

## INTRODUCTION

I always want to provide you actionable information. This cheat sheet is sure to help you quickly rank videos, but why the focus on videos? We all know how difficult and unpredictable it can be to rank in Google. We've learned that video is the best hack for search engine rankings due to two statistics. Videos rank easier than normal listings AND they get more clicks. Definitely a win win.

### The Neglected Third

With so much focus on Google and Facebook, sometimes we forget about YouTube. It's ranked as the 3rd most visited site globally (behind Google and Facebook) and currently gets over 3 Billion views per day. By utilizing video we can tap into this massive traffic source while still gunning for the first page rankings. Follow this guide and watch the traffic flow

- THE CHANCES OF GETTING A PAGE 1 LISTING ON GOOGLE INCREASE 53 TIMES WITH VIDEO.
- VIDEOS IN SEARCH RESULTS HAVE A 41% HIGHER CLICK-THROUGH RATE THAN PLAIN- TEXT RESULTS

### STEP 1: DETERMINE WHAT KEYWORDS TO TARGET

Video Keywords - keywords that have video results in google (SUPER Important)

#### Types of keywords that typically have video results

- Reviews
- Tutorials
- How To
- Fitness & Sports
- Funny Videos

#### Long Tail Vs. Broad

If you can combine these, you will get results quickly for the long tail keywords and longer term you can rank for the broad keyword as well. I always start with the longer tail as well, so I can gain immediate traction and build up the authority of my channel.

#### Examples:

Long Tail: Video SEO Best Practices

Broad: Video SEO 24 hour

Jacksonville ac repair

Jacksonville ac repair

**"IF YOU CAN COMBINE THESE, YOU WILL GET RESULTS QUICKLY FOR THE LONG TAIL KEYWORDS AND LONGER TERM YOU CAN RANK FOR THE BROAD KEYWORD AS WELL"**

## STEP 2: UPLOAD AND OPTIMIZE

### Video Optimization

- Replace file name with keyword phrase before upload. Example: video-seo-bestpractices.mp4

### Video Title

- First 55 or 60 characters are seen in youtube search and google search - get keyword in the very beginning and call to action if possible
- If local based business use phone number! Don't even have to watch video to pickup the phone and call.
- Write it like a headline - tip - search google for keyword and look at ads for ideas
- Use primary and secondary keyword phrases if possible

### Don't repeat keywords

- Use every last character available in title
- Don't add unrelated keywords - but don't be shy about adding keywords and words to ensure the title makes sense and add a call to action

### Description

- According to youtube the more words in your descriptions the higher your chances of being discovered by searchers
- 300-600 words (1-2 keywords per 100 words) main key terms before any url Include your keywords at the bottom of your video

### Tags

- Add as many relevant keywords as you can fit in tags

### Category Choice

- Chose your category based upon whats already ranking, don't reinvent the wheel

### **STEP 3: CHANNEL OPTIMIZATION**

1. Open a new gmail account for each niche to use for the channel. Relating to account creation to keep them looking “real”:
2. Subscribe to several newsletters so the Gmail email seems active.
3. Add several calendar events to Google Calendar and add several documents to Google Docs to add more legitimacy.
4. Fill in the Google+ profile with an avatar that seems real, add a description as your ideal customer so you can complete the profile, and post all your YouTube content to the profile upon uploading.
5. Follow at least 30-50 people in the same industry as your videos that are either local or national (depending on the prospect your trying to attract).

#### **Include #1 keyword in channel name**

- Always add Channel Keywords
- Optimize The Channel Bio
- Add a photo that fits your niche
- Add urls to your site(s) and video(s)
- Setup a feature video (your most important video)

## STEP 4: BUILD BACKLINKS

**Don't just get back links, get Embeds too!**

- Blogs
- Web2.0
- Press releases
- Social bookmarking links
- Documents Sharing
- Article directories
- Mention Your Video on Quora
- Yahoo Answers and Other Q&A Sites
- \*\*\*\* In short you want diversified links

## **STEP 5: OTHER YOUTUBE RANKING FACTORS**

### **Watch Time**

- Create quality content that keeps user engaged - quality will range in your niche
- ie: local niches vs. high tech
- Add annotations to your videos that link to your other related videos
- Use in video programming to feature a thumbnail link to your most popular video (add where you lose your average viewer in your top viewed videos)

### **Views**

- Email your list if you have one
- Embed the video on sites that get traffic
- Announce the video on social media sites Total Playlists its added too
- Create your own playlists
- Ask your viewers to create playlists with your videos
- Sponsor a contest to create playlists with your videos

### **Subscribes, Comments & Shares**

- Ask viewers in video
- Ask for in Annotations
- In description
- In comments if they like
- In email ask for after asking to watch

## BONUS TIPS AND TRICKS

### Tactics to Get More Views

- View your video on desktop, mobile and tablet. Make sure to watch all the way through.
- Post the video on social media and ask for opinions.
- Use Fiver - but be natural don't ever over do. A little boost can help but don't go overboard.
- Email your list about the video.
- Link to your most recent video in your personal email where your signature is. People that you are emailing probably like you and will likely watch your entire video
- The Video Leach Method - Notice a channel that shows up in Google dominantly? Use their channel name as a tag in your videos, so your videos get listed as a "related video" for their videos.

### Special Hacks and Tricks

- Use Hangouts vs. videos when appropriate. In my testing they ALWAYS rank better than just uploading a video.
- Using keyword planner.. copy and paste url into the box which will get Google to crawl your video. Use the long naked url.
- Record multiple videos targeting the same keywords so that you dominate them.
- When people comment, you should comment back. This will get you more engagement.
- Fight flags! - If your video is flagged, fight to get it removed.
- Video length - Always check whats appropriate because it changes... With all of my research I think this is becoming a ranking factor too.