

YouTube

Marketing **Strategy**

*A comprehensive playbook for
integrating video into your marketing*



DOUG CROWE



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Finally, this is a just a checklist.

Without a proven strategy and a team to pull off the tactics, most people get lost or give up too quickly on their video.

I want to fix that.

In fact, our feedback has been so tremendous on this sample, we have decided to create a rapid-fire course, done "with" you marketing program to help entrepreneurs get a handle on their video and blast to the top of their field.

If you have an interest in being in the beta group (Translation...you get the \$497 program for FREE), just drop me a line at doug@dougcrowe.com and put "YouTube Beta Tester" in the subject line. We'll clue you in on the schedule of events!

Cheers!

-Doug Crowe

Founder, Author Your Brand

doug@dougcrowe.com

<https://dougcrowe.youcanbook.me>



15 YouTube Ranking Factors Checklist

Note: The best way to get the most out of this checklist is to DO it. Most people download information and never take any action. (I've been there) Take a few minutes and take action.

Be in the 1%

Before you gloss over this information, do the following:

1. **Subscribe** to our Youtube channel and watch our short, 2 minute example videos.
2. **Print** this checklist up and cue up one of your videos on Youtube.
3. Follow the checklist as you take **ACTION** to optimize your first video.

1. _____ Keywords in the 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.** YouTube states it's best to use as many keywords as possible in the title in order to increase your ranking.
- **Don't repeat the SAME keywords** in the title. It looks dumb.
- **Use as many characters as possible** in the title to maximize your chances of ranking your video for your keyword phrase.
- 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.

2. _____ Keywords in the 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 long and relevant descriptions** and to incorporate every single primary, secondary and related keyword phrase imaginable.
- **Use all 5,000 characters** allowed if possible.
- Don't repeat your primary keyword phrase unnecessarily. It won't help your rankings and it can get you banned for “spam” by YouTube. It looks stupid, anyway.



3. _____ Keywords in the 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.
- **I generally use quotation marks for multi-word phrases when I really want to make sure I rank high for that particular keyword phrase.**

4. _____ 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.
- Social Signals are a big deal. The more **OTHER viewers comment**, share and you're your video the better.

5. _____ Time Watched

- **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.

6. _____ Total video Views

- Announce your video to your list. Give them a clear benefit as to why they should watch.
- Embed the video on high traffic sites as well as your own website.
- Buy cheap PPC traffic for the video. Go to www.fiverr.com.
- Announce the video on social media sites and curate (comment) with a benefit statement.



7. _____ **Total Likes and Dislikes**

- Use Annotations to ask for a “thumbs up”
- Ask viewers to “Like” your video
- Add a P.S. to your email reminding them to “Like” your video when they watch it
- In your descriptions and opening, ask people to subscribe, comment and “like”

8. _____ **Total Embeds**

- Embed the video on your blog
- Embed the video in an Article. Get a free account at www.ezinearticles.com
- Embed the video in a Press Release. Go to www.PressReleaseonSteroids.com

9. _____ **Total Shares**

- Ask viewers to share your video
- Use Annotations to ask viewers to share
- Add a P.S. to your email reminding them to “Share” your video when they watch it
- In your descriptions ask people to Share your video with their friends

10. _____ **Total Playlists It Is Added to**

- Create your own Playlists
- Ask your viewers to create Playlists with your videos
- Sponsor a Contest To Create Playlists with your videos (seek legal advice first)

11. _____ **Subscribers**

- Ask viewers to subscribe to your channel
- Design your channel page so it encourages visitors to subscribe
- Use Annotations asking viewers to subscribe
- In your descriptions ask people to Subscribe



12. _____ **Total Channel Views**

- Do all of the above to generate more total views for each of your videos

13. _____ **Flags**

- If YouTube flags your video, it's because you may have breached their terms of service. Fight each and every Flag with YouTube. Don't ever accept a single Flag without a fight!

14. _____ **Comments**

- Use Annotations to ask for a comments
- Ask viewers to leave comments for your video
- Add a P.S. to your email reminding them to comment on your video when they watch it
- In your descriptions ask people to leave comments

15. _____ **Category Choice**

- (continued on next page)
- Choose a category that applies to your video but try to choose one that has less competition. That way you'll have a better chance of being a "featured" video in your category (which leads to a ton of free traffic).

If you have already started a Youtube Channel or have some videos working-Great! Now is the time to optimize them and get them working for you. Be sure you integrate the right video with the correct context. Facebook doesn't rank videos as highly when people have to leave their site. So be sure to host some of your strongest lead generation videos there, if you are using Facebook in your marketing.

There's way more, of course. So, please consider being one of our Beta testers on the course when it comes out. You'll enjoy over \$497 of complimentary training for FREE! Just drop me a line with the words "Youtube Beta Tester" in the subject line. Email doug@dougcrowe.com if you are interested.

