

# **Video #2 of Step 5**

## **Optimizing Your Video's Description For More Free Traffic**

**Jeff Johnson**

# **Here's What To Expect From Today's Video**

- How to avoid the single biggest mistake(s) I see in descriptions.**
- Where to put your most important keywords in your description for both higher CTR and Rankings.**
- What types of “calls to action” should you use in your description, and where you should put them.**
- How many secondary keywords should you use in your description.**

# Why Keywords Are Important!

- **YouTube's Two Main Features For Sending Your Videos Free Traffic**, Their Search Engine And Their “Related And Recommended Videos” Feature, Are Heavily Dependent On Keywords.
- **Their Algorithms Actually Works Better** When You Use More Unique Keywords In Your Title, Description And Tags.

# #1 Rule For Descriptions

- **Use As Many Primary And Secondary Keyword Phrases In Your Description As You Can Fit In There.**
  - Currently you are allowed to use approximately 5,000 characters.

# **# 2 Rule For Descriptions**

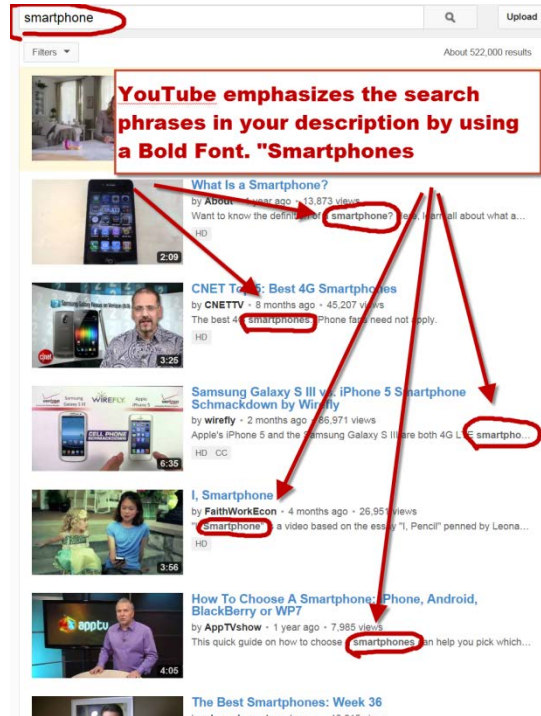
- **Use Your Primary Keyword Phrases Near The Very Beginning Of Your Description.**
  - **It helps increase your CTR and may increase your rankings.**

# Source Code For Video Watch Page

```
<script>var yt = yt || {};yt.preload = ({yt.preload.counter_ = 0;yt.preload.start = function(src) {var img = new Image();var counter = ++yt.preload.counter_;yt.preload[counter] = img;img.onload = img.onerror = function () {delete yt.preload[counter];img = null;};yt.preload.start("http://r4---sn-jvhj5nu-p5qr.c.youtube.com/crossdomain.xml");yt.preload.start("http://r4---sn-jvhj5nu-p5qr.c.youtube.com/generate_204?ip=74.94.237.49\u0026upn=TrIX6jbCoao\u0026sparams=algorithm%2Cburst2Cip%2Cipbits%2Citag%2Csource%2Cupn%2Cexpire\u0026fexp=929303%2C922401%2C920704%2C912806%2C925703%2C925706%2C928001%2C922403%2C922405%2C929901%2C913605%2C913546%2C913556%2C908493%2C920201%2C901632%2C911116%2C901451%2C902556\u0026mt=135532861\u0026algorithm=throttle-factor\u0026burst=40\u0026ipbits=8\u0026itag=34\u0026sver=3\u0026signature=CFE393E3E4A89E0E4B22E3541AFEE42C968320D.A260916856976901122CE084BF780FBD08711550\u0026mv=m\u0026source=youtube\u0026expire=1355351848\u00261.25\u002626cp=U0hUSlNQ19JukNONF9LSlNJOjdqRDVQUl85Ymxn\u0026id=5f7fa3beee586a20\u0026newshard=yes");</script><title>Subject Lines That Will Increase Your Open Rates And Your Click Through Rates - YouTube</title><link rel="search" type="application/opensearchdescription+xml" href="http://www.youtube.com/opensearch?locale=en_US" title="YouTube Video Search"><link rel="shortcut icon" href="http://s.ytimg.com/yts/img/favicon-vfldLzJxy.ico" type="image/x-icon"> <link href="//s.ytimg.com/yts/img/favicon_32-vf1u0MF6x.png" sizes="32x32"><link rel="canonical" href="/watch?v=X3-jvu5YaiA"><link rel="alternate" media="handheld" href="http://m.youtube.com/watch?v=X3-jvu5YaiA"><link rel="alternate" media="only screen and last-modified" href="http://www.youtube.com/watch?v=X3-jvu5YaiA"><link rel="alternate" media="only screen and last-modified" href="http://youtu.be/X3-jvu5YaiA?list=UUN15P3LckdQm-wRDH3W9TBw"> <meta name="title" content="Subject Lines That Will Increase Your Open Rates And Your Click Through Rates" /> <meta name="description" content="These proven subject lines will almost instantly increase your open rates and your click through rates. In fact, you can steal my very best, highest converti..." /> <meta name="keywords" content="subject lines, best email subject lines, great subject lines, email subject lines, email marketing, list building, open rates, click through rates, email, be..." /> <link rel="alternate" type="application/json+oembed" href="http://www.youtube.com/oembed?url=http%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DX3-jvu5YaiA&format=json" title="Subject Lines That Will Increase Your Open Rates And Your Click Through Rates" /> <link rel="alternate" type="text/xml+oembed" href="http://www.youtube.com/oembed?url=http%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DX3-jvu5YaiA&format=xml" title="Subject Lines That Will Increase Your Open Rates And Your Click Through Rates" /> <meta property="og:url" content="http://www.youtube.com/watch?v=X3-jvu5YaiA"> <meta property="og:title" content="Subject Lines That Will Increase Your Open Rates And Your Click Through Rates"> <meta property="og:description" content="These proven subject lines will almost instantly increase your open rates and your click through rates. In fact, you can steal my very best, highest converti..."> <meta property="og:type" content="video"> <meta property="og:image" content="http://i1.ytimg.com/vi/X3-jvu5YaiA/mqdefault.jpg"> <meta property="og:video" content="http://www.youtube.com/v/X3-jvu5YaiA?version=3&list=UUN15P3LckdQm-wRDH3W9TBw"> <meta property="og:video:type" content="application/x-shockwave-flash"> <meta property="og:video:width" content="640"> <meta property="og:video:height" content="360"> <meta property="og:site_name" content="YouTube"> <meta property="fb:app_id" content="8774112430"> <meta name="twitter:card" value="player"> <meta name="twitter:site" value="@youtube"> <meta name="twitter:player" value="https://www.youtube.com/watch?v=X3-jvu5YaiA"> <meta property="twitter:player:width" content="640"> <meta property="twitter:player:height" content="360"> <link id="css-4115735524" rel="stylesheet" href="http://www.youtube.com/watch?v=X3-jvu5YaiA" /> <link id="css-1181818654" rel="stylesheet" href="http://www.youtube.com/watch?v=X3-jvu5YaiA" /> if (window.yt.timing) {yt.timing.tick('ct');} </script> <style></style></head><!-- machid: iYjh3Mw9lnds3ZBVUg0UKFza1BNZ1ubHlGQzF0UuM2eUxFTVHTHUXS2VzVely3SFU2Tn --><body dir="ltr" class="ltr ie ie9 site-left-aligned exp-new-site-width exp-watch7-comment-ui hitchhiker-enabled guide-enabled sidebar-expanded guide-collapsed"><div id="body-container"><form name="logoutForm" method="POST" action="/logout"><input type="hidden" name="action_logout" value="1"></form><div id="yt-masthead-container" class="yt
```

**Search Engines See The Keywords In Your Description Meta-tag.**

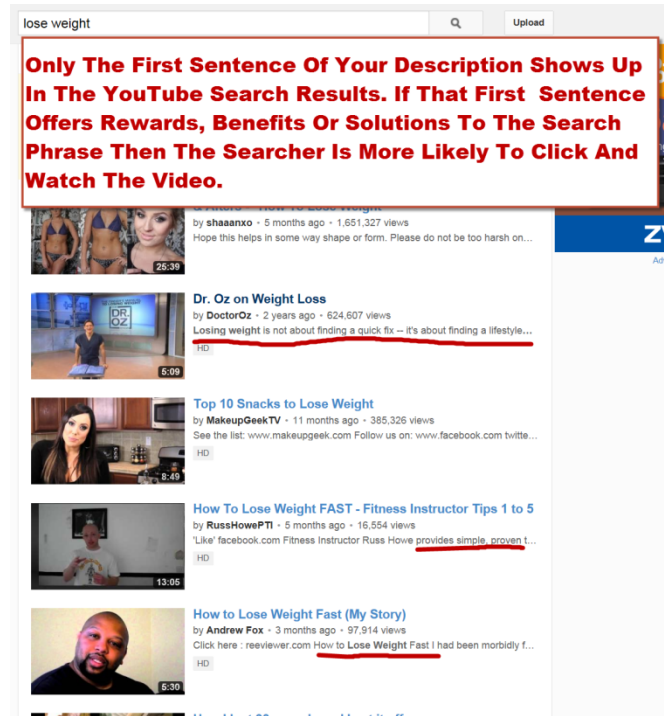
# YouTube Highlights The Search Phrase In The First Sentence Of Your Description



# **#3 Rule For Descriptions**

- **Put Your Best Benefits And Rewards In The First And Second Sentences Of Your Description.**
  - **It helps increase your CTR and I believe it can help increase your rankings.**

# Only The First Sentence Show Up In YouTube Search Results



# **Description Tip!**

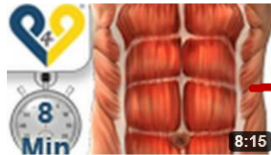
- **Put Your Website Links Or Your Branding later in your description, don't waste your first sentence by putting them in there unless they offer a reward or benefit to the searcher.**



### 8 Minute Abs

by **BROKENxPROMISEZ** • 6 years ago • 14,338,152 views  
www.gettrippedabs.net The Best Way To Get Six Pack Abs Wins

**URL has "reward" of  
"get ripped abs" in the  
domain name.**



### 8 Min Abs Workout, how to have six pack (HD Version)

by **passion4profession** • 2 years ago • 25,397,174 views  
www.passion4profession.net PRESENTS 8 Min Abs Workout, how to have six pack



### Abs workout how to have six pack - Level 2

by **passion4profession** • 2 years ago • 9,523,160 views  
Abs workout how to have six pack: 8 min

**This URL doesn't offer benefits or  
rewards for the searcher. He's  
wasting valuable space.**



### The Truth About Abs

by **scooby1961** • 3 years ago • 2,490 views  
The Truth About Abs In this video I talk

# **#4 Rule For Descriptions**

- **Use Strong Calls To Action In Your Descriptions Near The Bottom.**
  - **Subscribe to your channel**
  - **Watch your playlists**
  - **Leave comments**
  - **Share your video**
  - **Give your video a thumbs up**
  - **Join your mailing list!**

# Calls To Action In Description

That's all of my tips for approaching girls, be sure to check out my other videos for tips on how to get numbers, get a girlfriend, and much more.

**Should have linked to his other videos, his channel or his playlists**

Also, be sure you download the free report on my website. I walk you through, step by step how to approach girls, start conversations, get phone numbers, get dates, and more.

The link is below.

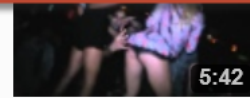
<http://approachblueprint.com/freereport?sig=48>

Category [Howto & Style](#)

License [Standard YouTube License](#)

Show less

**Call To Action To Download Free Report And A Tracking Link**



nappens in  
by TheCJAK47  
1,104,270 views

# Calls To Action

And if you're serious about building huge arms, then check out this video now:

<http://sixpackshortcuts.com/yt/?t=DESC&v=Home-Bicep-and-Triceps-Workout>

In that video I'll show you the most common mistakes normal guys make that prevent them from gaining muscle. And I show you what you can do instead to build the ripped, muscular body women love

If building muscle is important to you, you NEED to see this:

<http://sixpackshortcuts.com/yt/?t=DESC&v=Home-Bicep-and-Triceps-Workout>

Train hard,

~Mike

P.S. Use this link to share with your friends on Facebook:

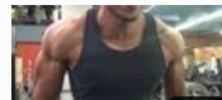
<http://youtu.be/547iye-K8S4>

**Calls To Action To Visit His Site  
and To Share His Video On  
Facebook**



Bubble Butt (aka my Booty) Workout

by blogilates  
42,716 views



"Chest and Tricep Workout" Compilation

by twinmuscleworkouts  
194,957 views



Muay Thai Destruction

by raikoMasato  
6,430,103 views

# Description Tip!

- **Use tracking links in your descriptions so you can tell which videos are sending you the most traffic and the most leads.**
  - Tracks where they go on my site, whether they join my list and if they buy my product.
  - <http://undergroundtraininglab.com/oap>

# **#5 Rule For Descriptions**

- **Don't Be Afraid To Experiment And Make Changes To Your Description!**
  - **You Can Always Go Back And Change The Keywords In Your Descriptions And Re-Optimize Them Any Time You'd Like.**

# #6 Rule For Descriptions

- **Don't Repeat The Same Keyword Phrases Over And Over Again In Your Description.**
  - Use keyword stemming to create new variations of the base keyword.
  - Plurals, prefixes, suffixes, and other qualifiers and modifiers.
  - For example “run” becomes “runner”, “running”, “runners”, “runs”, “fast-runner”, etc.
  - “watch” becomes “watcher”, “Watching”, “watches”, etc.

# **Description Tip!**

- **Write Your Descriptions Before You Upload Your Video To YouTube.**

**The Single Biggest Mistake I See!**

**People Don't Use Enough  
Keywords In Their  
Descriptions!**

# Action Items For Today's Video

- 1. Grab Your “Keyword Optimization Cheat Sheet” From Video #1.**
- 2. Write A 5,000 Character Description For Your Video That Uses Your Primary Keyword Phrase and As Many Of The Secondary Keyword Phrases.**
- 3. Include Your “Calls To Action” For Joining Your List Or Engaging Your Viewers With Your Other Videos.**
- 4. Set Your “Keyword Optimization Cheat Sheet” Aside For Video #3.**

# Coming Up Next...

- **Video #3 “Optimizing Your Video Tags For More Free Traffic”**



## Legal Disclaimer:

**Refer to the Company Terms Of Service and other legal documents, for Company limitations on liability and other important information. Company Terms of Service can be found at our <http://www.tubetrafficscrets.com/> website. The information presented is for illustrative and informational purposes only. Use these techniques and strategies at your own risk. Making Decisions based on any information presented should be done with the knowledge that you could experience significant losses, or make no money at all. You agree that our company is not responsible for the success or failure of your business decisions relating to any information presented. This presentation may contain affiliate links or recommend products or services that Company may have an affiliate relationship with. That means if you buy something from them Company may get paid an affiliate commission**