

“Video Marketing Rockstar”

**Discover How You Can Quickly And
Easily Dominate Google and
YouTube... With Simple Cash
Generating Videos!**

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Now that we've got that out of the way, let's get on with the good stuff!

Let's face it... we all love YouTube. We've spent countless hours watching chubby babies giggle, cats do tricks, and so on.

Perhaps you've taken your love of YouTube to the next level and started your own YouTube channel. It sounded like a great way to boost your business, right?

The only problem is that making videos is only one part of the process. Then you need to move to the next level: getting people to watch your videos.

If you have ever wished you could figure out the secret to make your YouTube videos a success, I have good news. I'm about to show you how to take your YouTube channel to a whole new level.

In fact, if you follow these simple step-by-step principles, your YouTube video can be on the first page of Google and YouTube within days.

Did you know that YouTube is the second largest search website on the entire Internet? YouTube gets more daily searches than Bing and Yahoo. In fact, there is only one search engine that gets more action.

You probably already guessed it! That's right, it's Google.

Of course, you may already know that Google actually owns YouTube. Because they are operated by the same folks, you can enjoy some pretty amazing rewards from both if you play your cards right.

But before we get too deep into the relationship between

YouTube and Google, let's get back to the basics and make sure you have a good understanding of how YouTube works and how you can use it to your advantage.

YouTube Is The Future Of Internet Marketing

If you want to know how to optimize your business for the Internet, the key is to stay ahead of the trends. If you can predict the future of Internet marketing, you can beat your competition to a great marketing strategy and enjoy success while they are still figuring out how to catch up.

That's why YouTube is crucial. Video is going to be the future for Internet marketing and many people predict that at least 90% of web traffic is going to be video based.

Right now, 60 hours of video is uploaded to YouTube every minute. That means 1 hour of video goes up every second! Obviously, people are crazy about YouTube!

The growing industry of online video is nothing to be laughed at. Sites like Netflix and Hulu are pulling in mass quantities of people too.

Many people are abandoning cable television or expensive satellite programming in favor of watching their favorite shows and movies online.

With that in mind, YouTube marketing is a safe strategy to make sure your website gets ultimate visibility both now and in the future.

Google and YouTube

Chances are that your competition is still worrying about how to get their website to hit the #1 spot on Google searches. But here's the thing... you can grab a top spot with an amazing video and you can do it with much less effort or expense.

Remember, Google and YouTube are friends! They work together so you can harness the power of this team and make it work for you.

When you start using YouTube properly, you will see a huge rise in your rankings with Google and it won't take long. In fact, it could happen almost overnight.

Imagine what it would be like if you could not only rank #1 on Google, but have a video that ranked #1 on YouTube too? You would now control prime real estate on two of the most popular search engines in the world!

So let's get started...

Unwrapping the Anatomy of YouTube

There are two basic parts of YouTube: **channels and pages**. If you want to be successful, you have to know the difference.

YouTube works as a secondary website and the channel is your homepage.

Each video you make is a secondary webpage.

By **adding more videos, you strengthen your channel.** You want your channel to be as strong as possible so that your site will rank higher.

So how can you beef up your YouTube channel? Here are a few principles to guide you.

Keep It Relevant

If you want your YouTube channel to have authority in your niche, **make sure your videos are relevant.** For instance, if your website focuses on dog training, don't post random videos about gardening. **If you are working on multiple niches, create a separate channel for each one.**

Mixing up a ton of unrelated videos on one channel is a recipe for YouTube disaster. No one is going to know what your channel is about, what purpose it has, or why they should care what you have to say through your videos.

You've got to be relevant to build authority. You've got to build authority to rank high on Google. **So rule #1 is to keep every video relevant.**

Call to Action

We've all stumbled on those videos where someone is rambling about their products with **no clear call to action.** It's painful, isn't it?

Don't be one of those rambling YouTube rookies. Instead,

think about the purpose of your videos before you ever make them.

What are your goals for this video? What do you really want to accomplish?

For most of us, the purpose will be to grab new readers for our websites. The video is supposed to be a little sample of the great information your website offers. You want to whet their appetite and guide them to move to the website and buy your products or subscribe to your updates.

Ask For What You Want

There's no need to make it a guessing game for the people who view your YouTube video. Tell them exactly what you want. You need a CLEAR call to action in every video.

You can do this in a few ways. The easiest method is to mention the link to your website listed in the video description. Ask your viewers to click it and check it out.

Go a step further and mention the awesome benefits they will enjoy by opting in to your list.

When someone visits your website from YouTube, you are already at a clear advantage. These are not blind searchers. They have purposely clicked to your website because they are interested in what you have to offer.

Take the time to track where your traffic is coming from. Your YouTube traffic will convert at much higher rates than organic search traffic. Just check the stats and see for yourself!

Make The Sale

YouTube is not just for giving objective information to viewers. You can actively promote your products and ask people to buy them. There is no reason that you should avoid asking people to buy your merchandise.

In fact, you should make it very clear what people need to do to buy your product. Point out the link that will take the viewer to an order form. Make it easy for them to buy your products and they will buy them more often.

Maximize Your Affiliate Sales With YouTube

For many of you, your online business is based on affiliate marketing. This is a huge industry with unlimited profit potential. Utilizing YouTube is a quick way to add a lot of momentum to your affiliate marketing campaigns.

You can use YouTube in several ways to maximize your affiliate earnings. Here are a few simple ideas.

1. Target “Product XXXX Reviews” Keywords.

These keywords usually get a low volume of traffic but...they convert like crazy as you're in front of people who already know the product and they're ready to pay for it!

2. You can also target “How To...” Keywords.

“How to” keywords usually have lots of searches and you can use them to introduce the affiliate product that you’re promoting.

3. Offer a Bonus to Those Who Buy Through Your Affiliate Link.

This is powerful and it will help you to boost your sales.

And some platforms like JVZoo and WarriorPlus allow you to automatically deliver the bonus automatically to those who buy through your affiliate link.

My Video Is Done... Now What?

After you finish creating your video, it’s time to move on to the next step. Now it’s time to optimize your video and make sure Google loves it.

1. Use The Keyword In Your Title

Choose your video title carefully. Take time to research your keywords and use them in every possible way. When you save the raw video, save it as your keyword phrase.

For instance, if your keyword is “make money online”, save your video as “makemoneyonline.avi”.

It might seem like an unnecessary step since YouTube doesn't publish the file name, but it's important. While viewers won't see it, YouTube does and it makes a difference in how you rank.

Next, create your video's title and use the same keyword phrase again. If you want to really rank high, you need to use a secondary keyword in your title too.

I like to use a slight variation of my primary keyword for the secondary keyword. For example, "Make Money Online – Making Money Online Quickly".

It might sound redundant, but YouTube loves it and it will also help you to rank higher.

2. Use The Right Tags

The best strategy for choosing your tags is to copy the competition. Find the most popular videos in your niche and then use the same tags.

If your keyword is "parrot training", enter that phrase into the YouTube search bar. Then check out the top ranked videos and copy the relevant tags for your video.

These tags are already proven and you know that Google recognizes them as most important for your topic because they are ranking at the top.

3. Write An SEO Friendly Description

When you are creating the text for your description, it should include your link near the beginning. This makes it easy to find.

Don't forget to include <http://> so that it becomes a working link! Beyond the link, your description text could really be identical to your script.

Your script should have already contained many of your keywords naturally, which Google loves. Using a variety of related terms results in a higher quality score from Google. This means you rank higher!

The last step to the perfect description happens after you press "Publish". Once your video is live, go back and edit your description and add the YouTube link to the video at the very end of the description.

It might seem pointless, but it is actually really important. There are countless software programs, scripts and tools that scrape videos from YouTube every day, so the users can add content to their own websites and blogs.

By adding your YouTube link to your video you gain a valuable backlink each time your video is posted online by somebody else using one of these tools. This will help you rank much faster on Google and YouTube.

Don't Forget To Add Annotations

YouTube gives you another opportunity to cash in on your video viewers by adding simple annotations and captions throughout the video.

I personally only add one annotation to each of my videos and rarely add any captions.

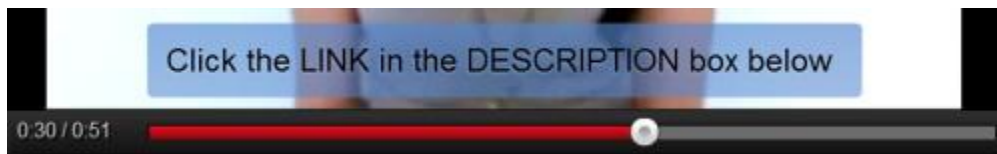
Adding an annotation is very easy to do. Just click "Edit"

on the video you want to edit. Then click “Annotations” in the menu bar. Next click “Add annotation” and choose Note.

Now just enter your text. I like to use font size 16 with either white or black text. I choose the most appropriate background color based on the colors in the video.

I always start the annotation around 30 seconds into the video and usually I'll have it remain on the screen until the video ends.

Here's an example of one of my annotations:



Complete The YouTube SEO Process

By now, you have made an amazing video, uploaded it (with a keyword rich file name!), titled it, tagged it, described it, and linked it. Now it's time to finish up with off-page SEO.

Fiverr Provides SEO In A Hurry

If you don't want to wait around for months to see some real traffic to your video, Fiverr can help. In fact, you can often rank on the first page of Google in as little as 24 hours with the help of Fiverr!

There are several experts on Fiverr that know how to rank a

YouTube video almost instantly. For \$5, an expert will help you to get lots of relevant backlinks to your videos.

There is one important thing that is VITAL in this step. If you mess this up, you're wasting your time and money.

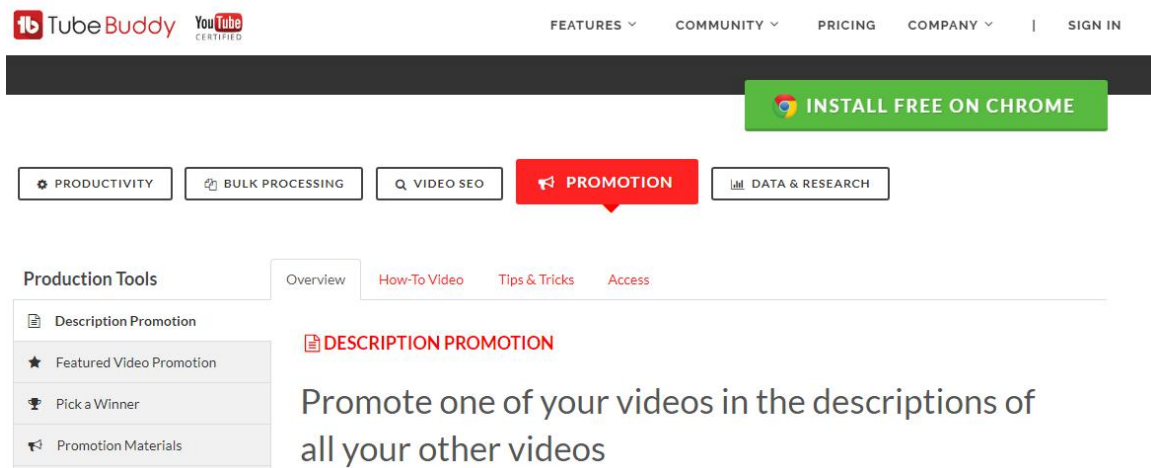
Make sure that when the Fiverr expert submits your video, it includes your description along with the link back to your YouTube video, not your YouTube channel or website.

This insures that you are getting relevant, useful backlinks that Google will appreciate, resulting in quickly increased rankings for your video on YouTube.

Take a Look at TubeBuddy.com

This website is awesome and it has so many cool features that it would take a lot of time to describe them here.

Here's the url: <http://tubebuddy.com>



It's great for video management, for SEO + more.

Automate Tons of Things with IFTTT.com

Ifttt.com is a website that allows you to promote your videos (or any kind of content) without wasting your time.

Here are some IFTTT that will surely help you for your vide marketing efforts.

<http://tubularinsights.com/7-ifttt-youtube-recipes/>

Tying It All Together

You have officially acquired all of the knowledge and resources you need to make incredible YouTube videos.

When you take advantage of this knowledge, you can enjoy tons of traffic with very little time invested. Stop spending thousands of dollars and unlimited hours chasing old school SEO methods.

It's time to let YouTube do all the hard work for you. By using the information you just learned, you can create an engaging video, optimize it for SEO, and get it to rank on the front page of Google and YouTube.

This simple strategy continues to work over and over in

literally any niche market. It can work for you too. You just need to take ACTION.

So what are you waiting for? It's time to become a YouTube power player!

Set a goal to make at least one video this week. Just like anything else, the more you do it the better you get. I personally try to upload at least one new video each week. If I have time, I upload more videos.

Each video I upload to YouTube generates more and more traffic for me on 100% autopilot. The videos also produce a nice passive income that continues to rise.

It's truly one of the easiest ways to get targeted traffic and to put money in your bank account.

I do hope you'll put this to good use. I know how easy it is to get distracted by the never ending stream of product launches and “secret techniques”.

Just keep it simple and stay focused.

Video marketing is evergreen. You can count on this to continue to work well into the future.

Best of luck to you!