

10 ACTIONABLE WAYS TO BOOST YOUR VIDEO MARKETING

- Who Am I?
 - I've been doing Youtube SEO since 2014
 - I have taught over 10k students between 2014- current 2018
 - I am all self taught, I usually on buy 1 or 2 courses a year. Mainly to keep in the loop on regular SEO.
 - Currently I'm doing 1 on 1 coaching over skype and Youtube bootcamps that in person.

10 ACTIONABLE WAYS TO BOOST YOUR VIDEO MARKETING

- White Hat = No one really is this, If you are trying to give google what they want, you are playing the same game as I am
- Black Hat = Most people I would say are Grey to Blackhat
- Charcoal Hosta = We only come up at certain times of the year and hit the whole's as hard as we do and then when they die, we have to regroup.
- Video Marketer
 - Why Not

SEO IS DEAD

- Content is King --- CTR will beat anyone
- Put up 100 tests about every 3 months
- We are ranking about a year and ½ without 1 links or embeds (except Quora)
- Youtube Algo updates are on Tuesday evening/Wednesday by mid-day
 - Currently 18 different methods to rank on youtube and google within hours
 - Optimize your videos
 - Watch Time
 - Retention Rate @ 85%
 - Videos 1-5 minutes, no longer
 - Engagement
 - Absolutely do not use google+ or google sharing of any kind (unless your doing neg seo)

BASIC OPTIMIZE

- Title
 - Main KW | Phone Number | Secondary KW
 - Description – Content is not King, 5 sentences, your URL for conversions should be in the top line.
 - Tags – Sweet magic spot is 7 tags (also known as keywords)
 - If your keywords aren't in your tags, how are you going to rank them
 - #1 mistake with video's I have worked with are there are no tags, or the tags are too generic
 - Stop putting your competition in your tags, your just giving them power back

MAIN KEYWORD PLUS A HOOK, SOMETHING TO GET THE PERSON TO CLICK

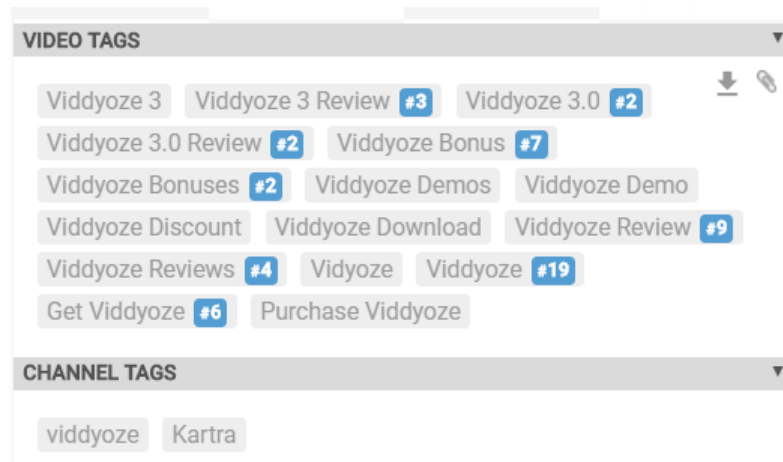
Viddyoze 3.0 True and Honest Review (Click Here Before You Look Any Further)

✓ Xarelto Lawyer | ▶ 888-574-7979 ◀ | Internal Bleeding Lawsuit

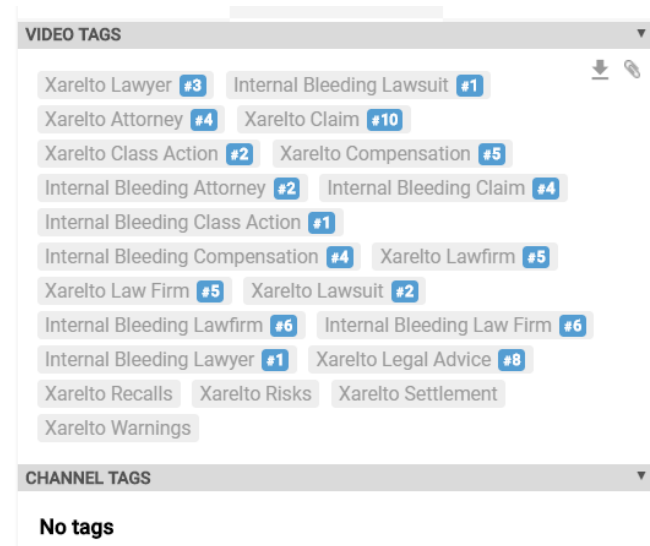
<https://getemoji.com>
/

Relief in 4 steps (NOT CLICKBAIT!)

TAGS = KEYWORDS YOU WANT TO RANK FOR



This chrome plugin is called VidIQ –
Free Version is all you need



EASY PEAZY

- Watch Time
 - Goal: Increase by 5 minutes for 30 days
 - Your video watch slider, back up from the beginning – Hire someone
- Retention Rate at least 85%
- Engagement
 - Search + Click – Hire workers/college kids/teens to do search and click for you
 - Liking
 - Commenting
 - “Heart your comments” If you heart the comment on your video, when you publish a new video, they are immediately notified.
 - DO NOT USE GOOGLE+ unless your doing neg seo

EASY PEAZY

- New Youtube Accounts VS Old Youtube Accts
- Timeline for videos
 - 1st video tanked
 - 2nd video will tank
 - 1st video blows up
 - 2nd video will do the same
- Video structure
 - Time of the video
 - Audio (location) .. Youtube will pick that up



MAKING MONEY

- Certain niches work on youtube better then others
 - Gaming
 - Nursery Rhymes
 - Live Events IE Boxing test case
- Local lead
 - Attorneys
 - Emergency Niches
 - Seasonal Niches – Christmas lights installers, Landscaping, Snow Removal
 - Roofing
 - Embarrassing Niches

LOW LYING FRUIT = SEMRUSH

Include

Keyword

Containing

teeth whitening

+ Add one more

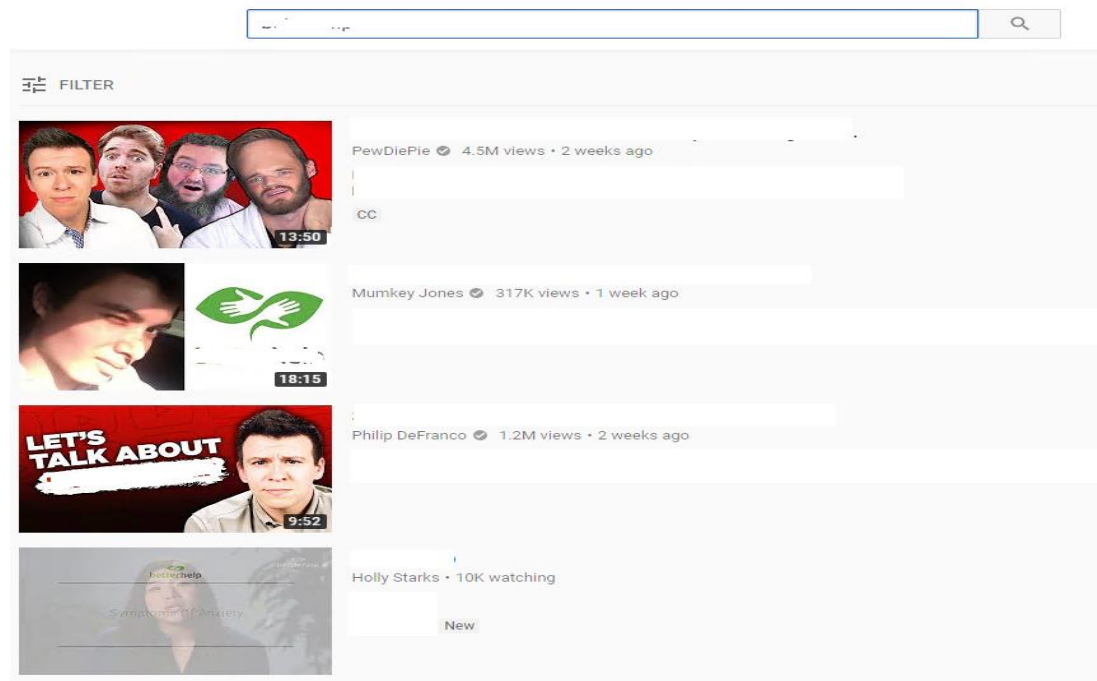
Apply

Reset

Cancel

	Keyword	Pos. ▾	Volume ▾	KD ▾	CPC (USD) ▾	URL	Traffic % ▾	Costs % ▾	Com. ▾	Results ▾	Trend
<input type="checkbox"/>	teeth whitening hacks	1 (1)	590	82.37	4.76	www.youtube.com/...yPs4vU	< 0.01	0.00	0.20	5,860,000	
<input type="checkbox"/>	ross friends teeth whitening	1 (1)	320	66.28	0.00	www.youtube.com/...PNfI8M	< 0.01	0.00	0.02	526,000	
<input type="checkbox"/>	best teeth whitening	18	33,100	78.25	1.49	www.youtube.com/...ZgrbgI	< 0.01	0.00	1.00	90,600,000	
<input type="checkbox"/>	teeth whitening youtube	1 (2)	170	99.93	4.05	www.youtube.com/...FoNhkA	< 0.01	0.00	0.28	18,200,000	
<input type="checkbox"/>	teeth whitening hacks	2 (2)	590	82.37	4.76	www.youtube.com/...ITIEhk	< 0.01	0.00	0.20	5,860,000	
<input type="checkbox"/>	how to use teeth whitening kit	1	140	74.23	4.46	www.youtube.com/...oWEqC	< 0.01	0.00	0.49	20,500,000	
<input type="checkbox"/>	power swabs teeth whitening	6	1,300	81.64	0.83	www.youtube.com/...aEY0mU	< 0.01	0.00	1.00	-	
<input type="checkbox"/>	power swabs teeth whitening	5 (6)	1,300	81.64	0.83	www.youtube.com/...zWboIA	< 0.01	0.00	1.00	-	
<input type="checkbox"/>	power swabs teeth whitening	7	1,300	81.64	0.83	www.youtube.com/...tyDwTY	< 0.01	0.00	1.00	-	
<input type="checkbox"/>	blkdiamond teeth whitening	4 (4)	720	84.49	0.66	www.youtube.com/...g3xUD8	< 0.01	0.00	0.97	437,000	
<input type="checkbox"/>	teeth whitening swabs	4 (4)	720	73.32	0.95	www.youtube.com/...zWboIA	< 0.01	0.00	1.00	566,000	
<input type="checkbox"/>	true brilliance teeth whitening	9	1,600	64.62	0.16	www.youtube.com/...rPZp4Q	< 0.01	0.00	1.00	-	
<input type="checkbox"/>	teeth whitening tips in tamil	1 (1)	90	65.28	0.00	www.youtube.com/...cGsJhM	< 0.01	0.00	0.00	-	

DOESN'T MATTER WHO IS IN YOUR WAY YOU CAN OVERTAKE THEM



WHERE TO GET THE VIDEOS MADE

- Fiverr
 - Get one that does the script writing if you struggle with that
- Local High School Team
- Several programs out there that will do talking heads
- School wide competition
 - Pick a few local counties
 - Bounty scholarship, we have done 1k



ENGAGEMENT

- Traffic
 - Click + Search
 - Craigslist – google suggest
 - Indeed – google suggest
 - Quora – Q&A Networks
 - Sparky on youtube
 - ss video walden on youtube

Q&A NETWORKS – ANSWERTHEPUBLIC AND QUORA

how

Image

- how teeth whitening works
- how teeth whitening strips work
- how teeth whitening is done
- how teeth whitening light works
- how teeth whitening gel works
- how teeth whitening kits work
- how teeth whitening pens work
- how teeth whitening toothpaste works
- how teeth whitening
- how teeth whitening at home
- how teeth whitening products work
- how whitening teeth with baking soda
- what teeth whitening actually works
- what teeth whitening is best
- what teeth whitening is safe
- what teeth whitening procedure is best
- what teeth whitening treatment is best
- what teeth whitening strips are the best
- what teeth whitening system is the best
- what teeth whitening gel

which

Image

- which teeth whitening kit
- which teeth whitening works best
- which teeth whitening is safest
- which teeth whitening is the best
- which teeth whitening strips are best
- which teeth whitening works
- which teeth whitening method is best
- which teeth whitening strips work the best
- which teeth whitening kit is the best
- which teeth whitening kits work the best
- which teeth whitening treatment is best
- which teeth whitening gel is best
- which teeth whitening strips actually work
- which teeth whitening
- which teeth whitening toothpaste is best
- which teeth whitening reviews
- which teeth whitening product is the best
- which teeth whitening gel
- which teeth whitening strips
- which teeth whitening system

what

Image

- what teeth whitening products actually work
- what teeth whitening is best
- what teeth whitening works
- what teeth whitening products do celebrities use
- what teeth whitening products do dentists recommend
- what teeth whitening kit actually works
- what teeth whitening works best
- what teeth whitening do dentists use
- what teeth whitening do dentists recommend
- what teeth whitening products work best
- what teeth whitening strips work best
- what teeth whitening do celebrities use
- what teeth whitening products do dentists use
- what teeth whitening toothpaste works
- what teeth whitening method works best
- what teeth whitening is safe