

Hey and Welcome to the Game...

My name is Derek Pierce and I help online marketers drive targeted traffic from the search engines.

And what you hold in your hands is my *Video Ranking Blueprint* - a shortcut if you will



to drive Youtube videos to the top of not only Youtube but also the #1 Search Engine in the world - Google.

This has worked for me and my clients and I know it will work for you too.

It's super simple and has a very low cost.

Traffic equals money and this shortcut will get you laser targeted traffic and more eyeballs to your affiliate offers, for your local clients or for just boosting your overall traffic.

This is a quick read with a lot of pretty pictures (just the kind of stuff I like!) Since you're now on the inside, I want to invite you to a special Training Workshop to help you get the most of your Video Marketing. Simply, register for the Free Webinar I'm holding by going here

http://www.TrafficDiesel.com/vrb

KNOW THE LANDSCAPE



Knowing the landscape is really simple.

In a nutshell, you're looking at what Google is serving up in the search results.

After all, Google is looking for the best user experience, so naturally they're going to serve what they feel the user is looking for in their top 10 results.

And these results will vary depending on what the search is.

In some instances, you'll see images displayed, videos displayed, press releases displayed and shopping items displayed.

The reason?

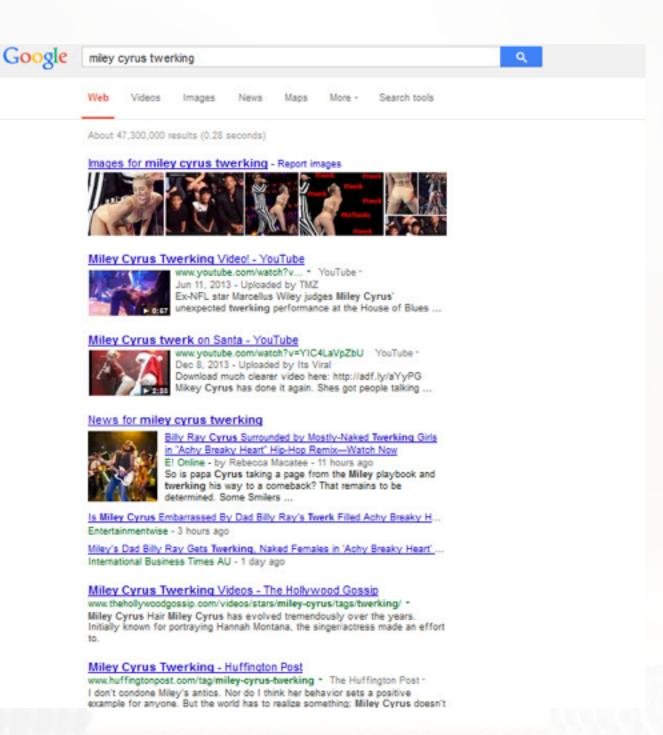
Google is essentially guessing what the user would prefer.

Knowing this can save you weeks of frustration of trying to force a video in the top results, when it may in fact be easier to rank something else.

I call these the Chameleon effect because we're just blending in with what Google is looking for.

Let's look at an example...

See the search results below



Don't get sidetracked on me now...

Just notice the search results are primarily video and images.

Now, let's look at something completely different



Maps Shopping Videos News More - Search tools

About 1,790,000 results (0.46 seconds)

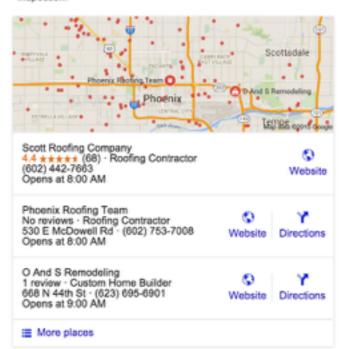
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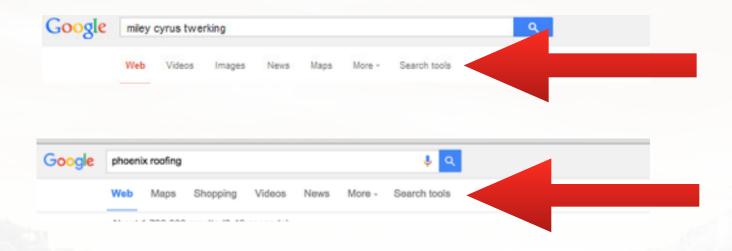
Now as you can see in this local example, there's no videos on Page 1.

None on Page 2.

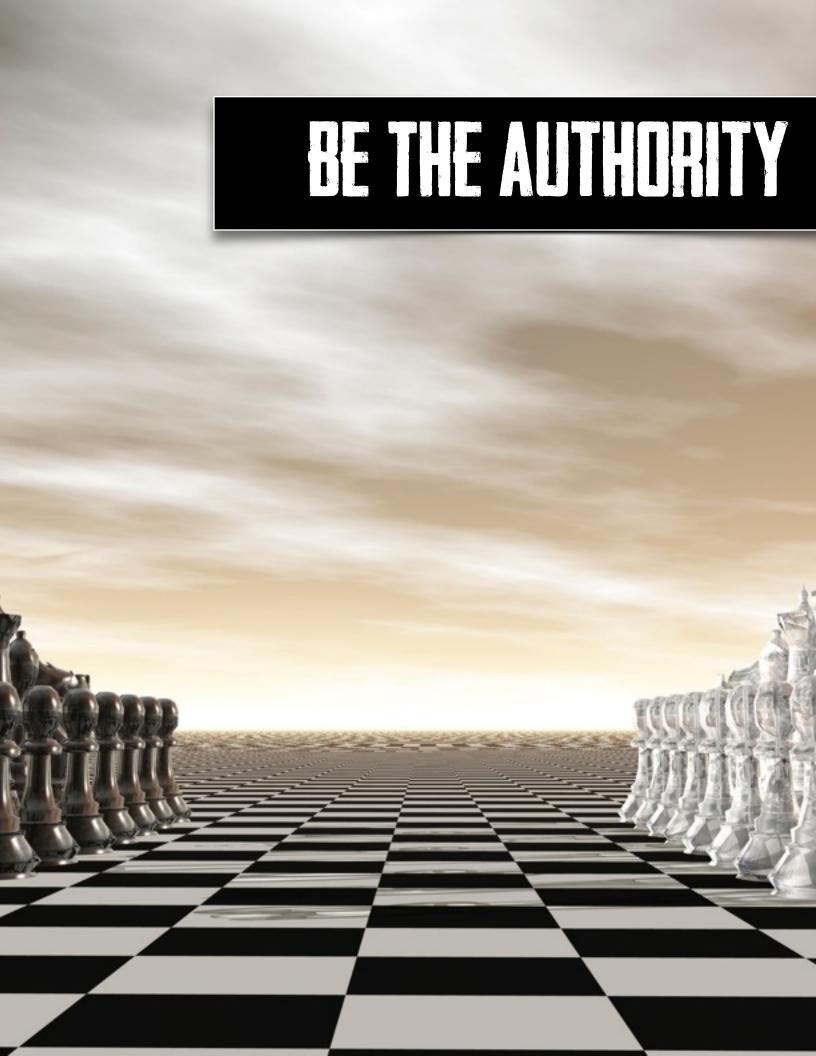
You don't find a video in the results until you get to page 7.

And you notice the local pack is taking up several spots.

Take note of the tabs - they're even in different order depending on the searches



However, with all that being said if I was working with a Phoenix Roofer, I would still use video to rank for longer tail keywords that may not be as competitive as the result above.



Google and Youtube reward authority.

And authority is very easy to create - you simply create content, so in this case you'd create videos.

A lot of videos. The more - the better you'll rank.

Forget being perfect.

If you're not making the money you'd like, then chances are you've got more time.

So, use the time you have to create a ton of videos.

Take a few minutes to research your market to find the big players in your space.

Chances are, you already know who they are.

Now, take a look at their videos.

Make a running list of all their videos - this is your idea bank to use for your video creation.

Your videos should be 2-5 minutes in length. Short but long enough to get your point across.

Once you create your list of ideas, shoot all your videos in one sitting. You can always edit later.



On page optimization is just a fancy word for your title, description and tags.

The best thing to do, is go to Google and Youtube to see what's currently ranking in the top.

And take note of the title, description and the tags.

Don't think you have to reinvent the wheel here because Google is already ranking these - so use what they give you.

Optimizing Titles

Since the title will be seen in the search results, make it something that will encourage the viewer to click when seen in the search results and include your keyword in the title.

For example, here's a few titles I've used:

Uncensored {Product Title - Keyword} Review
The Complete {Product Title - Keyword} Review
Exposed {Product Title - Keyword} Review and Bonus
Controversial {Product Title - Keyword} Review and Huge
Bonus

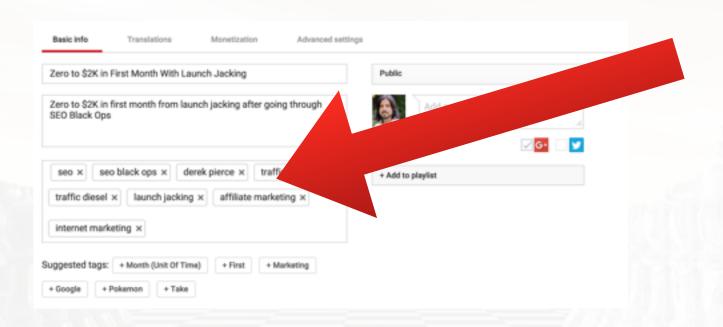
This will give you an edge because it invokes a bit of curiosity.

Optimizing Descriptions

Here, I'll include a nice article about the topic, typically 300-500 words will do just fine with my keyword and variations of my keyword plugged in naturally into the article.

Tags

Tags are your keywords to help Youtube and Google know what your video is about.



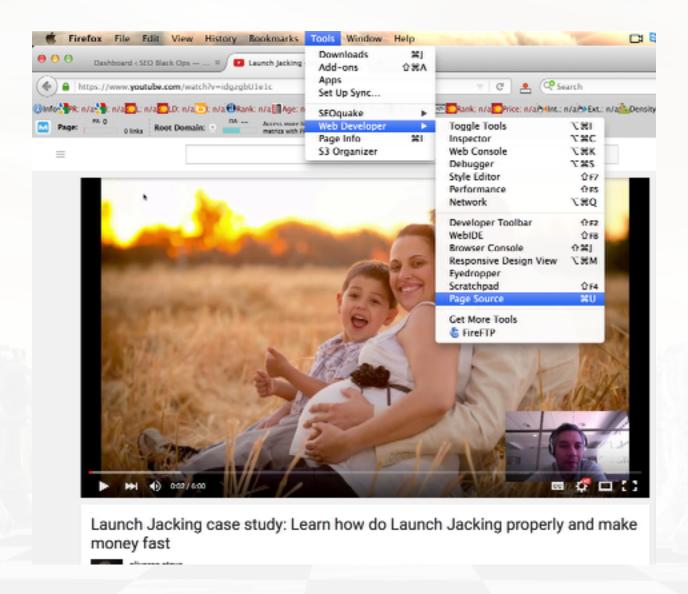
So, here's what to do.

Do a search for your keyword in Youtube or Google.

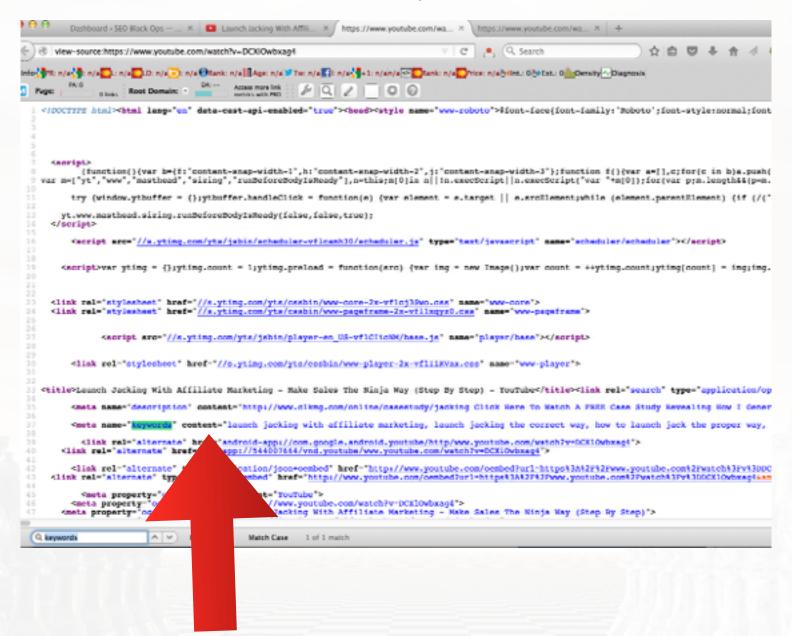
Then click on the top listing for your keyword.

Once you land on the page, look at the source code.

For Firefox users, its Tool —> Web Developer —> Page Source as shown below.



Now, once you're on the page source, Click Edit —> then Find and search for the term keywords



These are your tags to use for your video...

Now, let's move on to the Off Page Optimization...



OFF PAGE OPTIMIZATION



Off page optimization is what's going to make your video fly to the top.

If you're in a very low competition niche, you'll often see where the video will rank without any off page.

However, for those tougher markets, this is where you'll need to focus your efforts.

Off Page Optimization is summed up by 2 things - Backlinks & Embeds.

A backlink is a hyperlink to your video.

Embeds are when your videos are being shared across the web.

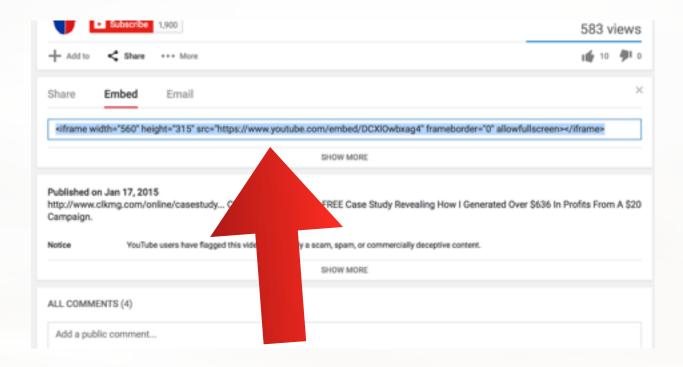
Google and Youtube want to see your that you're video is popular and worthy of being linked to and shared.

The more quality links and embeds, the higher your video will rank.

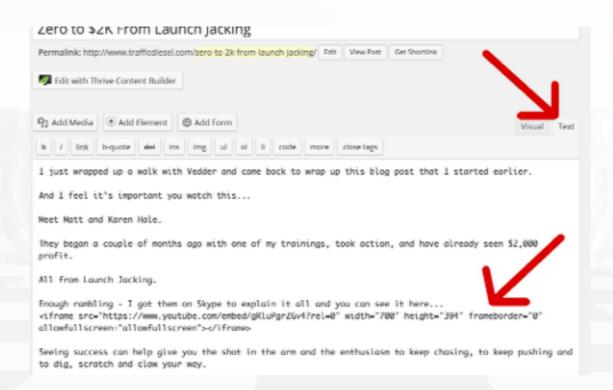
First things first.

As soon as you publish your video, the first thing you want to do is share it across your multiple channels.

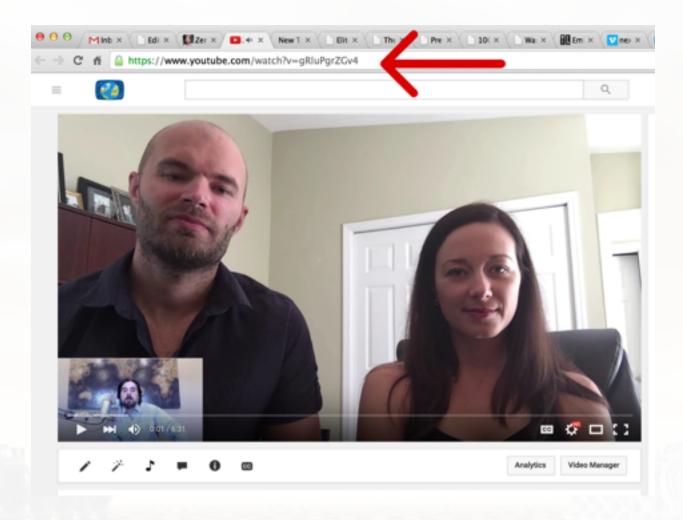
First, embed it on a blog post



Simply grab that embed code and insert the code as a new blog post as shown below



Next copy your url of the video and share across your social channels like Google +, Facebook, And Twitter to name a few.



Now, this is just the start.

You'll need to step up your backlinking with Social Bookmarks, Embeds, Sharing across Web 2.0 properties and your Private Blog Network.

Here's a few that you can start publishing content and sharing your videos...

Wordpress.com
Blogspot.com
RebelMouse.com
Weebly.com
Medium.com

That's just a few - there's actually hundreds of these and we use software for links and embeds.

The best part about using Youtube is that you can be more aggressive with your linking.

This blueprint was to get you started with the basics and to help get you started...

Since, you've went through this I want to invite you to a special Next Level Training 6 Figure Workshop to expand on these strategies to take your SEO to the next level.

Click Here to Register for Your Free Training



Derek Pierce