

Get Free Traffic Using Google AND Youtube As One Traffic Engine

Today I'm going to show you exactly why

1. Your video marketing efforts should be focused on YouTube (and other video sharing sites)
2. How video can be used as a set and forget marketing machine on steroids!
3. How videos can dominate Google search for local markets, affiliate products, physical products, and even your own business or your own how to products.
4. I am also going to show you a really awful video that gets incredible traffic and could have earned the person that uploaded this video 10's of thousands of dollars!
5. And today I am going to show you the first 5 of my 17 YouTube Ranking and Discovery factors
6. Plus a quick overview of what's coming next in your free video traffic training series.

<http://whoisjohnrobbins.com>

[Local Video Marketing Traffic Course](#)

Guess we had better start there's a lot to go through

Google is the biggest search engine and YouTube is the second biggest search engine on the planet, and of course Google is the most visited site, Facebook is the second most visited site and YouTube is the third most visited site on the internet today, and we can use all three sites to drive traffic

Google owns YouTube but not Facebook or Twitter and Google just loves love to send free traffic to YouTube videos, (guess that makes a lot of sense) and a little more about Facebook and Twitter later in this free training series

Now it's time to show you how to get traffic from both Google and Youtube by optimizing your YouTube videos so they get lots of free traffic from both sites at the same time (not to mention free traffic from Facebook and Twitter as well).

Video Marketing With Youtube Yes It All Starts There

comScore Releases September 2012 U.S. Online Video Rankings

Maker Studios Inc. Climbs Into #3 Position in YouTube Partner Channels Ranking

BOSTON, VA, October 29, 2012— comScore, Inc. (NASDAQ: SCOR), a leader in measuring the digital world, today released data from the comScore Video Metrix service showing that 181 million U.S. Internet users watched more than 39 billion online content videos in September, while video ad views totaled 9.4 billion.

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 September with 150.3 million unique viewers, followed by Yahoo! Sites with 57.4 million, AOL, Inc. with 53.8 million, VEVO with 50.3 million and Facebook.com with 46.4 million. More than 39 billion video content views occurred during the month, with Google Sites generating the highest number at 13.1 billion, followed by AOL, Inc. with 741 million. Google Sites had the highest average engagement among the top ten properties.

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

Property	Total Unique Viewers (000)*	Videos (000)**	Minutes per Viewer
Total Internet - Total Audience	181,411	39,205,895	1,399.0
Google Sites	150,267	13,123,295	419.1
Yahoo! Sites	57,385	488,525	49.1
AOL, Inc.	53,806	741,267	39.4
VEVO	50,296	568,787	38.7
FACEBOOK.COM	46,437	233,223	13.6
Grab Media, Inc.	41,027	257,138	44.2
Viacom Digital	40,919	362,148	44.1
NDFI	40,470	422,914	75.1
Microsoft Sites	36,721	176,505	42.0
Amazon Sites	31,157	100,728	12.8

*A video is defined as any streamed segment of audiovisual content, including both progressive downloads and live streams. For long-form, segmented content, (e.g. television episodes with ad pods in the middle) each segment of the content is counted as a distinct video stream. Video views are inclusive of both user-initiated and auto-played videos that are viewed for longer than 3 seconds.

Related Products

Video Metrix

comScore Video Metrix provides the transparent, end-to-end video measurement required to ensure scalability, growth and success in the online video marketplace.
[Learn More](#)

Youtube gets 95% of all videos viewed on Google sites including Google+

Youtube viewers spent 400% more time viewing video than Yahoo and AOL combined

Yahoo gets only 38% of the unique video views of first placed Google which is predominantly Youtube Video

And look at poor old Microsoft once the Giant of the internet.

Don't you think that is a great indicator that we should focus our video marketing on Youtube?

Well I think anyone who wants to market with videos should and you definitely should, especially if you are new to world of Internet Marketing.

Now here's something that I want you to bear in mind now and remember forever!

The objectives of Video Marketing certainly isn't to just get lots of views (although I'm sure you will agree that that is a great thing to do)

The real objective is to drive sales to your website or your product, or maybe even an affiliate product 😊

This in turn will facilitate several options about what to do with that wonderful traffic that we can get from YouTube Videos.

You could use it to build your list (send traffic to a squeeze page or opt in page)

You could use it to build your brand (John Robbins online for example)

You could use it to sell other peoples products or services

Or you could use it to sell your own products and services

And this is precisely where this training and my training packages head for, you see driving traffic to affiliate products is great, and I do it myself with great results, but there is nothing quite as rewarding as driving traffic to your own products and selling directly without having to pay affiliates to do it for you.

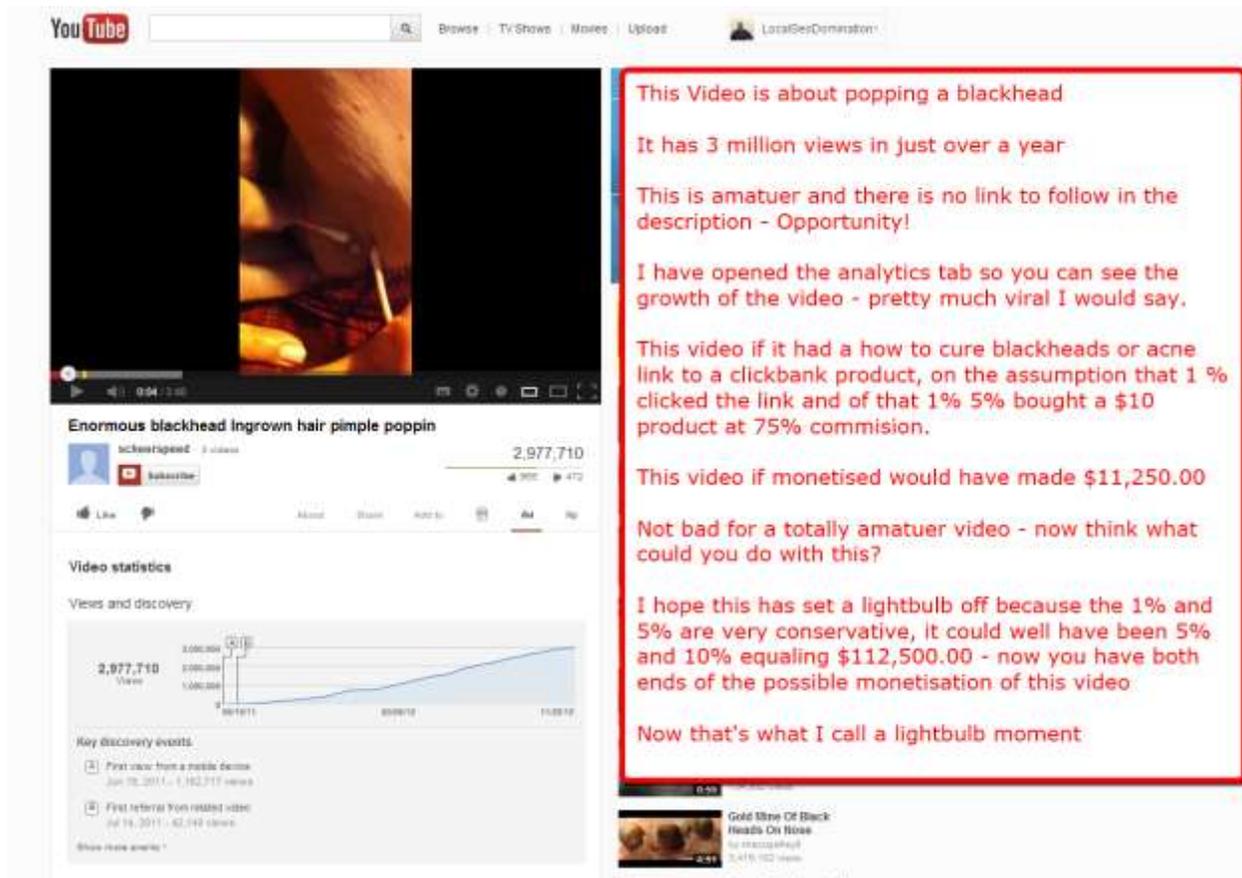
That really rubbish video I told you about earlier, and believe me its absolute crap (excuse)

Now I promised I would let you see a real stupid rubbish video that could make you very rich

Now let's think – how about a rather nasty blackhead – how does that sound?

This person has absolutely no idea of the potential of what he or she has uploaded to YouTube and I can't be bothered to contact this person to ask them put a link on this video, so I will give YOU that opportunity.

Now here is that crappy little video that could have earned thousands of Dollars



The image shows a screenshot of a YouTube video player and its statistics page. The video title is "Enormous blackhead ingrown hair pimple poppin" by the channel "sckeezgeed". The video has 2,977,710 views. A red-bordered text box on the right side of the screenshot contains the following text:

This Video is about popping a blackhead
It has 3 million views in just over a year
This is amatuer and there is no link to follow in the description - Opportunity!
I have opened the analytics tab so you can see the growth of the video - pretty much viral I would say.
This video if it had a how to cure blackheads or acne link to a clickbank product, on the assumption that 1 % clicked the link and of that 1% 5% bought a \$10 product at 75% commision.
This video if monetised would have made \$11,250.00
Not bad for a totally amatuer video - now think what could you do with this?
I hope this has set a lightbulb off because the 1% and 5% are very conservative, it could well have been 5% and 10% equaling \$112,500.00 - now you have both ends of the possible monetisation of this video
Now that's what I call a lightbulb moment

And wait for it here's The Best Part

This video doesn't send traffic to an opt in page – if it did free e-book – then Wow

This would have added over 20,000 people to a mailing list.

This guy has NOT 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 of course he should be making sales with this video day in and day out

Which means his YouTube Marketing would have been running on Auto-Pilot almost 2 years later.

If This Guy Can Do It Anyone Can

I absolutely know you can and I guarantee that if this guy went back and did just half of what I teach about YouTube in the last few weeks alone he would be getting twice that traffic, and both making a huge amount of money and building a list (ever heard the saying the “MONEY IS IN THE LIST” well it’s absolutely true and I will show you that later in this series.

So what have we all learned from this simple to the point Story

1. You don’t need High End video equipment
2. You don’t need High End video editing software
3. You don’t need to do a quarter of the things I’m about to teach you in order to succeed
4. Now don’t get me wrong you will never see success if you don’t start to take some action, so please feel free to get out there and start making videos and add just a few of the things that I’m going to show you for free!

Elements (the elements that both Google and Youtube use to work out where videos appear in the search results)

Factors yes there is a difference and combined these push your video’s right up the search engines

The elements mean the how of why people can find your videos on YouTube including the YouTube Search Engine plus of course 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” but you will see exactly what these are very soon.

Optimizing for Google is NOT the Same As Optimizing For Youtube they use different algorithms.

But here's the thing – if you optimize for Google then many of the factors that YouTube looks for in its search algorithms will come as a result of optimizing for Google – confused – don't be I will explain this to you very soon.

There are things you can do that will help you rank better on both YouTube and Google but generally the YouTube algorithm is totally different to Google's and fortunately for us Google is much easier to influence and Youtube follows quickly.

Youtube is a social site and relies on views likes and comments amongst other things, Google is a search engine and many of the penalties that apply to over optimization of websites DO NOT APPLY to Videos.

The short version of this is that you don't have to worry too much about power SEO techniques with YouTube by using loads of keywords. In fact, using multiple keywords for each video is one of the secrets to getting more traffic on YouTube, but not just any keywords – you have to know which to target and which NOT TO TARGET but the truth is that you can rank videos for several keywords on both Google and Youtube, and once you learn how this will open the floodgates of traffic to you, and I really mean that.

18 Ranking and Discoverability Factors For YouTube and believe me these are not in any particular order – the truth is that each and every one of these are in fact important, but some have a faster effect and trigger others so we can get this to self optimize for YouTube on autopilot.

1. Keywords in the Title (pretty obvious but we can get more than one keyword in the title)
2. Keywords in the Description (again obvious but it's shocking how many people miss this)
3. Keywords in the Tags (if you focus on a major keyword maybe just a few – but really more keywords equals more power)

4. Incoming links to videos (votes from other sites like little votes for your videos and channel)
5. Incoming links to your channel – yes you can back link your channel too
6. Time Watched this one is quite new and falls into the Google popular kid at school theory)
7. Total video views (now you can easily get ahead of the game here)
8. Total likes and dislikes (we all prefer likes but believe it or not dislike's help too)
9. Total references – (references and back links are similar but different)
10. Total shares
11. Total embeds (other sites and web 2.0 properties)
12. Total playlists it is added to
13. Subscribers
14. Contacts (these pretty much come naturally)
15. Total channel views
16. Flags
17. Comments
18. Category choice

The first 5 are the major onsite factors, I say onsite because you should look at a YouTube channel as a website, and the channel home page is like a website home page, each video, each playlist, and each feed are really web pages, and like web pages each one can be optimized for a different set of keywords, however I do recommend that you stay within a general niche or business model umbrella which keeps the relevancy of your YouTube WEBSITE relevant to its subject both in the eyes of YouTube and Google.

Right let's get through those first 6 starting right now!

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

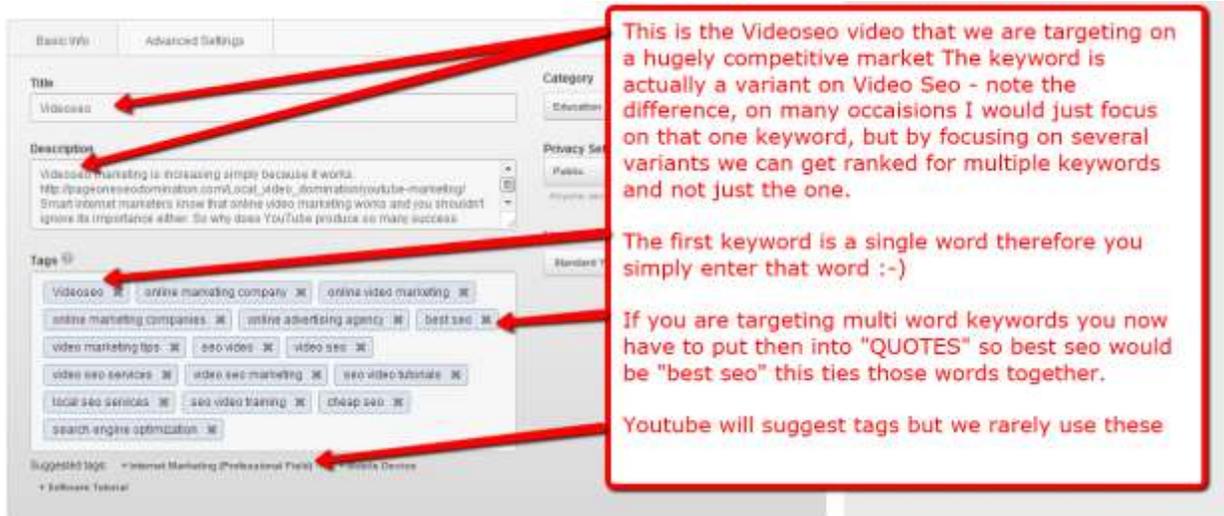
Use as many relevant keywords as you can fit in as tags (including your primary and secondary keyword phrases)

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



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

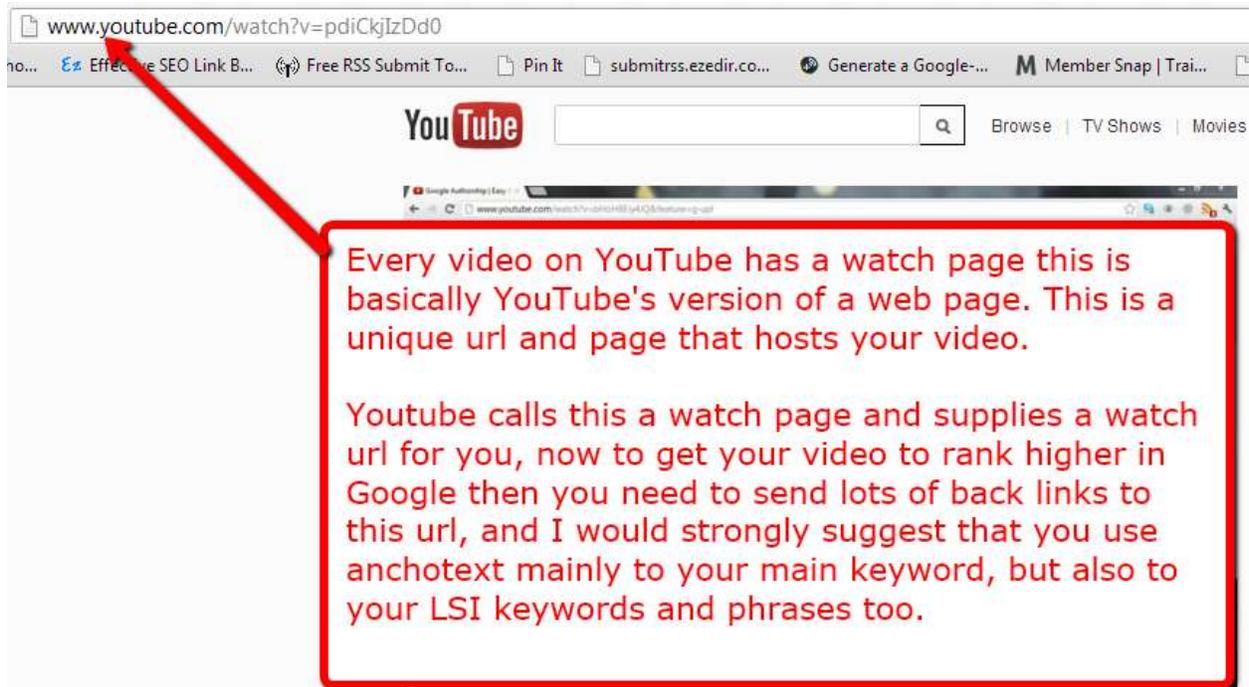
Without a doubt incoming links are the most powerful way to make sure you rank for any one particular keyword phrase, especially for Google.

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 YouTube watch page. The address bar displays the URL www.youtube.com/watch?v=pdiCkjIzDd0. A red arrow points from a callout box to the URL. The callout box contains the following text:

Every video on YouTube has a watch page this is basically YouTube's version of a web page. This is a unique url and page that hosts your video.

Youtube calls this a watch page and supplies a watch url for you, now to get your video to rank higher in Google then you need to send lots of back links to this url, and I would strongly suggest that you use anchor text mainly to your main keyword, but also to your LSI keywords and phrases too.

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

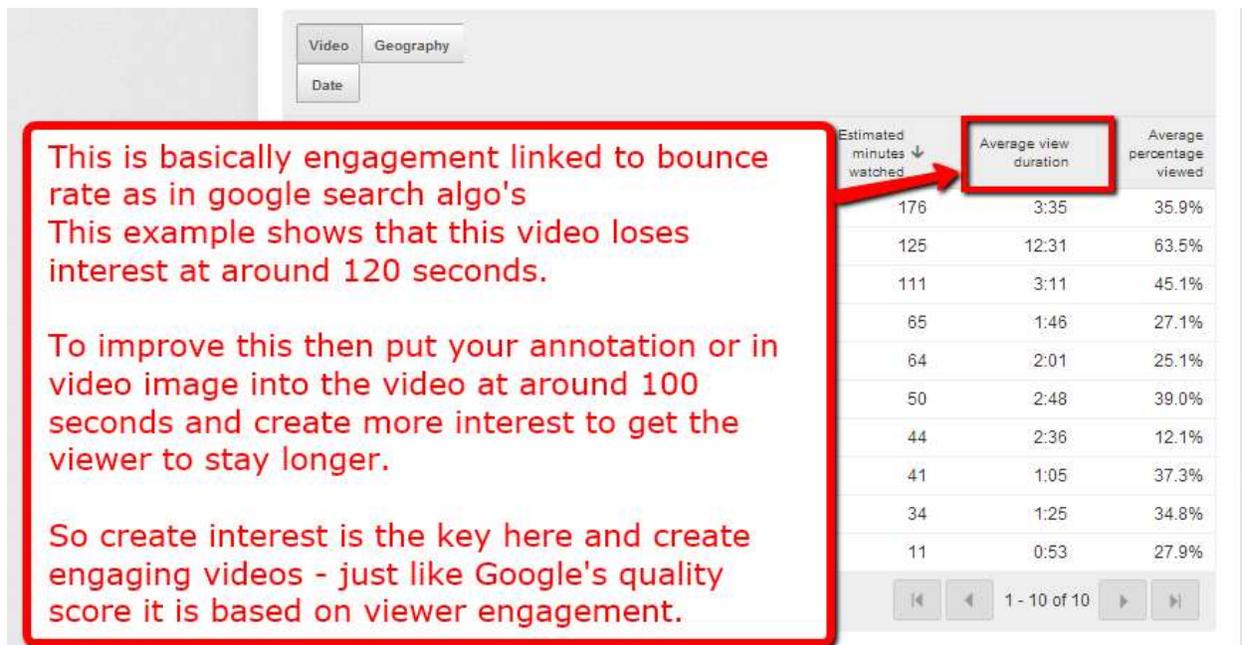
Time Watched Tips

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 you lose your average viewer in your top videos.

YouTube Analytics/ Audience Retention



This is basically engagement linked to bounce rate as in google search algo's
This example shows that this video loses interest at around 120 seconds.

To improve this then put your annotation or in video image into the video at around 100 seconds and create more interest to get the viewer to stay longer.

So create interest is the key here and create engaging videos - just like Google's quality score it is based on viewer engagement.

Estimated minutes watched	Average view duration	Average percentage viewed
176	3:35	35.9%
125	12:31	63.5%
111	3:11	45.1%
65	1:46	27.1%
64	2:01	25.1%
50	2:48	39.0%
44	2:36	12.1%
41	1:05	37.3%
34	1:25	34.8%
11	0:53	27.9%

Annotations

Click add annotations I have added a note here but the choice is yours

Now always add annotations with a link to your other videos, you can insert them when you talk about something related or towards the end of your video or even when the viewers start to lose interest, this will help to stop them clicking on other peoples videos that YouTube shows at the end of every video (we have a way to show mostly only your videos there by the way)

Insert the link to your other video here

You select the time point here - get it right

The screenshot shows the YouTube annotation editor interface. A red box highlights the 'Add annotation' button and the 'Note' field. Red arrows point from the text to the 'Add annotation' button, the 'Link' checkbox, and the 'Start' time field. The interface includes options for 'Normal' text, font size (13), and a 'Link' section with a 'Video' dropdown, a 'Paste a link to a Video' field, a 'Start linked video at' field, and a checkbox for 'Open link in a new window'.

In Video Programming now this is a real opportunity 😊

Insert your most popular video, and or the link to your most popular video, I have not done a custom thumbnail for this example but you should - make it look pretty!

You have full control over where the image appears in the video (custom start time) How long it appears (duration) and where it is positioned inside the video (position) And YouTube gives tracking too (thanks buddy)

The screenshot shows the 'InVideo Programming' settings in YouTube Channel Settings. A red box highlights the 'InVideo Programming' tab. Red arrows point from the text to the 'Featured Video' selection, the 'Position' dropdown, the 'Start time (mm:ss)' field, and the 'Duration (mm:ss)' field. The interface includes a 'Featured Video' section with a video thumbnail, a 'Videos' list, and a 'Save' button.

Secondary ranking factors

Total video views – the more the better.

Total likes and dislikes – the higher the number of likes the better.

Total references to your video on the web – yup these just go and multiply!

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 you want as few as possible. Fight every single flag you are notified of.

Comments simply put the more the better.

Category choice choosing the right one matters.

And one more thing – closed captions very important

What To Do Next

Use Your “18 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

<http://whoisjohnrobbins.com>

[Local Video Marketing Traffic Course](#)