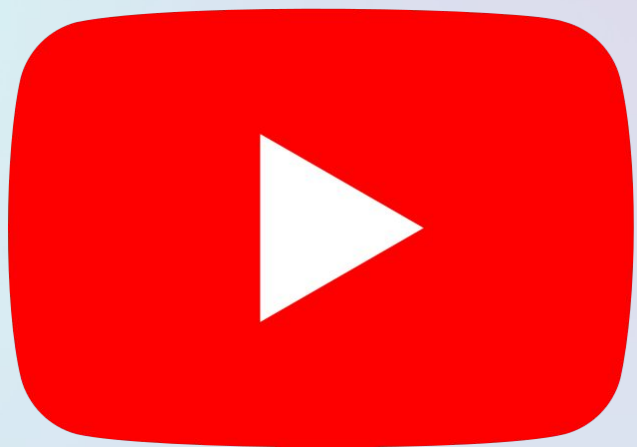




Gain AI Visibility Through YouTube Optimizations

Masters of Search 2026 · Oct 22, 2026 · Berlin

presented by *Radyant* in partnership with  Peec AI &  OMK **REVIEWS**

Agenda

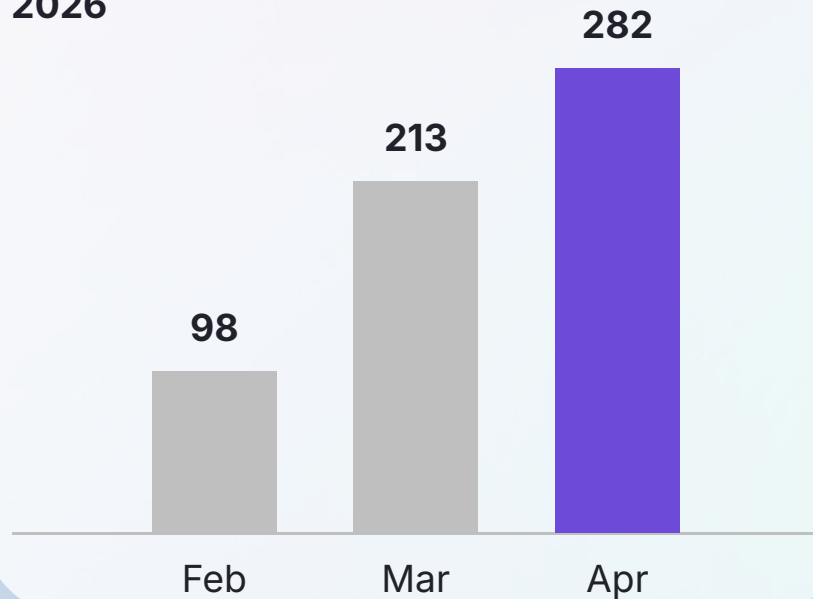
- The idea and data behind it
- The method
- Hands-on: Which video do you optimize first
- Hands-on: Optimize title & description
- YouTube formatting & multiple languages
- Prompt template to go

Heyflow case

**More AI citations per month,
without a single new video.**

- 20 existing videos optimized
- Channel with under 1,000 subscribers
- 593 brand mentions from YouTube in 3 months
- Top video: 110 retrievals in April

AI citations of Heyflow videos per month,
2026



Source: Peec AI, all tracked non-brand prompts, Feb–Apr 2026;
radyant.io/cases/heyflow-youtube

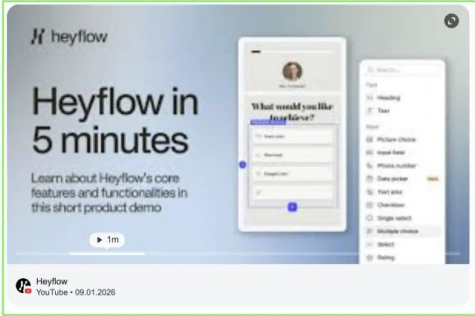
Heyflow case

Google no-code funnel builder

Übersicht mit KI

No-code funnel builders allow users to create, customize, and launch sales landing pages, quizzes, and conversion flows using drag-and-drop editors without coding. Top platforms include **Heyflow** (high-performance, mobile-first), **Systeme.io** (all-in-one beginner-friendly), and **ClickFunnels**. These tools often feature analytics, A/B testing, and integrations with tools like HubSpot and Mailchimp. [GoHighLevel +5](#)

This video provides a tutorial on how to use a no-code funnel builder:

A video thumbnail for 'Heyflow in 5 minutes'. It shows a smartphone screen with a form titled 'What would you like to buy today?'. The form has fields for 'Name', 'Email', and 'Phone number'. To the right of the phone, there's a list of items: 'Headphones', 'T-shirt', 'Smartwatch', 'Wireless Earbuds', 'Smartwatch', 'Wireless Earbuds', 'Smartwatch', 'Wireless Earbuds', 'Smartwatch', 'Wireless Earbuds', 'Smartwatch', 'Wireless Earbuds'. The video is from Heyflow on YouTube, dated 09.01.2026.

Top No-Code Funnel Builders

- **Heyflow:** Best for performance marketers needing high-conversion, interactive, mobile-first funnels with advanced A/B testing.
- **Systeme.io:** Ideal for beginners, offering an all-in-one platform for sales funnels, email marketing, and courses.

Best No Code Funnel & Landing Page Builder

HighLevel's No Code Funnel Builder allows you to create landing pages for any campaign or...

[GoHighLevel](#)

The Best No-Code Funnel Builder 2026 - Heyflow

23.01.2026 — Heyflow isn't just a funnel tool, it's a complete conversion platform built for...

[Heyflow](#)

involve.me | AI Quiz & Form Builder That Qualifies Leads

Can I create a lead generation quiz without coding? Yes. Use the drag-and-drop builder to...

[Involve.me](#)

[Alle anzeigen](#)

The core idea

AI models don't rank videos by views or subscribers.

They retrieve the video whose title, description and transcript best answer the specific question.

So one well-optimized video can get cited, whatever the channel size.

Where YouTube is used as a source

48%

of Google AI
Overview answers
retrieve a
YouTube video

32%

of Google AI
Mode answers do
the same

$\leq 1\%$

in Gemini,
ChatGPT,
Perplexity and
Claude

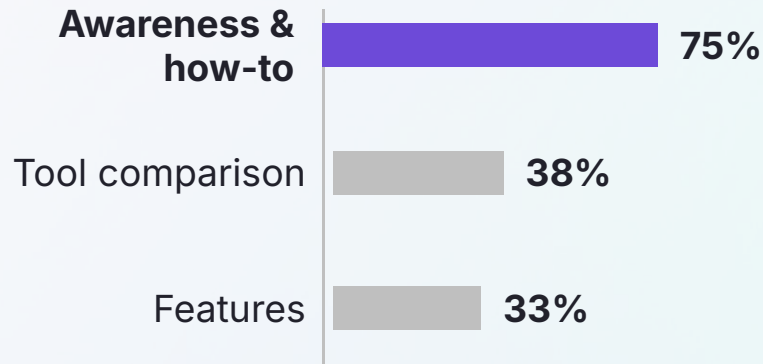
For YouTube, the opportunity lies mainly in Google's AI answers.

Source: Radyant analysis of 555 AI visibility tracking prompts in Peec AI, Sep 14–Oct 13, 2026.

By topic

Google retrieves a video twice as often for how-to questions as for tool comparisons.

AI Overviews with a YouTube source, by prompt topic



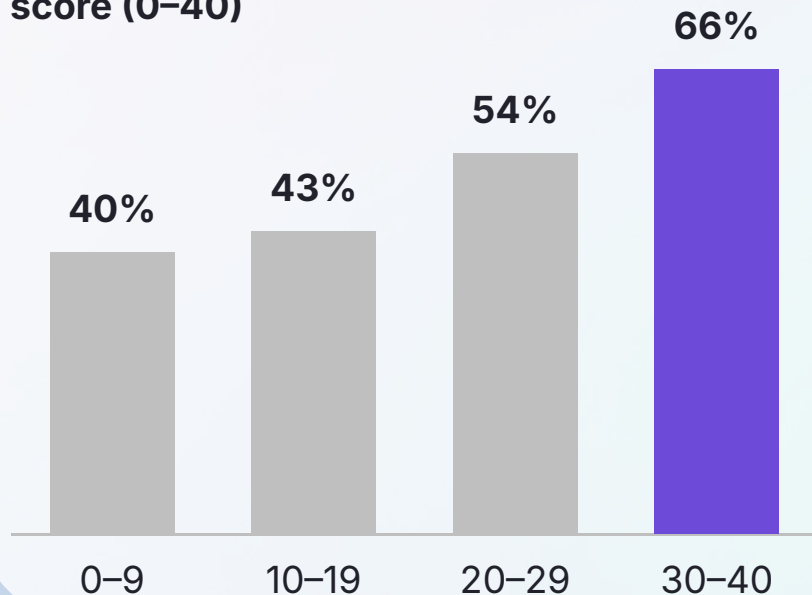
Source: Radyant analysis of 555 AI visibility tracking prompts in Peec AI, Sep 14–Oct 13, 2026

By prompt fit

The better YouTube's results fit the question, the more often Google uses a video.

- Fit score: how well the top 10 YouTube results answer the prompt
- Holds for how-to (63 → 77%) and tool prompts (32 → 45%)

AI Overviews with a YouTube source, by fit score (0–40)



Source: Radyant analysis of 555 AI visibility tracking prompts in Peec AI, Sep 14–Oct 13, 2026, plus a YouTube search (top 10) per prompt. Share of answers that retrieve at least one youtube.com URL.

The method

3 building blocks for every video

3 building blocks per video

1

Target Prompt

The specific question the video should answer.

"Which tool shows me how my brand performs in AI search?"

2

Fan-Out Queries

3–5 related questions an AI model derives from the prompt.

"How much does ... cost?"

3

Structured description

A clear structure AI crawlers can easily extract answers from.

Intro paragraph, sections, Q&A, links

You might have learned more about fan-out queries in David's workshop already.

Before / after

Target prompt: "Which tools can show me recommendations on how my brand performs in AI search?"

BEFORE

Peec AI: Track and
Improve Your AI Brand
Visibility

No link to the
recommendations the
prompt asks for

AFTER

**Peec AI: Track AI Brand Visibility and
Get Recommendations to Improve It**

Description: intro answers the prompt in 2
sentences, then key takeaways, what you'll
learn, questions this video answers, about
& links

Example: video on Peec AI's YouTube channel, optimized in October 2026



Hands-on: Channel

Which video do you optimize first?

You likely have material already

**Webinars behind a
sign-up form**

Podcast episodes

Conference talks

**Internal trainings &
product demos**

Customer calls

None of these?

Phone video: one
person answers one
question in 2–3 min.

Choose your path

Little or no material

- What unused material do I have?
- Nothing there? Which simple video could I shoot quickly?
- Which specific question does it answer (= target prompt)?

Existing channel

- Which video answers the top customer question?
- Which has good views but a weak title or description?
- Where are competitors visible in AI answers, but you aren't?
- Which topic has many AI prompts in your tracking?

Result: one video or video idea plus a target prompt for the next session.

Hands-on: Optimize

On your laptop or phone



4 steps to the update

2 min

a) Prepare

Copy title & description from YouTube Studio

Key content in 3–5 bullet points or download transcript

3 min

b) Sharpen the question

Phrase the exact question for Google AI Overviews

Add 3 fan-out questions

6 min

c) Use the template

Paste the template into ChatGPT or Claude

Proofread title & description

2 min

d) Self-check

Tick off the checklist

Save, no re-upload needed

Step b: Sharpen the question

Target Prompt

Which exact question would someone ask a LLM that your video answers best?

Specific: "How do I track whether ChatGPT recommends my brand?"

Too broad: "AI marketing"

3 fan-out questions

- How much does ... cost?
- How does ... differ from ...?
- Who is ... best suited for?

Step c: Use the template

You put in

- Current title
- Target Prompt
- 3 fan-out questions
- Bullet points or transcript



You get

- An optimized title
- Structured description: intro, sections, CTA & links

Proofread: Does the title fit the target prompt? Does the description answer the prompt in the first 2–3 sentences?

Step d: Self-check

- ☐ Is the question clearly visible in the title?
- ☐ Are the fan-out topics covered?
- ☐ Structure instead of a wall of text?
- ☐ No pure sales tone?
- ☐ Do the first 2–3 sentences answer the target prompt?

Formatting descriptions

What you type	What it looks like
bold	bold
<i>_italic_</i>	<i>italic</i>
~~-strikethrough-~~	~~strikethrough~~
1:23	Jump link to the chapter
- or •	Bulleterd list
Empty line	New paragraph instead of a wall of text

Editable anytime

Optimize after publishing

You can change title and description in YouTube Studio at any time, without re-uploading.

Even old videos can be sharpened in 2 minutes.

Multilingual

Add a separate title and description per language. YouTube shows the matching version based on the viewer's region.

One video, several markets, e.g. DE and EN.

Prompt template

- go to <http://link.getqr.com/promptyt> or scan the QR-Code



Thanks for listening!



Prompt template