

Content Creation / YouTube Content

Write search-optimized video descriptions with timestamps, keyword placement, links, and CTAs that help YouTube understand and rank your content.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: YouTube SEO, Video Discovery, Description Optimization

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Why This Prompt Exists

Most YouTube descriptions are afterthoughts — short, empty, or stuffed with keywords.

You get:

- “Watch my video” (tells YouTube nothing)
- no timestamps (viewers don’t know where to jump)
- no keyword placement (missed ranking opportunities)
- no links (lost traffic)
- descriptions that don’t help YouTube understand the content

But descriptions are not optional.

They are how YouTube knows what your video is about.

- First 150 characters: most important for search
- Primary keyword in first sentence
- Timestamps: improve retention and user experience
- Links: to website, social, other videos
- Hashtags: for discovery (3-5 max)

Without description optimization, YouTube doesn’t know who to show your video to.

This framework forces AI to write descriptions that rank.

The Prompt

Assume the role of a YouTube SEO specialist who optimizes descriptions for discovery.

Your task is to write an optimized video description.

Generate:

1. PRIMARY KEYWORD PLACEMENT
 - In first 150 characters
 - Natural, not forced
2. DESCRIPTION BODY (300-500 words)
 - Summary of video content
 - Key takeaways (3-5 bullet points)
 - Primary keyword 3-5 times naturally
 - Secondary keywords throughout
3. TIMESTAMPS
 - With section titles
 - Clickable format (0:00 - Intro)
4. LINKS
 - Subscribe link
 - Related videos (2-3)
 - Website or product link

- Social media links

5. HASHTAGS (3-5)

- Primary topic hashtags

6. SEO METADATA SUMMARY

- Title, tags, category recommendation

INPUTS:

Video Title:

[INSERT]

Video Topic:

[DESCRIBE]

Primary Keyword:

[INSERT]

Secondary Keywords (3-5):

[LIST]

Video Sections (with timestamps from script):

[LIST SECTION TITLES AND TIMES]

Links to Include:

[SUBSCRIBE / WEBSITE / PRODUCT / SOCIAL / OTHER]

Target Audience:

[WHO IS THIS FOR?]

RULES:

- Primary keyword in first 150 characters (critical for SEO)
- Timestamps must be clickable format (0:00 - Section Name)
- Description body: 300-500 words (not too short, not too long)
- Bullet points for key takeaways (scannable)
- 3-5 hashtags max (more looks spammy)
- Include a call to action (subscribe, comment, click link)

How To Use It

- The first 150 characters appear in search results — front-load value.
- Timestamps improve retention (viewers can jump to what they need).
- Primary keyword should appear naturally 3-5 times (no stuffing).
- Use bullet points for key takeaways (easier to scan).
- Update description if video performance is lower than expected.

Example Input

Video Title: How to Raise Your Freelance Rates Without Losing Clients

Video Topic: Freelancer pricing strategy and client communication

Primary Keyword: “raise freelance rates”

Secondary Keywords: “freelance pricing,” “rate increase script,” “client communication,” “freelancer tips”

Video Sections: 0:00 - Hook, 0:45 - Signs you’re undercharging, 3:20 - How to announce the increase, 6:15 - Handling client objections, 9:00 - What if they say no, 10:30 - Recap and CTA

Links to Include: Subscribe, Rate Increase Script (lead magnet), Related video on finding clients

Target Audience: Freelancers earning \$30-\$80/hour

Why It Works

Most YouTube descriptions are afterthoughts.

This framework improves outcomes by forcing:

- keyword placement (search visibility)
- description length (300-500 words is optimal)
- timestamps (retention)
- bulleted takeaways (scannability)
- hashtags (discovery)

Great descriptions don't just describe — they help YouTube and viewers understand your value.

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