

From the desk of Ian B @ <http://ianb.info> – No Bull, just honest, transparent Marketing tips to help you crush the competition!

Your Exclusive YouTube SEO Cheat-Sheet – You’re Ahead of Your Competition Already!

Firstly, thank you for your interest in learning more on how you can get your videos ranked quicker and easier in Google and YouTube. If you don’t already know, that is what is commonly known as Search Engine Optimisation or SEO for short.

Behind Google, YouTube is the 2nd largest search engine on the planet (yep, it’s officially classed as a search engine!). You may already know but Big ‘G’ bought YouTube on 13th November 2006. So, there’s a bit of a monopoly going on here when it comes to ranking in the search engines.

Yep, Google and YouTube are in bed together (figuratively speaking). Each one scratches the other’s back when it comes to rankings. Google will rank YouTube video’s quicker and easier than conventional websites.

If you are in the ‘Make money online’, ‘Weight loss’, ‘Supplement’ niches or similar you will wait an eternity for your website or blog to feature anywhere near the top 3 pages of Google (Google gets approx. 73% of all search traffic). Behind that and NO-ONE will find you, you’re lucky if anyone goes to page 2 these days!

What is the quickest and easiest way to rank on Page 1 or 2 of Google?

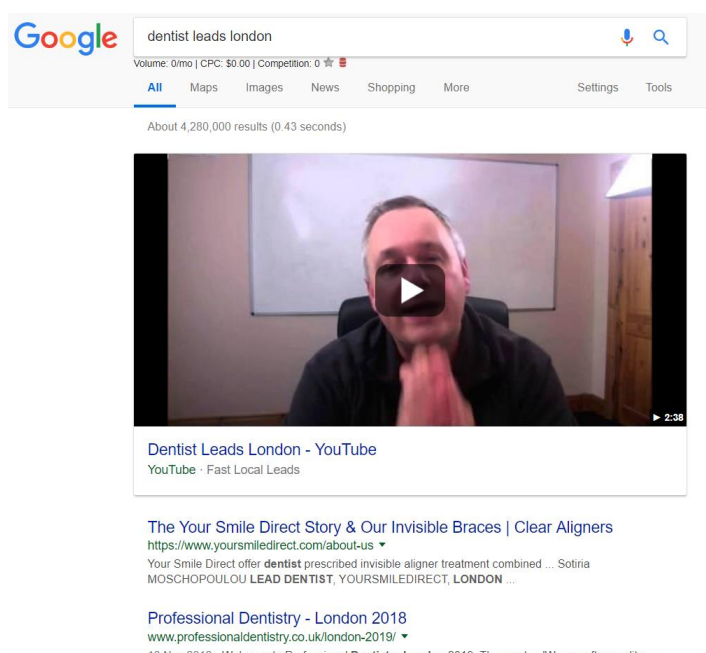
Video, plain and simple...and more specifically YouTube videos!

Let’s take a search term that is competitive: Dentist Leads London

You’ll agree with me when I say London is a big city!

In fact, if using Google.co.uk the term Dentist Leads London has over 4,280,000 results, try it!

When you type in that search term look what appears above EVERYTHING else, including Advertisers who are paying a small fortune for a CLICK:



That video is one we did, and here's the interesting part, it's been there for years, but it could just have easily got there after weeks not years. How, because the video has been optimised and shared socially just how Google and YouTube like it. More of that in a moment.

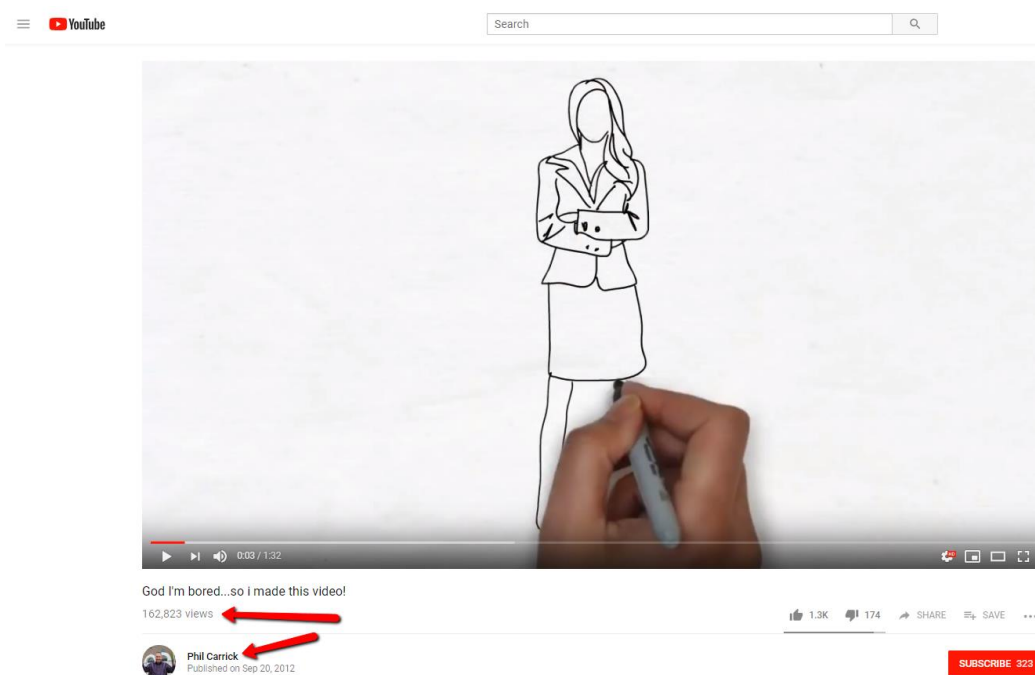
Now, type in Dental Leads London: There are more searches and videos but I'm still No.1 in the Video 3-Pack as Google call it. This is such a competitive term and I receive FREE visitors and leads every day.

Let's go one step further and go completely OFF TOPIC here!

What if the prospect of you appearing on video fills you with dread and you'd rather slam your head in a car door! I hear you, I hated appearing on video at the start, I never knew what to say or always felt I wasn't 'polished' enough! Do you feel the same?

How about if you could just throw up a 'doodle' sketch video for example and get over 160,000 views and again...new leads EVERY DAY, would you be interested in that? Would that help your branding or help you get more leads into your business?

Don't believe me? Just search on either Google or YouTube for the term "God Im Bored" and you'll see a silly little 'doodle' video. It's probably the worst video you've ever seen eh! It is for me 😊 but it WORKS!



Now for The F.U.N. Stuff!

I'm going to show you EXACTLY what I do for each and every video you want to 'rank' inside both YouTube but more specifically Google. The 'holy grail' is to get your video on the coveted Page 1 or 2 on Google search, and thus benefit from all that lovely 'traffic' (visitors) that Google will send you for FREE 😊

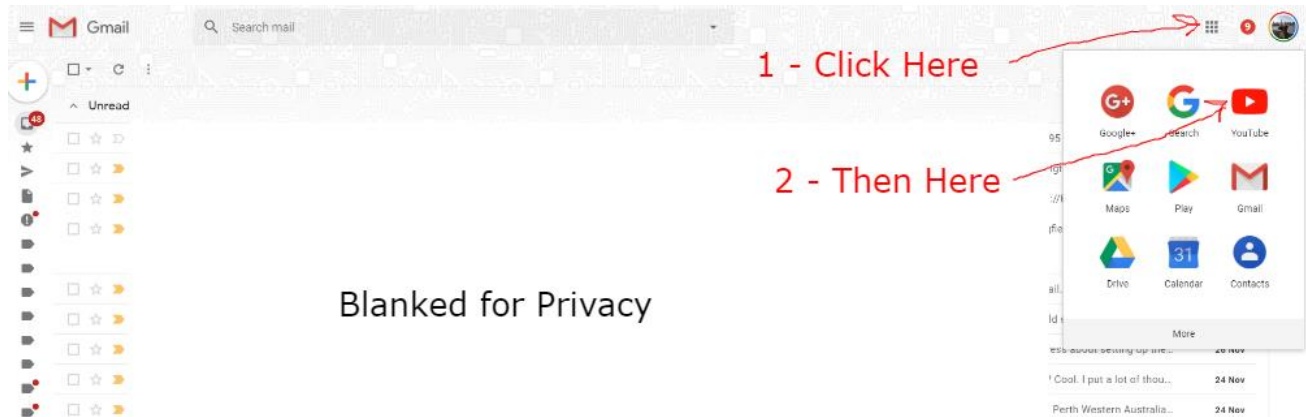
Ians 7 Step Domination Method

Don't let all this scare you, it's so easy, YOU just have to take action, deal?

Ready?

1 – You need a YouTube Channel, this is just a place to host your videos, and remember it's the 2nd largest search engine on the planet.

- Sign up for a Free Gmail account – Just type 'Gmail' into Google and follow the prompts. Once inside of your Gmail account go here:



2 – Follow the prompts to set up your YouTube channel.

3 – Now you need to think about content, what are you going to cover?

4 – Once you know what you're going to cover then you must think about HOW you are going to deliver it. There are 3 easy ways I like to do videos:

- **Headshot videos** – This is YOU on camera (I use a Logitech C920 Pro HD webcam, it's brilliant and approx. \$50/£40...worth every penny – DO NOT use your 'built in webcam' the quality is rubbish)
- **Screen recording videos** – This is literally where you record your screen and creating more of a 'How To' video – TOP TIP: The term 'how to' is THE most widely searched term on YouTube!
- You can use more expensive software for this such as Camtasia for PC or Screenflow for MAC. I have a MAC and a PC and I love this FREE software called 'Screencast-O-Matic'. Yep, it's free but if you can afford it go for the Pro at \$15/year – it removes branding and you can produce unlimited videos, use the mic from the Logitech C920 above!
- **'Doodle' animation videos** – I use a software called Easy Sketch Pro, and that's what was used for the 'God Im Bored' video with over 160,000 views. Most people like to go down this route first as it's the easiest and less scary of the 3! I'm giving away Easy Sketch Pro for FREE for readers of this Cheat-Sheet. Just click Here <http://myhomedotcombusiness.com> and get your copy for FREE (Don't worry, there's no jumping through hoops and you get instant download)

5 – Create your video using any of the methods above.

You can also make your videos even more engaging using Video Wrapping adding text frames and other interactive icons to really get your message across.

This can be done very simply using Video Wrappr A new software making this method available to anyone Get Access to Video Wrappr Here: <http://bit.ly/videowrappr>

6 – BEFORE you upload your video to YouTube you absolutely MUST do this (95% of people do not do this!). Watch video 1 here : <https://www.ianb.info/rank-your-videos.html>

7 – Upload and optimize inside of YouTube for maximum exposure. Watch video 2 here: <https://www.ianb.info/rank-your-videos.html>

And there you have it!

What I've shown you here I could easily charge over \$100 for. Why, because very few people ever take the time to show this!

I'm different, I want to help you succeed.

Why?

Because I'm fortunate enough to have been doing this long enough and it's time to give back (plus, you get to my age and you forget things, so I had better download what's in my head fast!).

If you want to learn more Marketing 'Hacks' to help CRUSH YOUR COMPETITION day then check out my personal blog Page here: <http://ianb.info>

I hope you found this useful, now go out there and make it happen!

Ian

<http://myhomedotcombusiness.com/members>



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