CONTAGION MEDIA

Step-by-step guide to:

Keyword Research for
Tamariki Screen Content

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1 Define your target audience

- Identify the age group of your audience *(e.g. ages 3-5, 6-8, 9-12)*.
- Consider who will be searching for your content: parents, kids, or educators.

    Example: Target Audience: Kids aged 6-8, parents searching for educational content.

2 Brainstorm keywords

- Think of general topics related to your show
  (e.g. "kids' adventure series," "educational cartoon," "funny kids' show").
- Include characters, themes, and unique elements of your show
  (e.g. "dinosaur adventure," "space explorers").

    Example: *"kids' adventure show," "fun learning for kids," "animated series for children," "space adventure for kids."*

3 Compare competitor content

- Search for the titles, descriptions, and tags seen on similar kids' shows on YouTube & TikTok. Note down recurring keywords and phrases that appear in high-ranking videos.
- Use tools like VidIQ and TubeBuddy to see the tags used by top-performing videos.

    Example: Search for similar shows and note keywords used in top-performing videos: *"educational adventure for kids," "kids space explorers," "learning fun for kids."*

4 Refine and prioritise your keyword list

- **Refine:** Remove keywords that are too broad or not directly relevant to your show. Focus on keywords that align closely with the themes, characters, and educational aspects of your show.
- **Prioritise:** Identify keywords with high search volume. Prioritise long-tail keywords that are more specific and likely to attract a targeted audience.

    Example Primary Keywords: *"dinosaurs" "space" "robots" "animals" "adventure"*
    Example Secondary Keywords: *"explorers" "funny" "learning" "cartoons" "science"*

5 Optimise your content

- **Titles:** Incorporate primary keywords naturally into your video titles.

    Example: *"Join the Fun Learning Adventure - Space Explorers Episode 1"*

- **Descriptions:** Write detailed descriptions using a mix of primary and secondary keywords. Explain what the video is about, including key elements and themes.

    Example: *"In this exciting episode of Space Explorers, kids will embark on a fun learning adventure through space! Perfect for children aged 6-8, this animated series combines fun with education. Watch as our characters discover new planets and learn valuable lessons."* Keywords: kids' adventure series, fun learning for kids, space adventure for kids, educational cartoons.

- **Tags:** Use a variety of tags, including both primary and secondary keywords, to help YouTube categorise your content accurately. Try to include at least five keywords.

    Example: *"kids' adventure series," "space explorers," "educational cartoons," "fun learning for kids," "animated series for children."*

- **Thumbnails:** Ensure your thumbnails visually represent the key themes and attract clicks.

By following these steps...

... and using trending content and keyword research tools effectively, producers can ensure their content is optimised for discoverability, attracting the right audience and increasing their content's visibility on YouTube.

CONTAGION MEDIA

At Contagion Media, we're constantly monitoring these trends and developments, and are committed to keeping you in the loop and providing valuable insights to navigate the digital media landscape effectively. If you have any questions or wish to discuss your first party data strategy further, don't hesitate to contact us, we'd love to hear from you.

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