with several water droplets of varying sizes in the upper left. The lower half of the image is dominated by a large, wavy graphic that transitions from a deep blue on the left to a vibrant pink on the right, with a purple hue in the middle. The waves are layered and semi-transparent, creating a sense of depth and movement.

11 HACKS TO SUPERCHARGE YOUR YOUTUBE VIDEOS

LYNN CHAPMAN,
FOOT AND ANKLE CENTER OF
LAKE CITY

WHY BOTHER SUPERCHARGING OR OPTIMIZING YOUR VIDEOS?

- Potential patients are more likely to find you!
- Potential patients are more likely to take an action.
- You can earn \$ from your videos.



DETERMINE BEST TOPICS FOR YOUR POTENTIAL PATIENTS

- Identify which of your blogs and videos are already doing well.
- What questions do your patients keep asking you?
- What are your potential patients searching for?

Most Viewed Pages

Page Path	Views
/blog/expert-treatment-for-morning-fo...	5,217
/blog/9-most-common-causes-of-back-o...	1,789
/blog/treatment-of-pain-on-outside-of-t...	1,526
/ (Home page)	1,495
/blog/5-reasons-for-that-lump-or-bump...	1,023
/blog/what-does-athletes-foot-have-to-...	856
/library/expert-treatment-little-toe-pain...	781
/library/contusions-and-bruises.cfm	755
/blog/why-do-my-feet-itch-so-bad-.cfm	678
/blog/expert-care-for-painful-feet-from-...	642
Totals / Averages	14,762

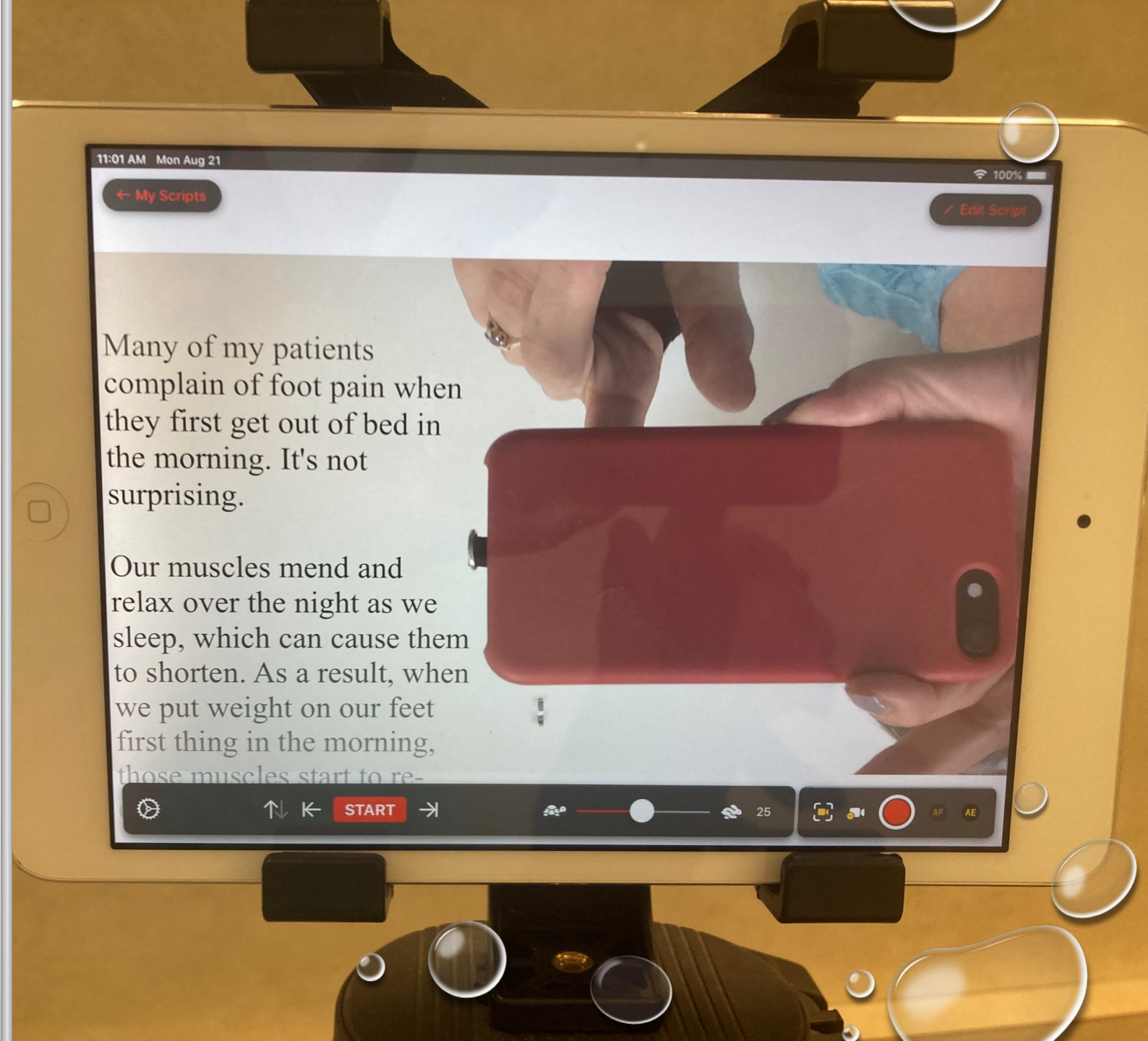
A hand holding a white marker with a brown tip is pointing to a document. The document has several lines of text, some of which are highlighted in red. The background is a light gray with several water droplets of various sizes scattered across it.

WRITE A SCRIPT

- Why a script?
 - You'll remember all the key points you want to make
 - Scripting means less editing on the back end.
- How to write it?
 - Write brand-new content e.g. by hand or voice record
 - Take existing blog or article and re-write for video. Use an AI tool like ChatGPT for the first round and then edit.

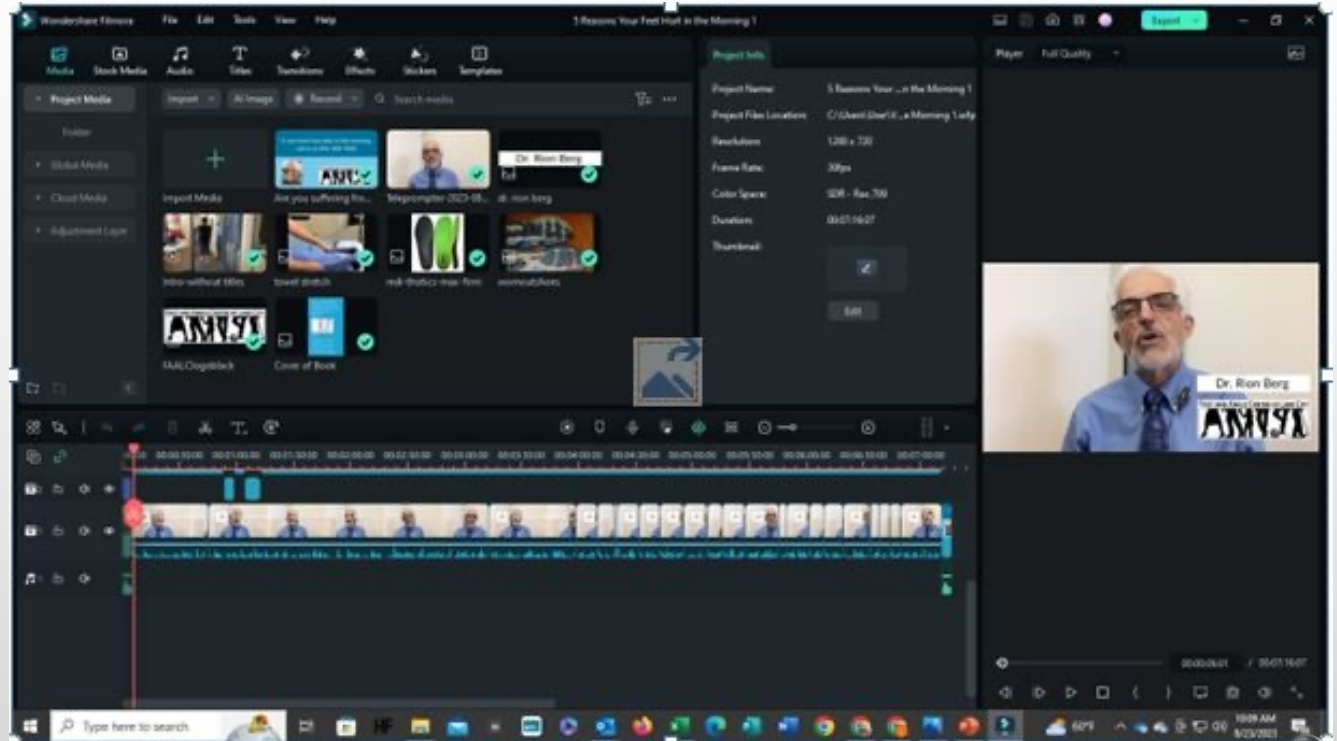
USE A TELEPROMPTER

- Using a teleprompter is easy and ensures you don't forget anything in your script.
- We use the teleprompter app "Video Teleprompter Pro".



WHAT TO LOOK FOR IN VIDEO EDITING SOFTWARE

- Easy to use with short learning curve
- Training videos
- Reasonably priced
- Has graphics, titles, and audio you'll need for production
- Great customer service
- We use Wondershare Filmora



OPTIMIZE YOUR TITLE



- Conduct keyword research
- Make sure title accurately reflects the content of the video
- Put your script into ChatGPT and ask for 5 different titles
- Limit your titles to 60 characters so it doesn't get cut off in results pages

CREATE CAPTIONS

- Most people watch videos with the sound turned off. Accurate captioning is important.
- We use Rev.com (inexpensive and fast)
- Can also download a timestamped script for use in YouTube description box.



MAKE FULL USE OF THE DESCRIPTION SECTION

- Only the first 200 characters show for a viewer without clicking the more button. Make it count.
- Your description should give a brief overview of the video.
- Include any links mentioned in your video (egs. Links to pages on your website, eBooks, products)
- Relevant hashtags
- Include timestamps with optimized titles for each section of your video

YouTube Description Section

133 views Aug 9, 2023 #plantarfasciitis #heelpain #heelpaintreatment
To make an appointment with Dr. Berg. <http://appointdrberg.com>. Download
"Stop Living With Stubborn Heel Pain" <https://www.bergdpm.com/reports>

Many people complain of foot pain when they first get out of bed in the morning. If you prefer to read the information, it can also be found in our blog, "5 Reasons Why Heel Pain Happens" <https://www.bergdpm.com/blog/expert-t...>

Links Recommended in the Video

Plantar Fasciitis Treatment - https://www.bergdpm.com/practice_area...
Achilles Tendonitis Treatment - <https://www.bergdpm.com/library/what-...>
Foot Cramp Treatment - <https://www.bergdpm.com/blog/expert-t...>

Products Recommended in the Video

Redithotics-<https://amzn.to/43ZtGkN>
Powersteps-<https://amzn.to/448AmNr>
Custom orthotics-<https://www.bergdpm.com/library/custo...>

00:00:00 Introduction
00:01:15 Treatment for Plantar Fasciitis
00:03:31 Treatment for Achilles Tendonitis
00:04:42 Treatment of Arthritis
00:05:49 Treatment for Overall Muscle Soreness in the Feet
00:06:19 Treatment for Foot Cramps

OUR FREE FOOT AND ANKLE CARE EBOOKS

The Complete Guide to Stopping Heel Pain in Runners- <https://www.bergdpm.com/ebooks>

First 200 characters

Description of video contents

Links to your website

Recommended products

Timestamps with key words

eBooks

CREATE A CUSTOM VIDEO THUMBNAIL

- People are more likely to click on a video if they like the video thumbnail
- People who already know you are more likely to click if they recognize your brand
- Create a thumbnail in Canva and make it stand out



CREATE PLAYLISTS

- Creating playlists will provide more opportunities for your videos to be found
- Add your videos to all the relevant playlists you create e.g. “How to Stop Heel Pain in Hikers” is in our “Plantar Fasciitis” playlist and our “How Treat Foot Problems in Hikers” playlist



How Podiatrists Treat Plantar Fasciitis and Heel Pain

One of the most common problems I see in my office is heel pain. While most often the heel pain turns out to be a condition called plantar...



How Podiatrists Prevent and Treat Toe Pain

Injuries and other problems affecting the toes are common foot conditions. Whether you've developed a blackened toenail from hiking or...

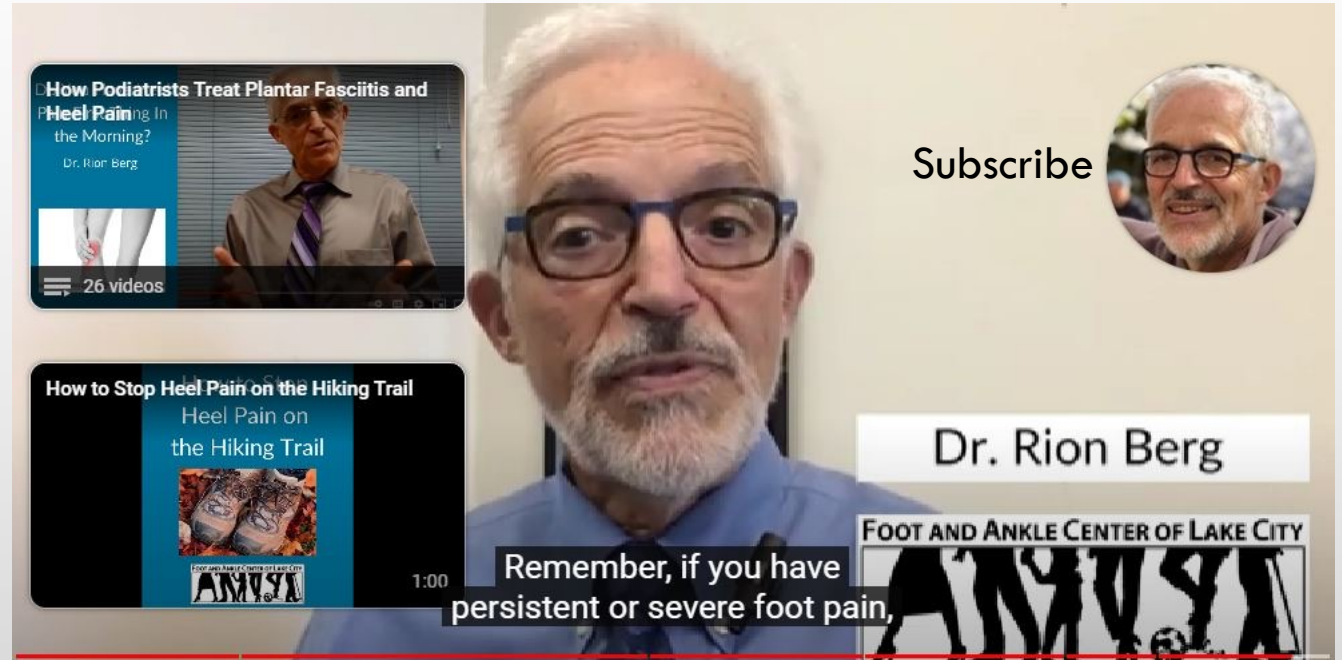


How Podiatrists Treat Skin Conditions of the Feet

Just like other parts of the body, the feet can develop a variety of skin problems. Itching and flaking skin, skin dryness and cracking, cysts and...

USE END SCREENS

- Direct viewers to videos you want them to see next. For example, I created 3 shorts that follow one after the other, so I've made sure they play in order.
- Direct people to your playlists.
- Ask people to subscribe to your video



PROMOTE YOUR VIDEOS

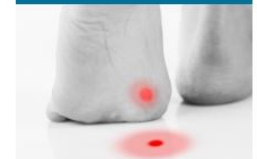
- Place videos on all relevant pages on your website
- Post on all social media (be sure to add in captioning)
- Send out to your patients through email

Stubborn Plantar Warts and How Are They're Treated



GET YOUR FREE BOOK!

How to Get Rid of Plantar Warts
Dr. Rion Berg



How to Get Rid of Plantar Warts

Download Now

The image features a central white rectangular area containing the text "Thank You!". The background of this area is a dynamic, multi-colored paint splatter. The colors transition from purple and blue on the left, through green and yellow in the center, to red and orange on the right. The splatters are of various sizes and densities, creating a textured, energetic feel. The entire composition is set against a black background, which is decorated with several glossy, black, teardrop-shaped bubbles of varying sizes, some of which are partially cut off by the edges of the frame.

Thank You!