

YouTube Marketing Overview

- ✔ YouTube is the 2nd Largest Search Engine!
- ✔ Finding "video keywords" Google includes in main engine
- ✔ How to optimize your YouTube videos for high rankings
- ✔ Understanding the external factors for high rankings
- ✔ Setting up and optimizing your YouTube Channel
- ✔ Using "annotations" for CTAs and video cross-promo
- ✔ How to "promote" a YouTube video for higher rankings
- ✔ Powerful tools you can use for YouTube marketing

Video Ranking Factors

- ✔ **FILENAME** - use **keywords_to_target.mp4**
- ✔ **TITLE** - start with keyword phrase; about 5-6 words.
- ✔ **TAGS** -(not vital) but can help with 'related' videos.
- ✔ **DESCRIPTION** - start with keyword phrase in 1st sentence (and last sentence). Include URL toward top.
- ✔ **THUMBNAIL CTR** - use compelling text over image.
- ✔ **HD VIDEO** - HD video will rank higher than SD.
- ✔ **VIDEO LENGTH** - at least 5 minutes. Longer is better.

External Ranking Factors

- ✔ **LIKES** – how many people ‘like’ the video
- ✔ **COMMENTS** – how many people post a comment
- ✔ **VIEWS** – how many views the video receives
- ✔ **SUBSCRIPTIONS** – that come from the video
- ✔ **TOTAL SUBSCRIBERS** – the total number of subscribers you have to your YouTube Channel
- ✔ **INCOMING LINKS** – links across the Web (and embeds) to the video

Channel Optimization

- ✔ **BRANDING** - use logos/graphics to brand your business
- ✔ **CHANNEL ART** - use nice image for primary channel art
- ✔ **CHANNEL ICON** - use brand able image for channel icon
- ✔ **VANITY URL** - setup [YouTube.com/yourchannel](https://www.youtube.com/yourchannel) after you receive over 100 subscribers, add channel art & icon, and channel is over 30 days old. (Adv. settings)
- ✔ **ABOUT PAGE** - compelling copy, links to your SM accounts, web site, and include a Call-To Action.

Channel Optimization

- ✔ **SETUP CHANNEL TRAILER** - when you "edit" your Channel Settings, setup "Channel Navigation." Be sure to add a "Channel Trailer" from your list of uploaded videos.

Promotion For Higher Rankings

- ✔ Boost your video rankings by promoting the video!
- ✔ Embed each YouTube video you post in a blog post
- ✔ Post a link to the YouTube video with each SM account
- ✔ Orchestrate a “Video Launch” for the most important videos that you want ranked – coordinate an email announcement to your list, post to SM, and even do follow-ups later to drive the maximum number of users to it; ask them to like, comment, and share the video.