



Instant YouTube Optimization...

## “How to transform under performing YouTube Videos & Channels”



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This is a cheat sheet for the FREE 23 minute MP3:

[www.payperclicksearchmarketing.com/youtube-seo-best-practices-mp3/](http://www.payperclicksearchmarketing.com/youtube-seo-best-practices-mp3/)

**Need a Comprehensive Video Strategy Review?**

How to get the best out of YouTube Videos,  
Google Video Thumbnail Listings  
and Self Hosted Videos... and more

**[Click for Consultation](#)**

How important is YouTube in the overall marketing mix?

Most marketers either know they *should* be taking advantage of the huge potential that is YouTube.

Or they have tried and have been disappointed with results.... spending precious time that are then abandoned because they *cant get meaningful views or traffic.*

It's like there something just outside their grasp they cant get a handle on.

But the truth is...

**Their channels and videos just lack focussed strategy of optimization.**

Not only in terms of traffic but also how to get those vides to convert.  
When you get both these RIGHT YTube can be a very profitable source of business

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### **What are the first steps to optimize a channel?**

- If its a new channel always try to get you major keyword in the channel name. If however you have an aged or established channel thats often worth more to you than changing over to a new channel with the keyword in the channel name.

- Channels are the equivalent of the home page of a website... while the videos are the webpages.

- So tags (keywords) should be general on your channel page but also include individual specific tags for each video you upload.

In the channel settings there is also an option to make your featured video autoplay... which is important because this increases the number of views.

### **The Importance of Video Titles & Descriptions**

- Probably the biggest single factors of success... and the most overlooked by youtubers.

- The title: Should include the main keyword and be complemented by something that also makes a viewer want to watch e.g. "ABC golf driver - the new breakthrough" (where ABC golf driver is the main keyword)

- The description should include the video script... the keyword appropriately mentioned a few times... and added to by any other relevant information

- But the very first thing you type at the top of the description should be the URL of your landing gape... starting with http:// as this is where you want people to go... and this is where its most visible. But without the http it will not appear as a clickable link.

Its also worth repeating this link at the end of the description.

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## The Best Way to Set up Tags

- Tags are keywords in youtube language.
- Don't be daunted by a high number of views on specific tags. **YOU DONT** need to beat that number of views to compete or even overtake those videos on youtube. If your optimization is better you can outrank videos with more views.
- Tag specifics: Always, always put your keywords in quotation marks... in order of importance. Otherwise they will be listed as single words instead of phrases!  
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## The importance of social media and associated strategies?

- Start off by using software: tube tool box. This invites targeted youtube users to view, friend, comment and subscribe on your video.
- This gets you off to a **faster start**... all within YT's terms and conditions. Depending on your keyword this might be all you need to do to get to the top of YouTube!
- Take advantage of all the social media connections YT has built in. Link your Facebook, Twitter, etc accounts to YouTube
- And also encourage and reply to comments... don't be afraid to be a bit controversial... this stimulates more interest and engagement.
- To protect yourself though set you comments for approval only.

## Other important factors in getting youtube videos optimized

4 things in the main:

### 1) Links (to the channel page)

Links to the channel page = subscribers... plus any comments you make on any other video

2) Links to the video. The Key to bear in mind is you need a lot less links to get to the top of YT than you do Google. Its a factor but its not as important as when you are trying to rank the video in Google in addition to YT.

Build links in the normal way through quality articles comments, etc

3) External embeds of the video. The more sites the better. This is a big factor in how popular YT see the video

4) Social media: bookmarks, tweets and facebook, etc

## YouTube conversion tactics

- Conversion = getting click through to your site
- Landing page link first in the description.
- Use annotations in the video to tell viewers to click the link!
- CTA overlays can be used. To set this up go to: [ads.youtube.com](https://ads.youtube.com)

Incentivize a visit to your site... free report, etc or use a two part video strategy (i.e. to see the second video they have to opt in)

## CONCLUSION:

- This isn't too much work when you consider what it takes to get listed with Google or how much adwords can cost... and is still uncharted territory because so few people know how to optimize their channels and videos properly.
- Meaning: YouTube is wide open for most markets if you know how to optimize your channel and videos.
- There are a of course a lot of advanced ways to optimize more effectively for YouTube... or you may prefer us to do it for you.

**Which is why we are offering a limited...  
all done for you YouTube optimization service at discounted rates  
while we are looking for additional case studies.**

Contact us direct at: [youtube@videotrafficmasters.com](mailto:youtube@videotrafficmasters.com)



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