



TikTok and Reels SEO

How to craft your captions
and video to rank higher

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Table of Contents

- **TikTok SEO**
 - What TikTok Looks For
 - Hashtags
 - Video Captions
 - Text Overlay
- **Trending Audio for Instagram Reels & TikTok**
- **Reels SEO**
 - What Instagram Looks For
 - Hashtags
 - Video Captions
 - Add Topic

What TikTok Looks For When Ranking Your Content

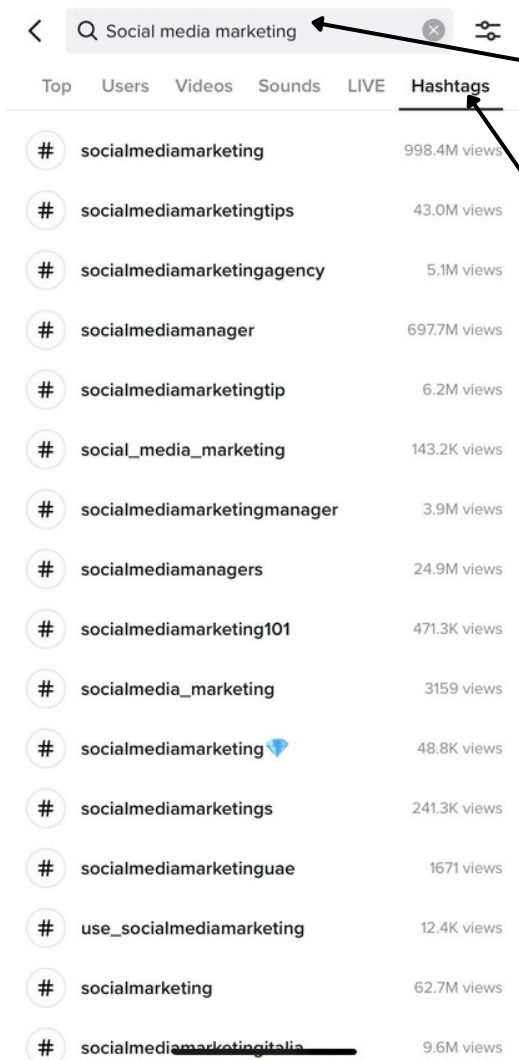
User interactions - This includes likes, shares, comments and who you follow.

Video information - This includes captions, sounds, hashtags, text within the actual video

P.S. - Follower count does not affect your ranking!

TikTok SEO: Hashtags

Where to find relevant hashtags for your videos:



Go up to the search bar in
TikTok and type in your
industry or what your video is
about

Tap over to the Hashtag tab to view the
popular hashtags

TikTok SEO: Hashtags

You can also visit the [TikTok Creative Center](#)

TikTok Creative Center

English ▼ Log in

trending now in Canada ▼

Find what performs well on TikTok and better engage with your audience.

Hashtags
Discover new trends on TikTok through hashtags

Songs

Creators

TikTok Videos

Add industry Yesterday ▼ New to top 100 Q Search

Rank	Hashtags	Trend	Creators	Actions
1	# thanksgiving Food & Beverage ▲			See analytics
2	# happythanksgiving Featured ▲		No related creator	See analytics

TikTok SEO: Video Captions

TikTok now allows up to 2,200 characters for video captions

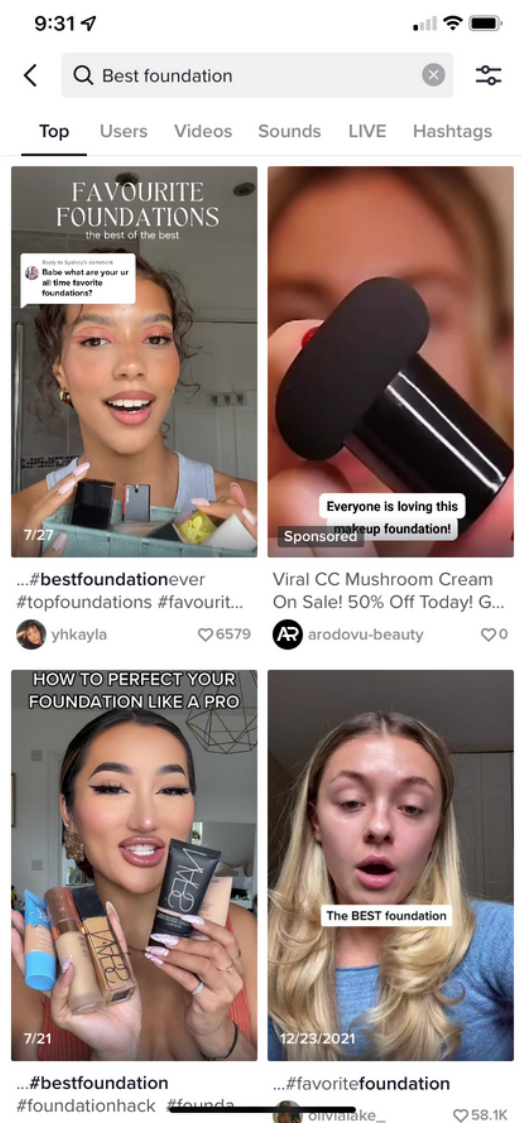
The 2 biggest tips for video captions:

1. Be descriptive without being too long
2. Identify the keywords for your video/industry and include them where you can in the caption

How to conduct keyword research:

1. You can do this right in TikTok by typing in your video topic or industry. You will then see a list pop up with the top keywords
2. You could use a website like [ahrefs](#) which has a free keyword tool

TikTok SEO: Text Overlay



It's important to always put text in your video or on your cover image. Here's an example to the left.

TikTok will pick up on the topic of your video from the text overlay and it will help your video become more discoverable.

TikTok & Reels SEO: Audio

How to find what audio is trending:

HeyOrca's Trending Audio Sheet:

This sheet is updated every week with the latest trending audio and examples of how you can use it.

Scroll through TikTok & Instagram Reels:

If you have some extra time, you can scroll through TikTok, click into the audio from the videos you're seeing and save the ones that are trending (that have been used over 3,000-ish times). On Instagram, the trending audio will have an arrow beside it.

TikTok Creative Center:

The TikTok Creative Center will show you which songs are trending, but these songs may be overly used and may not benefit your video.

What Instagram Looks For When Ranking Your Content

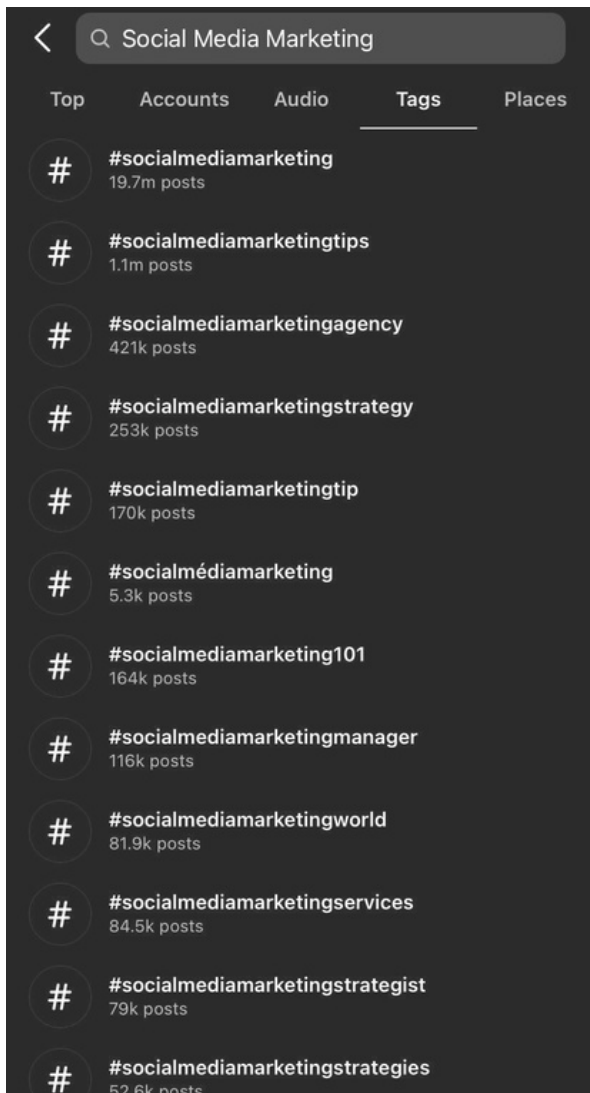
Activity - It looks at if your Reel is gaining engagement such as comments, likes, shares, etc.

Quality - Instagram automatically deprioritizes videos that are low-resolution, blurry or has a watermark. Make sure your video is 1080 pixels x 1920 pixels.

Creative tools used - Instagram also says that it prioritizes Reels that have filters, text and effects from Instagram.

TIP - If you want, you can edit your video in another app, but leave the final touches to be made within Instagram.

Reels SEO: Hashtags



Similar to TikTok, you can go to the search bar and type in the industry you're in or the topic of your video to find which hashtags are trending for that topic.

Instagram has said it is best to only include 3-5 hashtags in your caption.

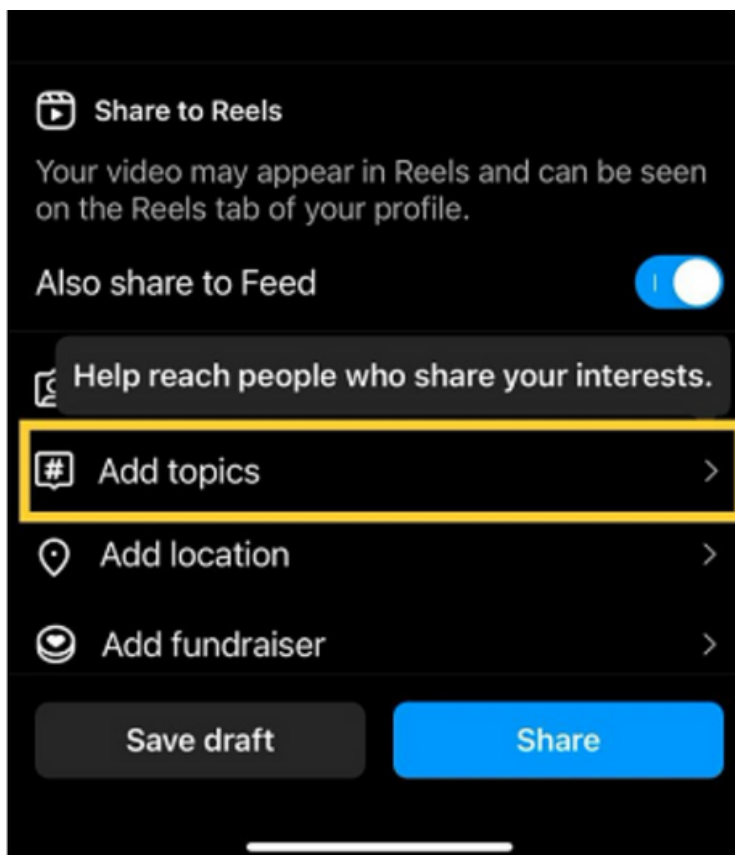
Reels SEO: Captions

The caption limit is 2,200 characters on Instagram.

It's best to fill your caption with as many keywords as you can. Similar to TikTok, you can search these keywords within the Instagram search bar or you can use a keyword finder like [ahrefs](#).

Bonus tip: Put those keywords in the Alt Text as well

Reels SEO: Add Topic



Instagram has a new feature within Reels where you can now add a topic.

This will help Instagram know exactly what your video is about so that it can show it to the right audience. This is an awesome new feature that will help Reels rank higher in the algorithm.

Thanks for reading!

For more free resources, [click here](#).

To join our Social Media Manager Facebook Group, [click here](#).

Book a demo with our team [here](#).

Other related resources:

[Apps that will remove TikTok watermarks](#)

[Instagram Reels Analytics template](#)

[TikTok Analytics template](#)