



YOUTUBE SEO STUDY 2025

Which YouTube SEO
Techniques Improve
Video Ranking?





Our study of 1.6 million videos reveals 19 actionable YouTube SEO techniques that can boost your search visibility, increase engagement, and drive more views. Learn the data-backed secrets to top ranking in our 2025 YouTube SEO study



#1

ADILO VIDEO RESEARCH

19%

YouTube channels that have multiple videos ranking in the top 3 positions for the same keywords.



#2

ADILO VIDEO RESEARCH

2.7%

The average engagement rate of YouTube videos that rank in the top three search positions.



#3

ADILO VIDEO RESEARCH

94%

YouTube videos ranking in
the top 3 positions having
a video transcript.



#4

ADILO VIDEO RESEARCH

54%

YouTube videos ranking in
the top 3 positions that
came from verified
channels.



#5

ADILO VIDEO RESEARCH

82%

YouTube videos ranking in the top 3 positions that came from channels that added link(s) in their channel description.



#6

ADILO VIDEO RESEARCH

37%

YouTube videos in the
top 3 ranking positions
that're using video
hashtags.



#7

ADILO VIDEO RESEARCH

94%

YouTube videos in top
3 ranking positions with
closed captions.



#8

ADILO VIDEO RESEARCH

63%

YouTube videos in top
3 ranking positions with
timestamps.



#9

ADILO VIDEO RESEARCH

78%

YouTube videos ranking in
the top 3 positions with
link(s) in the video
description.



#10

ADILO VIDEO RESEARCH

89%

YouTube videos ranking
in the top 3 positions
that're using custom
thumbnails.



#11

ADILO VIDEO RESEARCH

300,000

Video Views

The median video views
for YouTube videos
ranking in the top 3
positions.



#12

ADILO VIDEO RESEARCH

520,000

Subscribers

The median subscriber
count for YouTube
videos ranking in the
top 3 positions.



#13

ADILO VIDEO RESEARCH

29

Months

The median video age
of YouTube videos
ranking in the top 3
positions.



#14

ADILO VIDEO RESEARCH

111

Months

The median age of
YouTube channels with
videos ranking in the
top 3 positions.



#15

ADILO VIDEO RESEARCH

536

Seconds

The median video length
of YouTube videos
ranking in the top 3
positions.



#16

ADILO VIDEO RESEARCH

222

The average video
description word count
of YouTube videos
ranking in the top 3
positions.



#17

ADILO VIDEO RESEARCH

6%

YouTube videos that rank in the top three search positions with titles that exactly match the search keywords. **75%** are related keywords.



#18

ADILO VIDEO RESEARCH

63%

YouTube videos ranking in the top three positions that come from brand channels.

37% are from personal channels.



#19

ADILO VIDEO RESEARCH

68%

YouTube videos ranking in
the top three positions that
are in HD.





CONCLUSION

Implementing the techniques here
can improve your chances of
achieving higher rankings and
reaching a wider audience.

