

## Training Guide



## Marketing Made Easy

Quickstart Guide to Skyrocket Your Offline  
and Online Business with YouTube





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## Introduction:



Welcome to the latest and most effective **YouTube Training Guide** designed to guide you through the process of easily and effectively positioning your offline or online business over the hottest video site ever. We

are excited to have you here and we know this will be very helpful for you.

This complete and high-quality training guide will surely help you to learn everything there is to know in order to easily and effectively **position your online or offline business over the hottest Video Sharing site in the shortest time possible**, as well as how to leverage this amazing and extremely powerful source of high quality traffic to generate great profits online.

You will be able to **quickly and safely grow a huge army of potential clients or customers 100% targeted to your business**. YouTube has the amazing ability to collect as many subscribers as you want inside of what is called a Channel, and this is just an amazing thing that can bring you great results.

You will be able to **productively interact with your new and existing clients or customers in order to scale your business to a whole new level of success**. On YouTube you will be even be able to send private messages to all of your subscribers or to any other person and contact them at any time.

Finally you will able to know the exact same **Video Top Ranking Proven Formula** we use, which is responsible for ranking our videos at the top of the Google search engine results and get the ability to send a ton of high quality traffic to your website.



YouTube is a fantastic platform with which you can reach all of your business plans. This high-quality training guide contains everything you need to know about YouTube to help you achieve your goals.

## **7 Simple Steps are more than enough**

7 very easy to follow steps are more than enough for you to get the most out of YouTube.

- You don't have to worry about wasting your time.
- You don't have to worry about ineffective strategies.
- You don't have to worry about wasting your money on other training.

The only thing you have to be worry about is reading every single word of this guide and applying it.

Millions of dollars have been invested in YouTube since it started in order to give outstanding benefits to you and your business. YouTube has many powerful tools you can use to give your business a whole new level of interaction with your potential customers or clients. This course will show you the best ones.

**This excellent course will take you by the hand and show you step-by-step, topic by topic and tool by tool what you really need to know** in order to position your business on YouTube in the easiest way possible, using the most effective tools and in the shortest time ever.

To Your Success,

**Diane from [www.startashortcourse.uk](http://www.startashortcourse.uk)**



# Chapter I: The History of YouTube

YouTube is a video-sharing website, created by three former PayPal employees (Chad Hurley, Steve Chen, and Jawed Karim) in February 2005 and owned by Google since late 2006, on which users can upload, view and share videos.

Hurley had studied design at Indiana University of Pennsylvania, while Chen and Karim studied computer science together at the University of Illinois at Urbana-Champaign.

The company is based in San Bruno, California, and uses Adobe Flash Video and HTML5 technology to display a wide variety of user-generated video content, including movie clips, TV clips, and music videos, as well as amateur content such as video blogging, short original videos, and educational videos.

Most of the content on YouTube has been uploaded by individuals, although media corporations including CBS, the BBC, Vevo, Hulu, and other organizations offer some of their material via the site, as part of the YouTube partnership program.

Unregistered users can watch videos, while registered users can upload an unlimited number of videos. Videos considered to contain potentially offensive content are available only to registered users who are at least 18 years old.

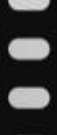
YouTube, LLC was bought by Google for US \$1.65 billion in November 2006 and now operates as a Google subsidiary.



## Important YouTube Events:

- YouTube began as a venture-funded technology startup, primarily from an £11.5 million investment by Sequoia Capital between November 2005 and April 2006.
- YouTube's early headquarters were situated above a pizzeria and Japanese restaurant in San Mateo, California.
- The domain name [www.youtube.com](http://www.youtube.com) was activated on February 14, 2005.
- The first YouTube video was entitled, "Me at the zoo," and shows co-founder Jawed Karim at the San Diego Zoo. The video was uploaded on April 23, 2005, and can still be viewed on the site.
- YouTube offered the public a beta test of the site in May 2005, six months before the official launch in November 2005. The site grew rapidly, and in July 2006 the company announced that more than 65,000 new videos were being uploaded every day, and that the site was receiving 100 million video views per day.
- According to data published by market research company ComScore, YouTube is the dominant provider of online video in the United States, with a market share of around 43 percent and more than 14 billion videos viewed in May 2010.
- In October 2006, Google Inc. announced that it had acquired YouTube for £1.65 billion in Google stock, and the deal was finalized on November 13, 2006.
- In June 2008, a Forbes magazine article projected the 2008 revenue at £200 million, noting progress in advertising sales.
- YouTube entered into a marketing and advertising partnership with NBC in June 2006.





- In November 2008, YouTube reached an agreement with MGM, Lions Gate Entertainment, and CBS, allowing the companies to post full-length films and television episodes on the site, accompanied by advertisements in a section for US viewers called "Shows."
- In November 2009, YouTube launched a version of "Shows" available to UK viewers, offering around 4,000 full-length shows from more than 60 partners.
- In January 2010, YouTube introduced an online film rental service, which is available only to users in the US, Canada and the UK as of 2010. The service offers over 6,000 films.
- In March 2010, YouTube began free streaming of certain content, including 60 cricket matches of the Indian Premier League. According to YouTube, this was the first worldwide free online broadcast of a major sporting event.
- In May 2010, it was reported that YouTube was serving more than two billion videos a day, which it described as "nearly double the prime-time audience of all three major US television networks combined."
- In May 2011, YouTube reported in its company blog that the site was receiving more than three billion views per day.
- In November 2011, the Google+ social networking site was integrated directly with YouTube and the Chrome web browser, allowing YouTube videos to be viewed from within the Google+ interface.
- In January 2012, YouTube stated that the figure had increased to four billion videos streamed per day.
- In January 2012, it was estimated that visitors to YouTube spent an average of 15 minutes a day on the site.
- In May 2013, YouTube launched a pilot program to begin offering some content providers the ability to charge £0.99 per month or more for certain channels, but the vast majority of its videos would remain free to view.



## Chapter II: Why YouTube?



YouTube simply is the greatest video-sharing website ever.

People love video, that's why videos have become a strong and highly effective marketing weapon in today's Internet.

Unregistered users (people that don't have a YouTube account) have the ability to watch videos, while registered users can upload an unlimited number of videos and share their existence with the world by recording a video.

Most of the content on YouTube has been uploaded by individuals, although media corporations including CBS, the BBC, Vevo, Hulu, and other organizations offer some of their material via the site, as part of the YouTube partnership program.

YouTube, LLC was bought by Google for US\$1.65 billion in November 2006 and now operates as a Google subsidiary. Paying that amount of money plus the money that Google is actively investing in YouTube can easily tell us the unlimited marketing potential that it may have in behalf of any business that decides to get the most out of its services

The following eye opening YouTube facts will tell you specifically why YouTube is one of the greatest inventions for the online marketing world.



## Eye Opening YouTube facts:

YouTube is the 3rd Top Site in the Word after Google and Facebook	
	More than 1 billion unique users visit YouTube each month
Over 6 billion hours of video are watched each month on YouTube—that's almost an hour for every person on Earth and 50% more than last year	
	70% of YouTube traffic comes from outside the US
YouTube is localized in 56 countries and across 61 languages	
	According to Nielsen, YouTube reaches more US adults ages 18-34 than any cable network
Millions of subscriptions happen each day, and the number of people subscribing has more than doubled since last year	
	Created in 2007 (Partners Program), we now have more than a million creators from over 30 countries around the world earning money from their YouTube videos
Thousands of channels are making six figures a year	



	Thousands of advertisers are using TrueView in-stream and 75% of our in-stream ads are now skippable
YouTube is available on hundreds of millions of devices	
	Mobile makes up more than 25% of YouTube's global watch time, more than one billion views a day
Over 700 YouTube videos are shared on Twitter each minute	
	100 million people take a social action on YouTube (likes, shares, comments, etc.) every week
There are 500 tweets per minute containing a YouTube link	
	More than 50% of videos on YouTube have been rated or include comments from the community
Millions of videos are "favorited" every day	

When you see data like this you really have to believe that there is a lot of money to be made in here. Many people might be talking about it, but very few can really teach how to productively position your business there and make money with it at the same time.

By the end of the 7 steps outlined in our training guide, you will know everything you need to know to scale your business online a lot more with YouTube.



# Chapter III: The 7 Steps to YouTube Marketing Success

Here are the 7 vital steps you will to follow need in order to get the most out of YouTube for your business over the web:

**Step 1:** Pick your Topic... Identify your target market...

**Step 2:** Create your YouTube Account... approaching your business...

**Step 3:** Create your Channel... nicely and informative...

**Step 4:** Pick a relevant Keyword... the right one...

**Step 5:** Create your Video... setting up your Video...

**Step 6:** Optimise your Video... for mass traffic...

**Step 7:** Rank your Video... quickly, easily and safely...

## Step 1: Pick your Topic... Identify your target market...

The first thing you need to do is clarify what your business is all about, what your brand is, and what your purpose is in the marketing world. The following questions will help you to clarify and understand what the marketing vision of your business is all about.





**What kind of people are you trying to reach?** I'm really sure you already know the type of people that your services are directed to. You see them constantly, they contact you as well if necessary, and that will tell you what kind of people they are and how you can treat them.

**What do they look like?** Are they fat or skinny? Male or female? Old, young or middle-aged?

**What are they looking for?** What is the final goal they are after based on the service you provide? What feeling are they trying to reach with it? Do they need it to feel happy? Do they need it to survive? A lot of needs must be taken care of for a person to survive.

**What do you actually do for them?** Maybe you are already offering a service for that audience. That will give you a great vision of what exactly you need to inform any new people that fit into that same audience.

**What kind of information would they be interested to know about and pay for?** You already know the needs of your customers. You know exactly what kind of information will be highly helpful to them in order to help them to satisfy those needs. Why don't you just create a great info-product about it?

**How much money are they actually paying you for it?** Knowing how much you usually charge them for your service is a very important indicator, because if you decide to create a product like a report, a training video, software or something directly related to your audience, you may simply be able to figure out the price tag you can easily stamp to it.

**How would they like to reach that content?** Is it Video, Audio, Written, or Blogging? This is important to know. You may just think about it. Think on their limitations to read, hear, watch or use the computer. If they can do everything you can, just ask



them what they would like to know about stuff. Do they like to read? Do they like to watch videos? Do they like to hear audio? Do they like to use YouTube?

**Where are they from?** Maybe you have an audience that comes from other cities or even countries. You need to target every one and adapt your information to all of them at the same time.

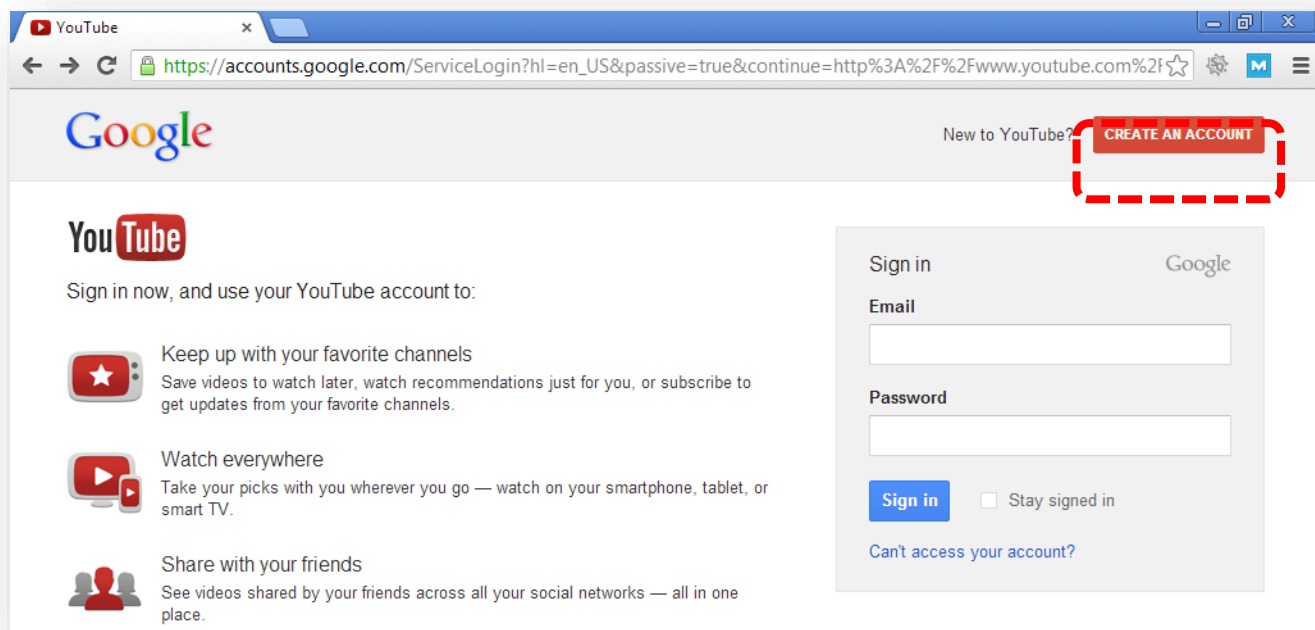
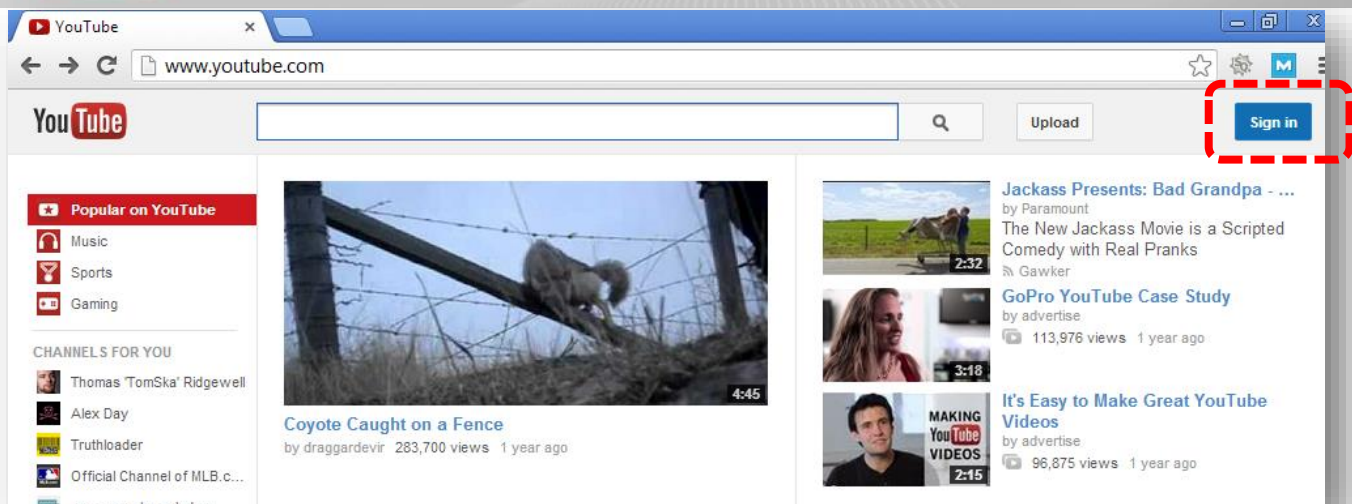
**What are your competitors offering to your audience?** In the marketing world, it is very important to study the competition that targets your exact audience. What do they generally offer? What things do they offer that you don't? Do they have more clients? Do they work additional hours? Do they cover a lot more needs than you?

**Can you offer a better service/product than your competitors?** Once you know everything about your successful competitors, you can just offer the same thing but with your personal touch plus a lot more great things that they are not offering. You can have special offers, free samples, free phone consultation, special discounts, etc.

These questions are very important in deciding how to establish your business over YouTube. You can position almost any kind of business over YouTube because YouTube is more than just a website; it is a large audience of people with real human needs who are waiting for you and your service to satisfy them.

## Step 2: Create your YouTube Account... approaching your business...

Creating a YouTube account is extremely simple. You will need to go to <http://youtube.com> and click in the "Sign in" button located at the top right corner of the home page. Then you click "Create Account":



As you may know by now, Google owns YouTube, so, to create a YouTube account you will need to have access to a Gmail account (like with almost everything in Google). Filling in the details you may choose to create a new Gmail account or use an existing one. I recommend using a special Gmail account targeting your topic directly. If you want to approach an establish business you can just use your Company's Name or famous slogan...



**Name**

**Your current email address**

[I would like a new Gmail address](#)

**Create a password**

**Confirm your password**

**Birthday**

**Gender**

**Mobile phone**

YouTube

https://www.youtube.com/?is\_new\_user=1

Abinadi Suarez 3

**What to watch**

My subscriptions

Social

**SUBSCRIPTIONS**

+ Add channels

Popular on YouTube

Music

**Popular videos from Topic - Most popular**

**Jackass Presents: Bad Grandpa - Official Trailer**  
by Paramount  
3,325,811 views 1 day ago

**American Hustle Trailer**  
by Limbolsland  
1,582,706 views 1 day ago

**79 Common Mispronunciations - men.**  
by Mental Floss  
351,901 views 1 day ago

**Recommended channels**

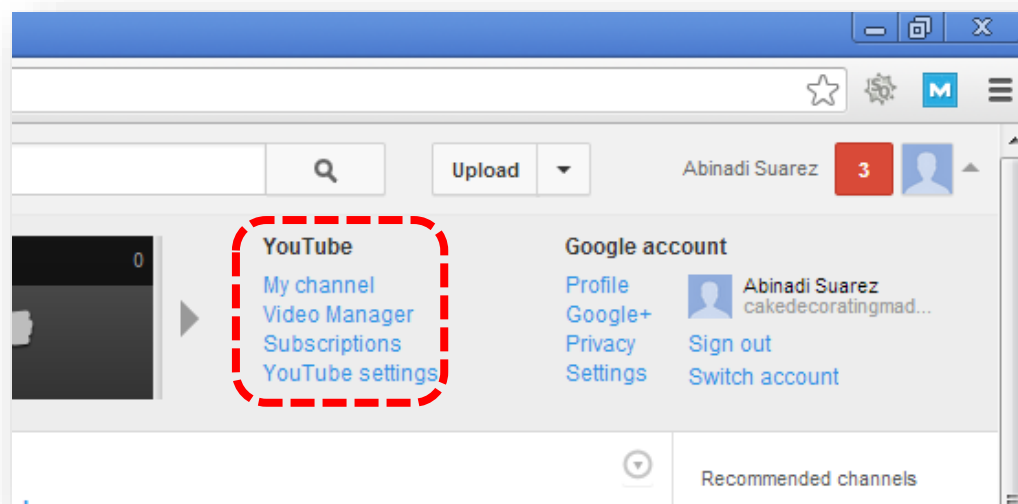
**Official Channel of ...**  
Subscribe

**Venezuela**  
Subscribe

**Nicolás Maduro**  
Subscribe

**Hola Soy German (...)**  
Subscribe

**Reggaeton**  
Subscribe



Well, in reality there is not much to say on creating a YouTube account, because there is just one type of account to create and that is the regular one.

YouTube doesn't offer special accounts for businesses. It does offer special "brand channels" for business purposes, but companies register for those later, after they've signed up and created a standard YouTube channel.

Now you are done with Step 2. It's time to optimize our Channel.

## **Step 3: Setting up your Channel... engaging the visitor...**

A lot of people think that YouTube is all about creating a simple account, start uploading some videos like crazy not caring about setting up a channel, and then

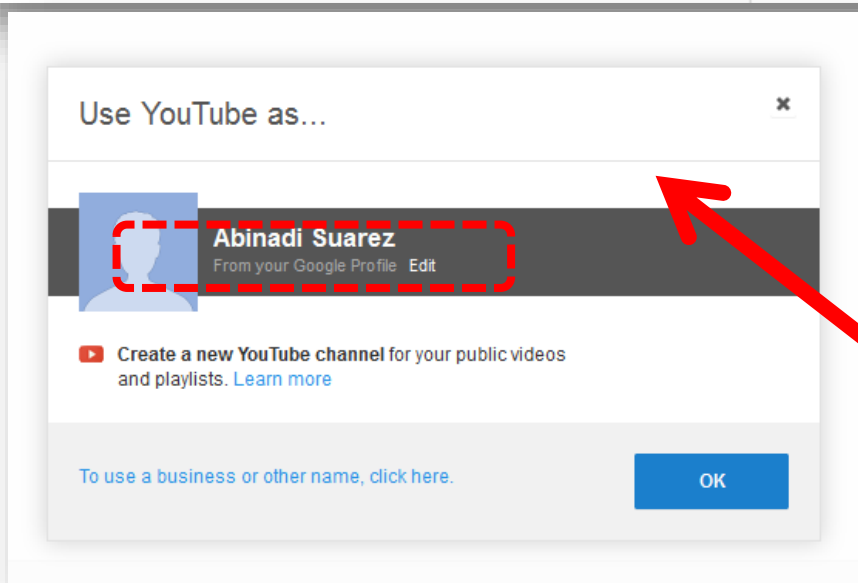
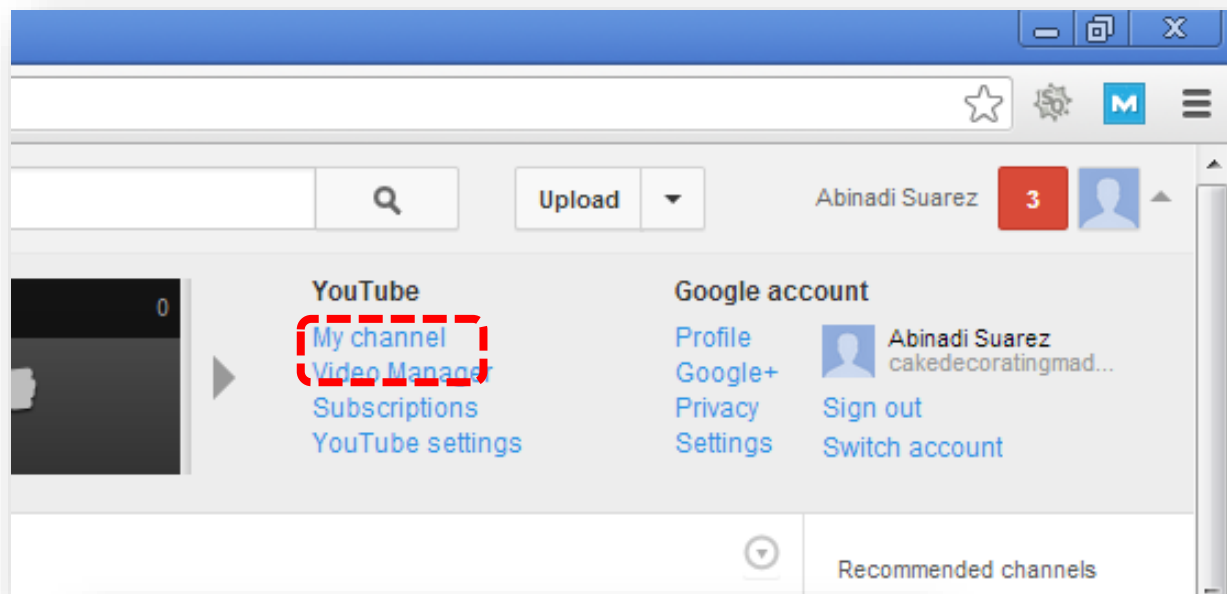




they think they will start making crazy money with all the traffic they will get once their videos are live but, let me tell you that is not the way it works.

There are specific steps you need to take in order to create a highly successful YouTube money making machine, and I'm going to show you the vital ones so you don't waste your time. Time is money.

To set up and customize our channel you just need to go to the YouTube Links area and click where says "My channel."



**Note:** YouTube will automatically set up a Default Channel under your Google Profile but if you click "OK" you will set up that default account with your name.

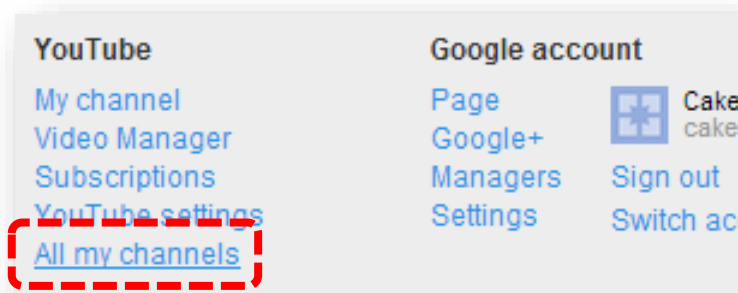
If you click "the blue link" you will be redirected to the area to set up the channel with a different Title and Category.



Click the blue link for this time and fill out the details and click “done.”

The screenshot shows a 'Create a new channel' dialog box. It has a title 'Create a new channel' at the top. Below it is a section 'Name your channel' with a text input field. Underneath is a dropdown menu labeled 'Select a category'. Then, another section 'Your content is appropriate for' has a dropdown menu labeled 'Any Google+ user'. Below that, it says 'Your new channel comes with a Google+ page' and has a checkbox labeled 'I agree to the [Pages Terms](#)'. At the bottom right is a blue button labeled 'Done'.

The new awesome thing in YouTube is that you are able to set up multiple channels under the same Google account. After you set up a channel you will be able to see the “All my channels” link, a list of your channels and the link to create additional ones:





Use YouTube as...

Create a new channel

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Cake Decorating Made Easy

Create a new channel

Name your channel

Select a category

Your content is appropriate for

Any Google+ user

Your new channel comes with a Google+ page

☐ I agree to the [Pages Terms](#)

Done

Upload videos  
Upload public and private videos to your new channel

Join the conversation  
Comment on videos using your channel name

All across Google  
Your new channel comes with a Google+ page

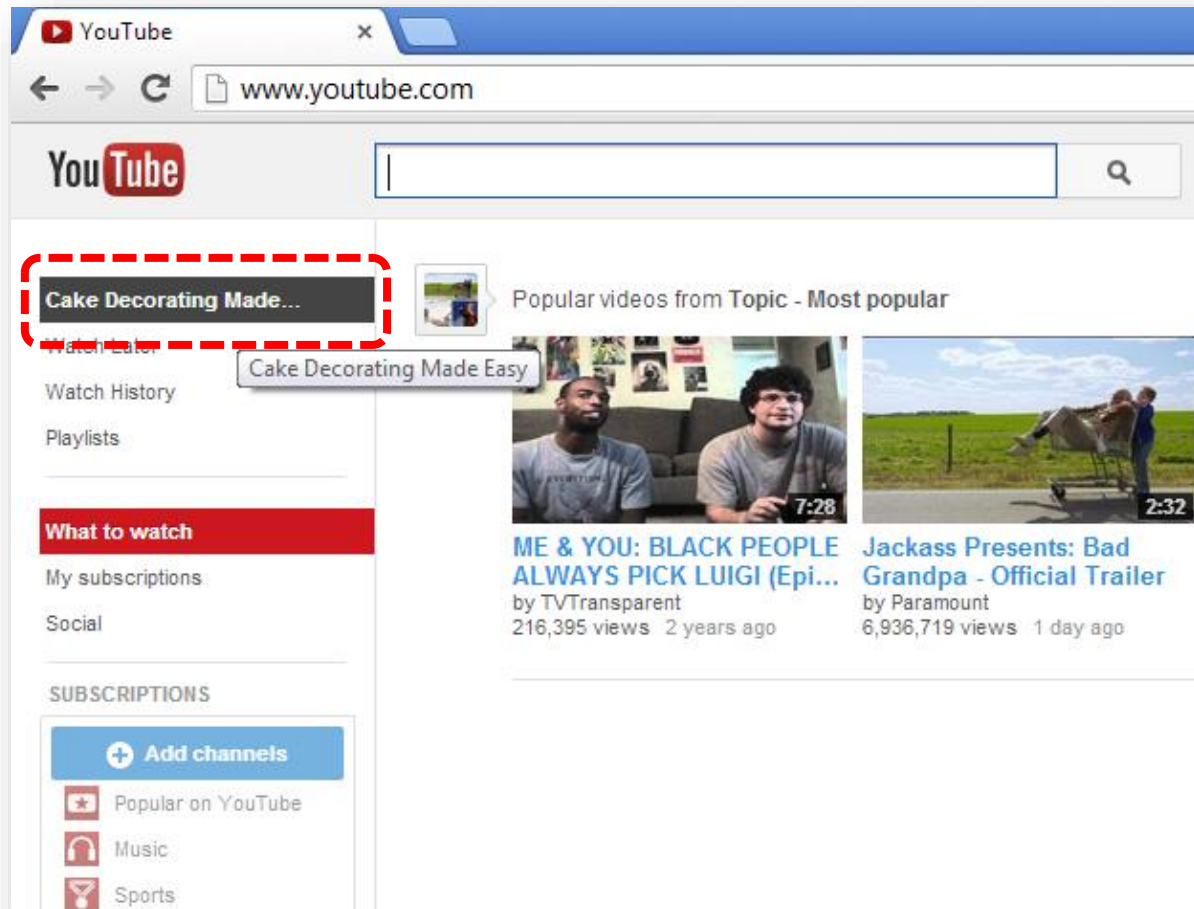
Now I will select the “Cake Decorating Made Easy” Channel I have just created so that I can edit it. First you click on the tab and then you will click in the Channel name to edit it.

Use YouTube as...

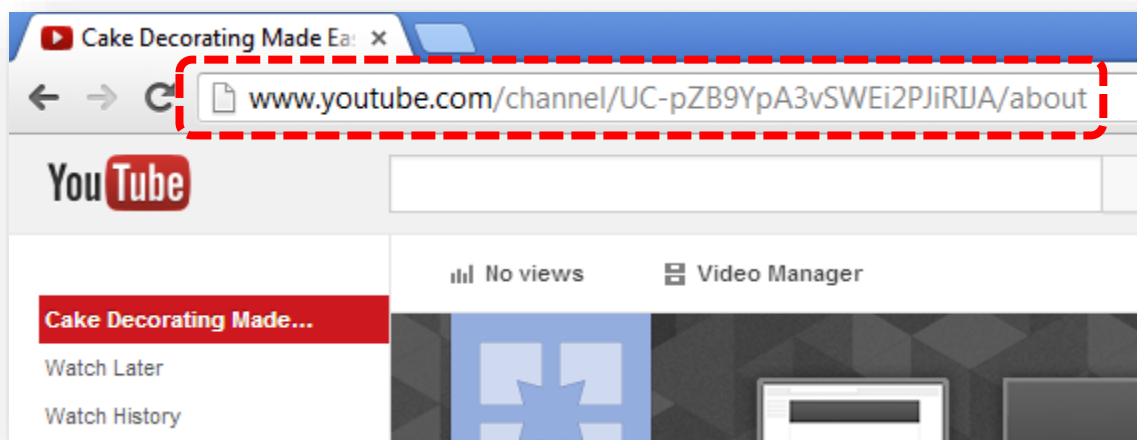
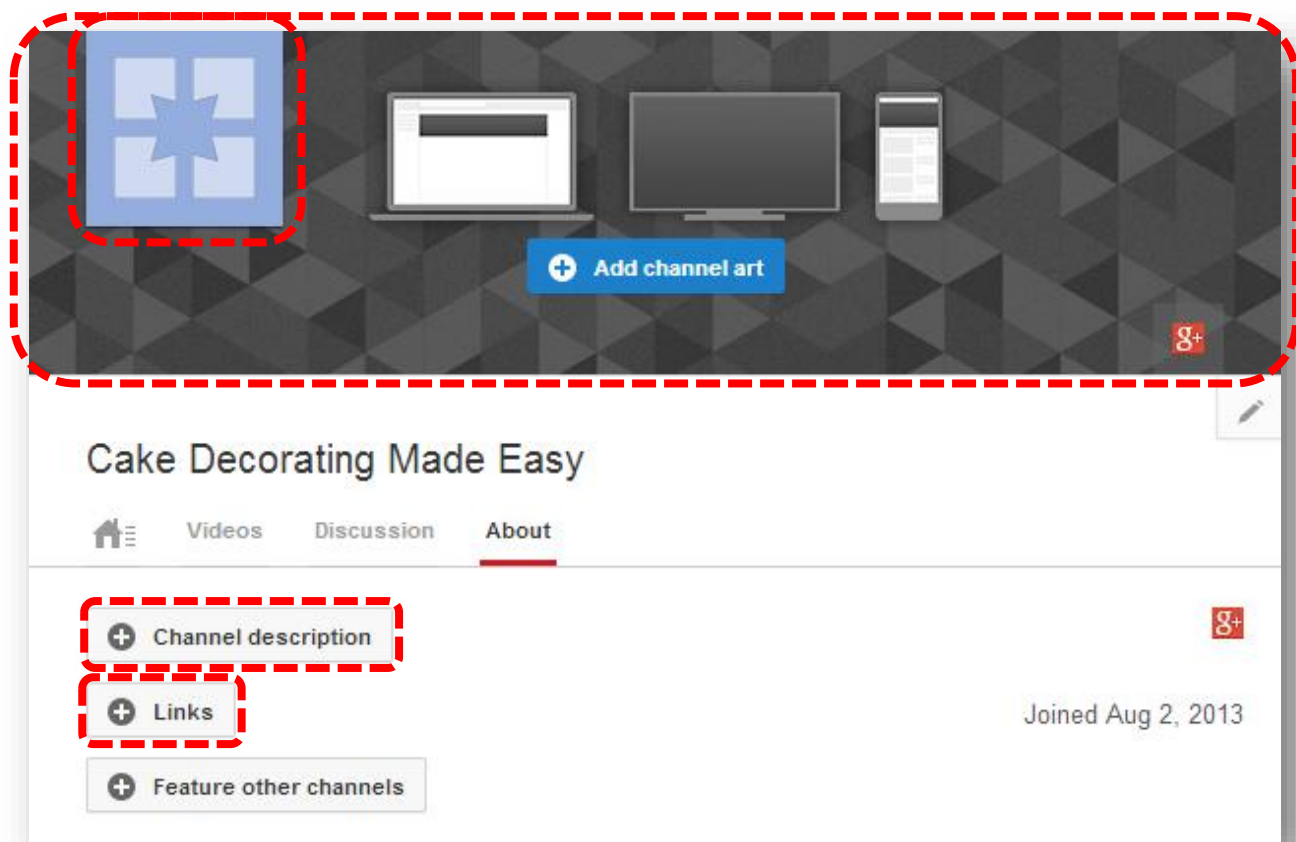
Create a new channel

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Cake Decorating Made Easy

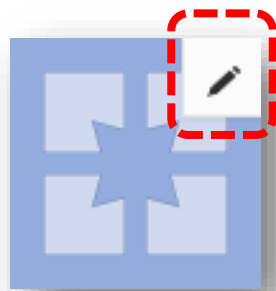


There are 5 vital components you will need to edit inside your YouTube Channel. Those components are: **Icon, Art, Description, Links and URL.**



**Channel Icon:** In order to upload the icon for your channel you just need to click the little pencil, click on Edit on Google+ and upload your image. The Recommended channel icon size is 250px x 250px





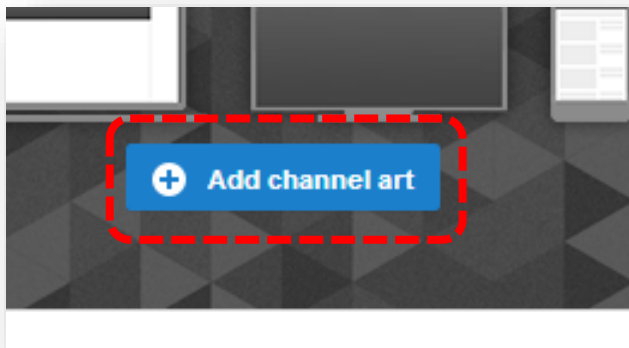
## Edit channel icon

Your channel icon is linked to your connected Google+ account. Edits on Google+ may take a few minutes to show on your channel.

Cancel

Edit on Google+

**Channel Art:** In order to upload the top banner image for your channel you just need to click the “Add channel art” button, and upload your image. The Recommended channel art size is 2560px x 1440px. Max file size: 2 MB

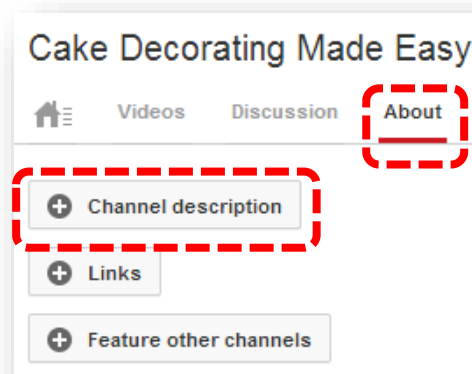


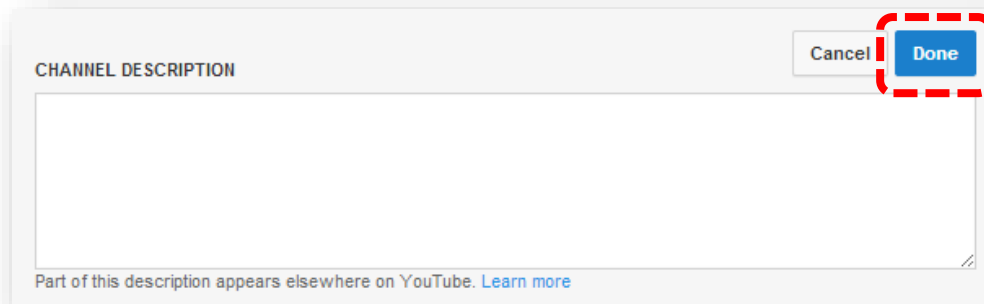
Drag a photo here

Or, if you prefer...

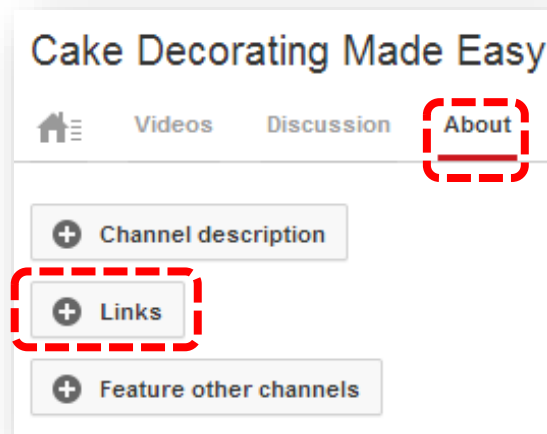
Select a photo from your computer

**Channel description:** in order to add the description for your channel you just need to click the “Channel description” button, add your description and click “Done.”





**Channel Links:** in order to add links for your channel you just need to click the “Links” button, and start adding your links. Remember to click “done.”



Something awesome in your channel is that you will be able to set up two types of links: “Custom Links” and “Social Links”:



The screenshot shows the YouTube channel art customization interface. It is divided into three main sections: CUSTOM LINKS, SOCIAL LINKS, and STATISTICS. In the CUSTOM LINKS section, the 'Overlay first link on channel art' checkbox is checked. The first link, 'Cake Decorating Blog', is highlighted with a red dashed box. Its URL is 'http://cakedecoratingmadeeasy.net/'. Below it are 'Cake Decorating Classes' and 'Cake Decorating Webinars'. In the SOCIAL LINKS section, the 'Overlay first 4 social links on channel art' dropdown is set to '4'. The first social link, 'Google+', is highlighted with a red dashed box. Its URL is 'https://plus.google.com/u/0/1168861820'. Below it is 'Facebook'. In the STATISTICS section, both 'Show views' and 'Show date joined' checkboxes are checked. At the top right, there are 'Cancel' and 'Done' buttons, with the 'Done' button highlighted by a red dashed box.

CUSTOM LINKS		
<input checked="" type="checkbox"/> Overlay first link on channel art		
Cake Decorating Blog	http://cakedecoratingmadeeasy.net/	[Trash]
Cake Decorating Classes	http://cakedecoratingmadeeasy2.net/	[Trash]
Cake Decorating Webinars	http://cakedecoratingmadeeasy3.net/	[Trash]
+ Add		

SOCIAL LINKS		
Overlay first 4 social links on channel art		
Google+	https://plus.google.com/u/0/1168861820	[Trash]
Facebook	http://facebook.com	[Trash]
+ Add		

**STATISTICS**

- ☒ Show views
- ☒ Show date joined

You will be able to place those links in the Art area as well by selecting the “Overlay on channel” feature. The first Custom link should obviously be your website URL because you will be able to place just one of those kinds of links in the Art area.

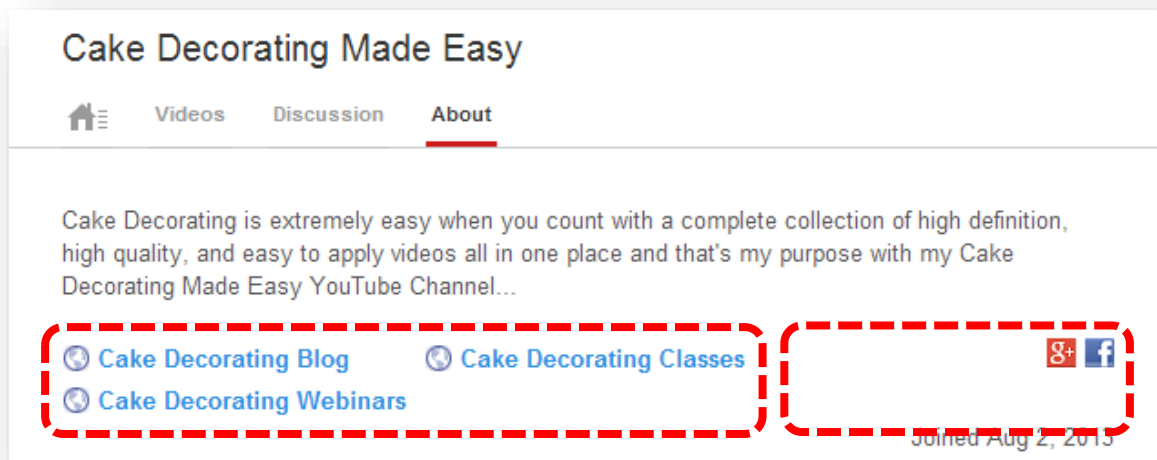
You will be able to set up multiple social links as well and you will be able to place up to four of those social links in the Art area.

Don’t forget to click “done” once you are finished inserting links.



This is what the links will look like on the about section once they are inserted.

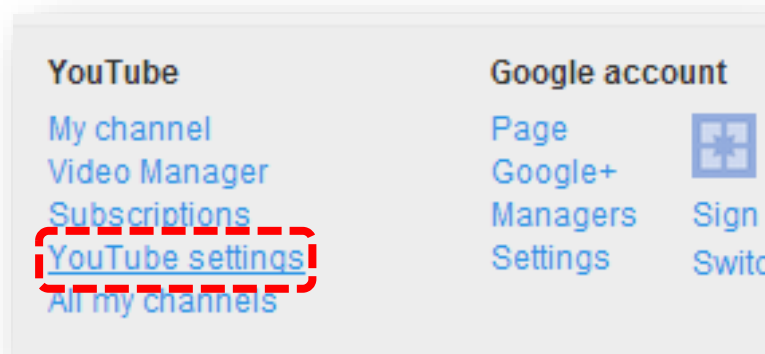
You can add more if you want, as this is just an example:



**Channel URL:** the YouTube URL address for our channel looks just ugly:

<http://www.youtube.com/channel/UC-pZBgYpA3vSWEi2PJiRIJA>

What we need to do in order to change it is to go to the “YouTube settings” area and click on “Advanced” and then “Create custom URL”:





### Overview

#### Account information

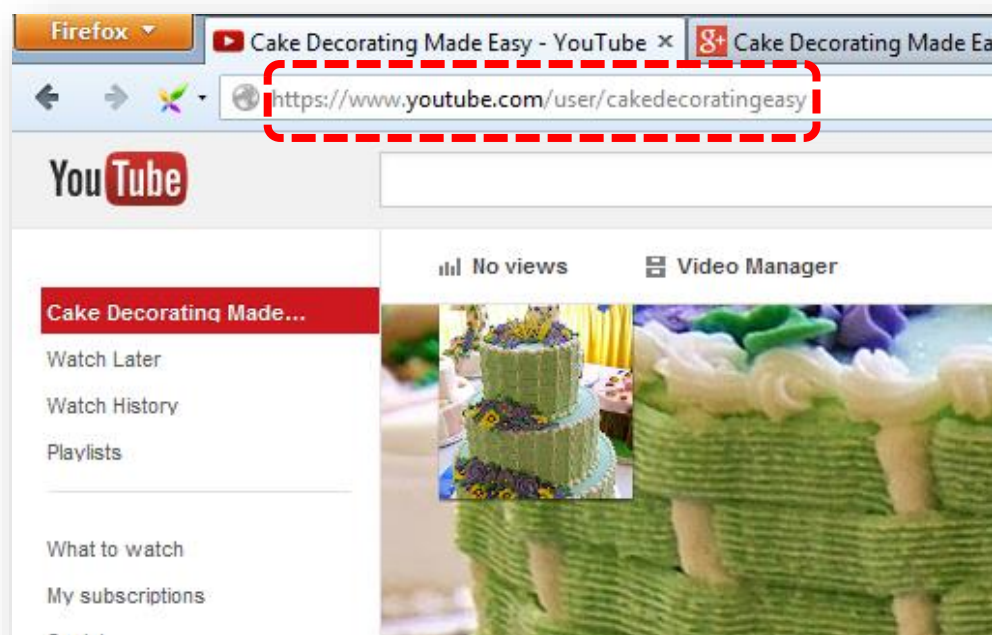
Name



**Cake Decorating Made Easy** [Edit on Google+ Advanced](#)

#### Channel settings

Channel URL: <http://www.youtube.com/channel/UC-pZB9YpA3vSWEi2PJiRIJA> [Create custom URL](#)



Now we are done with step 3, and the time has come to do something a lot of people skip before creating a video.





## Step 4: Pick a relevant Keyword... the right one...

A lot of Internet marketers don't even care about researching a really hot and specific topic before creating videos and uploading them like crazy. This is the most important step before creating and submitting videos and this is the only way we will start seeing our videos in the top of the search engines for profit purposes.

Top rankings don't come by magic, there is a detailed and highly effective plan you really need to be following so you can reach your goal, and that plan starts with Keyword Research.

I will not waste your time here and I will not make you spend money on any keyword research tool. I will show you some free tools you may use, but their paid version is optional if you want to speed up the process.

All keyword tools out there are automated software that makes manual things a lot faster, but either way you still have your hands if you just don't care about using keyword research tools.

The 3 most important components that you will need to find in a keyword are:

1. **Online Interest**
2. **Buying activity**
3. **Weak Competition**

If you follow these 3 principles you will be ready to start creating your videos with the kind of golden keywords you will be finding. Let's start looking for our first keyword that meets these criteria.



### **1. Online Interest:**

The days of caring about Google scary updates for websites are gone; now ranking YouTube videos is the future, and that's why it is vital to identify what people are actively looking for on Google.com that can be relevant to your niche.

Having the ability to know what people are searching for exactly in the search engines (relevant to your niche) will tell you what you really need to concentrate your efforts on creating, optimizing and ranking your videos. You might be asking yourself: How in the world do I know that?

There is a way to know this. Google has provided us with a really great tool known as the Google Keyword Planner from Google AdWords, which is used to know exactly what people are looking for on Google.com and how many of them are using those same keywords in a monthly basis.

Go to the [Google Keyword Planner](#) and login with your Gmail account (It's free). Then click on "Search for keyword and ad group ideas":



**Keyword Planner**  
Plan your next search campaign

What would you like to do?

- Search for keyword and ad group ideas
- Enter or upload keywords to see how they perform
- Multiply keyword lists

Place your Keyword, choose your preferences and click “get ideas.”

▼ **Search for keyword and ad group ideas**

**Enter one or more of the following:**

Your product or service  
cake decorating

Your landing page  
www.example.com/page

Your product category  
Enter or select a product category ▼

**Targeting** ?

- United States
- English
- Google
- Negative keywords

**Customize your search** ?

**Keyword filters**

- Avg. monthly searches ≥ 0
- Avg. CPC ≥ \$0.00

**Keyword options**

- Hide keywords in my account
- Hide keywords in my plan

**Include/Exclude**

**Get ideas**



Click on “keyword ideas” and there you have a great list of keywords with a lot of monthly searches to pick from.

Your product or service

cake decorating

Ad group ideas **Keyword ideas**

Keyword (by relevance)		Avg. monthly searches ?	Competition ?	Avg. CPC ?
cake decorating supplies	✓	14,800	High	\$0.37
cake decorating ideas	✓	9,900	Medium	\$0.85
cake decorating tips	✓	1,600	High	\$0.79
wilton cake decorating	✓	2,900	High	\$0.50
cake decorating classes	✓	5,400	High	\$4.37
cake decorating kits	✓	1,300	High	\$0.43
wilton cake decorating classes	✓	1,600	Medium	\$1.80

All of the keywords will be related to the keyword you have just entered. For this example I decided to use: cake decorating classes

cake decorating classes	✓	5,400
-------------------------	---	-------



## 2. Buying Activity:

It is a great thing that a lot of people are just so desperate to know about what you have to offer to them, but if that huge buzz from them doesn't have any buying intention then there is no point in going after it unless you are not trying to make any money for your business using YouTube, which will be really weird.

That's why it is vital to know if those people that are so interested to know about your topic are actually buying something related to it. That will give you a clear vision of the money making potential your topic has over the web, and that it also will have once you start appropriating it into your online marketing activities, especially YouTube for this time.

Your question now might be: How in the world am I going to know if people are buying something related to my topic over the Internet? And the answer is just a lot simpler. You just need to visit the places where they go to spend money.

### ✓ Online Shopping malls:

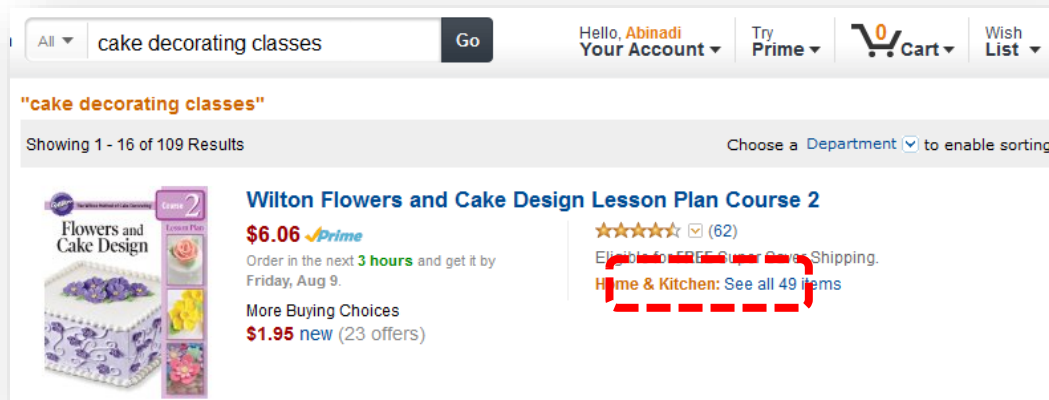
If you want to know what is hot to sell in your home town just go to the established businesses around it and you can be assured that if they have a long time in the market and a lot of people go there and spend money, then it means they are making a killing from the audience they are targeting. They would not be there unless they were making great money with it.

A great place to find hot topics to make money out of them is at the mall. But because we don't know which of those hot products and topics are hot to sell over the web, we just need to head to the best online selling stores and find what is hot on them.



It is just amazing the fact that these websites will tell what stores will never tell you: The bestselling products are organized by topic.

The greatest online shopping stores you can use to do your research are: Amazon, eBay, Walmart, BestBuy and ClickBank. I will use only Amazon.com for these examples:







Look at the number of reviews, it means people are spending money on it.

### ✓ Advertising Data

Another amazing way to find out how hot a keyword's buying intentions are is by analyzing Advertising data.

Let me tell you, people will not spend money advertising online unless they are making some money in return, and not only for getting their investment back, but to earn real profits from it.

There is a way to find out about this, it is a way where you will be able to know if advertisers are using a specific keyword that represents your topic online in order to advertise over the web. Even better than this is the fact that you may also find out just how much money they are spending using that exact keyword to advertise over the web. This is just amazing.

There are a lot of tools that can show you this type of data, but the most popular and easiest one to use is the one we have been using, the Google Keyword Planner from Google AdWords.

Google AdWords is a fantastic advertising platform used by marketers to advertise on the Google Sponsor areas all over the web using exactly the keywords of their choice.

Advertisers pay an amount per click to Google, which will tell us how much they might be spending using this advertising platform. The higher the cost of those clicks the more money they pay and the more money they are making and that will define the high or low buying potential of a keyword.

cake decorating classes	📈	5,400	High	\$4.37
-------------------------	---	-------	------	--------



Here you see some decent indicators about the online commerciality of this keyword exactly. “High” means that a lot of advertisers are using this same keyword in their ads and the “£4.37” means they are paying £4.37 per click (on average) to Google when someone clicks on that ad. (That’s a lot of money)

### **3. Weak Competition:**

Finally it is great to know that people are crazy about your topic and it is a lot more awesome to know that people are actually spending money using those exact same keywords that identify your topic over the web but, if you don’t position your message in front of the eyes of those buyers, then you will not make any money at all with those highly profitable keywords you have just found.

You need to place your message, in this case your YouTube Video, in front of that desperate audience. And the only way is to be in the top of the search engines they use to search for what they are interested in. In this case: Google.com.

The last question on finding the best and easiest keyword to rank on Google you may have is: How in the world may I place my video at the top of Google regardless of the competition that is there already?

Here, I have to tell you that not all the keywords you have found will be the best keyword to choose in order to reach your goal. There are thousands of Internet marketers that know how to do this stuff and who have probably found those same keywords you just did to create their videos.

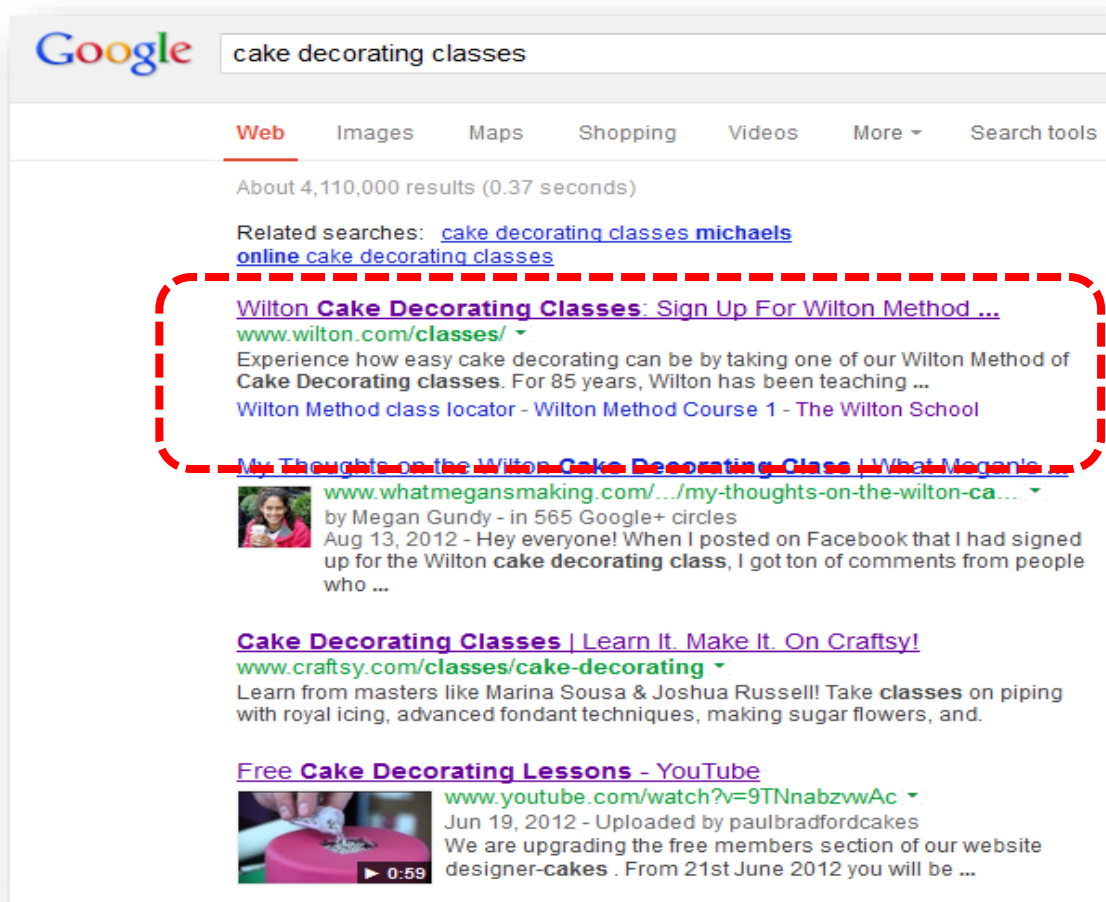
But there is a good chance to find really bad Internet marketers in the top or even non-marketers in the top of Google that got there because Google didn’t have anything better to show up there.



And I will show you how you can identify those weak competitors in the top by using some really great tools that not a lot of Internet marketers know about.

### ✓ YouTube Presence

First of all you need to make sure that Google's Brain is already coded to place YouTube videos in the top of the search engines for your chosen keywords. That way you have a lot more changes to be there like others have done already. Just perform a normal search and check if there is any YouTube video at the top:





Here we found out that the 4<sup>th</sup> spot has a YouTube video, the great thing about it is that the video is not correctly optimized with the Keyword.



Here we see the views are progressively growing, which is a great sign because we are about to beat down this video with ours.

### ✓ Competitor's Strength

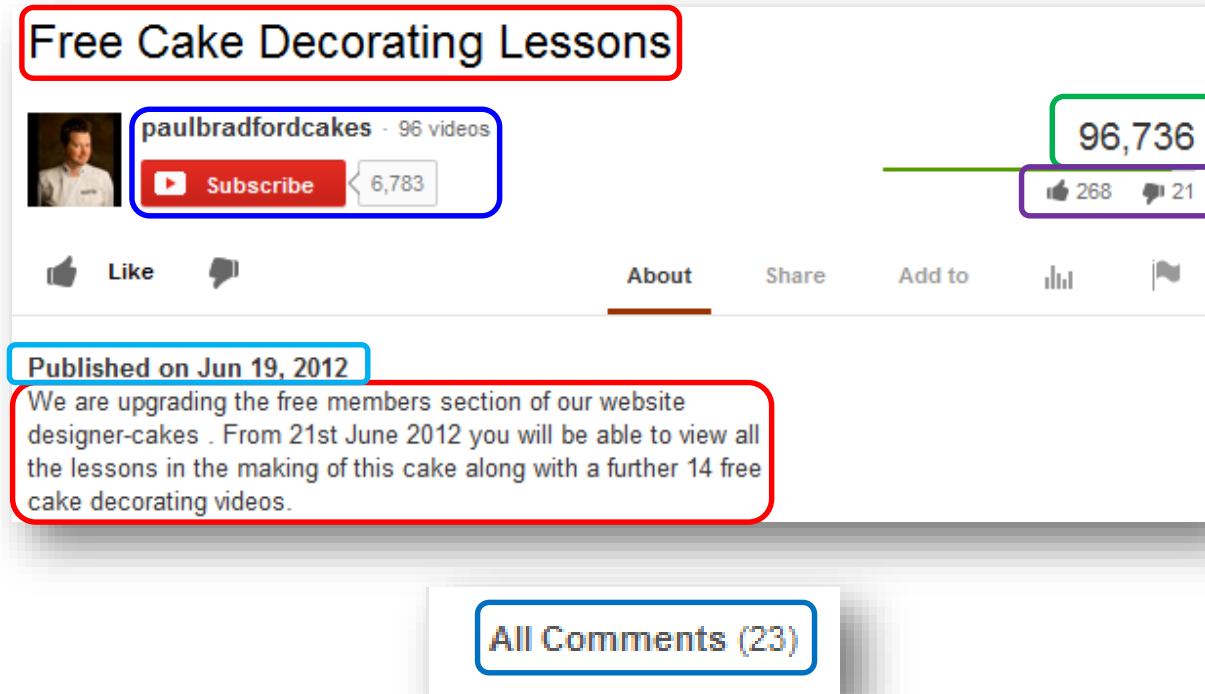
The top 7 factors for a YouTube video to rank in the top are:

- On Page Factors
- Channel Authority
- Date
- Views
- Likes
- Comments
- Backlinks



If your competitor is not using these 7 factors correctly you can take advantage of it, do better and take its position at the top. So, let's see what our competitor is doing to build up its online strength.

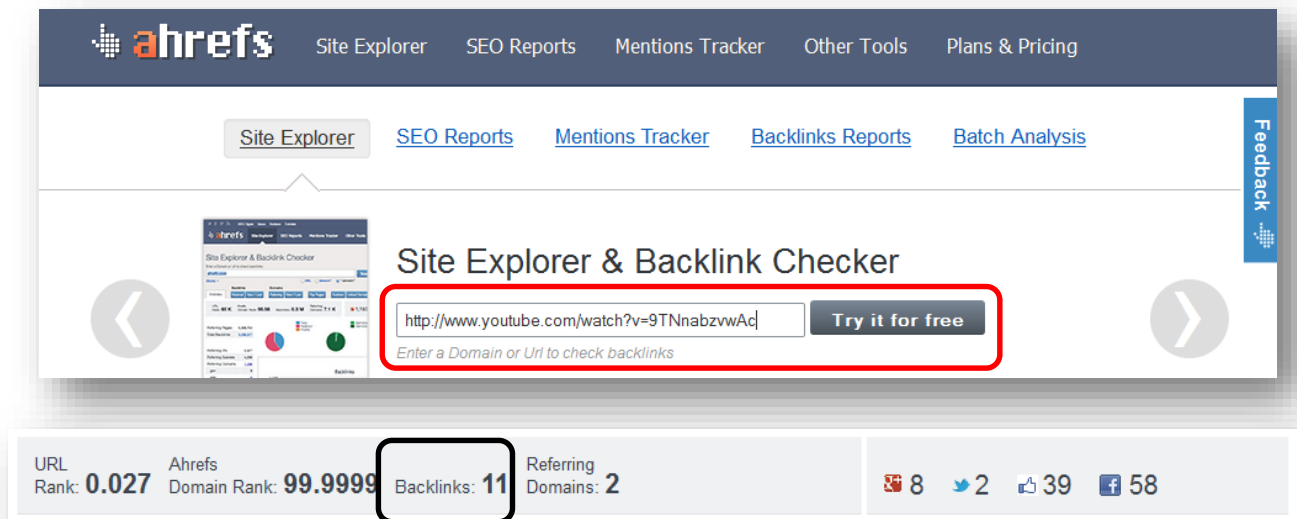
What you need to ask yourself on every single one of these factors is: Can I do it better?



- On Page Factors (easy to beat)
- Channel Authority (it will need some work)
- Date (kind of old, hard to beat)
- Views (it will need some work)
- Likes (easy to beat)
- Comments (easy to beat)
- Backlinks



For backlinks we will use a service called <https://ahrefs.com> and in this place we will find out about the number of websites that have pointed a link to the video itself. For that we will need to copy the URL and insert it into the Ahrefs' Site Explorer:



Backlinks are really low, only 11, that is really weak. Here we can see some more statistics about this video that help us to definitely decide to go after it, apply some smart optimization and backlinking activities and get ranked at the top easily.

We can easily beat a lot of important factors concerning this video. The most important factors of all is that the video doesn't have the **exact keyword in the title and description**, as well that has a really low amount of **backlinks** pointed to it, but anyway, I will need to work hard on other factors.

Great, now you are absolutely ready to start creating your videos. You have found some great and awesome subtopics in your niche to approach that great audience in which you have decided to establish your business over the web. So let's go and create our first video.





## Step 5: Create your Video... setting up your Video

There are several things you can do in order to create your video or what I like to call it: “YouTube Money Making Machine”. Let me give you 4 really cool ideas:

1. Record a Slideshow using a Screen Capture Recording Software with you talking.
2. Screen video capture recording recording a website with you talking
3. Record yourself with you talking
4. Pay someone to do it for you.

### Option 1: Slideshow with you talking

- ✓ **Microsoft Office PowerPoint:** Microsoft PowerPoint is a presentation program for Windows and OS X. It is used to create slideshows, composed of text, graphics, and other objects, which can be displayed on-screen and shown by the presenter. They have the desktop version located right [here](#) and the online version located right [here](#).
- ✓ **OpenOffice Impress:** consists of a presentation program that comes with Apache OpenOffice (AOO) which is an open-source office productivity software suite. Impress is referred as an analogous to Microsoft PowerPoint and Apple Keynote. You can find your free copy right [here](#).
- ✓ **Camtasia Studio:** Camtasia Studio is software application for creating video tutorials and presentations (screen video capture), published by TechSmith. This is just absolutely amazing; this is the one I use. Get access to your Copy [here](#).



- ✓ **Camstudio:** CamStudio is a screen casting program for Microsoft Windows released as free software. It is a wonderful free option as well. Download your copy [here](#).

**Option 2: Website recording with you talking,** this consists of you talking while you are browsing a website that perfectly fits your topic. For this we will use:

- ✓ [Camtasia](#)
- ✓ [Camstudio](#)

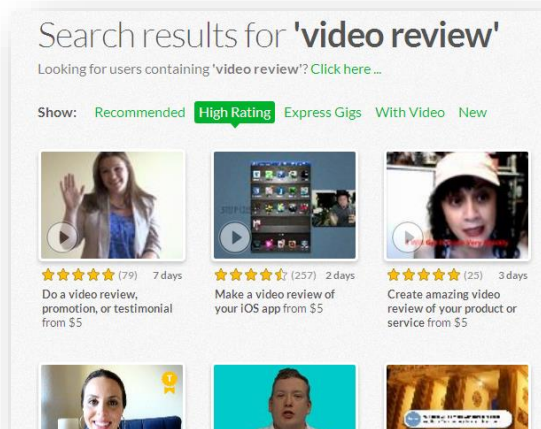
**Option 3: record yourself with you talking** which consists on you talking while you are recording yourself with a video cam recorder. For this we will use:

- ✓ [Camtasia](#)
- ✓ [Camstudio](#)

**Option 4: pay someone to do it for you;** well I think this is just self-explanatory. For this we will use:

- ✓ [Fiverr.com](#)
- ✓ [BringitVideo.com](#)

Creating a video takes some time and skill, that's why I prefer to trust on someone else that can do the job for me, so I advise you to take the video creation services that you see on option 4 for faster, cheaper and way better results.



If you decide to do the video yourself, here you have some really important tips you need to be aware of when creating your videos:

- Share real value with the viewers, first do some really good research on the topic, and share something they have not seen before
- Take a look at your competitor's video, see what they are talking about, think about what they have missed, and think what you can do better
- Do not create long videos, unless they are for content purposes. Top ranked videos for marketing purposes are usually used for a call to action for them to click the link in the description box, but you need to offer something of value first
- Do not insert a lot of content into the slides, people watch a video because they prefer to do that instead of reading
- Do not talk for a long period of time without showing some lines of text while you are talking.
- Place the URL of your domain at the bottom of the video
- Share just a part of the info in the video and then invite them to check the other part clicking the link in the description box



- Be professional, use correct punctuation, use native speaking language, use advanced technology creating the video, and make it look professional, informative and unique

## Step 6: Optimise your Video... for mass traffic...

Now that we have our video ready, it's time to upload it and optimize it for the search engines to grab it.

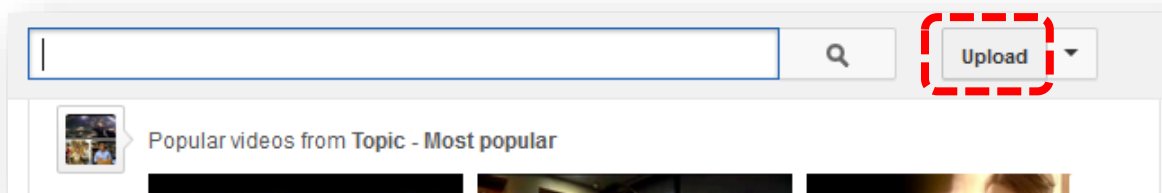
The top 3 On-Page optimization factors for a video to rank are:

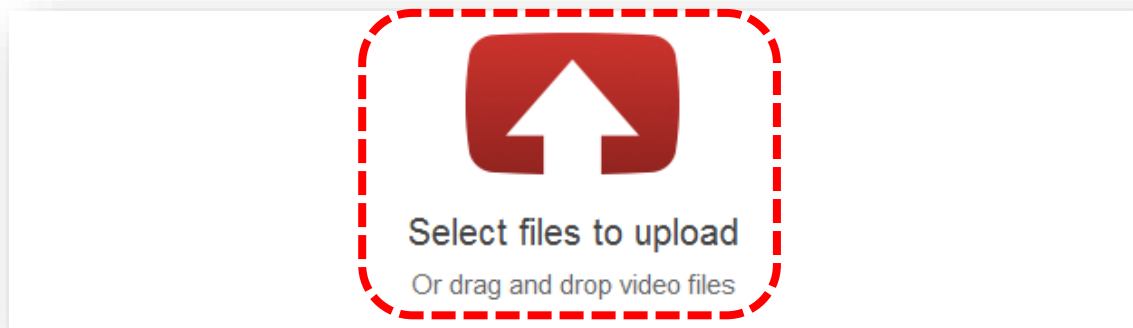
- ✓ Title
- ✓ Description
- ✓ Tags

Something extremely important here is to use the keyword you have chosen in every one of these components.

You really need it to be creative on this, remember you still need to compete with the other 9 titles at the top of Google; and the most attractive ones will get all the eyes and clicks of the searchers.

So, in order to upload the video let's click where says "Upload" and "select file."





Many of you have the course I recommended  
YouTube videos...  
And by doing YouTube is not losing traffic, it is  
justly entertainment traffic.  
Go to the recommended CPA offers

## Cake Decorating Classes - Watch this before you get in

Upload complete! Your video will be live at: <http://youtu.be/dmkw14pl0Ck>

Basic info    Advanced settings

**Title**

Cake Decorating Classes Watch this before you get into any program!

**Description**

<http://cakedecoratingmadeeasy.net/cake-decorating-classes>

Special FREE report reveals the top Free and Paid Cake Decorating Programs over the web. Do not join any program until you read this report clicking the link below:

<http://cakedecoratingmadeeasy.net/cake-decorating-classes>

**Tags ?**

cake decorating classes x free cake decorating cl... x

paid cake decorating cl... x best cake decorating cl... x



This is how you correctly optimize your Video to get top rankings into the search engines. This is something search engines love. A lot of people miss this. And there is where we take advantage of it and take their position in the top because we are giving to the search engines what it wants, which is what people want.

This is all for optimizing your videos. Now it's time to launch our deep advertising activity for our YouTube URL to get it in the top as soon as possible. What you are going to see is something that a really low amount of people do with YouTube videos.

## **Step 7: Rank your Video... quickly, easily and safely...**

I just want to tell you that I love this step, because it really brings results.

The days are gone where you had to create an endless amount of backlinks for your webpages in order to get them to rank in the top of the search engines.

The days are gone where you had to be scared because you didn't know what to expect from Google and its devastating Actualization Zoo.

YouTube is the Future for quick top ranking achievements, as well as for high converting results, because Video is the Present and the Future.

As I mentioned before, the top 7 Ranking Factors for a YouTube video are:

- 1. On Page Factors**
- 2. Channel Authority**
- 3. Date**
- 4. Views**
- 5. Likes**
- 6. Comments**
- 7. Backlinks**





**On Page:** We already have covered this factor on the last step. Here we mean that the keyword should be placed in the Title, in the Description and in the Tags.

**Channel Authority:** Even like the home page of a webpage plays a highly important role for every page inside it to rank, the same applies for your YouTube channel. You will need to increase the authority of your channel by creating a lot of more relevant videos, getting new subscribers and creating backlinks to the general channel URL. But the most amazing software to skyrocket your Channel's Authority is called: [TubeToolBox](#).

TubeToolBox is the most powerful tool to boost your channel's authority like magic. Just take a look and see for yourself [clicking here](#).

**Date:** On this one we can't do much because we can't change the date of our videos to make them older than our competitor's video.

**Views, Likes and Comments:** The views, likes and comments of the video are important indicators for your video to rank. There are ways to get this done easily and automatically, but remember to be natural and not crazy with it, less than 1,000 paid views will be ok. Let me show you three sources: [Fiverr.com](#), [Vagex.com](#), and [Increaseyoutubeviews.com](#)

**Backlinks:** This will be the most important ranking activity you should be doing with your video and there are all kinds of great services to do it as well. Let me show you the top four recommended link building activities you should be focusing on the most: Social Adr, Bookmarking Demon, ScrapeBox, and SEnuke.

- **Social Adr:** This service is ready to provide you massive backlinks from social media sites. Social Adr is an automated service that gets pages



promoted on hundreds of different accounts, at a natural pace, with virtually no work on your part.

- **Bookmarking Demon:** Get unlimited supply of high PR backlinks and laser targeted traffic from major bookmarking sites... all done in minutes on autopilot. We advise you to get up to 2,000 bookmarks here.
- **ScrapeBox:** it is an amazing arsenal of all kinds of automatic backlinking sources in a single place. We advise you to get 20,000 trackbacks here.
- **SEnuke:** SEO automation at its finest. This is the service we will use to embed the video using the Web 2.0 backlinks.

Of course I'm not trying to make you buy every single one of these tools. They are just amazing, but you don't need to buy them to start getting benefits from them. You can just ask people to run them in your behalf at [Fiverr.com](https://www.fiverr.com)

Some final tips I will like to point out here are:

- Not only send backlinks to your video URL, but also send them to your channel URL as well to build up channel authority at the same time.
- Make sure to vary anchor text, and not just use your target keyword, that's a very important Google update to be considered.
- Comment on other videos to build your channel's PR
- Interlink your videos with video responses to boost ranking
- Group 3 similar videos in a playlist and social bookmark it
- Make some great videos so people can watch them at least up to 50%
- If you still need more backlinking because you don't see any rankings you can use the following Backlinking Activities and Services:
  - ✓ [WeWire.com](https://www.wewire.com)
  - ✓ Convert text file to PDF and distribute content through High PR doc sites using [Fiverr.com](https://www.fiverr.com)
  - ✓ Link Weel at [Fiverr.com](https://www.fiverr.com)
  - ✓ Tumblr Links at [Fiverr.com](https://www.fiverr.com)



# Conclusion:

YouTube is extremely easy to manage. It happens the same way as with every single thing in life: things are not difficult. You just need to know where everything is and how you can properly use it – and that does it.

It is the same with YouTube. Now that you know everything that you really need to position your business over YouTube in the shortest time possible, you just need to apply it and do it for yourself.

Thanks so much for the time you have dedicated to learning how to get the most advantage out of YouTube for you and your business. YouTube has come to stay in the market forever.

Millions and millions of pounds are often invested in YouTube, and all of it is for both of us. Let's use it and reach our most precious business goals.

To Your Success,

**Diane Shawe**

[www.startashortcourse.uk](http://www.startashortcourse.uk)



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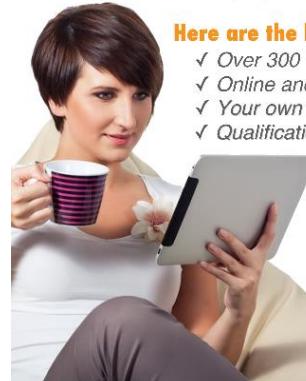
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