



How To Get More Free Traffic From YouTube AND Google... By Killing Two Birds With One Stone.

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Here's What To Expect Today

- A very quick overview of why **99% of your video marketing efforts** should be focused on YouTube.
- A 3 minute case study of how a ex-starving college student is **still making money from 4 crappy little videos** that he posted almost 2 years ago.
- And a **point-by-point walkthrough** of your Cheat Sheet and the 15 YouTube Ranking and Discoverability factors
- Plus a quick overview of **what's coming next** in your free **“YouTube Traffic” training** series.

So Let's Get Started...

- YouTube is the second most popular search engine in the world and they love to send your videos free traffic.
- Google is the most popular search engine in the world and they absolutely love to send free traffic to your YouTube videos.
- Google Owns YouTube
- Today I'm going to show you how to "Kill Two Birds With One Stone" by optimizing your YouTube videos so they get more free traffic from both YouTube and Google at the same time (not to mention free traffic from Facebook and Twitter as well).

YouTube IS Video Marketing

Top 10 Video Content Properties by Unique Viewers

Google Sites, driven primarily by video viewing at YouTube.com, ranked as the top online video content property in August with 150.2 million unique viewers, followed by Yahoo! Sites with 55 million, Microsoft Sites with 53.7 million, VEVO with 49.3 million and Facebook.com with 47.7 million. Nearly 37.7 billion video content views occurred during the month, with Google Sites generating the highest number at 13.8 billion, followed by AOL, Inc. with 725 million. Google Sites had the highest average engagement among the top ten properties.

Property	Total Unique Viewers (000)	Videos (000)*	Minutes per Viewer
Total Internet: Total Audience	188,016	37,689,484	1,335.4
Google Sites	150,198	13,772,310	443.4
Yahoo! Sites	55,045	529,006	58.6
Microsoft Sites	53,671	522,426	
VEVO	49,282	595,187	
Facebook.com	47,717	261,212	
AOL, Inc.	45,685	725,166	
Viacom Digital	38,690		
NDN	37,508		
Grab Media, Inc.	29,928		
Amazon Sites	27,874	103,926	16.0

Top U.S. Online Video Content Properties Ranked by Unique Video Viewers
August 2012
Total U.S. – Home and Work Locations
Content Videos Only (Ad Videos Not Included)
Source: comScore Video Metrix

YouTube is responsible for 99%+ of all videos viewed on "Google Sites"

Youtube Viewers spent 7.5 times more time watching videos than Yahoo viewers

YouTube/Google had app'x 2.72 times as many unique viewers as second place Yahoo

- That means **you should focus 99% of your video marketing efforts on YouTube,** especially if you are just getting started.

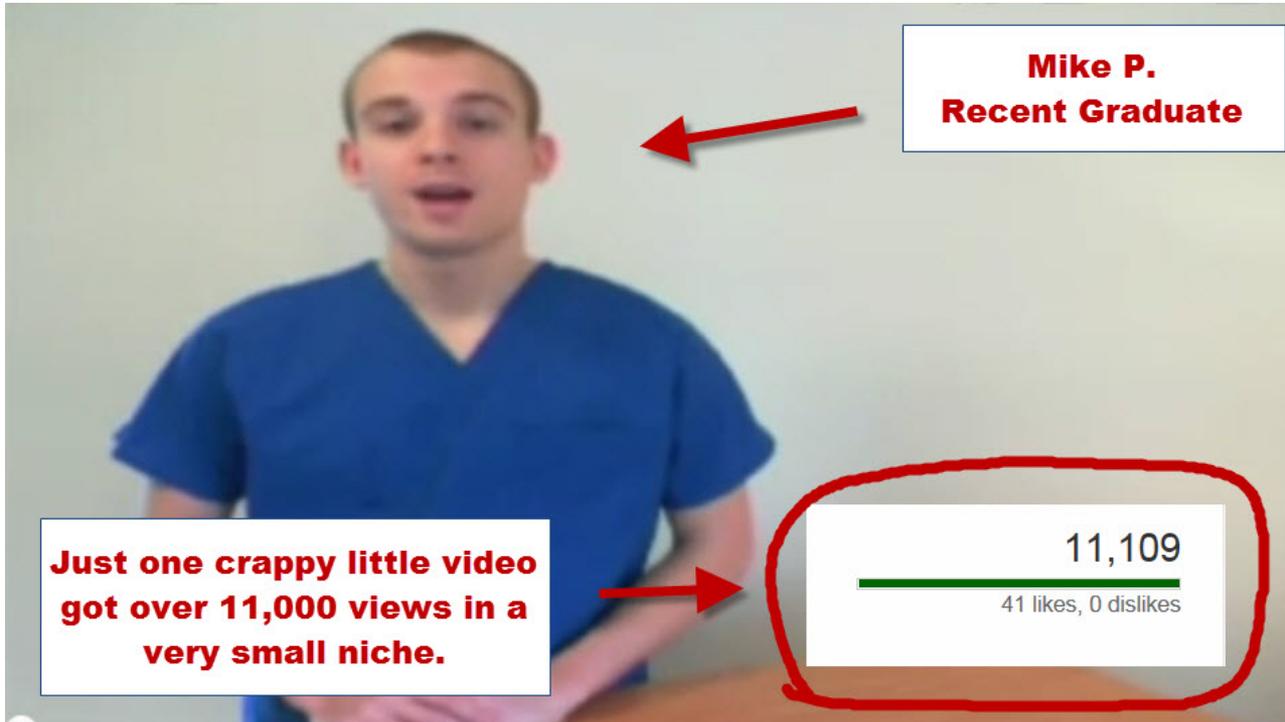
Something Very Important To Remember....

- **Your Main Objective With Video Marketing Is NOT to just get video views.**
- **Your main objective is to get viewers to TAKE ACTION.**
 - Drive traffic to your website
 - Build your list
 - Build your brand
 - Sell your products or services
 - And that's exactly what my training is all about.

Ex-Starving College Student

- I promised him I wouldn't give away his full name or his niche, so...
- Let's call him Mike P.
- He works with us now but had just started with my free training around the same time he started his YouTube "business" a year and a half ago.
- He was selling his **exam preparation** course to a small niche market related to **Medical Professionals**.

Mike's Crappy Little Video



**Over 18,000 Views with 4 videos
(the average youtube video gets 100 views)**

38 subscribers

18,774
video views

Browse videos

Search Channel

Uploads Likes Feed Comments

Hasn't even logged in or added a video in almost Eighteen Months (a year and a half)

Latest Activity

Date Joined

Country

Mar 13, 2011

Feb 24, 2011

United States

7:27

13:44

12:48

9:32

Key #3 Know if it's working

Just 4 crappy little videos that look like they were made with a toddler's fisher-price video camera that had peanut butter smeared over the lens.

Here's The Best Part

- Mike didn't even have a full website, he just a single page for optins.
- Mike **added over 2,000 people to his mailing list.**
- **Hasn't** added a video or **made changes** to his channel or videos **in a Year and a Half.**
- He's **still getting views** to his crappy little videos.
- And he's **still making sales** to this very day...
- Which means **his YouTube Marketing is running on Auto-Pilot** almost 2 years later.

If Mike Can Do It Anyone Can

- **I guarantee you** (and I've guaranteed Mike) that if he went back and **did just half of what I've taught him about YouTube** in the last few weeks alone he'd **Triple His Traffic And His Sales.**

Takeaways From Mike's Story

- You don't need fancy video equipment
- You don't need fancy video editing
- You don't even have to do half of the things I'm about to teach you in order to succeed
- You can't succeed if you never start in the first place... so just get out there and start making videos and **apply a few of the things I'm about to share with you for free.**

Definitions

- **Factors”, but the reality is they are two different things...**
- **Discoverability**
 - Means the ways in which people can discover your videos on YouTube including **YouTube Search Engine** plus YouTube’s **“Related Videos”** and **“Recommended Videos”** feature.
- **Ranking Factors**
 - Things that YouTube looks at when it decides **how high you** should rank in their search engine results

You’ll hear me use both terms interchangeably because it’s easier for me to say “Ranking Factors” rather than “Ranking and Discoverability Factors”

Optimizing for YouTube is **NOT** the Same As Optimizing For Google

- There are **things you can do** that will **help you rank better on both** YouTube and Google... but in general **YouTube's** algorithm is **completely different** than Google's... and fortunately for us... **YouTube's is much easier to influence.**
- Basically it comes down to this... You don't have to worry too much about "watering down" your SEO with YouTube by using "too many" keywords. In fact, using **multiple keywords for each video is one of the secrets to getting more traffic on YouTube.**

15 Ranking and Discoverability Factors For YouTube

1. **Keywords in the Title**
2. **Keywords in the Description**
3. **Keywords in the Tags**
4. **Incoming links**
5. **Time Watched (New)**
6. Total video views
7. Total likes and dislikes
8. Total embeds
9. Total shares
10. Total playlists it is added to
11. Subscribers
12. Total channel views
13. Flags
14. Comments
15. Category choice

The first 5 in Bold are the most important ones, so let's start with those...

Keywords in Title

- Only the first 55 or 60 characters are seen in the YouTube search results so make sure your **front-end load the title with your primary keyword phrase and your “call to action”** or points of interest.
- **Write it like a Headline** so it encourages searchers to click it (so they watch the video).
- **Use your primary and secondary keyword phrases, as many as possible** because YouTube themselves say it’s better to use as many keywords as possible in the Title to **increase your discoverability**.
- **Don’t repeat your keywords** in the title; that won’t help but using different keywords will.
- **Use every last character available** in the title to maximize the chances of being discovered.
- Remember, **don’t “spam” by using unrelated keywords**, but don’t be shy about using as many keywords related to your top as possible and still have the title “make sense” and compel the reader to “take action” and watch the video.

Keywords in Tags

- **Use as many relevant keywords as you can fit in as tags** (including your primary and secondary keyword phrases)
- **Use quotation marks around your most important multi-word keyword phrases** that you wish to rank high for.
- **Also add your primary and secondary keyword phrases without quotation marks to help increase discoverability** for search phrases related to the market that you never even thought of.
- **I generally use quotation marks for multi-word phrases when I really want to make sure I rank high for that particular keyword phrase.**

Tags

Tags

"what is a wingman" how to find a wingman" dating "dating tips for men" "dating tips" "what does a wingman do" wingman dating how to find tips men wing man

Suggested tags: + How-to (Conference Subject) + Male (Gender) + Man (Middle-earth)

+ Way + Good + Advice + Pick + Always + Mobile Device + Person

with quotation marks

Without quotation marks

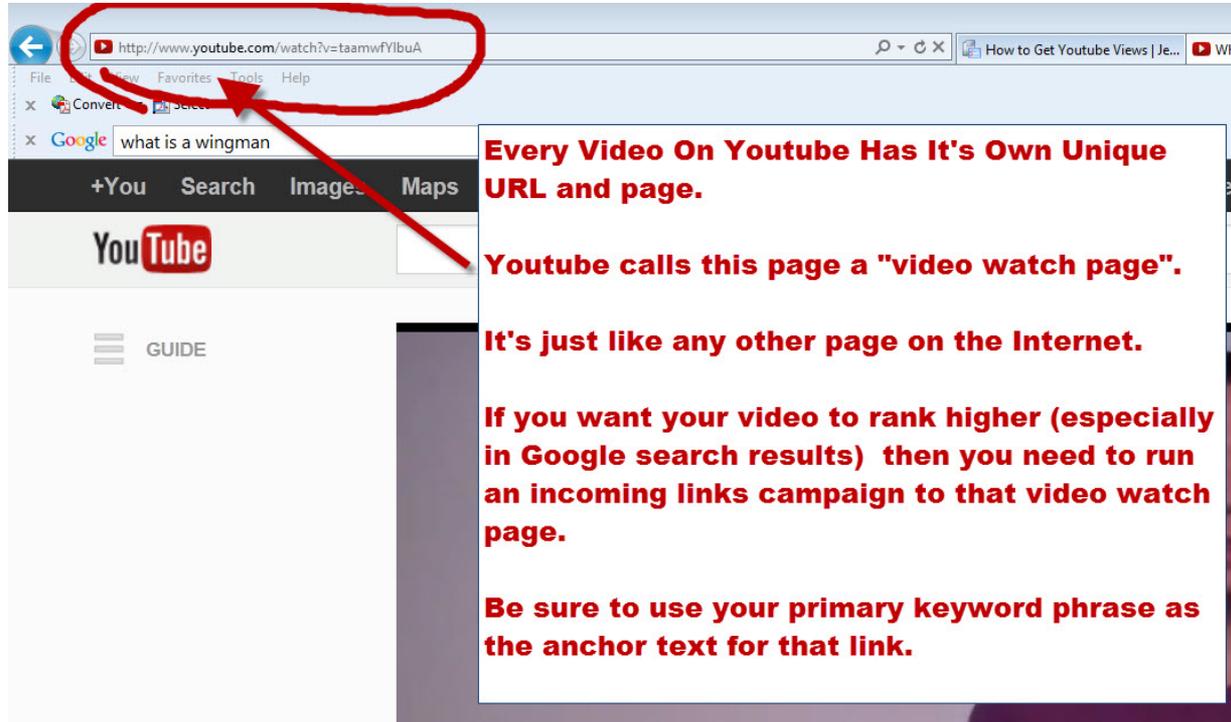
Keywords in Description

- **According to YouTube... “The more words you include in your description, the higher your chances of being discovered by searchers”**
- **That means you should write really long descriptions and try to incorporate every single primary, secondary and related keyword phrase that you can.**
- **Use all 5,000 characters allowed if possible.**
- **Don’t bother repeating your primary keyword phrase multiple times unless you need to, it won’t help your rankings and it can get you banned for “spam” by YouTube.**

Incoming Links

- Without a doubt **incoming links are the most powerful way** to make sure you rank for any one particular keyword phrase, especially for Google.
- So **if you want your video to rank high** for the phrase “Send Me Free Traffic” you need to **run an incoming links campaign** that points to your video watch page on YouTube that uses the phrase “Send Me Free Traffic” in the anchor text.
- **Use a combination of traditional incoming links** like articles, blog posts, forum commenting, etc. **PLUS use Social Media** incoming links as well.
- In the next training video I’ll show you just how powerful this technique can be.

Video Watch Page



The image shows a screenshot of a web browser displaying a YouTube video watch page. The address bar contains the URL <http://www.youtube.com/watch?v=taamwfYIbuA>, which is circled in red. A red arrow points from the URL to a text box on the right. The text box contains the following text:

Every Video On Youtube Has It's Own Unique URL and page.

Youtube calls this page a "video watch page".

It's just like any other page on the Internet.

If you want your video to rank higher (especially in Google search results) then you need to run an incoming links campaign to that video watch page.

Be sure to use your primary keyword phrase as the anchor text for that link.

What Is the new “Time Watched” Factor, And Why Is It Important?

- Designed to “reward engaging videos that keep viewers watching.”
- It refers to the **time your visitor spends on YouTube watching videos in general**, not just your videos but other videos as well.
- That means **it’s no longer just about getting clicks to your videos... it’s about how long your viewers are engaged with videos on YouTube after they click yours.**
- This is how important it is to them...
- They introduced the concept earlier in 2012 and now **use it for “Recommended” and “Related” videos.**
- In October of 2012 they started **using it for their search engine results as well.**
- They just added a **“Time Watched” report to YouTube Analytics**

Time Watched Tips

- **Create quality content that keeps the user engaged.**
- Add YouTube “**Annotations**” to your videos that **hyperlink to your other videos** that are related to your topic, your playlists or your channel.
- Use the new “**In Video Programming**” feature to showcase a **thumbnail hyperlink to your most popular video**. Insert it just before the point where your lose your average viewer in your top videos.

YouTube Analytics/ Audience Retention

Video Geography Date

Video	Estimated minutes watched	Average view duration	Average percentage viewed
1.	23,731	2:05	22.2%
2.	19,428	1:24	18.6%
3.	10,762	0:54	25.1%
4.	8,575	0:22	16.1%
5.	7,505	1:02	16.0%
6.	5,582	1:27	29.0%
7.	2,453	0:55	17.2%

Only top 10 videos available.

1 - 7 of 7

Insert annotations with links to your other videos or inVideo Programming Videos at the point just before you lose your average viewer.

In this example it looks like they lose the average viewer around 60 seconds... so have your annotations or invideo image appear at 50 seconds (as well as other

Annotations

The screenshot shows the YouTube video editor interface. At the top, there are navigation tabs: Info and Settings, Enhancements, Audio, Annotations (selected), and Captions. On the right, there are buttons for 'View on video page' and 'Video Manager'. Below the video player, there are 'Saved' and 'Publish' buttons. The video player itself has a white text box with red text: "Add annotations with links to your other videos... put them when you talk about a related topic in the current video, or near the end of your video (keeps them from clicking away to those 'recommended' videos that YouTube always shows your viewers when your video is done playing)." To the right of the video player is the annotation control panel. It includes a dropdown menu for '+ Add annotation', a time selection dropdown set to [0:00:34.5], a 'Note' section with a trash icon, a text input field containing "Insert a nice 'call to action' here", a font size dropdown set to 13, and a 'Link' section with a dropdown menu set to 'Video'. Below the 'Link' dropdown is a text input field with a red arrow pointing to it, and a label "Paste a link to a Video." Below that is a 'Start linked video at:' dropdown set to 0:00:00.0 and a checkbox for 'Open link in a new window'.

YouTube

Info and Settings Enhancements Audio **Annotations** Captions View on video page Video Manager

Saved Publish

Add annotations with links to your other videos... put them when you talk about a related topic in the current video, or near the end of your video (keeps them from clicking away to those "recommended" videos that YouTube always shows your viewers when your video is done playing).

Insert a nice "call to action" here

Insert a link to your other video here

+ Add annotation

[0:00:34.5]

Note

Normal

13

Start 0:00:34.5 End 0:00:39.5

Link Video

Paste a link to a Video.

Start linked video at: 0:00:00.0

Open link in a new window

“In Video Promotion”

The screenshot shows the YouTube InVideo Programming settings page. The top navigation bar includes 'Video Manager', 'Video Editor', 'Subscriptions', 'Analytics', 'Inbox', and 'Settings' (circled in red). The left sidebar has 'Account settings' (Overview, Sharing, Privacy, Email, Playback) and 'Channel settings' (Channel page, Monetization, Defaults, 'InVideo Programming' (circled in red), Associated Website). The main content area is titled 'InVideo Programming' and contains a 'Featured Video' section. A red callout box points to the 'Featured Video' thumbnail with the text: 'Insert your most popular video with a custom thumbnail designed to get their attention'. Below the thumbnail, the 'Position' is set to 'Top left', 'Display time' is set to 'Custom start time' (circled in red), 'Start time (mm:ss)' is '00:55', and 'Duration (mm:ss)' is '10:00'. A red callout box at the bottom explains: 'You can control when it appears in the video (Custom Start Time), for how long it appears (Duration), and its position in the video when it appears (Position)'. The 'Save' and 'Remove' buttons are at the bottom right.

Secondary Ranking Factors

- Total video views – The more the better.
- Total likes and dislikes – The higher the number of likes the better.
- Total embeds – The more sites that embed your videos the better.
- Total shares – The more shares the better.
- Total playlists it is added to – The more playlists you are added to the better.
- Total Number Of Subscribers – The more the better.
- Total channel views – The more the better.
- Flags – As few as possible. Fight every single flag you are notified of.
- Comments – The more the better.
- Category choice – Choosing the right one matters.

Coming Up Next In Video #2...

- A **more comprehensive look** at the secondary ranking factors and how you can **leverage them to get more free traffic from YouTube, Google, Facebook and Twitter.**
- Specific examples of how you can use my YouTube strategies to drive traffic to an offline business... and why it should matter to you **even if you don't own an offline business.**
- Specific examples of a few **quick and easy tricks** you can use to **increase your video rankings** with both **YouTube and Google.**

Download Your Cheat Sheet

- Be sure to download your “15 YouTube Ranking Factors” Cheat Sheet.
- Download Your Free Copy at:
 - <http://www.TubeTrafficSecrets.com>

What To Do Next

- **Use Your “15 Ranking Factors” Cheat Sheet Checklist on a few of your videos.**
- **Keep an eye out for my next email for more free training**
- **Please leave your comments below, and...**
- **Please share this video with your friends 😊**



Jeff Johnson's

TubeTrafficSecrets.com

Instantly Grab Massive Amounts Of Traffic From YouTube

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