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**P.S. This is NOT a free report.**

**You may NOT give it away or sell it.**

Disclaimer and Disclosure:

You and you alone are responsible for the success of your business and the interpretations of the content within this report. The strategies discussed in this report are based on my research and successful implementation. However, this is no guarantee of profit or success on your part. Use due diligence in everything you do online ( and off).

Although I've attempted to keep information in this report as accurate as possible, I do not guarantee that all information is accurate or within the TOS of YouTube or Google. Ordering through any links in this report may result in compensation to me, the author.

**This is what I do online and it works for me, doesn't mean to say it will for you.**

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**HERE'S A SOUND BIT OF ADVICE: REMEMBER YOU ARE NOT REALLY JUST RANKING YOUR VIDEO (ON GOOGLE AND/OR YOUTUBE) YOU ARE RANKING THE PAGE ON YOUTUBE WHERE YOUR VIDEO SITS!**

**THINKING ABOUT IT THAT WAY WILL KEEP YOU FOCUSED ON OPTIMIZING THE PAGE, NOT JUST THE VIDEO.**

1. If you don't already have a YT account and want to start from scratch go and set up a new GMail account. Create a GMail ( and therefore an associated YouTube account) with

your principal Search Term ( or close) as **User Name**.

2. Consider this: once you make some decent money with a YouTube account, created with a fresh Gmail address, you could sell it to someone in the future!
3. If you want to set up multiple GMail and YT accounts I suggest you use the free **Cache Cleaner** software and/or **Jet Cleaner** to clear your 'cookies' prior to logging into each of your accounts.
4. Create **Channel** with your principal Search Term where possible. AND set up your **Channel name**, **Description** and **tags** to reflect what you are promoting.
5. Proviso on that: if you are creating a Channel to promote one type of product or do reviews then yes, get your keyword in there. The alternative long term strategy is to come up with a 'brand' name that viewers will recognize as a trusted source of information e.g. **clivesreviews**

So the difference ( Channel Name) would be either: 'coffeemachines' ( if that is what your are promoting) to 'MrCoffee' to be a bit more memorable or 'KitchenBloke' which would allow you the scope to promote all kitchen stuff. Up to you!

6. Place your **http:** link near or at the beginning of your **Description**. e.g. '**Your Keyword**  
**Find out more now:** <http://xxxxxxxxxxx>
7. Try and get your search term/keyword phrase into your Title twice. But make it readable i.e. not spammy looking.
8. Don't use a raw affiliate link - use a redirect e.g. <http://asite.com/searchterm> or buy a cheap .info domain with your keyword in the name e.g. my-keyword.info and have that redirect e.g. no website just a redirect. I also prefer not to use those 'tinyurl type redirect services like bit.ly. I also like creating 'refresh' redirect script as opposed to a basic redirect see Redirect module in Members Area for more details.
9. Add lots of good relevant SEO text to your video Description ( 500 words+) and get that link in there again, in the middle and near the end. Make it easily readable: spaces, paragraphs, bullet points = easy to read. Don't just stuff it with keywords!
10. Use LSI terms ( i.e. similar related keywords) in your Description - write it like an article.
11. Put your main + 4 other related keywords at the end of your description as 'bullet points' .
12. *Optional:* Link to a high PR site in your description e.g. WikiPedia or similar. To keyword

related page. Remember, I'm treating the SEO on this video as I would on a blog post.

13. Want to know what your competition uses as keywords/tags? In the old days you could see them but, in theory, not anymore. SO go to their video page and 'View Source' - now find this: `<meta name="keywords" content =` and this is where you'll find the 'tags' your competitor uses. The first few anyway.

If the list of keywords ends in .... then that means there are more to see. So, while viewing their videos source code click CTRL F (PC) or COMMAND F (Mac). Now a small search bar appears top right of your screen. Type "keywords" into that search box. You'll see 2 of 2 appear. The first is the abbreviated list the second shows ALL their keywords (tags)

14. Don't just copy all their keywords (tags), pick and choose the best ones that relate to your video and add some of your own.
15. Put individual tags of more than one word "inside inverted commas". Make the first your targeted Keyword Phrase and then break that down into individual words e.g. "lose weight fast", lose, weight,fast - no need to add loads of extraneous stuff i.e. "weight loss" as that search term is not what we are trying to optimize this video 'page' for - it just muddies the waters and tells Google and YouTube we are trying too hard ( remember, Panda and Penguin? Google doesn't like us overdoing it - this applies to your description too!
16. TRANSCRIPTIONS/CAPTIONS: If your video has audio go to:  
<http://support.google.com/youtube/bin/answer.py?hl=en-GB&answer=100078> to find out more. It can be time consuming but well worth the effort. YouTube tries to do it for you but it's usually gobbledegook (nonsensical) but you can download that captions file and use it as a guideline typing the actual content I use NotePad++) then re-upload and use the new file as the Captions file and delete the old one. Name the new transcript file with your search term e.g. *MySearchTerm-Transcript*
17. As Google can now 'read' your audio you need to clearly 'speak' your principal search term in at the beginning, the middle and at the end of your audio/transcript.
18. GEO LOCATION: If you want your video to be associated with an address ( e.g. local business and G+ Local page) go to: Advanced Settings in your **Video Manager** area and type in your chosen address into the **Video Location** box.
19. You could also add a Google Maps link to the local business you are promoting inside your video description and a telephone number in the title.

20. When you upload your video to YouTube make sure your main Search Term is in the file name e.g. *mymainsearchterm.mp4* or *.mov* whatever.
21. I always upload as an .mp4 - Why? Because before I upload I right click on the video, say on my Desktop. In the info window that pops up I click on 'Details' and now I can add a Title, Subtitle, Tags, give it a 'star' rating and add a 'Comment' - so if it was a video for an offline business for example I'd definitely add the business address in the comments section. Lots more stuff can be added too, up to you how much you want to do. All that info I add is 'embedded' inside the file - can't hurt right?
22. Ditto your profile picture: *mymainsearchterm.jpg* and the thumbnail that you have the option of uploading if you've monetized your channel.
23. Add a 10 second outro image to the end of your video showing the link you want the viewer to go to and an arrow telling them to click the link below the video. That way they have time to click the link i.e. 'Take Action' before YouTube shows a montage of 'related' videos ( that you don't want them to watch). Better still add a Call To Action annotation(s) linking to your 'associated' website.
24. COMMENTS: Always 'Enable' comments: Once you've got some good comments ( maybe from some marketing friends) reply to those comments and they'll then 'stick' to the top. That way any adverse comments you might get won't be immediately apparent.
25. Video comments: I generally disallow this in my setting as I don't want my video being hijacked! However it might be an idea to add your OWN video response! That said I'll happily add a Video Comment to a high ranking competitor's page if he/she lets me. That video will be a 30 second one-off response and not one of my regular videos. But linking, via an annotation' to my 'money' video.
26. Also ask your 'Marketing' buddies ( or you do it when logged into another YouTube account) to 'Like' the good comments and replies. But be very careful re liking your own stuff!
27. If you have a group of Video Marketing buddies it will really help you if they embed your video on a page on one of their sites. Google likes videos being embedded as it broadens their advertising reach.
28. You also want people to 'Subscribe' to your channel and 'Like' your video. Nothing wrong with asking them to do that via 'Annotations'.
29. Don't ignore your channel page - get interactive on there too with replies to comments and messaging subscribers etc. It's all about engagement! Link to your Twitter and

facebook accounts, treat your Channel page like a website make it funky and fun - add a BIG description etc. But keep SEO always at the back of your mind. Get some cool background imagery going on!

30. With the new YouTube channel settings you can have an 'introductory' video that sticks to the top. That's a good idea, kind of like a 'Welcome To My Site' type thing.
31. Consider this: Have a bunch of videos ( with different search terms) promoting the same product but each one with nice fresh content i.e. Description etc. will give your Channel some 'weight' PLUS your other videos can be linked to from within the annotations of any video in that channel!
32. Once your video is up then go get the url and paste that to the bottom of your description too. OR a link to your Channel if you are focused on the one niche and all your videos in your channel are relevant to that niche.
33. Once you've a few videos on a Channel you can interlink them IN the video using Annotations - so maybe a 1 minute video could link to a 5 minute 'in depth' video for whatever you are promoting. So you can just concentrate your ranking, SEO, efforts to the first 'teaser review' video.
34. ANNOTATIONS: You want to have a couple of these at least. Get your Keyword in the first transcription and the link you want people to go to. Plus do another with your keyword asking them to click the link below the video.

Don't forget you can also use Annotations to ask people to 'Like' your video / Subscribe to your channel or leave a comment too! Maybe offer a 'free' prize for the best comment every week! Something as simple as a free report. Be sure to announce the winner in the Comments area and follow through!

35. If you are not prepared to do all of the above in one 'sitting' set up your video settings initially as 'Scheduled - set a desired date -' until you've got it all sorted then 'Publish' the video by changing 'Scheduled' to 'Public'.
36. When you visit your video on YT check those videos on the right - find your competitors. Now get their "user name" and add that to your video tags. This should get YOUR video to show up on the right on the 'playlist' when anybody watches THEIR video.
37. Enter your KW related video title into Google Alerts and get informed when a new competitor for that KW makes a video!
38. Claim 'Authorship' of your video by adding the link to the YT video in your G+ profile that you set up for the channel.

39. If you have multiple videos, promoting the same product, link to another of your videos in the description - let's say a RESOURCES section?

What this means is that if anybody, maybe those video marketing buddies I mentioned earlier, embeds the video on a web page you'll get a backlink to your video. Super important if you are creating Web 2.0 properties such as Squidoo pages or Tumblr page to boost your video.

40. Also you can now upload the thumbnail image that appears in the search results. Name the image with your 'search term' and have a BIG text 'Call To Action' in it + if you have the 'know how' an arrow pointing to the right i.e. the link in Google. Keep it clean and easily readable. See members area for 'editable' thumbnail images.

This also helps your videos thumbnail stand out in the 'Related Videos' that show up on the right when people are watching other videos i.e. not yours.

41. PLAYLISTS - Put all your videos that are promoting the same thing in separate Playlists. Optimize the Description of your Playlist.

42. Now 'Ping' your video 'page' use sites like <http://www.pingler.com>.  
<http://www.pingfarm.com>. Ping your 'Channel' page too.

43. G+, Share and Tweet it

44. Optional: create some Web 2.0 properties focused on your niche and add your YouTube link or, better still, embed the video. Squidoo.com, Blogger, WordPress.com etc.

45. Continue, over time, to respond to positive comments.

## **TIPS**

For thumbnails I suggest creating a 1280x720 image to upload which, when scaled down by YouTube still looks funky. Maybe give it a red or green border! A good thumbnail over on the right when a visitor is viewing a competitors video will get you a click - I click on those 'related' video thumbnails on the right all the time, don't you? See members area for samples you can edit and use.

Your channel needs to be monetized and 'associated' with a website, preferably, to be able to add your own thumbnail - but just because your Channel is monetized doesn't mean every video has to be. I don't monetize my videos generally.

Subscribe to other channels in your niche - could help your videos show up on the right when

their videos are viewed. Keep you channel busy, from your side, by favoriting and subscribing to relevant content. Makes you look good!